



BRAND

Guidelines _____

PROBYTE CONSULTING

BUSINESS ○ ● ○ OVERVIEW

Probyte Consulting - your efficiency is our priority!

Probyte Consulting provides you with custom software solutions. From timesheet software and client portals to legal automation systems, our tools help you minimize manual operations, increase operational efficiency, reduce error margins, and ultimately save time. We support you on a technical level so that you can focus on what truly matters: your core business.

Targetgroup:

we mainly target SMEs with a lot of manual work, such as lawyers, insurers, ...

Tone of voice:

Educational, Professional yet casual, Trustworthy, Accessible.





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01

MAIN LOGO

It is very important that the logo is always easy to see and read in all usage situations. According to needs and print method, the logo can be displayed in different color variations.



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02

Logo Alternatives

With our versatile branding options, you can seamlessly integrate our full logo, accompanied by its tagline, or opt for the sleek simplicity of just the Letter an iconic representation, ensuring consistent recognition across all platforms and mediums.

HORIZONTAL LOGO



ICON/SYMBOL



TEXT

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03

EXCLUSION ZONE

The exclusion zone means 4x places around this logo. Using any graphics within 4x is prohibited. Using anything inside these 4x will break the brand guidelines.





04

FAVICON

Fav icon is plays a big role in digital brand recognition. Appearing in browser tabs, bookmarks, and search results, it's a constant visual touchpoint.



05

APP ICON

The app icon plays crucial role of brand identity on mobile devices. It's the first impression users have on their home screen and in app stores. It serves as the first point of contact for users on their home screens and app stores.





LOGO SIZE

For the logo to be reproduced as clearly as possible do not use the logo in less than 20 mm for printed media and 60 px for digital interfaces.



70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px



07

COLOR PALETTE

Color provides a strong visual link to our brand Identity across a wide range of applications. It is important to follow the color specifications carefully selected by the designer. Never let a software application translate from one color system to another.

RGB: 0, 21, 31
CMYK: 86%, 71%, 60%, 76%

#00151f

RGB: 5, 254, 88
CMYK: 61%, 00%, 100%, 00%

#05fe58

RGB: 55, 123, 255
CMYK: 74%, 54%, 00%, 00%

#377bff



08

TYPOGRAPHY

Our main font is Josefin Sans - SemiBold this strong and versatile font perfectly reflects the style of our brand. Secondary font is Josefin Sans - Light is a typeface that is used for bodytext.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 * / ! @ # \$ % ^ & * () _ + } { | " :

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 * / ! @ # \$ % ^ & * () _ + } { | " :



LOGO DON'T

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not squeeze, rotate, warp, or blur the logo. Its orientation, color and composition should remain as indicated in this



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MOCKUPS

Mockups are for the better representation of the logos used for demonstration, education or promotion.



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