

ProLabs Brand Guidelines

July 2021

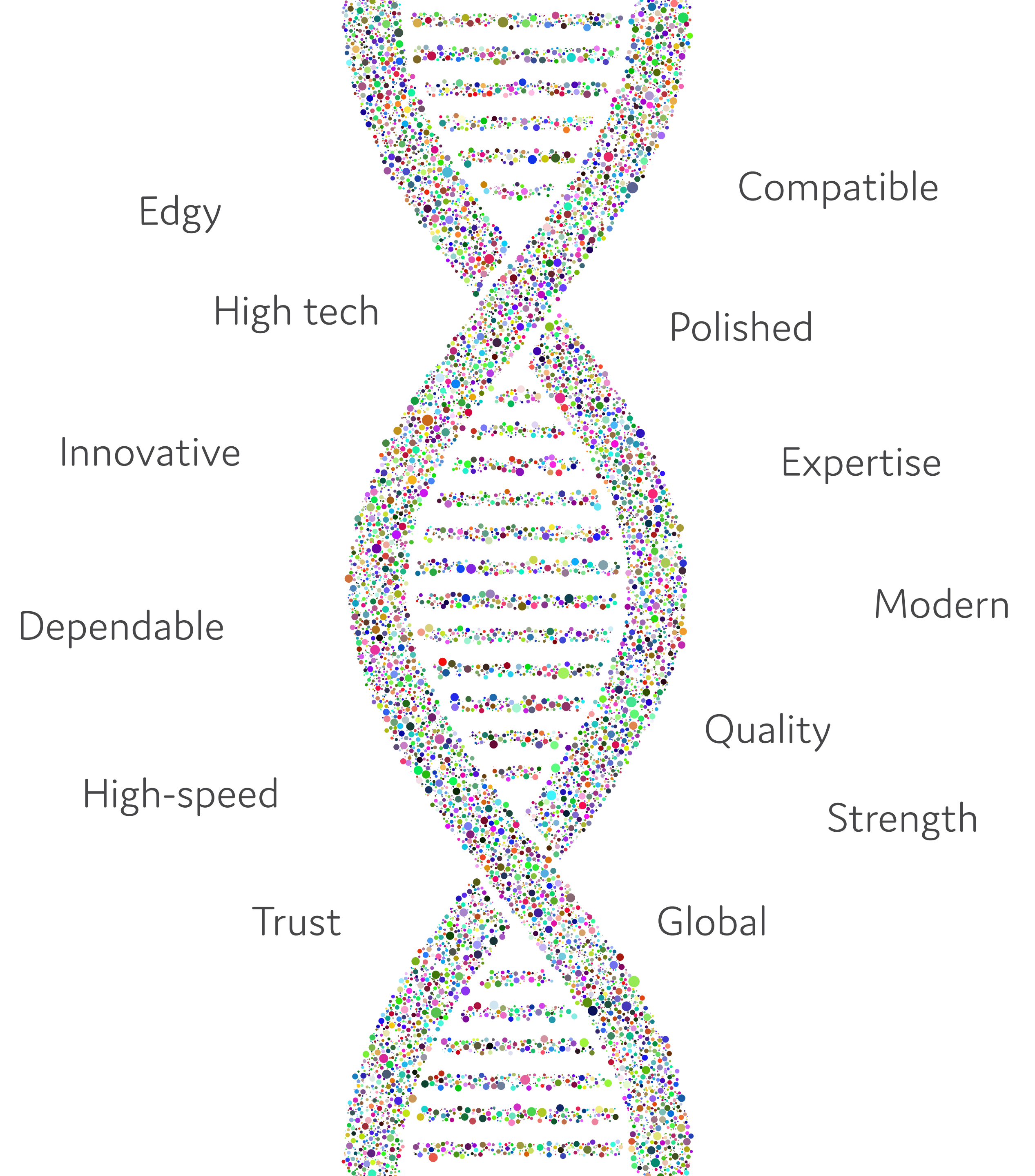
Who We Are

Our brand DNA runs through our every fiber.

It's central to how we think about our business, how we conduct our business and how we develop our business.

Intelligent compatibility drives everything we do, on every level.

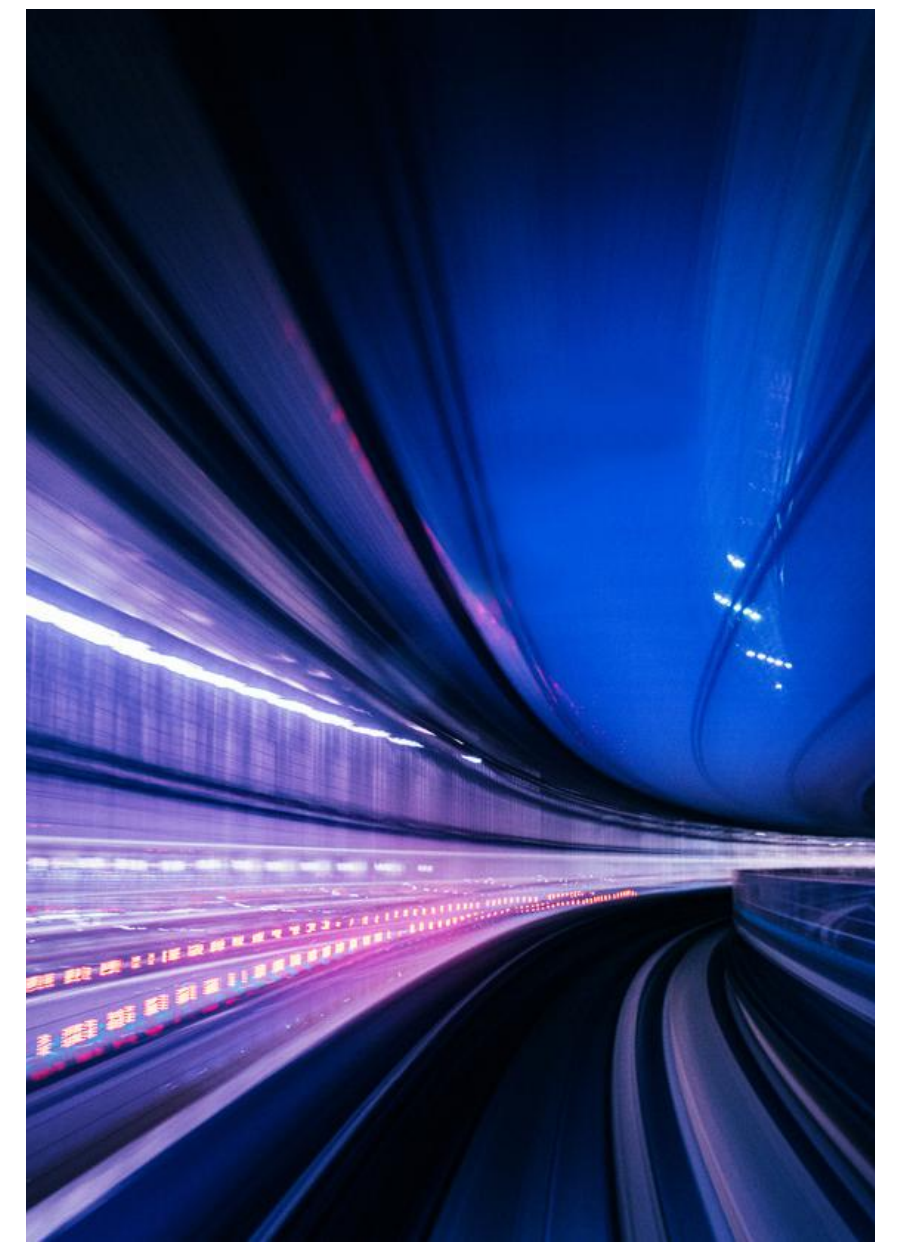
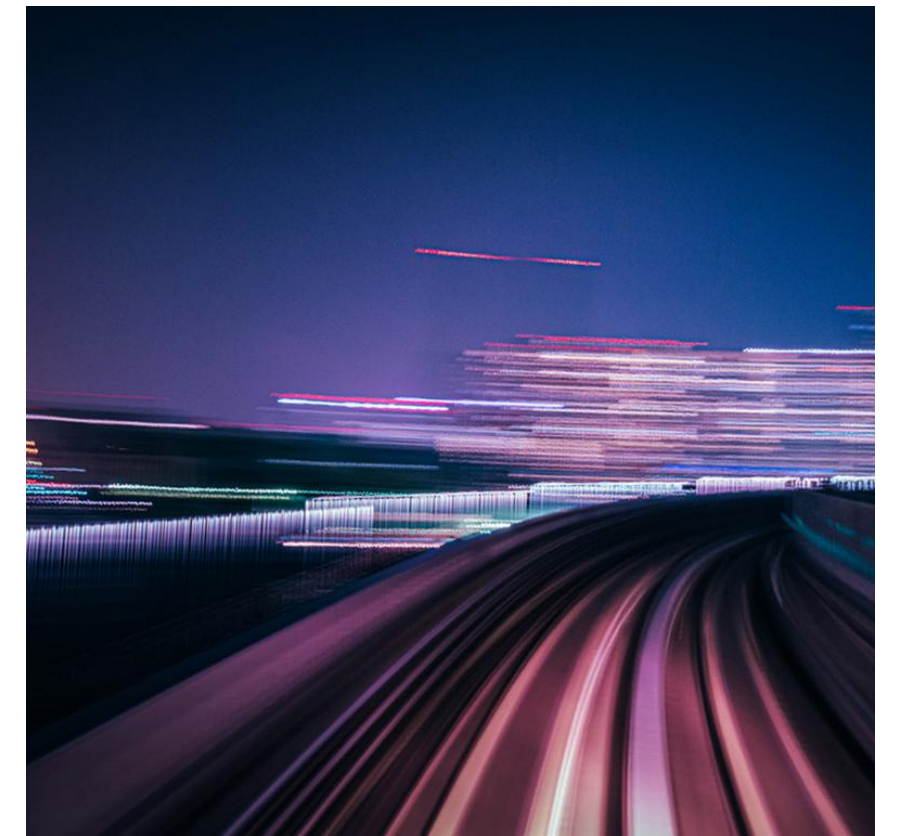
Without our DNA, we do not exist.



Inspiration

Fiber optics is the technology used to transmit information as pulses of light through strands of fiber over long distances. Motion blurs of lights is what inspires our aesthetic and color pallet.

- + Edgy
- + Modern
- + Polished
- + Techy
- + High-speed
- + Quality
- + Expertise



Logo

PRIMARY LOGO AND ITS VARIATIONS

Logo

The main brand logo is the horizontal version. Where size is restricted, the secondary, stacked version is available.

The logo is only to be used in black or white.

Black: #1D1D1D

White: #FFFFFF



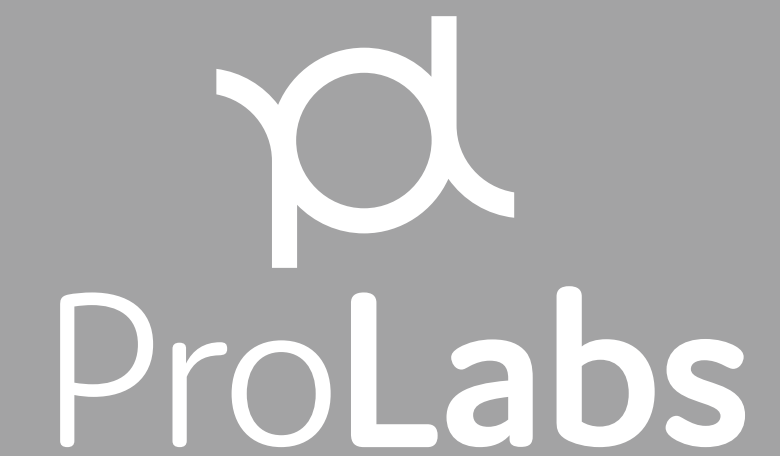
Main logo on white



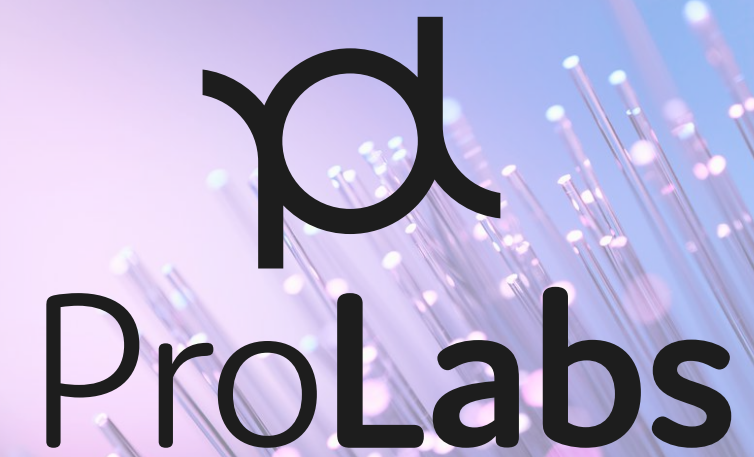
Main logo on dark background



Secondary logo on white



Secondary logo on dark background



Black logo on light image

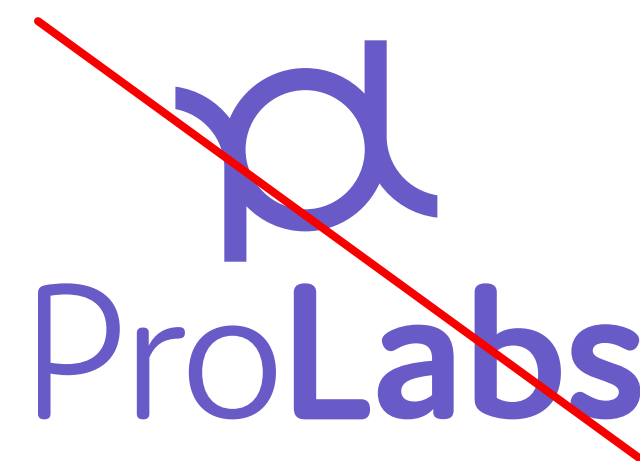


White logo on dark image

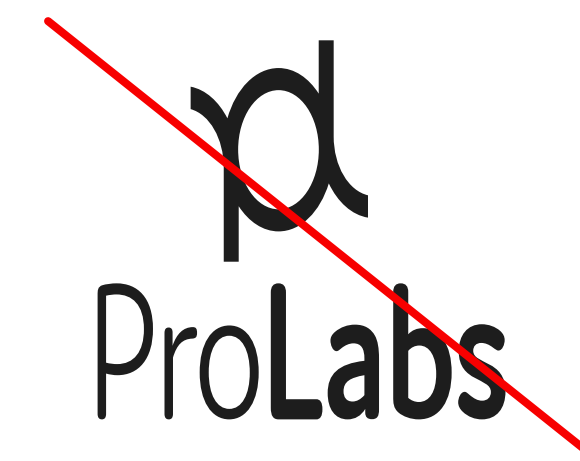
Logo Rules

The Clear Zone rule is used to make sure there is adequate space on all sides of the logo in any design layout to maximize its visual presence. These areas should be kept clear of any other graphic elements.

Do not shrink, recolor, or change the logo beyond the stated rules.



Do not change the color.



Do not stretch or manipulate the logo.



Do not remove the glyph from the logo.



Colors

PRIMARY AND ACCENT BRAND COLORS

Colors

ProLabs has three primary colors that contribute to the brand identity.

The main color is purple, with seafoam and midnight as the secondary, accent colors.

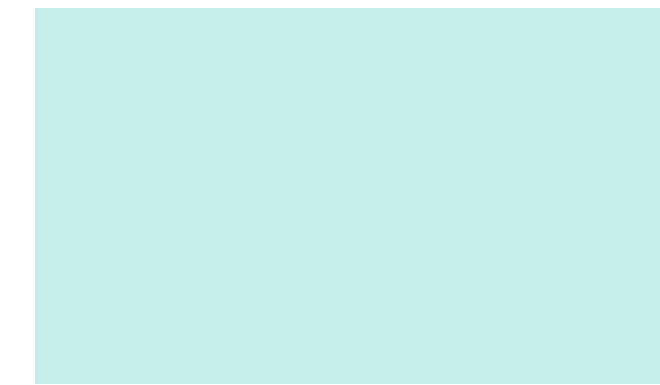
There are various dark and light shades within the purple color family for additional colors for graphics and fonts.

Three gradient options are available but should be used sparingly. For instance, in subtle usage like overlaying an image (see page 15 for examples).



Purple:

HEX #685BC7
RGB 104 91 199
CMYK 73 68 0 0
PANTONE 2725 C



Seafoam:

HEX #C6EEEE
RGB 198 238 235
CMYK 26 0 6 0
PANTONE 317 C



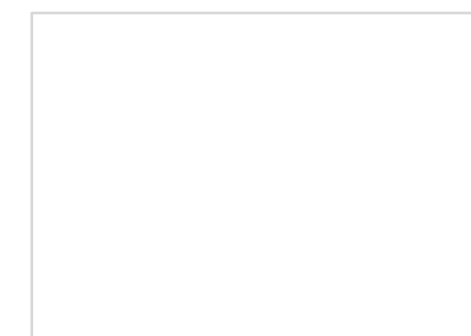
Midnight:

HEX #1E1A3C
RGB 30 26 60
CMYK 92 91 44 53
PANTONE 4147 C



Black:

HEX #1D1D1D



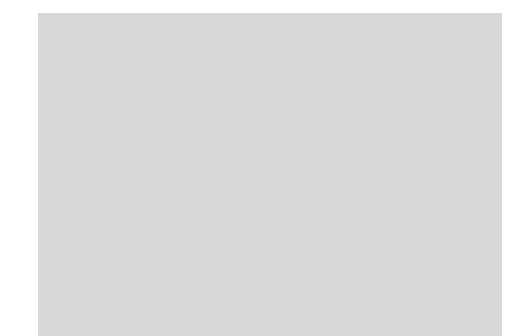
White:

HEX #FFFFFF



Slate:

HEX #474749



Grey:

HEX #D7D7D7

Gradients



Purple to white



Purple to seafoam



Purple to midnight

Typography



Typeface

Our primary typeface is Domus.

We predominantly use the Light and Regular fonts in both digital and print collateral.

Calibri is to be used for internal communications, Word docs, PowerPoint etc., where Domus is unavailable.



Standard print fonts & sizes

H1: Domus Light 24 pt

H2: Domus Semibold 14 pt

Body text: Domus Light 11 pt

Small text: Domus regular 9 pt.

Standard web fonts & sizes

H1: Domus Light 40 px weight 200

H2: Domus Regular 27 px weight 400

H3: Domus Regular 24 px weight 400

Paragraph text: Domus Light 18 px weight 200

Visual Styling

BUTTONS, GRAPHICS, AND IMAGERY

Buttons & CTA

There are 3 main buttons for ProLabs. The primary button is the dark version and should be the the predominant color. When you have an "action" CTA such as quote check out, use the purple button to make it pop. However, use the purple version sparingly so it remains a standout CTA.

You can use any button when overlaying on a colored background or images to ensure legibility.

The hover behavior creates an outline motion.

Normal

Get started

Primary

Get started

Secondary

Get started

Tertiary

Hover

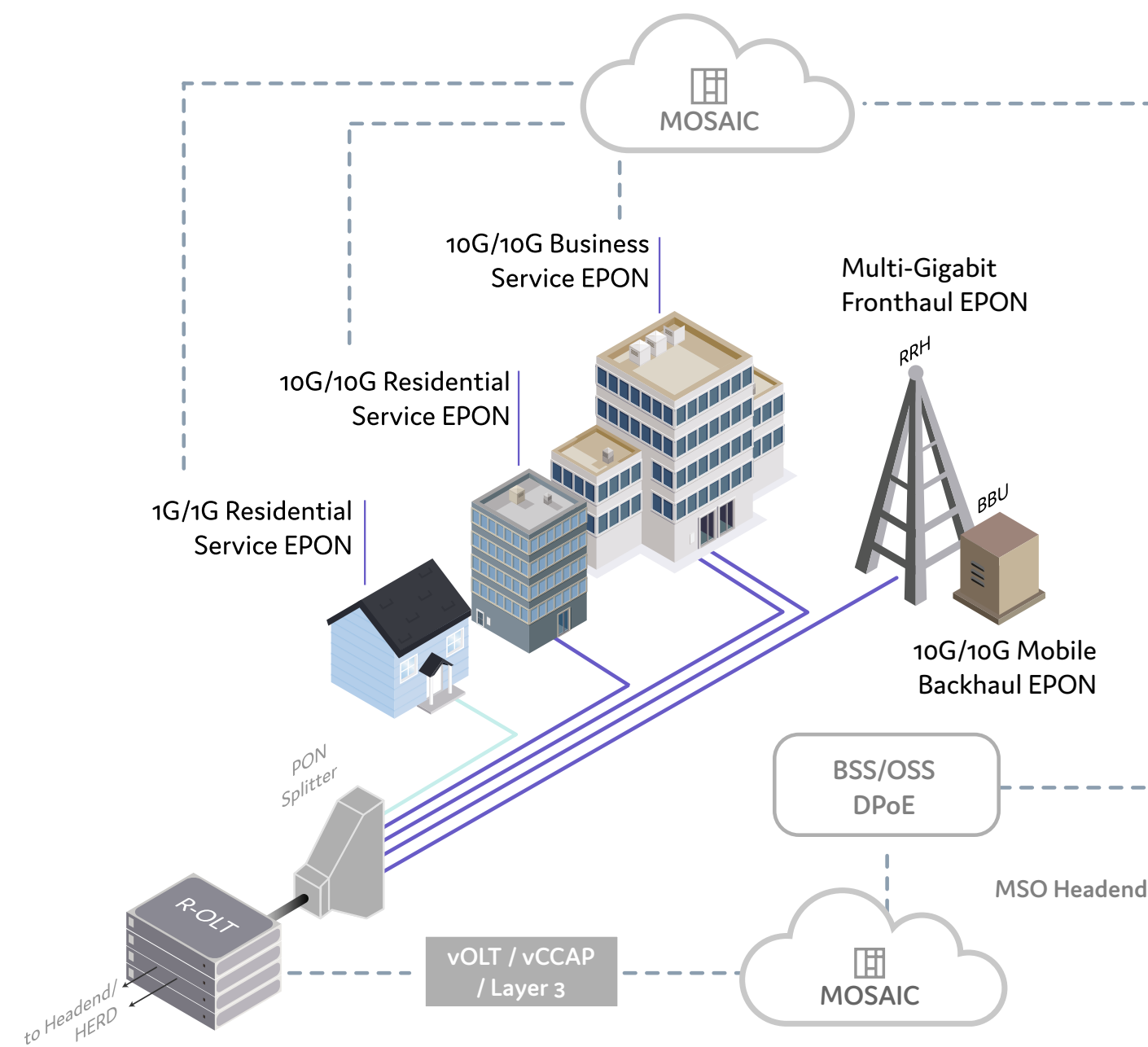
Get started

Get started

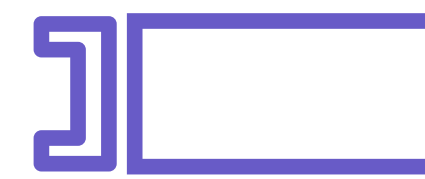
Get started

Icons & Graphics

ProLabs uses line style icons. The stroke should be rounded and have a standard line width of 2pt.



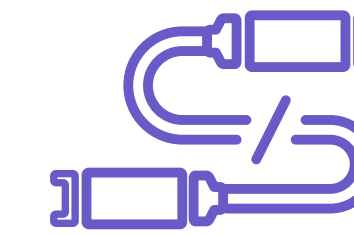
Product icons



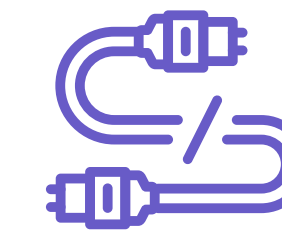
Transceivers



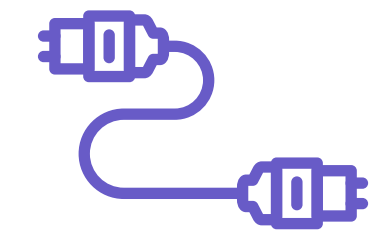
Network switches



DACs & AOCs

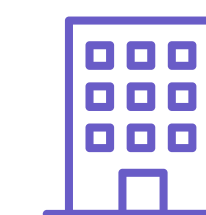
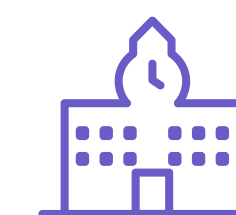
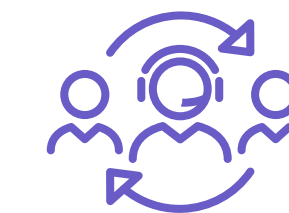


Cables



Accessories

Standard icons



Imagery

Transparent light gradients or dark overlays can be used when using images as backgrounds to help make the main text and features more prominent and legible.

Sentence case should be used for CTAs. Title case for page titles.

Introducing 400G Fiber Optics

Get started



Are 5G Networks Really Fiber Networks in Disguise?

Secure your long-term RDOF investment with scalable, high quality optics for any FTTH build.

Get started

5 Ways Fiber Enables Profitable Applications

Learn more

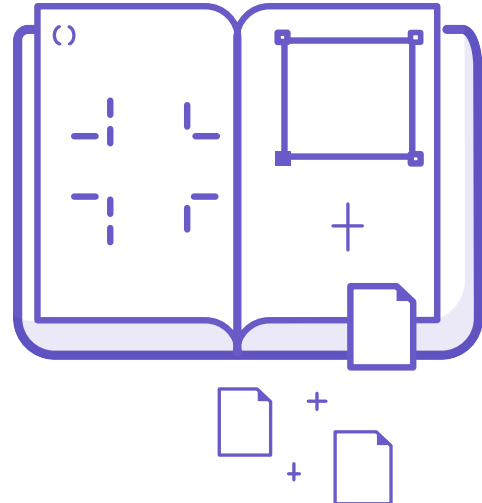


Build Reliable Connectivity for Rural America

Secure your long-term RDOF investment with scalable, high quality optics for any FTTH build.

Get started

Brochures & Flyers



Templated brochures and product launch flyers must be used for collateral.

Brochure title pages use varying color overlays on the left-hand image to represent product type. For instance, cable brochures have a purple overlay, transceivers have a blue overlay, and multi-product or brand overview brochures have a black overlay.

Overview: #1D1D1D

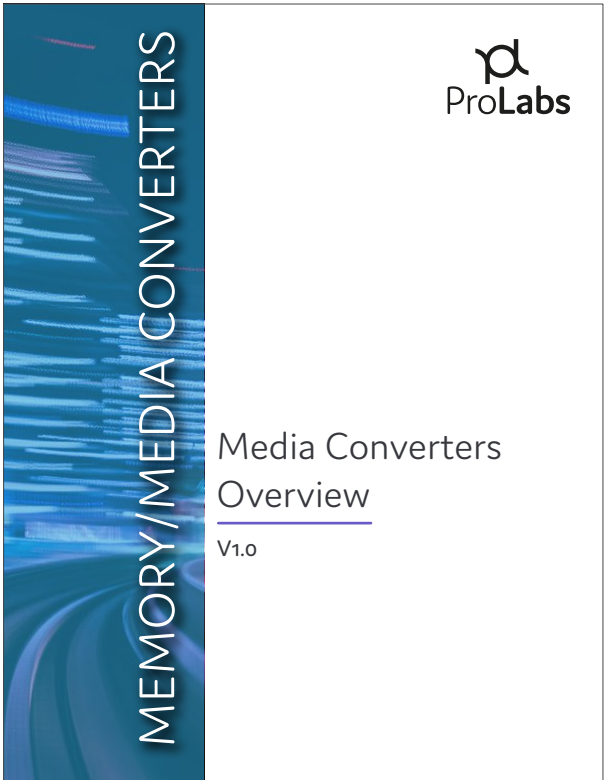
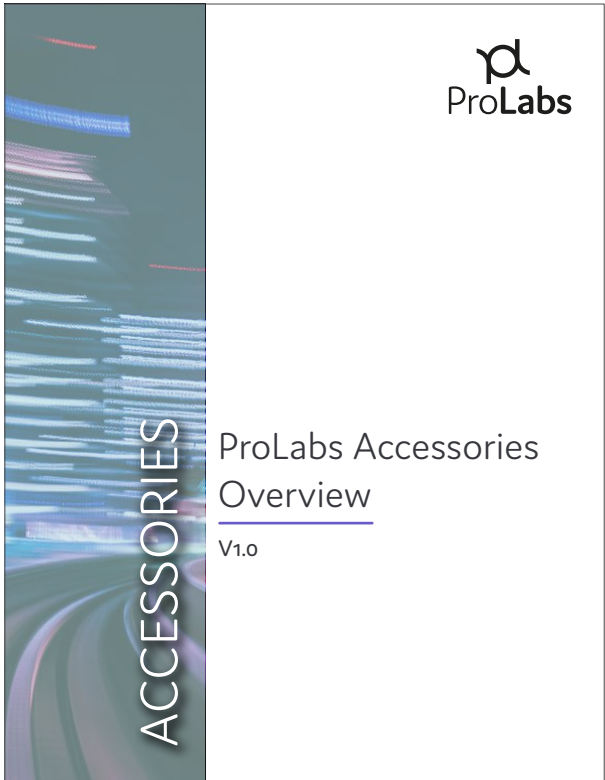
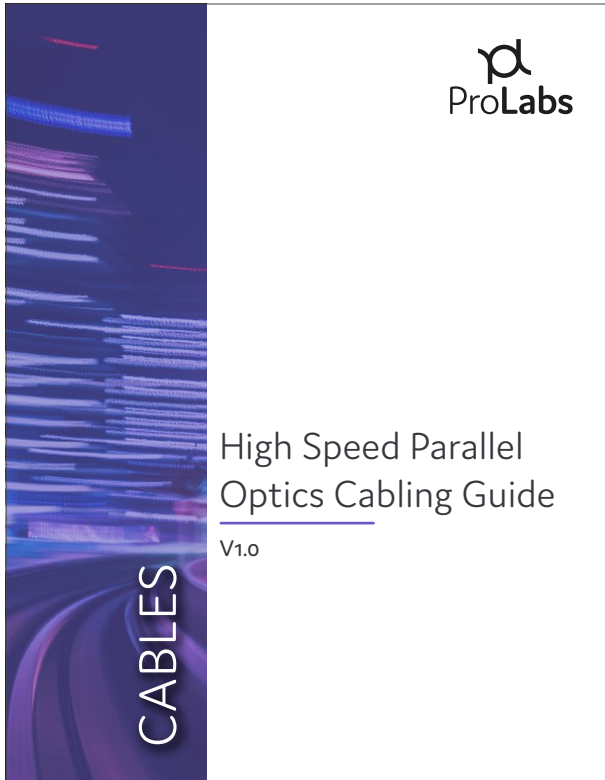
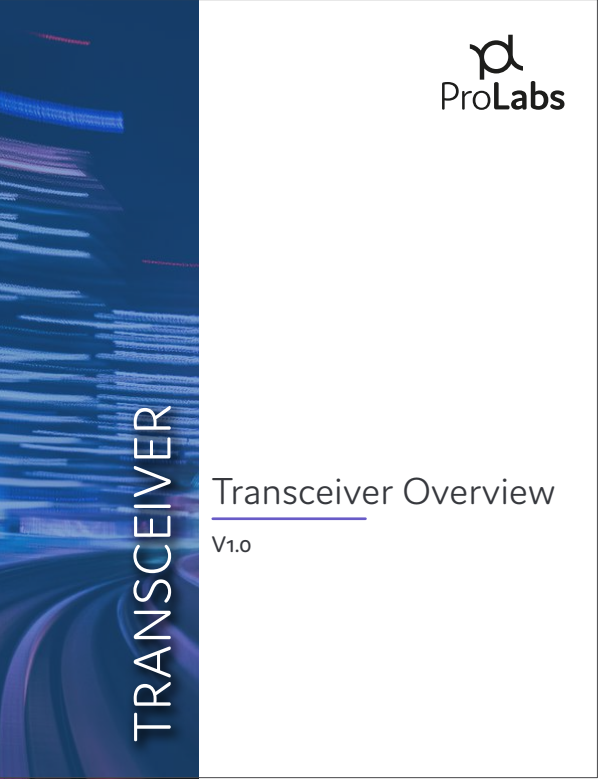
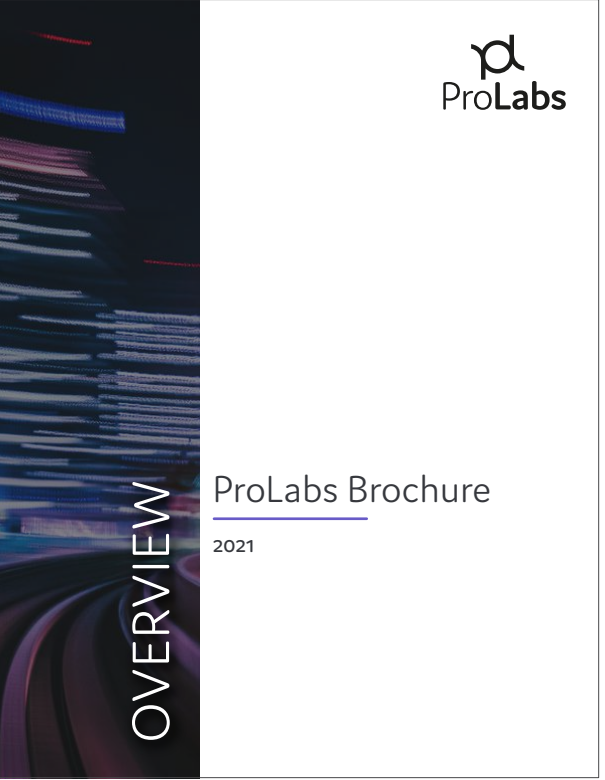
Accessories: #C6EEEB

Transceivers: #1F64B0

Memory/Media Converters:

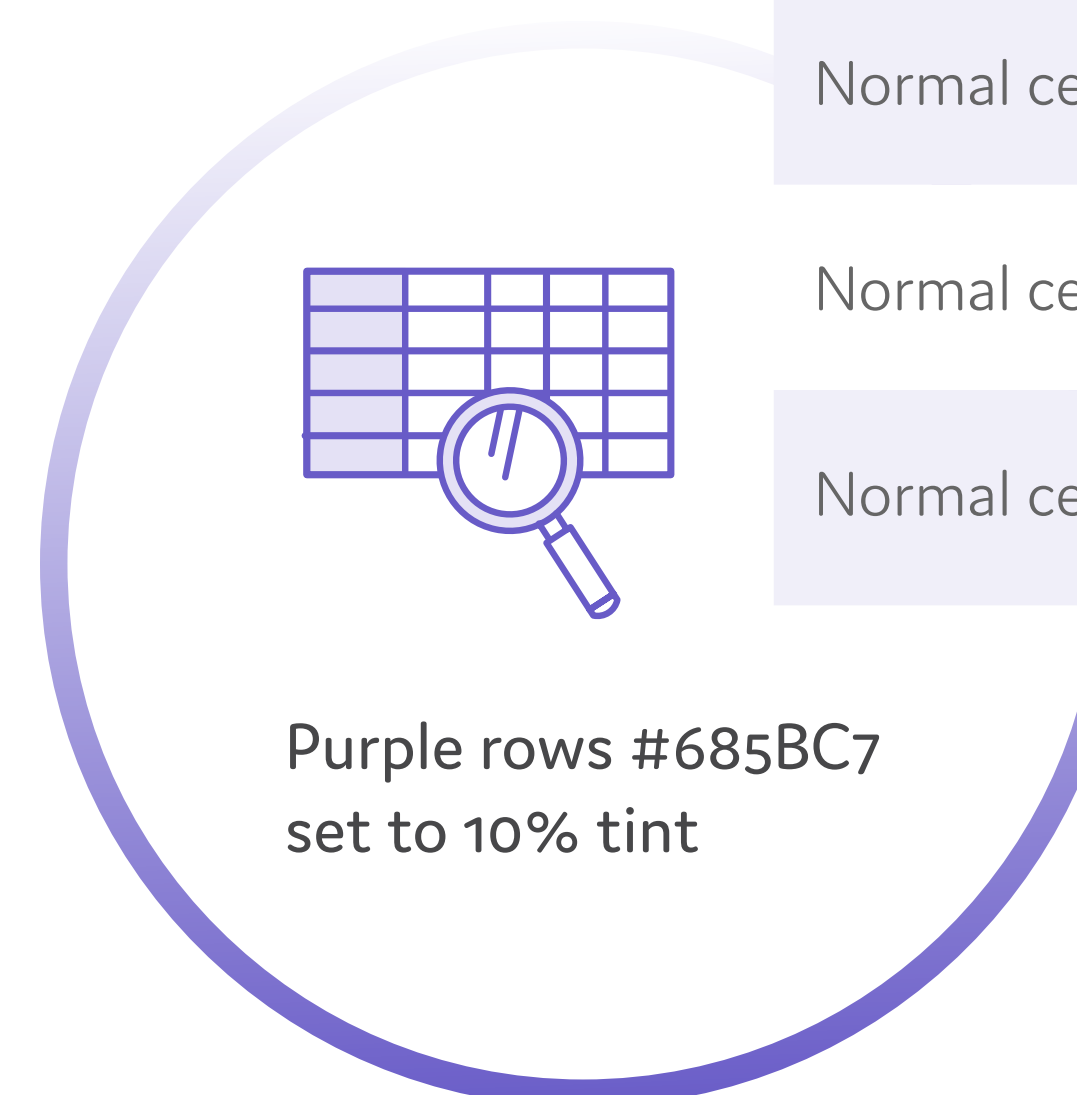
Cables: #685BC7

#25ABE3



Tables

Table headers should be black #1D1D1D, with alternating rows of purple at 10% opacity



Header Title	Header Title	Header Title
Normal cell style text	Normal cell style text	Normal cell style text
Normal cell style text	Normal cell style text	Normal cell style text
Normal cell style text	Normal cell style text	Normal cell style text
Normal cell style text	Normal cell style text	Normal cell style text

Contact Us

We are global, with offices, agents, and tech support located across the globe.

U.S Headquarters

15775 Gateway Circle Drive
Tustin, California, 92780
United States

sales@prolabs.com
Phone: +1 952 852 0252

www.prolabs.com

Europe Headquarters

Eagle House
Lakeside Business Park
South Cerney, Gloucestershire
GL7 5XL
United Kingdom

salesemea@prolabs.com
Phone: +44 1285 719 600

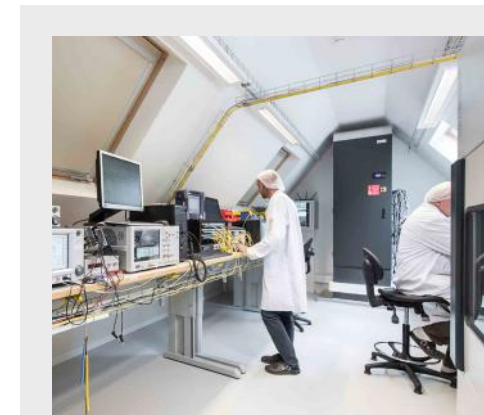
Headquarters



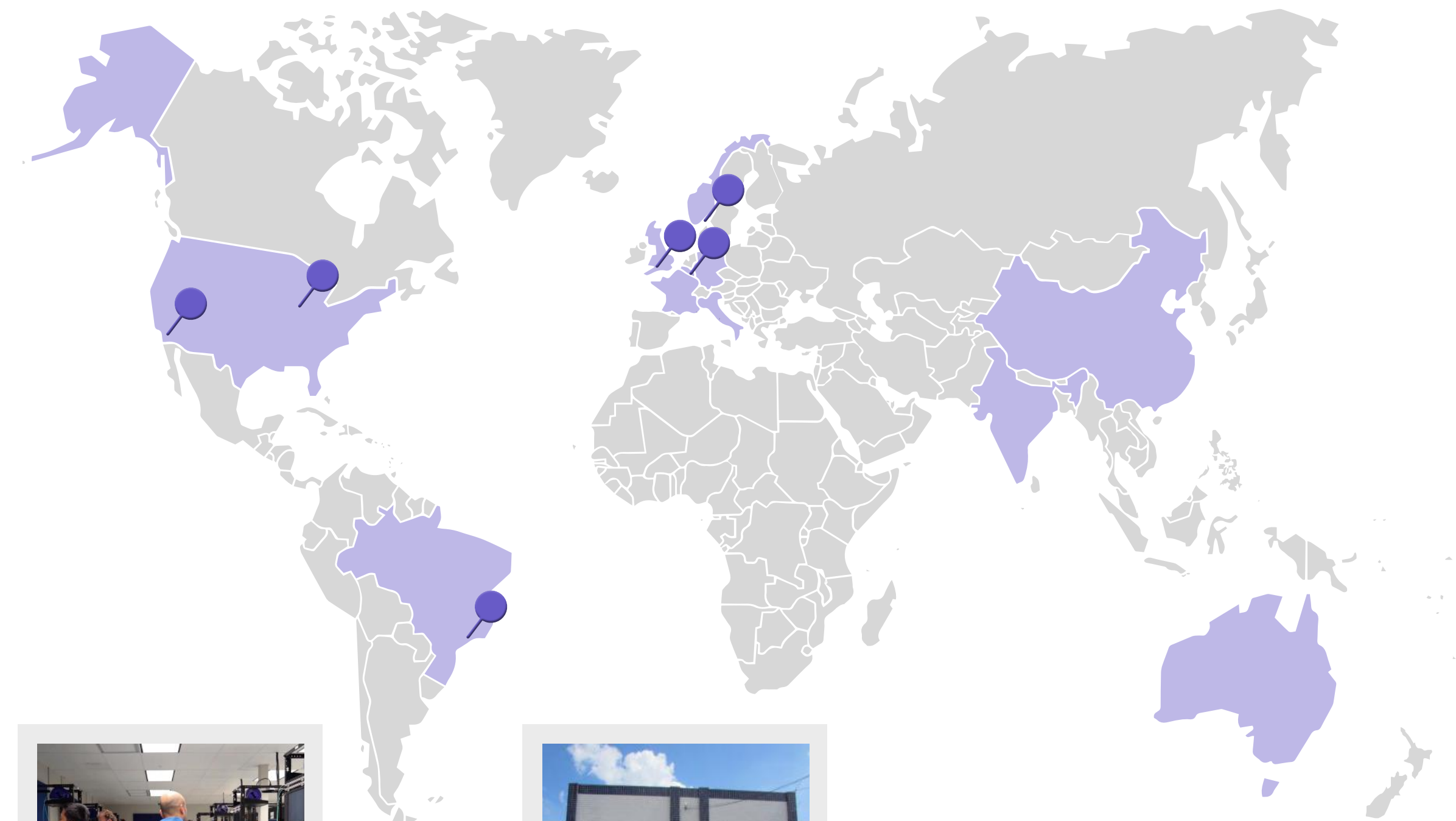
Tustin, CA, USA



South Cerney, UK



Fraire, Belgium

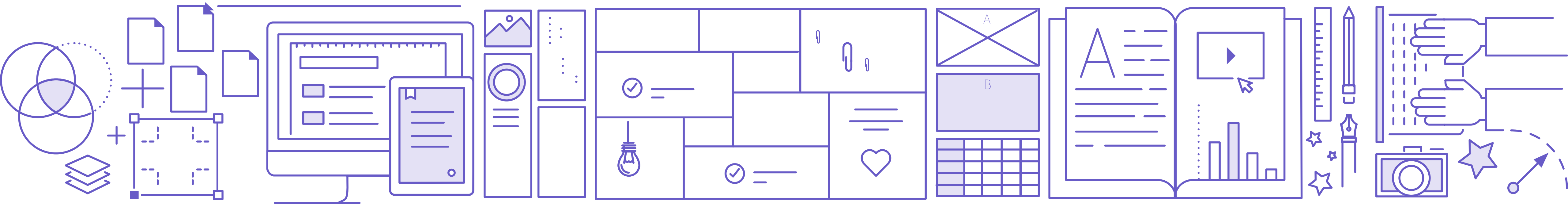


Minnesota, USA



São Paul, Brazil

Thank You



www.prolabs.com