PROGET

BRAND GUIDELINES

for company and product materials – Proget USA

KEY VISUAL

260607

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The basic form of a sign

The company logo and the Proget brand logo for the U.S. market share the same core design. The logo consists of the primary PROGET wordmark accompanied by the country code. The country code is a fixed and integral part of the logo. It is set in a smaller type size and positioned in the lower-right corner of the wordmark.

The proportions between the primary wordmark and the country code are precisely defined and must not be altered under any circumstances.

Download logo package

PROGET USA

Color & Layout

The Proget logo may be used in either black or white and is available in both horizontal and vertical versions. When using any version of the logo, always maintain the approved proportions, clear space (protection area), and minimum size requirements to ensure consistent brand presentation.

logo – black version:

HEX #000000 **RGB**=000 **C**=0 **M**=0 **Y**=0 **K**=100

logo – white version:

HEX #FFFFFF **R**=255 **G**=255 **B**=255 **CMYK**=0000

Country code color: (**“Shark”** from the color palette)

HEX #ACBDD4 **R=**172 **G**=189 **B**=212 **C**=32 **M**=19 **Y**=7 **K**=0



Additional tagline

The Proget USA logo may be used with an accompanying tagline that reinforces the brand's positioning in the U.S. market.

The tagline is positioned below the logo, aligned with the left edge of the wordmark, and extends to the letter A in the country code. It is set in **Montserrat Medium.**

The tagline should appear in black when used on light backgrounds and in white when used on dark backgrounds.

The tagline is a supporting brand element and must never compete with or overpower the logo. Its size and visual weight should remain subordinate to the primary wordmark to ensure the logo remains the dominant visual element.

PROGET USA

Digital Mobility with Confidence Build In

Clear space around the logo

A minimum clear space around the logotype has been defined, within which no extraneous graphic and text form can be located.

It is important to keep enough free space around the logo. To do this, use the width of the letter “E” in the Proget wordmark as spacing guidelines. When resizing the Proget logo, make sure that the proportions of the mark are maintained.









Logotype usage

For consistency and clarity of the logo, its use is strictly defined. The examples presented beside are a sample of potential abuses of the logo.

To ensure a consistent presentation of the Proget logo, never attempt to reproduce or modify it. Only approved designs and graphic materials should be used.

DO NOT place on complex patterns

PROGET USA



DO NOT distort or change proportions

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DO NOT use shadows or filters under or around the sign

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DO NOT rotate in any way

PROGET

DO NOT place within any shape

PROGET USA

Color palette

BLACK
Use: main text, icons

HEX #000000
R=0 G=0 B=0
C=0 M=0 Y=0 K=100

CORNFLOWER
Use: main color, blue text, links

HEX #5859F0
R=88 G=89 B=240
C=74 M=68 Y=0 K=0

WHITE
Use: main text, icons

HEX #FFFFFF
R=255 G=255 B=255
C=0 M=0 Y=0 K=0

PEARL
Use: background of the tables

HEX #F1F5FB
R=241 G=245 B=251
C=4 M=2 Y=0 K=0

FOG
Use: borders

HEX #E1E8F0
R=225 G=232 B=240
C=10 M=5 Y=2 K=0

SHARK
Use: light text

HEX #ACBDD4
R=172 G=189 B=212
C=32 M=19 Y=7 K=0

ASTRONAUT
Use: apps

HEX #292777
R=41 G=39 B=119
C=100 M=100 Y=21 K=8

Brand typography

In materials relating to the Proget brand, the Montserrat font available on Google Fonts should be used.

Montserrat – HEADLINE FONT, semibold

Bold regular medium

semibold *italic*

– BODY FONT

Corpo typography

Arial font should be used in official Proget company documents.

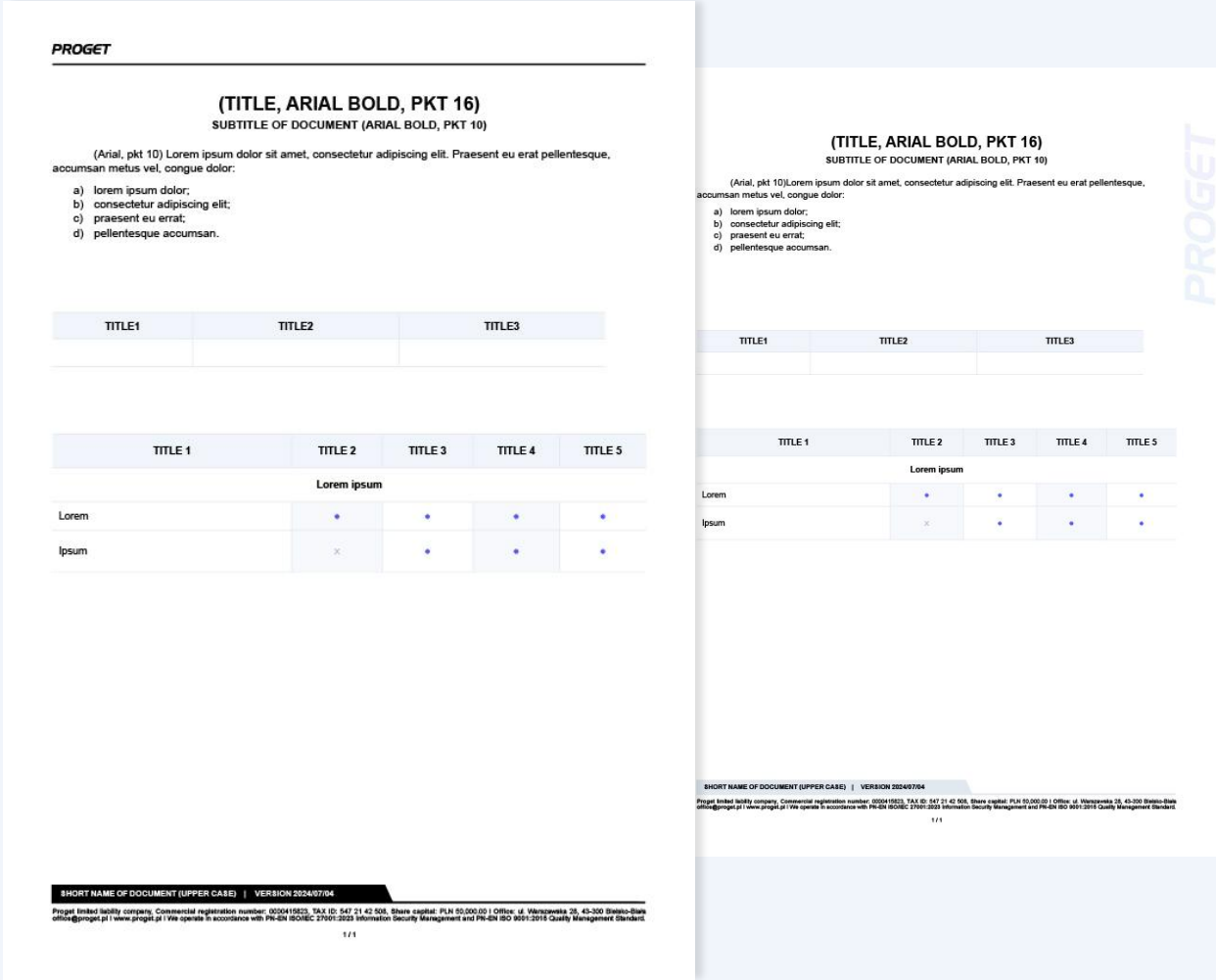
Arial – HEADLINE FONT

Bold

regular

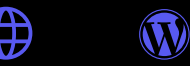
italic

– BODY FONT



PROGET

Mobility management.





Have a question about Proget graphic materials?
Write to us: **marketing@proget.pl**