



Graphic Standard Manual



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01

About nPro



In this section:

- Our Philosophy & Beliefs
- Our DNA
- Trait Percentages
- Brand Voice

Our Philosophy & Beliefs

We provide cutting-edge endpoint protection and comprehensive security monitoring solutions to safeguard businesses against evolving cyber threats. Our advanced technology ensures that your digital assets remain secure, enabling you to focus on your core business operations without fear of cyber attacks.

Our Approach:

- Advanced Endpoint Protection
- Continuous Security Monitoring
- Proactive Threat Intelligence
- Comprehensive IT Management
- Expert Support and Consultation

In an increasingly digital world, cyber threats are becoming more sophisticated and frequent. We believe that every business deserves to operate without the fear of cyber threats disrupting their operations.

Our mission is to empower businesses by providing them with the tools and knowledge necessary to protect their digital environments. We are committed to fostering a safer cyber world where businesses can thrive securely and confidently.



Trait Percentage



Mastery **40%**

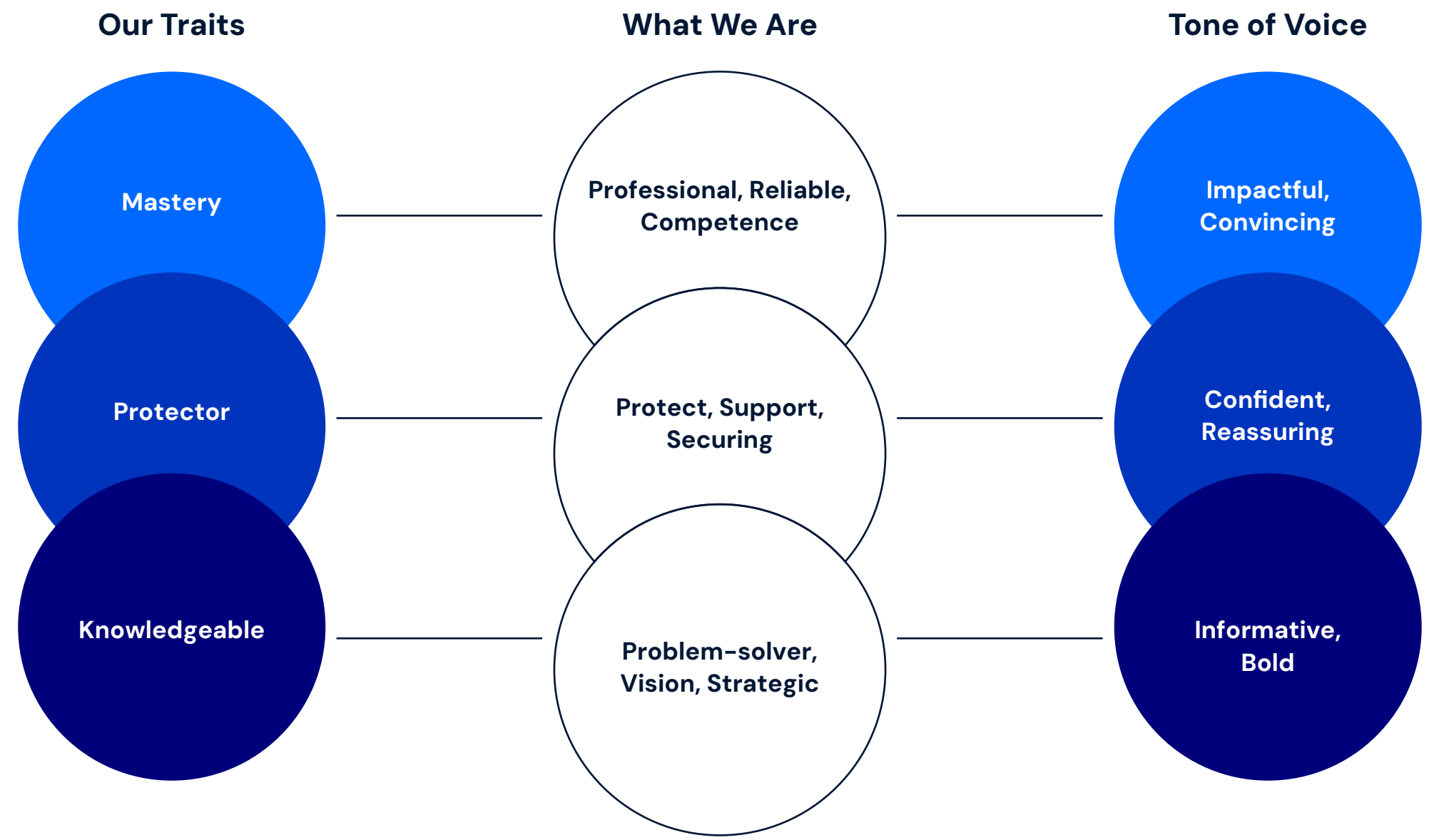
Professional
Reliable
Competence

Protector **40%**

Protect
Support
Securing

Knowledgeable **20%**

Problem-solver
Vision
Strategic



Identity Elements



In this section:

- Logo
- Colors
- Typography
- Design Elements
- Iconography

Logo



The logo is our primary representation in all design and branding materials.

The favicon serves as a supporting element of our brand's iconography.

Primary Logo & Favicon



Alternative Logo & Favicon



Additional Notes

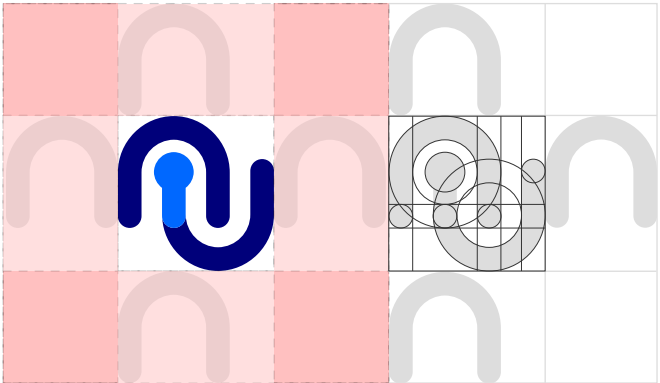
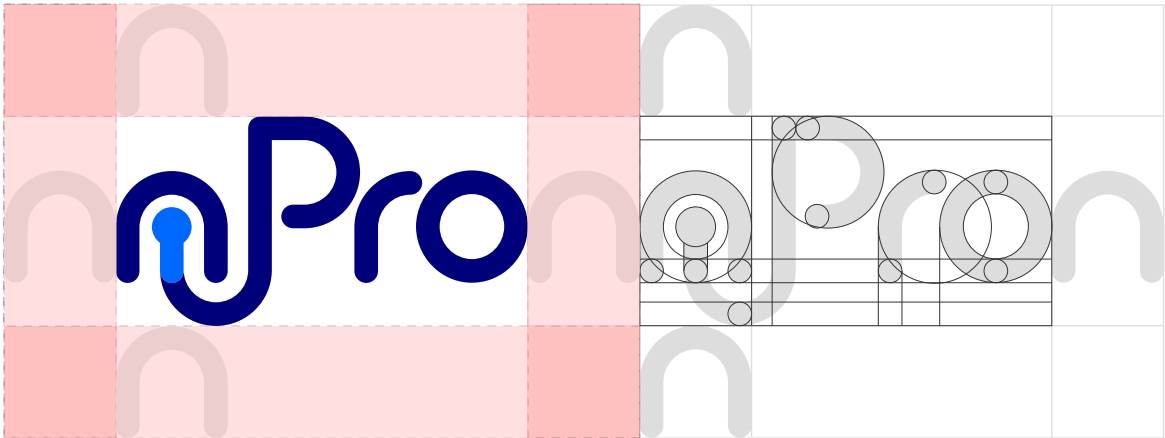
Give priority to nPro's main logo in all design materials. Use the alternative logo for black backgrounds only.

The favicon is appropriate for design materials with limited canvas space, such as in-app iconography.

Do's & Dont's for Alternative Logo

- Must be used with black (#050519/ #000000) background only.
- Other dark colors cannot replace black as the background for the alternative logo.
- Do not shrink the logo smaller than the minimum size.

Logo Construction & Clear Space



Logo Minimum Size



All printed materials should follow the minimum size guidelines. For digital on-screen use, the logo cannot be smaller than 80 pixels at 72dpi resolution. If the usage is lower than the minimum size, such as for mobile apps application, we recommend using the monotone variants instead.

For large formats such as banners, billboards and signages, the logo should be proportionally balanced to the size of the document. In all cases, the logo should never:

- Bleed off any edge
- Be cropped in any way

Additional Notes

The main logo is a must to use as it's fit with the minimum sizes above. We recommend to use a monotone variants if the sizes is lower from the minimum.

Primary Logo & Favicon

2cm
80px

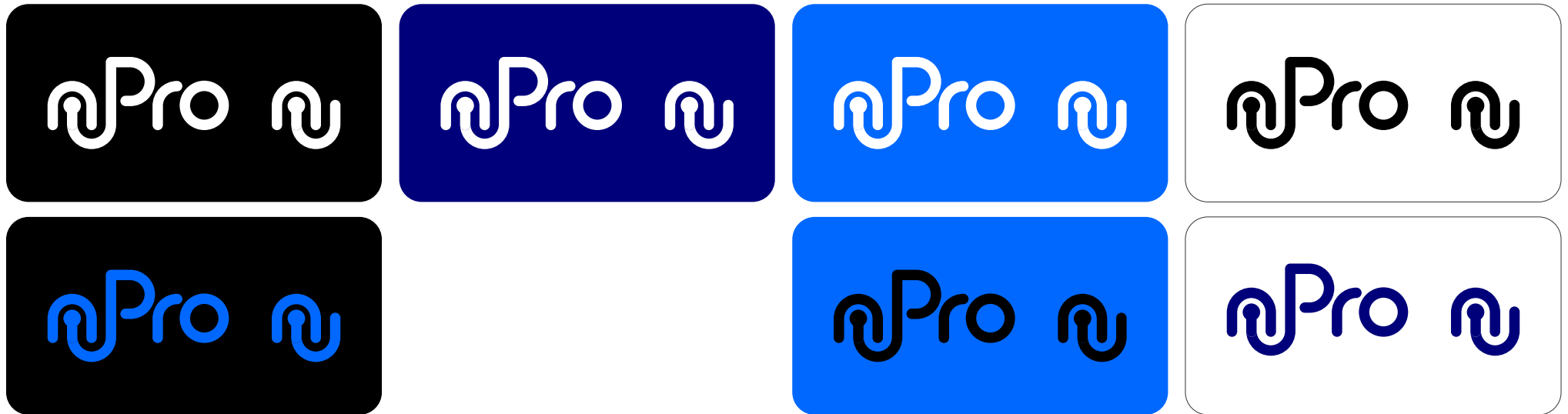


Alternative Logo & Favicon

4cm
160px



Monotone (Dark & Light) Variants



General Rules

- Monotone variants can be used in any size, **especially for the size that is lower than minimum size guidelines.**
- Monotone variants only be use if the primary & secondary have limited canvas space on the design material.
- Monotone variants it's recommended for mid-tone background.

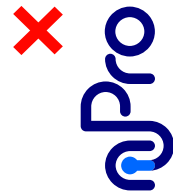
Monotone (Dark & Light) Variants



Logo Improper Usage



The logo must not be altered or changed in any way and the guidelines should always be adhered to. The master logo templates should always be used when putting together collaterals.



Do not rotate the logo



Do not change the logo anatomy



Do not add any texts on the logo



Do not use alternative logo without black background in small size



Do not stretch or wrap the logo



Do not be cropped in anyway



Do not bleed off any edge



Do not add any color outline



Do not replicate the type in a different typeface



Do not change the color of the logo elements



Do not apply fancy effects to the logo



Do not place the logo on a crowded/an uncontrasted background



Do not place the logo on the uncontrasted background



Light Background Usage

The logo can appear in full color for light backgrounds.



Mid Tone Background Usage

The logo can appear in white/ full color for midtone backgrounds.



Dark Background Usage

The logo can appear in white color for dark backgrounds.



Pro Blue #00007a C 100 M 98 Y 16 K 20 R 0 G 0 B 122	Dynamic Blue <u>Digital</u> #0068ff R 0 G 104 B 255 <u>Print</u> #4788C8 C 72 M 39 Y 0 K 0	Bold Black #050519 C 81 M 75 Y 59 K 79 R 5 G 5 B 25	Light Green #58ff9e C 51 M 0 Y 60 K 0 R 88 G 255 B 158
			Clear White #ffffff C 0 M 0 Y 0 K 0 R 255 G 255 B 255
			Grey #808080 C 52 M 43 Y 43 K 8 R 128 G 128 B 128

General Rules

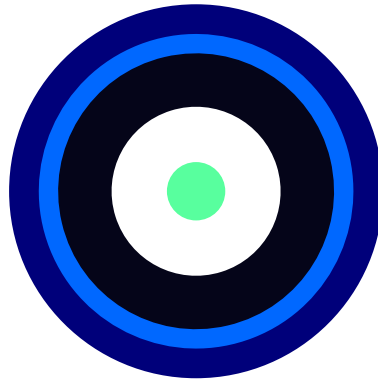
- Always to use main color as a priority.
- Light Green only use as the accent color.

Colors Usage

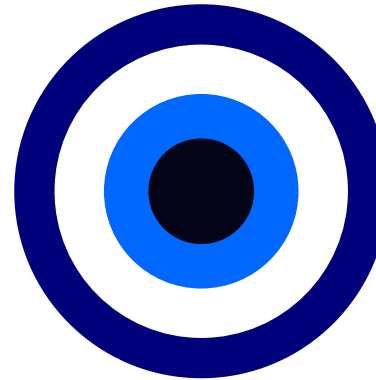


Regular Usage

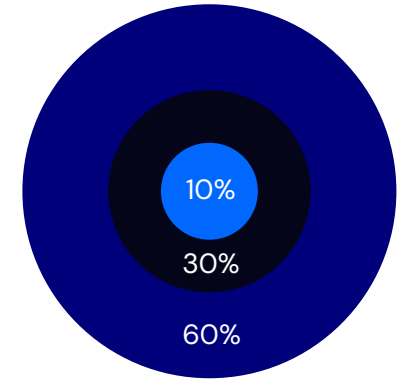
This color usage applies to all types of digital and print design or mediums.



✓ Always use colors from the nPro palette.



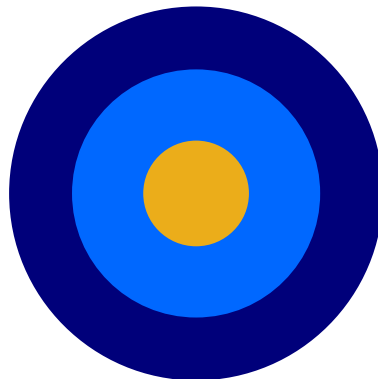
✓ Always use sufficient contrast of primary and secondary colors.



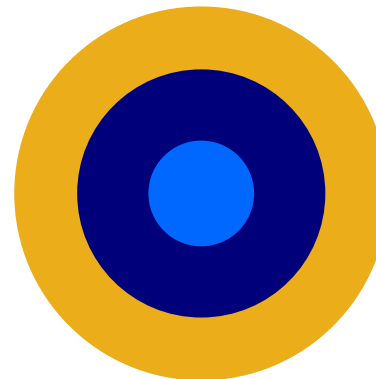
✓ Best use limited to 3-4 color and applying 60/30/10 rules

Co-branding color scheme

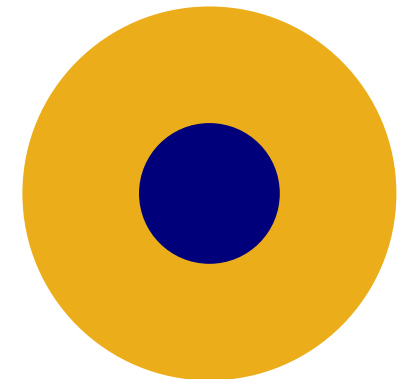
This applies to color usage and combinations for sponsorships and partnerships. Do be mindful of their CID and brand guidelines too.



Minor
90%



Medium
60%



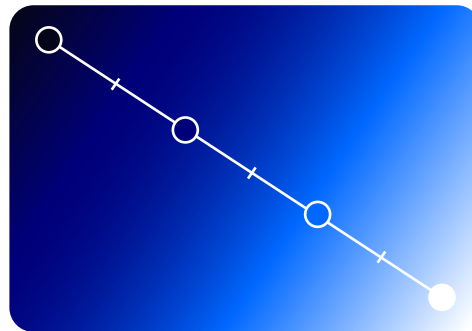
Major
20%

Colors – Gradient Usage



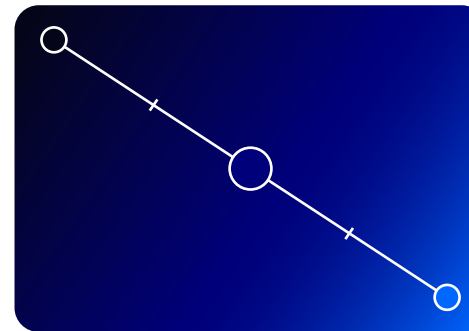
Gradient

Based on nPro color palettes, this color scheme applies to all types of digital and print design or mediums.



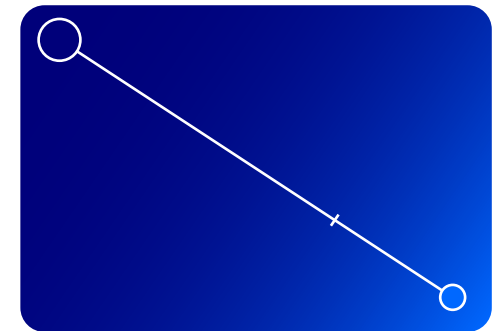
25% 25% 25% 25%

Bold Black – Pro Blue – Dynamic Blue – Clear White



30% 50% 20%

Bold Black – Pro Blue – Dynamic Blue

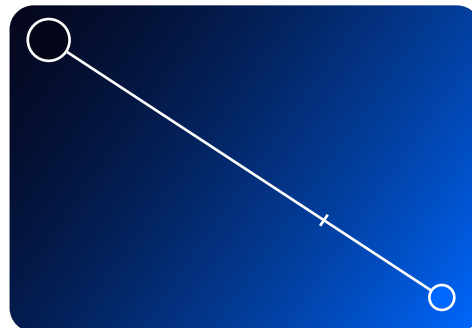


70% 30%

Pro Blue – Dynamic Blue

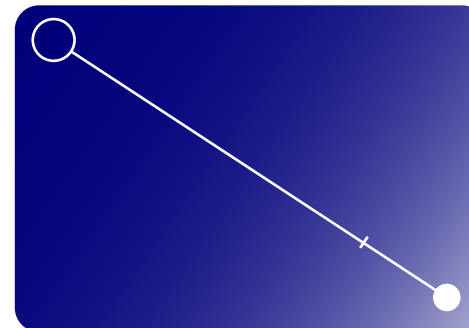
General Rules

- Light Green is only used as an accent for gradient.
- The ratio of placement is adjustable.
- Suggested to start from the corner or edges.
- Adjusting the opacity of the color is acceptable.
- 3-4 colors maximum for gradients*



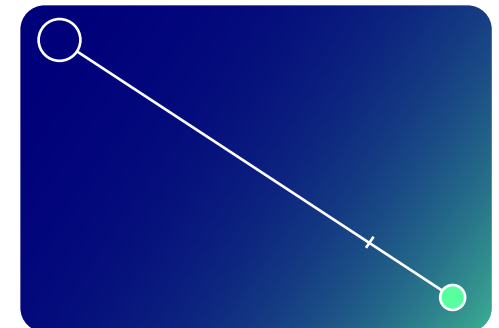
60% 40%

Bold Black – Dynamic Blue



80% 20%

Pro Blue – Clear White



80% 20%

Pro Blue – Light Green

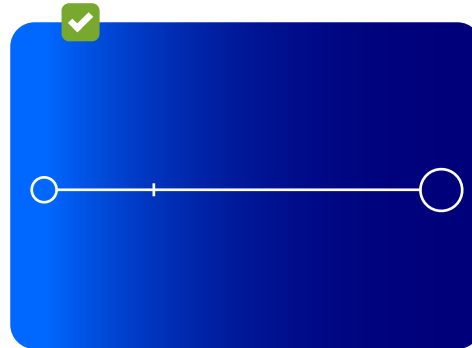
*4 Color only for primary

Colors – Gradient Usage

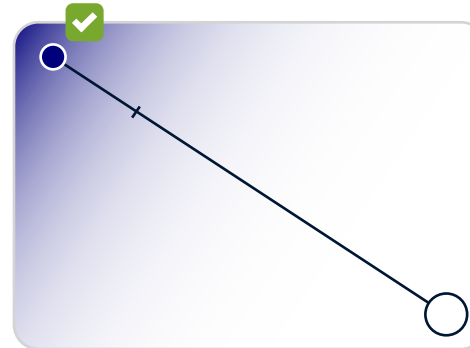


Do's & Dont's

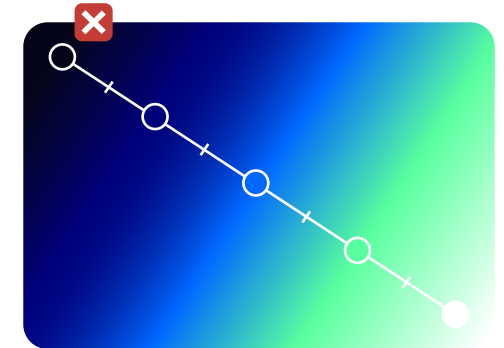
The color gradient from the palettes it's used for all the material placement that apply for digital or print.



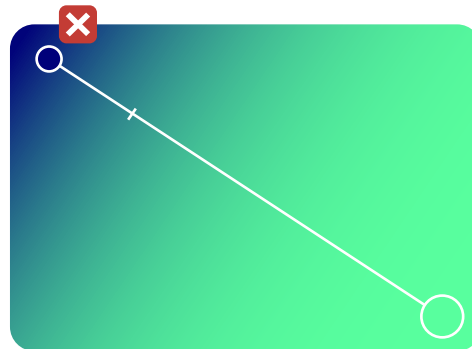
Adjusting the gradient position is acceptable.



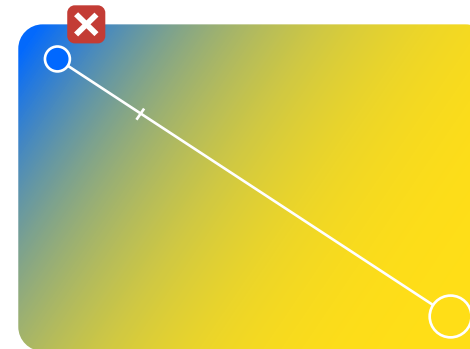
Dominance white color for the background is accepted*



Do not use 5 colors combination.



Do not use Light Green as a dominant color.



Do not combine from other colors besides our palette color.**

*Only for limited documentation and not for commercial purposes.

**Exception for partnership purposes.

Primary Font

DM Sans

DM Sans is a sans serif font that you can find on Google Fonts designed by Colophon Foundry.

We recommend its use in **legal documents either external or internal**. These typefaces can be flexibly used in the following areas:

- Headline
- Title
- Subtitle
- Bodycopy
- CTA & TnC

Do ensure the font sizing and visibility is legible depending on the situation. Here are some recommendation for minimum sizes:

Digital Media : 12pt
Mobile Application : 16pt
Print : 10pt

DM Sans – Black

**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
0123456789**

DM Sans – ExtraBold

**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
0123456789**

DM Sans – 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
0123456789**

DM Sans – SemiBold

**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
0123456789**

DM Sans – Medium

**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
0123456789**

DM Sans – 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
0123456789**

DM Sans – 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
0123456789**

Imagery

Through imagery, nPro has the power to express its value and personality. Images evoke emotions that can be difficult to share by just using words.

General Rules

- Real-life connection between people and technology.
- Natural light and blueish color to convey sense of technology & reliable.
- Strong focal point to give a sense of context and point of view.
- Business casual look.

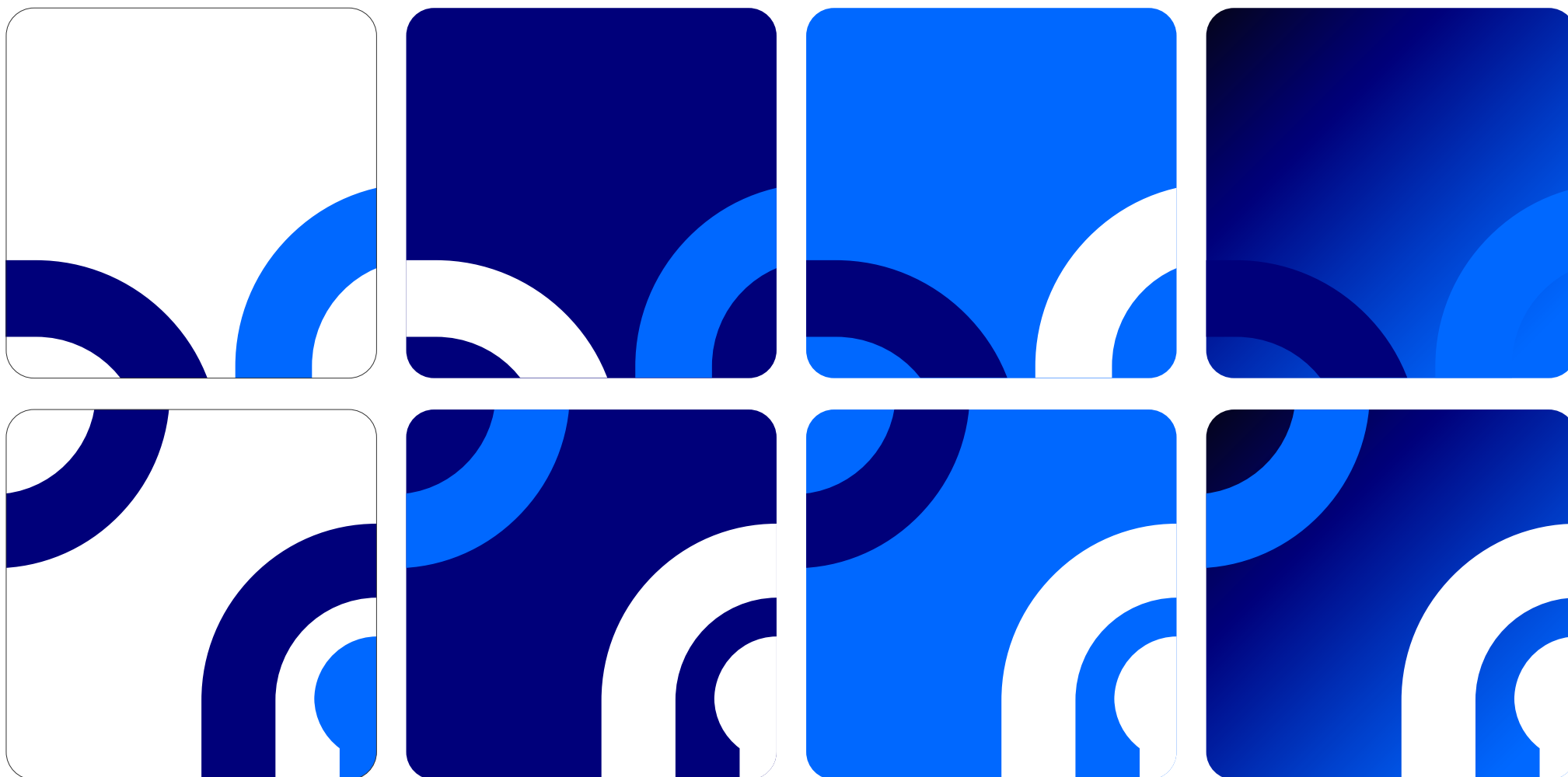


Initial letter of nPro

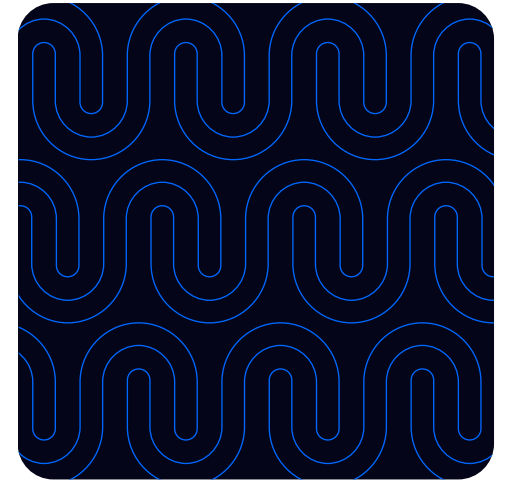
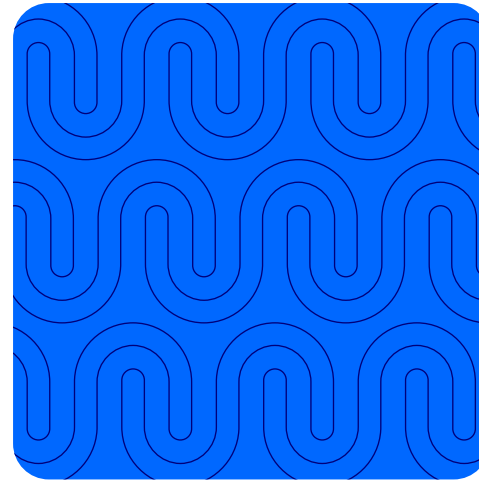
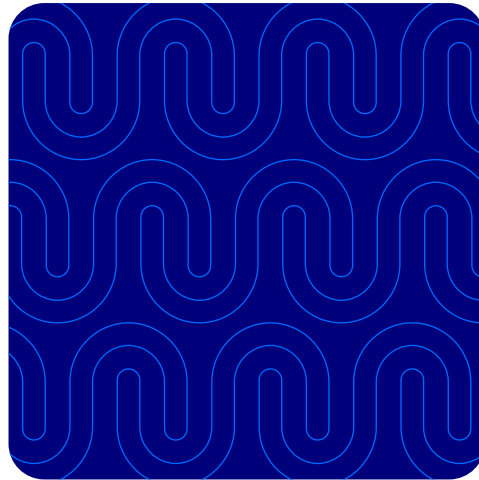
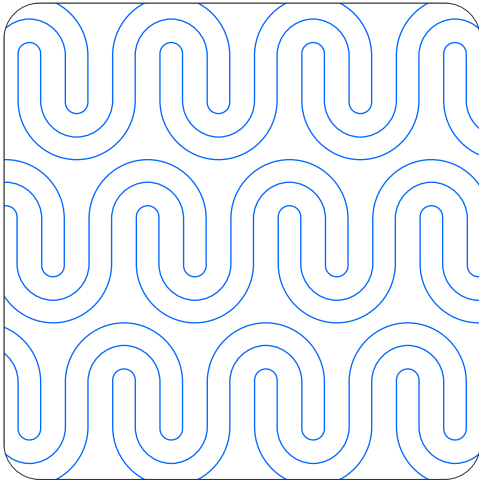
Security, protection,
trustworthy

Connection, durability,
versatility

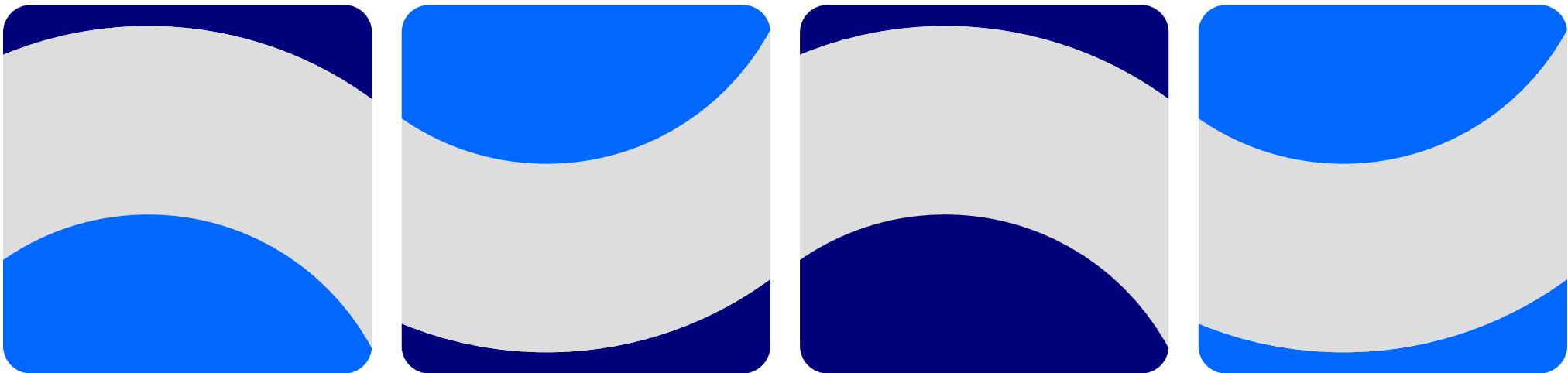




Graphic Elements – Layout Configuration



Graphic Elements – Layout Configuration



✓ The placement and position is adjustable as long as it's vertical.

✗ Do not rotate the layout.

✓ The placement and position is adjustable.

✗ Do not rotate the layout.

✓ The placement and position is adjustable.

✗ Do not rotate the layout.

✓ The placement and position is adjustable.

✓ Rotated the layout is acceptable.

✓ Opacity is adjustable.

✓ The placement and position is adjustable as long as it's horizontal.

✗ Do not rotate the layout.



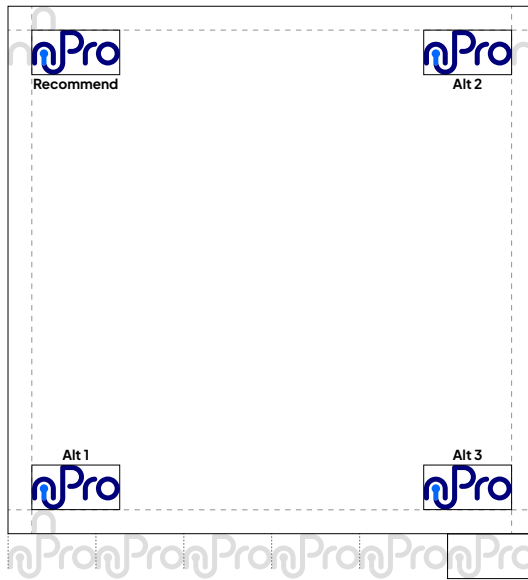
Application



In this section:

- Logo Placement
- Layout & Graphic Element Placement
- Letter Head & Envelope

Logo Placement – Social Media



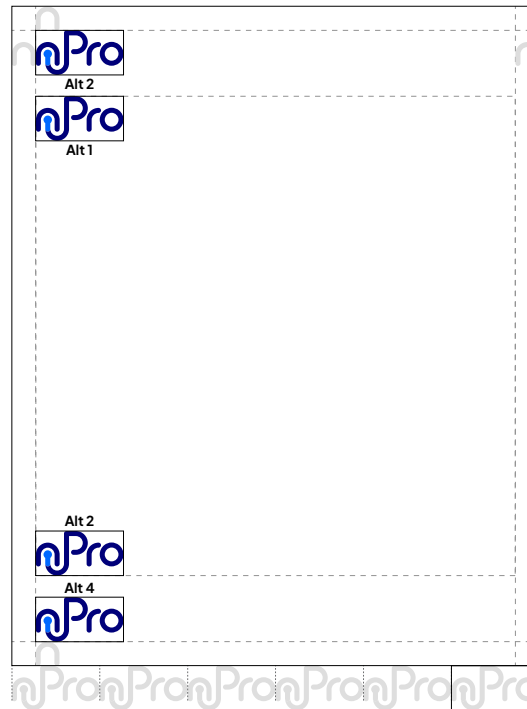
Square 1080x1080

6 x logo



Landscape 1200x630 & 1200x627

9 x logo



Square 1080x1350

6 x logo

**Alternative 1 & 2 is recommended for cover banner carousel & IG gallery purposes*



Square 1080x1080

6 x logo

Logo Placement – Document & Presentation



16:9 Ratio
11 x logo

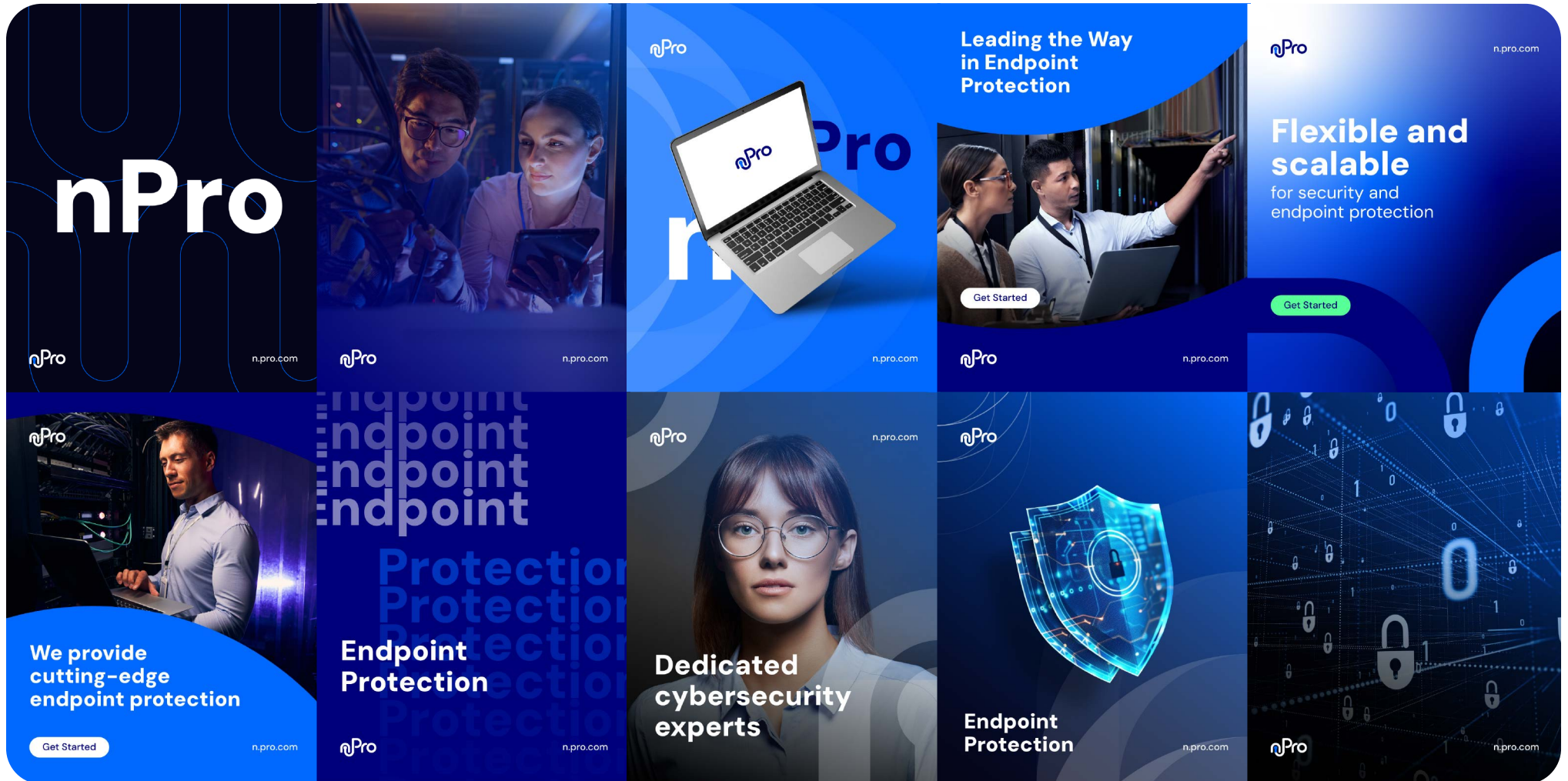


1:2 Ratio
9 x logo



1:2 Ratio
6 x logo

Layout & Graphic Placement Sample



Letter Head & Envelope





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