Pro Point

Brand
Guidelines

ProPoint brand guidelines

Visual Identity

Prefered size 64px

Prefered minimum size 30px

Prefered minimum size for logo "Mark" 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
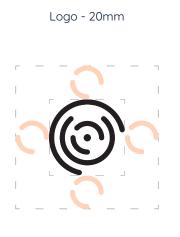
Primary Lockup Usage on coloured background

Our logo should ideally appear in Pro**Point** 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 smalles circle.

Logo - 20mm

Horizontal Lockup - 20mm high

Vertical Lockup - 30mm high

ProPoint

ProPoint

Minimum size 20px

Minimum size - 30px high

Minimum size - 40px high

Primary Colour Palette

The Pro**Point** 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

#041D35
R.4 G.29 B.53
C.95 M.80 Y.49 K.61

Primary 2

#f56200
R.245 G.98 B.0
C.0 M.75 Y.100 K.0

PRIMARY 1	
900	#041D35
50	#e1ebff
100	#bbcfea
200	#9aaecd
300	#778eb1
400	#5E779C
500	#446188
600	#365478
700	#274262
800	#18304C
900	#041D35

PRIMARY 2	
800	#f56200
50	#fff2df
100	#ffdeb0
200	#ffc87d
300	#ffb249
400	#f f a020
500	#ff9000
600	#ff8400
700	#fb7300
800	#f56200
900	#ec4303

Our Proper Name

When written Pro**Point**, the following format should always be followed:
"P" of "Pro" and "Point" is always capitalized and "Point" is always bolder then "Pro".

No space between the two words.

Proper name written:

Pro**Point**

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

Pro
Point