PRREGISTER

Content

Brand Identity

Typography

Color Palette

Aesthetic

Brand Identity

PRREGISTER

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Brand Driving

Mission

We have a proven process that allows us to stay one step ahead. A knowledge-based process at each stage, driven by propri-etary
tools and monitored, measured and updat-

Vision

PR register continues to lead and help our customers navigate this new world of media engagement. We constantly evaluate emerging opportunities and are constantly looking for new ways to develop the most significant relationships with consumers.

Values

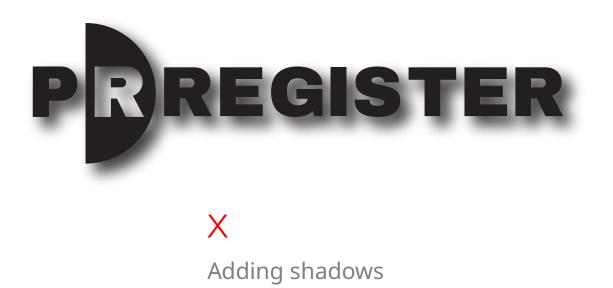Caring, promoting, news-loving, friendly, principled, purposeful, sincere, attentive.

Minimal Space & Sizing

The word "PRREGISTER" needs
to be legible at all times.
There is no standard size,
but the minimum sizes are shown here.

70 ᵐᵐ | 265 ᵖˣ

70 ᵐᵐ | 265 ᵖˣ

70 ᵐᵐ | 265 ᵖˣ

Don'ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

X

Move elements

X

Remove elements

X

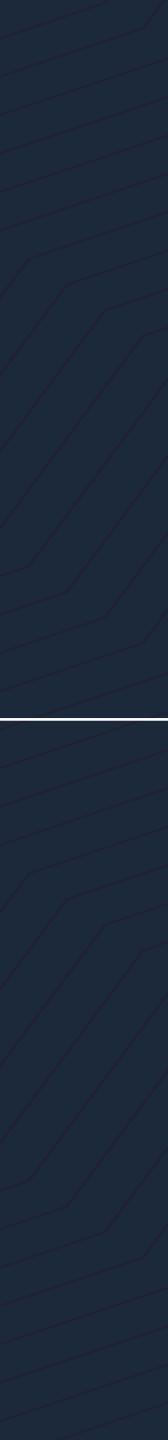Adding shadows

X

Stretch or transform

X

Outline

Typography

Family Font

Marketing Collateral

Typography Family Fonts

PRREGISTER typography includes 4 very unique font styles & weights. The font family is characterized by excellent legibility in both- web & print design areas, well-finished geometric designs, optimized kerning etc.
Archivo Black Regular is most suitable for headlines of all sizes, as well as for text blocks that come in both maximum and minimum variations.

Archivo Black Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890 • !@#$%^&*(){}

Neusa Nus2 Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890 • !@#$%ˆ&*(){}

Neusa Nus2 Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890 • !@#$%ˆ&*(){}

Neusa Nus2 Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890 • !@#$%ˆ&*(){}

Marketing Collateral

PARAGRAPH STYLES
For design and marketing collateral, the paragraph styles are embedded into their respective templates.
This is a basic guide and general overview of the typesetting employed throughout PRREGISTER'S company collateral.

BOLD CAN BE USED FOR HEADLINES
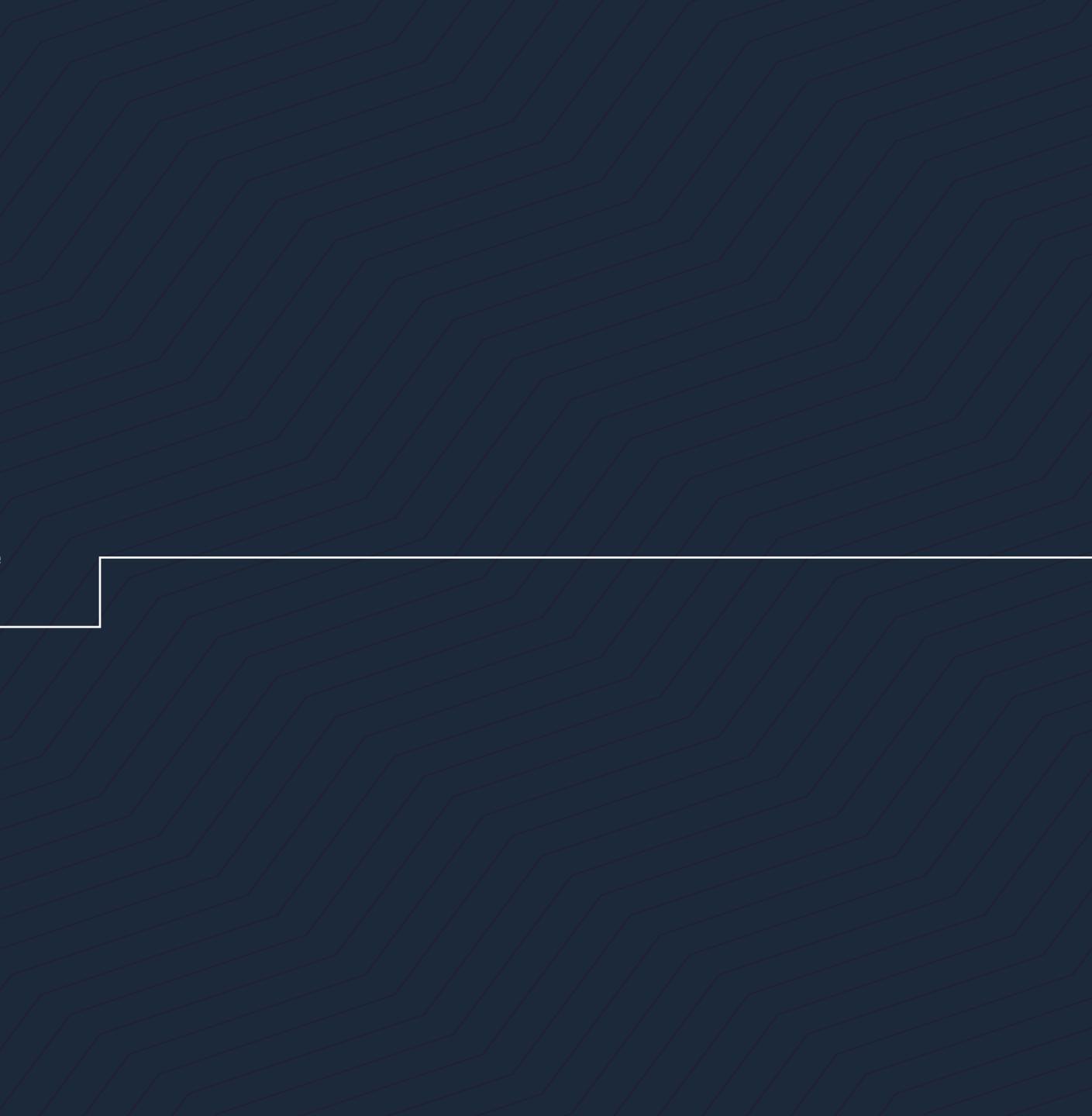
Neusa Mt2 Bold

LIGHT IS FOR SUBHEADINGS
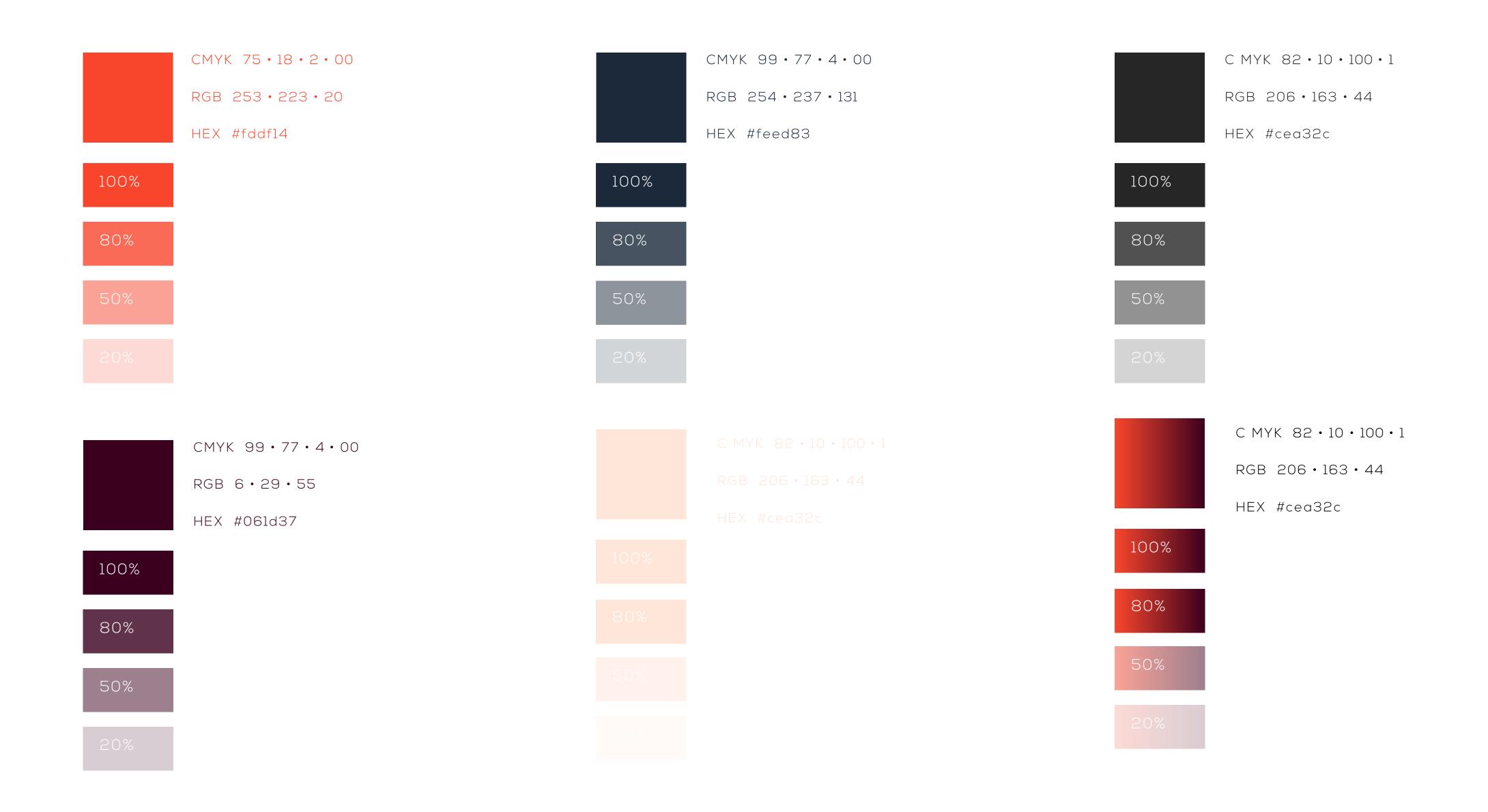
Neusa Mt2 Regular

BODY HEADINGS ARE SET IN BOLD

Archivo Black Regular

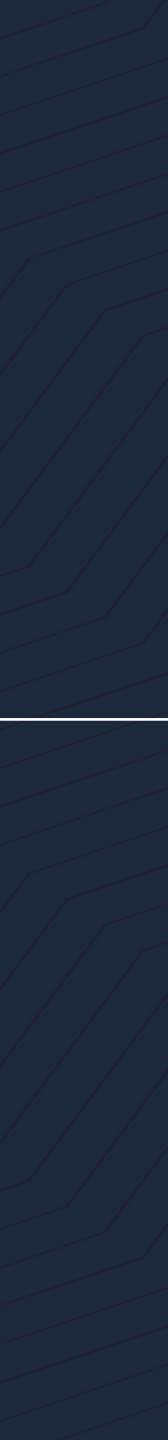LIGHT IS USED FOR ALL REGULAD BODY COPY
Neusa Mt2 Light

Color Palette

Color Palette

CMYK 75 · 18 · 2 · 00

RGB 253 · 223 · 20

HEX #fddf14

100%

80%

50%

20%

CMYK 99 · 77 · 4 · 00

RGB 254 · 237 · 131

HEX #feed83

100%

80%

50%

20%

C MYK 82 · 10 · 100 · 1

RGB 206 · 163 · 44

HEX #cea32c

100%

80%

50%

20%

CMYK 99 · 77 · 4 · 00

RGB 6 · 29 · 55

HEX #061d37

100%

80%

50%

20%

C MYK 82 · 10 · 100 · 1

RGB 206 · 163 · 44

HEX #cea32c

100%

80%

50%

20%

C MYK 82 · 10 · 100 · 1

RGB 206 · 163 · 44

HEX #cea32c

100%

80%

50%

20%

Aesthetic

Design Aesthetic

Design Elements

Design Aesthetic

Business Card

Design Aesthetic

A4 and Notebook

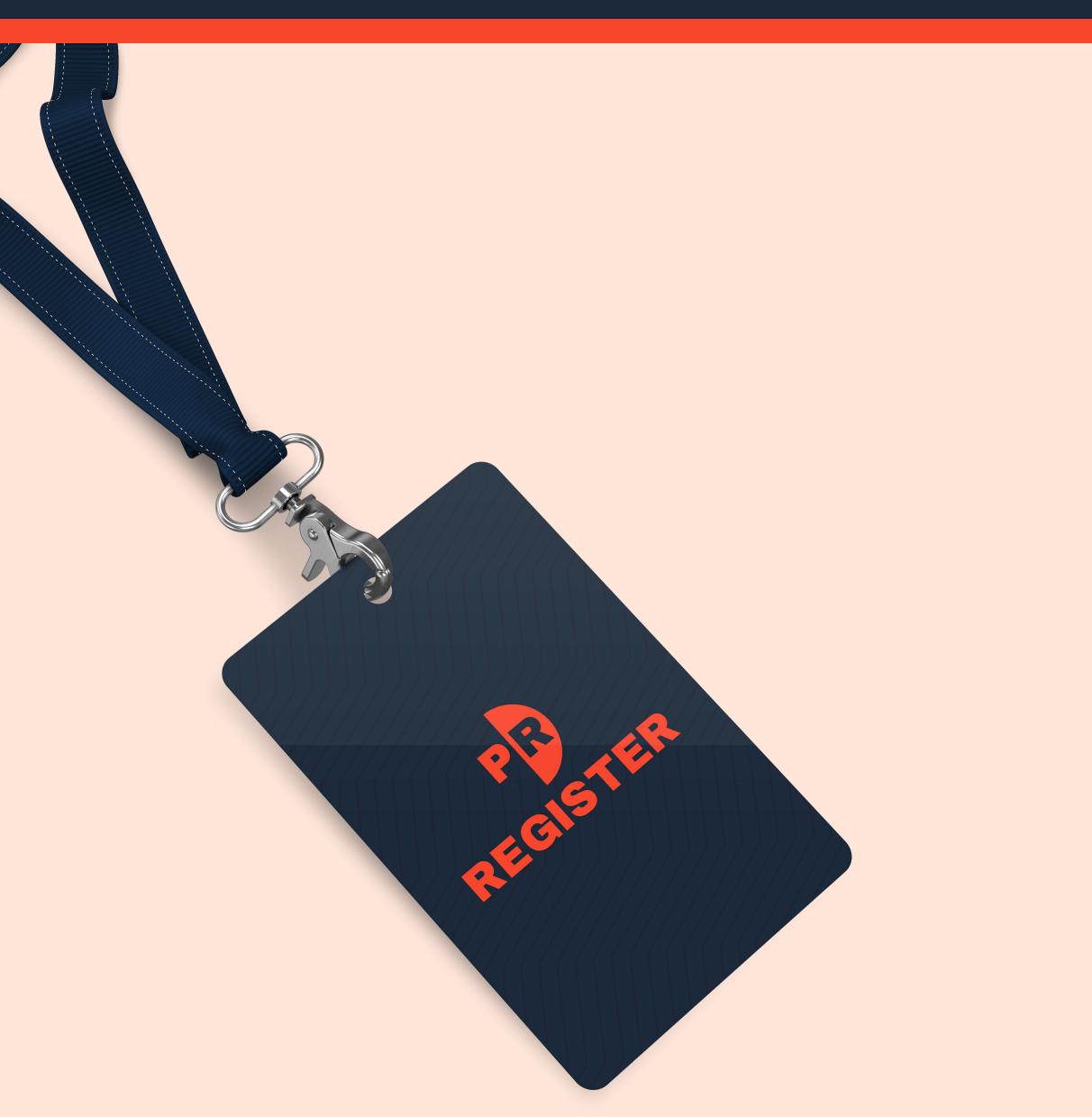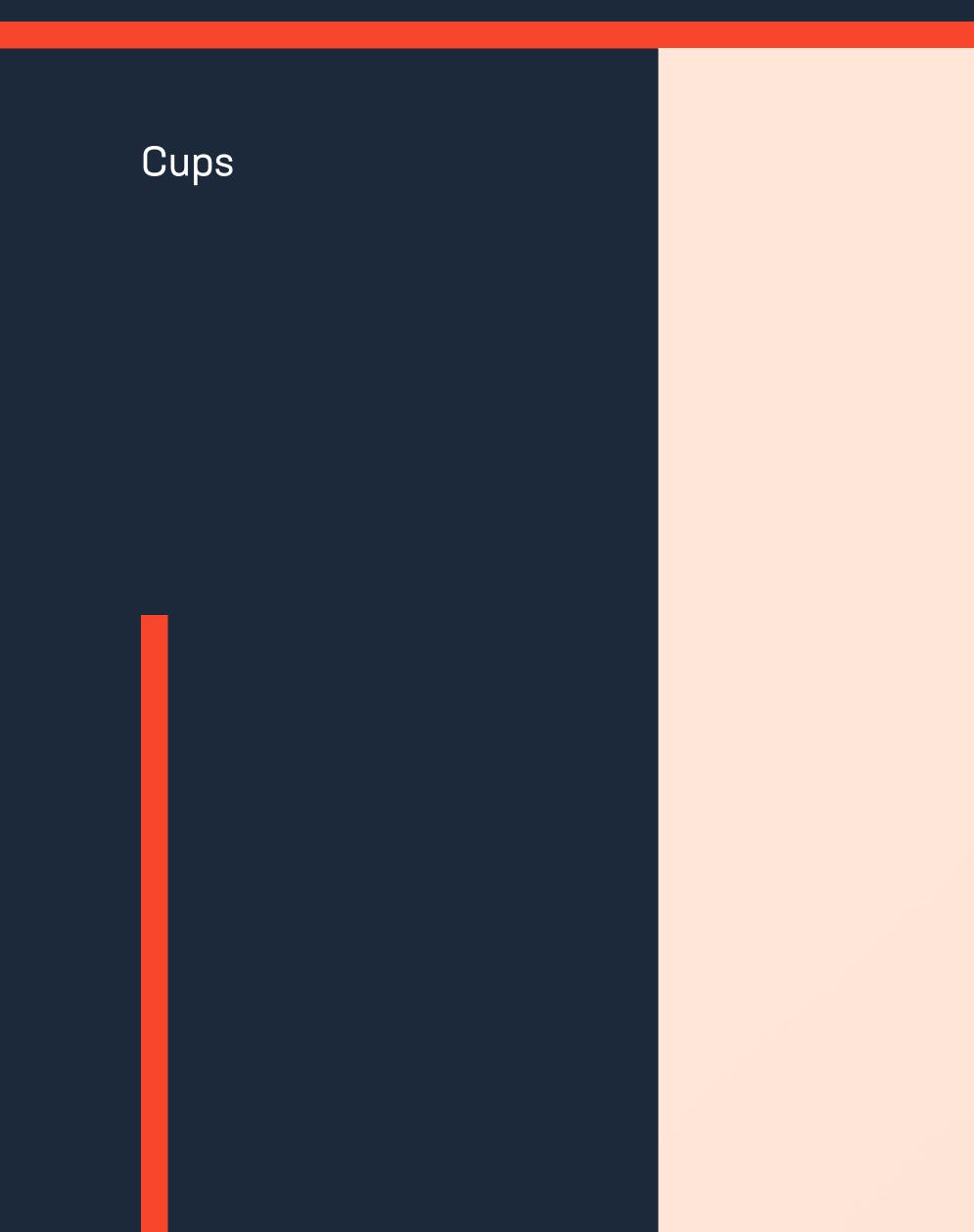# Design Aesthetic

Mug

Design Aesthetic

Pass

Design Aesthetic

Cups

Design Elements

Phone Case

Design Elements

Indoor Signage

Design Elements

Social media posters