PROFECTUS

BUSINESS CONSULTING

Brand Guidelines

About Us

At Profectus, our leadership team has a clear objective to be the best and most dedicated firm in what we do for our clients.

We helps small to medium-sized business owners achieve success and create a better work-life balance.

We believe that every client, candidate and consultant relationship should take priority over any permanent placement, staff augmentation or consulting engagement.

Our Core Philosophy:

- Long term relationships are vital and making sure everyone on the team understands these values are critical.
- Promote the sales of your various products and services.
- Clients become candidates and candidates become clients.
- Never compromise our integrity.

Introduction

How to use this guide?

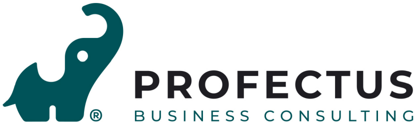
To build a strong brand we must constantly reinforce what we stand for across all touch points, so our community grows to know and love our brand and products.

This brand guide contains **Profectus's** brand assists and outlines how to express them visually,
Use these guidelines as a framework for developing all communications, as a critical resource for any new marketing materials.

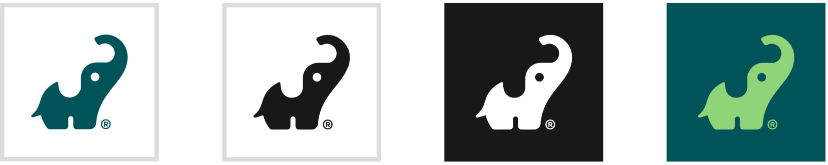
By maintaining these brand standards, we ensure that the Profectus® brand delivers a clear, consistent and powerful message to the world.

Using our logo

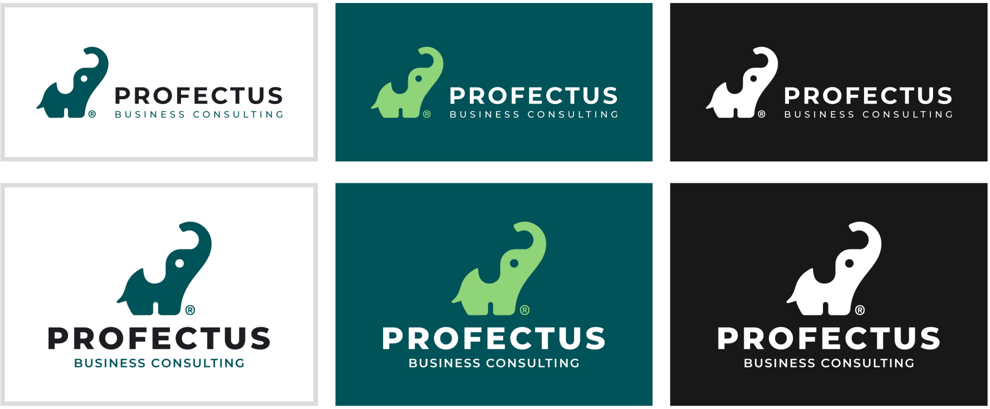
We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple, modern wordmark with icon.



- **Using the icon:**
  Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the Profectus® brand has already been established. While the icon can exist without the wordmark, the wordmark should never exist without the icon.

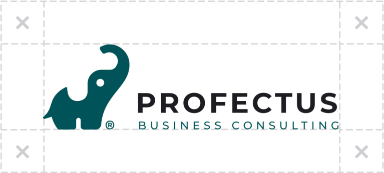


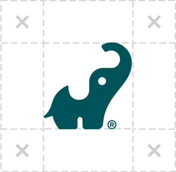
- **Using the logo:**
  The Profectus® logo, pictured left, is our primary logo colorway, and it should only be used with black, white, and non-duotoned photography.

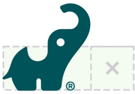


- **Which color logo to use:**
  The Profectus® dark green logo should only be used on white background, and the light green logo should only be used on dark green background, for any other background you should use a monochrome logo.
  The dark logo should be used on light coloured backgrounds.
  The light logo should be used on dark coloured backgrounds.

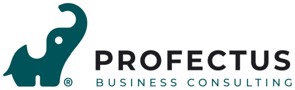
- **Exclusion zone:**
The logo and the icon’s exclusion zone is equal to half the height of the icon (marked as × in the diagram).



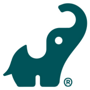




- **Minimum size:**
Establishing a minimum size ensures that the impact and legibility of the logo aren’t compromised.



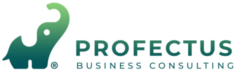
The logo should never be smaller than 100px in digital or 40mm in print.



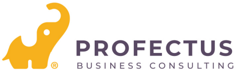
The icon should never be smaller than 21px in digital or 10mm in print.

Logo misuse

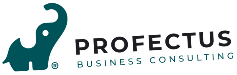
It’s important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.



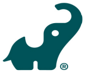
Do not apply a gradient to the icon or wordmark.



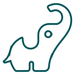
Do not change the logo colour or tone outside of the brand colour palette.



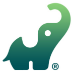
Do not rotate the logo.



Do not distort or warp the logo in any way



Do not outline or create a keyline around the logo.



Do not apply a gradient to the icon.

Using our colors

- **Primary Palette**
This primary palette should be used on all branded materials. These colors are the foundation of our brand and must be used to build brand consistency.

🟩	■	■
CMYK 46, 0, 70, 0	CMYK 92, 51, 55, 32	CMYK 74, 69, 61, 74
HEX 8FD479	HEX 005358	HEX 1E1D22

- **Secondary Palette:**
  If you have already used the ‘primary palette’ and need additional colors, you can choose from these secondary colors.

🟩	🟩	⬛
CMYK 74, 21, 72, 4	CMYK 84, 34, 67, 17	CMYK 71, 65, 64, 70
HEX 489469	HEX 247461	HEX 252525

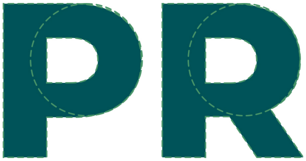
• Fonts

- **What font to use?**

Our brand typeface is **Montserrat™**, it is only used in the logo and can be used for printed or digital headlines.

Montserrat™ Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+=”:?><

Montserrat™ Extra-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+=”:?><



- **Using our typeface:**
  We use **Archivo™** for all our typography. it does the talking for us, with a recognisable look and style.
  We chose it for its strikingly formal but friendly look and feel.

In order to keep more of consistency between typography, we opt to use three weights: Regular, Medium or Bold.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=”:?><

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=”:?><

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=”:?><

Thank you!

If you are having trouble with anything in this guide, you are missing brand elements from the brand package, or you are unsure if your communication best represents the Profectus® brand, please contact the designing team at **visiblegravitystudio@gmail.com** or **https://99designs.com/profiles/VisibleGravity**

®
PROFECTUS
BUSINESS CONSULTING