

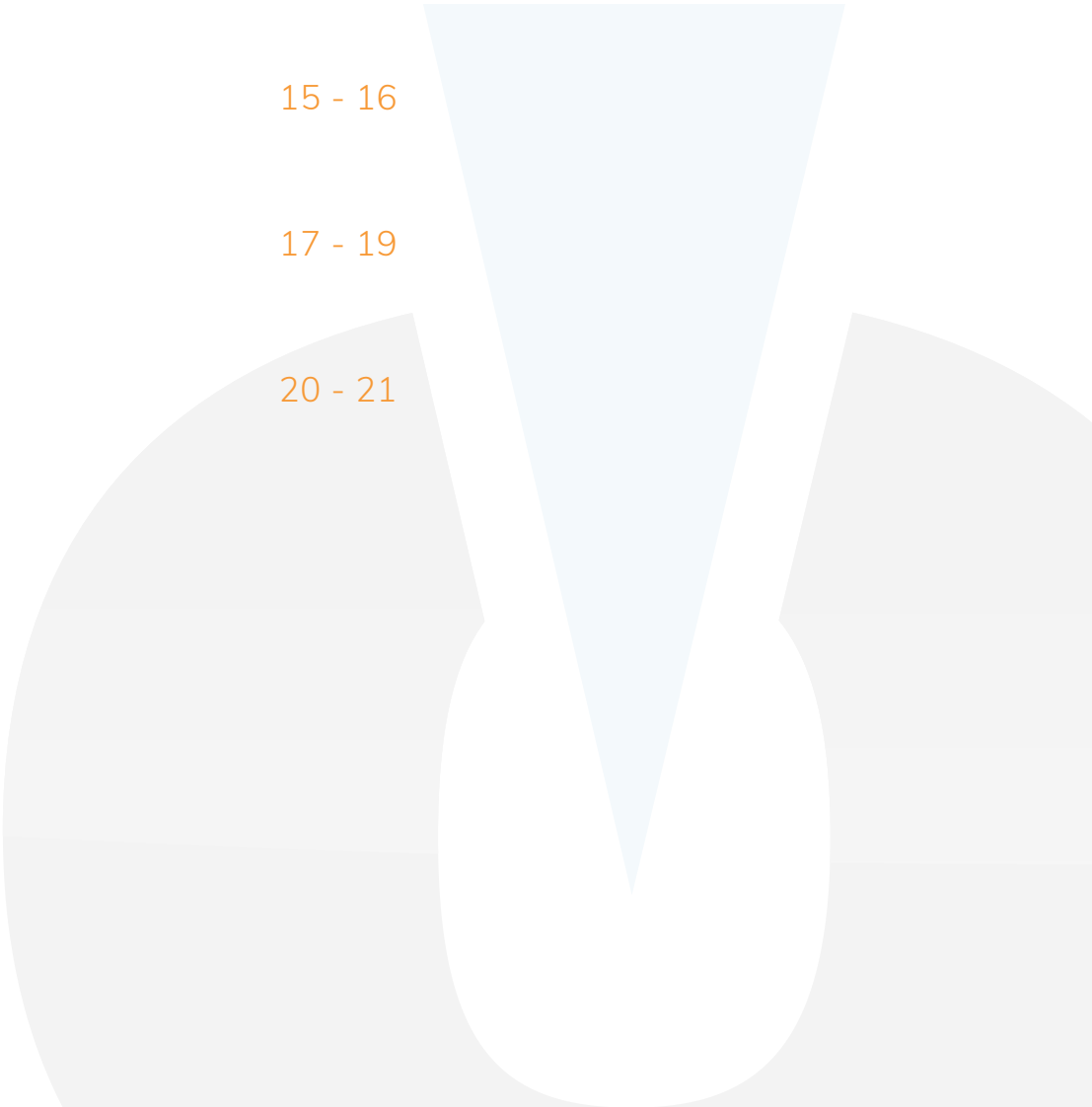


ProEst

BRAND GUIDE

About	3
Master logo	4
Logo variations	5 - 6
Logo usage	7 - 9

Typography	10 - 14
Colour	15 - 16
Brand applications	17 - 19
Glossary	20 - 21



ProEst

”

WE HELP CONTRACTORS SUCCEED.

We help contractors leverage the most advanced technology to win more bids and realize higher profits. Our cloud-based platform is being used worldwide to simplify and automate the estimating and preconstruction process.

proest.com

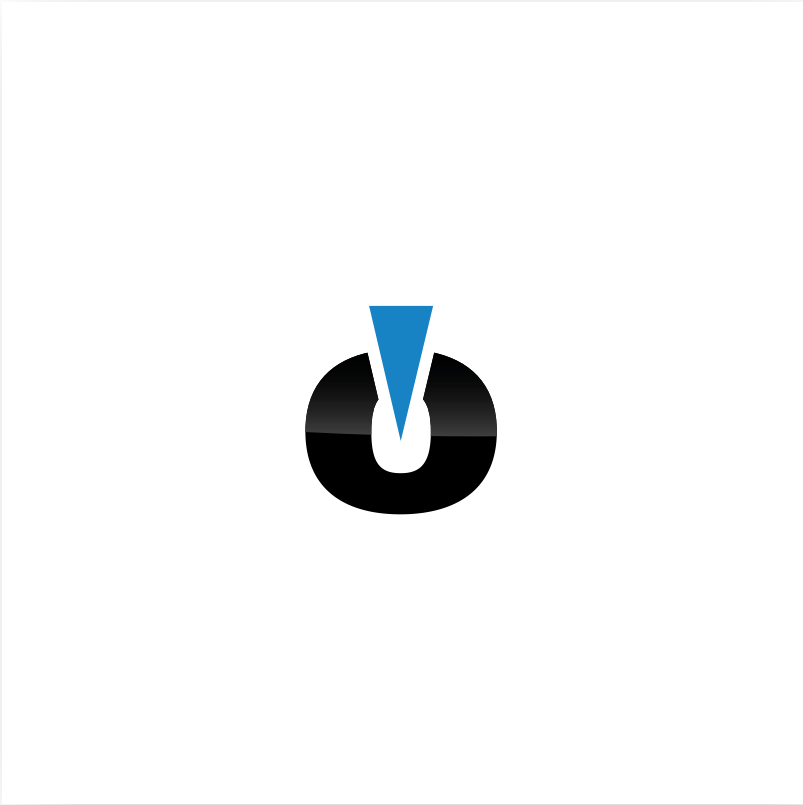
(800) 255-7407

sales@proest.com





Dark Background



Logo Mark

Return On Investment

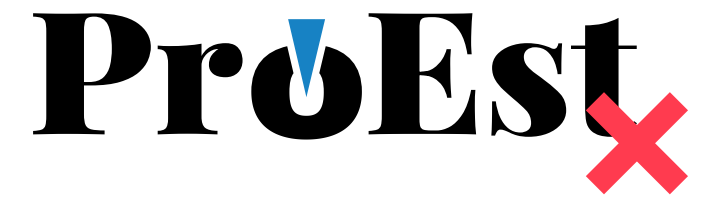


Construction  **HQ**



Exclusion zones

Always allow a minimum space around the logo.



Logo usage

Always use determined logo proportion and color scheme.

Avoid using logo mark in unsuitable context. If needed consider consulting with graphic designer.



Minimum size

The minimum size of logo is 16px in width & 16px in height.



Maximum size

There is no maximum size defined for this logo.

Brother 1816

Brother 1816 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brother 1816 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Suggested primary body text font is Brother 1816 Regular. It is a Sans Serif font with great readability and modern appearance. For body text purposes maximum font size is 12pt (in a range of 8pt to 12pt based on designer's/developer's justification).

In order to compliment visual identity, suggested leading is "x + 10pt", e.g. 12pt font size, 22pt leading. Suggested tracking 20 - 40 pt.

Brother 1816 Book is a secondary body text font. Suggested to use when light & non-dominant visual appearance is needed.

These rules serves as suggestive recommendations and can be adjusted based on designer's/developer's justification, keeping in mind that primary function of body text is readability and support of "ProEst" visual identity.

Brother 1816

Brother 1816 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brother 1816 Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Suggested font for titles is Brother 1816 Extra Bold, while for subtitles Brother 1816 Medium.

Size of text should be determined by platform and media text is placed on, based on designer's/developer's justification.

TITLE GOES HERE

Subtitle goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu vitae elementum curabitur vitae nunc sed velit dignissim.

BOURTON BASE

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

Bourton Base is a bold and strong Sans Serif font. For ProEst visual identity it is suggested as decorative font for special purposes. Such as text highlights, subtitles, quotes, etc.

Montserrat

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Light and Regular are web friendly replacement fonts for Brother 1816 Book and Regular. Both fonts have similar lowercase letter qualities and overall looks. Montserrat font family is included in Google Fonts library therefore font offers better functionality on web.

These fonts are suggested for paragraph text.

Brother 1816 Regular

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Montserrat Regular

Josefin Sans

JOSEFIN SANS SEMI BOLD

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

JOSEFIN SANS BOLD

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

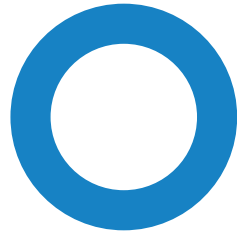
Josefin Sans Semi Bold and Bold are web friendly replacement fonts for Brother 1816 Medium and Extra Bold. Both fonts have similar uppercase letter qualities and overall looks. Josefin Sans font family is included in Google Fonts library therefore font offers better functionality on web. These fonts are suggested for ALL-CAPS titles and subtitles.

Brother 1816 Extra Bold

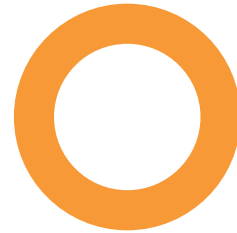
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

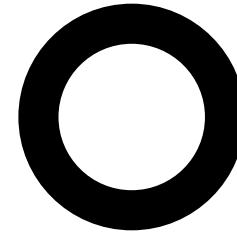
Josefin Sans Bold



HEX 1681c4
R 22 G 129 B 196
C 89 M 39 Y 0 K 0
Pantone 7460 C



HEX f89836
R 248 G 152 B 54
C 0 M 48 Y 82 K 0
Pantone 715 C



HEX 000000
R 0 G 0 B 0
C 0 M 0 Y 0 K 100
Black



HEX ffffff
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
White



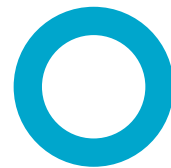
HEX 009eca
R 0 G 158 B 202
C 77 M 19 Y 12 K 1



HEX ffa340
R 255 G 163 B 64
C 0 M 44 Y 78 K 0



HEX 272c2d
R 39 G 44 B 45
C 76 M 61 Y 58 K 70



HEX 00a6cc
R 0 G 166 B 204
C 75 M 12 Y 14 K 0



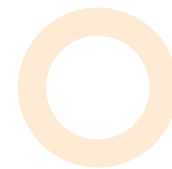
HEX ffc45e
R 255 G 196 B 94
C 0 M 27 Y 70 K 0



HEX 737778
R 115 G 119 B 120
C 54 M 41 Y 41 K 24



HEX e6f4ff
R 230 G 244 B 255
C 12 M 1 Y 0 K 0



HEX ffead4
R 255 G 234 B 212
C 0 M 11 Y 19 K 0



HEX aeb4b5
R 174 G 180 B 181
C 35 M 23 Y 25 K 4



HEX f6bfff
R 246 G 251 B 255
C 4 M 0 Y 0 K 0



HEX f8f8ef
R 248 G 248 B 239
C 4 M 1 Y 8 K 0



HEX e9f0f2
R 233 G 240 B 242
C 11 M 3 Y 5 K 0







RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

The image features a blue-tinted background of a construction site with several cranes and buildings under construction. The ProEst logo is centered in the middle of the image. The logo consists of the word "ProEst" in a white, sans-serif font, with a small orange triangle above the letter 'o'. A registered trademark symbol (®) is located to the right of the word. A thin white horizontal line is positioned below the logo.

ProEst®