Company Boilerplate
Corporate Descriptions

25 Words
PDI Technologies, Inc. resides at the intersection of productivity and sales growth, delivering powerful solutions for “Connecting Convenience” with retailers and petroleum wholesalers across the globe. www.pditechnologies.com

50 Words
PDI Technologies, Inc. resides at the intersection of productivity and sales growth, delivering powerful solutions that serve as the backbone of the convenience retail and petroleum wholesale ecosystem. By “Connecting Convenience” across the globe, we empower businesses to increase productivity, make more informed decisions, and engage faster with their customers. www.pditechnologies.com

100 Words
With 40 years of industry leadership, PDI Technologies, Inc. resides at the intersection of productivity and sales growth, delivering powerful solutions that serve as the backbone of the convenience retail and petroleum wholesale ecosystem. By “Connecting Convenience” across the globe, we empower businesses to increase productivity, make informed decisions, and engage faster with their customers.

From large-scale ERP and logistics operations to loyalty programs and cybersecurity, we’re simplifying the industry supply chain for whatever comes next. Today, we serve over 200,000 locations worldwide with solutions like the Fuel Rewards® program and GasBuddy, two popular brands representing 15 million monthly users. www.pditechnologies.com
PDI Logo Guidelines
Our primary logo is the face of our brand. It is important that the logo maintains visual consistency throughout all touchpoints. Avoid altering the logo in any way. When writing our company name, use PDI Technologies in formal communications.

The following guide will provide a framework for proper use of our logo and overall visual identity.

Primary Logo
Reverse Logo

Use the reverse version of the logo against dark backgrounds.
For all digital usage and wherever possible in print the primary color logo should be used. Certain instances will require a monochrome logo, such as black and white printing or vinyl window graphics. Please use the approved monochrome logo from our logo library for these instances.
Partner Logo Horizontal Lockups

When creating a horizontal lockup with a partner logo, please use these guidelines to determine the area in which the secondary logo should appear.
When creating a stacked lockup with a partner logo, please use these guidelines to determine the area in which the secondary logo should appear.
It is important that our logo maintains visual consistency when applied across our brand. Avoid modifying the appearance of our logo in any way, and always use the logo in accordance with our guidelines.

**Improper Usage**

- **Do not change the colors of the logo.**
- **Do not stretch or warp the logo.**
- **Do not add a drop shadow or any other effects.**
- **Do not remove any elements from the logo.**
- **Do not use the primary logo against a dark background.**
- **Do not use a low-resolution logo.**
Color Palette
Our color palette consists of two primary colors, five secondary colors, and a series of grays. Layouts should feature our primary colors prominently, while our secondary colors should be used to support the primary palette, provide variety to layouts, and highlight to important information.

### Primary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>PDI INDIGO</td>
<td>2768</td>
<td>96 / 93 / 35 / 08</td>
<td>7 / 0 / 61</td>
<td>#07003D</td>
</tr>
<tr>
<td>PDI SKY</td>
<td>311</td>
<td>62 / 0 / 5 / 0</td>
<td>0 / 210 / 244</td>
<td>#00D2F4</td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>PDI SIENNA</td>
<td>ORANGE 21</td>
<td>0 / 82 / 100 / 0</td>
<td>255 / 81 / 0</td>
<td>#FF5100</td>
</tr>
<tr>
<td>PDI SUNSHINE</td>
<td>1235</td>
<td>0 / 32 / 95 / 0</td>
<td>265 / 183 / 27</td>
<td>#FF871B</td>
</tr>
<tr>
<td>PDI GRASS</td>
<td>7481</td>
<td>91 / 0 / 66 / 0</td>
<td>181 / 10 / 25</td>
<td>#006451</td>
</tr>
<tr>
<td>PDI WHITE</td>
<td>0 / 0 / 0 / 0</td>
<td>255 / 255 / 255</td>
<td>255 / 255 / 255</td>
<td>#006451</td>
</tr>
<tr>
<td>PDI COOL GRAY</td>
<td>COOL GRAY 1</td>
<td>14 / 11 / 12 / 0</td>
<td>217 / 216 / 214</td>
<td>#D6D6D6</td>
</tr>
<tr>
<td>PDI SLATE</td>
<td>443</td>
<td>47 / 31 / 35 / 0</td>
<td>140 / 156 / 196</td>
<td>#8E9C9C</td>
</tr>
<tr>
<td>PDI GRANITE</td>
<td>432</td>
<td>78 / 64 / 52 / 44</td>
<td>50 / 62 / 72</td>
<td>#323E48</td>
</tr>
</tbody>
</table>

PDI Brand Guidelines
Typography
Typography

DM Sans Regular
Whether you’re a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Italic
Whether you’re a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Medium
Whether you’re a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Medium Italic
Whether you’re a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Bold
Whether you’re a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Bold Italic
Whether you’re a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.