

Proletto — Brand Identity Deck

Brand Vision

Proletto is a scalable, global creative lifestyle platform designed to empower artists, curators, designers, and creative entrepreneurs.

Brand Name Meaning

Proletto is an invented word — modern, fluid, and adaptable. It evokes sophistication while remaining approachable. Inspired by

Brand Positioning

- Category: Creative Lifestyle / Artist Marketplace / Professional Networking
- Tagline Options:
 - 'Where Creativity Meets Opportunity.'
 - 'Your World. Your Work. Your Proletto.'
 - 'Artfully Professional. Infinitely Creative.'

Core Features (MVP)

1. Artist & Curator Profiles: Users can create public profiles with bios, images, location, and social links. Profiles are searchable.
2. Gig Listings & Art Sales: Users can post available commissions or open calls. Artists can list works for sale (no cart needed).
3. Search + Filtering: Basic search by keywords, tags, and location. Filter by artist type, category, and availability.
4. Direct Messaging & Bookings: Internal messaging between users. Option to send project proposals and booking requests.
5. Commission-Based Transactions: Admin panel to track listing fees or commissions per sale. Simple payment tracking or invoicing.
6. Optional Premium Tier (Soft Launch): Feature early users as “Verified” or “Spotlight” with analytics and extra visibility.

Database Setup Plan

Key Tables:

- Users, Artworks, Listings/Gigs, Messages, Transactions, Reviews, Bookmarks/Favorites, Curations

Security & Auth:

- Role-based access, JWT auth, hashed passwords

Dev Stack:

- PostgreSQL, Sequelize or Prisma, Node.js (Express or Fastify)

Future Expansion Ideas

- Proletto Studio: Tools for creators
- Proletto Market: E-commerce for prints, merch, or digital downloads
- Proletto Editions: Branded art drops, collabs, limited collections
- Proletto Live: Events, exhibitions, livestreams

Brand Style & Aesthetic

- Logo: Elegant serif or modern minimal logotype
- Colors: Rich neutrals with signature accents (burnt orange, olive green, electric blue)
- Tone: Elevated, supportive, creatively bold

Brand Assets To Create Next

- Wordmark Logo, Icon/Symbol, Landing Page, Profile Card Mockups, Mobile App UI