PMC Logo Refresh Project

PURPOSE

The logo and branding refresh project aims to modernize the visual identity of PMC while staying true to our long-standing mission, vision, and guiding values. The initiative aligns with the development of our new facility, enhancing the overall look and feel of PMC to reflect our growth and professionalism. 'Branding' encompasses the visual and messaging elements that define PMC's identity, including logos, colors, typography, and how we communicate our values.

PROJECT OVERVIEW

In September 2024, PMC started a logo refresh project with an Alaska-based graphic design company, Element, and local artist Grace Wolf (who designed the previous logo 20+ years ago). The project team consisted of PMC leadership, staff, and a PMC Board Representative. This collaborative process involved a staff survey, focus groups, and numerous revisions in consultation with Element to finalize the updated logo and branding guide.

KEY UPDATES

The refreshed logo retains the traditional guiding image of the compass and calming blue tones but has been updated with a more modern aesthetic. The inclusion of the Petersburg landmark, Devil's Thumb, at the center symbolizes our deep connection to and commitment to the community we serve. Additionally, there are now defined fonts, colors, and graphic elements within a branding guide to bring consistency to PMC's communications.

IMPLEMENTATION TIMELINE

PMC Public Relations Manager is working with each department to update and refresh documents and resources to prepare for an official logo implementation in March 2025. The updated logo, colors, and fonts will be featured across all communications, including signage, digital platforms, and marketing materials.

Refreshed Design Elements

PRIMARY LOGO

2001 - 2024

2025 -

COLOR COMBINATIONS

COLOR PALETTE

PRIMARY
These are our most commonly used brand colors: the three blues, and 10% gray.

SECONDARY
This orange is our accent color - it is complimentary to the blues, and can be used to provide flexiblity and interest to branded designs.

NEUTRAL
For backgrounds and other shapes or items, use shades of gray:
5%, 10%, 30%, 50%, 70%, 90%

SECONDARY LOGO