

# Brand guidelines

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# 01. Brand

# Brand manifesto

At Procedureflow, we challenge the chaos of traditional knowledge management. The days of messy, scattered information and inefficiency are over. We're not just rethinking knowledge management; we're breaking the mold.

Knowledge shouldn't be a burden, it should work for you. With our unique visual approach, we bring clarity to complexity, transforming how organizations create, share, and collaborate on knowledge. By implementing a governance framework that brings order to chaos, we ensure knowledge delivers moments of truth every time, empowering both human agents and AI to perform at their best.

We refuse to settle for the status quo. Procedureflow transforms knowledge into a living, breathing system, one that adapts, performs, and drives real results. Together, we're not just managing knowledge; we're unleashing its power. Because in our world, knowledge doesn't just exist, it works.

## Welcome to Procedureflow.

# Brand Archetype: The Outlaw

We are the Outlaw; not reckless, but **bold** and **driven**. We cut through complexity, and create new paths where old ones fall short.

Our brand exists to **break down barriers** and **empower** others to do the same. We don't follow trends, we **lead with purpose, clarity, and confidence**.

This archetype guides how we look, sound, and show up:

- **Bold** in visuals
- **Clear and direct** in language
- **Fearless** in ideas
- **Focused** on impact

We're not here to blend in. We're here to stand out, and help others do the same.

## Brand Purpose

To **break the mold** of archaic knowledge management practices and usher in a new era that prioritizes creating **knowledge that works** for everyone.

## Brand Personlaity

**Bold**

**Confident**

**Personable**

# 02.

# Logo

# Brand logo

Our logo is more than a mark, it's a **signal**. It represents **who** we are, **what** we stand for, and **how** we show up. **Clean, confident, and deliberate**, our logo captures the spirit of a brand that **challenges convention and leads with clarity**.

The **full logo** is our **primary identifier** and should be used in most instances to ensure brand recognition.

## Usage Guidelines

Use the full logo for:

- Brand touchpoints where clarity and recognition matter
- Web, print, presentations, and external communications
- Primary headers and brand-led moments

Default Logo



# Brand Monogram

Our **monogram**, a bold “P”, is a shorthand symbol of power, process, people, and progress. It’s designed for moments where **space is limited** or a **strong visual imprint** is needed.

Default Monogram



## Usage Guidelines

Use the monogram for:

- Favicons, app icons, watermarks
- Social media avatars or small-scale placements
- Internal swag or design where the full logo won't scale well
- Use the monogram (P) as a secondary mark when the full logo won't fit.





# Black and White

Use the black or white version of the logo or monogram **only if absolutely necessary**; when **full color isn't possible**.

## Usage Guidelines

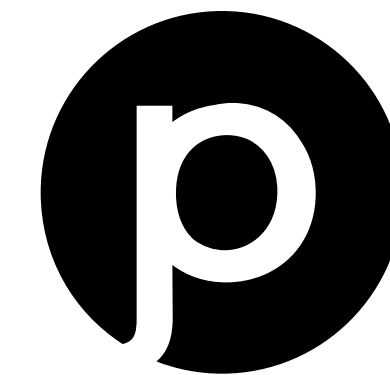
Use the black logo on:

- Greyscale or monochrome print materials with light backgrounds

Use the white logo on:

- Greyscale or monochrome print materials with dark backgrounds

procedureflow



procedureflow



# Logo & Backgrounds

Always place the logo on **backgrounds** that ensure **clarity, contrast, and impact**.

The Procedureflow logo is displayed on a plain white background. The logo consists of a stylized icon followed by the word "procedureflow" in a dark purple, sans-serif font.

procedureflow

The Procedureflow logo is displayed on a solid dark purple background. The logo icon and text are white, providing high contrast.

procedureflow

The Procedureflow logo is displayed on a solid black background. The logo icon and text are white, providing high contrast.

procedureflow

Avoid busy, low-contrast, or off-brand backgrounds that **compromise legibility**.

The Procedureflow logo is displayed on a solid dark green background. The logo icon and text are dark purple, which is low contrast and off-brand.

procedureflow

The Procedureflow logo is displayed on a solid light gray background. The logo icon and text are white, which is low contrast.

procedureflow

The Procedureflow logo is displayed on a dark blue background with a repeating pattern of light blue ornate motifs. The logo icon and text are white, but the busy pattern compromises legibility.

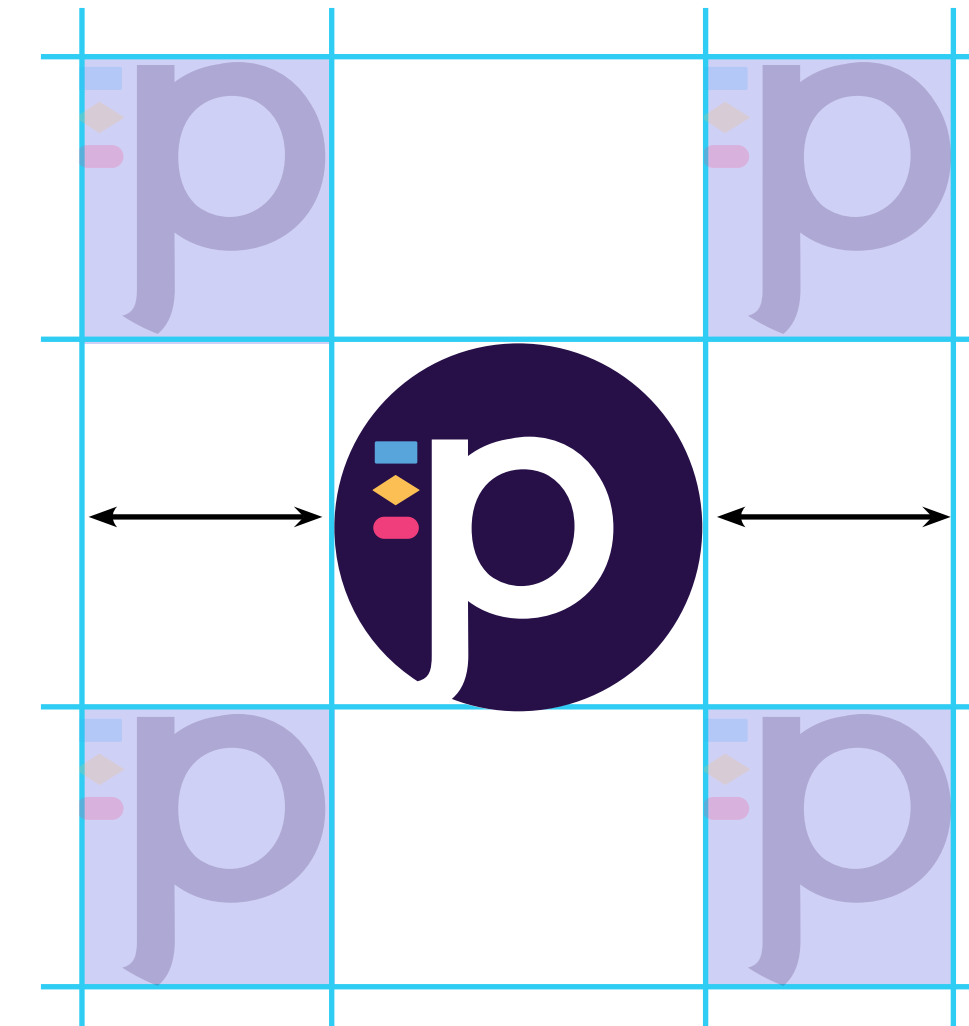
procedureflow

# Clear space & sizing













Ensure **adequate spacing** is given between the logo, and monogram, and any surrounding elements.

For both the full logo and the monogram the space around it should be **equal to or larger** than the size of the **P with the shapes**.



# Logo misuse

 procedureflow	Do not change the colours of the shapes		Do not crop the logo
 procedureflow	Do not change the size or position of the shapes	 procedureflow	Do not distort the logo
 procedureflow	Do not use different colours	 procedureflow	Do not distort the logo
 procedureflow	Do not change the transparency of the logo	 procedureflow	Do not distort the logo
 procedureflow	Do not add any effects like drop down shadows	 procedureflow	Do not outline logo

Do not alter the logo or monogram. Use only the approved files, exactly as provided.

# 03.

# Colour

# Brand colour

## Midnight Purple

RGB: 42 9 73

CMYK: 91 100 31 45

Hex: #2A0949

## Primary Colour

Midnight purple is our **power color**; **bold**, **unapologetic**, and **unmistakably us**. As the foundation of our visual identity, it represents **strength**, **transformation**, and the **confidence** to challenge convention.

### Use dark purple to:

- Ground our visuals with a sense of **depth** and **authority**
- Create **contrast** that amplifies our message and defies the ordinary

This color isn't subtle, and that's the point. Use it with **intention**, clarity, and the **confidence** to stand out.

# Brand colour

## Blue

RGB: 66 175 246

CMYK: 62 18 0 0

Hex: #42AFF6

## Green

RGB: 38 235 186

CMYK: 59 0 42 0

Hex: #26EBBA

## Pink

RGB: 255 60 123

CMYK: 0 89 25 0

Hex: #FF3C7B

## Yellow

RGB: 250 190 85

CMYK: 1 27 77 0

Hex: #FCBF54

## Secondary colours

Our secondary color palette brings dimension, contrast, and momentum to the brand. These aren't soft supporting roles, they're strategic tools used to emphasize and energize.

### Use secondary colors to:

- Create bold, differentiated **backgrounds** that break visual monotony
- **Amplify headlines** with contrast and character
- **Power CTAs** with clarity and confidence, choose the color that best aligns with the message's tone (e.g., pink for emotional impact, green for progress, blue for trust, yellow for urgency)

These colors are made to stand out, use them with purpose, not decoration. Let them carry the message, not just color the page.

### Accessibility Note:

Tonal variations of these colors can be used to improve contrast and readability when applied to backgrounds or text. Adjust brightness or saturation as needed to meet accessibility standards, bold doesn't mean illegible.

# Brand colour

## Red

RGB: 221 27 78

CMYK: 7 100 62 1

Hex: #DD1B4E

## Tertiary colour

Red is our sharpest edge, used with intent, not by accident. It's reserved for one job: **driving action where it matters most.**

### Use red exclusively for:

- Primary CTAs that lead to **“Get a Demo”**

**Get a Demo**

This restriction isn't a limitation, it's a strategy. Red cuts through the noise, signals importance, and creates immediate visual gravity. By using it sparingly and consistently, we protect its power.

**Do not** use red for decorative purposes, body text, or secondary actions. When you see red in our brand, it means “this is the next move.”



# Colour palette



## DO'S:

- Use colors from the defined **brand palette only**.
- Apply **consistent** color use across web, print, and digital.
- Ensure all color use **meets accessibility** guidelines.

## DON'TS:

- Don't introduce off-brand or near-match shades.
- Don't use brand colors in ways that clash or create visual noise.
- Don't use overly saturated or neon tones unless approved.

# Print colour

## Print Purple

RGB: 71 28 91

CMYK: 80 100 23 30

Hex: #471C5B

## Print Purple

Print Purple is the **adjusted version** of our primary brand color, **optimized for use in print**. It ensures the richness and impact of our digital purple carries through to **physical materials**.

### Use print purple for:

- **Booth graphics**; including backdrops, tablecloths, and banners
- **Branded merchanside** where full colour is permitted and purple is used
- **Print collateral**; such as postcards, business cards, and flyers

This version is calibrated to match our primary purple as closely as possible when viewed off-screen, **bold, consistent**, and **unmistakably ours**.

# 04.

# Typography

# Typeface

Aa.

Montserrat is our voice: bold, modern, and unmistakably clear.

Montserrat is our brand typeface, **clean**, **modern**, and **assertive** without shouting. It reflects who we are: confident, clear, and **built to stand apart** from the expected.

Inspired by urban typography and digital clarity, Montserrat gives structure to our message and flexibility to express it, whether we're making a bold statement or guiding someone through a complex idea.

## Font Guidelines

Primary Typeface: Montserrat

Weights Used: Regular, Medium, **SemiBold**, **Bold**, **ExtraBold**

*(Avoid thin or ultra-light weights to maintain legibility and tone.)*

Montserrat helps our brand speak with **precision** and **power**. Used well, it becomes a voice, not just a typeface.

# Typography

## Usage Guidelines

### Headlines

- Use Montserrat **SemiBold**, **Bold** or **ExtraBold**
- Sentence case preferred (not all caps, unless stylistically intentional)
- Keep spacing tight, assertive, and well-aligned

### Body Copy

- Use Montserrat Regular or Medium
- Line height: 120–140% for readability
- Use **proper contrast** on backgrounds to meet accessibility standards

### Buttons & CTAs

- Use Montserrat **SemiBold**, Titlecase
- Keep labels **short**, **action-driven**, and **clear**

### Do not:

- Combine Montserrat with unapproved typefaces
- Use overly stylized treatments (e.g., outlined, shadowed, distorted)
- Apply inconsistent kerning or tracking without purpose

## Montserrat

---

A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i j k l m n o p q r  
s t u v w x y z

0 1 2 3 4 5 6 7 8 9

+ - & ^ ! @ # \$ % ( ) { } [ ] ~ ? /

# Hierarchy

Heading Text  
Font Size: 60pt

Sub-Heading Text  
Font Size: 36pt

Body Text  
Font Size: 20pt

**Example heading text**

Example sub-heading text

This is an example of a sentence. Body text is always in black, in powerpoints, websites, emails, etc.  
Midnight purple is reserved only for headings and sub-headings only.

# 06.

# Imagery



# People

Our brand isn't just about systems, it's about the **people** behind them. The imagery we use should reflect **real, empowered, and capable individuals**, not stock clichés or generic smiles.

When we show people, we do it with **clarity, purpose, and respect**. The imagery should feel as **bold** and **grounded** as the brand itself; **real humans**, doing **real work**, with **real impact**.



## Usage Guidelines

### People

- Use **candid photography** with natural lighting, authentic over polished
- Show **people in motion** or **deep focus**, not posing for the camera
- Reflect **diversity** across identity, role, and personality
- Highlight the **full context, emotion, purpose**, and environment
- Apply a **white cutout silhouette** around the person for visual clarity
- On white backgrounds, use a light shade of a secondary color behind them to add contrast and structure

### People + Elements

- People can be **paired with shapes** (product-inspired or circular) to build narrative and structure
- Combine imagery **with icons, dashed lines**, or **other people** to suggest systems, collaboration, or movement
- These visual pairings should feel **intentional and aligned**, not decorative

### Do not

- Don't use overly posed, artificial, or obvious stock imagery
- Don't rely on visual clichés, no handshakes, forced grins, or meaningless tech setups
- Don't overcomplicate, avoid cramming unrelated visuals or off-brand styling around the subject.



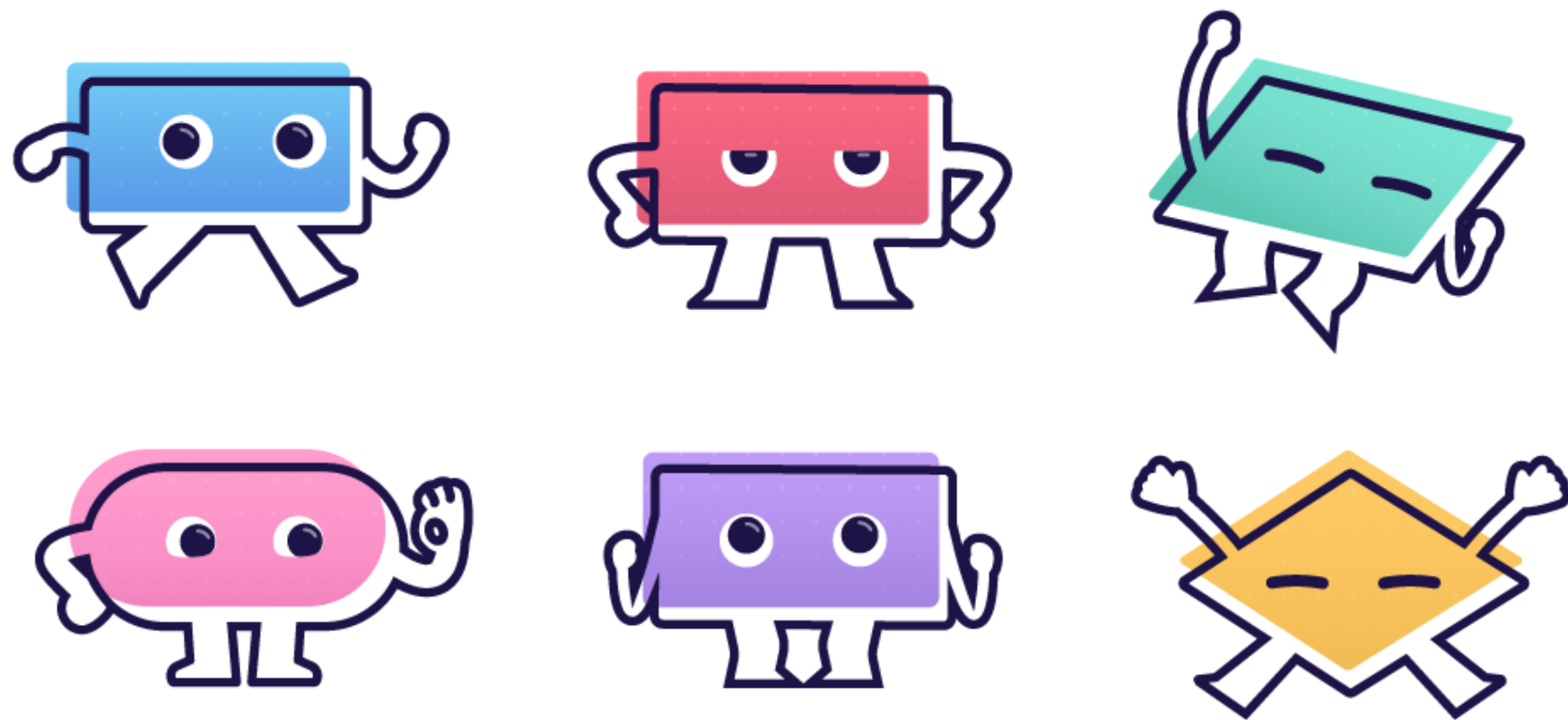
# Elements

## Helpers

Our **Helpers** are **visual guides**, not mascots, not decorations. They **represent support, clarity**, and forward movement within a process.

Helpers should **only appear** in **internal** and **customer-facing communications** where their presence **adds value**. Use them to illustrate moments of **guidance, problem-solving**, or **impact**, not just to fill space.

They **exist to help**, not to hang out. Every appearance should **reflect their role** as purposeful guides within the journey.



## Icons

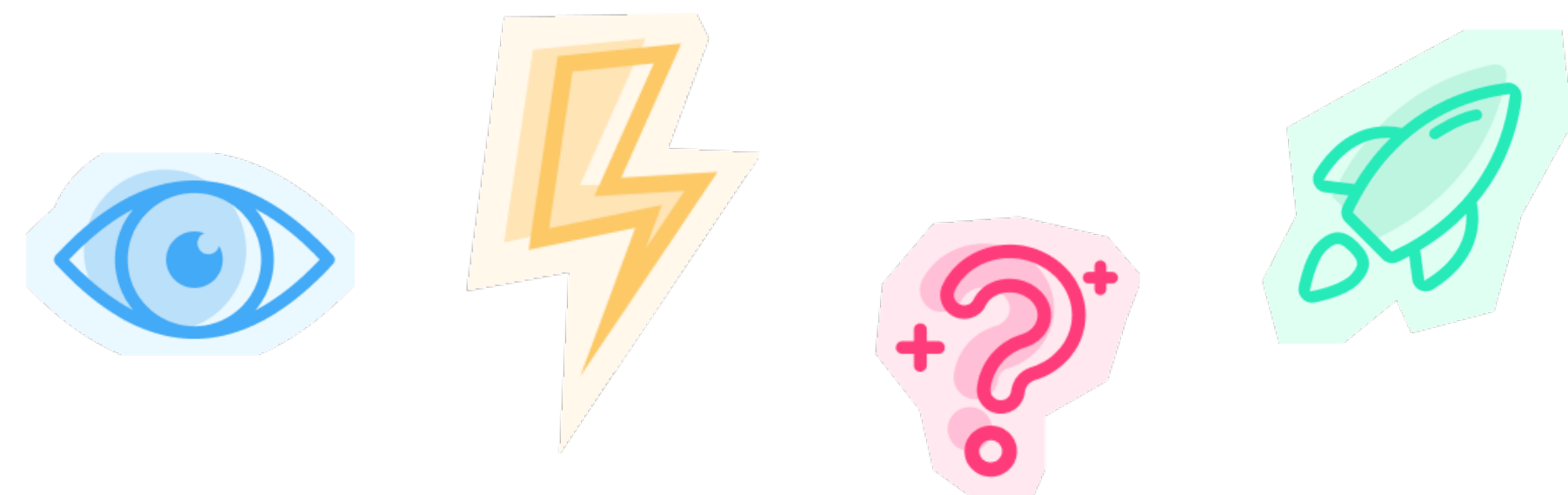
Our **icons** are sharp, **purposeful tools**, not generic visuals. Every icon in our system is brand-approved and designed to **bring clarity**, not clutter.

Icons can be used to **reinforce key messages** or **add structure** to content. They should never be stretched, recolored, or modified outside the guidelines.

Use icons alongside:

- Product shots to clarify features or functions
- People or Helpers to support a narrative
- Data or headlines to emphasize key points

Icons should always **serve the message**, not distract from it. Think of them as **visual punctuation**, used sparingly, but always **with intent**.



# Elements

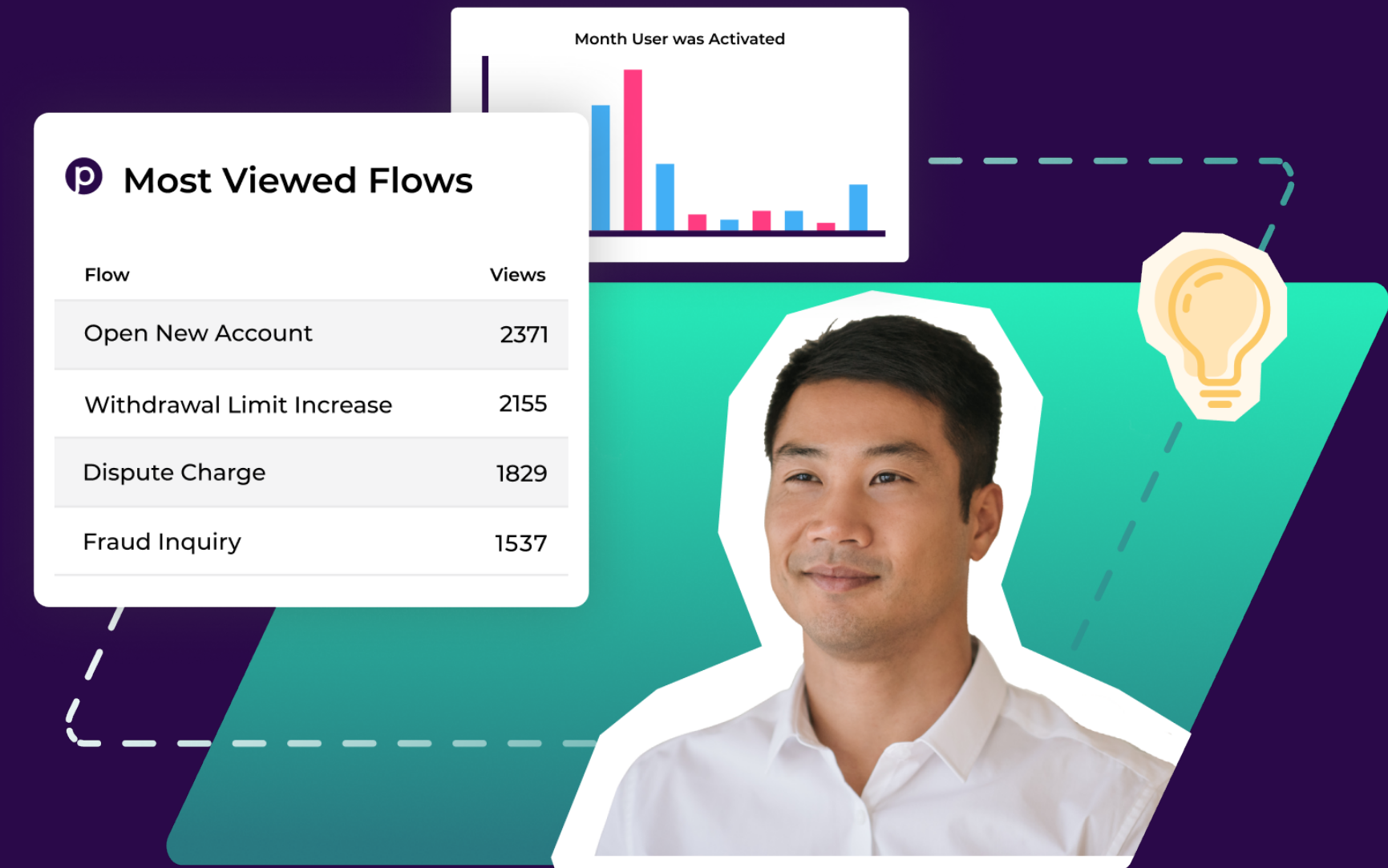
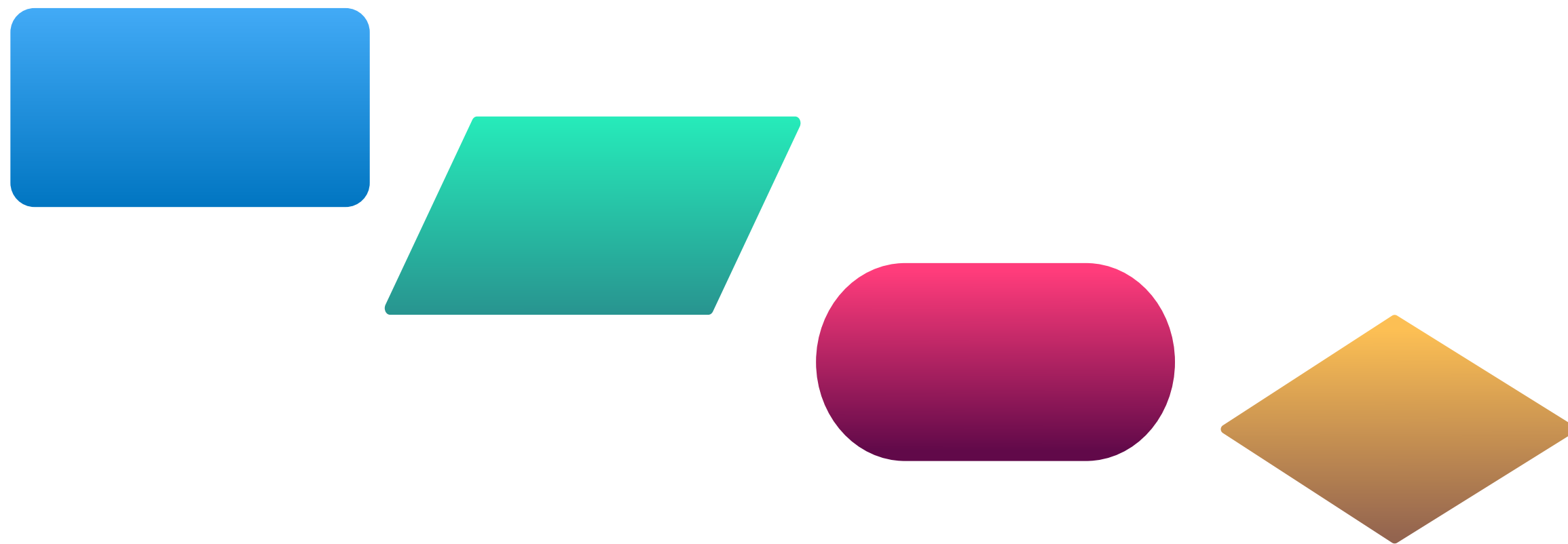
## Shapes

Our **brand shapes** are born from the **product**, clean, purposeful, and **instantly recognizable**. They echo the UI's structure and flow, turning interface elements into flexible design tools.

Use shapes to:

- **Frame** content or imagery
- Build **layered** visuals with people, product, and icons
- **Reinforce** motion, process, or direction in layouts

These aren't random blobs or trend-driven accents. Every curve, edge, and angle ties back to **how our product works**, shapes with **intent**, rooted in **function**.





# Product

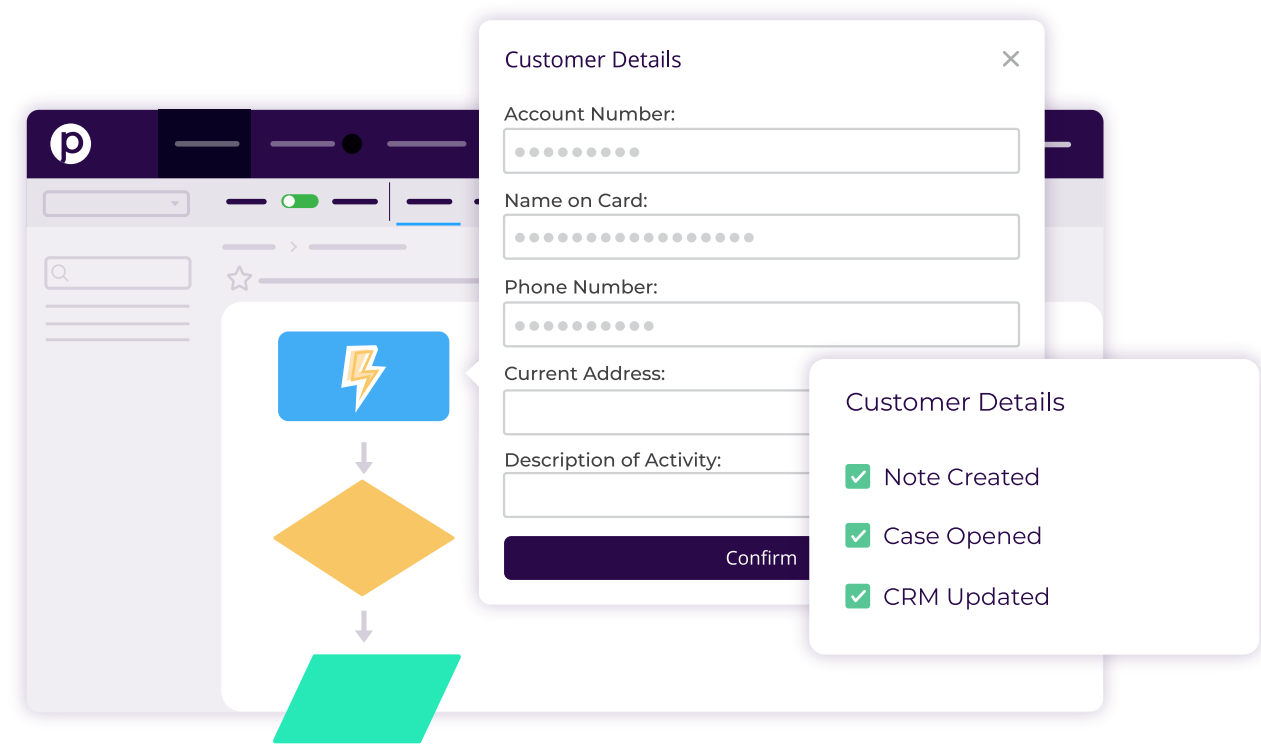
Our product visuals are designed to be **clear, adaptable, and purpose-built**. We use two distinct styles of UI to support different types of storytelling, each with a **specific role** to play.

## 1. Full Abstract Product UI

A clean, **simplified** representation of the product, ideal for when the product itself is the message.

**Use this version for:**

- **Standalone** product shots
- **Feature highlights**
- **Clean, minimal layouts** where **clarity** matters most



## 2. Simplified UI for Layered Visuals

This version is designed for **composite layouts**, where the **UI is layered** with people, pop-ups, helpers, or iconography to tell a more dynamic story.

**Use this version when:**

- Showing the product in **use by people**
- Adding **contextual overlays** (e.g., tooltips, pop ups)
- **Visualizing** flows, outcomes, or steps within the product

Each product view has a **purpose**, don't mix or modify without reason. Choose the version that **best supports** the **story** you're telling.

