

Pacifica Acquisitions Institute Brand Logo Guidelines

1. Brand Identity Protection:

- a. The logos of Pacifica Acquisitions Institute (hereinafter referred to as "PAI" or "Pacifica") and its divisions are valuable assets that represent the reputation, values, and identity of Pacifica Acquisitions Institute (PAI).
- b. PAI logos are protected by intellectual property laws and regulations, and any unauthorized use or modification is strictly prohibited.

2. Logo Usage:

- a. Pacifica and all division logos should be used consistently and appropriately to maintain a strong brand image.
- b. PAI logos should not be altered, distorted, or modified in any way that could diminish their visual integrity or misrepresent PAI or its divisions.
- c. Any usage of the logos must adhere to the guidelines provided herein.

3. Authorization for Logo Usage:

- a. Any individual or entity intending to use Pacifica and or division logos must seek explicit written authorization from the designated representative of PAI.
- b. Pacifica reserves the right to grant or deny permission for logo usage at its sole discretion.
- c. Unauthorized use of the logos may result in legal action to protect PAI's rights and interests.

4. Compliance with Laws and Regulations:

- a. Any usage of the logos must comply with applicable laws, regulations, and ethical standards.
- b. PAI logos shall not be used in any manner that could be deemed defamatory, misleading, or harmful to the reputation of PAI and its divisions.
- c. Usage of the logos should not infringe upon the rights of any third parties, including intellectual property rights.

5. Logo Variations:

- a. Pacifica and its division logos **SHOULD REMAIN in its original format**, such as full-color, and **NOT** be altered in the use of grayscale, monochrome, or any other variation that alters the original color of the logo.
- b. The logos should be used with their original colors whenever possible to maintain consistency.
- c. It is strictly prohibited to create or use any modified versions of the logos without prior written approval from Pacifica.
- d. In situations where the original colors are not suitable, alternative approved color variations may be used upon receiving permission from Pacifica.
- e. The logos should be placed on a clean and uncluttered background to ensure maximum visibility and impact.
- f. In compliance with legal provisions, any PAI division logos that require utilization on social media platforms, digital flyers, events, and various forms of printed materials must be duly presented to the Human Resources department. Subsequently, Human Resources shall delegate the project to the Pacifica design team for its successful execution. This procedure not only ensures legal compliance but also guarantees the creation of visually compelling and professionally tailored logos that align with the branding standards of PAI and its respective divisions.

6. Logo Placement and Sizing:

- a. The logos should be placed prominently and legibly in a manner that ensures visibility and readability.
- b. The proportions and sizing of the logos should be maintained to preserve their visual integrity.
- c. The logos should not be scaled or distorted disproportionately.

7. Branding Guidelines:

- a. Detailed branding guidelines, including font usage, tagline placement, and additional visual elements, may be provided separately for Pacifica and its divisions.
- b. It is essential to follow these guidelines to ensure a cohesive and unified brand identity for Pacifica and its divisions.

8. Logo Misuse and Reporting:

- a. Any instances of logo misuse or unauthorized usage should be promptly reported to Human Resources.
- b. Pacifica Acquisitions Institute appreciates the vigilance and cooperation of individuals in upholding the integrity and protection of its brand identity.

Please note that these guidelines are subject to change, and any updates will be communicated accordingly.

By signing below, I acknowledge that I fully understand these policies and procedures.

Signature

Date

Print Name

Please note: In order for this document to be admissible, you must sign using your first name and last name together. You can not use only one name such as 'John' or 'Smith'. Your name submission should be 'John Smith' as an example, or the document will be voided along with your services to CMP.