

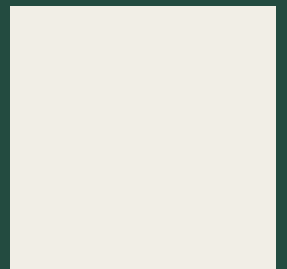


The Peninsular
Company

THE PENINSULAR COMPANY · IDENTITY STANDARD

Good ideas.
Put to work.

Independent thinking.
Detroit, Michigan.



A clear name. A solid foundation. A system made to work.

Rooted in place. Useful in practice.

We build independent ventures and help businesses move forward through strategy, design, and technology.

A solid foundation

A solid green block anchors the name. Its simple geometry lends the identity structure without adding a pictogram. The wordmark supplies the character, with firm proportions and carefully set spacing.

At a larger scale, the green block can become a field holding the wordmark. The name always remains clear. Keep the block solid and its corners square.

One company, several kinds of work

Peninsular is the parent identity. Client projects retain their own identities and accurate credits.

Independent ventures keep their own names, colors, and product stories.

An endorsement can read "A Peninsular venture." Do not replace a venture's product name with the parent wordmark.

The Michigan references

Michigan Modern contributes economy, clear construction, and attention to the whole experience. Detroit's architecture adds material warmth and a strong silhouette. The bridge and the lakes suggest connection and open space.

These are design interpretations. The Guardian and Penobscot are Art Deco references; they are not presented as mid-century buildings.

- [Cranbrook Art Museum: Michigan Modern](#)
- [The Guardian Building: History](#)
- [Mackinac Bridge Authority: Facts & Figures](#)
- [Knoll Archive: Herbert Matter](#)

A name and a mark. Always together in spirit.

Use the supplied outlines. Their spacing and proportions are fixed.



**The Peninsular
Company**



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Space and scale

Leave half the block's width clear around the full signature. Minimum width: compact 180 px; stacked 160 px. In print: compact 38 mm; stacked 34 mm.

Use the block alone below those sizes. Minimum block height: 12 px or 4 mm.

Color and placement

Full color on limestone or white. One-color ink for production limits. White on pine or ink. On a photograph, use a quiet area with reliable contrast.

Do not stretch, rotate, outline, shadow, or reassemble the mark. Keep the block solid.



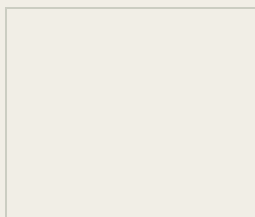
**The Peninsular
Company**

Two arrangements

The compact signature is the default for navigation, correspondence, and most applications. The stacked version is for a vertical format with enough room above and below.

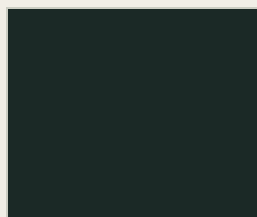
Warm material. Clear structure.

Limestone and ink do most of the work. Pine identifies the company. Use one accent field in a composition.

**Limestone**

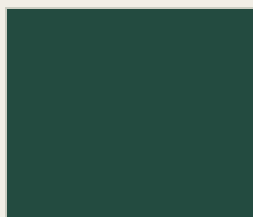
#F1EEE6

The ground

**Ink**

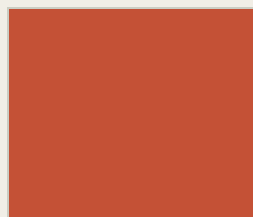
#1B2926

Reading

**Pine**

#234B40

The signature

**Brick**

#C45136

One strong field

**Lake**

#BCCDCB

Quiet space

DISPLAY · ARCHIVO

Aa 0123

Use 570–620 for headlines. Width setting: 94. Tight spacing at large sizes; natural spacing at small sizes.

READING · INTER TIGHT

Aa 0123

Use regular 400 for reading and 500 for labels. Body: 16–20 px. Labels: 12–14 px. Line height: 1.45–1.6.

Contrast is part of the identity

Ink on limestone or lake. Limestone on pine or ink. Use dark ink for small text; reserve brick for larger graphic areas. Secondary text: #5E665F on limestone. Dividers: #CBCDC2.

The supplied colors are RGB. For printed production, select stock and approve a printer's color proof. Both font families are included under the SIL Open Font License; use the supplied outlines for the wordmark.

Care travels with the work.

The same signature, margins, and restrained palette should hold together on paper, in a browser, or at the end of an email.



Keep one side quiet. A large field holding the name gives a small format presence without filling every inch.

Letterhead: US Letter. Business card: 3.5 × 2 inches, two sides, no bleed. Email: use the provided HTML and publish its hosted logo before use.

Say what helps. Show what is real.

A practical voice

Plain language. Specific work. Human scale.
Describe what changes for a customer before
describing the technology.

Use: "We get to know your business. Then we build what helps."

Avoid: "Transformative, world-class solutions that redefine the future."

An orderly page

Align type and images to a common grid. Use
generous margins and square edges. Use a small
number of sizes with a clear difference between
them.

Show actual projects. Preserve their names, scope,
and authorship. Leave enough room to understand
the work.

The place illustration

The Belle Isle lighthouse and freighter remain a secondary layer. Use the wide drawing on covers and transitions. The digital version follows the light in Detroit; static day and night versions are supplied. Keep it separate from the logo.

Choose the right file

SVG — websites and scalable digital artwork.
PDF — vectors for print and production.
PNG — transparent logos for office applications.

icon/ — square app and site icons.
social/ — circle-safe avatar and covers.

stationery/ — letterhead, card, and signature.
source/ — master symbol and editable vectors.
standards/ — this identity standard.

Open index.html for the interactive guide. Files work locally after extraction.

A final check before using the identity

Correct file and proportions. Solid block and clear space. Legible at actual size. Accurate credit. Real destinations. Suitable contrast. A proof for any printed production.