pronq
by HP

The Pronq Brand Book

Last update: July 30, 2014

Overview

We made this book just for you.

Inside these pages you will find all of the information you need to work with the Pronq brand.
From colors, to philosophy, from specs to fonts this brand book will show you how we do things.

This brand book documents the design language for Pronq by HP.
Any questions can be directed to: Vidya Ramamurthi, vidyar@hp.com or Janette Salazar, janettes@hp.com

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About Us

Be nimble, be Pronq.

Be nimble, that's our motto. Most enterprise software solutions are anything but nimble, but Pronq makes it easy for you to try and buy the software you need on-demand.

Messaging

We are the younger, hipper iteration of our parent company. We get to break the rules and do things differently from style to voice. We are agile and move fast. Our messaging is friendly, positive, natural and human. We steer clear of tech and corporate jargon preferring to be simple and concise.

Keywords

We have some favorite words listed here. Know them, love 'em.
These words describe who we are. They help define our identity. In all things Pronq you create, please make sure these characteristics are clear and evident.

/ **Nimble**

/ **Simple**

/ **Quick**

/ **Accessible**

/ **Techie**

Our Logo

Simple. Techie. Strong.

Our logo was carefully selected down to the font to represent technology. Did you notice how the p and q bookend together to resemble code? We kept our audience in mind when developing our brand.

Reversed

The reversed version of our logo is our primary mark.

Standard

Our standard logo can be used for both digital and print. Please be sure to download the correct file format for the intended use.

Logo Colors

Our colors make us pop!

Our dark Cool Gray 11 is reminiscent of a computer screen background. White reminds us of lines of streaming code. Orange is extroverted and uninhibited, and often encouraging. Combine them and you get Pronq.

Color Values

Below you will find the correct color values for the Pronq logo.
Please make sure to incorporate them correctly.

PMS 1375
C.0 M.45 Y.94 K.0
R.255 G.158 B.27
#FF9E1B

COOL GRAY 11
C.44 M.34 Y.22 K.77
R.83 G.86 B.90
#53565A

WHITE
C.0 M.0 Y.0 K.0
R.255 G.255 B.255
#FFFFFF

To download our logo files visit our UI Patterns Library: www.hpobteam.com/resources.html

Clear Space

Leave enough space for a generous hug.

We really like our logo, with its mirror effect as a nice shout-out to our bracket loving engineers. Please make sure it has enough room.

Clear Space

Our logo should always be surrounded by the clear space which is defined below.

Suggested Sizes

Size matters.

Legibility is paramount. To make sure our logo is always clear, we've set some rules everyone should follow. Never make our logo smaller than the following standards.

Size rules

Please adhere to the following size rules.

Special Circumstances

If you absolutely must break our rule, for a toy leave behind or other random element, for example. Please delete 'by HP' from the logo. We must keep our brand name legible.

Preferred Print Size

1.5" / 38 mm

Preferred Digital Size

100 px

Print

x < 0.0875" / 22 mm

Digital

x < 80 px

Minimum Print Size

0.0875" / 22 mm

Minimum Digital Size

80 px

Consistency & Clarity

We like it our way.

We put a ton of time and thought into our logo. It's perfect the way we designed it. Absolutely no altering of the logo allowed. None whatsoever. Nope. Never. Don't do it.

Correct use
Never alter the logo and please use it only on the following backgrounds.

Reversed

Standard

COOL GRAY 11
C.44 M.34 Y.22 K.77
R.83 G.86 B.90
#53565A

DARK GRAY
C.76 M.66 Y.59 K.59
R.41 G.47 B.52
#292F34

10% COOL GRAY 11
C.6 M.4 Y.4 K.0
R.237 G.238 B.238
#EDEEEE

WHITE
C.0 M.0 Y.0 K.0
R.255 G.255 B.255
#FFFFFF

Incorrect use

No Distorting

No Drop Shadows

No Gradients

No Changing Colors

No shifting of the baseline

No Outlines

One Color Logo

Ebony and Ivory.

On the rare occasion when you need a one color logo, please only use black or white. Nothing fancy. Keep it simple.

Correct use

Please use one color logos only on the following backgrounds.

Brand Color Backgrounds

Black & White

COOL GRAY 11
C.44 M.34 Y.22 K.77
R.83 G.86 B.90
#53565A

PMS 1375
C.0 M.45 Y.94 K.0
R.255 G.158 B.27
#FF9E1B

WHITE
C.0 M.0 Y.0 K.0
R.255 G.255 B.255
#FFFFFF

BLACK
C.0 M.0 Y.0 K.100
R.0 G.0 B.0
#000000

Incorrect Use

No. Do not color the logo

*No. Do not use other color backgrounds*

Our Icon

To see us, is to know us.

Nestled in the middle of our corporate logo is our icon. This symbol was made to be recognized with or without our logo. It's nerdy, sexy and strong enough to stand alone.

Ideal Use

Our logo icon is our favicon and can also be used to brand individual pages, presentations screens, social media avatars or as a visual accent. Please use it anywhere and everywhere it would enhance the customer experience and support the brand.

Available sizes

64px

32px

16px
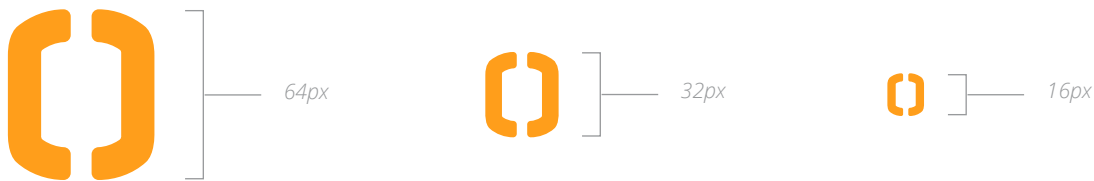
To download our icon files visit our UI Patterns Library: www.hpobteam.com/resources.html

Icon Rules

Keep it iconic.

Just like our logo, we have some ground rules for our icon use. In order for our icon to do its best branding, it must be consistent and displayed the correct way every time. Please, no icon adaptations.

Correct use

Please adhere to the following color combinations.

Standard

BLACK
C.0 M.0 Y.0 K.100
R.0 G.0 B.0
#000000

COOL GRAY 11
C.44 M.34 Y.22 K.77
R.83 G.86 B.90
#53565A

10% COOL GRAY 11
C.6 M.4 Y.4 K.0
R.237 G.238 B.238
#EDEEEE

WHITE
C.0 M.0 Y.0 K.0
R.255 G.255 B.255
#FFFFFF

White/Brand BGs

PMS 1375
C.0 M.45 Y.94 K.0
R.255 G.158 B.27
#FF9E1B

COOL GRAY 11
C.44 M.34 Y.22 K.77
R.83 G.86 B.90
#53565A

B&W

BLACK
C.0 M.0 Y.0 K.100
R.0 G.0 B.0
#000000

WHITE
C.0 M.0 Y.0 K.0
R.255 G.255 B.255
#FFFFFF

Incorrect Use

No Strokes *No Coloring* *No Skewing* *No Gradients* *No Shadows* *No Color Backgrounds*
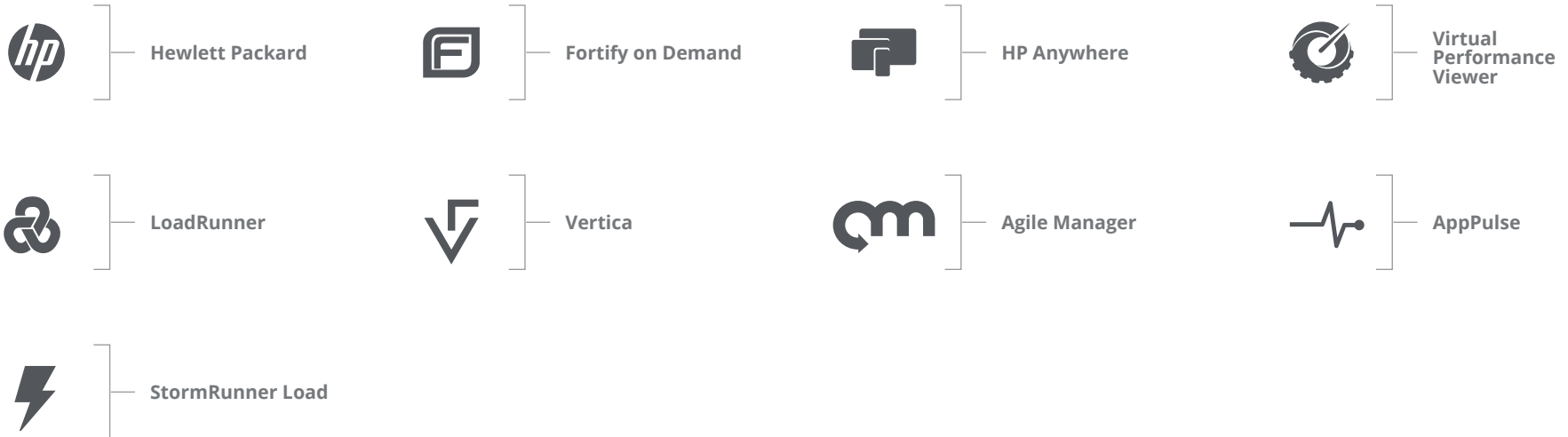
Product Icons

Identifying our product portfolio.

We have a robust collection of software products, each with their own identfying icon. Please use the product icons below when needed.

Ideal Use

Use these product icons throughout our site, marketing, my account and anywhere they will enhance the customer experience and support the brand.

Hewlett Packard

Fortify on Demand

HP Anywhere

Virtual Performance Viewer

LoadRunner

Vertica

Agile Manager

AppPulse

StormRunner Load

To download our product icon files visit our UI Patterns Library: www.hpobteam.com/resources.html

Typography

Open Sans.

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp and we have chosen it to be our brand font. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

Ideal Use

Open Sans is used for all our marketing and website initiatives. Bold, regular, light and italic are included in the font family and can be used were applicable.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*?{}**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*?{}

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*?{}*

Typography for Product Applications

HP Simplified.

We've chosen to use HP Simplified for all our product applications. It is HP's custom-designed, proprietary typeface. Since it is proprietary it should be used only by HP employees and approved HP partner agencies.

Ideal Use

HP Simplified is used for all our product applications.
Bold, regular, light and italic are included in the font family and can be used were applicable.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&?{}*

Color Palette

Primary Palette

Used as buttons, links and primary branding elements.

PMS 1375
C.0 M.45 Y.94 K.0
R.255 G.158 B.27
#FF9E1B

PMS 7466
C.86 M.0 Y.32 K.0
R.0 G.176 B.185
#00B0B9

COOL GRAY 11
C.44 M.34 Y.22 K.77
R.83 G.86 B.90
#53565A

Secondary Colors

Contiguous to our primary colors. Used for highlights, backgrounds, illustrations, charts and applications.

C.22 M.89 Y.93 K.13
R.175 G.58 B.43
#AF3A2B

C.4 M.3 Y.71 K.0
R.249 G.232 B.106
#F9E86A

C.92 M.50 Y.40 K.15
R.0 G.100 B.120
#006478

C.45 M.0 Y.17 K.0
R.117 G.228 B.225
#75E4E1

C.76 M.66 Y.59 K.59
R.41 G.47 B.52
#292F34

Background Colors

Used only when a light background is required.
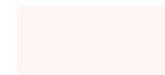
C.1 M.1 Y.2 K.0
R.253 G.249 B.245
#FDF9F5

C.4 M.1 Y.2 K.0
R.242 G.248 B.248
#F2F8F8
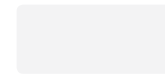
C.6 M.4 Y.4 K.0
R.237 G.237 B.237
#EDEEEE

Extended Palette

Used for highlights, backgrounds, illustrations, charts and applications.

PMS 3288
C.99 M.3 Y.68 K.12
R.0 G.130 B.100
#008264

PMS 7668
C.67 M.56 Y.8 K.0
R.104 G.110 B.159
#686E9F

Extended Secondary Palette

Contiguous to our extended colors. Used for highlights, backgrounds, illustrations, charts and applications.

C.90 M.37 Y.84 K.32
R.0 G.94 B.62
#005E3E

C.45 M.0 Y.89 K.0
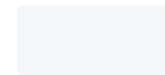R.152 G.201 B.78
#98C94E

C.82 M.72 Y.29 K.13
R.67 G.80 B.120
#435078

C.31 M.55 Y.0 K.0
R.176 G.129 B.185
#B081B9

C.4 M.1 Y.2 K.0
R.243 G.247 B.245
#F3F7F5

C.3 M.1 Y.1 K.0
R.245 G.246 B.247
#F5F6F7

Tints & Shades

Use tints and shades of our primary and secondary colors when needed.

To download our colors visit our UI Patterns Library: www.hpobteam.com/resources.html

Iconography

This font is awesome.

We use the Font Awesome icon library, a collection of a pictographic language of web-related actions. They are scalable vector icons which can be customized with our colors and used throughout our site when needed.

These icons are used with our color palette (no shadows or gradients) and never larger than 25px in height. If you need larger illustrations, please use our illustration library.

Sample Icons
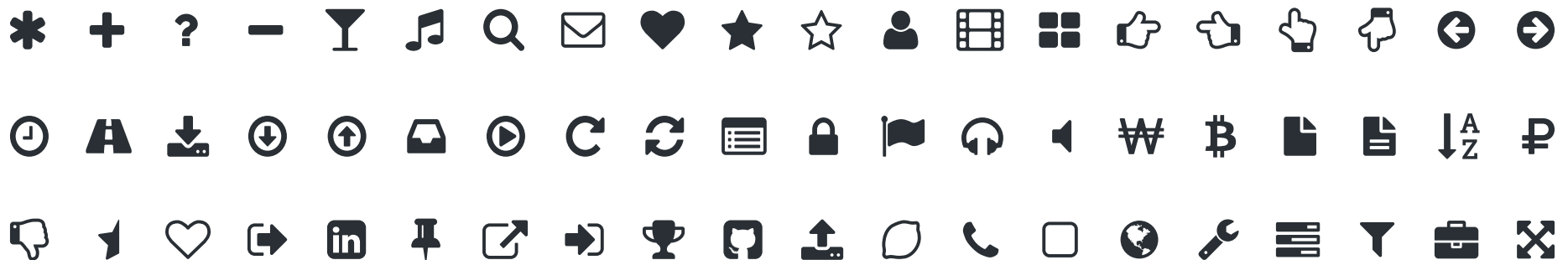
To download the icons visit our UI Patterns Library: www.hpobteam.com/resources.html

Overview Illustrations

Welcome to our illustation library.

We've put together and are constantly updating an illustration library to help communicate our product features and benefits. Please check back for the next update with instructions and use.
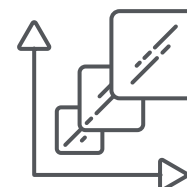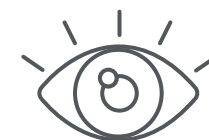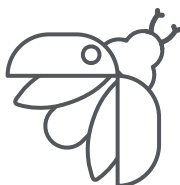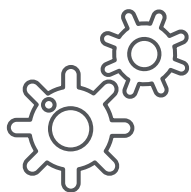
Ideal Use

These overview illustrations help communicate the key benefits of our products.

Sample Illustrations
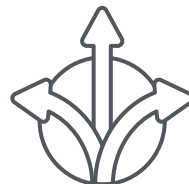
To download our illustrations visit our UI Patterns Library: www.hpobteam.com/resources.html

Feature Illustrations

We have also have a feature illustation library.

This is a collection of crisp illustrations which help communicate our product features or marketing messages. They tell a robust story. Please check back for the next update with instructions and use.

Ideal Use

Feature illustrations are best used for hero sections, marketing banners and any other area where rich visual imagery is needed.

Sample Illustrations
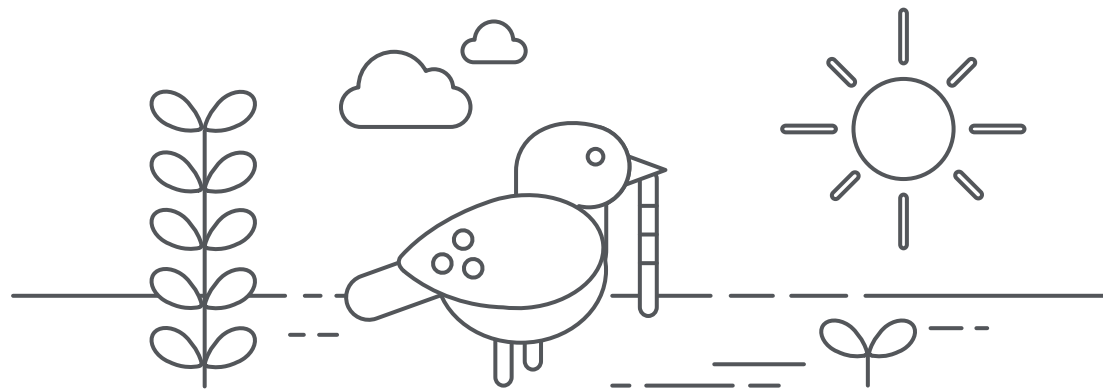
To download our illustrations visit our UI Patterns Library: www.hpobteam.com/resources.html
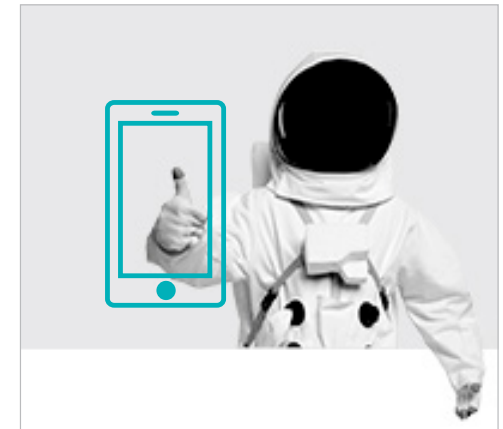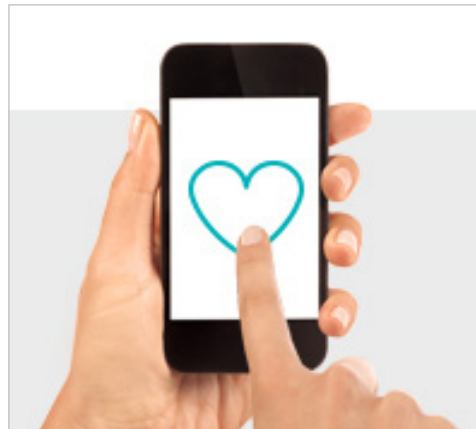
Illustration + Photography
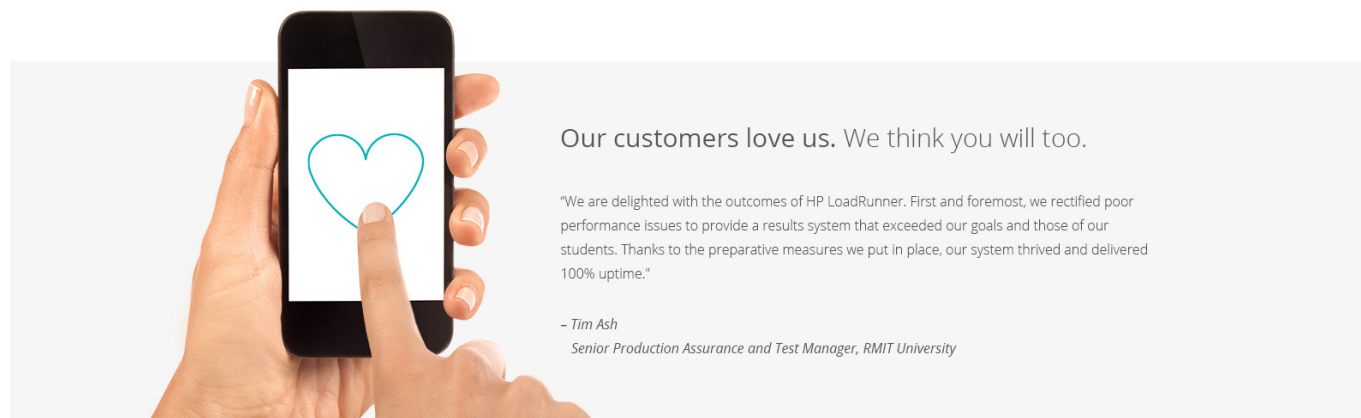
A match made in heaven.

Sometimes we like to match up our illustrations with some bold close-up photography. Please check back for the next update for further direction.

Ideal Use

Use this combination in hero banners, marketing campaigns and modules throughout the site. Select full color, close up photograph with a human element and please break the photo out of a background as shown here. You must add a 2pt stroked illustration element to the layout every time.

Sample Photography

HP Anywhere Newsletter   20 Feb 2014   View in browser

Mobilize the Enterprise
HP Anywhere Newsletter

Our customers love us. We think you will too.

"We are delighted with the outcomes of HP LoadRunner. First and foremost, we rectified poor performance issues to provide a results system that exceeded our goals and those of our students. Thanks to the preparative measures we put in place, our system thrived and delivered 100% uptime."

– Tim Ash
  Senior Production Assurance and Test Manager, RMIT University

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