

Brand Guidelines

Content

Defining our brand	3	Illustrations	20
Our guiding principles	4	Photography	21
Brand guidelines	5		
Logo design	6		
Logo usage	10		
Brand colors	14		

Defining our brand

Who we are

Precoro is an All-in-One Procurement Software for SMBs and Enterprises that seek transparency in their purchasing through the complete automation of the procurement process.

Precoro aims to deliver a secure cloud solution that doesn't require costly and time-consuming implementation and brings value from day one.

Our guiding principles



Transparency

We foster a culture of trust and integrity with our open and constructive communication.



High Standards

We hold ourselves to a standard of excellence in everything we do and always go the extra mile for our customers.



Care

We strive to be generous and thoughtful in every interaction with each other and our customers.



Collaboration

We understand that we're better together than apart. Everyone on our team shares in our journey.

Brand guidelines

Design elements system

This document contains for our visual communication system. Follow rules strictly to maintain brand consistency.

This includes all the elements you may need - logos, typefaces, colors and more.

Logotype



Logo construction



Logo

(for small use)

120px wide



or

1.7 inches / 3.5 cm

Partnership



Usage on backgrounds

The full-color logos should be used on white, light blue, night blue or black backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



Logo usage

One-color use

The logo should be white on darker backgrounds and black on lighter backgrounds.



 **PRECORO**

 **PRECORO**

 **PRECORO**

Guidance



Avoid using



Don't stretch or manipulate



Don't use different colors



Don't use drop shadows



Don't outline



Avoid using on busy background

Placement

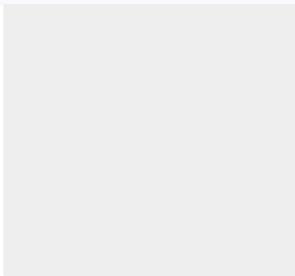
Trust and security at Precoro

1000+ innovative companies from
67 countries trust precoro.



Bottom left

Place the logo near the bottom left of your composition in digital communications like as calls to action and websites.



Centered

Compositions using a bold U-frame can have a center-aligned logo.



How to create a Purchase Order in QuickBooks Online

[Learn more](#)

Top left

In digital communications, such as ad banners, place the logo near the upper left of the composition.

Brand color

Colors

The core palette will cover the majority of your needs. It's intentionally small in variety to not dilute the brand visuals, which adds confusion.

Ghost White

Turquoise

Deep Blue

Night Blue

Colors

Web safe #F7F9FC

PANTONE 656 C
CMYK 2 1 0 1
RGB 247 249 252

Web safe #4ED0FF

PANTONE 305 C
CMYK 69 18 0 0
RGB 78 208 255

Web safe #4545F5

PANTONE 2726 C
CMYK 72 72 0 4
RGB 69 69 245

Web safe #1D2452

PANTONE 2767 C
CMYK 65 56 0 68
RGB 29 36 82

Colors palette



Additional colors palette



Gradient



Type specimen

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?\$%*()

Font Literata

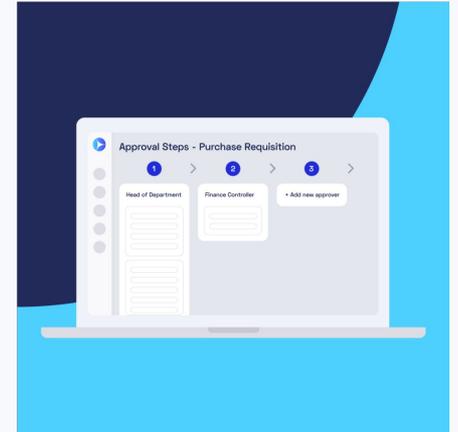
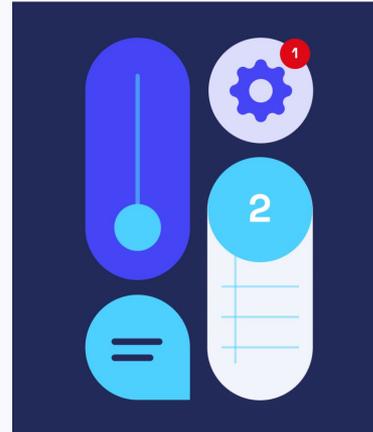
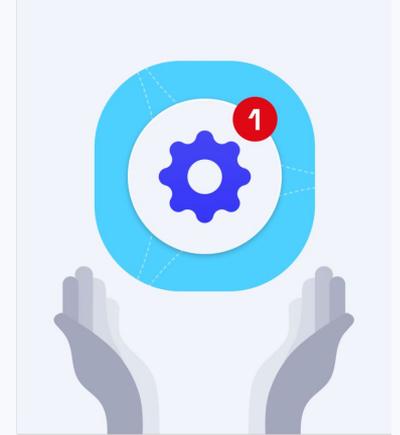
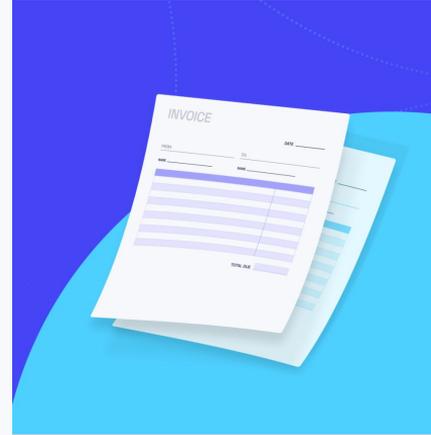
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?\$%*()

Font Inter

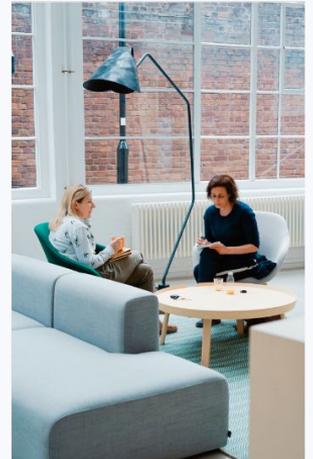
Illustrations style

Simple shapes, clean lines, limited color lend a branded feel to our illustration and make it easy to digest and understand at a glance.



Photography

Clean and simple, not overly complex.





[precoro.com](https://www.precoro.com)