



# Brand Guidelines

January 2023

## ProKiosk brand guidelines

### Visual Identity

1. Primary Logo Suite
2. Secondary Logo Suite
3. Logo Usage
4. Colour Palette
5. Typography

Preferred size 64px



Preferred minimum size 30px



Preferred minimum size for logo 20px



## Primary Logo Suite

Logo - mark



Horizontal Lockup



Vertical Lockup



## Logo Suite for Dark Backgrounds

Logo - mark



Horizontal Lockup



Vertical Lockup



## Secondary Logo Suite for Coloured Backgrounds

Logo - mark



Horizontal Lockup



Vertical Lockup



## Primary Lockup Usage on coloured background

Our logo should ideally appear in ProKiosk dark blue against a light background or light parts of images which allow enough contrast for clear logo visibility. Or orange and white on a dark background.



## Minimum Clearspace

Wherever the logo appears, make sure there's clearspace around it equivalent to the second smallest circle.

Logo - 20mm



Minimum size 20px

Horizontal Lockup - 20mm high



Minimum size - 30px high

Vertical Lockup - 30mm high



Minimum size - 40px high

## Primary Colour Palette

The ProKiosk primary colour palette should be applied to all logo or content, including stickers, signs, out of home advertising, etc.

Use of colour should vary depending on the surface or application, always striking a balance between optimism and sophistication.

Primary 1  
#000043  
R.0 G.0 B.67  
C.100 M.94 Y.40 K.55

Primary 2  
#E94E5B  
R.233 G.78 B.91  
C.0 M.81 Y.53 K.0

**PRIMARY 1**  
900 #000043

50 #dddde5

100 #aaabbf

200 #737599

300 #3e4477

400 #142462

500 #00004d

600 #000047

700 #000044

800 #000043

900 #000042

**PRIMARY 2**  
400 #e94e5b

50 #fdebef

100 #fbccd5

200 #e9989f

300 #de707a

400 #e94e5b

500 #ef3a44

600 #df3142

700 #cd283b

800 #c02134

900 #b21228



Pro**Kiosk** brand guidelines

## Our Proper Name

When written Pro**Kiosk**, the following format should always be followed:  
“P” of “Pro” and “Kiosk” is always capitalized and “Kiosk” is always bolder than “Pro”.

No space between the two words.

Proper name written:

Pro**Kiosk**

## Typography

Our primary typeface is Quicksand font. (<https://fonts.google.com/specimen/Quicksand>)  
Helvetica (system fonts) only when this option is technically unavailable.

Quicksand

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica

**AaBbCcDdEeFf**

AaBbCcDdEeFf

AaBbCcDdEeFf



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