

EDITION 2026

Brand Book

Building Brands. Driving Growth. · prominenttechnolabs.com





Contents

01

Brand Foundation

About Us	04
The Mark — Concept & Meaning	05

02

Identity System

Construction	07
Safe Zone	08
Minimum Size	09
Logo Variants	10
Mono Colour	11
Logo Backgrounds	12
Colour Guide	13
Clear Space & Misuse	14

03

Language & Applications

Type Philosophy	16
The Two Families	17
Type Scale	18
Iconography	19
Illustrations	20
Visual Language	21
The Motif	22
Tagline	23
Business Card	24
Letterhead	25
Thank You	26

SECTION 01 · PAGES 04-05

Brand Foundation

Who we are, and the idea the mark is built on.





Four brand pillars

01 BRAND POSITIONING

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.

03 BRAND MISSION

Build, market, automate — and finish.

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.

What we stand for, in four statements. Everything else in this book follows from them.

02 BRAND STORY

Founded 2018, Ahmedabad.

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

04 BRAND PERSONALITY

Capable, calm, and exact.

A senior craftsperson running a tight workshop — sure of the work, generous with an explanation, unwilling to let anything leave the bench half-finished. 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

=

**Prominent TechnoLabs**

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.

SECTION 02 · PAGES 07-14

Identity System

The mark, the rules that protect it, and the colours it is drawn in.



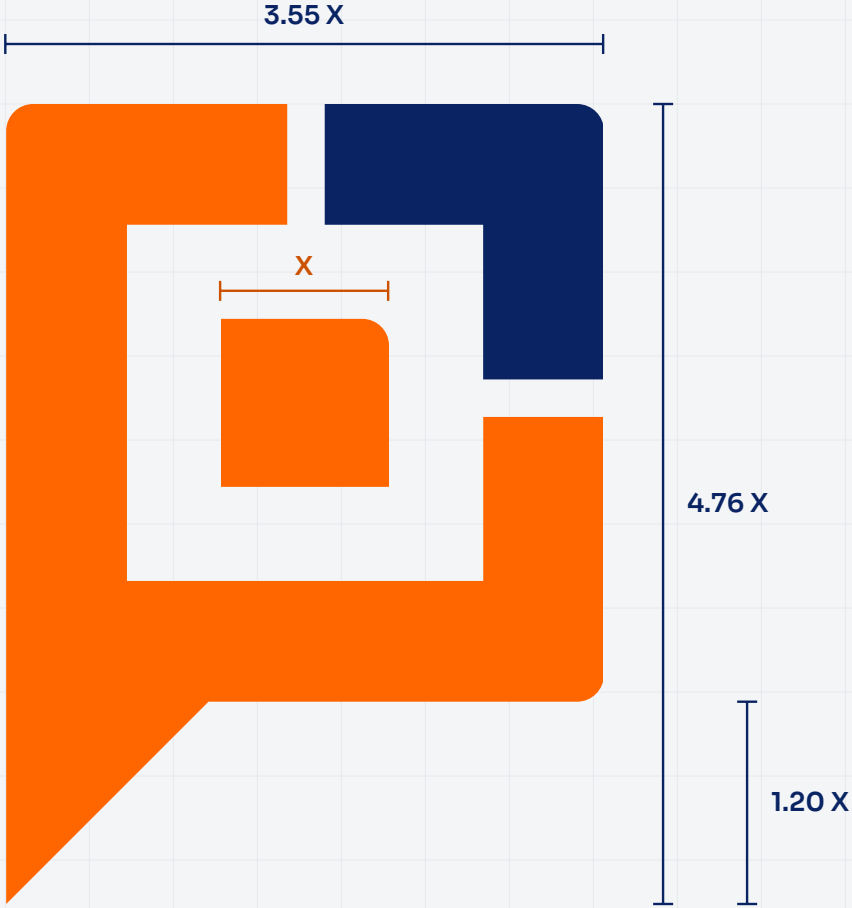
Construction

Squares and right angles, softened by one corner radius. X is the inner square – every other dimension is a ratio of it.

Inner square	X — base unit
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 files are the authority. Never re-space, redraw or rebuild the mark by hand.



Safe zone

Keep $\frac{1}{4}H$ clear on every side, where H is the symbol's height.
Nothing enters the zone – no text, imagery or graphics.



SYMBOL



HORIZONTAL LOCKUP

At H = 200 px the band is 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

Below these sizes the inner square closes up and the wordmark fills in. Lockup ≥ 150 px. Symbol ≥ 24 px.

MINIMUM SIZE



Enlarged 8x — inspection only



DO NOT SCALE BELOW

SYMBOL

MINIMUM SIZE



Enlarged 2x — inspection only



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.

Logo variants

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

Horizontal PRIMARY

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 a variant. Reversed art is for dark grounds only.

POSITIVE



ptl-logo-horizontal



ptl-logo-stacked



ptl-symbol

REVERSED



ptl-logo-horizontal-rev



ptl-logo-stacked-rev



ptl-symbol-rev

Mono colour



Prominent
TechnoLabs

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

NAVY – ONE HUE, FIVE STEPS





On backgrounds

Four approved grounds. The lockup switches to its white version the moment the ground 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

Keep contrast at 4.5:1 or better. On photography or gradients, place the lockup on a solid panel from this set – never directly on a busy image.



Colour guide

30%

Prominent Navy

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



Ink — text

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

10%

Prominent Orange

#FF6600
RGB 255 102 0
CMYK 0 60 100 0



60-30-10

WHITE · NAVY · ORANGE

60%

White

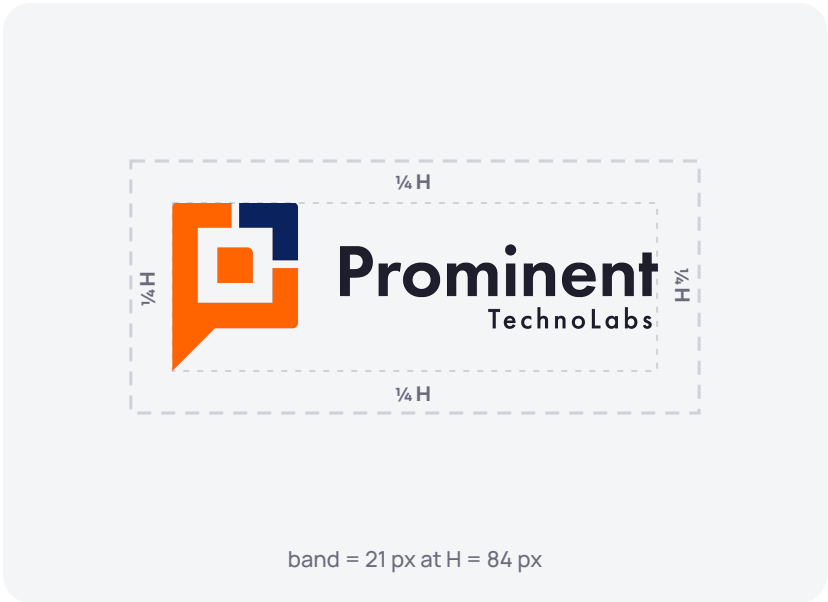
#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Orange is a spotlight, never a floodlight.



Clear space & misuse

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



Clear space — $\frac{1}{4}$ of the symbol's height on every side.

Minimum size — 150 px lockup, 24 px symbol.



Don't recolour



Don't stretch



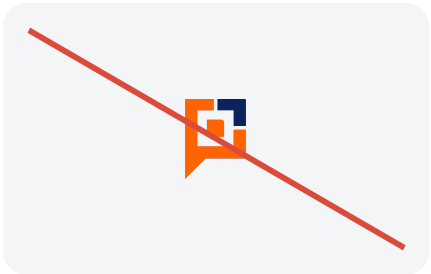
Don't rotate



Don't use on busy grounds



Don't add effects



Don't isolate the mark

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



SECTION 03 · PAGES 16–26

Language & Applications

Type, icons, illustration and voice — and the one page that shows it all applied.

Typography

Two families, used with discipline. Using two rather than three is itself a mark of finish.

Sora — display

Geometric and engineered. It mirrors the square geometry of the logo and points the brand toward precision.

Manrope — text

Humanist, warm and highly legible, with tabular figures for our numbers-heavy documents.



Aa

DISPLAY

Sora

Aa

TEXT

Manrope



The two families

Sora

Display · headings · UI · stats — 400 to 800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEIGHTS IN USE

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

Two faces with two jobs — and no third font.

Manrope

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEIGHTS IN USE

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



Type scale

Five steps, used in order. Never invent a size between them.

DISPLAY

Building Brands.

Sora · 56 px · 800

HEADING 1

Precision you can see

Sora · 40 px · 700

HEADING 2

How we look and sound

Sora · 26 px · 600

BODY

Clear, confident, grounded copy.

Manrope · 16 px · 400

CAPTION

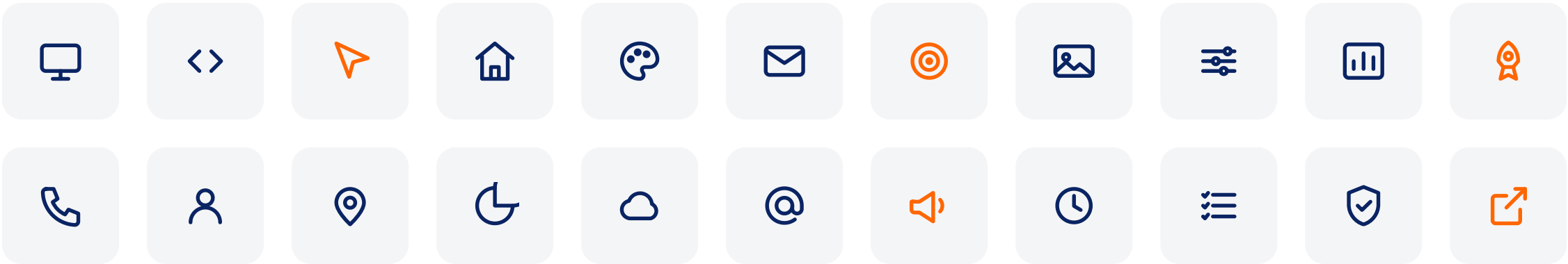
Supporting label · 0123456789

Manrope · 12 px · 500



Iconography

One outline library carries the visual language into interfaces and documents. Never mix filled and outline styles in one view.



Construction

24 px grid, 2 px stroke, and the same rounded joins as the mark.

Default colour

Navy or ink.

Accent

Orange spotlights the action.

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 and orange as the accent.

Visual language

Every decorative element descends from the logo — never from borrowed stock shapes.

One radius language

Quiet structural lines

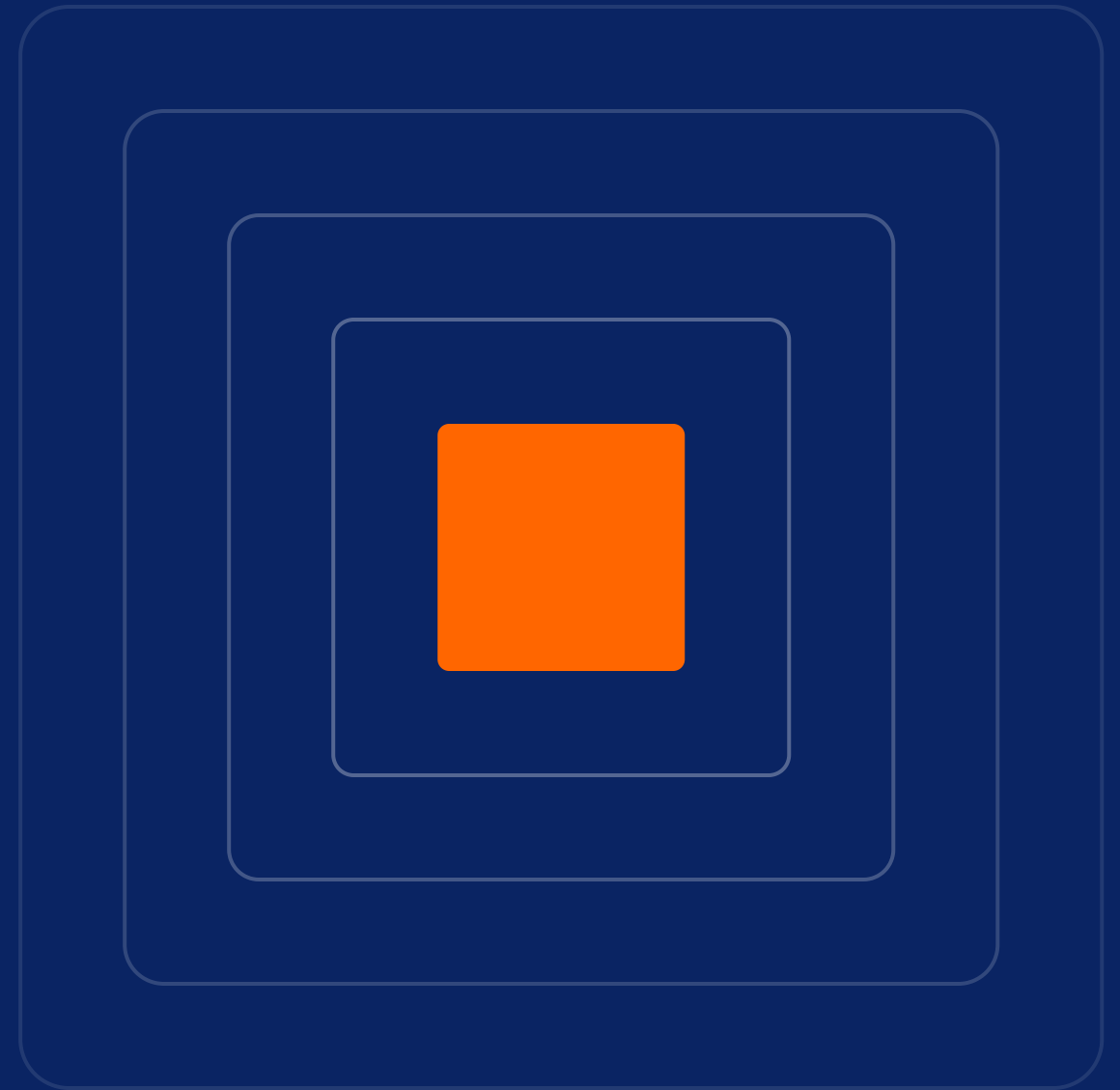
Flat-first depth

Cards as the primary container

Whitespace is a feature, not empty space

THE TEST

If an element doesn't aid clarity or hierarchy, remove it.

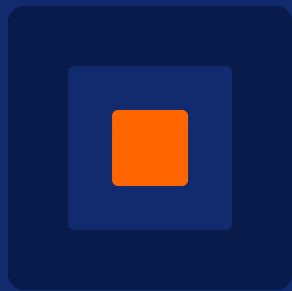




The motif

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.



NESTED SQUARES



CONCENTRIC FRAMES



BUBBLE SILHOUETTE

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

“ Building Brands.
Driving Growth. ”

Sora Bold

DESCRIPTOR

The agency that finishes

Sora SemiBold



Business card

Printed at 90 × 54 mm. The front carries the mark; the back carries the person.



Front

Logo, service line, split rule, website



Back

Name, role and full contact details

Letterhead

A4 letterhead and DL envelope, printed as one set.

Header

Horizontal lockup and a short orange rule.

Body

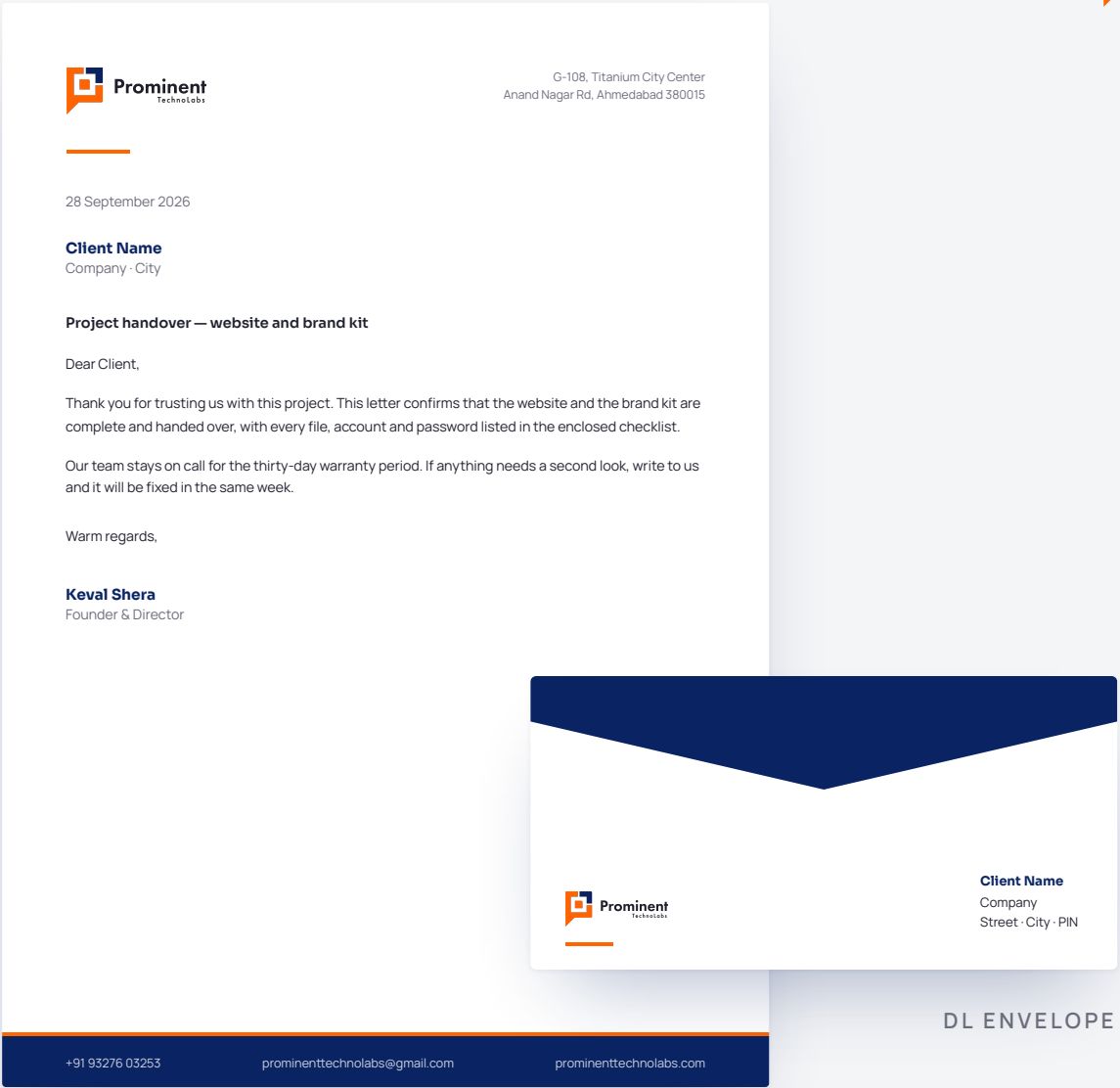
Manrope for the letter, Sora for names and headings.

Footer

A navy bar with the one phone number used across the book, the email and the website.

Envelope

Navy flap, lockup on the front, same orange rule.



A4 LETTERHEAD

DL ENVELOPE

BUILDING BRANDS. DRIVING GROWTH.

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.

prominenttechnolabs.com

