ProtoPie
Brand Identity
Guidelines

2019. 07

Logo

Use the full color symbol with a black
wordmark on white backgrounds.

ProtoPie

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Logo

Use the full color symbol with a white wordmark on black backgrounds

ProtoPie
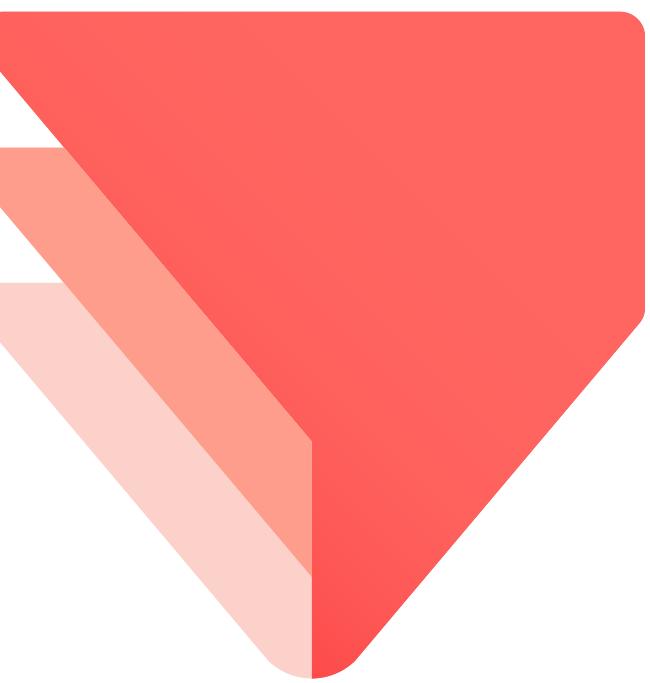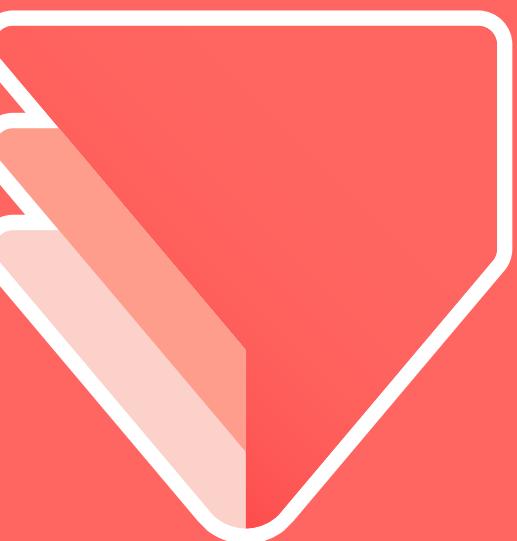
ProtoPie

Symbol

Use the main symbol
on white and black backgrounds.

Use the alternative symbol
on red backgrounds only.

Wordmark

The ProtoPie wordmark must be written with the two "P" letters in uppercase while the other letters are lowercase.

For clear visibility, use different colors for the wordmark depending on the background density

ProtoPie

100% | ProtoPie Gray 100

80% | ProtoPie Gray 80

50% | ProtoPie Gray 50

20% | ProtoPie Gray 20

5% | ProtoPie Gray 5

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Spacing and Size

Leave sufficient space around the logo
equal to the size of the letter "o" in "ProtoPie".

The minimum height of the logo is 32 px
for digital and 1 cm for print.

Digital / 55 px
Print / 2 cm

Digital / 32 px
Print / 1 cm
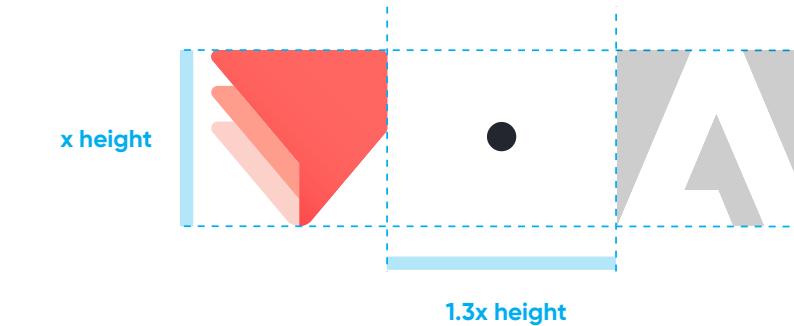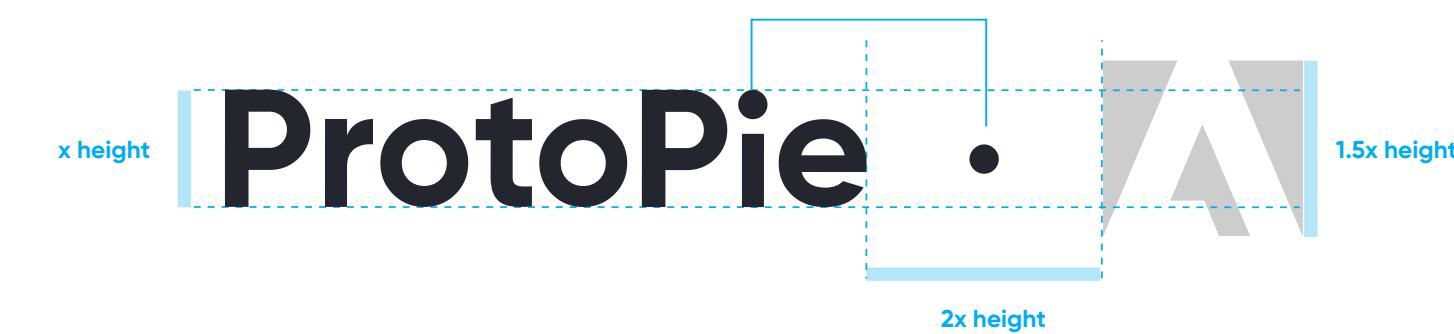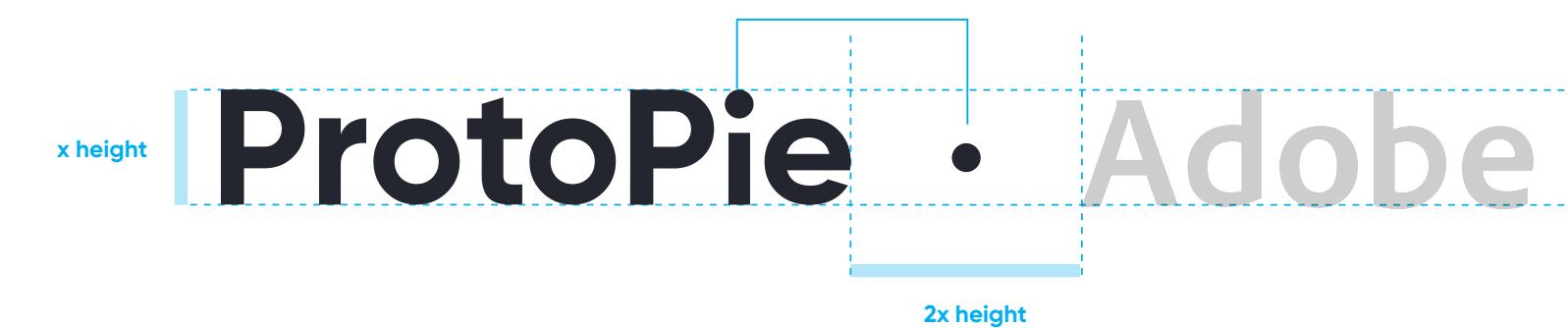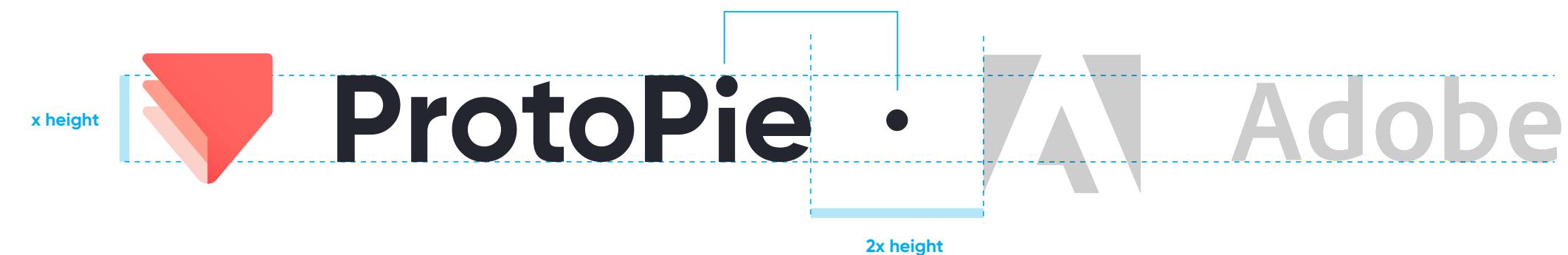
Partnership Lockup

When forming a partnership lockup,
use twice the height of ProtoPie's wordmark
between the ProtoPie logo, wordmark, or symbol
and the partner logo, wordmark, or symbol
while placing an interpunct in the middle.

ProtoPie · Adobe

x height

2x height

ProtoPie · Adobe

x height

2x height

ProtoPie · A

x height

2x height

1.5x height

· A

x height

1.3x height
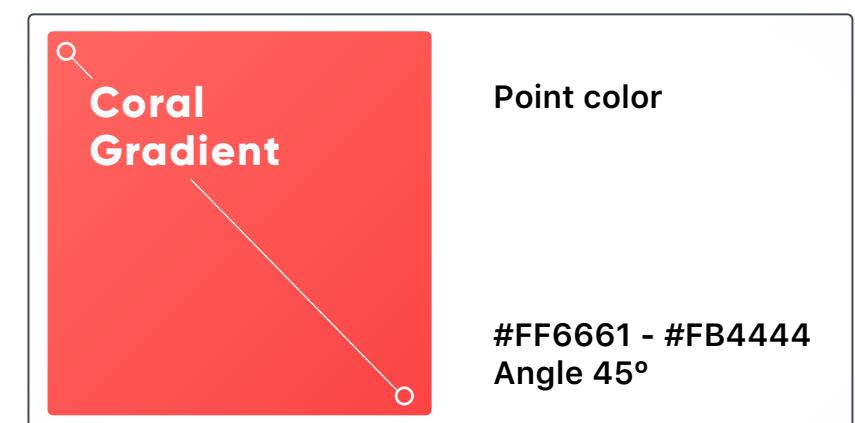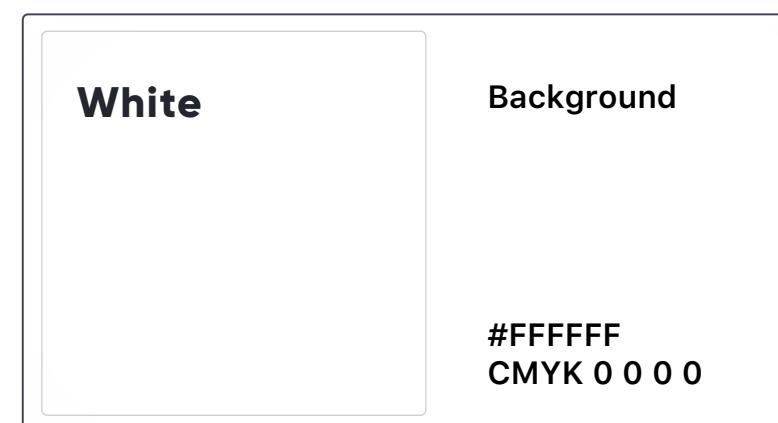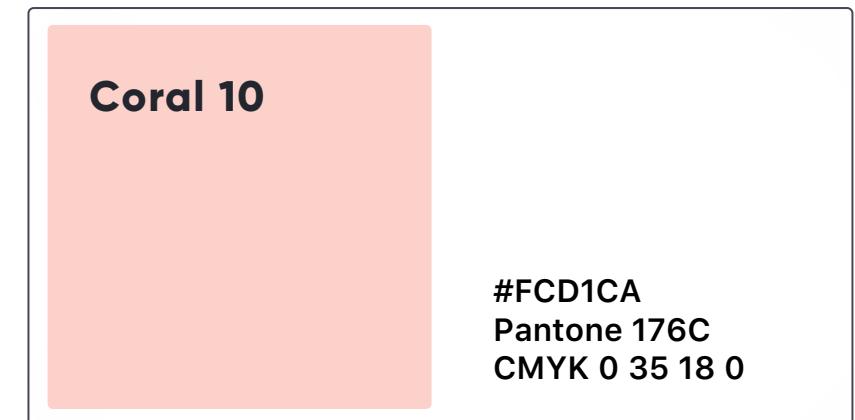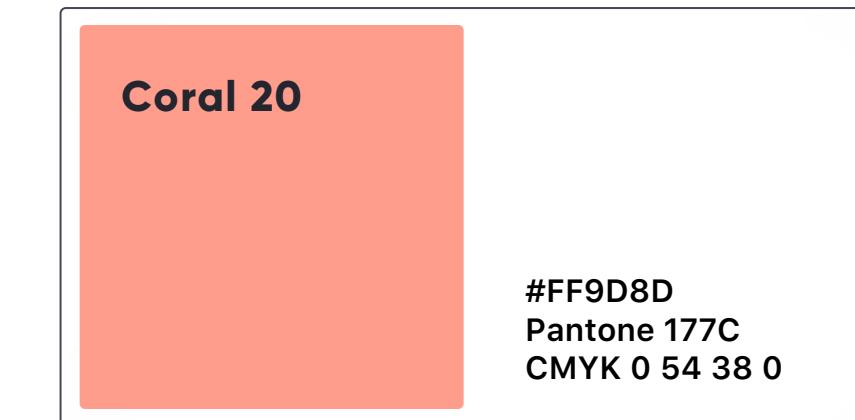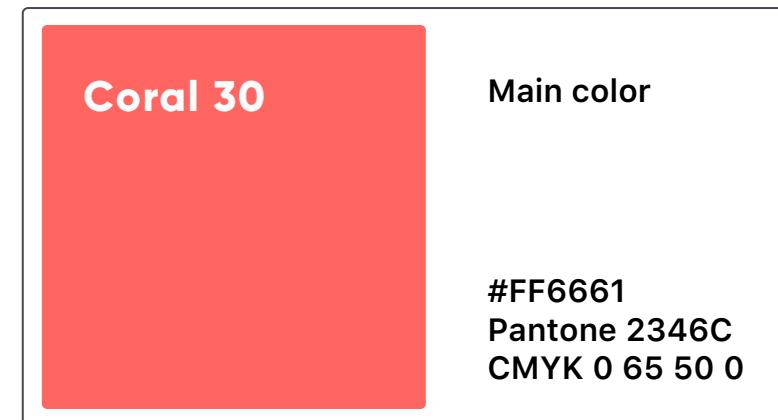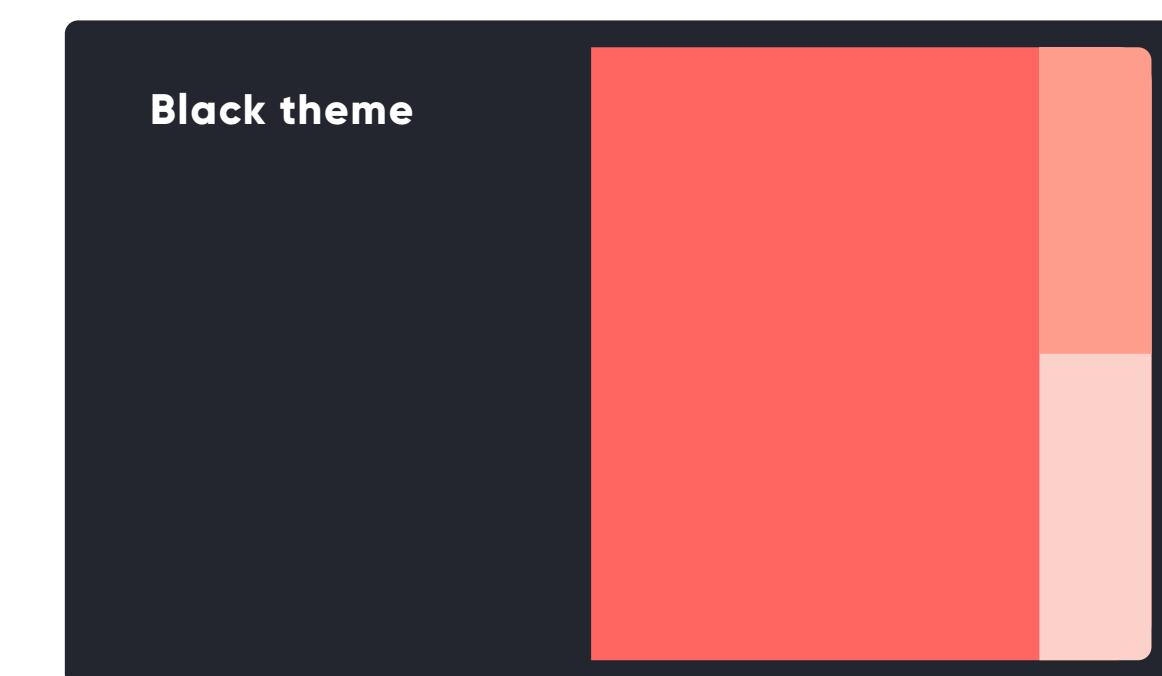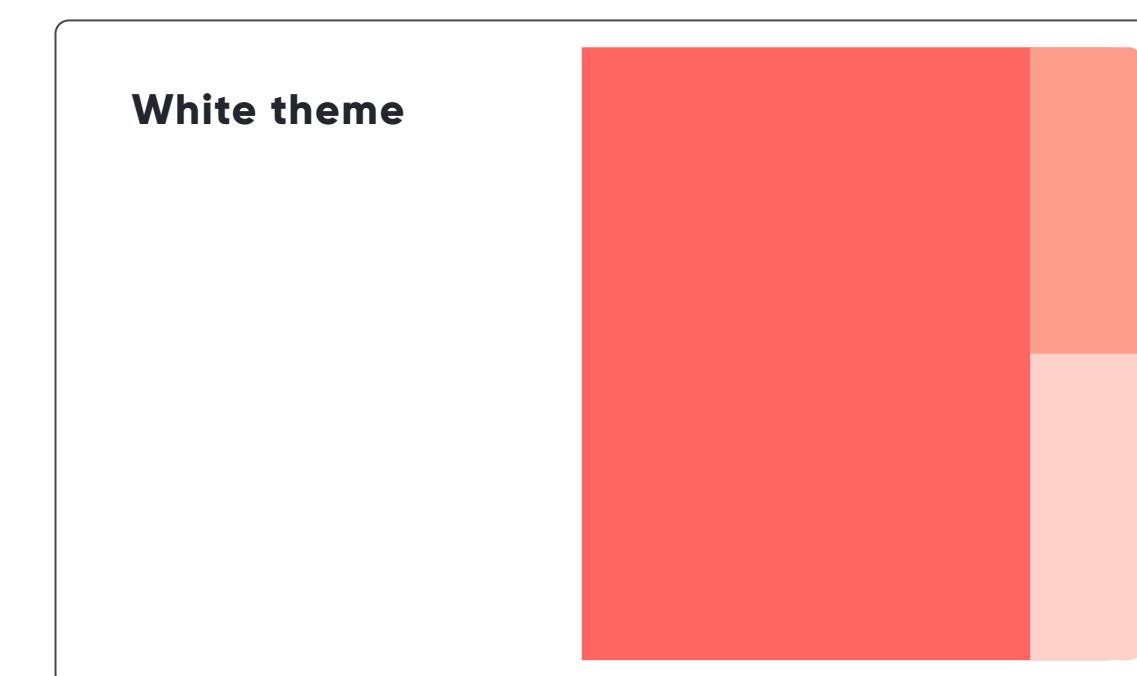
Primary Palette

Our main color is ProtoPie Coral (Coral 30).
Use #FF6661 or RGB(255, 102, 97) for digital materials.
Use CMYK(0, 65, 50, 0) or Pantone 2346C
for printed materials.

When using primary color palette,
be sure to keep the color ratio and proportion.

Coral 30

Main color

#FF6661
Pantone 2346C
CMYK 0 65 50 0

Coral 20

#FF9D8D
Pantone 177C
CMYK 0 54 38 0

Coral 10

#FCD1CA
Pantone 176C
CMYK 0 35 18 0

White

Background

#FFFFFF
CMYK 0 0 0 0

Gray 100

Font color

#23262E
CMYK 78 70 57 65

Coral Gradient

Point color

#FF6661 - #FB4444
Angle 45°

RATIO & PROPORTIONS

White theme

Black theme

Secondary palette

Use the secondary palette for ProtoPie Studio, ProtoPie Player and ProtoPie Cloud.

These colors were chosen based on their usage as well as tone and manner

Indigo 10	Indigo 25	Indigo 30	Indigo 40	Indigo50	Indigo 60
#9EBBFE	#6589FA	#5679F9	#3D5BF4	#0B28CC	#061EA8

Purple 10	Purple 20	Purple 30	Purple 40	Purple50	Purple 60
#D4C9FE	#B29DFC	#9476F9	#7C56F5	#5124CC	#3A0D9F

Orange 10	Orange 20	Orange 30	Orange 40	Orange 50	Orange 60
#FEE2B8	#FDC97D	#FCB149	#F99B1E	#CC6B00	#9F4A00

Yellow 10	Yellow 20	Yellow 30	Yellow 40	Yellow 50	Yellow 60
#FFF0B9	#FFE27E	#FFD347	#FCC419	#D9A200	#A57A00

Pink 10	Pink 20	Pink 30	Pink 40	Pink 50	Pink 60
#FEC3D5	#FC92B2	#F96692	#F54278	#CC0F48	#9F0030

Grayscale palette

Grayscale palette is at the core of
our brand identity as well as product identity.

Gray 0 #FAFBFD	**Gray 5** #F2F4F7	**Gray 10** #EDEFF2	**Gray 20** #E4E6EB	**Gray 25** #D8DBE3	**Gray 30** #C9CED6
Gray 35 #B6BBC6	**Gray 40** #A1A8B5	**Gray 50** #888F9E	**Gray 60** #6E7685	**Gray 70** #525967	**Gray 75** #434954
Gray 80 #434954	**Gray 85** #323640	**Gray 90** #2C3038	**Gray 95** #292C36	**Gray 100** #23262E	**Gray 105** #1F232B
Gray 110 #14171D	**Gray 120** #0D0F12				

Typeface

Brand typeface
Gilroy

Body copy typeface
SF Pro Text

Gilroy - Extra bold

SF Pro Text - Bold

SF Pro Text - Regular

HIERARCHY AND WEIGHTS

Eyebrow
Gilroy - Extra bold
All uppercase
Letter spacing: 40

STUDIO

Headline
Gilroy - Extra bold

The way you speak, the way you prototype
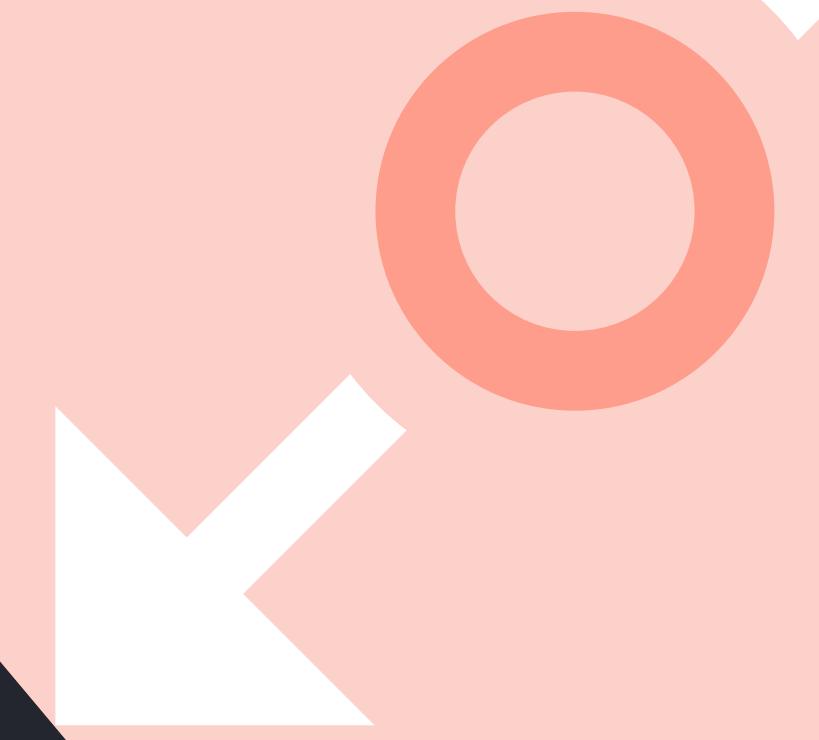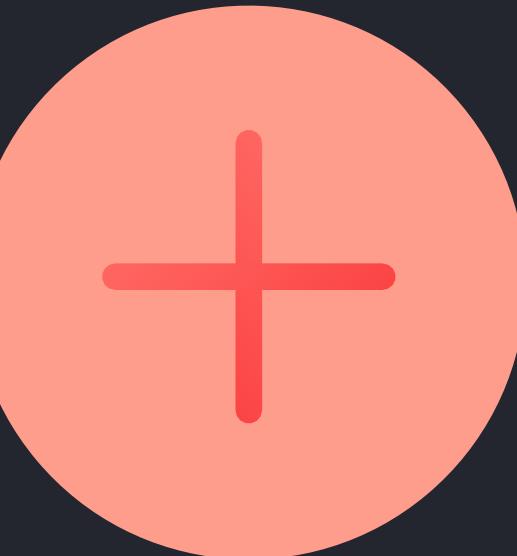
Subheadline
SF Pro Text - Bold

Accelerate & supercharge

Body copy
SF Pro Text - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincididunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam suscipit lobortis nisl.

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Brand Identity guideline

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