

Brand Guidelines



01 About us

Prospactive is an AI Automation and Web Development agency focused on scaling businesses efficiently. Specializing in web development, design, and AI automation, we cater to forward-thinking companies with over \$1M in annual revenue. Born from a solo freelancer's vision, we're now on a mission to become an 8-figure business with a global, 100% remote team.

We value swift communication, flexibility, and top-tier talent, ensuring we're the ideal partner for businesses ready to embrace change. Every collaboration begins with a personal video call, setting the stage for success in the digital future. Join us at Prospactive, where innovation meets progress.

03 Brand Values

Innovation as a Tradition

We're dedicated to pioneering solutions in web development and AI automation, ensuring our clients lead in their fields. Innovation drives us forward, making it not just a goal but our standard.

Global Collaboration

Our globally distributed team brings diverse skills and perspectives to every project. This remote-first approach enhances creativity and efficiency, tailoring our work to fit clients worldwide.

Client-Centric Growth

Our growth is intertwined with our clients' success. By aligning closely with their ambitions, we craft bespoke solutions that propel both our clients and us forward.

Flexible Excellence

We believe in combining top-tier talent with unparalleled flexibility, creating a productive and content workforce. This ethos results in exceptional outcomes for our clients.





Network of industry compliance requirements



Person Based on Compliance-ready (from brief)



Initial Letter "C"

04 Color Guide

Color palette plays a crucial role in brand identity because it helps to convey emotions, values, and personality traits associated with a brand. Different colors evoke different feelings in everyday life , they also communicate messages about a brand.

Consistency in color usage across all brand materials, like logos, websites, and advertisements, helps people recognize and remember the brand easily. This recognition builds trust and loyalty over time.

ColorPalette

'Cyber Risk Services' has chosen specific colors to represent its feelings, values, and character. These colors are the foundation for everything visual related to 'Cyber Risk Services'. It's important to always use these colors in anything to do with the brand, so people recognize it easily. Consistency in color helps build trust and makes the brand memorable.

HEX : 0ADFFD
RGB : 10, 223, 253
CMYK : 96, 12, 0, 1

HEX : 4495EE
RGB : 68, 149, 238
CMYK : 71, 37, 0, 7

HEX : F2F8FE
RGB : 242, 248, 254
CMYK : 5, 2, 0, 0

HEX : OD0733
RGB : 13, 7, 51
CMYK : 75, 86, 0, 80

05 Typography

Typography plays a crucial role in brand identity by shaping how a brand communicates its message to the world. Just like colors, different fonts convey different feelings and personalities. For example, a sleek, modern font might suggest innovation and sophistication, while a playful, handwritten font might convey a sense of fun and creativity.

Consistency in typography helps establish a recognizable brand identity. When people see consistent fonts, they associate them with the brand, which builds trust and loyalty over time.

BrandTypeface

'Cyber Risk Services' has carefully selected specific fonts to convey its personality, values, and message.

Given fonts serve as the cornerstone for logo design associated with 'Cyber Risk Services'. Consistent usage of these designated fonts across all brand materials is essential for maintaining brand identity and recognition.

Primary Typeface (Headings)

**Space
Grotesk**

*The quick brown fox jumps over the
lazy dog*

Light
Regular
Medium
Semibold
Bold

06 Usages Guide

By defining how brand logo should be used, guidelines help maintain the integrity of the brand's visual identity. Consistent use of brand elements reinforces the brand's personality, values, and message, allowing consumers to easily identify and connect with the brand.

Usage guidelines serve as a reference for anyone representing the brand, including employees, designers, and vendors. They provide clear instructions that how to use logo properly without spoiling recognition.

LogoOptions

These are the various logo arrangement options curated to present 'Cyber Risk Services'. It is essential to consistently use the specified logo option when presenting 'Cyber Risk Services'.

Ensure that the designated logo arrangement option is used consistently across all brand materials and communications.

Avoid altering the logo arrangement to maintain visual consistency and brand recognition.

Brand Identity Guidelines



ClearSpace

Ensuring there is enough space around every 'Cyber Risk Services' logo option. It is super important and helps people to see the logo better and makes the design look nice and tidy. Remember to stick with clear space rules whenever you use brand logo of 'Cyber Risk Services'.

Avoid crowding the logo with text, imagery, or other graphic elements to maintain its clarity and effectiveness.



**Cyber
RiskServices**

45px

45px

We've set this clear space area to 45 pixels. Remember not to put any other elements inside this space.



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**Cyber
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CyberRiskServices
actionable analytics

Thank You

