



Prominent
TechnoLabs

BRAND BOOK



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Brand Foundation

Four brand pillars

BRAND POSITIONING

01

The full-stack agency that actually finishes the job.

For growing businesses tired of half-finished digital work, PTL is the one partner who builds, markets, and automates — and delivers a complete, correct, handover-ready result.

BRAND STORY

02

Founded 2018, Ahmedabad.

We started because businesses kept arriving with the same wound: work someone else had begun and never truly finished. We built PTL to be the opposite — an agency where done means done, and the last twenty percent is treated as the whole point.

BRAND MISSION

03

Build, market, automate — and finish.

We build the digital presence growing businesses run on: websites, brand and UI/UX, SEO, lead generation, automation, and IT consulting. All under one roof, finished to a standard the client is proud of.

BRAND PERSONALITY

04

Capable, calm, and exact.

Think of a senior craftsperson who runs a tight workshop — sure of the work, generous with an explanation, and unwilling to let anything leave the bench half-finished. Confident because competent; warm, not corporate.

IDENTITY · LOGO

The mark — concept & meaning

Two ideas, one mark. The **speech bubble** is how we communicate — marketing, dialogue, the conversation an agency has with its clients. The **nested squares** are precise, layered systems — the full stack, built and aligned exactly. Put together, the mark says it in one shape: we talk with you, and we build it right.



Speech bubble

Communication & dialogue



Nested squares

Precise, layered systems



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The finished mark

□ The bubble & tail

Conversation, responsiveness — we talk with people, and we answer.

□ The nested squares

Layers of a system built correctly; also a target and a screen.

□ Orange × Navy overlap

The core tension resolved — energy held by trust.

The navy square's off-centre overlap is intentional — it gives the mark forward motion. Preserve the asymmetry; never centre or “fix” it.

Identity System

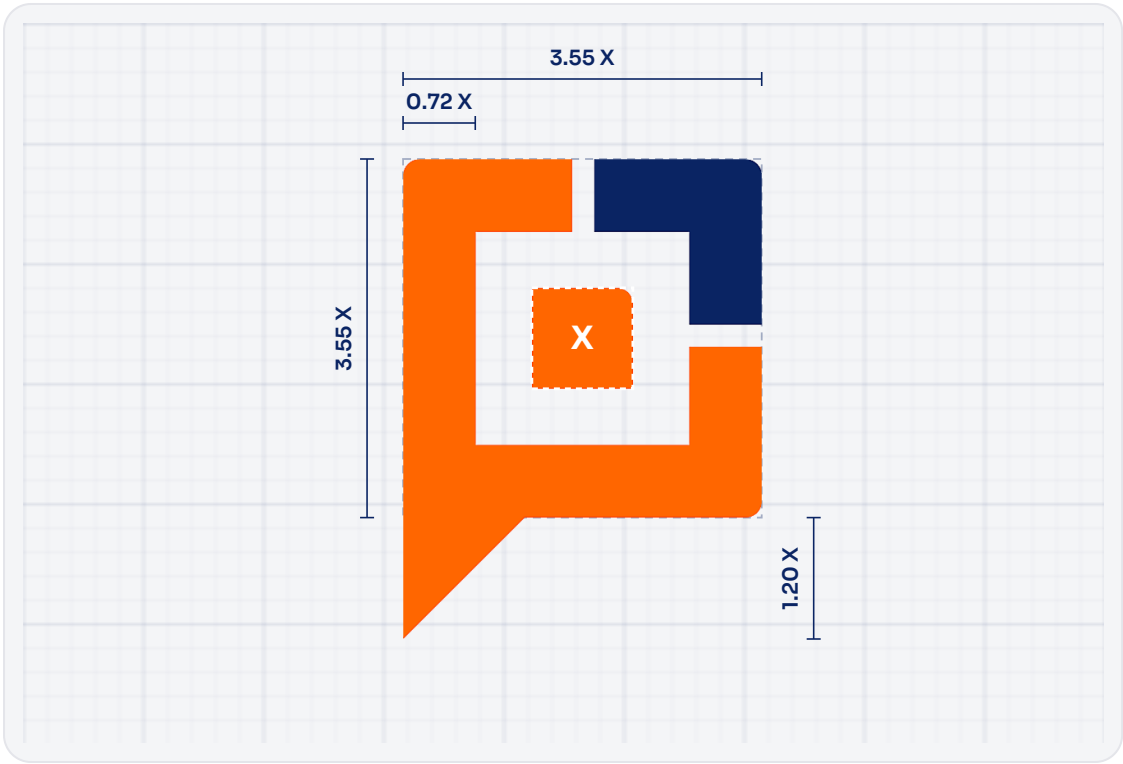
BRAND GUIDELINES

02

IDENTITY · LOGO

Construction

The mark is built from squares and right angles, softened by one consistent corner radius. **X** is the inner square's side — every other dimension is expressed as a ratio of it.



PROPORTIONS

	X — base unit
Inner square	
Bracket stroke	0.72 X
Window gap	0.56 X
Body (square)	3.55 X
Tail depth	1.20 X
Overall height	4.76 X

Do not reconstruct

The supplied master lockups are the authority. Never re-space, redraw, or rebuild the mark by hand — place the approved file.

Safe Zone

The safe zone — also called clear space or the exclusion zone — is the area around the logo that must stay free of every other element: text, imagery or graphics. It is a core rule of logo usage, and it is what keeps the identity clear, legible and undiluted wherever the mark appears.

Clear space = $\frac{1}{4}H$ · 50 px at H = 200 px



Clear space = $\frac{1}{4}H$, H being the symbol's height — 200 px here, so 50 px a side. The gap between symbol and wordmark is the same 50 px. It scales with the logo; nothing enters the zone.

Minimum size

Clear space is set on page 08. This page sets the floor. Below these sizes the mark stops resolving – the inner square closes up and the two-line wordmark fills in – so it must not be used. Measure the placement before you commit to it.

Lockup ≥ 150 px · Symbol ≥ 24 px

MINIMUM SIZE



Enlarged 8x — inspection only



24px

DO NOT SCALE BELOW

SYMBOL

MINIMUM SIZE



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Enlarged 2x — inspection only



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150px

DO NOT SCALE BELOW

HORIZONTAL LOCKUP

Website header	150–180 px
Document / proposal	30 mm
Slide	34 mm
Business card	25 mm
Digital icon / favicon	24 px

MINIMUM BY MEDIUM

The window test: at arm's length, if the inner square is not clearly separate from its frame, go up a size or switch to the symbol.

The variant set

Three forms, two grounds — six files. Pick by the shape of the space first, then by the background.

Horizontal — the default, anywhere width is available.

Stacked — narrow or square spaces.

Symbol — only where the name already reads nearby.

Always place the supplied file — never redraw, restack or recolour. Reversed art is for dark grounds only.

POSITIVE



ptl-logo-horizontal **PRIMARY**



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ptl-logo-stacked



ptl-symbol

REVERSED



ptl-logo-horizontal-rev



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ptl-logo-stacked-rev



ptl-symbol-rev



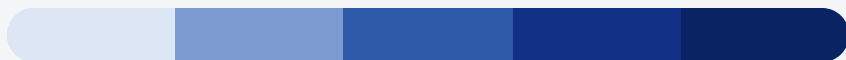
Mono colour



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In a single hue of Navy, the Prominent TechnoLabs logo holds every detail without relying on colour. The mark and the wordmark carry equal weight — proof the identity survives one ink, one plate, or a single embossed impression.

Navy — one hue, five steps



IDENTITY · LOGO

On backgrounds

Four approved backgrounds. The lockup switches to its white version the moment the background goes dark or accent – never the reverse, and never a recoloured mark.



☐ **White**

PRIMARY

#FFFFFF

Full-colour lockup

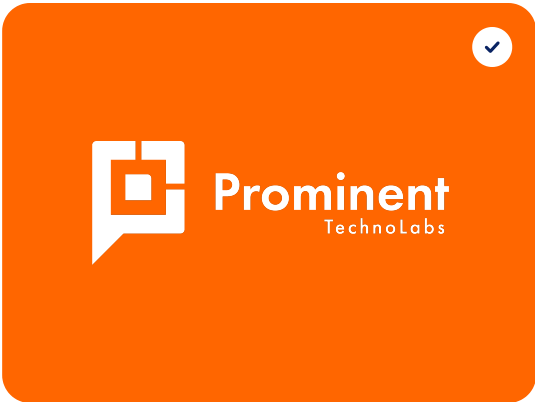


☒ **Navy**

PRIMARY DARK

#0A2463

Reversed lockup



☒ **Orange**

ACCENT

#FF6600

All-white lockup



☐ **Slate 200**

NEUTRAL TINT

#E4E5EA

Full-colour lockup

Maintain a minimum 4.5:1 contrast ratio. On photography or gradients, place the lockup on a solid panel drawn from this set – never directly on a busy image.

IDENTITY · COLOUR

Primary palette

Five colours, used in this order: primary, secondary, neutral, base, accent. Orange is the one action colour; teal is the accent for charts, tags and completed states.

Prominent Orange

PRIMARY

HEX #FF6600
RGB 255, 102, 0
CMYK 0, 60, 100, 0

Prominent Navy

SECONDARY

HEX #0A2463
RGB 10, 36, 99
CMYK 90, 64, 0, 61

Ink

NEUTRAL

HEX #1E1F2D
RGB 30, 31, 45
CMYK 33, 31, 0, 82

White

BASE

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Teal

ACCENT

HEX #0F9B8E
RGB 15, 155, 142
CMYK 90, 0, 8, 39

RAMPS

Values are the authority in every medium. Never sample a colour off a rendered page or a screenshot.

ORANGE	700 #CC5200	600 #E65C00	500 #FF6600	300 #FF9147	100 #FFE2CC
NAVY	900 #0A2463	700 #123086	500 #2E5AA8	300 #7C9BD1	100 #DCE6F5
TEAL	700 #0B6B61	600 #0F9B8E	500 #2CB0A3	300 #8FD4CB	100 #E1F1EF
NEUTRAL	900 #1E1F2D	500 #6B6C7B	300 #CFD1D9	200 #E4E5EA	100 #F4F5F7

IDENTITY · LOGO

Clear space, size & misuse

The short form of the three rules that protect the mark once it leaves this book. Clear space and minimum size are set in full on pages 08 and 09; the six don'ts below are absolute.



$H = \text{symbol height} \cdot \text{band} = 25 \text{ px at } H = 100 \text{ px}$

Clear space — a margin equal to one quarter of the symbol's height on all sides. Set on page 08.

Minimum size — 150 px lockup, 24 px symbol. Floors per medium on page 09.

MISUSE — SIX DON'TS



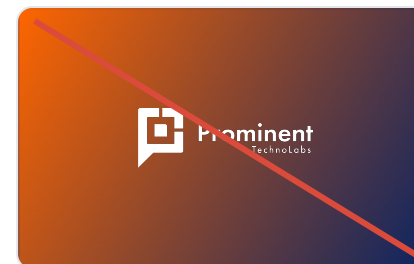
Don't recolour



Don't stretch



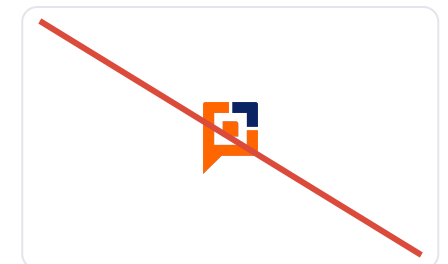
Don't rotate



Don't use on busy backgrounds



Don't add effects



Don't isolate the mark

These six are the ones we see most often. Anything that changes the shape, the colours or the spacing of the supplied file is misuse, whether or not it is drawn here.

IDENTITY · COLOUR

Colour usage

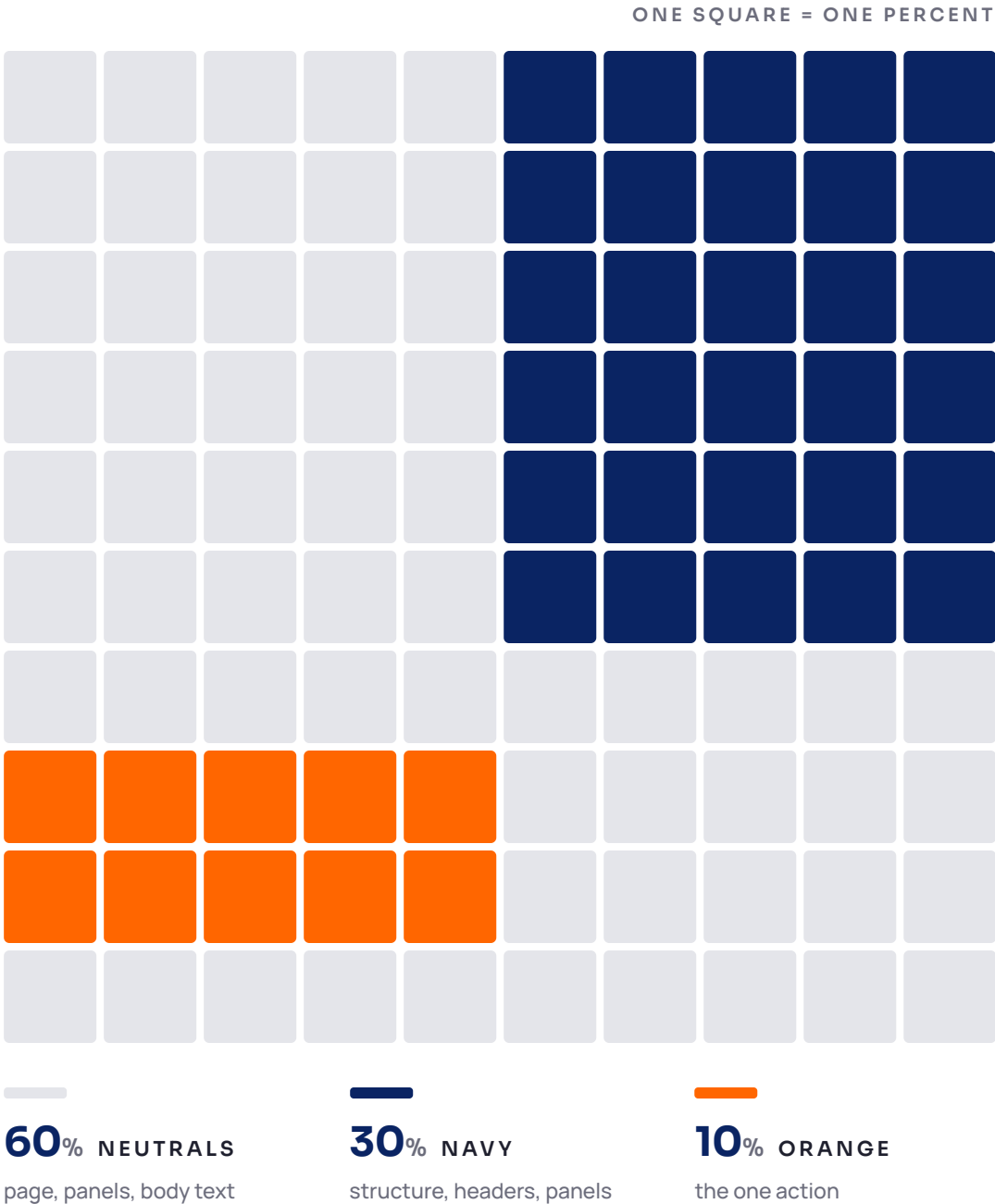
Colour reaches the eye before the logo does. It is governed by proportion, not by taste – the same three-part split on every surface we make.

60 neutrals · **30 navy** · **10 orange**

White and the neutral greys carry the page. Navy carries structure – headers, dark panels, the weight of the thing. Orange marks the one item you want acted on, and nothing else.

Orange is a spotlight, never a floodlight. If two things on a page are orange, neither one is the action.

Teal #0F9B8E sits outside the ratio. It is reserved for data, tags and completed states, and never substitutes for orange.



Language & Applications

03

IDENTITY · TYPE

Typography philosophy

A disciplined **two-family system**: one distinctive, precise display face and one warm, highly legible workhorse. Using two families rather than three is itself a mark of finish.

Sora is geometric and engineered — it mirrors the square geometry of the logo and points the premium feeling toward technology and precision. **Manrope** is a humanist face, warm and highly legible for the plain-language clarity we promise, with tabular figures for our numbers-heavy documents.

The two families

Two families, used with discipline — a geometric display face and a humanist workhorse, and no third font. Below is the full character set and the weights in use.

Sora

Display · headings · UI · stats — weights 400–800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Medium **Semibold** **Bold** **Extrabold**

Aa

Manrope

Body · long-form · tables — tabular figures · 400–600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Medium **Semibold** **Bold** **Extrabold**

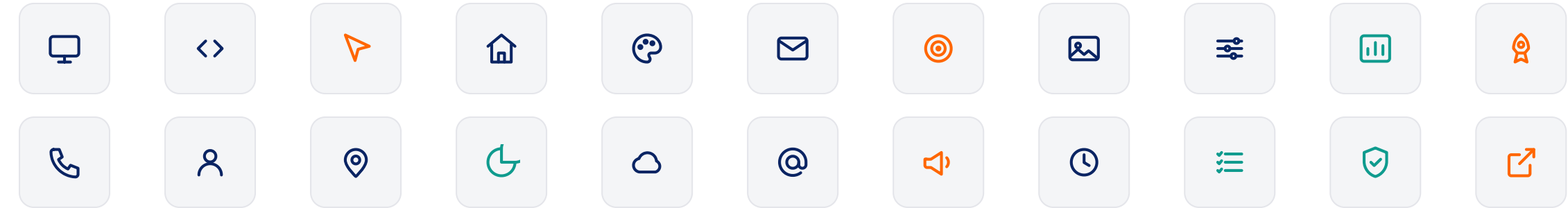
Aa

Type scale

DISPLAY	Building Brands.	56px · 800
HEADING 1	Precision you can see	40px · 700
HEADING 2	How we look and sound	26px · 600
BODY	Clear, confident, grounded copy.	16px · 400
CAPTION	Supporting label · 0123456789	12px · 500

Iconography

Iconography carries the visual language into interfaces and documents. One outline library, built on a 24 px grid with a consistent 2 px stroke and the same rounded joins as the mark. Navy or ink by default; orange spotlights the action, teal marks data and verified states. Never mix filled and outline styles in one view.



Illustrations

Illustration is an optional layer of the PTL system, used where photography can't explain a concept. Every shape is derived from the mark — nested squares, concentric frames, and the bubble silhouette — so the set always looks like it came from the same hand as the logo. Flat and geometric; navy and ink for structure, orange as the primary accent, teal as a supporting note.

Visual language philosophy

Every decorative element descends from the logo itself — never from borrowed stock shapes. The core motif is the **nested square and the bubble**: squares within squares, concentric frames, and “window” cut-outs, giving us an ownable texture that is genuinely ours.

The system is built on restraint: one radius language, quiet structural lines, flat-first depth, cards as the primary container. If an element doesn’t aid clarity or hierarchy, remove it. Whitespace is a feature, not empty space.

IDENTITY · VISUAL LANGUAGE

The motif



Every graphic element descends from the mark.

Nested squares, concentric frames, and the bubble silhouette give us a texture that is genuinely ours — never borrowed stock shapes.

Tagline

The tagline is always set in **Sora Bold** — navy on light, white on navy. Never restyled, re-spaced, or re-coloured.

Both full stops are retained. Set on two lines when used large; one line is permitted at small sizes.

The **descriptor** is the shorter service line already in use on invoices, decks, banners and email footers. Both may appear on the same piece — but never stacked directly together.

TAGLINE

TAGLINE

“ Building Brands.
Driving Growth. ”

Sora Bold

DESCRIPTOR

The agency that finishes

Sora SemiBold

APPLY · STATIONERY

Corporate stationery

The identity kit — the small items where finish is held in the hand.



Business card — front

Logo, service line, split rule, website.



Business card — back

Name, role, and full contact details.



Letterhead & envelope

Logo header, orange rule, navy footer bar — envelope matches.



Presentation folder

Navy cover, mark centred, orange accent on the pocket.



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Thank you.

Thank you for taking the time to read this. This book exists so everything carrying our name is finished, proven, and ready to work — the same standard we'll bring to yours.

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Brand Book

Thank you

Building Brands. Driving Growth.

