prototron
Visual Identity

Content

Main elements

1.1 Logo

The Prototron logo is graphically integral, it cannot be reproduced in any random order, only original files should be used.

The main full color logo (a) is used in all valid cases. It is the primary carrier of the prototron brand.

Color for the main logo:

ORANGE
PMS   021
RGB   255 88 0
CMYK   0 60 100 0
HEX   ee7d00

The main logo is available in RGB, CMYK and SPOT colors. It should be on a white background. More detailed instructions for use are found in paragraphs 1.2, 1.3, 1.4, 1.5, 1.6 and 1.7.

prototron

a. Main full color logo

1.2 Safe area

The prototron logo is a graphic element, it must not be distorted and placed too close to other graphic elements.

In cases where prototron logo will be placed next to the other companies logos or graphic elements, a distance around the logo must be maintained equivalent to the width of the letters [tron] horizontally and width of the letters [tro] vertically.

When neighboring with other logos keep the proper distance and keep in mind, that space occupied by prototron logo should be more or less same as other logo's spaces, refer to visual proportions. Align logos along the center line.
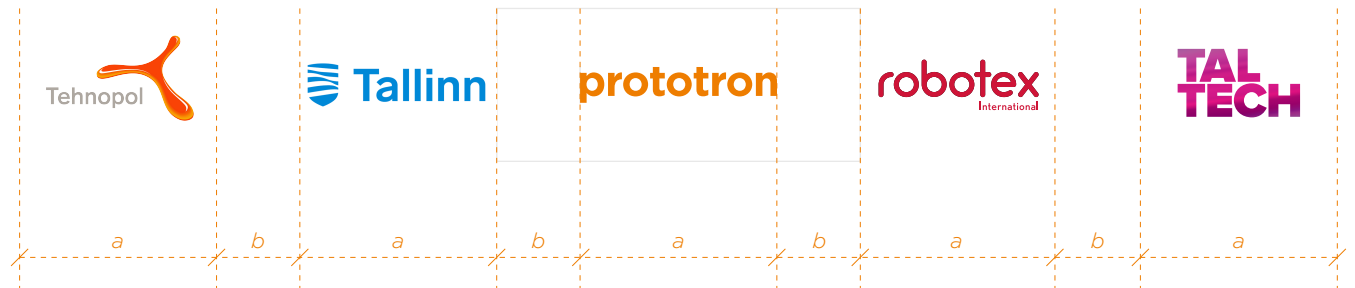
b. Safe area in the prototron logo & neighborhood with other logos and scale

1.3 Additional logos & mini logo signatures

The prototron logo is graphically complete, it cannot be reproduced in any random order, only original files should be used.

c. / d. **Monochrome logos** should only be used where full color printing is not available. The background color is used for demonstration purposes. More detailed instructions for use are found in paragraphs 1.4 and 1.5.

e. **Logotypes in the minimum acceptable sizes** should be used only on the smallest media (pens, pencils, etc.). The minimum logo size is 12mm in width. When scaling the logo, the proportions must be respected.

f. Mini logo signature is used as avatar for different social medias, such as facebook, instagram, twitter, google & others. Use white background and orange letter p from prototron logo for the best contrast.

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c. Monochrome logo

prototron

d. Monochrome logo for dark backgrounds

prototron   prototron   prototron

|>12mm| |>12mm| |>12mm|

e. Logotypes in minimal size

p

e. Mini logo signature

PROTOTRON VISUAL IDENTITY
MAIN ELEMENTS

1.4 Degree of contrast: logo & background

The prototron logo should be placed on a contrasting background, white, orange and black backgrounds (g., h., i.) are best for this purpose.

Do not place the prototron logo on backgrounds that create insufficient contrast with the logo. Examples j., k., l., m., n., o. show in which combinations logo and background colors are not contrasting enough.

g. Orange logo on white

h. For orange backgrounds use **ONLY** white prototron logo

i. Orange logo on black

j. Background color is too close to color of logo
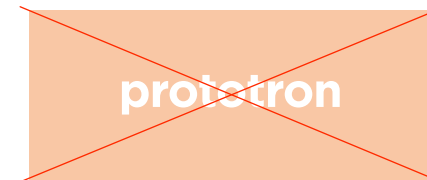
k. Background color is too light and is in low contrast with white logo

l. Background color is in low contrast with orange logo
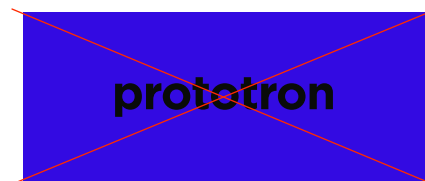
m. Background color is in low contrast with logo
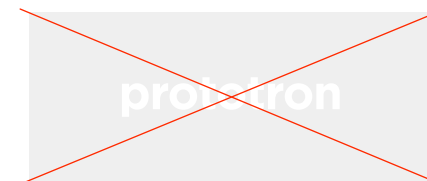
n. Background color is too light and is in low contrast with white logo

o. Background color is in low contrast with orange logo

1.5 Inappropriate use of the logo

Prototron logo is graphically complete, only original files should be used. The logo cannot be manipulated or distorted in any way. On the left are examples of how the prototron logo should not be placed and reproduced.

DON'T add a stroke around the logo

DON'T rotate logo

DON'T distort the original colors in the logo

DON'T stretch or flatten the logo
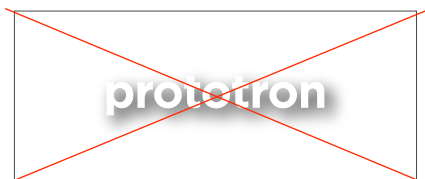
DON'T use shadows and other effects

DON'T place the logo directly on top of the photographs, without using a suitable background (paragraph 1.6)

DON'T violate logo safe area

DON'T change the shape of the logo

DON'T place black monochrome logo on colorful background (use white logo for orange backgrounds **ONLY**)

1.6 Placing logo on photos / videos

The prototron logo is a graphic element, it cannot be distorted or placed on top of other visual elements, making it difficult to read.

Wherever possible, use full color orange logo, in case when white monochrome prototron logo is in good contrast with the background image, it is possible to use white logo.

For backgroung images choose only high quality photos and videos with pleasant color palette.

Place your logo on high resolution photos / videos without overlapping objects. If the the background has low contrast with the logo, a semi-transparent white gradient should be placed over the image under the logo.

When the background of the photo / video is dark enough to be in contrast with logo it is possible not to add a semi-transparent white gradient under the prototron logo.

When the background of the photo / video is dark enough to be in contrast with logo it is possible not to add a semi-transparent white gradient under the prototron logo.

To avoid difficulties with finding orange t-shirts and hoodies of prototron brand orange colors, use black cotton and orange print, this choice of colors is more vivid and bright.

Embroided prototron logo on cap

1.7 Placing logo on merch

To avoid difficulties with finding clothes for merch of prototron brand correct orange color (paragraph 3), use items of solid black color and make orange print, this choice of colors is more vivid, bright and has best contrast. If the clothing items of correct orange pantone are available, then it is possible to use them for printing prototron brand signs (keep in mind, that white color printing suits best for orange background).

Logo of prototron should be big and legible. It is possible to add extra motivation texts to the back, written using prototron brand typeface (paragraph 4).

If it is possible to achieve prototron brand correct orange color for the background (paragraph 3), then printed logo should always be monochrome white.

Logo on orange background

Name in text

2.1 Rules for writing the name in text

You should always correctly write the name of the company prototron in the text.

On the left are examples of how to write and how not to write a company name.

The donors and partners of prototron care about entrepreneurship.

Name in the text: always in lowercase

Prototron was created to help turn smart and innovative ideas into major businesses.

EXCEPTION: at the beginning of a sentence, the first letter is uppercase, the rest are lowercase

The donors and partners of Prototron care about entrepreneurship.

DON'T write the name in both uppercase and lowercase letters inside a sentence

The donors and partners of PROTOTRON care about entrepreneurship.

DON'T write the name in capital letters

Color spectrum

3.1 Brand color palette

The prototron color palette originates from the brand identity. Always use correctly and accurately reproduce the color data.

Shown here are the basic colors of the prototron palette.

The most recognizable brand color is **orange**. Orange is used in the colorful version of logo and for backgrounds as well as objects in illustrations. Orange is also used to highlight important elements in text and to add contrast.

Gray color is used for calmer backgrounds and it is a complementary color in illustrations.

Black color is used for contrasting backgrounds, text and clothes for merchandise.

White color balances the brand's palette and makes it lighter, used primarily for contrasting text on black and orange backgrounds.

Orange **gradient** can also be used as a background for simple vector graphics, such as vouchers, banners, diplomas.

WHITE

PMS   000C
RGB   255 255 255
CMYK   0 0 0 0
HEX   ffffff

GRAY

PMS   Cool Gray 1 C
RGB   241 240 241
CMYK   7 5 5 0
HEX   f1f0f1

ORANGE

PMS   021
RGB   255 88 0
CMYK   0 60 100 0
HEX   ee7d00

BLACK

PMS   Neutral Black C
RGB   29 29 27
CMYK   74 65 63 81
HEX   1d1d1b

GRADIENT

Use as backgronds for simple vector graphics (such as vouchers, banners, diplomas)

3.2 Color psychology and examples of using the palette

The prototron color palette is dominated by orange, which is used as accents. Black is also present, it adds depth when used as a background, in a duet with orange it is a strong contrasting pair.

Orange: the psychology of color. This is the color of courage, audacity, confidence, success, energy, fun. Causes friendliness, a surge of energy, warmth, a desire to start something new. Personal characteristics of people who prefer orange: thirst for adventure, competitiveness.

Black is active and stable. Positive emotions caused by black color: security, strength, authority, meaningfulness. Personal qualities of people who love black: determination, self-confidence, seriousness.

White is the basic color. It is associated with cleanliness and freshness, optimism and independence. A white background helps emphasize important details.

Gray is the color of reliability, intelligence, security, seriousness, practicality, constancy. Gray is a neutral color that goes well with others. Gray underlines the seriousness of the company.

1	2	3	4	5
COMMITTED TEAM	UNIQUENESS OF IDEA	VIABILITY	SCALABILITY	INVESTABILITY

prototron

TULE
PROTOTRONI
Nutika ideega

www.prototron.ee

ototron:

Full Profile

Shaperize

YOUR IDEA

IDEA

IDEA

sls
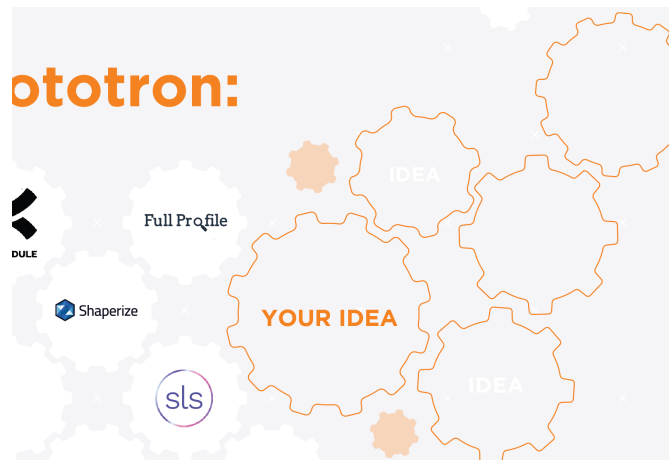
Typeface

4.1 Brand fonts

The prototron brand uses the **Gotham Pro Bold** font for headlines, subheadings, highlighted text points and short advertising messages.

Gotham Pro Regular font is used for body text.
Gotham Pro Bold is used to bold the body text.

In illustrations mainly as caption (descriptive text for images) **Gotham Pro Black** font could be used. It is also suitable for numbers and sertain collocations, to pay attention to them.

Gotham Pro Black   AäBbCc123

Use to pay attention to words and collocations, mainly as descriptive text for images in illustrations. Could be used for numbers.

**äbcdefghijklmnõpqrstüvwxyz
ÄBCDEFGHIJKLMNÕPQRSTÜVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890&€?!%@**

Gotham Pro Bold   AäBbCc123

Font for headings, subheadings and titles.

**äbcdefghijklmnõpqrstüvwxyz
ÄBCDEFGHIJKLMNÕPQRSTÜVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890&€?!%@**

Gotham Pro Regular   AäBbCc123

Font for body text

äbcdefghijklmnõpqrstüvwxyz
ÄBCDEFGHIJKLMNÕPQRSTÜVWXYZ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890&€?!%@

Make it happen.
Shock everyone.

Font for headings
Gotham Pro Bold,
color #1d1d1b

Most of business today is international.

So why not make yours' international as well and

start **your idea** up with **prototyping** in Estonia?

Prototron offers equity-free funding for prototyp-
ing solutions and inventions based on technologis
like IoT, AI, VR/AR, BigData, robotics and ICT.
Vertical topics are green-tech, health-tech, fintech.

Font for text body
Gotham Pro Regular,
color #1d1d1b

What's on offer

Font for subheadings
Gotham Pro Bold,
color #ee7d00

›› Workshop about turning your solution into startup

›› Mentorship from committed mentors

›› Up to 35,000€ equity free funding for best teams

Font for secondary subheadings
and hyperlinks Gotham Pro Bold,
color #ee7d00

PARTNERS

4.2 Font size and color

When typing, it is very important to pay attention
to the ratio of the sizes of the heading, subheadings
and body text. Visual proportions should show
hierarchy in the text and should not be difficult to
read. An example of how to format the text is on
the left.

The line spacing is also increased in the font for the
main text. It is always 7 pt larger than the text size.
This makes the text more breathable and spacious,
making it easier to read.

Stationary

prototron

gives You mentors and money
to Prototype your Idea

Jana Budkovskaja

Tegevjuht | CEO

📞 +372 5258 066

✉ jana@prototron.ee   Ⓢ jana.budkovskaja

5.1 Business cards

On the left is an **EDITABLE** example of prototron corporate business cards.

DON'T place too much of personal information. Business cards should be clean and represent the main idea of prototron fund.

9x5 cm editable business cards

5.2 Document template

On the right is an **EDITABLE** example of prototron documentation.

For a more free format it is allowed to leave only bottom line with prototron orange logo and contact information.

prototron

LEPING

OÜ XYZXXX 05/2/2021

Partneri nimi:
OÜ XYZXXXX

Partneri aadress:
YYYYY YY, Tallinn, 20306

Partneri reg. nr.:
XXXXXXXX

Suitable heading,

Lorem ipsum dolor sit amet, **consectetur adipiscing** elit. Aenean interdum et sem id blandit. Vestibulum sodales lectus id lectus aliquet, at luctus nisi tempus. Phasellus porta nunc sit amet erat blandit dapibus. Nam vehicula est at sodales porttitor. Nunc vitae est pellentesque, aliquet tellus vitae, mollis odio. Vestibulum sit amet risus id ex placerat feugiat et eu sapien. Vestibulum **ante ipsum primis** in faucibus orci luctus et ultrices posuere cubilia curae; Curabitur ipsum nisl, fringilla sit amet tincidunt ac, convallis a justo. Aliquam a justo ut enim rhoncus eleifend venenatis at diam. Aenean consectetur enim ante, at tempus massa tempus quis.

Nam sit amet enim vitae nibh varius convallis sit amet id diam. Proin at ullamcorper orci. Donec in justo lacus. Mauris gravida libero sed maximus condimentum. Nunc pellentesque arcu mauris, vel pharetra sem facilisis non. Morbi sodales quis tortor ac tempor. Nullam eget **diam mollis**, posuere erat id, consequat felis. Nunc convallis lorem vel malesuada eleifend. Etiam semper, dui convallis bibendum dapibus, erat tellus viverra metus, euismod mattis ligula tortor non enim. Suspendisse potenti. Pellentesque interdum sagittis erat eget gravida. Nunc commodo commodo dapibus. Cras aliquam non quam vitae tempus.
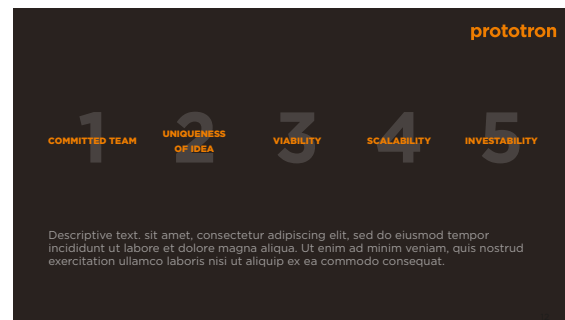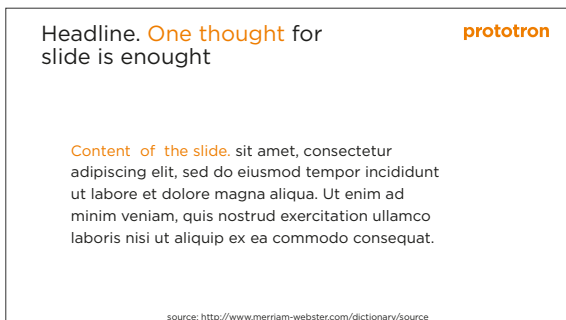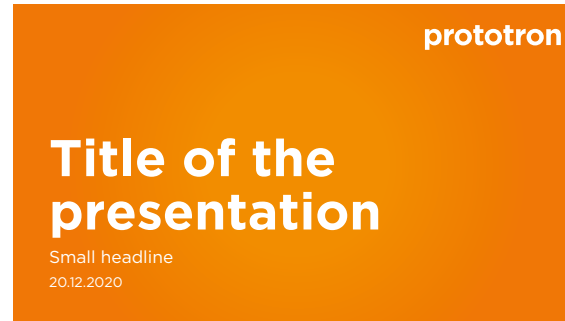
Jana Budkovskaja, CEO

prototron

Web:
info@prototron.ee
prototron.ee

Aadress:
Teaduspargi 6/1,
Tallinn 12618, Estonia

Registrikood: XXXXXXXX

Arvelduskonto:
EEXXXXXXXXXXXXXXXXX

A4 editable document template

prototron

Title of the presentation

Small headline

20.12.2020

5.3 Presentation template

On the left are **EDITABLE** slides for different types of prototron presentations.

Background colors should vary to make any presentation more memorable. Also use plenty of visual data, such as high resolution photos, illustrations and infographics.

Divide texts into columns if needed.

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Use for slide separation

Small headline

Headline. One thought for slide is enought

prototron

Content of the slide. sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

source: http://www.merriam-webster.com/dictionary/source

Headline. One thought for slide is enought

prototron

Content of the slide. sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

source: http://www.merriam-webster.com/dictionary/source

prototron

1 COMMITTED TEAM   2 UNIQUENESS OF IDEA   3 VIABILITY   4 SCALABILITY   5 INVESTABILITY

Descriptive text. sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

5.4 Zoom calls background

On the right is an **EDITABLE** vector background for zoom calls. It consists of different amorphous shapes, that represent raw ideas and creative mind flow.

Prototron logo should always be in the upper right corner to keep it visible (keep in mind that person is usually in the center of the image).

Vector image of zoom calls background

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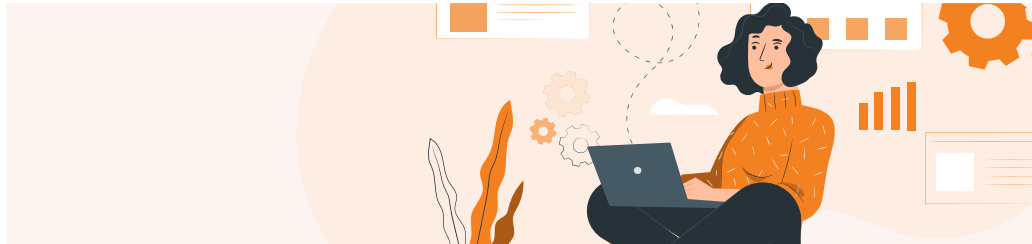
New Prototoron Round Starts today!

Hi, it's me, Jana!

It's just a quick remind for you,that something awesome has just stated! And you are in! Good luck to your team and prepare to get some serious knowledge boost!;)

Keep updated!

Jana Budkovskaja
Tegevjuht | CEO

Phone +372 55 9222 93
Skype jana.budkovskaja
e-mail jana@prototron.ee

prototron

Prototron Fund gives You mentors and money to Prototype your Idea

prototron.ee
instagram
facebook

5.1 Gmail letter template: fonts & signatures

On the left is a gmail letter template.

Always start letter with **centered orange prototron logo on top**.

If placing an **image** - it **must be centered**. This is why text body always starts with left indention.

Heading is always wide and bold of extra big size.

Text body is of a stadard gmail letter type.

Signature should consist of sender's personal data, prototron logo and active links to prototron website, instagram and facebook.

Prototron and sub-brands

prototron *JUNIOR*

prototron *ACADEMY*

POWERED BY **prototron**

6.1 Writing sub-brands with the main logo & "Powered by prototron" signature

On the left is an **EDITABLE** example of how sub-brands should be written in relation to the main prototron logo.

The sub-brand signature is in **Ultra Fresh Regular** font and the word is always spelled in capital letters.

DON'T change the ratio of the font size of the sub-brand to the prototron main logo.

DON'T move down the sub-brand name relative to the main prototron logo.

For other (new) prototron sub-brands, it is allowed to slightly move the sub-brand name to the left or right so that the center of the word would be approximately in the center of the letter n in the prototron logo.

"Powered by prototron" signature is graphically integral, it cannot be reproduced in any random order, only original files should be used. It is allowed to change color according to the choice of background colot using the same principle, as sub-brand logos change color (paragraph 5.2).

6.2 Placing sub-brand logos on different backgrounds and communication elements

When placing logos of prototron sub-brands, consider what color the background will be under it. On the right are examples of how colors are inverted depending on whether the background is black or orange.

Consider degree of contrast between logo and background (1.4).

An example of positioning the sub-brand logo in the site header on an orange gradient background
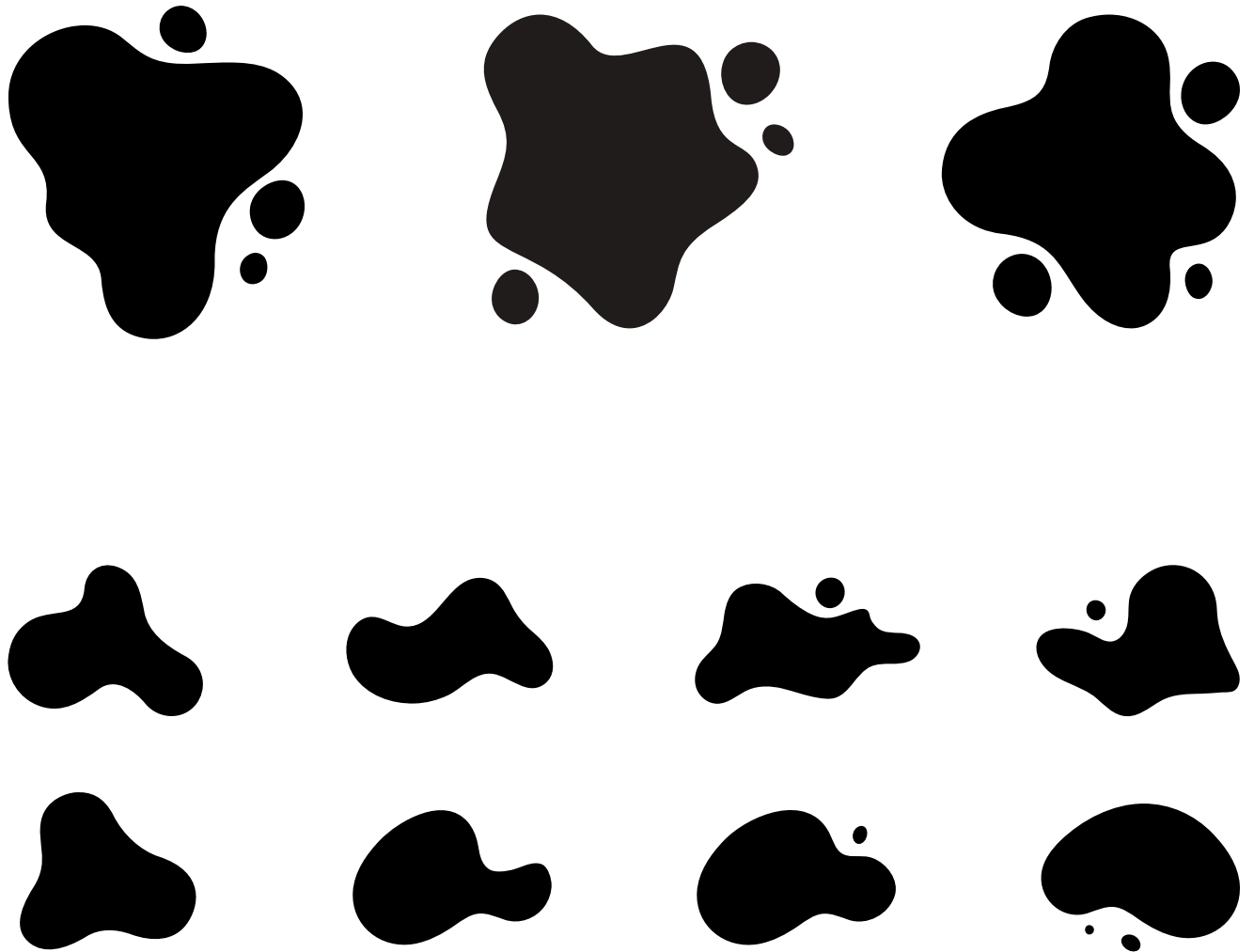
Example of sub-brand logo on banner and T-shit on a dark background

Graphics

7.1 Graphic element: amorphous shapes

Amorphous shapes symbolize the evolution of the raw ideas. Any of the shapes on the right could be used depending on the layout.

These shapes are important and recognisable part of prototron brand identity and graphic style. Amorphous shapes are used as colorful spots in backgrounds, as frames for illustrations and seppa-rately as part of pattern.
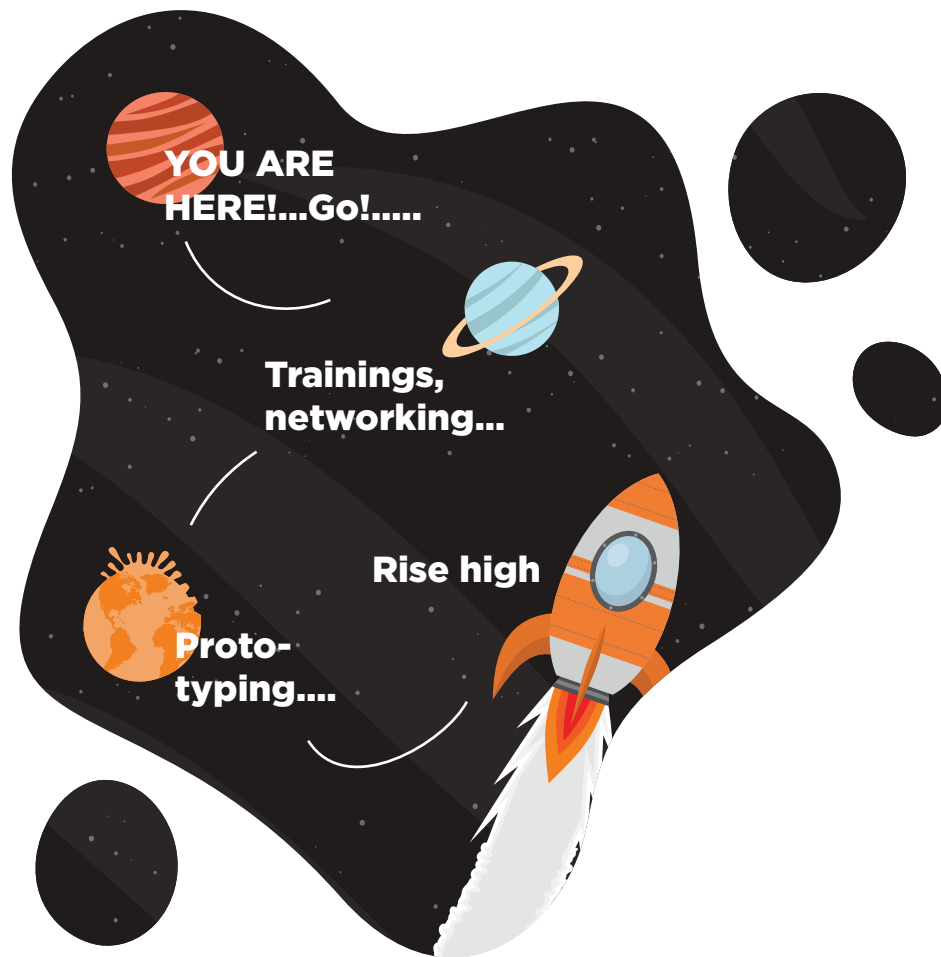

Variety of amorphous shapes, that symbolize raw ideas

YOU ARE HERE!...Go!.....

Trainings, networking...

Rise high

Proto-typing....

7.2 Merging amorphous shapes & vector graphics

On the left is an **EDITABLE** example of how to use amorphous shapes as a frame for any prototron vector graphics.

Space inspired infographics will always work well to show achievements of prototron teams.

Example of amorphous shape as a frame for space-theme vector graphics

7.3 Style for people / office / teams illustrations

To give a deeper startup atmosphere use inspiring illustrations of people / teams working on ideas and office vibes.

On the right is a clean style of illustrations, that should be used for these purposes.

For better contrast with prototron logo and a brighter picture sometimes it is better to use blue pattern for such illustrations.
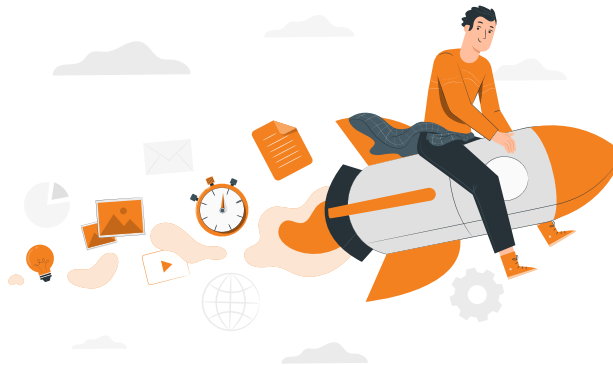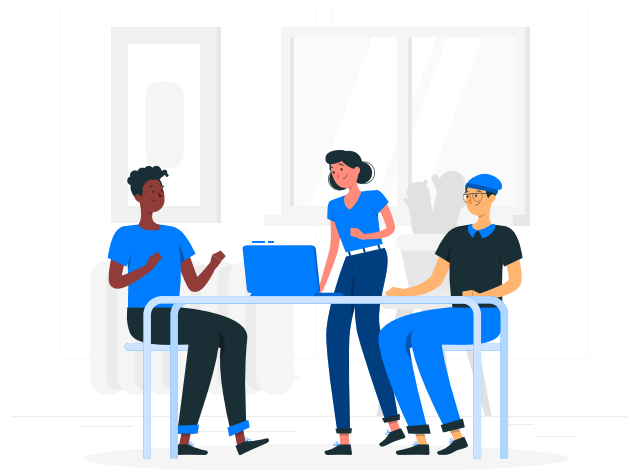
Variety of amorphous shapes, that symbolize raw ideas

7.4 Merging creative people illustrations with amorphous shapes

On the left is an example of how to place illustrative graphics (of people / teams working on startups) into amorphous shapes background as a frame.

For white/light design transparent orange amorphous shapes could be used as a background.

Example of amorphous shape as a frame for space-theme vector graphics

Design principles for communication materials

Example of banner with implementation of illustration on bright orange prototron gradient

8.1 Banners, posters, covers

Prototron is constantly generating a big ammount of different visual content, grabbing attention to new rounds and other activities. This is why advertisements should be variable in graphic approach to hold the client's interest.

On the left are examples of diffenet ways to represent graphic content, using illustrations and photos. Pay attention, that all visual data should be always of high resolution.

Examples of banners using high resolution photos for background. It is allowed to use overlay techique with orange color.
Using photos with warm orange filter is a second option and always a good idea!

8.2 Placing sponsor logos

When placing sponsor logos keep in mind, that
founders should always be bigger, than other logos.

Always put white background under sponsor
logotypes.

prototron

TULE
PROTOTRONI
Nutika ideega

www.prototron.ee

TARTU ÜLIKOOL	Swedbank	Tehnopol	TAL TECH

| hedman partners | fundwise | Buildit | Tallinn | SAMSUNG Research |

Example of placing logos on a prototron campaigh poster