priority prospect

BRAND STYLE GUIDELINE

A Guide to Visual Identity

01.

COMPANY INTRODUCTION

PRIORITY**PROSPECT**

Established in 2016, Priority Prospect takes pride in being a reliable hosting service, committed to providing top-notch IP addresses and hosting solutions for website networks. Our innovative tools are designed to ensure easy scalability for agencies of all sizes. With a strong focus on continuous improvement, we have earned our reputation as a recognized leader in the industry. Rest assured, we are here to support your online success every step of the way.
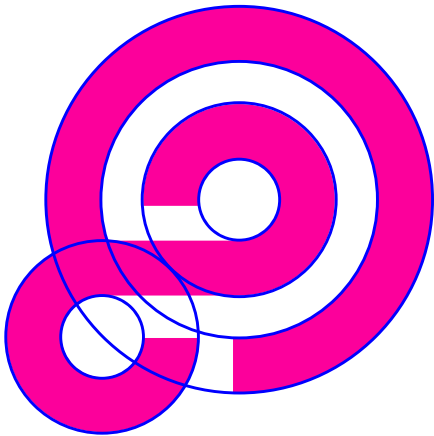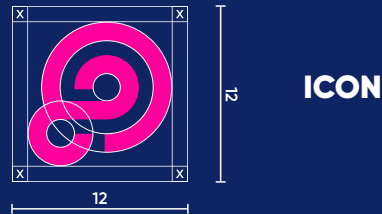
02.

LOGO CONSTRUCTION

CONCEPTIDEA

The **"PriorityProspect"** transform from letter **P** and combination with **CLOUD** as hosting company. And make this logo look like double letter **P** as **"PriorityProspect"**

ISOLATIONAREA

The center of the nest should align to center of logo type

ICON

12

12

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STACKED

priorityprospect

03.

LOGO
VARIATION

LOGOVARIATION

Logo variation depend on color of background or limitation of any kind

Where possible the logo should be in full color. And other two versions appropriate circumstance

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LOGO**VARIATION**

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04.

TYPOGRAPHY

OUR TYPOGRAPHY

Museo

A

Semi Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Normal

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Gilroy

A

Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

Designed to leave a lasting impression, Museo is a typeface with heavy lines and subtle, selective curves.

TYPOGRAPHY

Gilroy is the typeface for all body copy and general text. It is professional, legible, and optimised for both on screen and print.
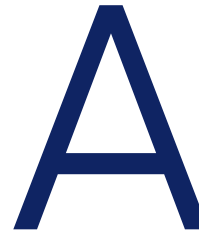
OUR TYPOGRAPHY

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Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

A

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FOR BRAND GUIDE

05.

COLOR
PALETTE

COLORPALETTE

Color plays an essential role in graphic design and branding consistency. The color must remain consistent across all expression of the **"PriorityProspect"** brand, whether online or in print. The color consistency will help audiences to see, feel, identity, and remember the brand.
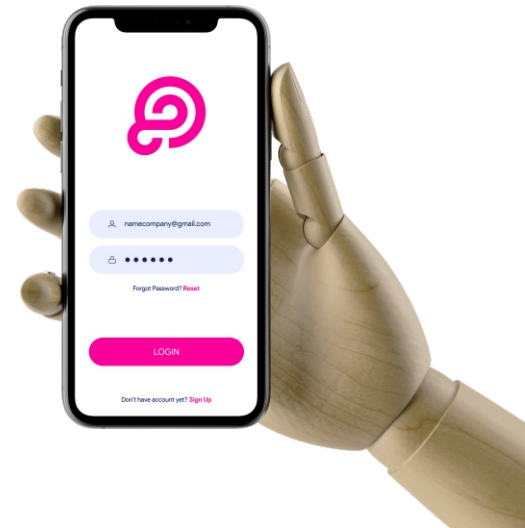
R:15 G:36 B:99
C:100 M:98 Y:58 K:25
#0F2463

R:252 G:0 B:155
C:0 M:92 Y:0 K:0
#FC009B

R:255 G:255 B:255
C:0 M:0 Y:0 K:0
#FFFFFF

R:0 G:0 B:0
C:93 M:88 Y:89 K:80
#000000

06.

LOGO
APPLICATION

Priority Prospect is mainly
a web hosting company
that builds innovative web
hosting software & services.

JOIN
OUR WORK
PRIORITY PROSPECT

@priorityporspect - BrandBook 2023: V 1.0

07.

GLOSSARY

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

VECTOR

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

RASTER

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

LOSSLESS

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term "lossless." The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

LOSSY

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).