

# PCST

## Brand Guidelines

Version 1.0  
Date: June 2025



PCST

# Introduction

PCST (Public Communication of Science and Technology) is a global organization dedicated to promoting discussion on the theory and practice of communicating science, and of public discourses about science and technology and their role in society.

This brand guideline document aims to ensure consistency and professionalism across all visual communications.

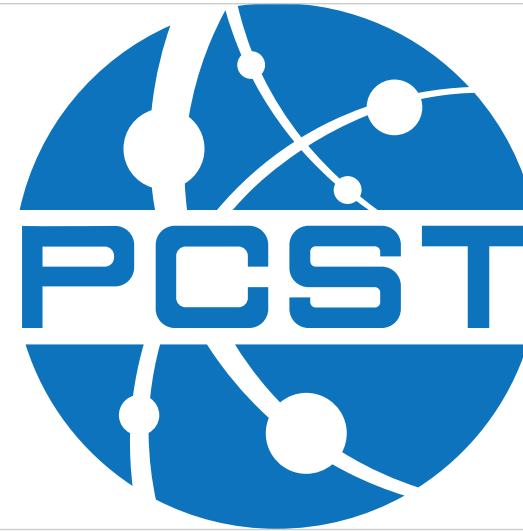


# Logo Usage

The PCST logo features a circular emblem made of concentric, curved lines that suggest ripple effects, symbolizing communication and global outreach.

The logo conveys the organization's core values — global reach, structured communication, and modernity — through both form and typography.

Logo



Logo + Inscription



The Global Network  
for Science Communication



The Global Network  
for Science Communication

# Logo Usage

## Usage Guidelines:

Logo usage guidelines are essential to ensure visual consistency and brand recognition across all mediums. These rules protect the logo’s integrity and prevent misrepresentation in both digital and print applications.

### Always:

- Maintain clear space around the logo equal to the width of the “P” in “PCST”.
- Use only approved color variations (full color, black, white/knockout).
- Respect minimum sizes: 25mm for print, 100px for digital use.
- Keep logo aligned and proportionally scaled.

		The Global Network for Science Communication
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# Logo Usage

## Usage Guidelines:

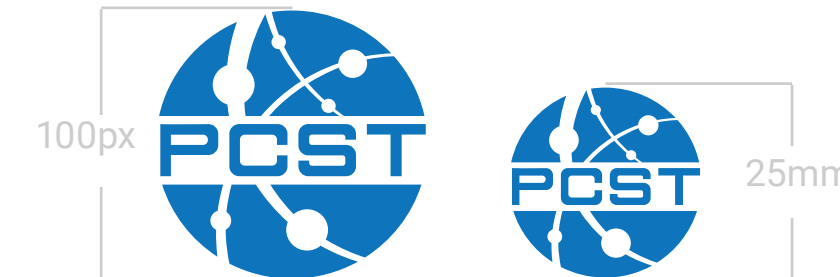
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### Always:

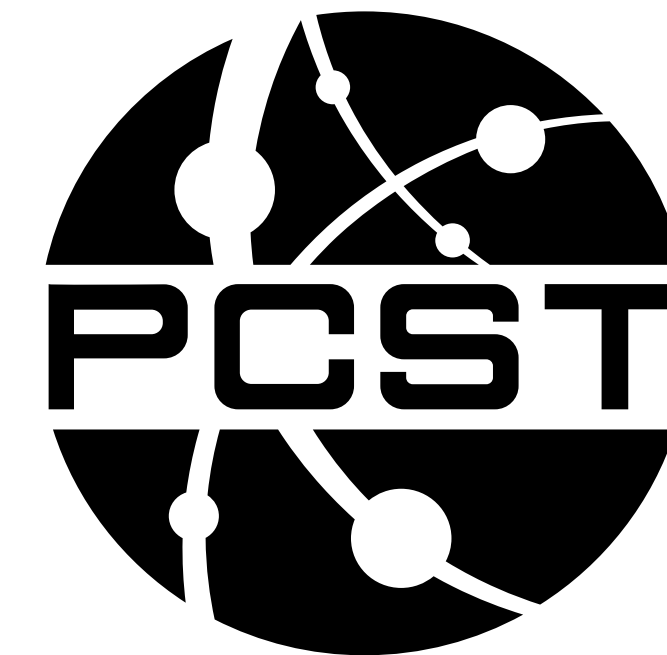
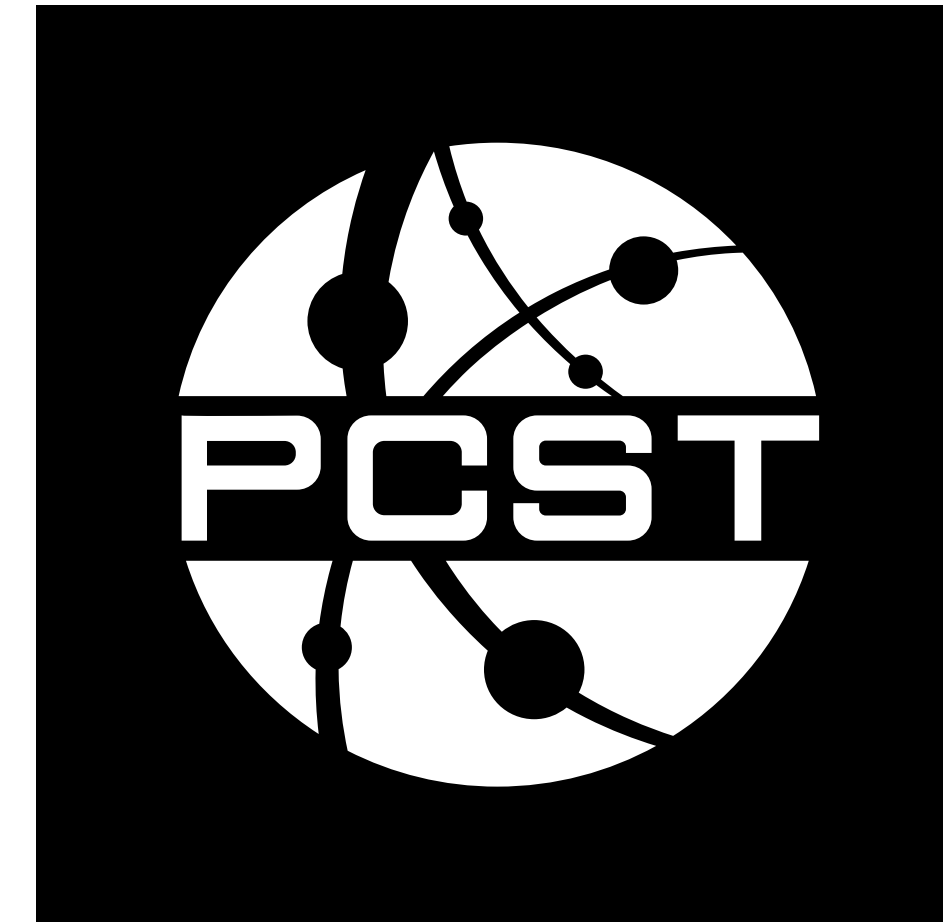
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- Use only approved color variations (full color, black, white/knockout).
- Respect minimum sizes: 25mm for print, 100px for digital use.
- Keep logo aligned and proportionally scaled.



Maintain clear space around the logo equivalent to the width of the "P" in "PCST".



Minimum size for print: 25mm width; for digital: 100px width.



In situations where the primary logo is not suitable, such as on dark backgrounds or limited space, use the monochrome version

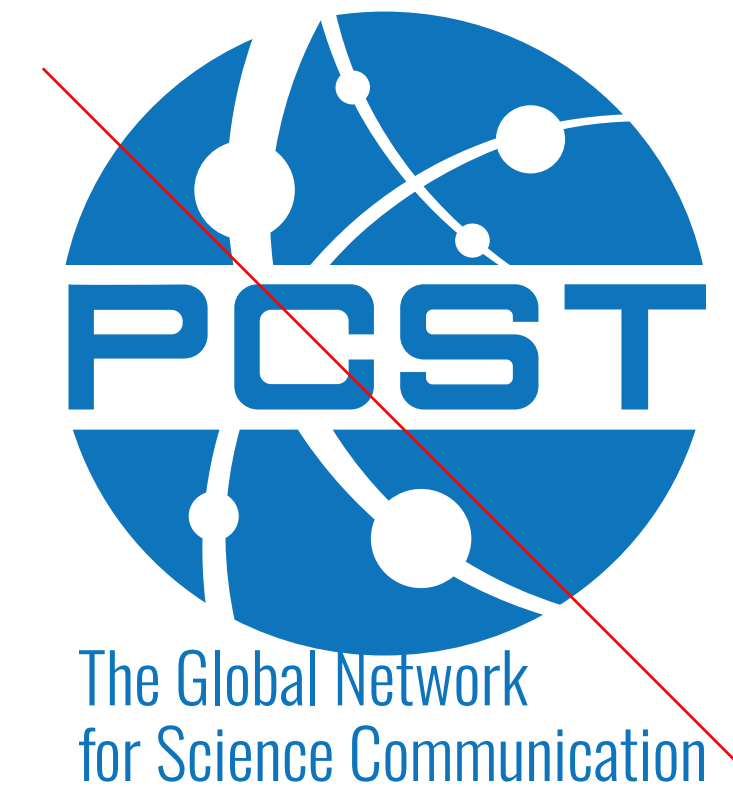
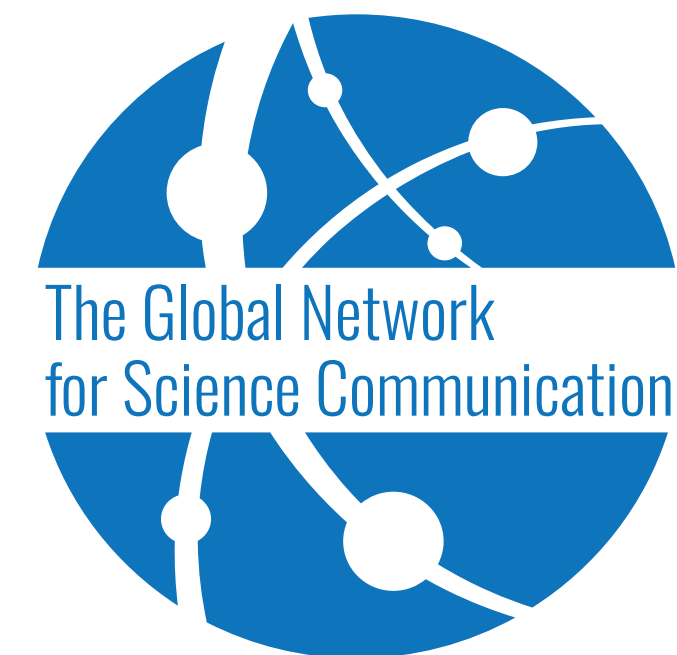
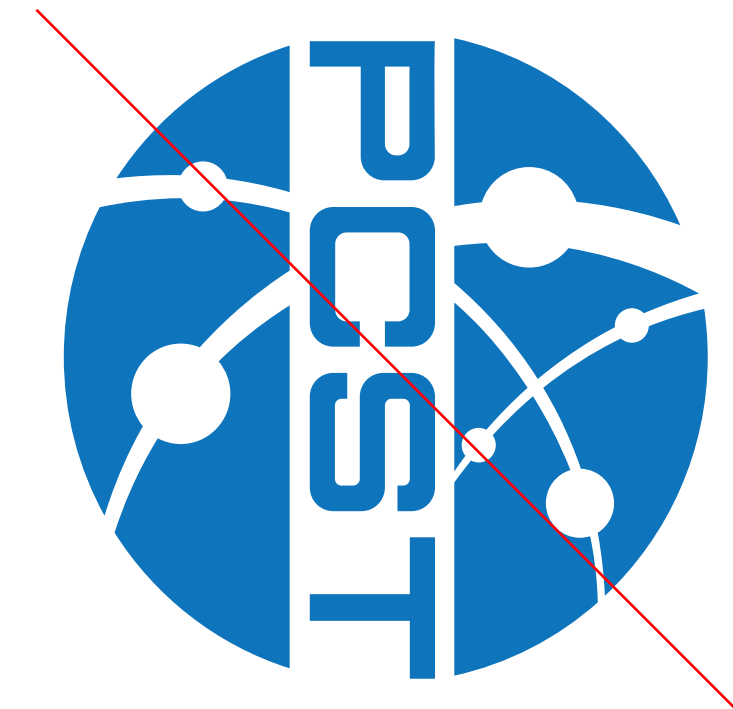
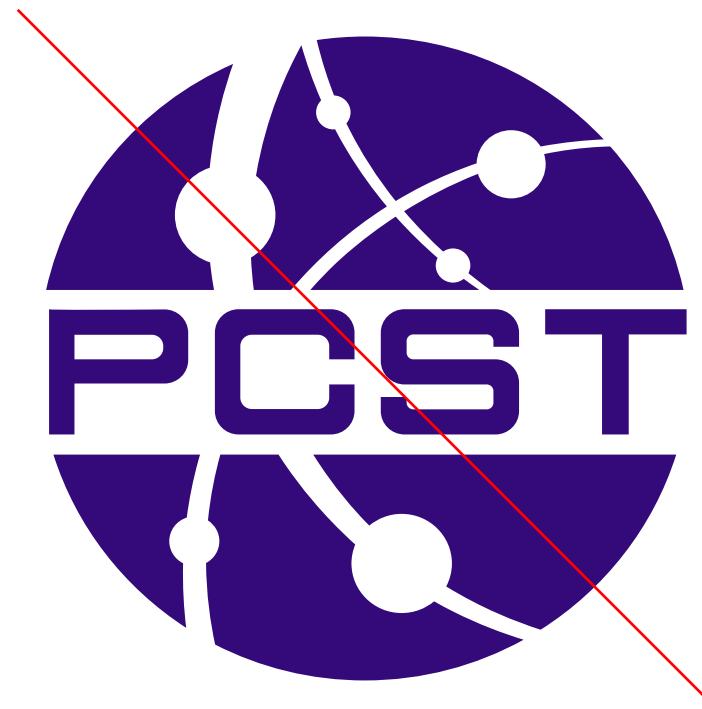
# Logo Usage

## Usage Guidelines:

### Never:

- Change the color of any part of the logo (e.g., turning the symbol red or gradients).
- Stretch, squash, rotate, or otherwise distort the proportions.
- Add drop shadows, outlines, bevels, or any other effects.
- Replace or modify the word “PCST” with other text or acronyms.
- Place the logo inside shapes or backgrounds that interfere with its visibility.
- Crop or overlap the logo with other elements (respect safe space!).

If in doubt, always use the original files and consult with the brand team before applying the logo in new contexts.



# Color Palette

Consistent use of colour reinforces brand recognition and helps create a unified visual identity across all communications.

## Primary Colours

### Primary Blue

HEX: #0e74bc  
RGB: 14, 116, 188  
CMYK: 87, 51, 0, 0

### Accent Green

HEX: #8bba34  
RGB: 139, 186, 52  
CMYK: 51, 7, 100, 0

### Neutral Gray

(for secondary text, and dividers)

HEX: #666666  
RGB: 102, 102, 102  
CMYK: 0, 0, 0, 60

Use Primary Blue for main brand elements (e.g. logo, headers), Accent Green for highlights and calls to action, and Neutral Gray for balance and readability.

<div>Primary Blue</div> <div>HEX: #0e74bc</div> <div>RGB: 14, 116, 188</div> <div>CMYK: 87, 51, 0, 0</div>	<div>White</div> <div>HEX: #ffffff</div> <div>RGB: 255, 255, 255</div> <div>CMYK: 0, 0, 0, 0</div>	<div>White</div> <div>HEX: #ffffff</div> <div>RGB: 255, 255, 255</div> <div>CMYK: 0, 0, 0, 0</div>	<div>Accent Green</div> <div>HEX: #8bba34</div> <div>RGB: 139, 186, 52</div> <div>CMYK: 51, 7, 100, 0</div>	<div>Neutral Gray</div> <div>HEX: #666666</div> <div>RGB: 102, 102, 102</div> <div>CMYK: 0, 0, 0, 60</div>
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# Typography

Typography plays a vital role in how the PCST brand communicates clarity and professionalism. Use the following fonts across all digital and printed materials.

**Headings:**

Typeface: Oswald  
Usage: Page titles, section headers, banners  
Style: Bold

**Body Text:**

Typeface: Roboto  
Usage: Paragraphs, captions, supporting text  
Style: Regular

Always maintain appropriate spacing and hierarchy. Avoid mixing unapproved fonts or inconsistent weights.

**Hierarchy:**

Headings: Oswald Bold, 24pt  
Subheadings: Roboto Bold, 18pt  
Body Text: Roboto Regular, 12pt

Ensure consistent use of typography to enhance readability and brand coherence.

**OSWALD**

Headings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

**abcdefghijklmnopqrstuvwxyz1234567890**

**ROBOTO**

Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

**abcdefghijklmnopqrstuvwxyz1234567890**

# Contact Information

For any questions regarding the PCST Network brand guidelines or to request assets:

Email: [admin@pcst.network](mailto:admin@pcst.network)

Website: [www.pcst.network](http://www.pcst.network)

