

ProtoPie Brand Guidelines

2022.11



protopie.io

© 2022 ProtoPie.

All rights reserved.

Logo

Use the full color symbol with a black wordmark on a white background.

Vertical Logo



Horizontal Logo



Logo

Use the full color symbol with a white wordmark on dark backgrounds.

Vertical Logo



ProtoPie

Horizontal Logo

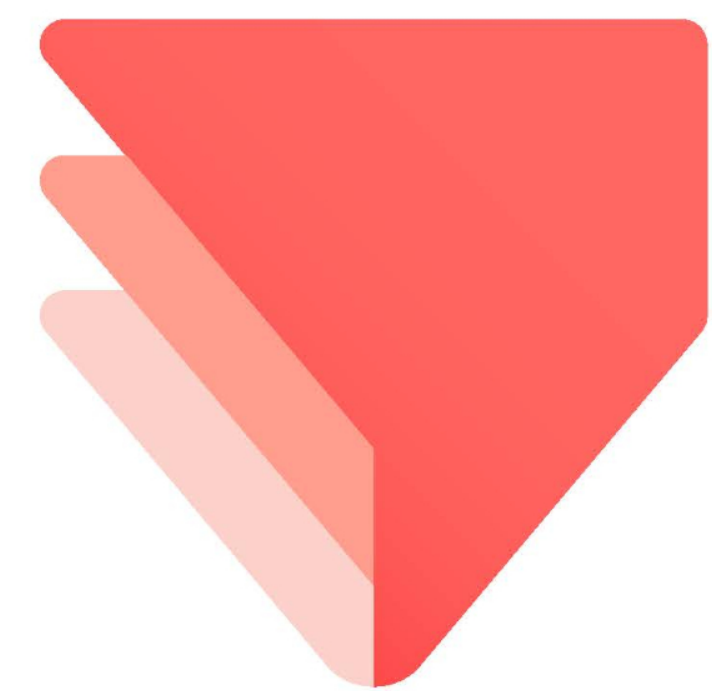


ProtoPie

Symbol

Use the main symbol on a white and black backgrounds.

Use the alrernative symbol on color backgrounds.



Alternative Symbol



Wordmark

When forming a partnership lockup, use twice the height of ProtoPie logo, wordmark, or symbol and the partner logo, wordmark, or symbol while placing an interpunct in the middle.

ProtoPie

ProtoPie

ProtoPie

ProtoPie

ProtoPie

ProtoPie

Spacing and Size

When forming a partnership lockup, use twice the height of ProtoPie logo, wordmark, or symbol and the partner logo, wordmark, or symbol while placing an interpunct in the middle.

Spacing

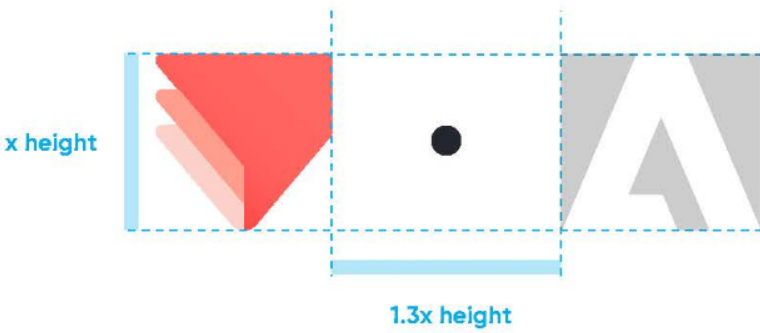
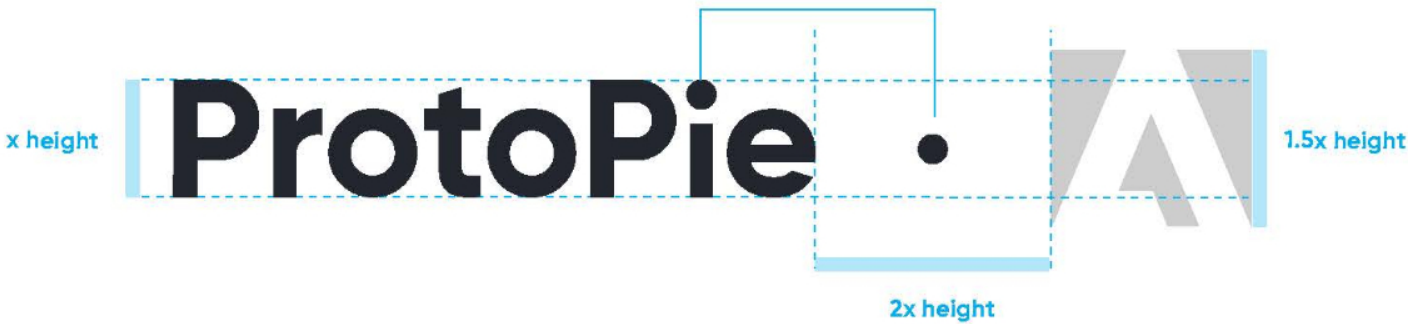
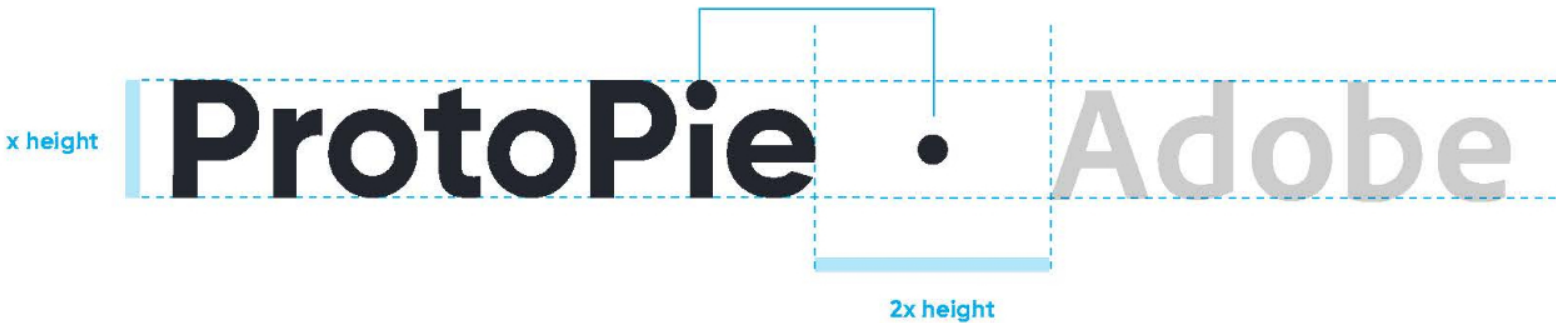
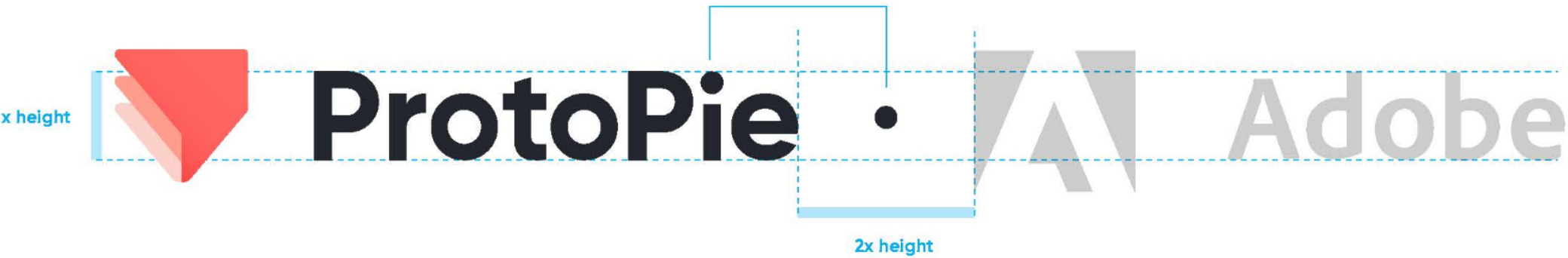


Minimum Height



Partnership Lockup

When forming a partnership lockup, use twice the height of ProtoPie logo, wordmark, or symbol and the partner logo, wordmark, or symbol while placing an interpunct in the middle.



Core Colors

Our main color is ProtoPie Coral.
Use HEX #FF6661 or RGB (255, 102, 97) for digital materials. Use CMYK (0, 65, 50, 0) or PANTONE 2346C for printed materials.
Balance the main color with lighter tones of Coral as seen in the logo.

The Purple represents our product side. This is the main color of all our CTA's, selected layers etc. Use Purple with Coral to link the product side to the ProtoPie logo, unifying the brand.

Brand Colors

<div><div>Coral BG</div><div>#FEE8E5</div></div>	<div><div>Coral 100</div><div>#FECCC3</div></div>	<div><div>Coral 200</div><div>#FFB2A7</div></div>	<div><div>Coral 300</div><div>#FF8B81</div></div>	<div><div>Coral 400</div><div>#FF6661</div><div>Pantone 2346C</div><div>CMYK 0 65 50 0</div></div>
--	---	---	---	--

Product Color

<div><div>Purple BG</div><div>#EEEEFF</div></div>	<div><div>Purple 100</div><div>#E3DEFF</div></div>	<div><div>Purple 200</div><div>#C9BFFF</div></div>	<div><div>Purple 300</div><div>#AB9EFF</div></div>	<div><div>Purple 400</div><div>#8C7DFF</div></div>
---	--	--	--	--

Accent Colors

Use the accent colors taken from the product. Yellow is used to show that certain elements aren't assigned while the teal represent components - sets of layers and interactions that are reusable across the prototype.

Teal
Components

Yellow
Caution Yellow

Product Colors

<div><div>Teal BG</div><div>#E6F0F0</div></div>	<div><div>Teal 200</div><div>#C5EDED</div></div>	<div><div>Teal 400</div><div>#81DBDB</div></div>	<div><div>Teal 500</div><div>#5FC9C9</div></div>	<div><div>Teal 600</div><div>#3EB2B2</div></div>
<div><div>Yellow BG</div><div>#FEF4E5</div></div>	<div><div>Yellow 100</div><div>#FEE2B8</div></div>	<div><div>Yellow 200</div><div>#FEE2B8</div></div>	<div><div>Yellow 300</div><div>#FCB149</div></div>	<div><div>Yellow 400</div><div>#F99B1E</div></div>

Base Colors

Neutral tones help to give an extra breathing space and creating hierarchy.

Grays

<div>Gray 50</div> <div>#FAFAFA</div>	<div>Gray 100</div> <div>#F5F5F5</div>	<div>Gray 200</div> <div>#E9E9E9</div>	<div>Gray 300</div> <div>#BBBBBB</div>	<div>Gray 400</div> <div>#AAAAAA</div>
<div>Gray 500</div> <div>#999999</div>	<div>Gray 600</div> <div>#707070</div>	<div>Gray 700</div> <div>#555555</div>	<div>Gray 800</div> <div>#2B2B2B</div>	<div>Gray 900</div> <div>#181818</div>

Typeface

Brand Typeface

Gilroy

Body Copy Typeface

Inter

Font Weights

Gilroy – Bold

Inter - Medium

Hierarchy & Weights

Eyebrow

Gilroy – Bold
All uppercase
Letter spacing: 8%

Headline

Gilroy – Bold
Letter spacing: 0%
Line height: 100%

Body Copy

Inter
Letter spacing: 0%
Line height: 156%

STUDIO

The way you speak,
the way you prototype

Prototyping tool for any digital product - from mobile
to IoT, from desktop to connected experiences.

Never make wrong assumptions, convince
stakeholders quickly, and save time & money