



PROOF Brand Style Guide

The following identity and brand system for Proof Systems was created to help you present the brand in a consistent, recognizable, and proprietary way.

Updated 07.15.2019

Logo



Main logo

The Proof Systems primary corporate logo, is used in most cases.



Brandmark

The Proof Systems secondary corporate logo, is used in some cases where we need more space.

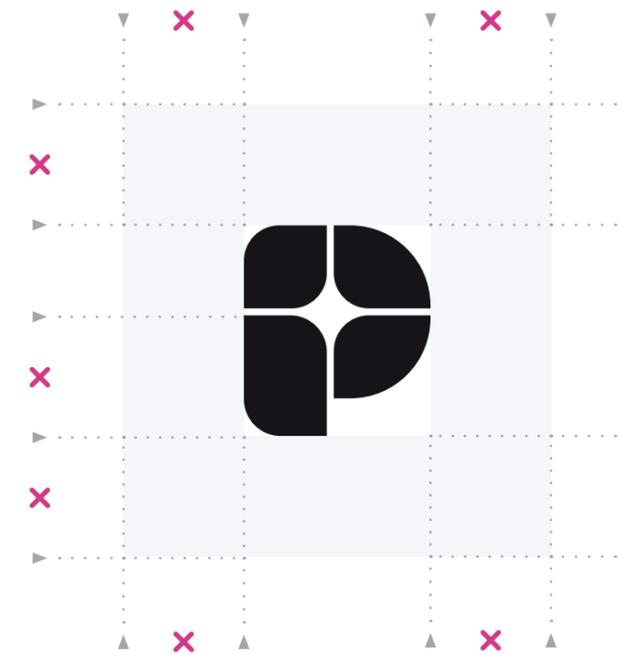
Logo

The Proof Systems logo should work across all media. The style you choose will depend on the environment in which the logo appears.



Clear space

To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text. The logo and the icon's clear space is equal to the height of the bottom part of "P" icon (marked as **x** in the diagram).



Color palette

Our brand identity is colorful; a true reflection of our personality. Black and white are the foundation of our color palette. Four more colors form the core palette provide a rich foundation to bring any collateral to life.

20%
Black

HEX #161419
RGB R264 G20 B10
CMYK C0 M0 Y0 K100

20%
Light Grey

HEX #ECEE5
RGB R236 G238 B245
CMYK C3 M0 Y0 K5

20%
White

HEX #ECEE5
RGB R236 G238 B245
CMYK C0 M0 Y0 K0

10%
Blue

HEX #5A00FF
RGB R236 G238 B245
CMYK C78 M78 Y0 K0

10%
Red

HEX #D13987
RGB R236 G238 B245
CMYK C14 M90 Y11 K0

10%
Teal Green

HEX #05A7BF
RGB R236 G238 B245
CMYK C76 M13 Y20 K0

10%
Violet

HEX #982AE7
RGB R236 G238 B245
CMYK C60 M80 Y0 K0

Typography

Mont is a geometric sans serif consisting of 10 weights ranging from Hairline to Black with matching italics. The balanced characteristic of Mont with unique details, such as the pointed “t” and the prominent x-height makes it perfect for strong headlines and outstanding logos, but also suitable for long text.

Mont

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*()

We live in a complex world. Clarity sells.

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Typography hierarchy

Type can lend clarity to your message. By employing a consistent type hierarchy, the readability of your communication becomes more clear and meaningful. The examples below give some guidance on type hierarchy. In general, maintain a balanced contrast between titles/subtitles and body copy.

Mont Bold / 10pt / Tracking 100

Mont Bold & Mont Book / 42pt

Mont Bold Italic & Mont Bold Italic (outline 0,5pt) / 21pt

Mont Bold / 18pt

Mont Book / 11pt

TAGLINE 2
Main header

*Comment irure dolor in reprehenderit in voluptate
velit esse cillum dolore eu fugiat nulla pariatur.
Excepteur sint occaecat cupidatat non proident.*

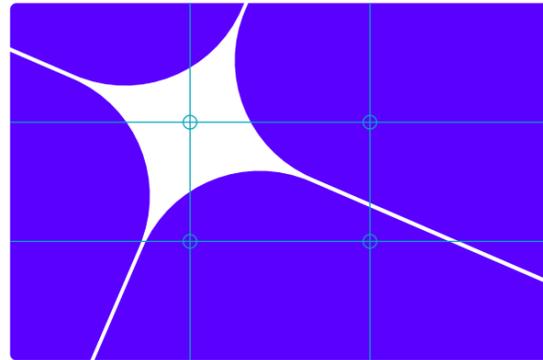
Secondary header

Paragraph text dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Background graphic elements

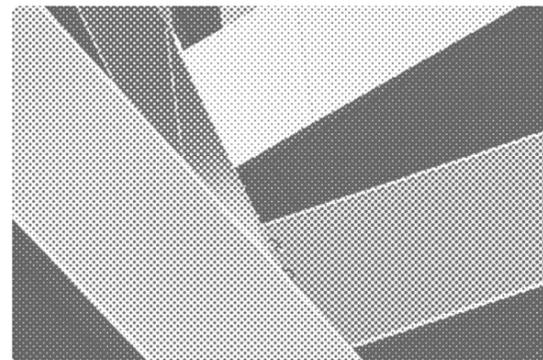
| Background graphic elements should always consist of three layers.

Structure



Top layer

Four shapes that create a “star” using negative space trick. The star should always have an angle and be centered according to the grid.



Middle layer

B&W PNG image with halftone effect (dots) and erased white color. The transparency may vary from 30% to 60%

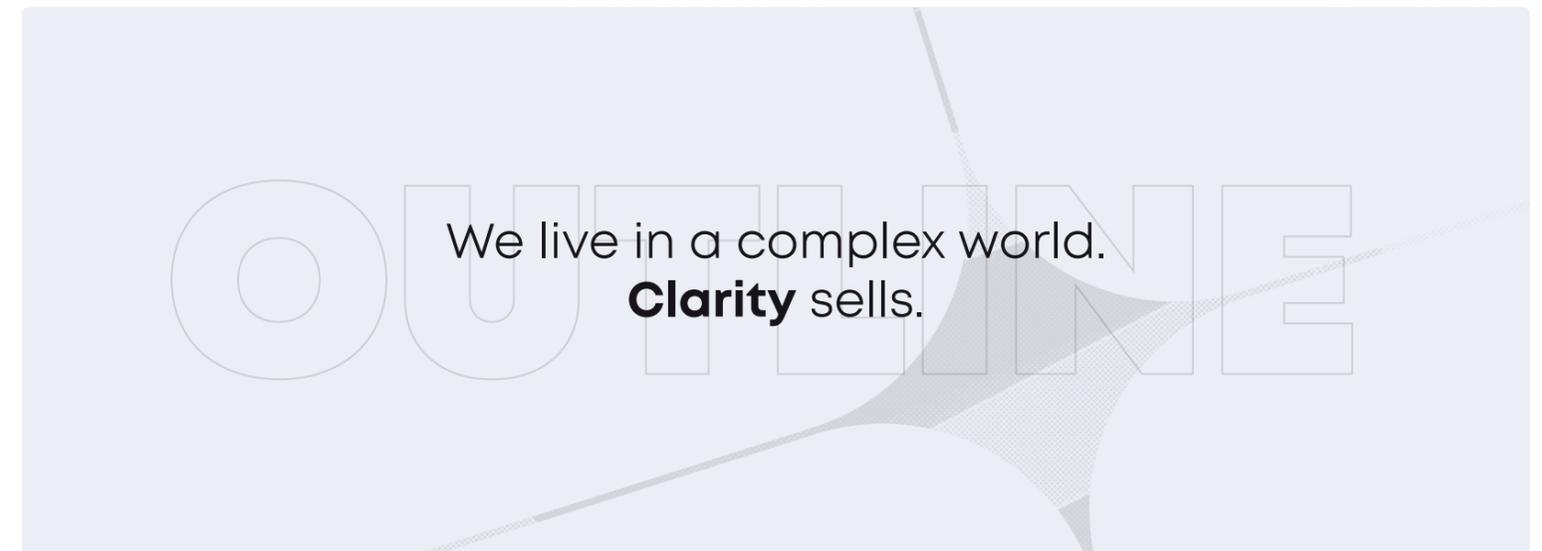
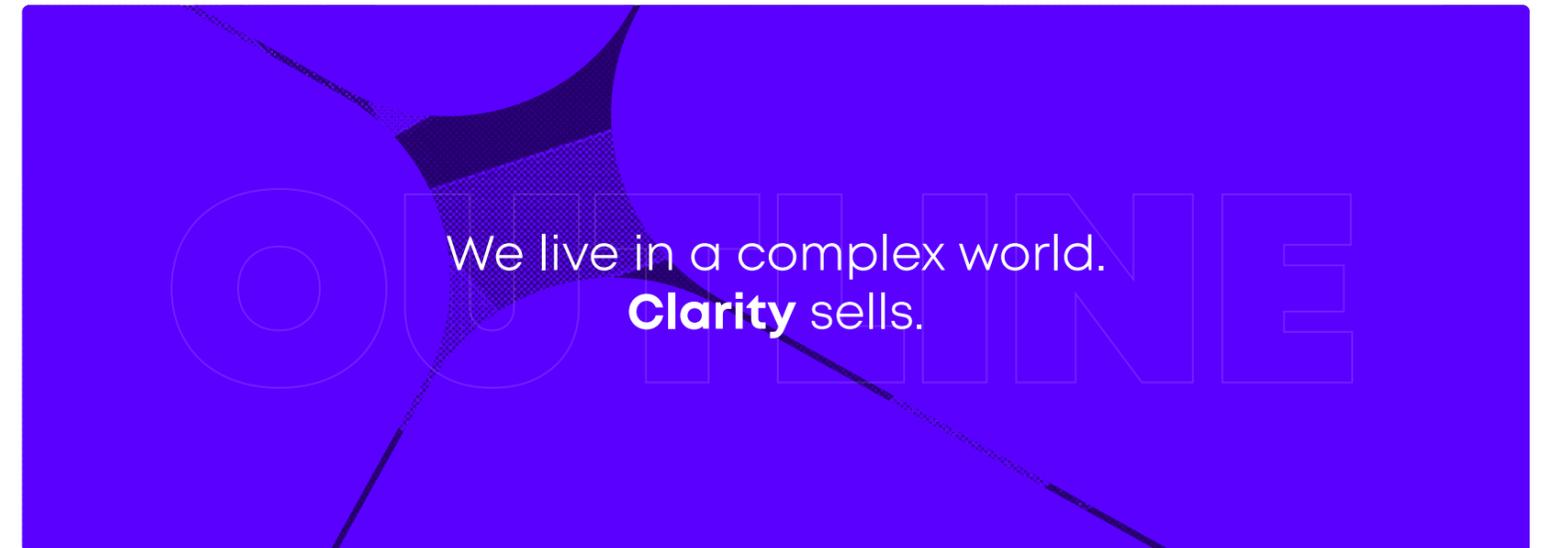


Bottom layer

Background filled with solid color that matches the brand color palette



Examples



Icons

Proof Systems icons are meant to be read at a glance. Two styles, pictographic and photorealistic 3D, are supplied so you have the flexibility to deploy them depending on the environment in which they will appear and the budget available.

