



PREPARED BY C&I

BRAND GUIDELINES



PROSPECT PROS



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LOGO SPECIFICATIONS



01. Logo Specifications | Logo Variations

Prospect Pro's brand has 4 logo variants. The primary and secondary logomarks should be prioritized on all large applications (such as printed material). In the event that the legibility of the logomark is comprised, the wordmark may be used in digital formats. The black and white variation should only be used when primary and secondary logos do not offer sufficient contrast.

Primary Logomark



Secondary Logomark



Black and White Variation



Wordmark Variation



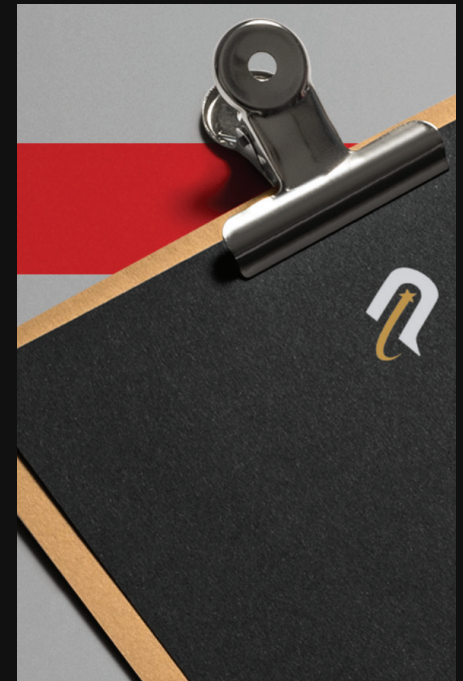
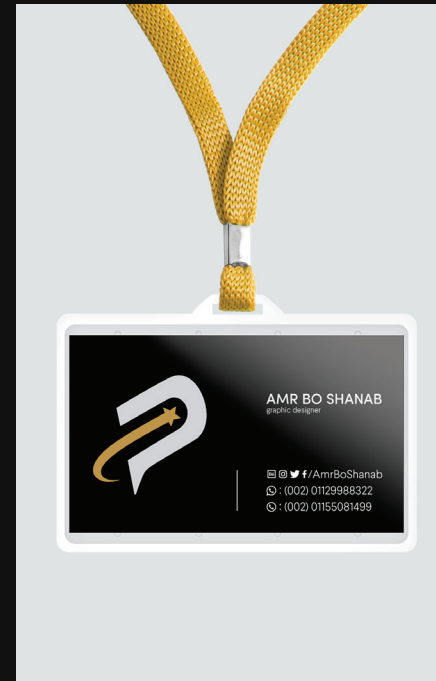
01. Logo Specifications | Primary Logo

The primary logo placement on white or lightly colored printed materials should be prioritized. These are examples of appropriate primary logo applications.



01. Logo Specifications | Secondary Logo

The secondary logo is used for instances wherein the logo is placed over an image or richly colored background, because the primary logo would not supply sufficient contrast. These are examples of appropriate secondary logo applications. Avoid placing the secondary logo on light backgrounds that hinder its legibility.



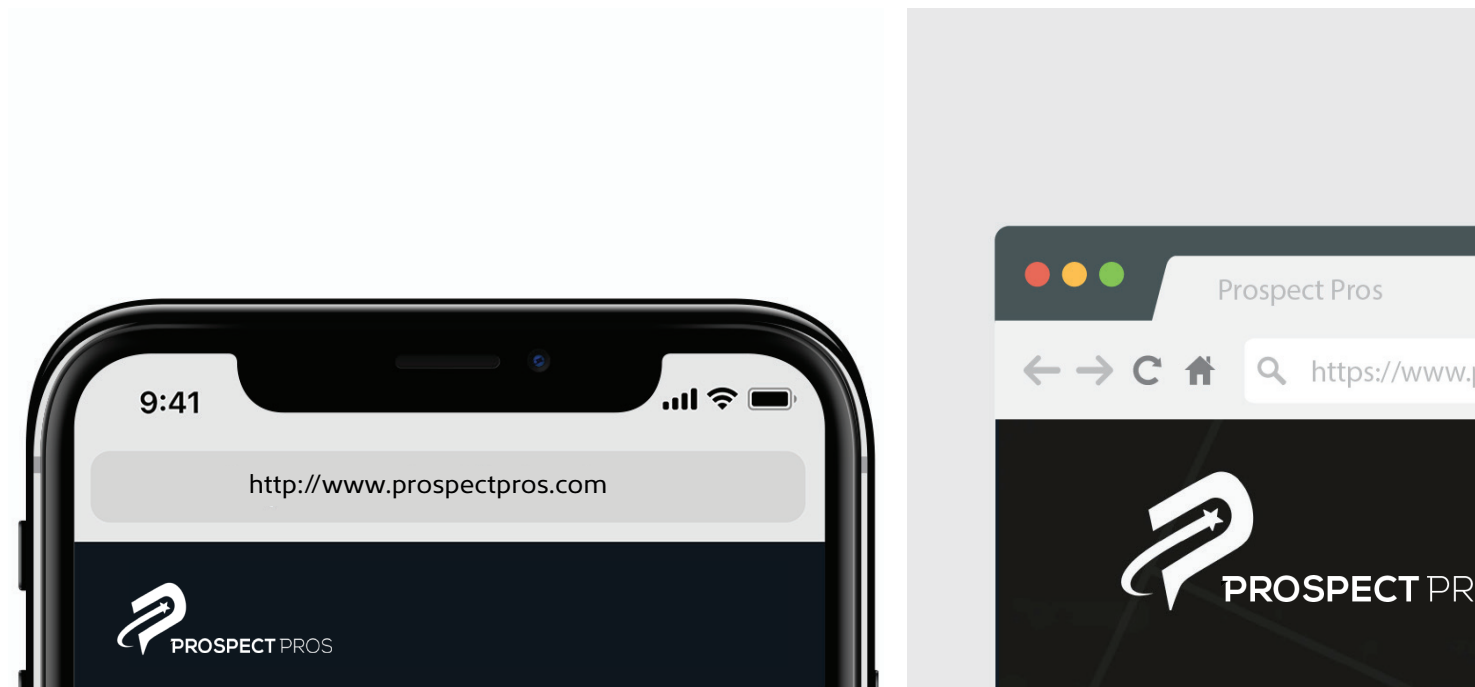
01. Logo Specifications | Black & White Logo

The black & white logo may be placed on white or one-color printed materials, such as vinyl or textured material. The back and white logo should be avoided in instances where the primary or secondary logo could be used, to preserve brand recognition. These are examples of appropriate primary logo applications. Avoid placing the black and white logo on colored or dark backgrounds. This logo variation may not be used outside of printed applications.



01. Logo Specifications | Horizontal Variation

The horizontal variation may be used in small applications, where the logo might need to be at a smaller scale than the minimum 1 inch height, such as web or mobile applications. This variation is reserved only for digital contexts and should not be used on printed material to preserve brand recognition of the primary and secondary logomarks.



01. Logo Specifications | Logo Clear Space



x = The basketball within the logomark.

Safe Zone

The gray area indicates the safe zone. Other graphical and visual elements can be safely positioned up to the adjoining dotted area.



For legibility purposes, Prospect Pro's logo minimum size is 1 inch height.

Clear Space

The dotted area indicates the clear space, which is .5 of an inch high and wide around the logomark. This area must be kept free of all visual elements.

01. Logo Specifications | Incorrect Usage

These are examples of incorrect logo usage and elements. Please do not apply any of the following treatments to any Prospect Pro brand applications.

DO NOT Reposition any elements within the logo.



DO NOT change the word mark into another font.



DO NOT change the logo into unspecified colors.



DO NOT alter any elements within the logo.



DO NOT add drop shadow or effects to the logo.



DO NOT outline any elements within the logo.



DO NOT stretch the logo, hold shift while scaling.



DO NOT squash the logo, hold shift while scaling.

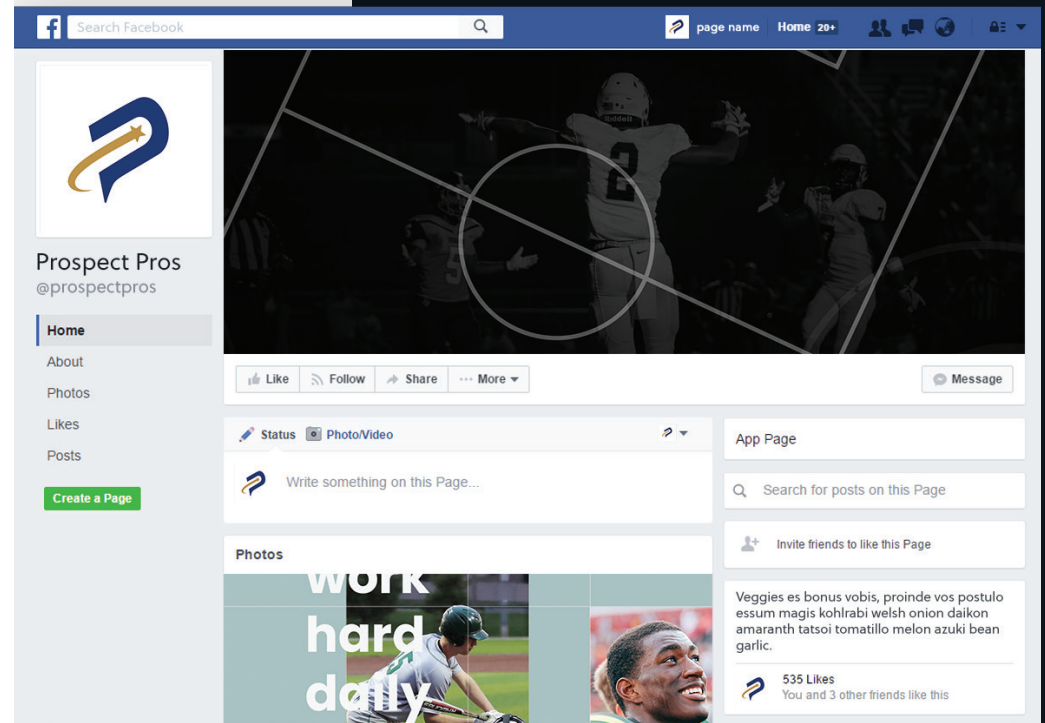
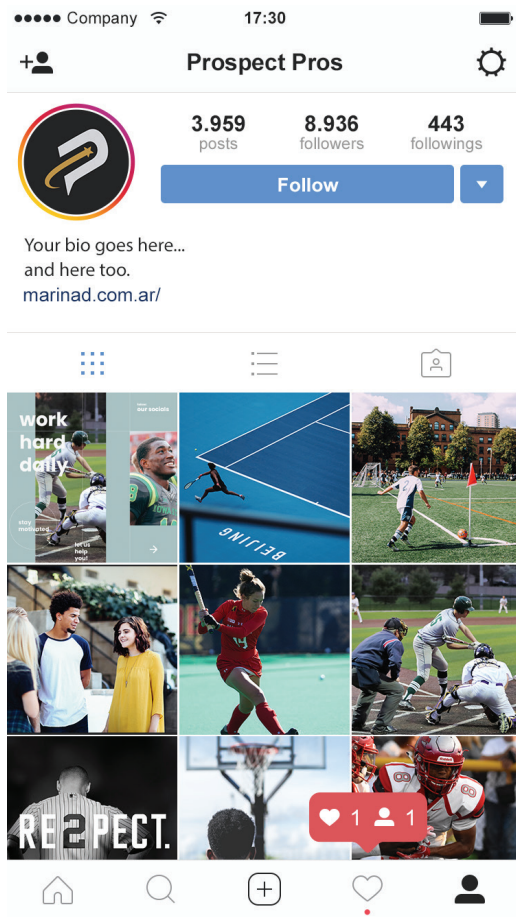


DO NOT resize any elements within the logo.



01. Logo Specifications | Social Media Icon

Prospect Pro's social media icon consists of the secondary logo sans the wordmark. This minimal logo application will look clean in any enclosed square or circle across different platforms.





TYPEFACES

02. Typefaces

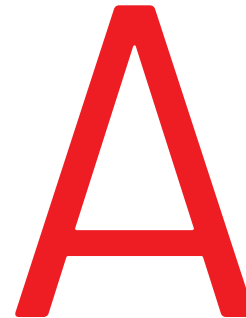
These typefaces should be used in all of Prospect Pro's communications to represent a consistent visual identity. This includes promotional materials, advertising, printed and digital collateral.

Primary Typeface

A large, bold, red capital letter 'A' rendered in the Barlow Condensed font family. The letter is wide and compact, with a thick, uniform stroke.

BARLOW CONDENSED
FONT FAMILY

Secondary Typeface

A large, bold, red capital letter 'A' rendered in the Barlow font family. This version is more widely spaced than the condensed version, with a similar thick, uniform stroke.

BARLOW FONT FAMILY

02. Typefaces | Primary Typeface

Barlow Condensed is the primary typeface and logotype. This is the preferred typeface for representing the brand and is available on Adobe Typekit. Barlow provides a variety of weights for primary headlines and body copy.

A large, bold, blue capital letter 'A' is centered on the page, serving as a logo for the Barlow Condensed font family.

BARLOW CONDENSED
FONT FAMILY

Barlow Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

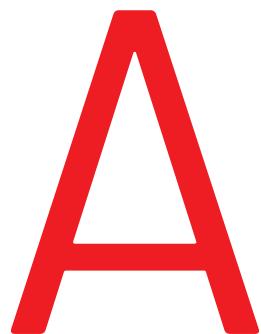
Barlow Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

02. Typefaces | Secondary Typeface

Barlow is the secondary typeface. This face is accessible via Google fonts and is a web-safe font. This typeface is approved for usage on Prospect Pros' website and any digital applications. However to preserve brand recognition, Barlow Condensed should be used whenever possible over Barlow.

A large, bold, red capital letter 'A' is centered on the page.

BARLOW FONT FAMILY

Barlow Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Barlow Bold

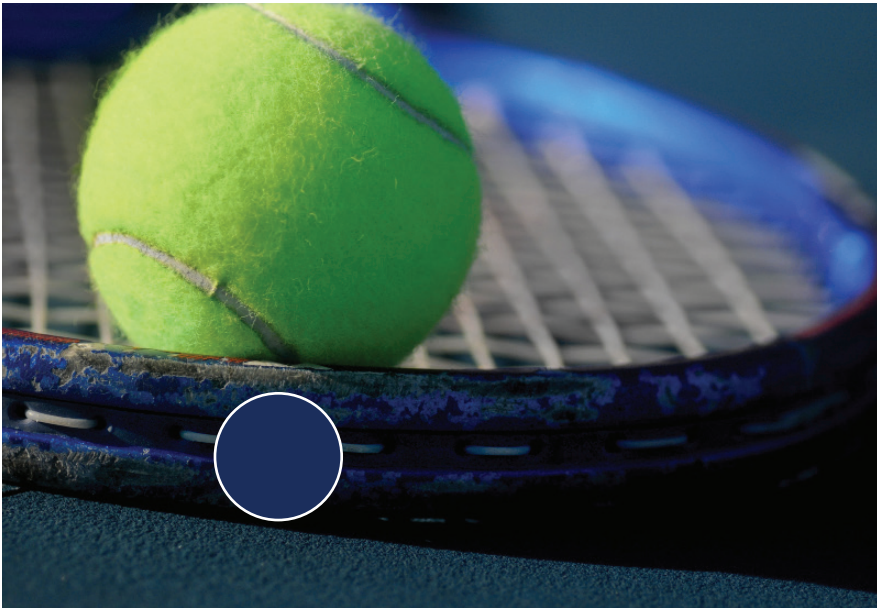
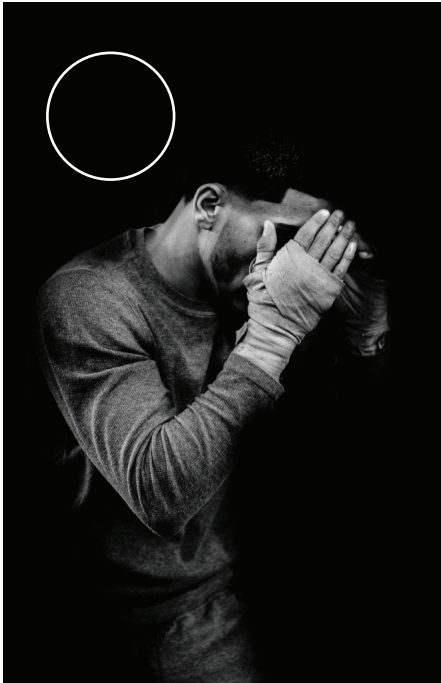
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789



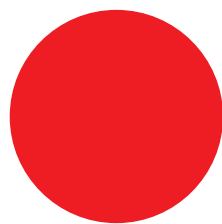
COLOR PALETTE

03. Color Palette



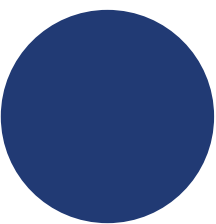
03. Color Palette

Primary Color Palette



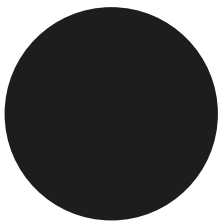
Boston University Red

Pantone 7741C
C 78, M 25, Y 100, K 10
R 63, G 135, B 63
#3f873f



Catalina Blue

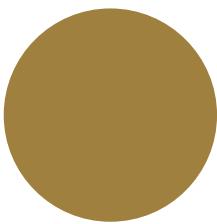
Pantone 421C
C 32, M 24, Y 26, K 0
R 176, G 179, B 178
#B0B3B2



Eerie Black

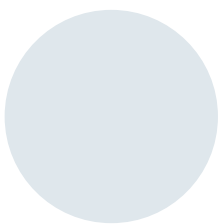
Pantone Black 6C
C 82, M 71, Y 59, K 75
R 16, G 24, B 32
#101820

Secondary Color Palette



Metallic Sunburst

Pantone 367C
C 41, M 0, Y 82, K 0
R 162, G 212, B 94
#a1d45d



Platinum

Pantone 7554C
C 54, M 60, Y 77, K 53
R 63, G 135, B 63
#4b3d2a



Ghost White

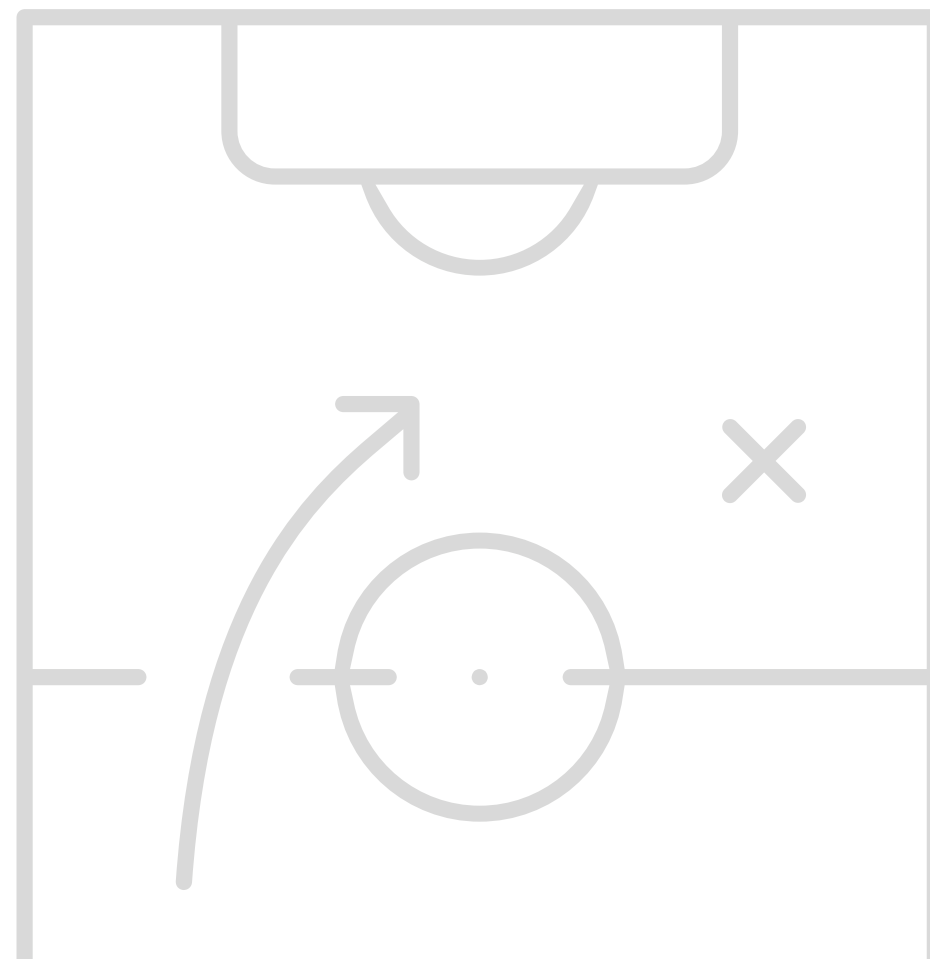
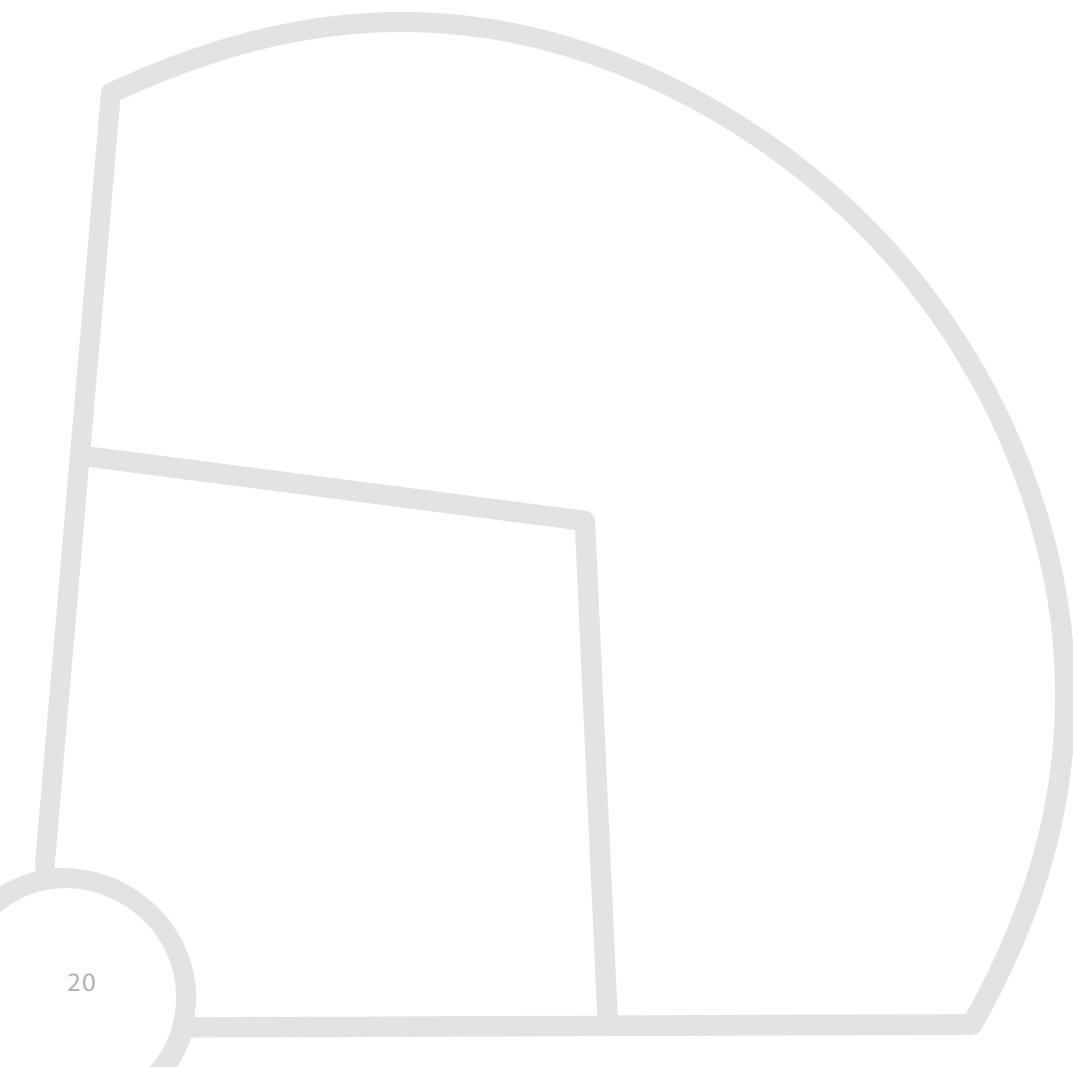
C 0, M 0, Y 0, K 0
R 255, G 255, B 255
#ffffff

An aerial photograph of a green soccer field with white boundary lines. A 3D architectural model of a long, rectangular building with a dark green roof and white structural elements is overlaid on the field. The model is positioned diagonally, with one end near the bottom left and the other extending towards the top right. The text "GRAPHIC ELEMENTS" is written in a large, white, serif font across the lower portion of the image, partially overlapping the building model and the field.

GRAPHIC ELEMENTS

04. Graphic Elements | Patterns & Illustrations

These sets of patterns can be used to further add more graphic appeal to any branded application. These can be used in printed or in digital context, in any format, opacity, and color treatment within Prospect Pro's color palette.



04. Iconography

These icons can be used throughout print and digital materials to heighten visual appeal and act as indicators to recurring themes throughout Prospect Pros Branding.



A photograph of a green tennis court. A white curved line, likely a service line or center line, curves from the bottom left towards the top center. Long, dark shadows from trees or structures outside the frame stretch across the court from the left. The overall tone is somewhat muted and artistic.

BRAND APPLICATION

05. Brand Application

