

prism brand book

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About Prism

Brand statement

At Prism, we're committed to transforming the digital landscape through innovation and client satisfaction. With diverse expertise, we craft visually stunning websites that engage users and drive results.

Our Approach:



We break the mold, exploring new design avenues and pushing boundaries.



We go beyond industry standards, delivering unique and strategic web experiences.



Our team's varied perspectives drive fresh ideas and exceptional outcomes.



"Unity in diversity"

Logo

How to use the logo

1. black text on white background



2. white text on black background



3. full black on white background



4. full white on black background



5. black text on white background (alternative)

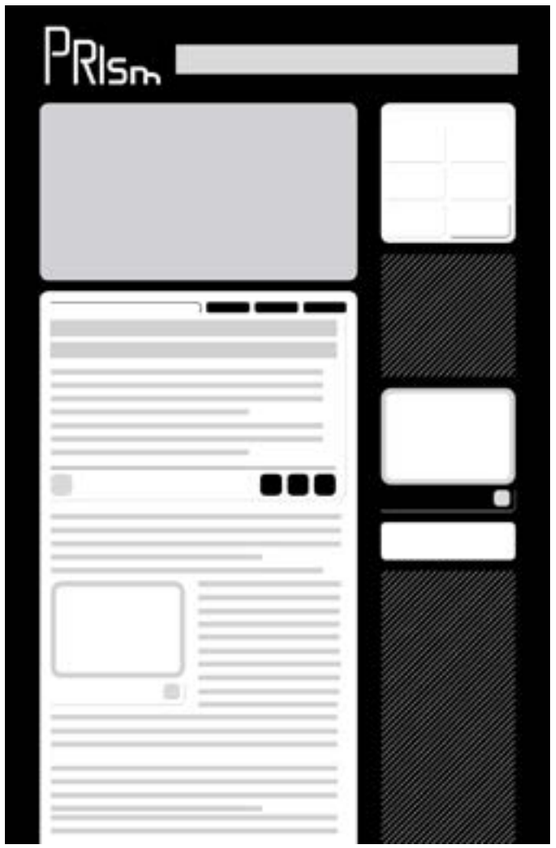


6. white text on black background (alternative)



Logo positioning





Typography

We will use two sorts of fonts, Anta (headings) and Afacad (body)

anta

Ab

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

afacad

Ab

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Style

Prism Studio blends rainbow aesthetics with glassy neumorphism for a vibrant and innovative design. Our team fosters creativity, crafting intuitive digital experiences. We embrace open-mindedness and exploration in every project.



Colour palette

#267FAD

RGB
38, 127, 179

CMYK
78%, 27%, 0%, 32%

#8FD667

RGB
143, 214, 103

CMYK
33%, 0%, 52%, 16%

#FF9655

RGB
255, 150, 85

CMYK
0%, 41%, 67%, 0%

#F16085

RGB
241, 96, 133

CMYK
0%, 60%, 45%, 5%

#B744BD

RGB
183, 68, 189

CMYK
3%, 64%, 0%, 26%

Design

Tone of voice

The tone of voice for Prism Studio is deliberately crafted to strike a balance between **professionalism** and **approachability**, making it casual yet informal. This approach aligns with the studio's ethos of fostering a collaborative and open environment, where clients feel comfortable expressing their ideas and concerns.

By adopting a **casual tone**, we aim to break down barriers and facilitate more **authentic communication**, enabling clients to engage with us on a personal level.

However, **professionalism** remains paramount to ensure that our expertise and dedication to quality are evident in every interaction.

The **informal tone** also reflects our **creative** spirit and **innovative** approach to web design, conveying a sense of energy and dynamism that sets us apart in the industry.

Ultimately, this blend of **casual professionalism** and **informality** reinforces our commitment to delivering exceptional results while nurturing genuine relationships with our clients at Prism Studio.