prodinity

be data driven

BRAND BOOK

Information

The following document contains information about visual identification of Prodinity Limited. It provides instructions on how to properly use the company's logo, key visual, and other graphics.

Table of contents

Graphic sign

Principles of the brand's visual identification 4
Concept 5
Sigil 5
Logo 6
Variants 6
Logo - colour versions 7
Sigil - colour versions 15
Typography 16
Protective field 17
Minimum size 18
Use of the sign 19

Key visual

Introduction 21
Elements 22
Structure 23
Uniform-colour background 24
Rotation 25
Rules of use 26
Typography 27

Sample materials

Business card & letterhead 29
Folder & envelope 30
Rollup & ID card 31
Cup, t-shirt, and pens 32
Car 33
Website 34

GRAPHIC SIGN

BRAND BOOK

Principles of the brand's visual identification

Logo is the primary identifying graphic element of the brand. It should be presented properly in any materials in which it is going to be used. The rules on the right should help in preventing any cases of its misuse.

1. Use the sign according to the rules outlined in this brand book.
2. Use the basic sign on a white background whenever possible.
3. Apply the rules of using the sign and verify projects' compliance in this regard.
4. Verify that the colours used are correct.
5. Validate the correct use of the sign on all designed materials.
6. Work with proven designers, who deliver high-quality projects.
7. Use only the logo from the original collection found in this brand book.
8. Always share the brand book with designers you work with.
9. Follow the collection procedures for the materials you prepare.
10. Supervise the processes - from design to production.

Concept

The concept of the signet refers to Rubik's cube. It symbolizes the transition from the state of chaos to order, therefore, reflecting one of the company's key ideas. Scattered items on the left side eventually come together and merge into a coherent whole.

Sigil

The sigil is a composition built from 18 elements, which consists five shapes, varying in size, angle of inclination, and placed on a modular mesh.

Logo

It was created by juxtaposing the sigil and typography together.

Variants

The logo is available in two versions: horizontal and vertical.

Each version of the logo can appear with the slogan or without it.

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Logo - colour versions

Basic colour version of the sign.

A gradient of three colours that have been used on the sigil, and a dark blue colour, used in typography.

Sigil

0% 50% 100%

CMYK: 5/40/70/0	CMYK: 5/85/30/10	CMYK: 80/90/0/10
RGB: 239/170/85	RGB: 210/58/107	RGB: 85/49/122
HEX: #F7A056	HEX: #E42978	HEX: #5B05AB

Typography

RGB: 25/30/111	HEX: #191E6F	CMYK: 100/95/5/30

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Logo - colour versions

Basic colour version of the sign in negative.

A gradient of three colours that have been used on the sigil, and a white colour, used in typography.

Sigil

0%	50%	100%
CMYK: 5/40/70/0	CMYK: 5/85/30/10	CMYK: 80/90/0/10
RGB: 239/170/85	RGB: 210/58/107	RGB: 85/49/122
HEX: #F7A056	HEX: #E42978	HEX: #5B05AB

Typography

RGB: 255/255/255 HEX: #FFFFFF CMYK: 0/0/0/0

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Logo – colour versions

Achromatic version of the sigil.

Sigil and typography in black colour. To be used wherever it is impossible to use the basic version.

Sigil + typography

RGB: 0/0/0
HEX: #000000

CMYK: 0/0/0/100
PANTONE: Black 6 C

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Logo – colour versions

The achromatic version of the sign in negative.

Sigil and typography in white colour. To be used wherever it is impossible to use the basic version.

Sigil + typography

RGB: 255/255/255 CMYK: 0/0/0/0
HEX: #FFFFFF PANTONE: -

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Logo – colour versions

Monochrome version of the sign - yellow.

Sigil and typography in yellow colour. To be used wherever it is impossible to use the basic version.

Sigil + typography

RGB: 239/170/85 CMYK: 5/40/70/0
HEX: #F7A056 PANTONE: 157 C

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Logo – colour versions

Monochrome version of the sign - pink.

Sigil and typography in pink colour. To be used wherever it is impossible to use the basic version.

Sigil + typography

RGB: 210/58/107
HEX: #E42978

CMYK: 5/85/30/10
PANTONE: 213 C

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Logo – colour versions

Monochrome version of the sign - purple.

Sigil and typography in purple colour. To be used wherever it is impossible to use the basic version.

Sigil + typography

RGB: 85/49/122
HEX: #5B05AB

CMYK: 80/90/0/10
PANTONE: 2082 C

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Logo – colour versions

Monochrome version of the sign - dark blue.

Sigil and typography in dark blue colour. To be used wherever it is impossible to use the basic version.

Sigil + typography

RGB: 25/30/111
HEX: #191E6F

CMYK: 100/95/5/30
PANTONE: 2119 C

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Sigil - colour versions

The sigil can be used alone, without typography. The basic colour scheme of the sigil is a gradient made of three colours. Wherever it is not possible to use the gradient, one of the other three colours must be used.

Gradient

CMYK: 5/40/70/0
RGB: 239/170/85
HEX: #F7A056

CMYK: 5/85/30/10
RGB: 210/58/107
HEX: #E42978

CMYK: 80/90/0/10
RGB: 85/49/122
HEX: #5B05AB

Solid colours

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
PANTONE: Black 6 C

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
PANTONE: -

CMYK: 5/40/70/0
RGB: 239/170/85
HEX: #F7A056
PANTONE: 157 C

CMYK: 5/85/30/10
RGB: 210/58/107
HEX: #E42978
PANTONE: 213 C

CMYK: 80/90/0/10
RGB: 85/49/122
HEX: #5B05AB
PANTONE: 2082 C

CMYK: 100/95/5/30
RGB: 25/30/111
HEX: #191E6F
PANTONE: 2119 C

Typography

Font used to create the Prodinity name:
Montserrat Alternates SemiBold.

Font used to create the company's claim „be data driven":
BC Alphapipe Regular.

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Montserrat Alternates SemiBold

aąbcćdeęfghijklłmnoópqrstuvwxyzżź

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0123456789

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BC Alphapipe Regular

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0123456789

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Protective field

The purpose of the protective field is to provide sufficient light around the sign to ensure its legibility and present it in the best possible way.

Determining the protective field begins with checking the height of the sigil. Next, a square should be constructed with the size of its side reflecting the size of the measured height of the sigil, and then it should be placed in the four corners of the logo or the sigil. The designated area must not contain any other design elements.

Determining the protective field is the same for all versions of the sign.

Minimum size

The minimum size of the sign presented on the right (for all of its versions) is meant to always leave its readability at the appropriate level.

The presented values are minimal for printing materials. Due to the large area of operation, the minimum size for digital use must be assessed individually by the designer working on the project, so that the sign remains legible.

It is important to note that whenever the size of the sign is going to be decreased or increased, it must be done proportionally.

Use of the sign

When using the logo in projects, you should:

1. follow the previously presented rules,
2. avoid any modification of the whole sign as well as its individual elements,
3. use the sign only from the original files and do not modify them,
4. select the appropriate colour of the sign for the background on which it going to be placed in order to leave an appropriate contrast between these elements,
5. avoid using colours for the sign that were not provided in this brand book,
6. wherver possible use the logo in the basic colours on a white background in the first place.

Modifying the sign

Disproportionate scaling

Disallowed colour

Too little contrast

KEY VISUAL

BRAND BOOK

Introduction

The key motive of the brand's visual identification is a pattern created on the basis of the same modular grid and shapes, as used in the sigil, with the addition of four colours used in the logo.

Thanks to the use of a modular mesh, it is possible to create additional patterns, depending on the needs, maintaining the principles for their creation, which are shown and described further in this brand book.

Elements

The pattern consists of three main elements: a modular mesh, five basic elements, and four primary colours.

Modular mesh

Basic elements

Colours

CMYK: 5/40/70/0	CMYK: 5/85/30/10	CMYK: 80/90/0/10	CMYK: 100/95/5/30
RGB: 239/170/85	RGB: 210/58/107	RGB: 85/49/122	RGB: 25/30/111
HEX: #F7A056	HEX: #E42978	HEX: #5B05AB	HEX: #191E6F
PANTONE: 157 C	PANTONE: 213 C	PANTONE: 2082 C	PANTONE: 2119 C

Structure

The process of creating a new pattern.

1. A composition of basic elements should be made on a modular mesh. Make sure that the upper right edge of each element is adjacent to the intersection of the mesh.
2. The basic elements should be rounded in accordance with the previously presented rules.
3. Add the right colour to each of the shapes.
4. Elements that overlap should be cut.
5. Common parts of elements should be given the color of the element that is on top and its opacity should be reduced by 50%.
6. The entire composition should be expanded so that the corners remain unchanged when scaling.
7. Remove the mesh and group the newly created pattern.

Stage 1

Stage 2

Stage 3

Stage 4-7

Uniform-colour background

The primary version of the pattern consists of four-colours on a white background and it should be used first.

Additionally, there are four alternative colour versions that can be used. These versions are based on a solid background in one of the four colours used in the pattern, which is converted to white. The pattern can only appear in such colour confugurations.

Primary version

Additional versions

Rotation

Any version of the pattern can be successfully rotated counterclockwise by 45 or 90 degrees.

Without rotation

45° rotation

90° rotation

Rules of use

1. The pattern can be positioned on the project as you wish. However, you should remember to do it in accordance with the previously presented rules.
2. When creating a new pattern, the elements should be placed from left to right, in accordance to the rule that at the end, at the right edge, an element weighing 4 must be placed as the last element.
3. Only one item type can overlap an item.
4. The newly created pattern must consist only of the previously presented shapes with their colors.
5. It is not required to use all shapes at once in the pattern.

Layout example

Disallowed modifications

Example of a new pattern

Typography

All company materials use the following font: Poppins. It comes in two variants: Regular for paragraph text, and Bold for headings and highlighted content.

Example of use

Omnis as min eum ut event rem si sime conecto volor at molorrunt mos nitatet quo venistincid et quodipsant, ullupti sincil il et omniminum int.

Tur sum vent, nonseque od quat. Ere lit et lab id magnimpedit, quisciatur? Nati con rehendunt autatio. Et aut fugia consenit, ipsae nullit, optiumq uiandiaturem in porem quiaspi dendendunt la eat venis conectusdam que estruptius qui **commodit ullest harcient lis** magnam facerfe ribearis niam laborepuda voluptaque cus, vendebit ea vernam corpora temqu-aepel ilitius, aut aperitatest, volum quas enda vid

Poppins Regular

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Poppins Bold

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0123456789

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SAMPLE MATERIALS

BRAND BOOK

Business card & letterhead

Folder & envelope

Rollup & ID card

Cup, t-shirt, and pens

Car

Website

prodinity
Increase profitability with better data transformation and real-time knowledge.
Problem
Solution
Effect
What we do
Easy data interpretation

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Proudly designed for:
Prodinity Limited
134 Buckingham Palace Road,
London, SW1W 9SA
United Kingdom

Prodinity Sp. z o.o.
Nad Zalewem 10
30-235 Krakow, Poland

www.prodinity.com

Proudly designed by:
Agencja Interaktywna Adream sp. z o.o.
ul. Chopina 18/3a
30-047 Kraków, Poland
www.adream.pl/en