



The Pecten

Using the Shell symbol (the Pecten) – please read

The Pecten is the registered trade mark of the Shell Group of Companies and has been serving Shell well for the last 100 years.

When using the Pecten here are a few things to bear in mind:

- Don't overuse it - one Pecten per view on all applications
- Don't create Pecten patterns
- Don't add anything to it, or print things over it
- Don't reproduce the Pecten in an outline version
- Always reproduce it accurately - whether in 2D or 3D
 - the quickest and easiest way is to use the master
- artwork
- Always use it in its complete form

For 3D Pectens in full colour, the yellow portion should project forward from the red.

For 3D Pectens made of materials such as stone or marble (not in red or yellow), either portion can stand out.

The Pecten should only be used by Shell companies, never by endorsed companies.

Any use of the Pecten by external companies, third parties, contractors, partners, agencies and suppliers must be approved in advance by Shell Global Brand and Communications (020 7934 1234) and accurate proof copies made available with reasonable notice for final sign-off (min. 5 working days).

By following the rules set out in the following pages approval and final sign-off should be straightforward.



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Failure to properly implement and reproduce the Shell Pecten will weaken the visual strength of the Shell brand. It will also reduce the ability of the trade mark owners to protect in law their rights (and those of licensees) to use the Shell trade marks and to prevent infringement by third parties. For example please don't; _ Use any form of subscript e.g.TM in close proximity to either the Pecten or the Shell logotype, unless required by local legislation

- Use the word 'Shell' in another typeface positioned in a way that gives the impression that it is the official Shell visual identity in either its vertical or horizontal format
- Reproduce the Pecten in either Shell yellow or Shell red as single colours
- Reproduce the Pecten in an outline version
- Modify or alter the Pecten in any way
- Add anything to the Pecten
- Repeat it as a means to raise Shell brand profile
- Use it in close association with any other symbols or emblems, whether or not these promote a Shell product or service. It should not be made an integral part of another design
- Use it as a mere decoration
- Use it as a background device (eg with words printed across it)
- Position it at an angle, either alone or accompanying a graphic device



The Pecten

key line – please read

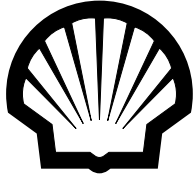
The white keyline around the Pecten is an inherent part of the emblem. It's always present, you just don't see it on a white or very light background.

The keyline grows in proportion to the Pecten size used, so it must never be manually altered, edited or removed. The width of the keyline is 20% of the Pecten baseline, this increases to 25% when the Pecten is less than 12mm wide.



The Pecten

Size and Minimum clear space



We use a Pecten width, a Pecten base and a Pecten height as measures throughout the guidelines. You will also see the following references:

X = width

Y = base

Z = height

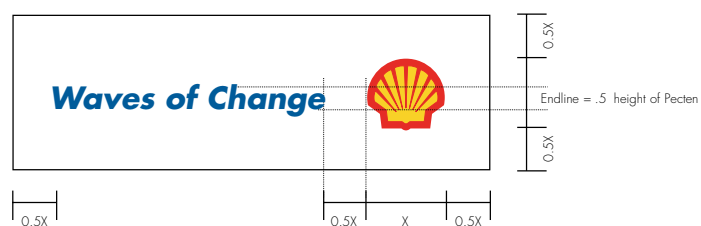
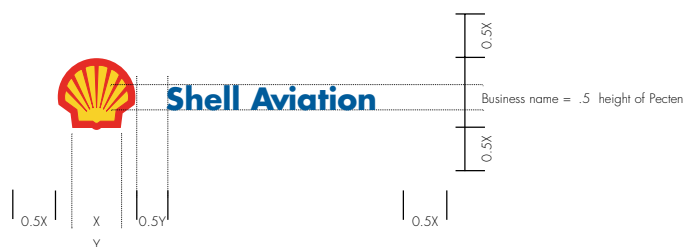
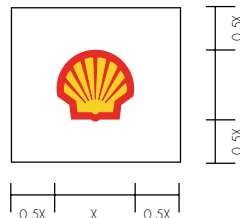
It's an easy way for you to work out the right spacing and proportions when applying the visual identity.

Keep a minimum clear space of half a Pecten width all the way around the Pecten - clear of text, graphics - everything.

The ratio of the width to the height of the Pecten is 10:9.

Minimum Pecten size is 8mm across its width; any smaller and it's too difficult to reproduce perfectly or see clearly! There isn't a maximum size.

It's also best to limit the variations of size where several Pecten are viewed together.





The Pecten

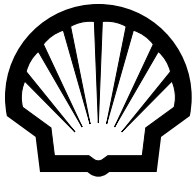
Colour Versions



Use the Pecten in its true colours: red and yellow, wherever possible
- it's more effective.

The white keyline around the Pecten is important - it's always there even though it just doesn't show on a white or very light background.

If you can't print in colour use black or reverse out in white, depending on the background.



There are no other colour versions. However, gold or silver inks are permitted on leather goods such as diaries or document holders.

key line – please read

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The Pecten Backgrounds

We use a white keyline to help the Pecten stand out against coloured, photographic or illustrative backgrounds. In fact, the Pecten always has this keyline, it's an inherent part of the master artwork files we supply. It's just that against a white or very light background you can't see it.

Don't try to edit or re-size the keyline in any way, and never remove it.

Use the Shell colour palette for backgrounds.

