



Brand Guidelines

06 | 26 | 2025



The Pace Solutions identity is more than just a logo.

A visual identity is a design system composed of a number of core assets that come together to create a distinctive look that makes the Pace Solutions Corp. (“PSC”) brand instantly recognizable.

In the case of PSC, there’s more to consider than simply a corporate logo. PSC is made up of three separate divisions featuring several solutions and programs with different product and service offerings. These offerings are separated into one of four or five categories depending on the solution or program. Each category has its own logo.

This guide is intended to provide guidance in using these core elements, and offer assistance to PSC and third party creative teams in the development and production of meaningful visual communications that stay on brand. When used properly, these assets provide consistency in the how the brand is perceived in the public domain.

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1.0 The Corporate Logo

The corporate logo serves as the cornerstone of the PSC visual identity and contains two elements.

The first element is the icon. It's made up of two self-explanatory water drops on a four-colour 'cross/plus sign' backdrop. The icon not only denotes water-based care and positivity, but the colours represent the various solution and program categories that cover the product and service offerings across the three PSC divisions.

Water Treatment

- + Water Treatment Blue
- + Energy Efficiency Green
- + Legionella Management Red
- + Cleaning & Disinfecting Red
- + Water Pre-Treatment Gold

Energy Efficiency

- + Energy Efficiency Green
- + Water Treatment Blue

Plant Health

- + Water Enhancement Blue
- + Energy Efficiency Green
- + Disease Control Red
- + Cleaning & Disinfecting Gold

The **PACE SOLUTIONS** wordmark is the second element. It represents a clear announcement of presence, and makes for a bold accompaniment.

1.1 Colour

The PSC colour logo in standard and reverse formats for Pace Solutions' Water Treatment and Plant Health Divisions.

The horizontal logo should be the default, reserving the stacked logo for applications that have limited horizontal space, for example, mobile phone applications.

All logos can appear on photographic backgrounds, however placement should not occur on busy backgrounds.



1.2 Black & White

The PSC logo in black and white for Pace Solutions' Water Treatment and Plant Health Divisions.

The horizontal logo should be the default, reserving the stacked logo for applications that have limited horizontal space, for example, mobile phone applications.

All logos can appear on photographic backgrounds, however placement should not occur on busy backgrounds.



1.3 Alternate Program / Initiative Logos

The following logos are used to represent the various Pace programs and initiatives.

VERITAS



Pace Academy



Pace Eco Program



VERITAS



Pace Academy



Pace Eco Program



1.4 Document Headers & Footers

Below are the guidelines for placing the PSC logo in the headers and footers of documents.*

These guidelines apply to any PSC logo, including the solution and program logos in the following section of this guide.

*Documents are considered any standard size informational, non-marketing document that is printable on any printer, requiring only layout without artistic design.

Header

When appearing in the header, the PSC logo should always appear on the left and occupy the entirety of the horizontal space allocated to the height of the logo. Any copy that follows should appear below the logo.


Footer

When appearing in the footer, the PSC logo should always appear on the left.

PSC contact information and any document versioning should appear as illustrated on the right, no taller than the height of the logo.

The horizontal black line is optional:

- + When used it should align with the top of the logo.
- + When not using it, the height of the contact information should match that of the PSC logo.



What is EndoTherm?

EndoTherm is a hydronic additive proven to improve energy efficiency in hydronic HVAC systems. It is the fastest and easiest way to lower energy consumption and emissions in almost any closed loop system, including boilers, chillers, heat pumps and geo-thermal systems. EndoTherm offers a simple payback in less than two years in most applications and will last at least ten years in system. A pioneering non-ionic surfactant additive, EndoTherm is used in over 100,000 systems world-wide, with a proven track record of reduced energy bills and CO2 emissions in multi-unit residential, commercial/industrial buildings, and greenhouses.

Can Water Be Energy Efficient?


Many buildings use water or a mix of water and glycol to transport heat for space heating and cooling. The high surface tension of water limits heat transfer causing the system to run inefficiently, consuming excess energy and generating increased emissions. EndoTherm® and EndoGreen® can be added to any hydronic systems at a low concentration to reduce surface tension by 60%, significantly improving heat transfer.

By increasing heat transfer with EndoTherm®, the system will hit set-points quicker and runs less frequently to maintain heat optimizing the energy efficiency of your existing equipment.

The result is a up to a 15% reduction in HVAC energy consumption and associated emissions. With a simple payback between 12-24 months, EndoTherm® is the easiest way to lower building energy consumption, with the best return on investment compared to alternative methods.

EndoTherm® and EndoGreen® Benefits

<ul style="list-style-type: none"> + Winner of multiple building and eco-friendly awards + Energy savings start on day one + Field tested results in 100,000+ systems and growing + Up to 15% reduction in energy consumption 	<ul style="list-style-type: none"> + Reduced CO2 emissions + Full return on investment in less than two years + Ease of use - Simply add to boiler or chiller water + 100% Organic and fully biodegradable
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1.5 Improper Logo Use

Shown below are examples of improper use of the PSC corporate logo.

**These guidelines apply any PSC logo, including the solution and program logos in the following section of this guide.*



- ✘ Do not change the icon position as it relates to the wordmark



- ✘ Do not substitute alternate fonts in the wordmark



- ✘ Do not horizontally or vertically stretch or distort the logo



- ✘ Do not change the size relationship of the icon and wordmark



- ✘ Do not embellish or add anything to the logo



- ✘ Do not alter colour application from the brand standard



- ✘ Do not introduce new colours to the logo

The new  logo was introduced in early 2020 as part of a larger brand refresh.

- ✘ Do not use the logo to replace the company name in text



- ✘ Do not alter the spacing between the icon and the wordmark



- ✘ Do not rotate or flip any part of the logo



- ✘ Do not position the logo on a diagonal plane



- ✘ Do not use the logo to create a repeating pattern



- ✘ Do not stroke or outline any part of the logo



- ✘ Do not alter the opacity of the logo



- ✘ Do not enclose the logo in any shape



- ✘ Do not add gradients to the logo

2.0 Solution & Program Logos

The three PSC divisions mentioned earlier in this guide are each made up of its own solutions and/or programs, which are spread across four or five different colour coded categories.

Water Treatment

- + Water Treatment
- + Energy Efficiency
- + Legionella Management
- + Cleaning & Disinfecting
- + Water Pre-Treatment

Energy Efficiency

- + Energy Efficiency
- + Water Treatment

Plant Health

- + Water Enhancement
- + Energy Efficiency
- + Disease Control
- + Cleaning & Disinfecting

2.1 Water Treatment | Colour

All logos can appear on photographic backgrounds, however placement should not occur on busy backgrounds.

Horizontal & Stacked



Horizontal & Stacked



2.2 Water Treatment | Black & White

All logos can appear on photographic backgrounds, however placement should not occur on busy backgrounds.

Horizontal & Stacked



WATER TREATMENT
SOLUTIONS



ENERGY EFFICIENCY
SOLUTIONS



WATER PRE-TREATMENT
SOLUTIONS



WATER
TREATMENT
SOLUTIONS



ENERGY
EFFICIENCY
SOLUTIONS



WATER
PRE-TREATMENT
SOLUTIONS



LEGIONELLA MANAGEMENT
SOLUTIONS



CLEANING & DISINFECTING
SOLUTIONS



LEGIONELLA
MANAGEMENT
SOLUTIONS



CLEANING &
DISINFECTING
SOLUTIONS

Horizontal & Stacked



WATER TREATMENT
SOLUTIONS



LEGIONELLA MANAGEMENT
SOLUTIONS



CLEANING & DISINFECTING
SOLUTIONS



ENERGY EFFICIENCY
SOLUTIONS



WATER PRE-TREATMENT
SOLUTIONS



WATER
TREATMENT
SOLUTIONS



LEGIONELLA
MANAGEMENT
SOLUTIONS



CLEANING &
DISINFECTING
SOLUTIONS



ENERGY
EFFICIENCY
SOLUTIONS



WATER
PRE-TREATMENT
SOLUTIONS

2.3 Energy Efficiency | Colour

All logos can appear on photographic backgrounds, however placement should not occur on busy backgrounds.

Horizontal & Stacked



Horizontal & Stacked



2.4 Energy Efficiency | Black & White

All logos can appear on photographic backgrounds, however placement should not occur on busy backgrounds.

Horizontal & Stacked



Horizontal & Stacked



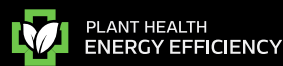
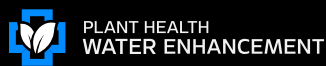
2.5 Plant Health | Colour

All logos can appear on photographic backgrounds, however placement should not occur on busy backgrounds.

Horizontal & Stacked



Horizontal & Stacked



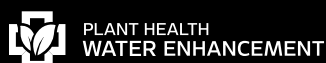
2.6 Plant Health | Black & White

All logos can appear on photographic backgrounds, however placement should not occur on busy backgrounds.

Horizontal & Stacked



Horizontal & Stacked



3.0 The PSC Colour Palette

Colour plays an important role in the PSC brand. Outlined earlier in the guide was the concept of colour coding the solutions and programs belonging to the different divisions, and the chosen palette showcases a vibrant approach to categorization.

Water Treatment

- + Water Treatment Blue
- + Energy Efficiency Green
- + Legionella Management Red
- + Cleaning & Disinfecting Red
- + Water Pre-Treatment Gold

Energy Efficiency

- + Energy Efficiency Green
- + Water Treatment Blue

Plant Health

- + Water Enhancement Blue
- + Energy Efficiency Green
- + Disease Control Red
- + Cleaning & Disinfecting Gold

The following pages contain all the colour code information for RGB, CMYK, Greyscale, and the Pantone Matching System.

3.1 Standard & Reverse | Colour

The colours in the PSC brand palette below encompass all brand colours that are available to be used when the brand assets are to appear in colour on both black and white or light and dark textured backgrounds.

Refer to section **1.4 Improper Logo Use** to see what guidelines are in place related to the brand logos.



Navy

PMS 660 C
C 100 · M 80 · Y 27 · K 12
HEX #004378
R 0 · G 67 · B 120



Blue

PMS 285 C
C 91 · M 53 · Y 0 · K 0
HEX #008CFF
R 0 · G 140 · B 255



Green

PMS 360 C
C 61 · M 0 · Y 96 · K 0
HEX #6EC84A
R 110 · G 200 · B 74



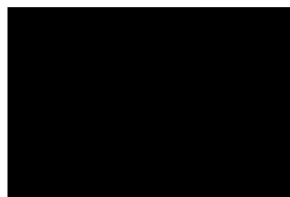
Gold

PMS 129 C
C 4 · M 17 · Y 87 · K 0
HEX #FABD00
R 250 · G 189 · B 0



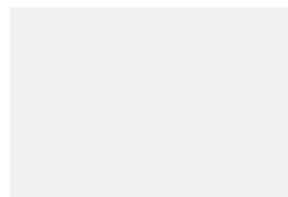
Red

PMS Red 032 C
C 0 · M 93 · Y 76 · K 0
HEX #F00000
R 240 · G 0 · B 0



Black

PMS Black C
C 60 · M 40 · Y 40 · K 100
HEX #000000
gBlack 100%



Light Grey

PMS 420 C – 23%
C 0 · M 0 · Y 0 · K 5
HEX #F2F2F2
gBlack 5%

3.2 Standard Colours | Black & White

The colours in the PSC brand palette below encompass all brand colours that are available to be used when the brand assets are to appear in black and white on a white or light textured background. The colour names remain the same, prepended with a 'g' to denote greyscale values.

Refer to section **1.4 Improper Logo Use** to see what guidelines are in place related to the brand logos.



gNavy

PMS Cool Gray 10 C
Black 72%

HEX #666666
gBlack 60%



gBlue

PMS Cool Gray 8 C
Black 58%

HEX #8C8C8C
gBlack 45%



gGreen

PMS Cool Gray 6 C
gBlack 40%

HEX #A6A6A6
gBlack 35%



gGold

PMS Cool Gray 3 C
gBlack 26%

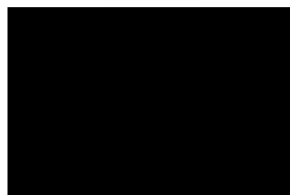
HEX #BFBFBF
gBlack 25%



gRed

PMS Cool Gray 11 C
Black 85%

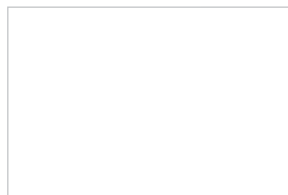
HEX #404040
gBlack 75%



Black

PMS Black C
C 60 · M 40 · Y 40 · K 100

HEX #000000
gBlack 100%



White

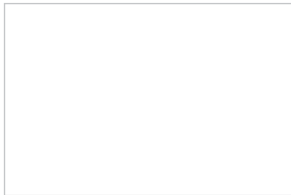
PMS Opaque White
C 0 · M 0 · Y 0 · K 0

HEX #FFFFFF
gBlack 0%

3.3 Reverse Colours | Black & White

The colours in the PSC brand palette below encompass all brand colours that are available to be used when the brand assets are to appear in black and white on a black or dark textured background. The colour names remain the same, prepended with a 'g' to denote greyscale values.

Refer to section **1.4 Improper Logo Use** to see what guidelines are in place related to the brand logos.



White

PMS Opaque White
gBlack 0%

HEX #FFFFFF
gBlack 0%



gBlue

PMS Cool Gray 6 C
Black 40%

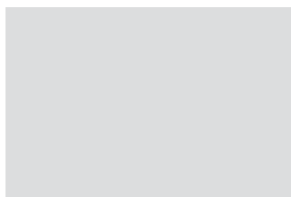
HEX #B2B2B2
gBlack 30%



gGreen

PMS Cool Gray 4 C
gBlack 32%

HEX #CCCCCC
gBlack 20%



gGold

PMS Cool Gray 1 C
gBlack 18%

HEX #D9D9D9
gBlack 15%



gRed

PMS Cool Gray 9 C
Black 70%

HEX #808080
gBlack 50%

4.0 **Typography**

Just as logos and colours help to establish brand recognition in the public domain, typography is equally important to the task, and accomplishes its goals in a more subtle manner. When done correctly, any copy following the typography guidelines on the following pages will prompt viewers to instinctively associate the way text content appears on brand asset with the PSC brand, often without being aware of it.

This section of the guide outlines the brand fonts, and indicates how they should be used so all PSC copy and text treatments are presented in a visually consistent manner. The following pages consider things like which typeface is used for different content blocks, text sizes and weights (thickness), and relative text sizes between different content blocks.

4.1 Typeface | Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
!@#\$%^&*()?

Weight: Bold 700 (*pictured*)
Use: Digital headings only, image captions, labels

Weight: Black 900
Use: Headings, page numbers

Weight: SemiBold 600
Use: Interactive Menu

Weight: Bold 700 · CAPS
Use: Interactive Call To Action / Button

[Download Inter at Google Fonts](#)

4.2 Typeface | Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
!@#\$%^&*()?

Weight: Bold 700 (*pictured*)
Use: Subheadings, image captions, labels

Weight: Regular 400
Use: Body text

[Download Open Sans at Google Fonts](#)

4.3 Print Application

The size ratio for the **Heading**, **Subheading**, and **Body** text in this example is **18pt : 12pt : 8pt**, or **4 : 3 : 2**. This ratio should be play an important part of the pre-planning of any asset involving text formatting and layout considerations.

Heading

Inter Black 900
Size Shown: 16 pt
Leading: 20 pt
Leading Ratio: 4 : 5
Tracking: 0, Optical

1st Spacing*

Roughly equal to the height of 1.5 **Heading** text capital letterforms

Subheading

Open Sans Bold 700
Size Shown: 12 pt
Leading Shown: 16 pt
Leading Ratio: 3 : 4
Tracking: 0, Optical

2nd Spacing*

Roughly equal to twice the height of **Body** text capital letterforms

Body

Open Sans Regular 400
Size Shown: 8 pt
Leading Shown: 12 pt
Leading Ratio: 3 : 4
Tracking: 0, Optical

Reducing Building HVAC Energy Consumption Without Changing Occupant Behaviour

A Guide To The Easiest Way For Building Managers & Environmental Managers To Lower CO2 Emissions & Energy Bills

Convincing groups of people to permanently change their habits to conserve energy is a battle that many Environmental Managers for commercial and residential property management companies try to avoid at all cost.

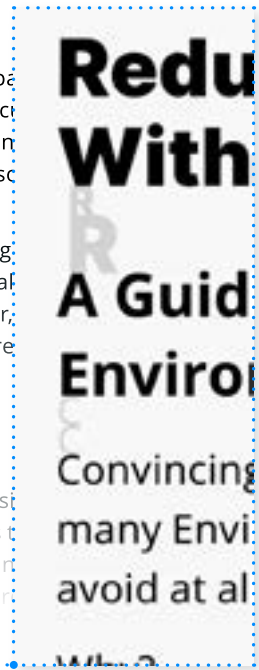
Why?

Because spending hours and resources to create a program that is unsupported by pay yields few-to-no results can erode the credibility of the environmental directive and confidence of future programs. Non-participant programs such as installing new HVAC equipment, sensors for LED lights, and reducing temperatures in common areas can help, but also carry unforeseen safety implications.

With existing residential and commercial buildings being the number one culprit for greenhouse emissions in North America, there are very few sure-win methods that Environmental Managers can implement post-construction to achieve measurable and consistent results. However, the consensus is that only a small percentage of conservation can offer large long-term reductions in environmental footprint and saving money in fuel usage.

HVAC Water Treatment Reduces Emissions and Costs

Environmentalism is the new tech market; however, insiders know there is no single silver bullet. Reducing emissions a few percentages at a time is the key, but any technology needs to pass a basic cost-benefit analysis. One of the pivotal technologies to surge to the forefront in the energy-saving additive EndoTherm for hydronic heating and chilled systems. It has pro-



*Spacing Detail

4.4 Improper Typography

Shown below is an example of an improper type layout and a list of what to avoid when formatting type.

Caps / Size

- ✘ Do not use caps for any non-interactive text.
- ✘ Do not alter text size ratio for Heading, Subheading, and Body text from 4 : 3 : 2

Embellishment

- ✘ Do not add elements to text layouts such as drop shadows, underlines, etc.

Typeface

- ✘ Do not introduce a different typeface

Spacing

- ✘ Do not alter the brand standard spacing between text elements

Leading

- ✘ Do not alter Size : Leading ratios from those listed in this section of the guide

REDUCING BUILDING HVAC ENERGY CONSUMPTION WITHOUT CHANGING OCCUPANT BEHAVIOUR

A Guide To The Easiest Way For Building Managers & Environmental Managers To Lower CO2 Emissions & Energy Bills

Convincing groups of people to permanently change their habits to conserve energy is a battle that many Environmental Managers for commercial and residential property management companies try to avoid at all cost.

Why?

Because spending hours and resources to create a program that is unsupported by participants and yields few-to-no results can erode the credibility of the environmental directive and curtail the scope of future programs. Non-participant programs such as installing new HVAC equipment, adding motion sensors for LED lights, and reducing temperatures in common areas can help, but also be costly or carry unforeseen safety implications.

With existing residential and commercial buildings being the number one culprit for greenhouse gas emissions in North America, there are very few sure-win methods that Environmental Managers can implement post-construction to achieve measurable and consistent results. However, the industry consensus is that only a small percentage of

4.5 Digital & Interactive Applications

For the most part, the rules set out in **4.3 Print Application** apply to the appearance of the content. However, when moving into the interactive space, new considerations come into play. Text for menu navigation and calls to action/buttons not appearing in print material for obvious reasons must be legible across desktop, tablet, and mobile applications. There are two instances of guidelines specific to the interactive space. It is the only place where PSC brand fonts are found in CAPS.

Menus · Navigation Water Treatment Energy Efficiency Plant Health

Inter SemiBold 600
Size Shown: 14 pt
Leading: n/a
Tracking: 0, Optical

Call To Action · Button LEARN MORE →

Inter Bold 700 · CAPS
Size Shown: 12 pt*
Leading: n/a
Tracking: 0, Optical



Solid



Outline

Menus · Navigation Water Treatment Energy Efficiency Plant Health

Inter SemiBold 600
Size Shown: 14pt
Leading: n/a
Tracking: 0, Optical

Call To Action · Button LEARN MORE →

Inter Bold 700 · CAPS
Size Shown: 12pt*
Leading: n/a
Tracking: 0, Optical



Solid



Outline

***Important:** The button : text height ratio should be **3 : 1**, and text should be vertically aligned to the center of the button.

4.6 Improper Digital & Interactive Use

Shown below are examples of improper interactive elements and a list of what to avoid when producing them.

Menus · Navigation

WATER TREATMENT ENERGY EFFICIENCY PLANT HEALTH

✘ Do not use caps.

Water Treatment Energy Efficiency Plant Health

✘ Do not alter the brand standard font weight.

Call To Action · Button



✘ Use caps only, do not use mixed case.



✘ Do not alter the brand standard button : text height ratio



✘ Do not use colours.

5.0 **Graphic Device | The Icons**

The PSC logo icon can be enlarged and used as an effective graphic device that results in a distinguished visual trademark that reinforces the authority of the PSC brand.

5.1 Graphic Device Use



The PSC logo icons can be used as an element in various types of background treatments. Below are some examples of how to use it properly and improperly. When used as a graphic device, the icon is not associated with the wordmark and can be sized independent of any other graphic element or treatment.

Washing over a solid PSC brand colour or a photograph treatment with a reduced opacity subtly embeds the brand in the visual impact of the piece.

**These are the only instances of the icon graphic device over which text can be placed.*

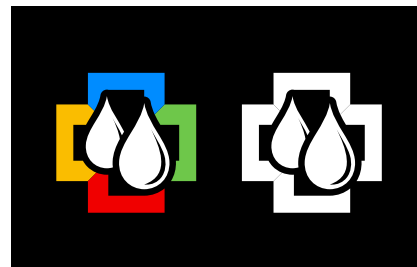


Improper Use

- ✘ Crop the icon in any way
- ✘ Horizontally or vertically stretch or distort the logo
- ✘ Use the icon as a window through which to show another graphic
- ✘ Use the icon to create a repeating pattern



When used as a graphic device, the icon can be represented in monochrome black and white, the brand standard and reverse colours only.



5.2 Clear Space & Minimum Size

The minimum space that must be left clear around the PSC icon graphic device to protect its clarity and visual integrity is referred to as 'clear space'.

Unlike logos, text can be placed over certain icon graphic device treatments. See the previous section for guidance as to which.

The clear space should also appear between the PSC icon graphic device and the edge of the page or screen, and from any page folds, die cuts, etc.

The minimum clearance around the PSC icon graphic device should be equal to the width of the larger leaf appearing in the logo icon as illustrated below.



A standard minimum size ensures that the PSC icon graphic device is always legible.

The width and height of the icon are the same.

The minimum sized icon appearing below is shown at actual size.

64 mm · 0.25" · 18 pixels



6.0 **Accreditations, Affiliations, and Certifications**

The following logos represent external third party accreditations and affiliations, as well as internal accreditations and certifications bestowed upon individuals from within Pace Solutions.

6.1 Website Listed Affiliations

The affiliations below appear in the footer of the Pace Solutions website.

Association of Water Technologies



Mechanical Contractors Association of British Columbia



Building Energy Innovators Council



Canada Green Building Council



Building Owners and Managers Association of British Columbia

6.2 Industry Partners

Logos for the industry partner companies, these logos are found on the Energy Efficiency landing page of the Pace Solutions website.

Evapco Smart Shield



HC Info



TGWT



Veolia Water Technologies & Solutions



6.3 Rebate Partners

Logos for the companies offering partnered rebates. These logos are found on the Energy Efficiency landing page of the Pace Solutions website.

FortisBC



SaskEnergy



6.4 Certifications

These logos represent third party and internal certifications available to members of the Pace Solutions team, and Halal, organic, and kosher product certifications.

Certified Water Technologist



Pace Certified Technician



Pace Certified Senior Technologist



Kosher Check



HMCA Halal



OMRI Listed





pacesolutions.com

(800) 799-5211

← VIEW AGAIN

DESIGN BY

