

ProContent

This guide provides an outline of the visual identity, including logo standards and the associated vocabulary, for ProContent.

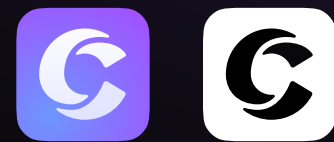
PRIMARY LOGO

Logo should always include icon and wordmark together. Wordmark should never appear alone.



ICONS

NEVER use a rounded icon with a wordmark. Rounded icons should always have background.



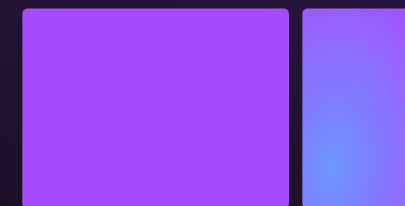
ALT ICONS

Icon without background should only be used in-app unless part of logo.



PRIMARY COLORS

Primary: #A54CFF
Secondary: #6D96FF (accent use only)
Gradient: #6D96FF •• #A54CFF



SHORT DESCRIPTION

The ultimate content library with unlimited access to over 50,000 stunning visuals and assets.

NAMING

ProContent should always be referenced in its full name publicly with no space and each word capitalized.

Don't use:

- PC
- Pro content
- Procontent

SUGGESTED SIZING AND SPACING

Having sufficient space around the logos make our designs look better, and gives the logos the appropriate visual hierarchy.

