# BRAND GUIDELINES

ProStuff

LOGO VARIATIONS

Primary Logo
There are two variations of this logo. This one should be used for a dark background. This is the main logo for the brand itself.

Colour: #FFFFFF
Background color: N/A

Primary Logo Variation
This logo will be used in the case of having a light background in which the original logo is not displayed properly.

Colour: #353535
Background color: #FFFFFF

LOGO VARIATIONS

ProStuff

Secondary Logo

This version will be used as a simplified way of using the orginal logo such as being the favicon of the website or mobile icon.

Colour: #FFFFFF
Background color: #353535

Terciary Logo

This version will be used in case the overalll composition lacks colour and the brand needs to stand apart from the rest of the elements. It works well with dark and light backgrounds.

Colour: #7CDF72
Background colour: N/A

LOGO SPACING

17px   17px

Logo Typeface

Font: Satisfy

Weight: Regular

This font and its weight are used throughout all the variations of the logo in all different platforms.

COLOURS
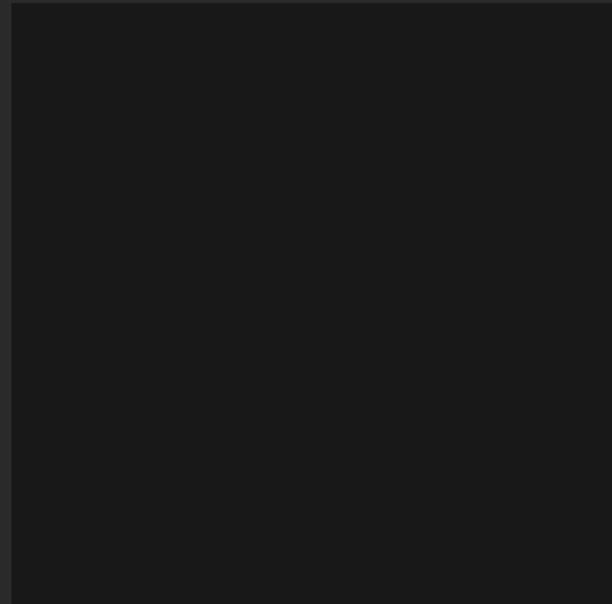
#181818
RGB (24, 24, 24)

#242424
RGB (36, 36, 36)

#7CDF72
RGB (124, 223, 114)

Primary Colours
These should be used throughout the website all the time.

COLOURS
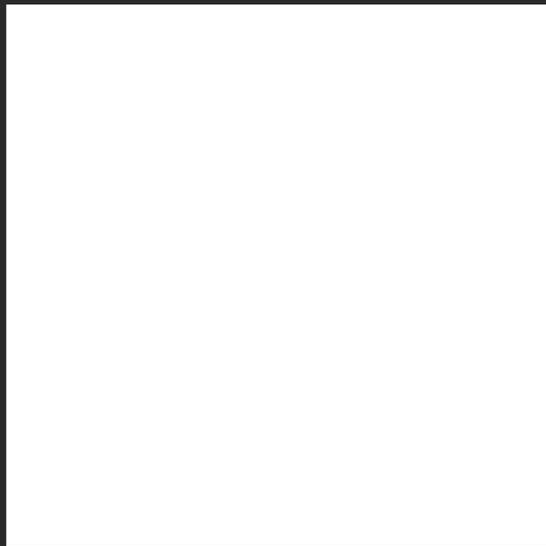
#FFFFFF
RGB (255, 255, 255)
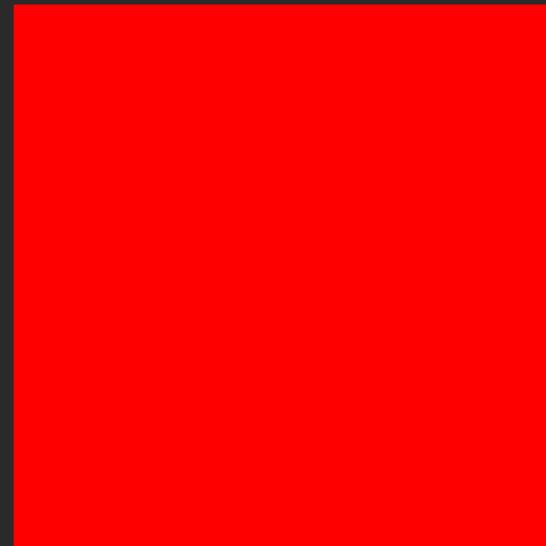
#FF0000
RGB (255, 0, 0)
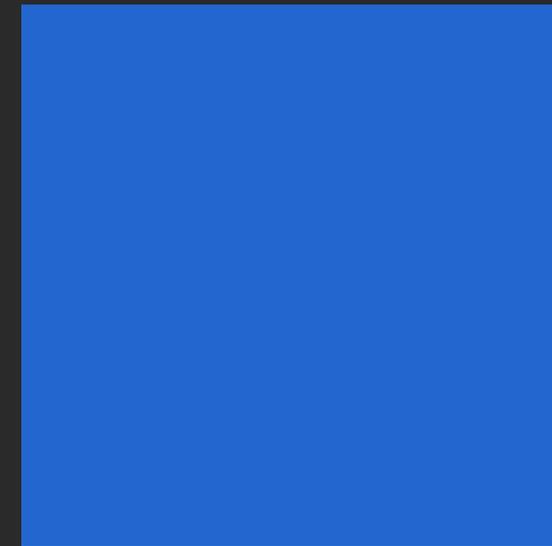
#2466CF
RGB (36, 102, 207)

Secondary Colours

These should be used for details should as buttons, highlights for important text or prompts.

TYPOGRAPHY

Poppins | Poppins Sans Serif

Thin								
Light	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Regular	Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Italic								
Medium	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
Semibold								
Bold	0 1 2 3 4 5 6 7 8 9 ! " " # @ $ % & / ( ) = ? –							
Black								

Primary Font

Poppins is utilized for paragraphs and heavy body text. The font weight for this could be light and thin depeding on how much text there is to display, still other variations can be used.

TYPOGRAPHY

Lorem Ipsum Dolor

Suspendisse suscipit eget odio nec semper. Vivamus lectus magna, venenatis sed orci quis, semper ultrices erat.

Lorem Ipsum Dolor

Suspendisse suscipit eget odio nec semper. Vivamus lectus magna, venenatis sed orci quis, semper ultrices erat.

Option 1 Pairing
Poppins Medium - Header
Poppins Regular - Paragraph

Option 2 Pairing
Poppins Semibold - Header
Poppins Light - Paragraph

BUTTTONS

Button Design

View of primary, secondary and terciary button as well as their disabled view.
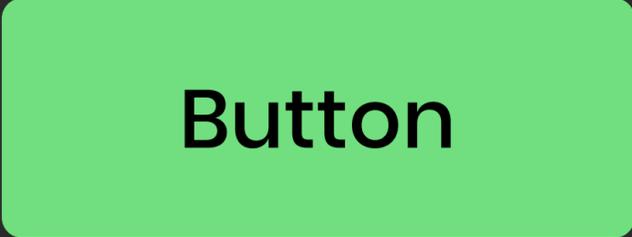
Button

Button

Button
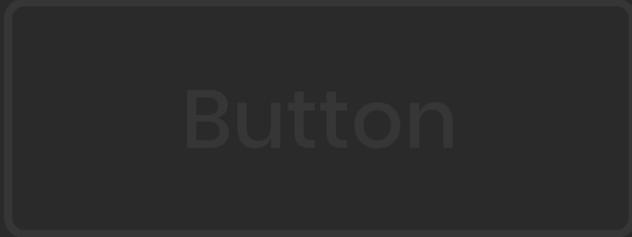
Button

Button

Button

ICONOGRAPHY

Icons

Icons will be used as a visual representation that will help enhancing the user's UX and UI experience. These can be modified while using any of the primary and/or secondary colours.