



CO-BRANDING GUIDELINES

April 2025

CO-BRANDED RELATIONSHIP OVERVIEW

Price Logo Guidelines

Price's logo guidelines.

Price and Partner Logos

Guidelines on displaying the Price logo alongside a partner logo.

Primary Relationship

Guidelines for adding a partner's logo to predominantly Price branded content.

Equal Relationship

Guidelines for equal Price and partner branded content.

Secondary Relationship

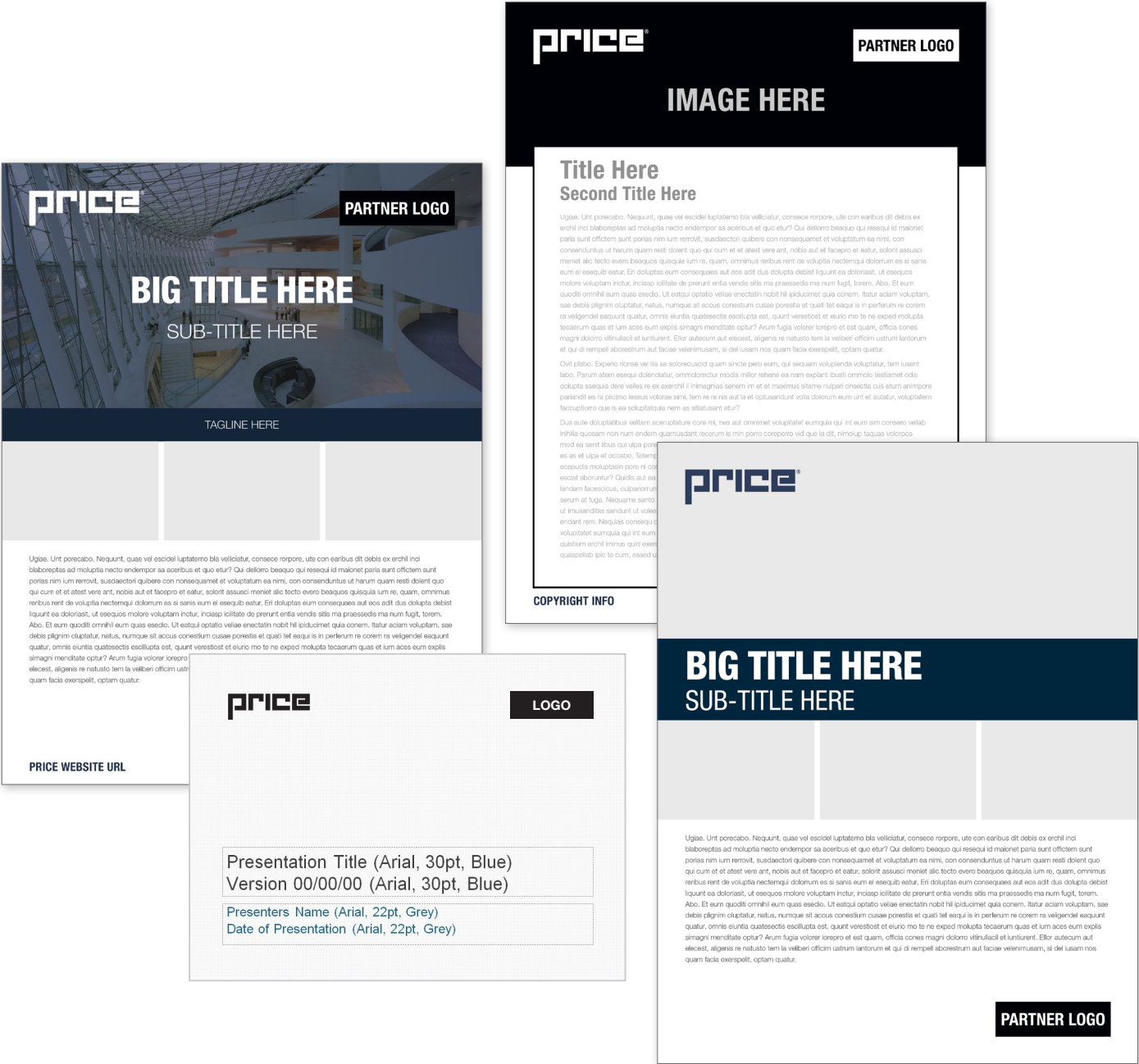
Guidelines for adding the Price brand to partner brand styled content.

Apparel

Guidelines for adding partner logos to Price branded apparel.

PowerPoint

Guidelines for adding partner logos to Price branded PowerPoints.



PRICE LOGO GUIDELINES

Minimum Space

A minimum area within and surrounding the identity must be kept clear of any other typography as well as graphic elements such as photographs, illustrations, thematic images and patterns, and the trim edge of a printed piece. This spacing should match the height of the letter 'e'.

More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum Width

Minimum size refers to the smallest size at which the logo may be reproduced and still maintain legibility. To ensure its legibility, the minimum reproduction size is 26 millimeters wide. The logo should scale proportionally.



CO-BRANDED LOGO GUIDELINES

Size

In equal relationships, the area (w x h) of our logo and area of the other company's logo should be equal so that they have the same presence. The other company's logo can never exceed the size of our logo. Our logo must maintain a minimum size of 23mm wide.

In secondary relationships the other company's brand guidelines may drive decisions around logo size and proportion. Variations to size proportions are only applicable when designing communications in the other company's identity.

Equal Relationships

We prefer that you place the other company's logo to the right side and bordering on the clear space of our logo. A vertical line—thickness depending on logo size, and equal distance from each logo—should separate the two logos. The other company's logo should center-align to our logo. The other company's logo must be black or grayscale and our logo must appear to the left of the other company's logo.

Horizontal logos:



The minimum space rules still need to be followed when placing logos beside each other (in this example, the Price "e")



If there is a divider line/design element in-between the two logos, the minimum space rules still need to be followed (in this example, the Price "e")

Square/Vertical logos:



The minimum space rules still need to be followed when placing logos beside each other (in this example, the Price "e")



The partner logo should stay within logo's safe spacing rules for overall size



PRICE®
PARTNER



PRICE®
PARTNER



PRICE®
PARTNER
LOGO

CO-BRANDED PRIMARY RELATIONSHIP

Visual Identity

All communications must use our visual identity. You should not use the other company's identity.

Sizing

Area (w x h) of our logo and the area of the partner logo should be equal.

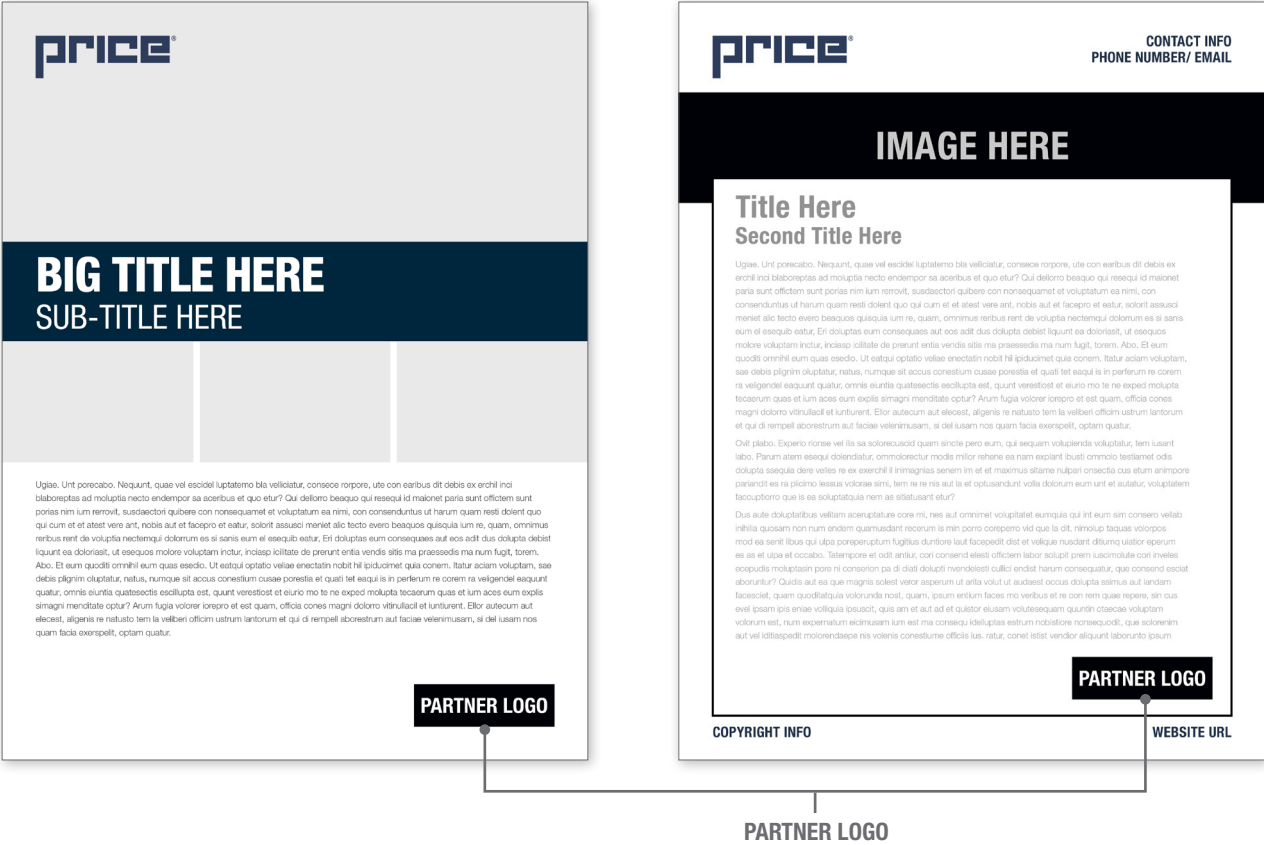
Placement

Place logos apart from each other on a suitable background. Our logo should appear in the top left or right corner. The other company's logo should appear on the bottom in the opposite corner of our logo.

Colour

The other company's logo should be black or grayscale.

When we use the other company's logo:



CO-BRANDED EQUAL RELATIONSHIP

Visual Identity

You can use either our identity or the other company's identity.

Sizing

Area (w x h) of our logo and the area of the other company's logo should be equal.

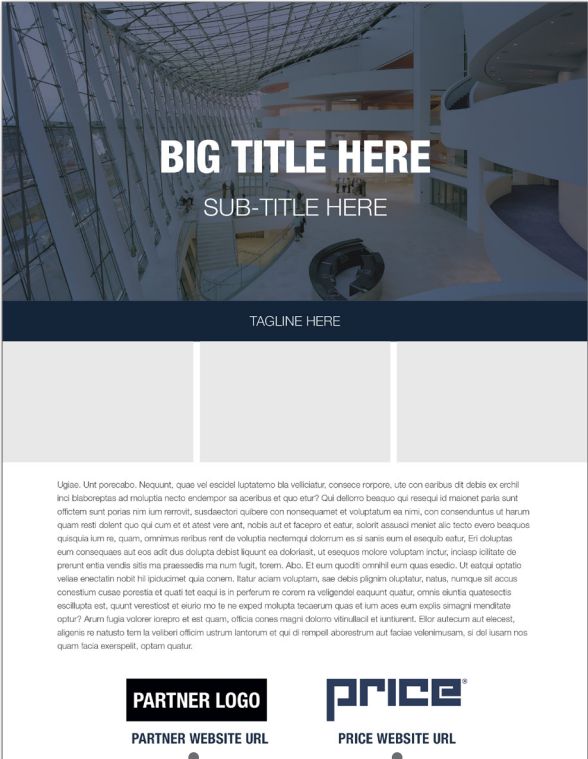
Placement

You should place the logos side-by-side. When using the other company's identity, we recommend that our logo is on the left. If the logos are right beside each other, we use a vertical line dividing the two logos.

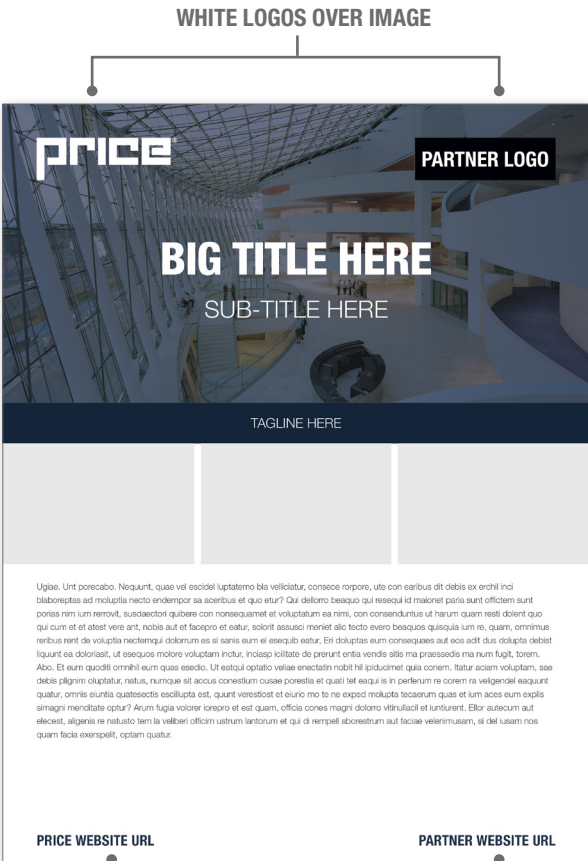
Colour

In our communications, the other company's logo should be black. When using the other company's communications, the other company's logo may appear in color while ours should always be in black or white.

When we use both company's logos:



SIDE BY SIDE



BOTH WEBSITE URLS

CO-BRANDED SECONDARY RELATIONSHIP

Visual Identity

You must use the other company's identity if we are secondary in the relationship. Do not create any materials using our identity in this relationship.

Sizing

Our logo should always follow our guidelines and maintain a minimum size of 26 mm wide. Whenever possible, the logos should also follow the correct sizing proportions.

Placement

Where possible, our logo should appear either bottom left or bottom right in the layout. Ensure that our logo is not horizontally aligned with the other company's logo. Legibility of our logo is a priority, and it should not be on a distracting background.

Colour

When used in the other company's communications, the other company's logo may appear in color.

When we use the other company's identity:



CO-BRANDED APPAREL

Placement

- Logos of both brands should be balanced in size and prominence.
- Common placements:
 - Left chest / Right chest
 - Sleeve - left for Price logo, right for partner logo.
 - Hem tags or inner neck labels (for subtle branding)



Size & Proportion

Logos should not be distorted.

Use original files, preferably vector (.AI, .SVG, .EPS).

Spacing

Maintain a clear space around both logos to avoid visual clutter.

Minimum clear space = height of the Price lettering not including the tail in the "p".

See brand guide logo usage for more.

CO-BRANDED POWERPOINTS

Appearance

Co-Branded PPT's should have both logos visible, and the same size.

Download PowerPoint Template 

Formatting Guidelines

- + If the Price logo is black, you should try and use a matching colour version of the partner logo (black)

Tree Structure

Cover Slide



Content Slide

