



Brand Manual 2025

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BRAND GUIDELINE

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1. Prolinx Main Logo

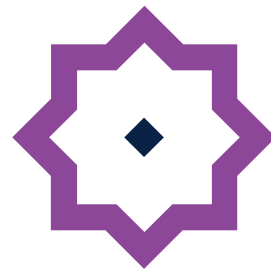
1.1 Logo, safe zone and sizes

The logo variations

There is one variation of the Prolinx logo and a favicon.
The Favicon is to be used as a pin or as a watermark.



1. Main Logo



2. Favicon

Additional variations are available for use on a dark background.

Safe Zone

The Prolinx logo must always be displayed with a blank spacing around it, called the safe zone. This area prevents other elements interfering with the logo and making it unclear. The spacing is defined by using the lowercase p of "prolinx".

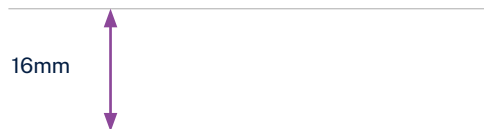


1. Prolinx Main Logo

Standard sizes



Standard size of the logo should be 24mm high, measured from the top of the illustration to the bottom of the text. However, the logo size can change relative to the size of the medium that it is to be used on or/and the distance from which the user would perceive it, to ensure that the readability is maintained.



The minimum size of the logo and favicon is 45px on screen, or 16mm high in print. Do not use the logo below these size ranges.

If a smaller height is required, please use the Prolinx Logo without the strapline variation instead.

Uses

DO:



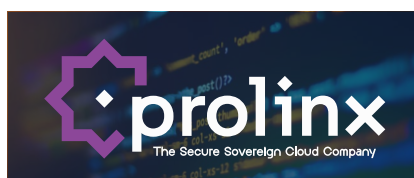
Use the logo on a white background.



Use the logo on a branded flat colour background.



Use the logo on a branded black background.



Use a dark overlay on a photo background.

DON'T:



Do not change the colours on the logo.



Do not move the elements in the logo.



Do not stretch the size of the logo.



Do not place the logo over an image that would make it difficult to read.

1.2 Colours

Primary colours are a priority for text, layout elements and backgrounds.

Secondary colours are here in case a larger colour palette is needed for lists, to differentiate categories, to create accents and highlights etc.

Primary colours:

Prolinx Dark Blue Digital - RGB & HEX  4 30 66 HEX #041E42	Prolinx Purple Digital - RGB & HEX  140 71 153 HEX #8C4799	Prolinx Light Gray Digital - RGB & HEX  233 233 233 HEX #E9E9E9	Prolinx Dark Grey Digital - RGB & HEX  174 174 174 HEX #AEAFAE
PANTONE 2768C Print - CMYK  100 90 13 71	PANTONE 258C Print - CMYK  51 79 0 0	Cool Gray 1 C Print - CMYK  4 2 4 8	Cool Gray 6 C Print - CMYK  16 11 11 27

Secondary colours:

Prolinx Fuchsia Digital - RGB & HEX  200 0 161 HEX #C800A1	Prolinx Medium Blue Digital - RGB & HEX  77 73 190 HEX #4D49BE	Prolinx Gold Digital - RGB & HEX  240 179 35 HEX #F0B323	Prolinx Green Digital - RGB & HEX  67 176 42 HEX #43B02A
PANTONE 2395C Print - CMYK  26 90 0 0	PANTONE 2368C Print - CMYK  82 70 0 0	PANTONE 7409C Print - CMYK  0 31 100 0	PANTONE 361C Print - CMYK  77 0 100 0

2. citadel red Logo

2.1 Logo, safe zone and sizes

The logo variations

There are two variations of the citadel red logo and a favicon.

The main one (1) has the citadel red only. It should be used by default in most cases.

The second one (2), with the Prolinx text, is to be used on assets that aren't already branded with the Main Prolinx logo.

The citadel red Favicon is to be used as a pin or as a watermark.



1. Main Logo



2. Prolinx Variation



3. Favicon

Additional variations are available for use on a dark background.

Safe Zone

The Main citadel red and its Prolinx Variation logo must always be displayed with a blank spacing around it, called the safe zone. This area prevents other elements interfering with the logo and making it unclear. The spacing is defined by using the lowercase d of “citadel” and the lowercase p of “prolinx” for its Prolinx Variation.



Standard sizes



Standard size of the logo should be 18mm high. However, the logo size can change relative to the size of the medium that it is to be used on or/and the distance from which the user would perceive it, to ensure that the readability is maintained.



The minimum size of the logo is 25px on screen, or 9mm high in print. Do not use the logo below these size ranges.



Standard size of the Prolinx Variation logo should be 23mm high.



The minimum size of the Prolinx Variation logo is 34px on screen, or 12mm high in print. Do not use the logo below these size ranges.

Uses

DO:



Use the logo on a white background.



Use the logo on a branded flat colour background.



Use the logo on a branded black background.



Use a dark overlay on a photo background.

DON'T:



Do not change the colours on the logo.



Do not move the elements in the logo.



The logos must be used as specified and should not be cropped or split across two lines.



Do not place the logo over an image that would make it difficult to read.

2. citadel red Logo

2.2 Colours

Primary colours are a priority for text, layout elements and backgrounds.

Secondary colours are here in case a larger colour palette is needed for lists, to differentiate categories, to create accents and highlights etc.

Primary colours:

Prolinx Dark Blue	Prolinx Red	Prolinx Light Gray	Prolinx Dark Grey
Digital - RGB & HEX	Digital - RGB & HEX	Digital - RGB & HEX	Digital - RGB & HEX
			
4 30 66	218 41 28	233 233 233	174 174 174
HEX #041E42	HEX #DA291C	HEX #E9E9E9	HEX #AEAEEAE
PANTONE 2768C	PANTONE 485C	Cool Gray 1 C	Cool Gray 6 C
Print - CMYK	Print - CMYK	Print - CMYK	Print - CMYK
			
100 90 13 71	0 95 100 0	4 2 4 8	16 11 11 27

Secondary colours:

Prolinx Fuchsia	Prolinx Medium Blue	Prolinx Gold	Prolinx Green
Digital - RGB & HEX	Digital - RGB & HEX	Digital - RGB & HEX	Digital - RGB & HEX
			
200 0 161	77 73 190	240 179 35	67 176 42
HEX #C800A1	HEX #4D49BE	HEX #F0B323	HEX #43B02A
PANTONE 2395C	PANTONE 2368C	PANTONE 7409C	PANTONE 361C
Print - CMYK	Print - CMYK	Print - CMYK	Print - CMYK
			
26 90 0 0	82 70 0 0	0 31 100 0	77 0 100 0

3. citadel secure Logo

3.1 Logo, safe zone and sizes

The Logo Variations

There are two variations of the citadel secure logo and a favicon.

The main one (1) has the citadel secure only. It should be used by default in most cases.

The second one (2), with the Prolinx text, is to be used on assets that aren't already branded with the Main Prolinx logo.

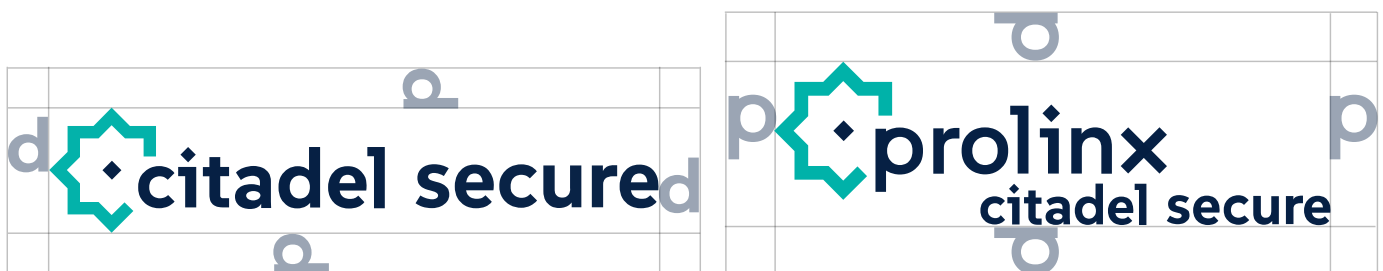
The citadel secure Favicon is to be used as a pin or as a watermark.

		
1. Main Logo	2. Prolinx Variation	3. Favicon

Additional variations are available for use on a dark background.

Safe Zone

The Main citadel secure and its Prolinx Variation logo must always be displayed with a blank spacing around it, called the safe zone. This area prevents other elements interfering with the logo and making it unclear. The spacing is defined by using the lowercase d of “citadel” and the lowercase p of “prolinx” for its Prolinx Variation.



3. citadel secure Logo

Standard sizes



Standard size of the logo should be 15mm high. However, the logo size can change relative to the size of the medium that it is to be used on or/and the distance from which the user would perceive it, to ensure that the readability is maintained.



The minimum size of the logo is 25px on screen, or 9mm high in print. Do not use the logo below these size ranges.



Standard size of the Prolinx Variation logo should be 23mm high.



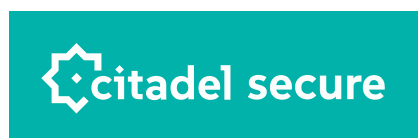
The minimum size of the Prolinx Variation logo is 34px on screen, or 12mm high in print. Do not use the logo below these size ranges.

Uses

DO:



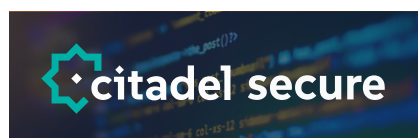
Use the logo on a white background.



Use the logo on a branded flat colour background.



Use the logo on a branded black background.



Use a dark overlay on a photo background.

DON'T:



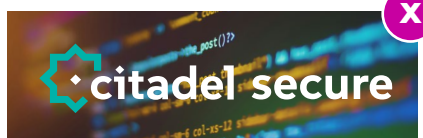
Do not change the colours on the logo.



Do not move the elements in the logo.



The logos must be used as specified and should not be cropped or split across two lines.



Do not place the logo over an image that would make it difficult to read.

3.2 Colours

Primary colours are a priority for text, layout elements and backgrounds.

Secondary colours are here in case a larger colour palette is needed for lists, to differentiate categories, to create accents and highlights etc.

Primary colours:

Prolinx Dark Blue Digital - RGB & HEX  4 30 66 HEX #041E42	Prolinx Citadel Green Digital - RGB & HEX  0 178 169 HEX #00B2A9	Prolinx Light Gray Digital - RGB & HEX  233 233 233 HEX #E9E9E9	Prolinx Dark Grey Digital - RGB & HEX  174 174 174 HEX #AEAFAE
PANTONE 2768C Print - CMYK  100 90 13 71	PANTONE 326C Print - CMYK  81 0 39 0	Cool Gray 1 C Print - CMYK  4 2 4 8	Cool Gray 6 C Print - CMYK  16 11 11 27

Secondary colours:

Prolinx Fuchsia Digital - RGB & HEX  200 0 161 HEX #C800A1	Prolinx Medium Blue Digital - RGB & HEX  77 73 190 HEX #4D49BE	Prolinx Gold Digital - RGB & HEX  240 179 35 HEX #F0B323	Prolinx Green Digital - RGB & HEX  67 176 42 HEX #43B02A
PANTONE 2395C Print - CMYK  26 90 0 0	PANTONE 2368C Print - CMYK  82 70 0 0	PANTONE 7409C Print - CMYK  0 31 100 0	PANTONE 361C Print - CMYK  77 0 100 0

4. Brand Fonts

Fonts and where to download them

SORA

aA Sora Regular aA Sora Semibold

aA Sora Bold aA Sora Extra Bold

The recorded voice scratched in the speaker.

The recorded voice scratched in the speaker.

The recorded voice scratched in the speaker.

The recorded voice scratched in the speaker.

PUBLIC SANS

aA Public Sans Regular aA Public Sans Italic

aA Public Sans Bold aA Public Sans Bold Italic

The recorded voice scratched in the speaker.

The recorded voice scratched in the speaker.

The recorded voice scratched in the speaker.

The recorded voice scratched in the speaker.

This is the primary font. It is used for main headings. It is also used for highlights, labels and call-to-actions. It is a very clean font with a sense of balance and clarity.

There are other weights available (letter thickness like semibold, extrabold etc) but sticking to these ones will create a more consistent feel across all collaterals and will provide better readability.

DOWNLOAD IT:

<https://fonts.google.com/specimen/Sora>

This font is used for general text.

Easy to read, it is a bit friendlier than the primary font and makes blocks of text more accessible.

There are other weights available but sticking to these ones will create a more consistent feel across all collaterals.

DOWNLOAD IT:

<https://fonts.google.com/specimen/Publicsans>

Text styles hierarchy

TITLE - HEADING 1
SORA BOLD / Letter-spacing 0

This is a TITLE

SUBTITLE - HEADING 2, 3...
PUBLIC SANS BOLD / Letter-spacing 0

THIS IS A SUBTITLE

GENERAL TEXT
PUBLIC SANS ALL WEIGHTS / Letter-spacing 0
Line height is augmented to increase readability.

This is a paragraph. Apparently we had reached a great height in the atmosphere and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of a sphere, whose upper half was strewn with silver.

QUOTE
PUBLIC SANS ITALIC/ Letter-spacing 0

“Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.”

Used Prolinx Light Blue colour sparingly on text

SORA	Minimum size for the font is 7 pt	This is what text looks like in 7 pt
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PUBLIC SANS	Minimum size for the font is 7 pt	This is what text looks like in 7 pt
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DO NOT: USE ALL UPPERCASE FOR THE GENERAL TEXT.

APPARENTLY WE HAD REACHED A GREAT HEIGHT IN THE ATMOSPHERE, FOR THE SKY WAS A DEAD BLACK, AND THE STARS HAD CEASED TO TWINKLE. BY THE SAME ILLUSION WHICH LIFTS THE HORIZON OF THE SEA TO THE LEVEL OF THE SPECTATOR ON A HILLSIDE, THE SABLE CLOUD BENEATH WAS DISHED OUT, AND THE CAR SEEMED TO FLOAT IN THE MIDDLE OF A DARK SPHERE, WHOSE UPPER HALF WAS STREWN WITH SILVER. LOOKING DOWN INTO THE GULF BELOW, I COULD SEE A LIGHT STREAMING THROUGH A RIFT IN THE CLOUDS.

DO NOT: GO UNDER THE MINIMUM FONT SIZE.

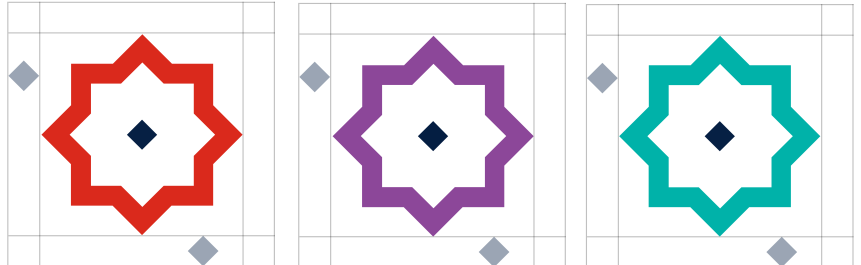
Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

5. Favicon

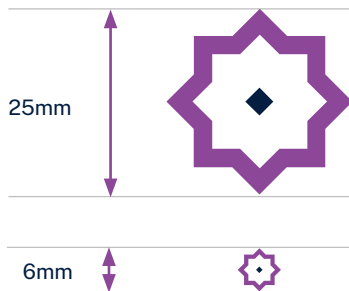
A favicon, short for “favorite icon,” is typically displayed as a compact icon that swiftly represents a brand and is designed to be as small as possible. For Prolinx, the favicon remains consistent across all uses, with colour variations distinguishing the sub-brands.

Safe Zone

The Prolinx logo favicon must always be displayed with a blank spacing around it. This spacing is determined by the diamond shape at the center.



Standard sizes

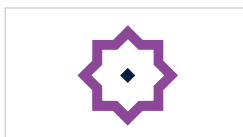


Standard size of the favicon should be 25mm high. However, the favicon size can change relative to the size of the medium that it is to be used on or/ and the distance from which the user would perceive it, to ensure that the readability is maintained.

The minimum size of the favicon is 16px on screen, or 6mm high in print. Do not use the logo below these size ranges.

Uses

DO:



Use the favicon on a white background.



Use the favicon on a branded flat colour background.



Use the favicon on a branded black background.



Use a dark overlay on a photo background.

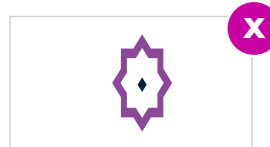
DON'T:



Do not change the colours on the favicon.



Do not move the elements in the favicon.



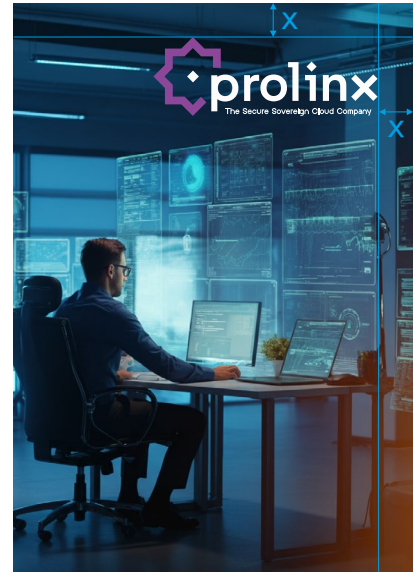
Do not stretch the size of the favicon.



Do not place the favicon over an image that would make it difficult to read.

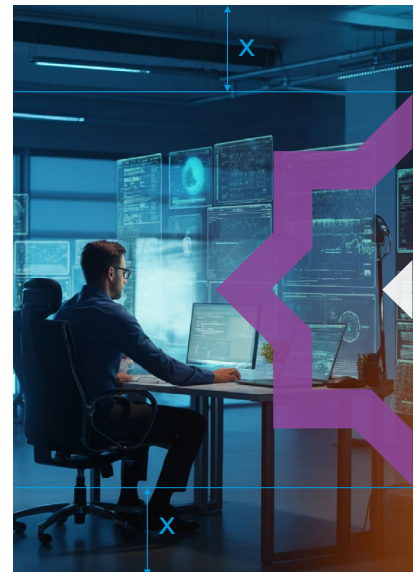
6. Imagery

Logo position on imagery



When positioning the logo on imagery, it can be placed at any edge — bottom, top, left, or right — depending on the visual composition of the image. Ensure the logo maintains consistent spacing, equivalent to 'X' units on all sides, to preserve its visibility and impact. Additionally, avoid placing the logo over areas of the image that are overly complex or busy, as this can obscure the logo and diminish its effectiveness.

Favicon position on imagery



When positioning the favicon on imagery, it should be placed on either the left or the right side and centered vertically relative to the image. The favicon must be cut in half as shown, with its opacity set to 95%. This adjustment ensures the favicon blends subtly with the image while maintaining a strong brand presence.

Thank you

If you have any questions, feel
free to contact us:

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