



PROSTRUCT
G R O U P

BRANDING GUIDELINE

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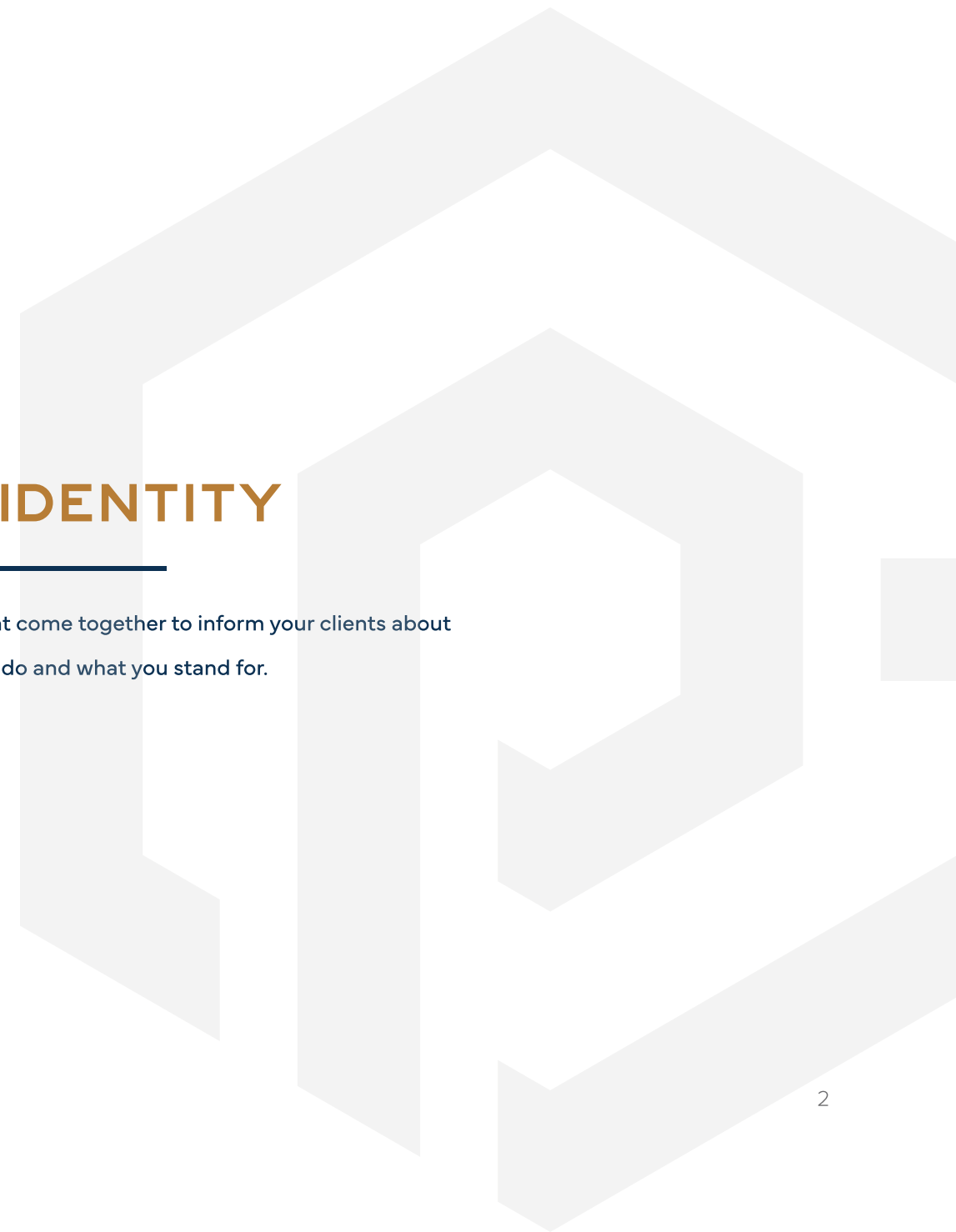
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INTRODUCTION

The following document has been designed as a guideline for **PROSTRUCT GROUP** visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The **PROSTRUCT GROUP** logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The main logo and variation logo must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact
White Key Marketing at 1300 577 419.



BRAND IDENTITY

A collection of valuable design assets that come together to inform your clients about
who you are, what you do and what you stand for.

PRIMARY LOGO

The **PROSTRUCT GROUP** logo has been designed to be sleek and premium, This logo is a icon and text logo, it is simple yet effective logo. This logo may only be used against a white or light background.



PRIMARY LOGO VARIATION

This is the **PROSTRUCT GROUP** primary logo variation, this logo is to be used when the primary logo cannot be placed on a dark or black background.

The difference between the primary logo and the primary variation is the navy blue not being used and being substituted for white to stand out on a dark background.



BRAND MARK

The brand mark for **PROSTRUCT GROUP** is designed to be shaped as an 'P' inside a 'G' it represents the brand name.

The brand mark may be used against a white or light background.

The brand mark is mainly to be used as a design element.



LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance.

Always surround the logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size

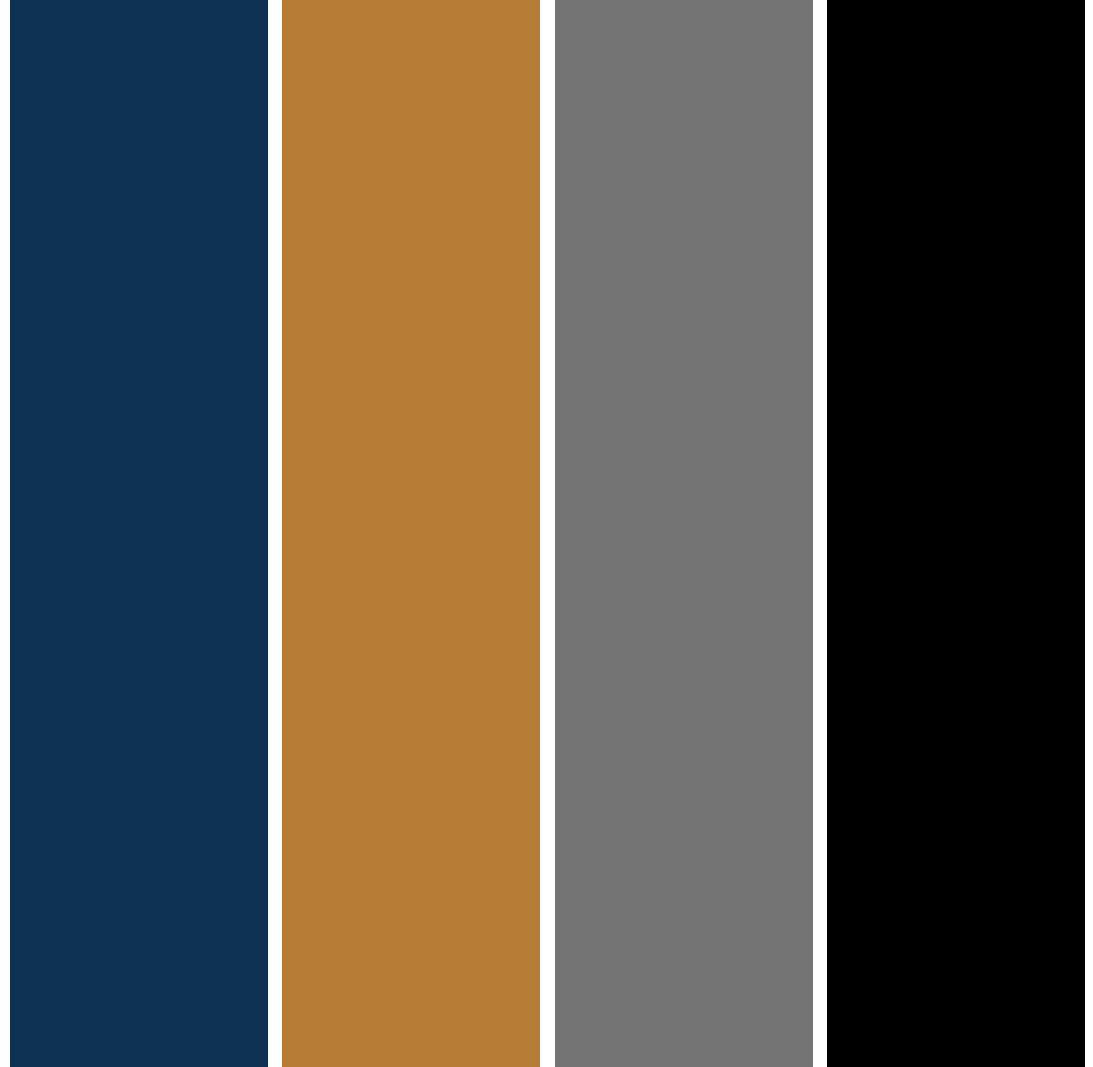


COLOUR PALETTE

Colours set the mood for brand expression. The colours chosen for **PROSTRUCT GROUP** are bold, premium & elegant, they are reflective of the brand's voice and message.

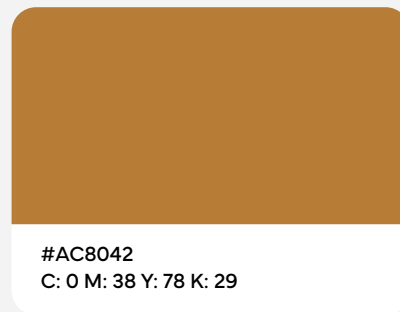
The Primary colours are the colours that help consumers identify the brand. These colours should be used in a pop-of-colour manner to keep the minimal aesthetic. The Secondary colours are chosen to compliment.

To achieve the highest impact with the colour palette, integrate this palette across all marketing outlets.

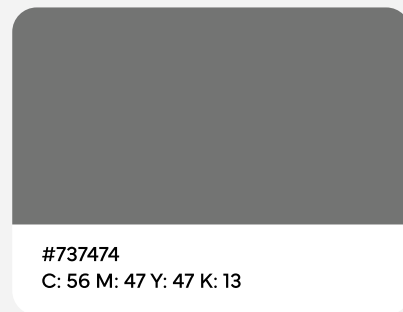


BRAND COLOURS

PRIMARY COLOURS



SECONDARY COLOURS



TYPOGRAPHY

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for **PROSTRUCT GROUP** uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the brand.

HIGHWAY GOTHIC EXPANDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Mundial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Mundial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Mundial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headlines

Highway Gothic Expanded

Sentence Case

Tracking: Metrics 0

Body Copy

Mundial - Regular

Sentence Case

Tracking: Metrics 0

Subheaders

Mundial - Bold

Sentence Case

Tracking Metrics 0

Call to Action

Mundial - Regular

Sentence Case

Tracking: Metrics 0

Headlines

PROSTRUCT

Body Copy

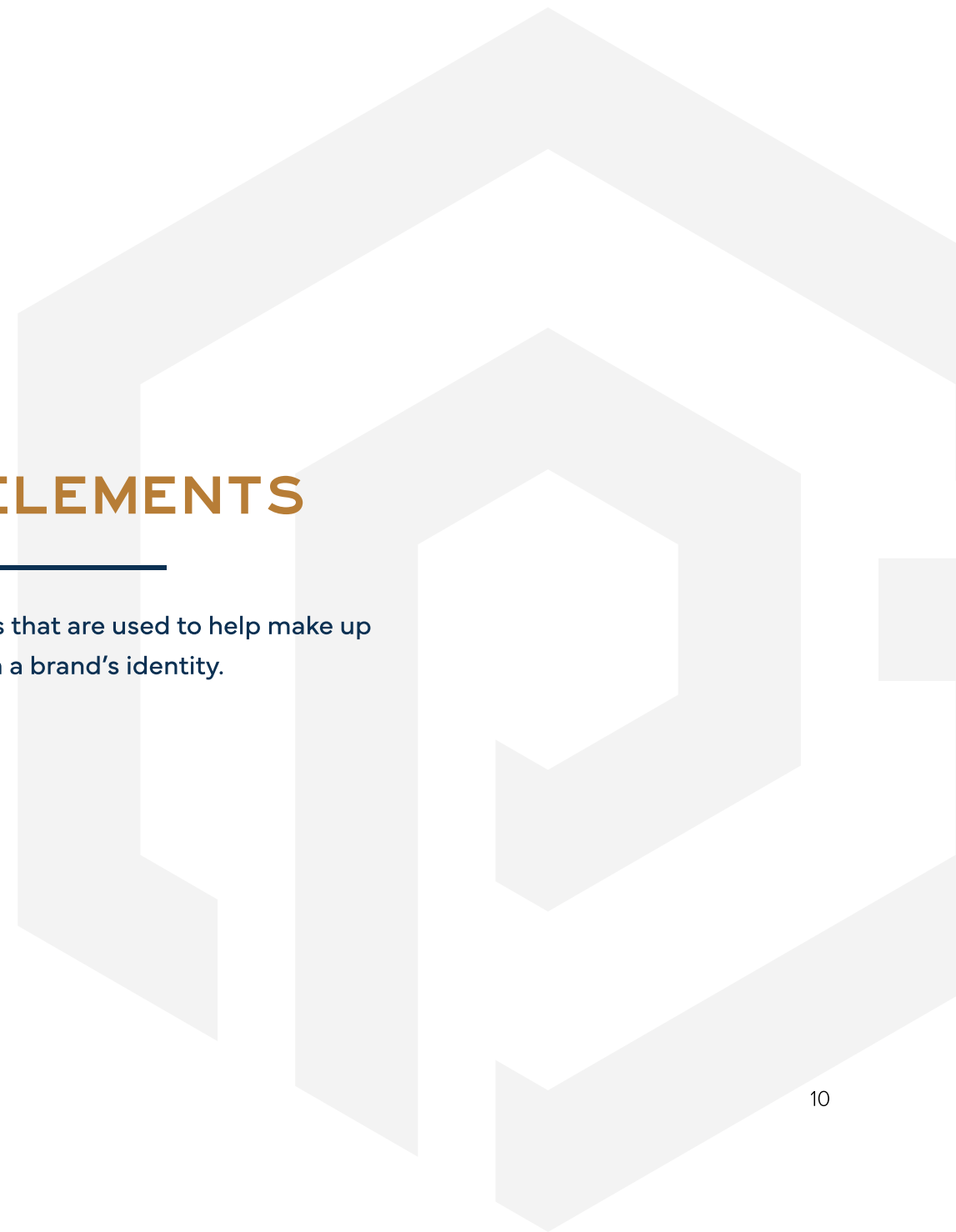
Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

Contact Us

CTA

www.prostructgroup.com.au



BRAND ELEMENTS

Secondary design elements that are used to help make up
and strengthen a brand's identity.

BRAND ELEMENT

The brand element is the brand icon, it has been designed to complement the brand and further extend its visual language. The brand element is intended to be used for walls, banners and any major marketing collateral, such as flyers, documents etc.



BRAND APPLICATION

A representation of how the brand may look on different mediums of marketing collateral.

As demonstrated here on a business card, the primary logo and brand mark are used on a light background

The brand element / icon has been used as a design element as a background pattern.



This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

