



Promethean
Particles®

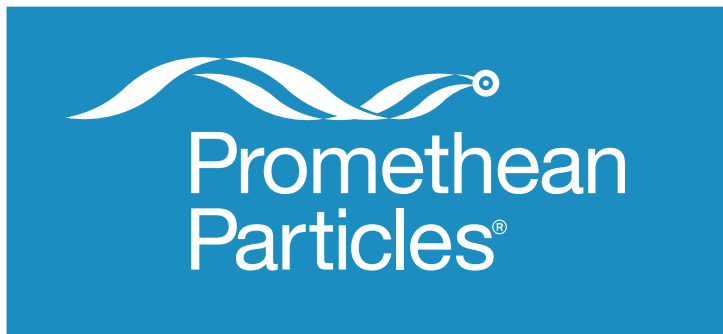
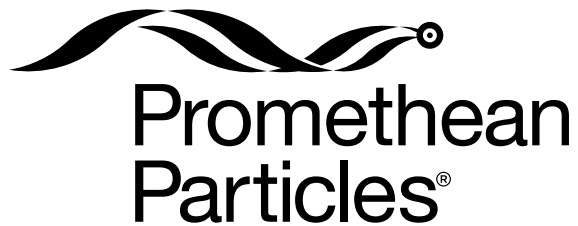
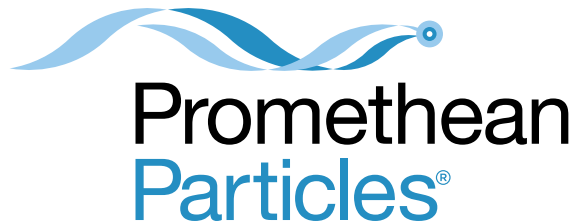
S T Y L E G U I D E

VERSION 5

Logo Usage

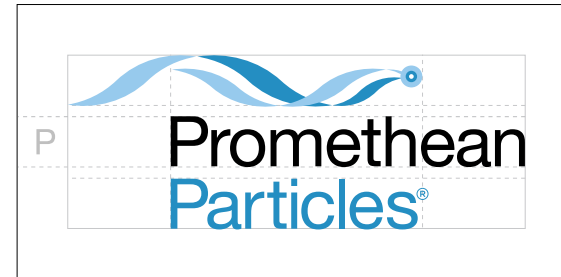
Color Options

The standard three-color version of the logo is preferred. Black and white or “reverse” options are also available.

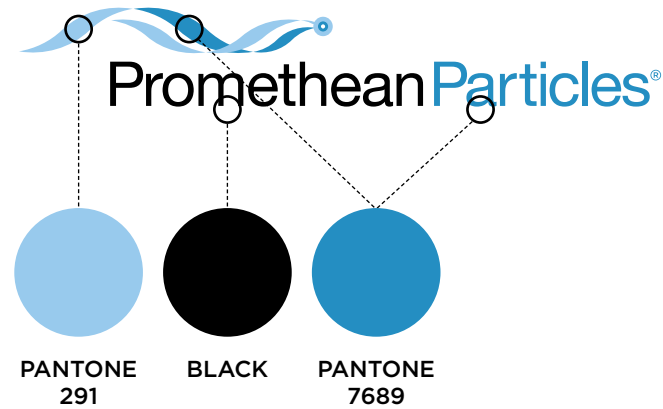


Clear Space

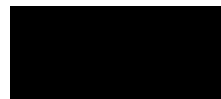
The preferred amount of clear space is equal to height of the letter “P” in Promethean.



Color Formulas



Primary Color Palette



BLACK

C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX 000000



MEDIUM BLUE

PANTONE 7689
C 79 M 33 Y 7 K 0
R 36 G 142 B 194
HEX 248EC2



LIGHT BLUE

PANTONE 291
C 38 M 8 Y 0 K 0
R 152 G 202 B 237
HEX 98CAED

Secondary Color Palette



DARK BLUE

PANTONE 7463
C 100 M 82 Y 43 K 44
R 8 G 43 B 73
HEX 082B49



TEAL GREEN

PANTONE 5483
C 73 M 34 Y 39 K 5
R 75 G 134 B 142
HEX 4B868E



LIGHT GRAY

PANTONE COOL GRAY 4
C 27 M 21 Y 22 K 0
R 187 G 187 B 187
HEX BBBBBB

Fonts

Primary Font Family

Helvetica Neue:

Example of Helvetica Neue Light

The brown fox jumped over the lazy dog.

Example of Helvetica Neue Condensed Medium

The brown fox jumped over the lazy dog.

Example of Helvetica Neue Bold

The brown fox jumped over the lazy dog.

Web Equivalent (Google Fonts)

Helvetica Neue

Secondary Font Family

Gotham:

Example of Gotham Book

The brown fox jumped over the lazy dog.

Example of Gotham Bold

The brown fox jumped over the lazy dog.

Example of Gotham Black

The brown fox jumped over the lazy dog.

Web Equivalent (Google Fonts)

Montserrat