



PROCO

Graphic Standards Guidelines

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About

This publication has been developed to guide users of Proco's visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that Proco has been building.

The mission of Proco is to prioritize healthy alternative snacks for people and help reduce global waste with their made from recycled packaging. They value people well being by providing an organic energy snack made from simple cocoa and flour. They want to reduce global waste by reusing waste materials in their boxes.

Logo

The Proco's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it. To preserve the integrity of the Proco brand, its use must be managed through the standards set out in this guide.

Colour + White Background



Black + White Background



|| The Proco's logo should be used mostly in color with a white background.

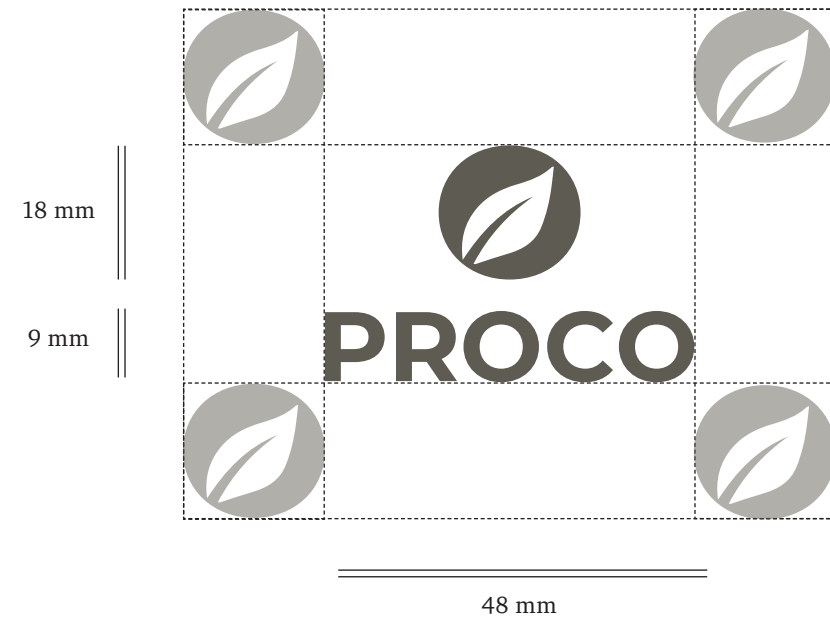
Colour + Black Background



White + Black Background



|| The black and white version logo should be used on documents that are printed in black and white.



Buffer Zone

To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements. The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the letter “Proco” inside the word “Proco”.



Minimum Size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The Proco logo must measure at least 2 inch wide (5 cm).



#5E5B52
 RGB 94-91-82
 CMYK 0-3-13-63

Protien Brown



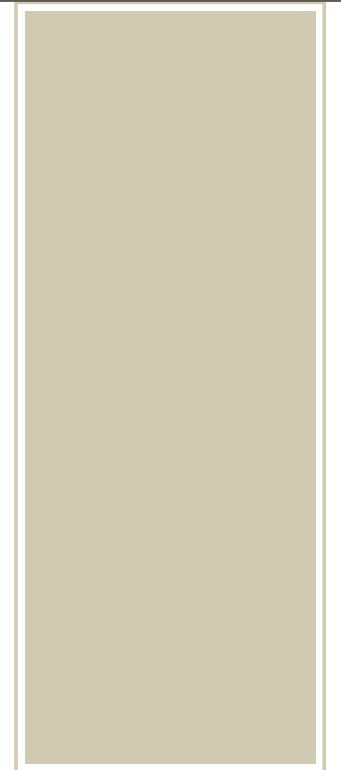
#000000
 RGB 0-0-0
 CMYk 0-0-0-100

Neat Black



#FAFAFF
 RGB 250-250-255
 CMYK 2-2-0-0

Clean White



#ffe45e
 RGB 255-228-94
 CMMYK 0-11-63-0
 Organic Cream

Colors

The official corporate colors for the visual platform, i.e., for all graphic elements used in support of the logo, are Protien Brown, Neat Black, Clean White, and Organic Cream. Technical specifications are detailed below.



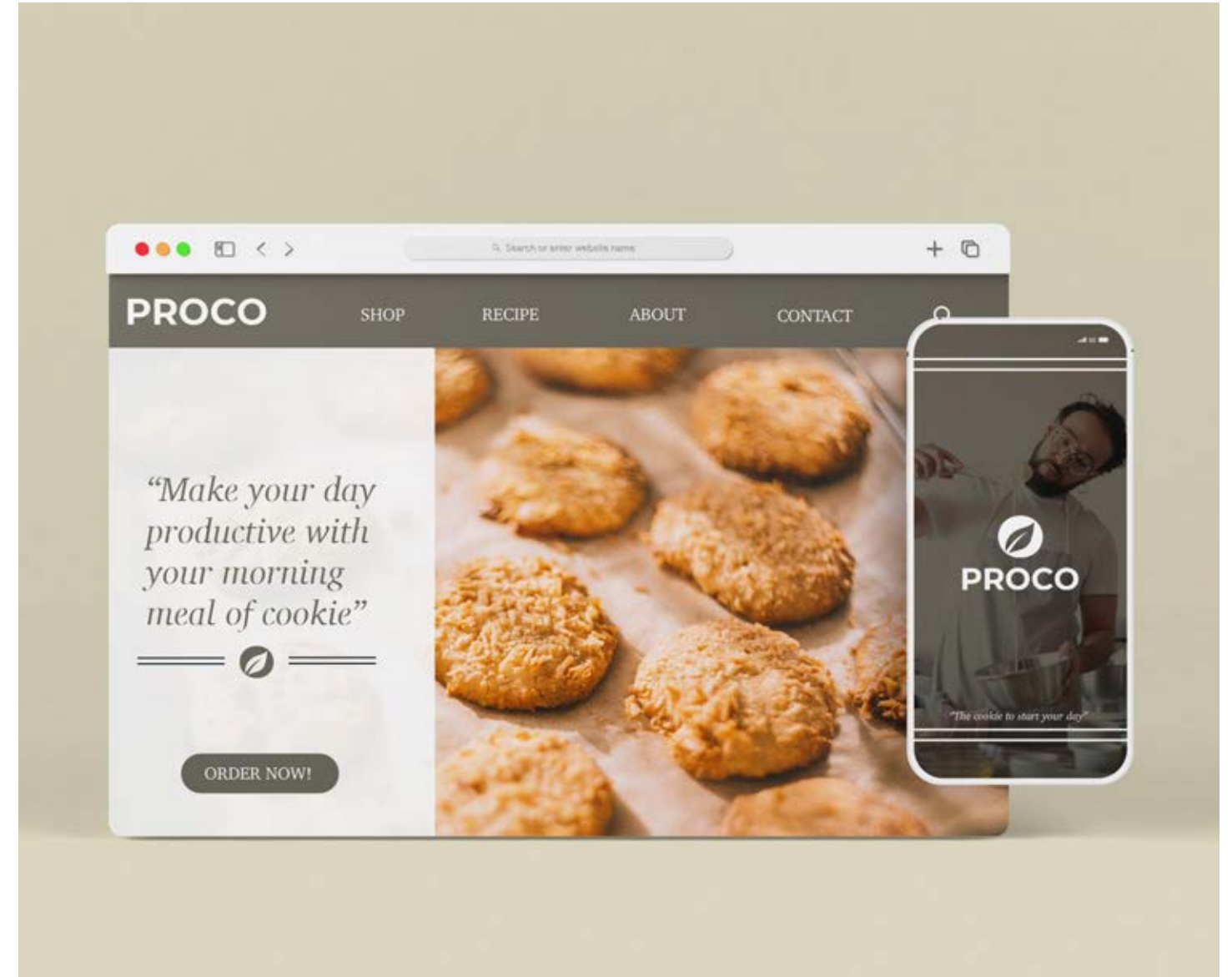
Graphic Elements

Photography



Application Examples

Mockups



Michael James Tenorio

(438)-763-8270

michaeljamestenorio@gmail.com

michaeljamestenorio.ca

Proco

proco.ca

(438)-763-8111

procobrand@gmail.com



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