

PRO Brand Guidelines

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1.0 The Idea

1.1 Brand Story

PRO, a futuristic brand with global expertise and deep understanding of different kinds of shoes has indulged in profound research to design specialised Regimen for each pair of shoes promising utmost finesse. The brand is born with a passion to let your impressions last longer with the same finesse.

Just like the way shoes reflect you and your Passions, our International quality reflects the passion to take care of your shoes, in the best manner possible!

It's about adding a touch of PRO finesse to your most valued pair of shoes to create lasting impressions!

1.2 Brand Values & Personality

PRO is driven by its core values

Genuine and Confident at Core:

We are committed to provide the consumer a genuine quality product. Infact our identity is marked by the genuineness of the product that builds strong and unshakable confidence for the consumer. It's our priority to maintain the standards and ensure that the bar of confidence is raised each time the consumer uses our premium products.

Perfectionist yet humble in attitude:

Our expertise and craftsmanship makes us a perfectionist. We offer innovative solutions that make the consumer a perfectionist in his shoe care regime. We are highly approachable and humble in attitude. Pro enables you to set that perfect impression with your perfectly maintained shoes and yet comforts you to let be humble in your attitude.

Personality:

Pro is a premium brand and has an assertive and confident personality. It has a very modern approach reflecting metrosexual masculinity. It is a brand with global exposure that highly exerts on perfect grooming.

1.3 Brand Positioning and Tagline

Positioning:

Premium Shoe Care Brand that Grooms you, with utmost passion

Brand Connect:

PRO, being extremely passionate about shoe care, takes the best care of the shoes to reflect exactly who you are.

Tagline:

Your Confident Step Ahead

1.4 Our Consumer

Our core target audience comprises of males from the age bracket of 25 to 44 years old amongst the working class. It includes each one who aspires to achieve success by working hard and being confident at its pursuit and also the one who has achieved a position in the market. The one who looks for perfection in every aspect of life. Being always dressed up and presentable at any given time to create that lasting impression. For him, his shoes are a reflection of his style, individualism and his way of life. He is a go getter and always wants to be ready with that perfect look to seize the moment. He takes confident steps ahead to scale the heights of success with genuine efforts. He makes an informed choice and keeps himself updated with the on-going trends and styles. He thrives to not only create lasting impressions but also to be proud of himself.



2.0 Brand Identity

2.1 Logo

The logo is designed with a unique, contemporary and modern style denoting constant movement for the consumer who has limitless aspirations and is confident of achieving the set goals. The fonts used illustrate Assertiveness and Confidence. The rounded edge in the 'R' connotes the smooth finish that the product offers.

Unique Element:

The 'O' has been given a cut, so as to create an arrow shape. The negative space thus connotes forward movement.



2.1.1 Usage



Exclusion zone:

The logo needs to have a minimum clear space around it as shown in the image to ensure it is easily legible and identifiable wherever it's printed. It is a mandate to have a clear space equal to the height of the logo type vertically and double the space horizontally. Do not place any text, graphic or image in the exclusion zone.

PRO logo with tagline

The tagline for PRO reflects the confidence the person gains after following the PRO shoe care regime. It is the striking outcome and the brand promise. With every usage the aspiration augments and the belief in yourself and perfect appearance enables him/her each time to take a confident step ahead with PRO.



2.1.2 Colour



Do's:

The colours that can be used for the brand identity and packaging are given below in detail with specifications. For identity recreation only the following colours will be used. The logo has to be in either black, white or silver colour with below mentioned specifications.

Don'ts:

No other colour except black or Silver can be used for the identity recreation. It cannot be recreated in a different colour. Also the size of the logo cannot be blown out disproportionately or stretched from any side.

PRO logo color versions for sub-categories



2.1.3 Do's & Don'ts



Do's

The exclusion zone from both the sides of the logotype will be twice the size measuring the width of the letter 'P' horizontally and will be equal to the size measuring the height of the letter 'P' vertically.



Don'ts

Do not place the logo to the extreme edge of the page. The exclusion zone should be maintained at all times.

Do's



Ensure the logo is placed only on black or white background. No other colour can be used for the background.



Ensure the font colour should be black or silver on white background and white or silver on Black background.

Don'ts (Colour)

X



The logo can't be placed on coloured backgrounds. The font colour should be strictly restricted to white, black or silver. The usage can depend on visual representation and medium to be used. Also the silver font cannot be placed on the coloured backgrounds. Black font cannot be printed on a silver background.



Don'ts (Effects & backgrounds)

X



Do not reproduce the logo in any other colour or create a shadow behind it.



Do not place the logo on a textured and coloured background.



Do not change the shape of the background unit of the logo.



Do not tilt the logo unit or place on an oval unit.



Do not represent the logo in an outline.



Do not represent the logo in an outline.



Do not crop the logo and follow the scaling guidelines for scaling.



Do not place the font on busy backgrounds or image directly.



2.2 Typography

2.2.1 Primary Typeface

Kelson Sans Bold

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Kelson Sans Regular

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Kelson Sans Light

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PRO's primary typeface is Kelson Sans Regular.

Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

The font can be used for headers inclusive of all kinds of communication campaigns.

2.2.2 Secondary Typeface

Myriad Pro Bold Condensed

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Myriad Pro Condensed

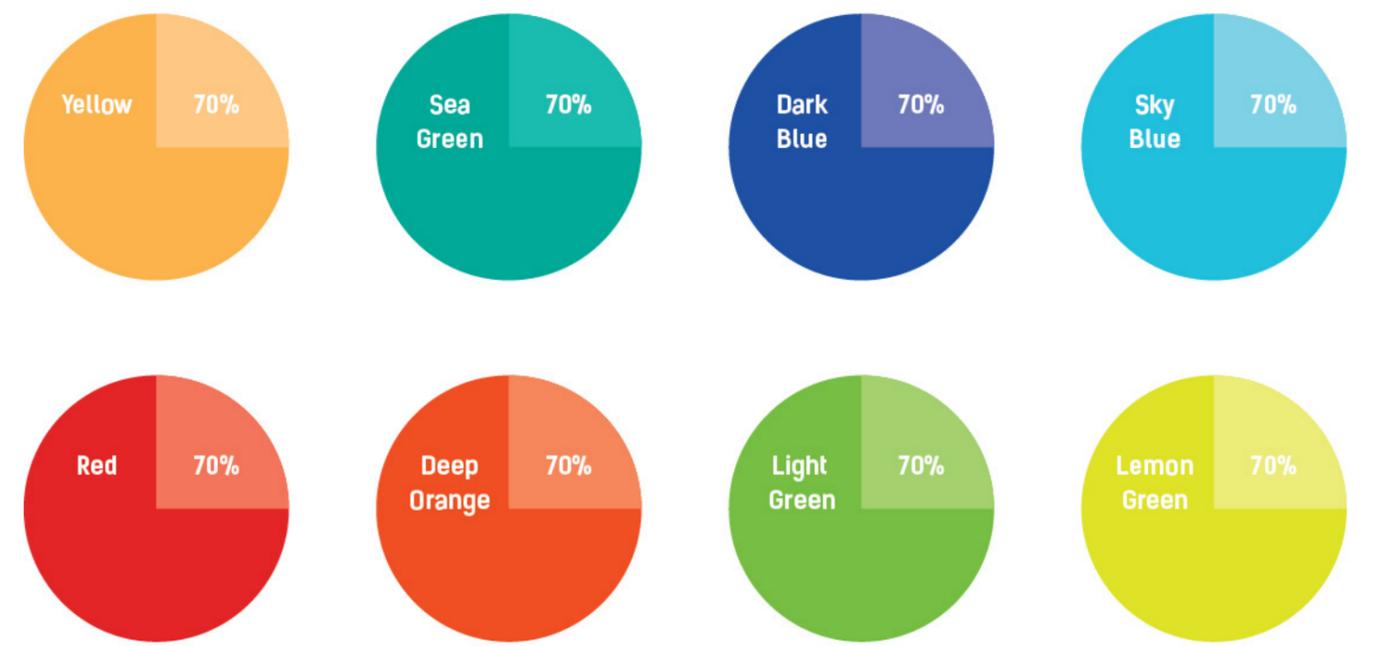
Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PRO's secondary typeface is Myriad Pro.

The Bold and condensed form are defined for content heavy brand communication like that of a body copy in a print advertisement, additional information or legal mandates.



2.3.2 Secondary Palette



2.3 Brand Colours

2.3.1 Primary Palette

Black
 C81, M71, Y59, K76
 R17, G24, B32
 Hex #111820
 Pantone Black 6 C

Silver Metallic
 Pantone 871 C

White
 C0, M0, Y0, K0
 R255, G255, B255
 Hex #ffffff





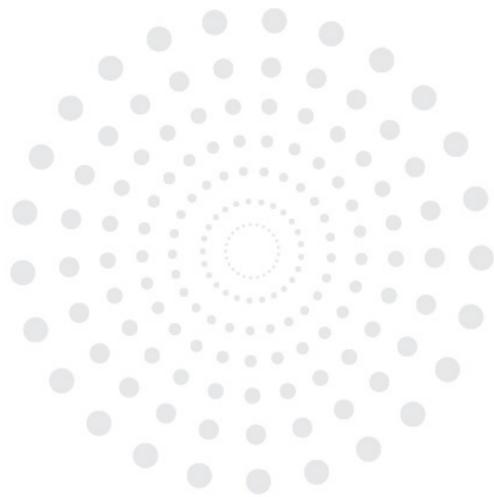
2.4 Brand Pattern

2.4.1 Pattern

The dotted pattern has been derived from the thought of the daily regime to be followed for the shoe hygiene. The continuous circular pattern composed of dots suggests daily routine. The dotted pattern will be 10% black in colour on white backgrounds and 10% white on black backgrounds.

2.4.2 Mandates

The dotted pattern cannot be cropped in disproportionate shapes. The proportion could be either half or three fourth of the circumference. The pattern cannot be used in dark colours.



3.0 Packaging Guidelines

3.1 Packaging Elements

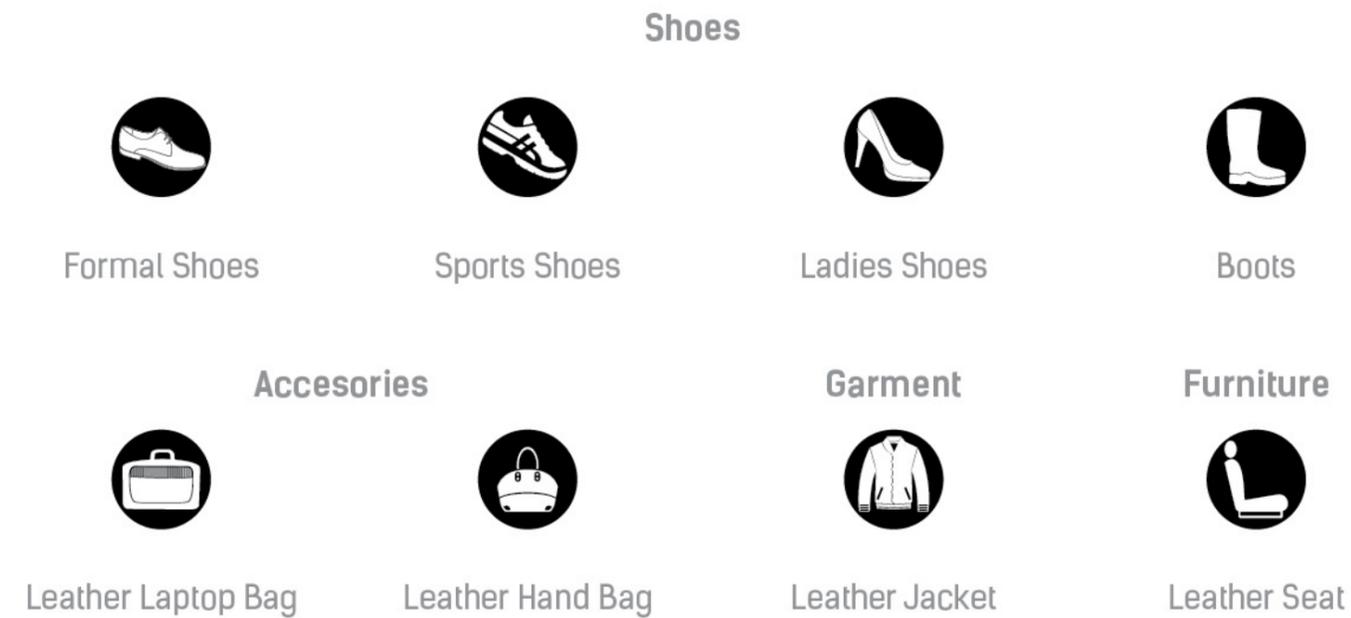


3.1.1 Mnemonics

The mnemonics indicating the contents of the variant would be placed for indicative purpose on the back of the pack and would change as per the contents and variants. The variant containing High Quality Waxes would have a pictogram suggesting the same. The variant containing a cleaning agent would have a pictogram suggesting the same. The pictogram suggesting 'Formulated with European Expertise' would be placed on each variant. The pictograms given in Product function pictograms are to be used on the back of the pack as per product benefits. The dots indicate the effectiveness of the benefits mentions scaling from one dot indicating - mildness to three dots indicating - strong.

3.1.2 Pictograms

Product Application Pictograms



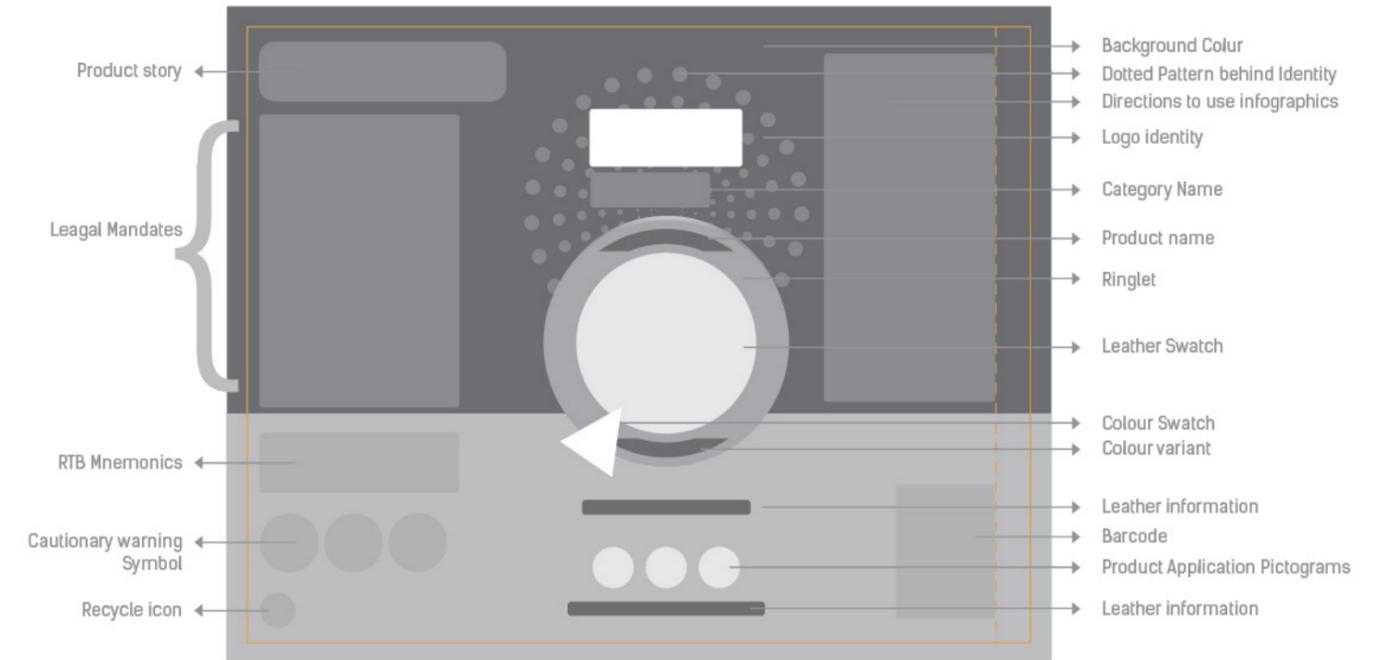
Product Function Pictograms



Relevant pictograms should be used on front of the pack from the pictograms options given in the first two rows as per product ingredients. The pictograms given in the last row are to be used on the back of the pack as per product benefits. The dots indicate the effectiveness of the product benefits scaling from one dot to three dots. One dot indicating light, two for medium and three illustrating strong.

3.2 Primary Packaging

Label design decoding (Vertical Format)



Visual Architecture

The front of the pack has architecture that defines the prominence of each element as per its importance. Higher weightage would be given to the brand logo and category name.

The brand pattern will be placed behind the identity. The background would be divided in half and differentiated by two colours in a ratio of 60: 40.

The ringlet represents the shoe regime that needs to be followed. The ringlet enclosing the leather swatch will be middle aligned horizontally. The leather swatch and the colour in triangle will vary as per the product function and the colour.

The Mnemonic and the warning signs will be at the back of the pack. The pictograms depicting the product application will be placed below the ringlet in the front of the pack. The pictograms depicting the product features will be placed at the back of the pack. the warnings and legal mandates will be mentioned at the end, back of the pack.

Label for can

The information on the pack is depicted in a hierarchical order and has to be followed as shown in the picture:



Front of Pack

The upper section will be black while the lower section will be in grey metallic brush stroke. The logo will be in silver metallic colour. The category name will be left aligned to the logo and its colour will change as per the category. The brand pattern will be placed behind the logo identity and would be centrally aligned horizontally.

The ringlet will be centrally aligned below the logo.

The descriptor would be below the ring followed by pictograms depicting product application. The pictograms would vary as per the variant.

Back of Pack

The back of the pack shall have the product story in the topmost left corner. The legal information will be stated below the product story followed by reason to believe and warnings.

The other half of the back of the pack would include the illustrations explaining directions for use. The pictograms for product features would be placed vertically. The bar code would be placed besides the pictograms of the product functions followed by the icon illustrating recycling process.

Horizontal Format

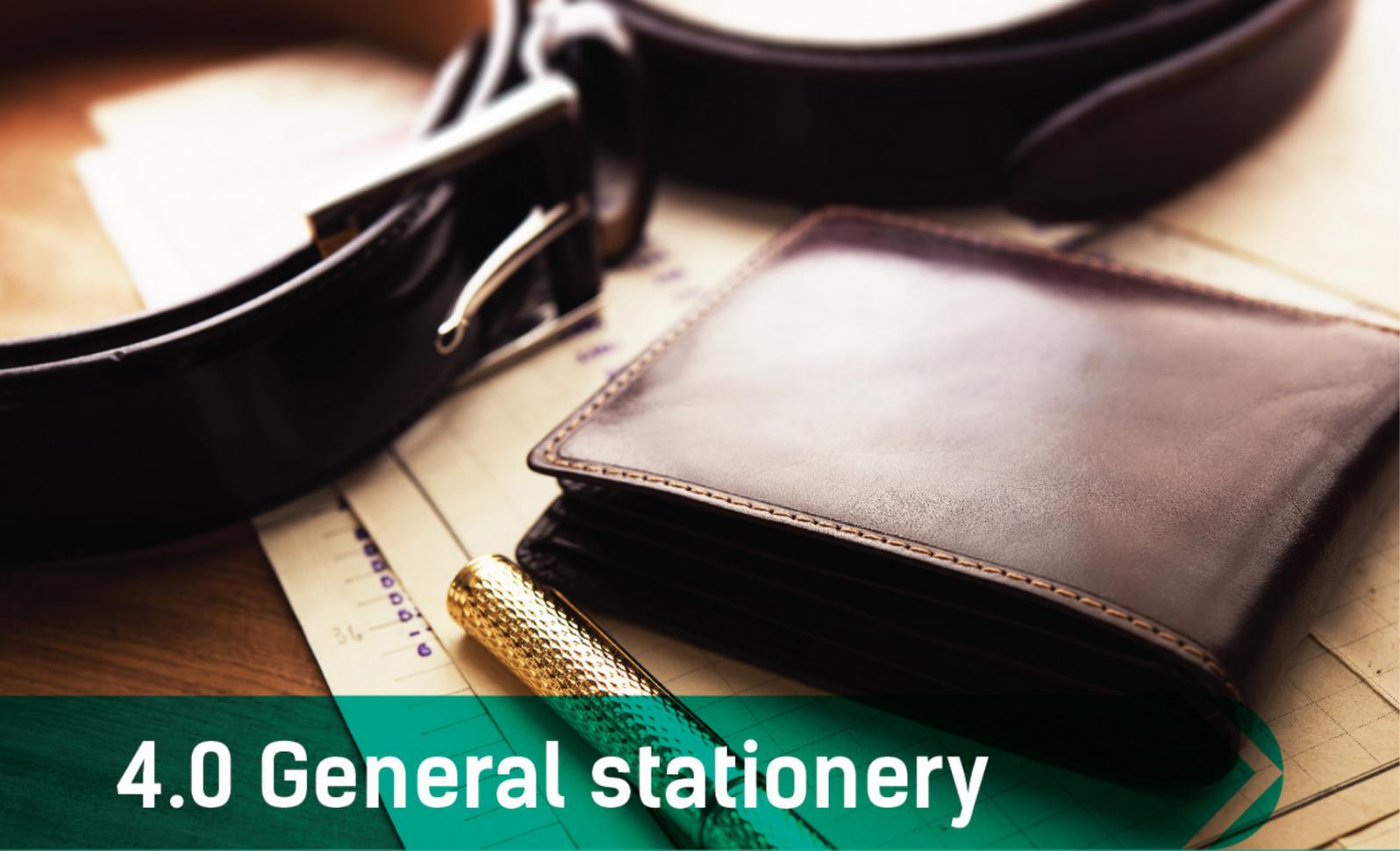


Adaptation to banderole and cap



The information to be mentioned on the pack can be condensed in a crisper format as per the space available on different SKUs. For eg only the necessary and relevant information can be depicted on the label of the jar as shown in the above picture.

The position of the ringlet can be slightly changed as per the SKU.



4.0 General stationery

4.1 Business Card

Dimension: The dimensions for the business card will be 92mm X 52 mm

Font type: The font type will be Kelson Sans Regular

Version 1



Front:
Colour: The colour of the background will be black and the dotted pattern will be 90% black. The Logo colour will be silver metallic Pantone 871C.
Alignment: The logo and the dotted pattern will be centre aligned.



Back:
Colour: The colour of the background will be white, font colour will be black and the dotted pattern will be 10% black.
Alignment:
Dotted pattern: The dotted pattern will be centre aligned.

Name and Designation:

The name, designation, mobile number and email address will be aligned to the left side of the card leaving a margin of 8.6mm from the left. The entire text will be top aligned with a margin of 19 mm.

Company Address:

The company address will be aligned to the right side of the card, leaving a margin of 8.6 mm from the right and 19 mm from the top. The entire text will be top aligned with a margin of 19 mm.

Version 2

Part 1



Paper Type: Transparent
Colour: The colour of the dotted pattern will be 10% black. The logo will have a silver foil effect.
Alignment: The logo and the dotted pattern will be centre aligned.

Part 2 (Front)

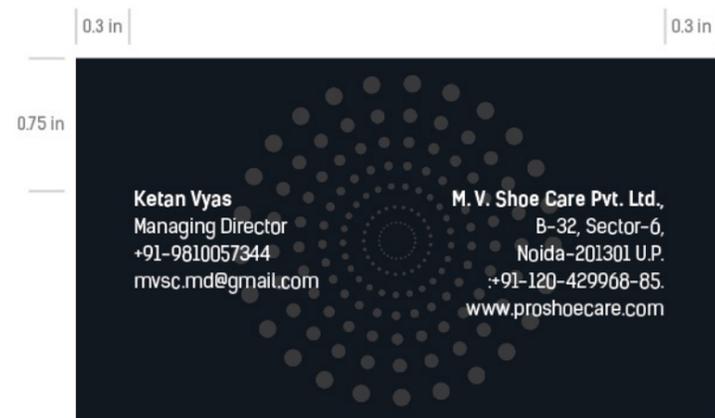


Front:

Paper Type: Textured (Soho Stucco Tintoretto)

Background: Black leather image

Part 2 (Back)

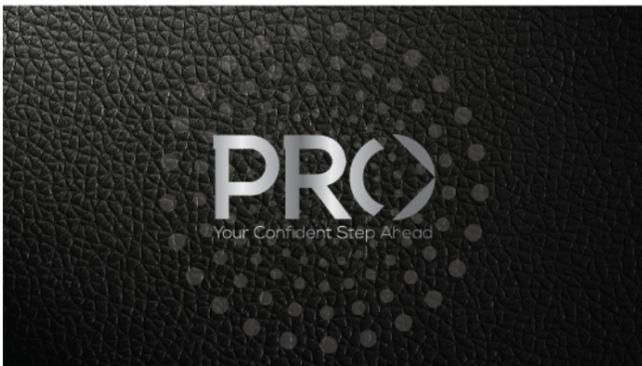


Back

Colour: The colour of the dotted pattern will be 10% black and background will be black

Alignment: The dotted pattern will be centre aligned.

Composite



Both the papers Part 1 and Part 2 have to be stuck back to back with the transparent one being on the top. So the logo will appear on the transparent sheet. Front of the 2nd card has to be blank and back will have the contact information.

4.2 Envelope



The dimensions of the envelope will be 9.5" x 4.125". The logo will appear at the left side corner aligned to the left leaving a margin of 0.6" and 0.6" from the top. The logo will appear on a black triangle with its length and breadth measuring 2.5" x 2.5".

Colour:

The colour of the triangle will be Pantone black 6C. The font colour will be 60% black.

Font:

The font type will be Kelson Sans and the company name will be highlighted in Kelson Sans Bold.

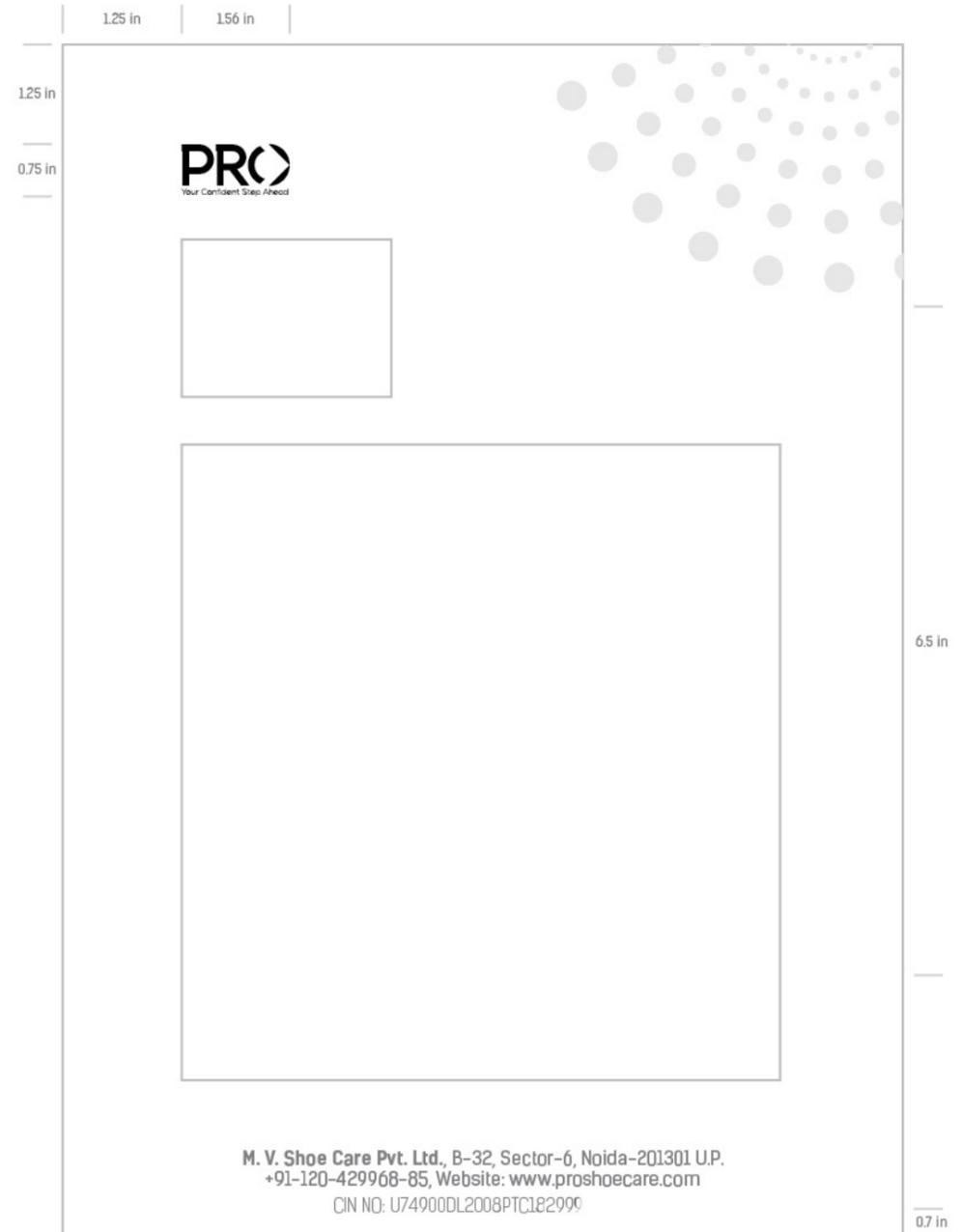


4.3 Letter Head

The Letterhead will have a watermark of the dotted pattern in 10% black colour. It will be aligned from top and bottom with a margin of 2.25" and 3.6" from the left side.

The Logo would be placed at the left corner leaving a margin of 1.25" from left and 1.25" from the top.

All letter will be typed in Kelson Sans Regular font. The font size will be 11 pts. The date and address will be left aligned leaving a margin of 1.25".



Leave three line space between date and the address. Leave one line space between Salutation and the first line of the letter. Leave one line space between paragraphs. In the end leave one line space above the complimentary close and four line space between complimentary close and the sender's name & title.

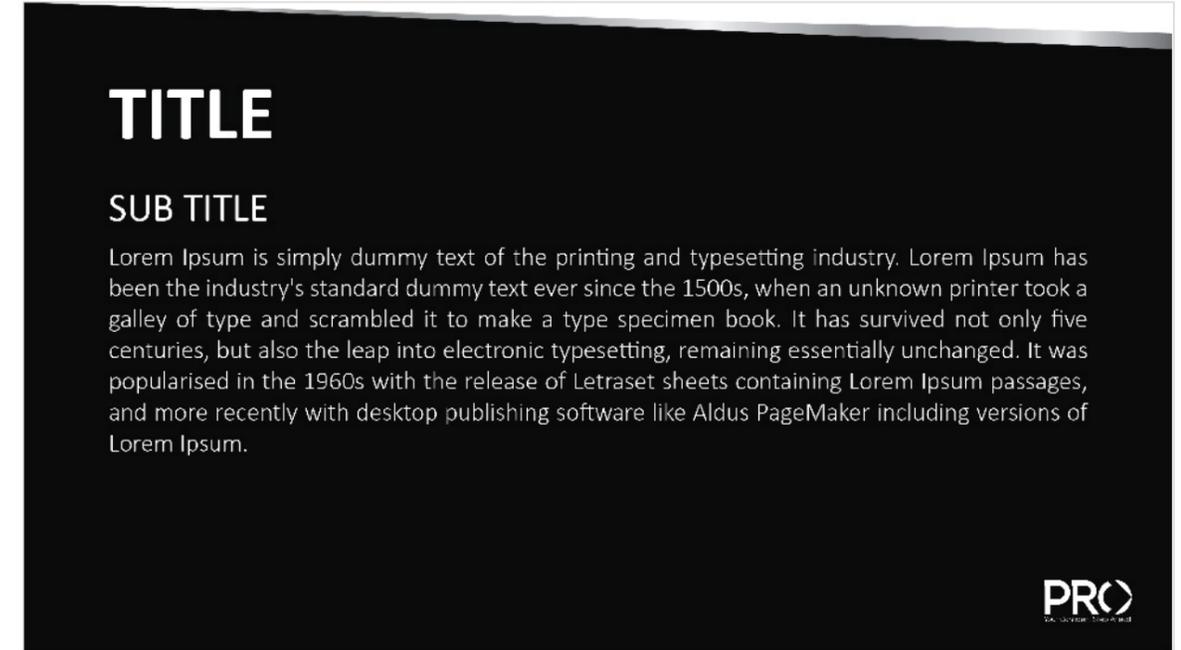
The font size of the address and mandate below would be 12pts and the font colour will be 60 % black.

4.4 PPT Template

Opening Slide



Inside Slide



Opening Title slide

