



PARTNER GUIDELINES
LOGO, TYPE & COLOUR.

v.03.2022

The Logo

First things first; the Logo is the focal point – an instantly recognisable symbol of the brand. That's why it's important to use the Logo exactly as specified in these guidelines.

Our Logo is the combination of a simple and modern Wordmark.

We are very proud of our Logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

The Logo



Wordmark

Colour

Pro-Hormones Brand should only be used with the artwork files provided or in the stated colours.

The colours used on the Pro-Hormones logo are unique to the brand.



#73C6CC

R: 115
G: 198
B: 204

C: 56%
Y: 0%
M: 23%
K: 0%

#3D3D3D

R: 61
G: 61
B: 61

C: 100%
Y: 100%
M: 100%
K: 100%

#C6C6C6

R: 198
G: 198
B: 198

C: 0%
Y: 0%
M: 0%
K: 30%



#579394

R: 87
G: 147
B: 148

C: 67%
Y: 25%
M: 40%
K: 7%

#FFFFFF

R: 255
G: 255
B: 255

C: 0%
Y: 0%
M: 0%
K: 0%

Logo Colour Options

The Pro-Hormones Logo should only be used with Black, White, and Full colour photographs. Used in a manner which does not harm the branding and colour contrast.

All acceptable variations are shown to the right.



Typeface

The Pro-Hormones Logo uses the stated fonts: "Gilroy Heavy"

Other fonts used by the Pro-hormones brand include: "Gilroy Bold & Gilroy Regular"

Other fonts from the Gilroy font family can be used upon discussion

This is to be used at all times when in partnership with Pro-Hormones.

Failure to use this font may result in the design assets not being approved.

Gilroy Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?**

Gilroy Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?**

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?

 **Prohormones.**