



— BRAND GUIDELINES · 2026

Built to help **you grow.**

How we look, talk and show up. One guide for our team, partners,
printers and vendors.

— INSIDE

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Everything you need to use the Prodesk brand the right way, every time.

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Your growth partner, not just a service provider.

PRODESK OUTSOURCING gives growing businesses skilled, ready teams for digital marketing, HR, call center, travel and real estate work. We help clients cut costs, move faster and scale without the headache of hiring.

Our brand should feel the same way our service does: steady, honest and quick to act. Navy brings trust. Gold brings energy.

OUR CORE VALUES



Integrity

Honest and open in every deal.



Client first

You sit at the center of what we do.



Ownership

We own our results.



Always better

We keep learning and improving.



Data safety

Your data stays private and secure.



Long term

Partnerships, not quick wins.

02

Logo

The face of our brand. How to use it so it always looks sharp.

Our primary logo



Our logo has two parts: the mark and the wordmark. Together they form one locked unit. Always use the artwork files. Never rebuild or retype it.

The mark

Three shapes that read as P, D and O. Sharp, forward and balanced.

The wordmark

PRODESK in Source Sans 3 Bold. OUTSOURCING in SemiBold, spaced wide.

The meaning

Arrows point forward to growth. The diamond O stands for value and trust.

equal gaps

top line

centre line

base line

P D O

same stroke on every letter

D and O mirror perfectly across the centre line.

Logo versions

Start with the full color horizontal logo. Switch only when the space or the printing method asks for it.



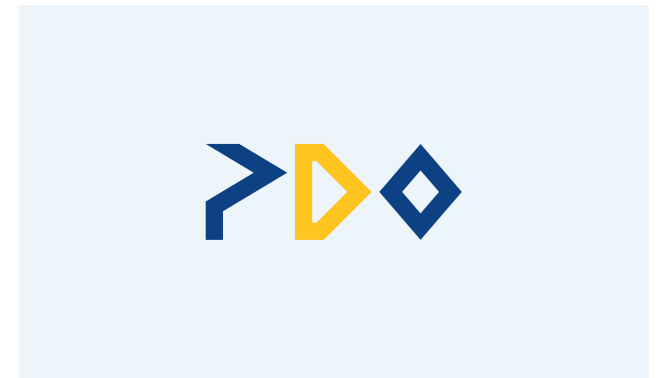
Primary

Our first choice, on light backgrounds.



Stacked

Square spaces, boxes and profile photos.



Icon

Very small spaces and app icons.



Reversed

On navy and dark photos.



One color

Single-ink print, stamps, emboss.



One color white

Foil, etching, dark single ink.

Clear space and size

Give the logo room so it can breathe. The clear space unit X is half the height of the mark.



SMALLEST SIZE



Horizontal

Print 30 mm · Screen 120 px



Stacked

Print 18 mm · Screen 80 px



Icon

Print 8 mm · Screen 24 px

Shown at real size. Below these sizes, switch to the icon.

Logo on backgrounds

Pick the version that gives the strongest contrast. When in doubt, use white or navy.



● Yes White. Full color logo.



● Yes Mist. Full color logo.



● Yes Navy. Reversed logo.



● Yes Deep Ink. Reversed logo.



● Yes Gold. One color navy.



● No Ocean. Full color fails: too weak.

Please don't

A strong brand looks the same everywhere. Avoid these common mistakes.



Don't stretch or squash it.



Don't change the colors.



Don't rotate it.



Don't place it on busy images.



Don't remove or move parts.



Don't add shadows or outlines.

03

Color

Navy for trust, gold for energy. A small palette used with care.

Our color palette

Two primary colors carry the brand. Four support colors keep layouts calm and readable.

PRIMARY

Prodesk Navy

HEX

#1F417E

RGB

31 · 65 · 126

CMYK

100 80 10 15

PANTONE

7687 C

PRIMARY

Prodesk Gold

HEX

#FAC212

RGB

250 · 194 · 18

CMYK

0 24 95 0

PANTONE

123 C

Ocean Blue

HEX

#116091

CMYK

95 50 12 10

PMS

3015 C

Deep Ink

HEX

#16213A

CMYK

90 75 40 50

PMS

532 C

Mist

HEX

#EEF2F8

CMYK

6 2 0 0

PMS

656 C

White

HEX

#FFFFFF

CMYK

0 0 0 0

PMS

Paper

Pantone numbers are the closest matches. Always check against a printed swatch book before a large run.

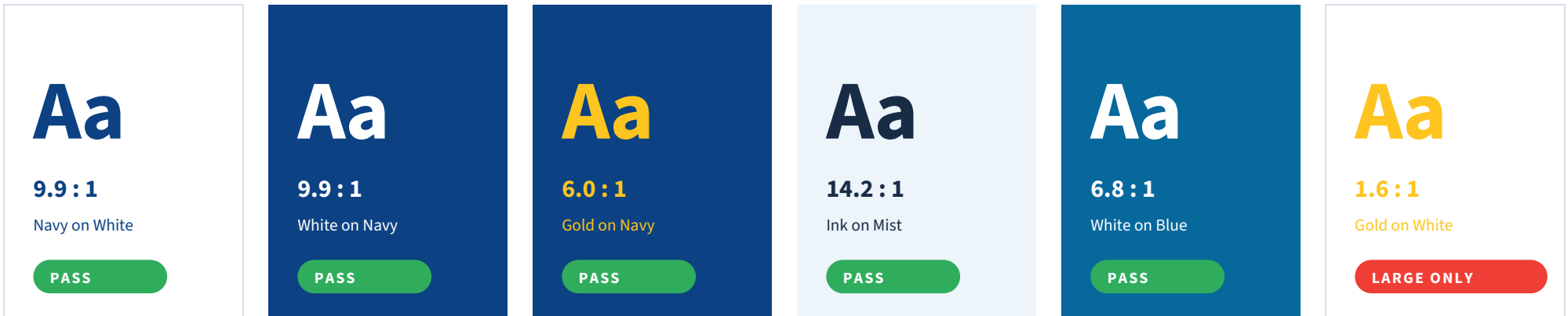
Balance and readability

Navy leads, white gives room, and gold is the spark. Use these pairs so text is always easy to read.

COLOR BALANCE



READABLE PAIRS



04

Typography

One typeface, used in a clear and simple order.

Source Sans 3

One clear, friendly family for everything we make. Free from Google Fonts under the SIL Open Font License. The font file is in the Fonts folder of the logo pack.



Prodesk

Light

Prodesk

Regular

Prodesk

SemiBold

Prodesk

Bold

Prodesk

ExtraBold

Use Bold and SemiBold for headings and labels, Regular for reading, Light only for large or quiet text.

Type hierarchy

A clear order helps people scan. Keep to these styles and sizes.

Display

Bold 44 / 48

Scale your team fast.

Heading 1

Bold 28 / 34

Outsourcing that just works

Heading 2

Bold 18 / 24

Digital marketing teams

Label

SemiBold 9, caps, tracked

OUR SERVICES

Body

Regular 11 / 16

We handle the calls, the hiring and the follow-ups, so you can focus on growth.

Caption

Regular 8.5 / 12

Available 24/7 for selected services.

Pattern and shapes

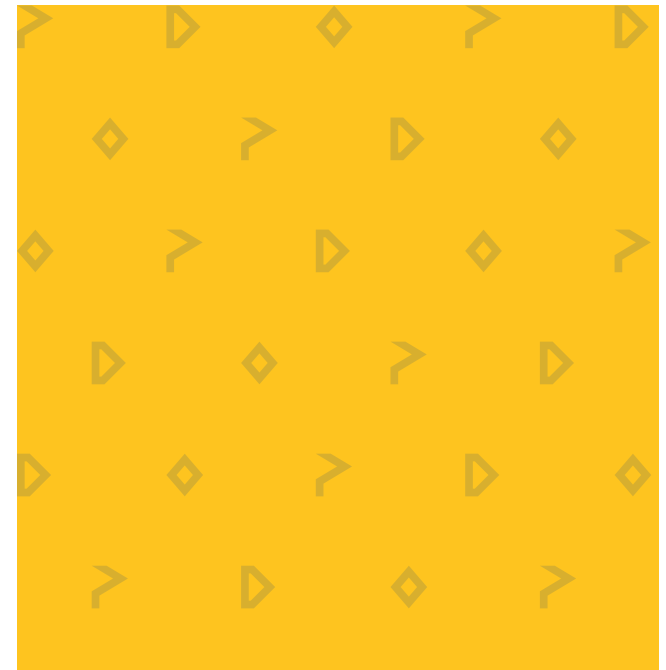
The P, D and O shapes repeat into a quiet pattern. Use it on covers, backgrounds and packaging. Keep it soft so it never fights the logo.



On navy



On mist



On gold

Pattern opacity: 12–30%. Never place the full color logo directly on a busy part of the pattern; give it a clear panel.

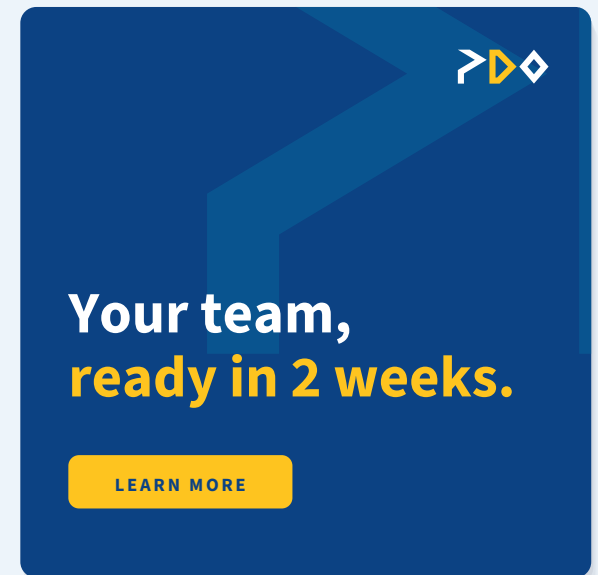
The brand in action



BUSINESS CARD



LETTERHEAD



SOCIAL POST

For printers and vendors

Send the right file and you will get the right result. Here is which file to use, and what to check before printing.

FILE	USE IT FOR	FORMAT
AI · EPS · PDF	Print, packaging, signs, laser cutting, embroidery	Vector · CMYK · outlined text
SVG	Websites, apps, Figma, Canva, Illustrator	Vector · RGB
PNG	Slides, Word, social posts, email	Transparent · 1000 / 3000 px
LIVE-TEXT SVG	Your designer, to change wording	Needs Source Sans 3
ONE-COLOR	Foil, emboss, deboss, screen print, stamps	Single ink

QUESTIONS

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BEFORE YOU PRINT

- ◆ Use CMYK or Pantone, never color picked by eye.
- ◆ Ask for a printed proof first.
- ◆ Use one-color files for foil and emboss.
- ◆ Keep clear space X around the logo.
- ◆ Never go below the smallest size.
- ◆ On kraft or colored stock, test navy one-color.
- ◆ Embroidery: icon or stacked, 40 mm or more.



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