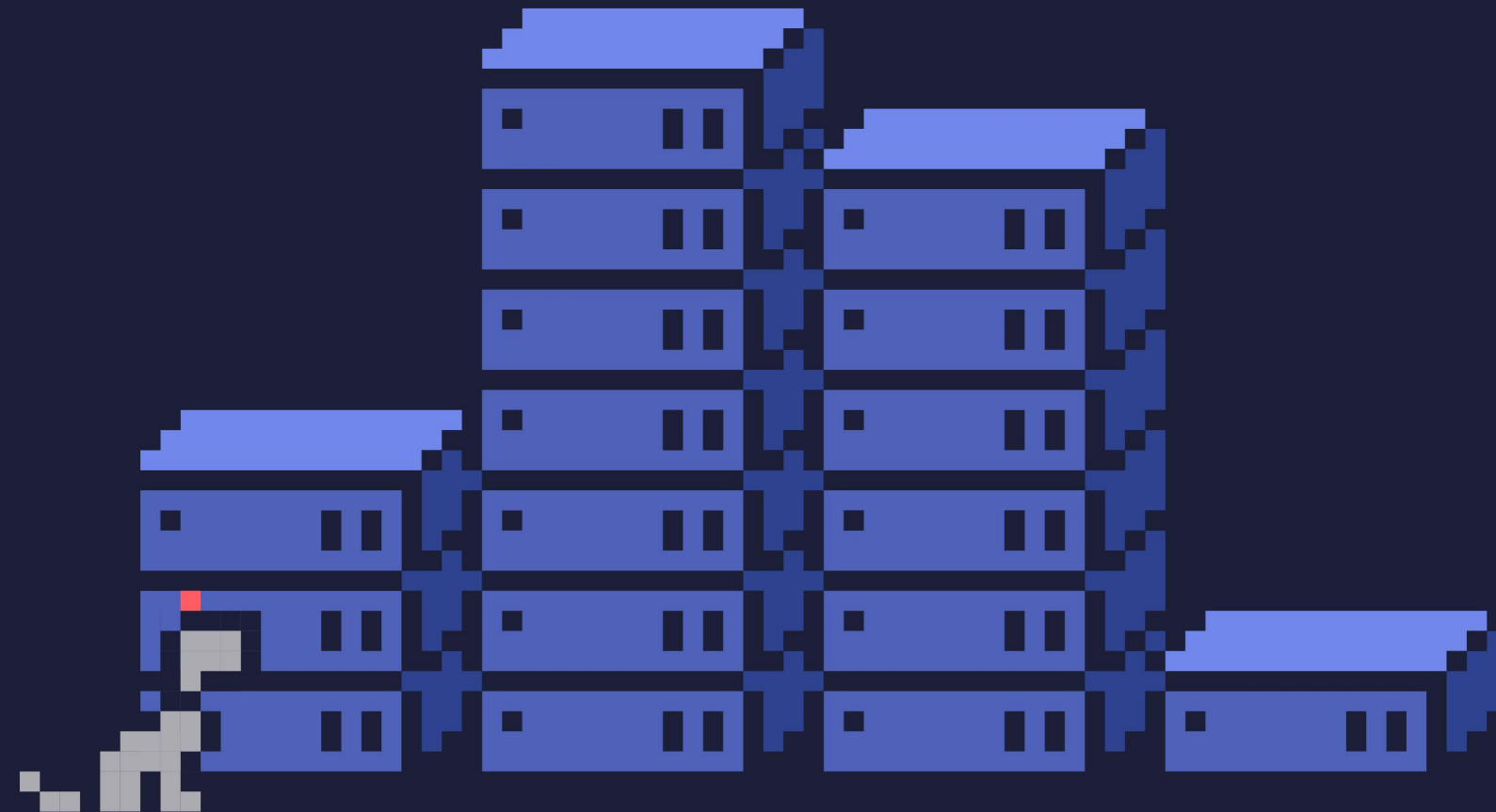


ProStack.TM

BRAND STYLE GUIDE



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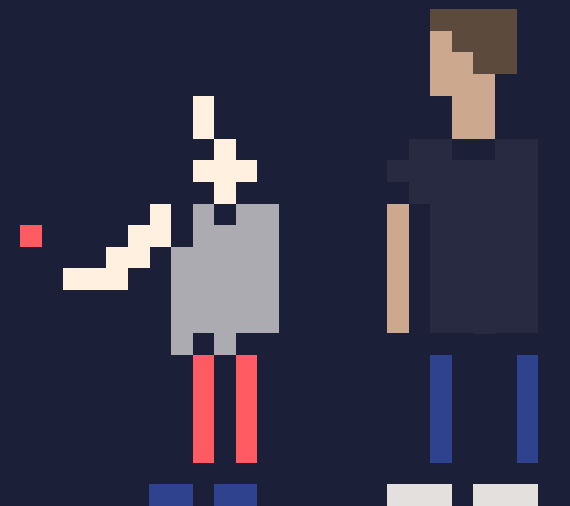
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INTRODUCTION

We are the human face of hosting

It's human relationships that build great businesses.

As an extension of a client's team, ProStack's partnership model marries unsurpassed support with unparalleled performance.

We provide managed hosting solutions with that human touch. If you're a digital agency, e-commerce company or any business doing great things, we're here to help.

LOGO

This is the default brand wordmark and should be used across all ProStack material where possible.

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LOGO: ALTERNATES

The logo can be paired with the tagline or broken down to its more basic form – a 'P' icon – for certain applications where the full wordmark doesn't fit.



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The human face of hosting

LOGO: INCORRECT USAGE



Do not stretch



Do not rotate



Do not use non-brand colours



Do not outline



Do not position tagline too close



Do not use dual colours

COLOUR PALETTE: PRIMARY

The primary palette will be used for the majority of branded material. The secondary colours (overleaf) serve as alternate tints for the main colours and additional tones for illustrations.

Off-white
#FFFAF5

Dark blue
#1C1F38

Cool blue
#7087EB

Bright coral
#FF5C63

COLOUR PALETTE: SECONDARY

		<div>Skin tint 1</div> <div>#FFF0E0</div>
<div>Off-white tint 1</div> <div>#FAF5F0</div>	<div>Cool blue tint 1</div> <div>#4F61B8</div>	<div>Skin tint 2</div> <div>#FFD1A8</div>
<div>Off-white tint 2</div> <div>#E3E0DE</div>	<div>Cool blue tint 2</div> <div>#2E428F</div>	<div>Skin tint 3</div> <div>#CCA88F</div>
<div>Light grey</div> <div>#ABABB0</div>	<div>Dark blue tint 1</div> <div>#292940</div>	<div>Skin tint 4</div> <div>#966E52</div>
<div>Dark grey</div> <div>#545466</div>	<div>Dark blue tint 2</div> <div>#12172B</div>	<div>Skin tint 5</div> <div>#5C4A3D</div>

TYPOGRAPHY

Stolz Medium should be used for all large headings and Sailec Regular / Bold for all smaller text and body copy.

STOLZL MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

SAILEC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SAILEC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ILLUSTRATION

The illustration style is integral to the brand as they personify the idea of the 'human touch'. They give ProStack a highly recognisable, disruptive visual identity which helps the brand stand out.



ILLUSTRATION

Illustrations should be created using the same pixel grid and minimal colour palette. They should use people where possible and the style should walk the line between playful and technical.

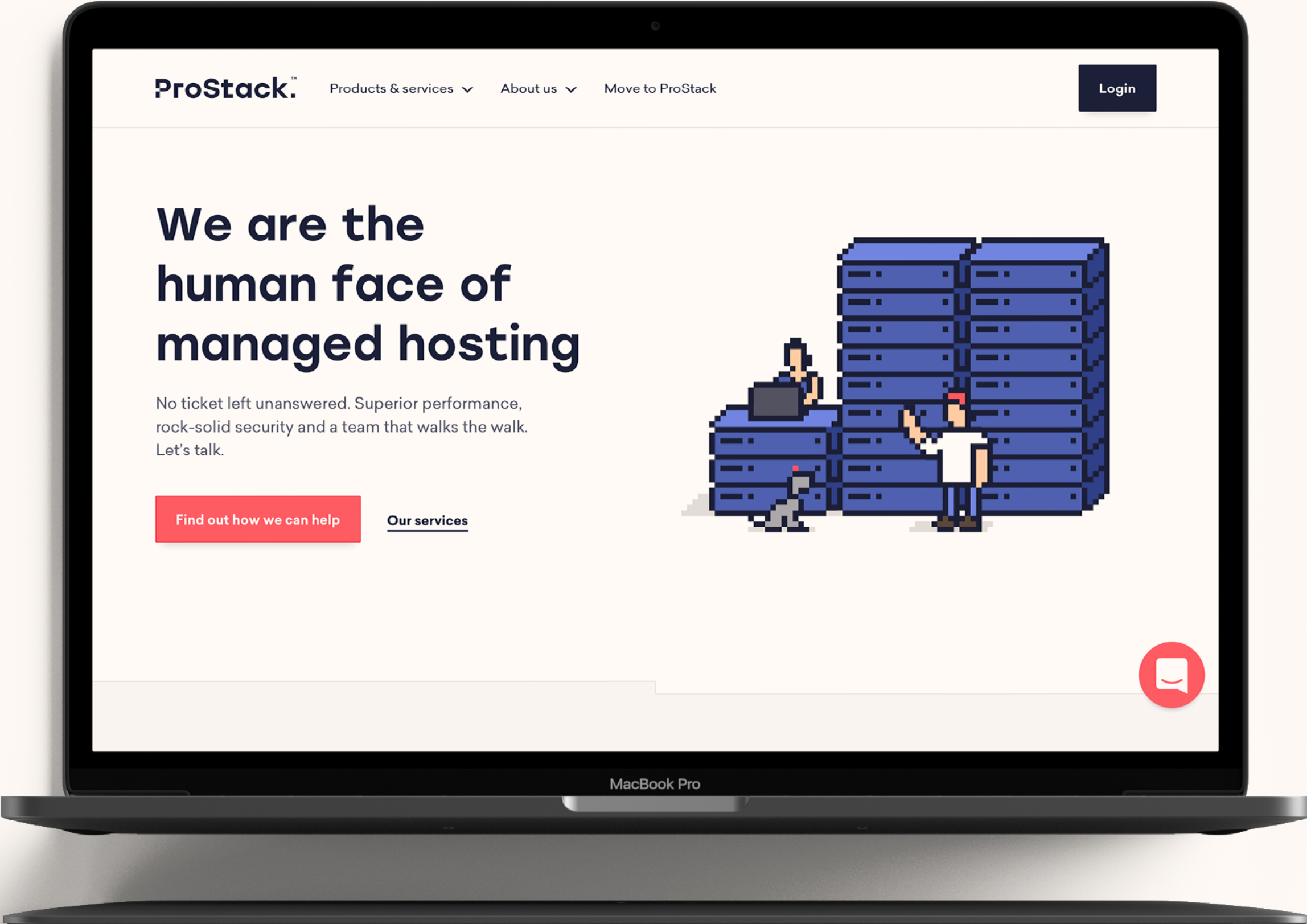


PHOTOGRAPHY

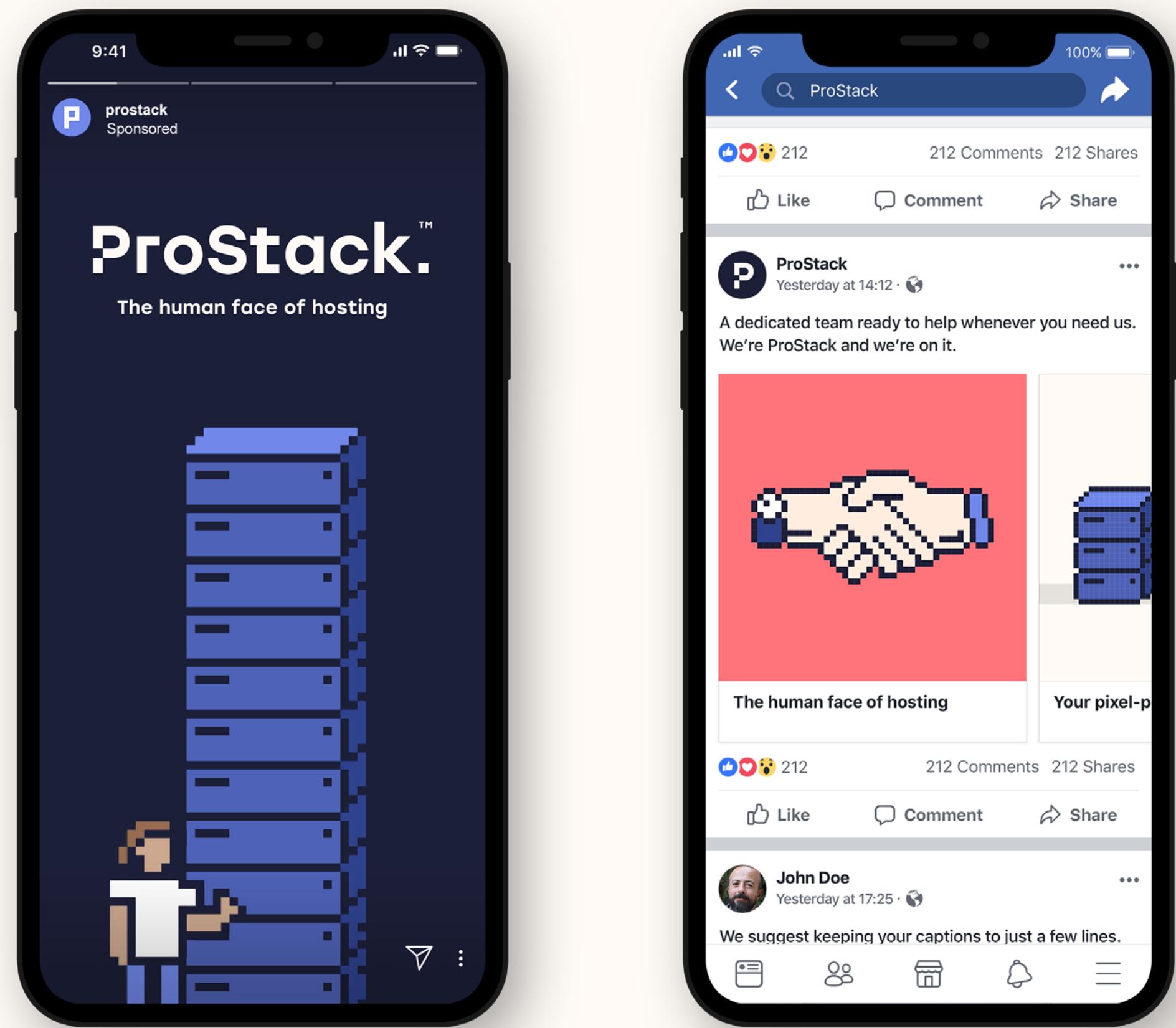
Photography should be used sparingly on branded content. All photos should be treated with a dark blue tint, except for team headshots, which can be used in full colour, provided the background is plain.



APPLICATION:
WEBSITE



APPLICATION:
SOCIAL ADS



APPLICATION:
FACEBOOK
PROFILE



APPLICATION:
BUSINESS CARDS

Martin Cole
Founder

martin@prostack.uk
+44 (0)203 322 1618
+44 (0)7447 051868

prostack.uk
[@prostackhost](#)




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ProStack.TM
The human face of hosting

Jimmy Crutchfield
Founder

martin@prostack.uk
+44 (0)203 322 1618
+44 (0)7447 051868

prostack.uk
[@prostackhost](#)



APPLICATION:
STICKERS



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