

# PACE

## Branding & Identity

Helping PACE give Angelenos the education and workforce skills they need to become a positive part of the community.

### About PACE

The Pacific Asian Consortium in Employment (PACE) was originally founded to address the employment and job training needs of the Asian Pacific Islander communities and has expanded to offer workforce development, placement, housing services, business assistance and early childhood education. After 30 years, PACE was ready to consolidate the information about their services, social media efforts, events, classes and services into one place online. The concept and approach of the identity articulate the benefits of gaining workforce skills among a supportive community. Illustrative imagery throughout the site was commissioned to compliment establish PACE's brand awareness.



### Primary Color Palette

	Bark	Honey	Hive						
	PACE BROWN	PACE YELLOW	PACE NEUTRAL						
PACE Color	Pantone® Color	C	M	Y	K	R	G	B	Web
■ Bark	Pantone 1545 c	0	53	100	72	108	73	29	6c491d
■ Honey	Pantone 124 c	0	28	100	6	237	183	0	edb700
■ Hive	Pantone 7503 c	0	12	35	25	170	157	113	aa9d71

### Secondary Color Palette

	Delphinium	Poppy	Hydrangea	Rose	Ixia	Violet			
PACE Color	Pantone Color	C	M	Y	K	R	G	B	Web
■ Delphinium	Pantone 377 c	45	0	100	24	120	162	47	719500
■ Poppy	Pantone 152 c	0	51	100	1	243	144	29	e57200