



We are ProMax.

BRAND
GUIDELINES

VERSION 1.0

SUCCESS IS NOTHING
MORE THAN A FEW
SIMPLE DISCIPLINES,
PRACTICED EVERY DAY.

Jim Rohn

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

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What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

Why use these guidelines

ProMax needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand personality consistently across different applications and in various markets to maintain the integrity of our company.

This document is available to download at:

promaxunlimited.com/marketing/brand-guide

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Statement

Our logo was developed to be modern and future-proof, updating our public persona. It is a distinctive mark and brand that seeks to present ProMax as a forward-thinking, professional organization.

Construction

The graphic element is constructed using a growth chart, focusing on a strong, progressive approach.

The typographic element is designed to complement and enhance the logo graphic. The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organization.

A strong brand is one of the most valuable assets and organization owns, to make it powerful it needs to be applied consistently so anyone dealing with ProMax knows who we are and what we stand for.

Color Treatment

There is one preferred full-color option for landscape and stacked variations shown here. These logos should be used whenever possible.

THE LOGO



01

This is the landscape version of the logo and is preferred version of the logo for all printed collateral including all printed publications, advertising, displays, and flyers.

02

This is the stacked version of the logo and is to be used when the horizontal area is unavailable or square icon use is needed.

EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all our company logos is based on the dimensions of the x height. With all logos, a clear-space of the of $3/4 x$ must be maintained on all sides. When our corporate color is used behind the logo it must extend to a minimum of the same dimensions as $3/4 x$ on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



MINIMUM SIZE, bigger is better.

Landscape logos must not be reproduced at a size smaller than 12mm in height.

Stacked logos must not be reproduced at a size smaller than 19mm in height.



WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



03



02



04



05



06



SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

Our Company logo exists in both a landscape and a stacked version. While the landscape option is the preferred logo, use of either the landscape or stacked logos should be determined according to their suitability for the layout.

The use of the growth chart graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the chart graphic be used as the default identifier in place of the complete logo.

There is one full-color option of our logo for each of the landscape and stacked logos. There is also an option reversed out or as a single color.

A social media version of the logo is fully achievable, using the chart graphic, for when a square icon is needed for online applications.

Landscape Version



Stacked Version



OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes a light blue and green theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



pantone 2915
cmyk 81 : 36 : 0 : 0
rgb 8 : 136 : 202
hex # 0088ca



pantone 368
cmyk 49 : 0 : 99 : 0
rgb 143 : 199 : 62
hex # 8fc73e



pantone Neutral black
cmyk 70 : 67 : 64 : 74
rgb 35 : 31 : 32
hex # 231f20



pantone N/A
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # FFFFFFFF

Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.



pantone 7692
cmyk 97 : 71 : 22 : 6
rgb 12 : 85 : 138
hex # 0c558a



pantone 1495
cmyk 0 : 59 : 100 : 0
rgb 255 : 132 : 0
hex # ff8400



pantone 116
cmyk 1 : 18 : 100 : 0
rgb 255 : 206 : 0
hex # ffc000



pantone 200
cmyk 16 : 100 : 88 : 5
rgb 197 : 18 : 48
hex # c51230

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. **Print.**

Our corporate typeface is Open Sans. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. **Online.**

When technology allows for it, Open Sans should be used in any web applications. The default fall-back corporate font is Arial which should be utilized to ensure acceptable degradation when Open Sans is unavailable.

Typography. **Style.**

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!E\$&@*) 0123456789

// *Extrabold*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!E\$&@*) 0123456789

// *Bold*

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!E\$&@*) 0123456789

// *Light*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!E\$&@*) 0123456789

// *Regular*

THAT'S JUST FOR STARTERS... HERE IS A FEW MORE THINGS YOU SHOULD KNOW.

Brand Design Style

We want to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message.

Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

Photographic Style

As an overall theme for the photographic style of our brand, we suggest that photography be medium contrast black and white, so as to strengthen a classic, emotive approach to supporting visuals. As an alternative, a single color can be used from within the corporate palette as a replacement for white within the image, creating a understated duo tone look.

All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

Website

It is suggested that the ProMax website use a white or light blue background, with blue/green/dark blue supporting graphics, black text, and generous amounts of white space. Doing so will ensure consistency across the ProMax brand online.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower the ProMax logo.

04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR MARKETING DEPARTMENT FOR FURTHER DETAILS.

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