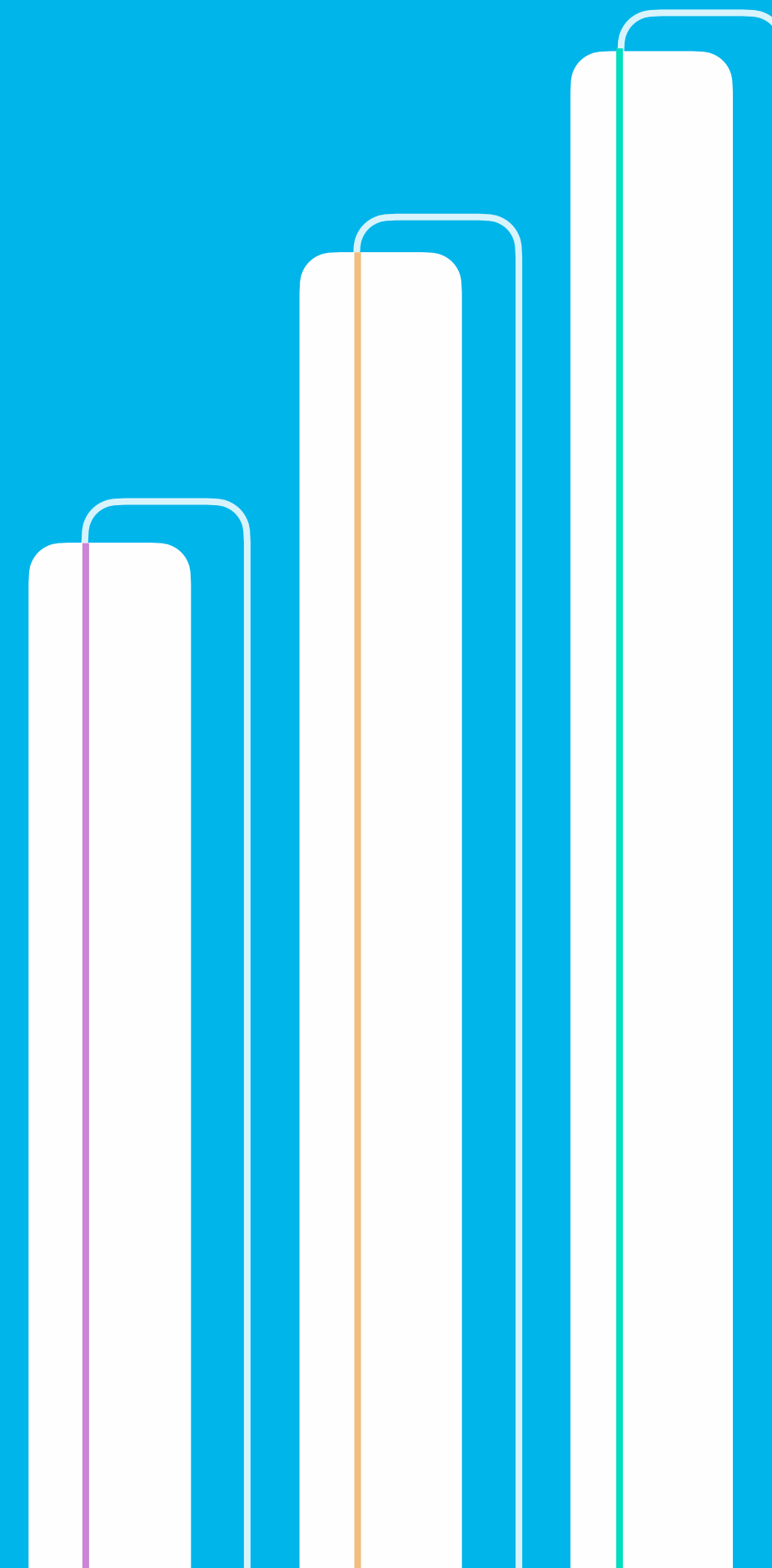# Procoto V2

Brand + UX/UI Proposal

February 2022

Branding & Design Concepts

This proposal intends to serve as a guideline for the design of the Procoto V2 product (May 2022 launch) and any associated marketing collateral (digital + print).

Included are typography and iconography concepts, a color palette, and graphics. Altogether, these components will compose a distinct and cohesive brand identity which distinguishes Procoto as a streamlined, modern (and fun!) procurement solution.

Also included are UX/UI prototypes, which showcase potential implementations of the proposed branding. If approved, a full UI library will be developed as per these guidelines (though all components will be adaptable to any future branding & design iterations).
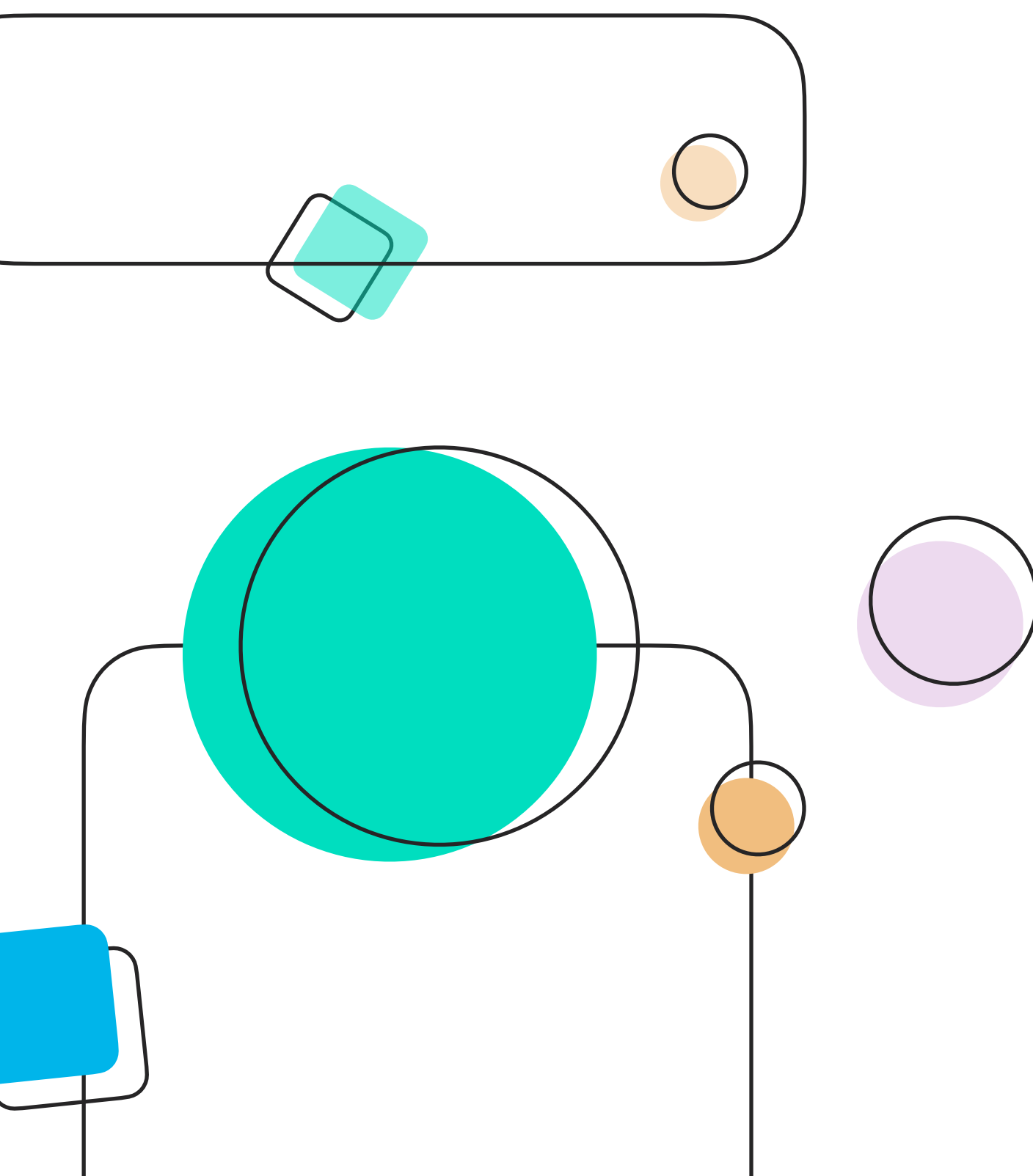
H1 Soleil Bold

H2 Soleil Regular

H3 Soleil Regular
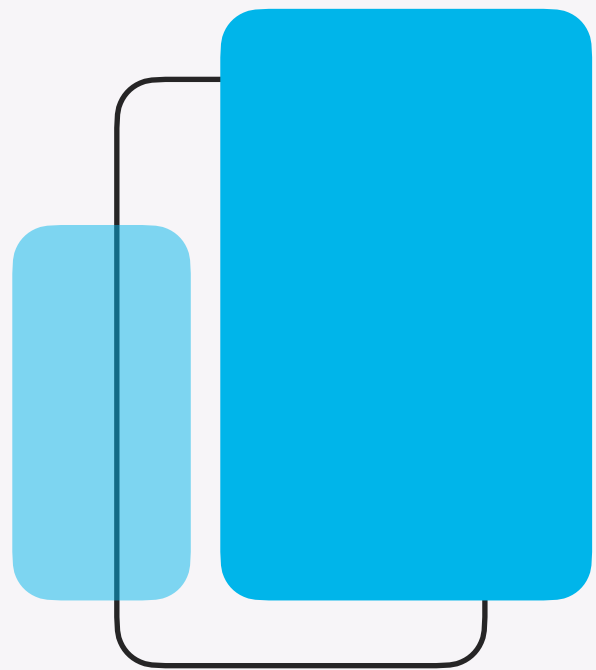
H4 Soleil Bold

H5 Soleil Light Italic

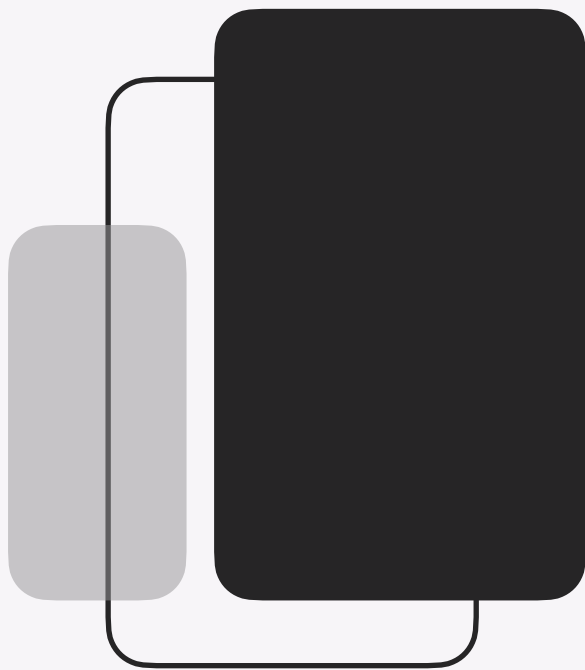###### H6 Soleil Regular

P Soleil Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
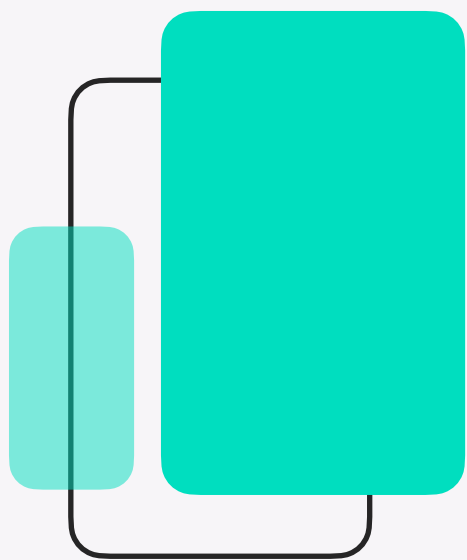
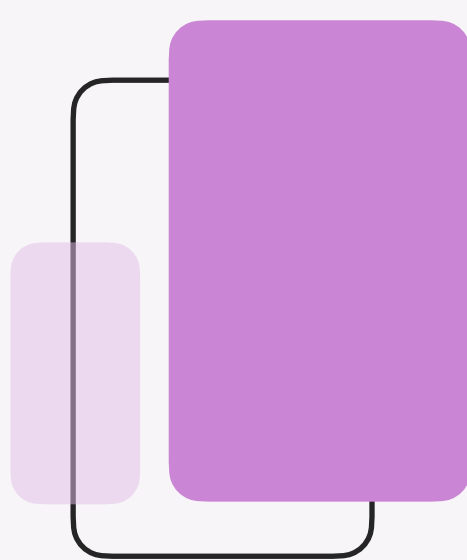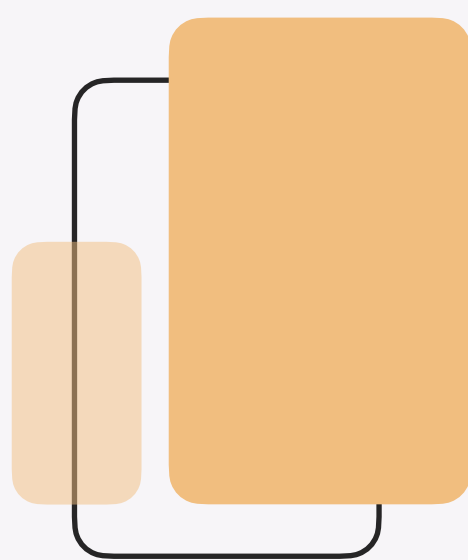## Primary

Aqua

30B4E5

Slate

D1D1D4

Secondary

Mint

3CDBC0

Mauve

C08AD0

Creamsicle

FE960E

Color Palette

Aqua will serve as the primary Procoto brand color. Slate will be used for most headings and body text.

Secondary colors are intended to color-code the procurement (Iris), quoting (Lite Tangerine), and contract (Mint) pipeline stages.

Secondary colors may also be used as accents for graphics, highlighted text, and more.
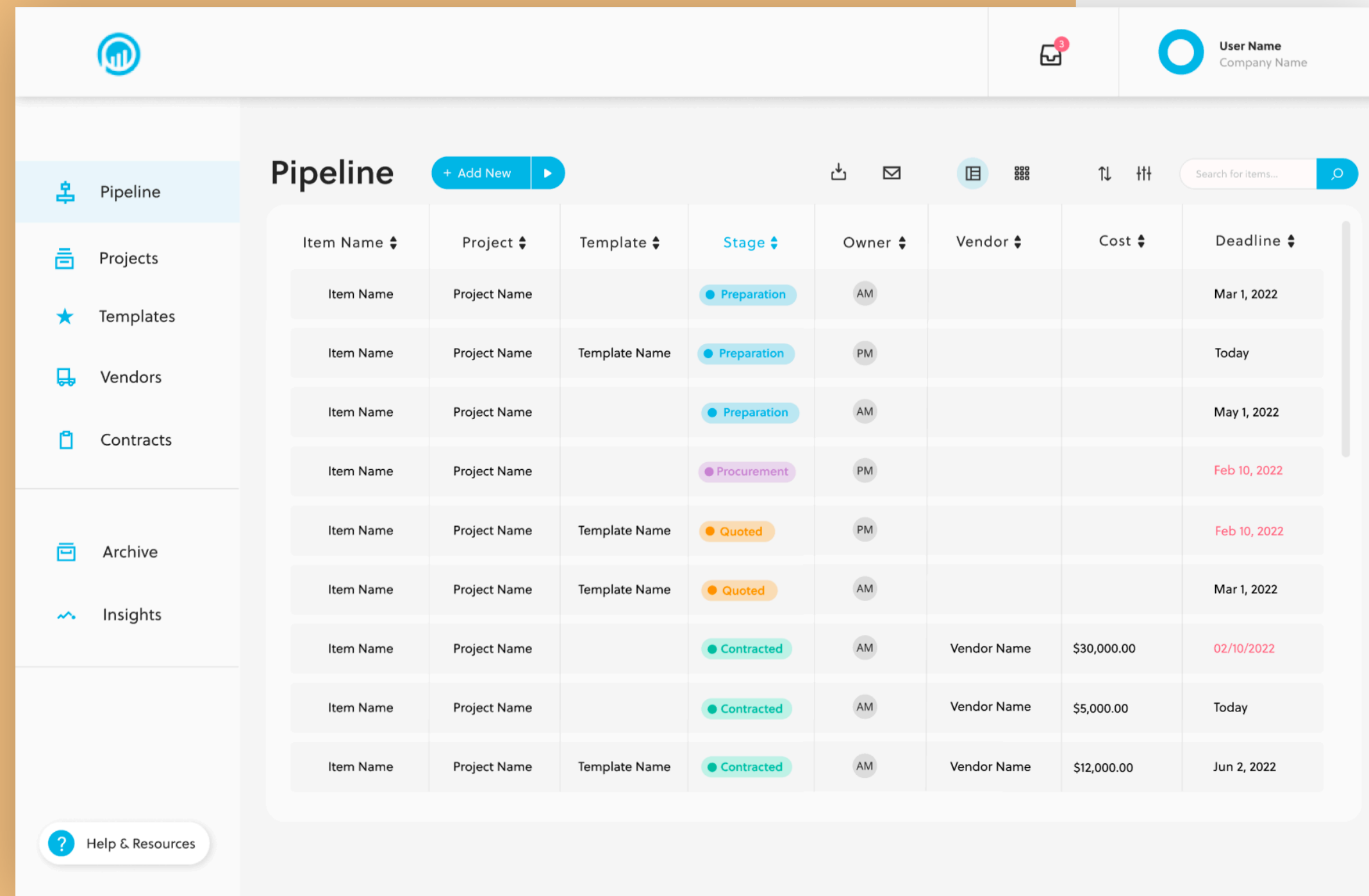
Pipeline Table View
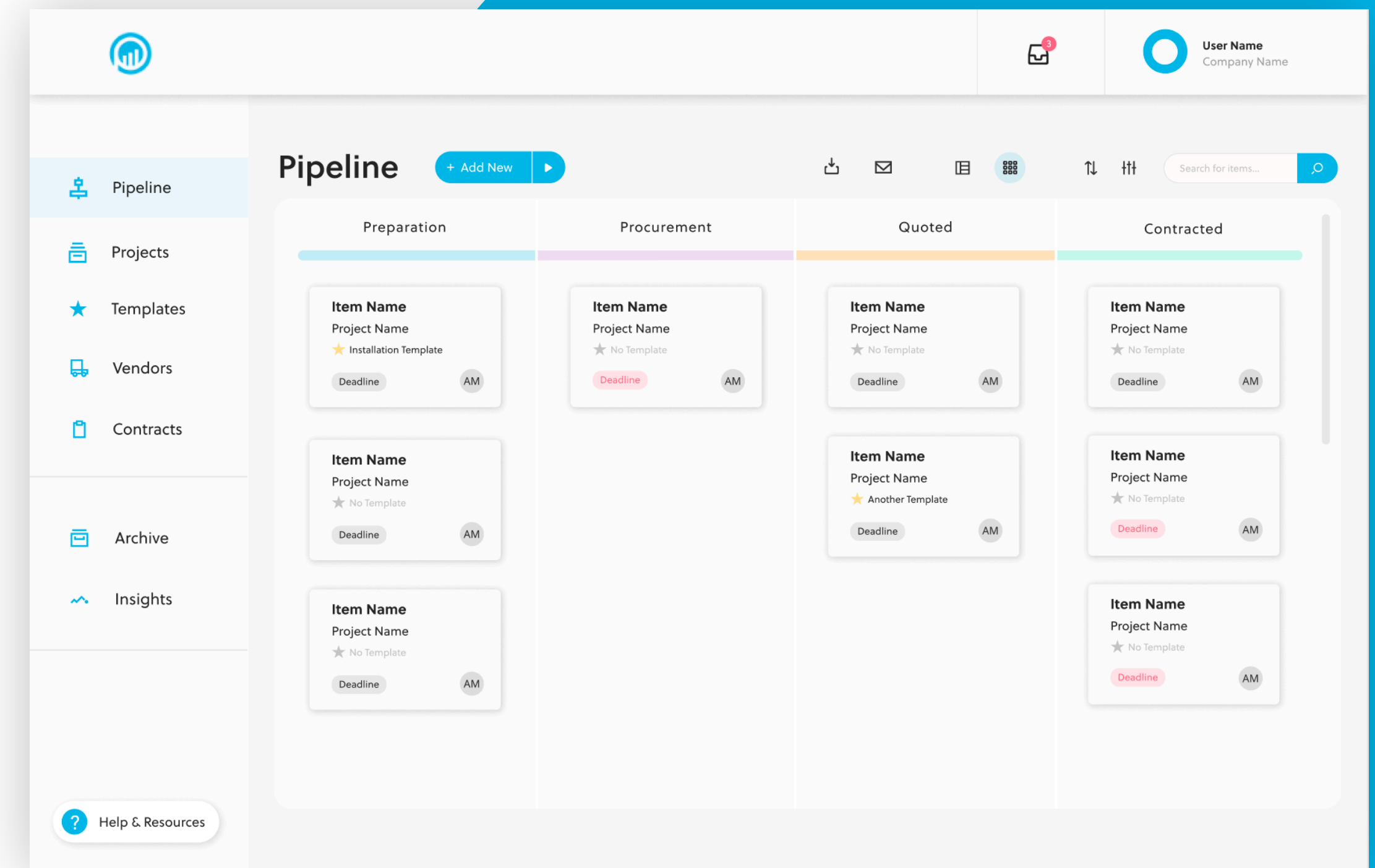
Pipeline Stage View

Item Name

Preparation ▶

Preparation   Procurement   Quoting   Contracted

Overview

⭐ Template
Installation Template ▼

🗂 Project
Palm Springs Hotel ▼

Item Name
Art Installation

Item Owner
AM Admininstrator ▼

Spend Category
Test Category ▼

🏷 Tags
Drywall   +

Artwork —   COI —

Timeline

Request Date
03/01/2022 📅

Deadline Date
05/01/2022 📅

Notes

Vendor will need to provide a certificate of insurance (COI) and a W-9 form to be approved.
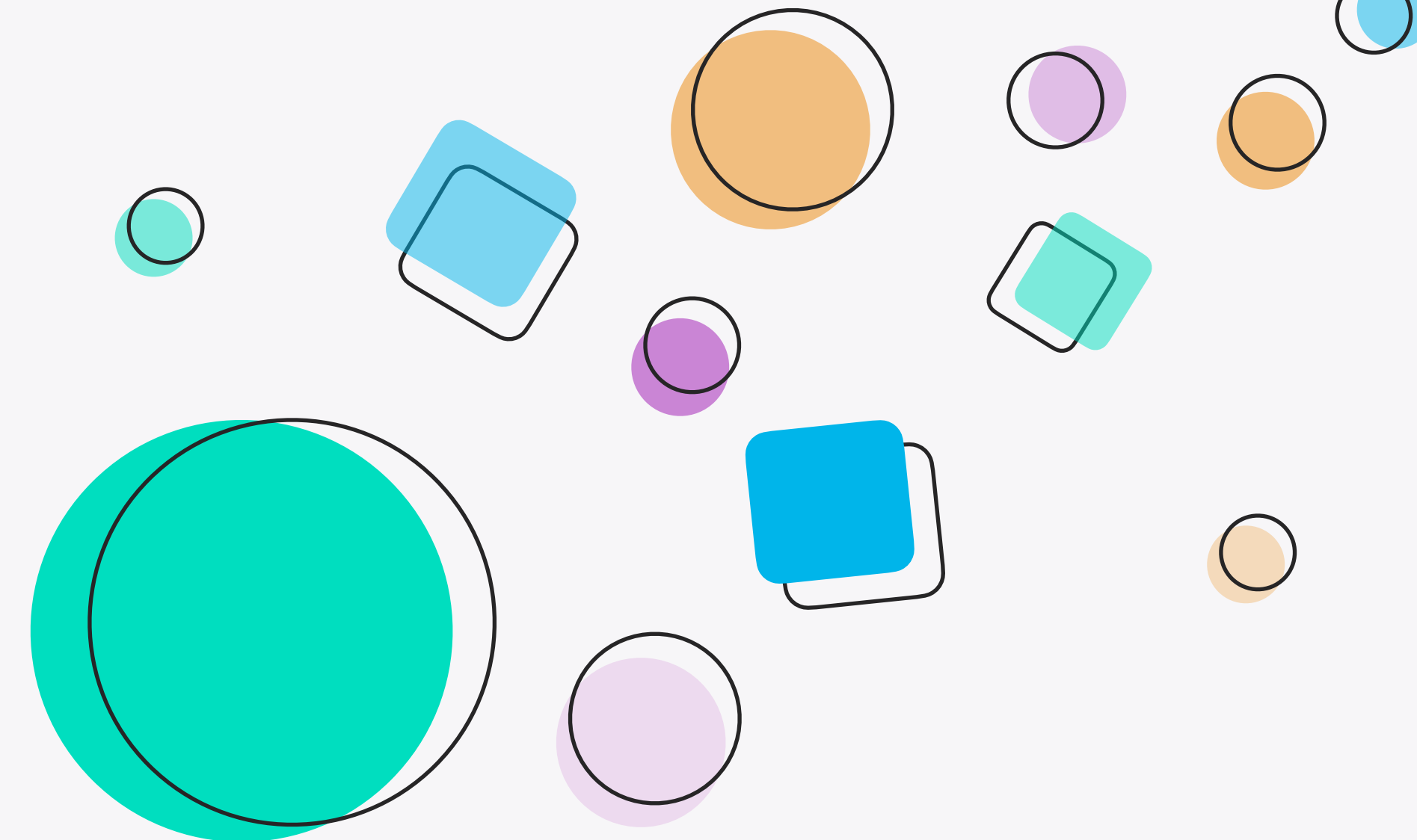
Pipeline
Projects
Templates
Vendors
Contracts
Archive
Insights
? Help & Resources

User Name
Company Name

Item - Preparation Stage

Streamlined

insightful

Strategic

fun

Modern

Thank you!