PRYSM NETWORK

BRAND GUIDELINES

A comprehensive guide to maintaining a consistent and strong brand identity. This document outlines the core elements of PRYSM's visual and verbal communication standards. By following these guidelines, we ensure a unified and recognizable presence across all platforms, helping to build trust and loyalty with our audience.

LOGO
VARIATIONS

Logo Variations
The PRYSM logo is the cornerstone of our brand identity.
It should be used consistently across all media to ensure
brand recognition and integrity. This page provides the
approved variations of the PRYSM logo, detailing the
specific contexts in which each version should be used.

Primary Logo
The primary logo is the full-color version and should be
used whenever possible to represent the brand in its
most vibrant form.

Secondary Logos
The secondary logos, are a monochrome version of the
primary logo, should be used in situations where the
primary logo is not suitable, such as on backgrounds that
clash with the primary logo's colors.

TYPOGRAPHY

Typography plays a crucial role in conveying our brand's personality and ensuring readability across all platforms. The PRYSM brand utilizes two main typefaces: Nebula and Caliber.

Primary Font: Nebula
Nebula is our primary font and is used for all major headings and titles. Its modern and clean design reflects the forward-thinking and innovative spirit of the PRYSM brand. Nebula should be used in the following contexts:

Headings and Titles: For all main headings, titles, and prominent text.
Brand Tagline: To emphasize the core message of the brand.
Call to Action: In buttons and links to draw attention to important actions.

Specifications:
Size: Headings should be sized appropriately for their level of importance, maintaining hierarchy and balance.
Color: Typically used in white or black but can be adjusted for contrast and readability as needed.

Secondary font: Calibri
Chosen for its readability and versatility in body text and descriptions. It complements Nebula by providing a clear and legible option for longer text blocks. Caliber should be used in the following contexts:
Body Text: For paragraphs, articles, and any extended text content.
Descriptions: To provide additional details and explanations.
Captions and Labels: For smaller text elements that need to be easily read.

AABBCC

AABBCC

AaBbCc

AaBbCc

COLOR PALETTE
AND SWATCHES

The PRYSM color palette is simple yet striking, using Jet Black for backgrounds and White for text. This minimalist approach ensures a clean and modern aesthetic, enhancing readability and emphasizing content.

Primary Colors
Jet Black
Hex: #000000
RGB: 0, 0, 0
Usage: Jet Black is used predominantly for all backgrounds. Its depth and neutrality provide a strong, elegant foundation that allows other elements to stand out.

White
Hex: #FFFFFF
RGB: 255, 255, 255
Usage: White is used for all text and key graphic elements. Its high contrast with Jet Black ensures maximum readability and a crisp, clean look.

Usage Guidelines

Backgrounds: Use Jet Black (#000000) for all backgrounds to create a sleek and cohesive visual experience.
Text and Key Elements: Use White (#FFFFFF) for all text, icons, and key elements to ensure they stand out against the Jet Black background.
Focus on Logo: This color scheme keeps the focus on the PRYSM spectrum colors logo, allowing it to stand out and be the centerpiece of our brand identity.
By adhering to this color palette, PRYSM can achieve a consistent and professional look across all platforms, reinforcing our brand identity and ensuring clear communication.

PRYSM
NETWORK

#000000

#FFFFFF

SPECTRUM