

# PUMP

PARTNER PROGRAM

## PuMP Partner and Contractor Branding Guidelines

This document provides a set of guidelines for how to use Stacey Barr and PuMP branding – including logos, style guides, and other content – to position and promote your company as a licensed PuMP provider, and to ensure that we present ourselves as a professionally unified global PuMP team.

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STACEY BARR



PUMP PARTNER AND CONTRACTOR BRANDING GUIDELINES

## Logos

Location: StaceyBarrLogosForPuMPLicenseeUse.zip download available on PuMP Community Partner portal, <https://thepumpcommunity.com/pump-partner-resources/branding/>.

(The black background in various logos below is provided only to show the white version of the logo.)

Logo Name	Logo Image	Logo Filename	Usage
Licensed PuMP Partner Logo		PuMP Licensed Partner.png	On your website an any other location where you want to position yourself as a PuMP Partner.
Licensed PuMP Contractor Logo		PuMP Licensed Contractors.png	On your website an any other location where you want to position yourself as a PuMP Contractor.
Stacey Barr Licensed Partner Logo		Stacey Barr Licensed Partner.png	Use when you want to position your association with Stacey Barr.
Stacey Barr Licensed Contractor Logo		Stacey Barr Licensed Contractors.png	Use when you want to position your association with Stacey Barr.

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Logo Name	Logo Image	Logo Filename	Usage
Stacey Barr Logo in various colours	<p>The image shows three variations of the 'STACEY BARR' logo. The first is in blue with a blue underline under 'STACEY'. The second is in grey with a grey underline under 'STACEY'. The third is in white with a white underline under 'STACEY', set against a black background.</p>	<p>Stacey Barr - Colour.png</p> <p>Stacey Barr - Grey.png</p> <p>Stacey Barr - White.png</p>	<p>Copyright notices in all Stacey Barr content you use.</p> <p>About Stacey information in your materials.</p> <p>Choose the colour format that works best in your situation.</p>
PuMP Logo in various colours	<p>The image shows three variations of the 'PUMP' logo. The first is in blue with a blue underline under the 'U'. The second is in grey with a grey underline under the 'U'. The third is in white with a white underline under the 'U', set against a black background.</p>	<p>PuMP - Colour.png</p> <p>PuMP - Grey.png</p> <p>PuMP - White.png</p>	<p>All materials where you want to mention PuMP or link to more information about PuMP.</p> <p>Choose the colour format that works best in your situation.</p>

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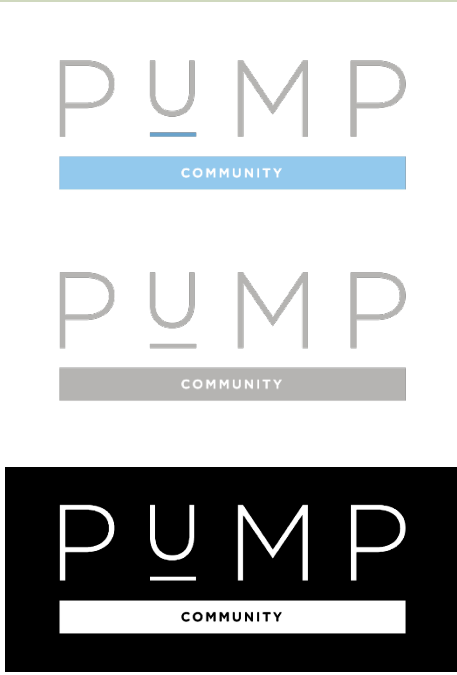
## PUMP PARTNER AND CONTRACTOR BRANDING GUIDELINES

Logo Name	Logo Image	Logo Filename	Usage
PuMP Blueprint Workshop Logo in various colours		<p>PuMP Blueprint Workshop - Colour.png</p> <p>PuMP Blueprint Workshop - Grey.png</p> <p>PuMP Blueprint Workshop - White.png</p>	<p>All your materials promoting the PuMP Blueprint Workshop.</p> <p>Choose the colour format that works best in your situation.</p>
PuMP Blueprint Online Program Logo in various colours		<p>PuMP Blueprint Online Program - Colour.png</p> <p>PuMP Blueprint Online Program - Grey.png</p> <p>PuMP Blueprint Online Program - White.png</p>	<p>All your materials promoting the PuMP Blueprint Online Program.</p> <p>Choose the colour format that works best in your situation.</p>

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Logo Name	Logo Image	Logo Filename	Usage
PuMP Community Logo in various colours		PuMP Community - Colour.png  PuMP Community - Grey.png  PuMP Community - White.png	All materials where you are promoting the PuMP Community to your PuMP Blueprint students.  Choose the colour format that works best in your situation.

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Logo Name	Logo Image	Logo Filename	Usage
EBL Logo in various colours		EBL - Colour.png EBL - Grey.png EBL - White.png	All your materials promoting the EBL.  Choose the colour format that works best in your situation.



PUMP PARTNER AND CONTRACTOR BRANDING GUIDELINES

## Colours

The following is a list of all Stacey Barr Pty Ltd corporate colours, with a special mention for colours used in logos that licensees will use. Not all these colours need to be used by licensees.

Name	RGB	HTML	Usage
Gum Leaf Green	(54/98/27)	#36621B	PuMP Partner & Contractor licensing logos and titles/headings
Light Gum Leaf Green	(135/156/94)	#879C5E	Accent
Sky Blue	(7/109/174)	#076DAE	Stacey Barr, PuMP in general, and PuMP Blueprint logos and titles/headings
Light Sky Blue	(104/160/202)	#68A0CA	Accent for PuMP
Storm Cloud Blue	(73/132/160)	#4984A0	Accent for PuMP
Earth Orange	(207/51/2)	#CF3302	EBL logos and titles/headings
Light Earth Orange	(224/130/79)	#E0824F	Accent (not used in any licensee-used materials)
Beach Yellow	(181/163/27)	#B5A31B	Accent for EBL
Light Beach Yellow	(229/213/84)	#E5D554	Accent for EBL
Storm Cloud Grey	89/89/89	# 595959	Most text