PRACTOMIND BRAND GUIDELINES

BRAND CHARECTERISTICS

Our Logo is the reflection of our freshness and cohesiveness in work and the color Red and Blue along with the font style depict the same. The term "PractoMind" stands for **Practicality of Mind** and hence we have a mind shaped structure as our main identity with small dots expanding in connection with each other. It justifies our motto "**Connect to Progress**".

We request our employees, clients, partners and all other stakeholders to adhere to this brand guideline while showing our logo with our due consent before using the same in any way.

BACKGROUND

Our Logo is always in red and blue. PractoMind favicon is always shown in red and blue also. Only the logo patch without the background should be used. There are two types of logos of PractoMind, one is vertical and another is horizontal as shown below.

DO'S AND DON'TS WITH THE LOGO

- ✓ The length & breadth of the vertical logo should always be kept in **1:1 Ratio**.
- ✓ The length & breadth of the horizontal logo should always be kept in **3.81:1 Ratio**
- ✓ Always try to have a margin of at least 20px around all sides of the logo.
- ✓ The logo background should be always set to transparent or white.
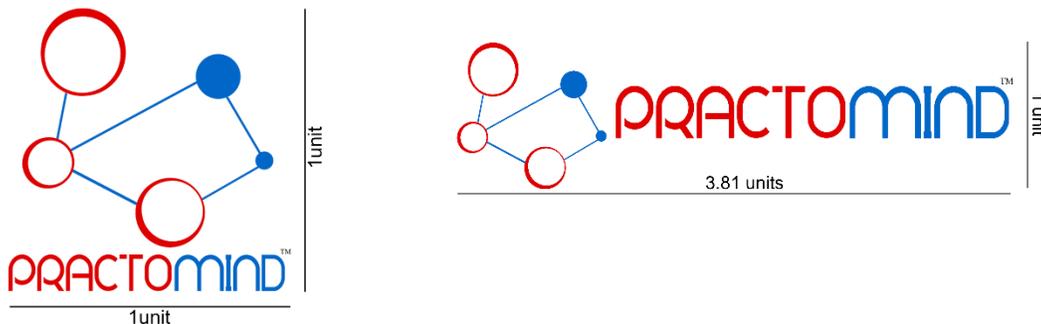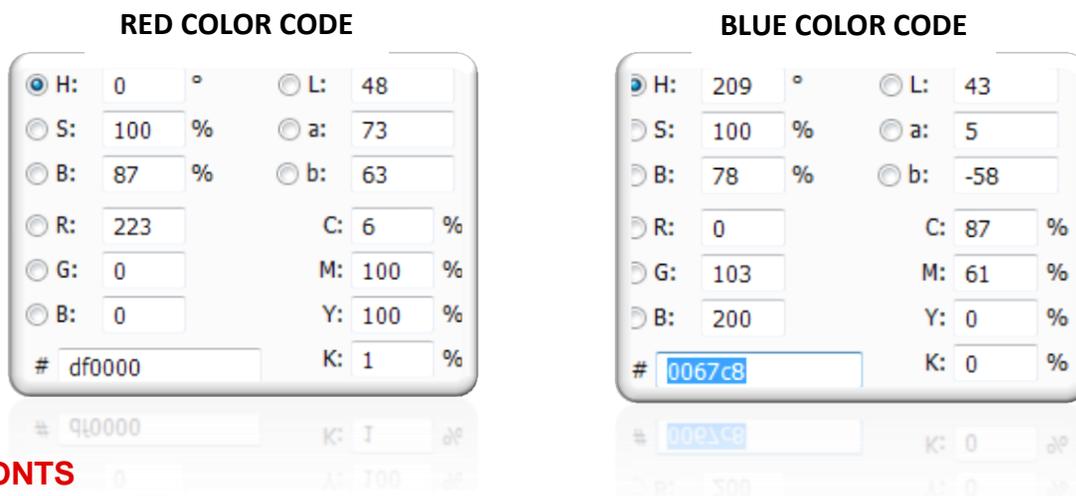

- ✕ Do not alter the color and typography of the logo.
- ✕ Do not alter configurations or distort and add shadows to logo components.
- ✕ Do not rotate, animate or fill the counter spaces in the letters of the logo.

TEXT FORMAT

The way we write the word **"PractoMind.com"** helps to add consistency to our brand. That's why the brand name **"PractoMind"** should always be written with an upper case **"P"** and **"M"**, even when it is used in the middle of a sentence.

COLOR

RED COLOR CODE

H:	0	°	L:	48
S:	100	%	a:	73
B:	87	%	b:	63
R:	223		C:	6 %
G:	0		M:	100 %
B:	0		Y:	100 %
#	df0000		K:	1 %

BLUE COLOR CODE

H:	209	°	L:	43
S:	100	%	a:	5
B:	78	%	b:	-58
R:	0		C:	87 %
G:	103		M:	61 %
B:	200		Y:	0 %
#	0067c8		K:	0 %

FONTS
Logo Font: *Plig nova*
Content Font : *Arial*

NO ALTERATIONS ARE ALLOWED IN THE COLOR OR LOGO FORMAT

- ✓ Do not use colors other than approved ones
- ✓ Do not outline the logo
- ✓ Do not modify or recreate the provided artwork
- ✓ Do not use the logo as part of a sentence
- ✓ Do not layer other content on top or below
- ✓ Do not place the logo on a patterned background

WHERE TO USE
- ✓ Can be used in company related documents and marketing materials
- ✓ Can be used for co-branded campaigns
- ✓ Can be used in company demos or presentations
- ✓ Can be used on event signage
- ✓ Can be used for advertising purposes (only for campaign partners)

WHERE NOT TO USE
- ✗ Should not be used on personal business cards
- ✗ Should not be used on resumes
- ✗ Should not be used on personal website/online store