



StyleGuide25

These guidelines are for anyone using the ProScore brand for marketing, communications, presentations, or intercompany messaging

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Brand Guidelines

This Style Guide was designed to shape and communicate the ProScore brand, defining how we visually present, sound, and connect with our audience. This document provides clear instructions on using our logos, typography, color palettes, icons, patterns, and imagery. It also establishes essential brand positioning to guide our communication and ensure consistency across all touchpoints with our audience.

Why are brand guidelines necessary?

Brand guidelines are essential to maintaining a cohesive and recognizable identity. From proprietary logos to the language we use, each guideline is a crucial piece of our brand's overall image. Following these standards ensures we protect our visual assets, strengthen brand recognition, and deliver consistent, impactful messaging across all channels.

Are the ProScore brand guidelines mandatory?

Yes, adherence to the ProScore brand guidelines is mandatory for all employees, consultants, and contractors. To support this, a reference folder is available on the marketing server, containing essential resources such as logos, font files, color palettes, PowerPoint templates, imagery, and icons. This ensures everyone has easy access to the tools needed for consistent and accurate brand representation.

Do I need to get any marketing materials I create approved?

Yes, all marketing collateral must be reviewed and approved by the Head of Marketing, with no exceptions. This ensures alignment with our brand standards and consistency across all materials.

Questions? Contact the creative team at creative@proscore.ai

Positioning

ProScore is reinventing the business of IRA Compliance.

We're empowering users to seamlessly manage their crew's IRA compliance and achieve complete transparency in tracking their Journey-to-Apprentice ratios. Through the ProScore SmartSource platform, users can generate essential documentation to optimize their IRA tax incentives. ProScore is building a next-gen, AI-driven framework to support every stage of the IRA compliance process, making compliance straightforward, efficient, and highly impactful.

We're building a next-gen AI framework solution for every step of the IRA compliance process.

Our Tagline:

"Welcome to the Future of Smarter Compliance."

Brand Voice

ProScore's voice is Direct, Confident, & Trustworthy

Our voice shapes everything we create, expressing who we are and how we engage with the market—often, even without words. It's our identity in action.

Direct

In a competitive landscape, we value people's time and energy. Our messaging is streamlined and straightforward, with no BS, fluff, or jargon. We create simple, accessible solutions, and our communication mirrors that: clear, concise, and to the point.

Confident

While we're a startup, we're grounded in expertise. We believe deeply in our product and the potential of our users, presenting our message with easy confidence. Our tone reflects conviction without pretense—steady, assured, and approachable.

Trustworthy

Transparency and integrity are central to everything we do at ProScore. We strive to provide accurate insights and dependable support, fostering trust and helping users confidently manage their IRA compliance journey with a partner they can rely on.

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Brand Personality

ProScore's brand personality is Innovative & Trustworthy.

Our Identity: Innovative

Our Language: Sincere, Accessible

Our Voice: Direct, Confident, & Trustworthy

Our Characteristics: Genuine, Imaginative, Positive, & Honest

Our Motivation: Greatness, Game-Changing, & Industry Leading

Our Fear: Stagnation, Complacency, & Disengagement

Brand Basics

Our purpose, mission, vision, and values define who we are and why ProScore exists.

Why does ProScore exist?

We empower users to manage their crew's IRA compliance seamlessly, providing transparency for tracking Journey-to-Apprentice ratios. Through the ProScore platform, users can generate essential artifacts to maximize IRA tax incentives, creating a streamlined, compliant experience without limitations.

What does our future look like?

Our vision is to become the go-to IRA compliance platform for businesses and teams of all sizes.

What principles guide our behaviors?

Our core values of empathy, transparency, honesty, and curiosity shape every decision we make. We're committed to building something remarkable through respect and innovation.

Who is our target customer?

Our customers are companies seeking transparency and control over their Journey-to-Apprentice ratios, using ProScore to generate essential artifacts and optimize their IRA tax incentives.

Our Logo

There are three lockups for the ProScore logo, that will be covered in the next few pages, as well as logo misuse.

The **ProScore ICON** should be used sparingly, with ample clear space maintained around its edges to ensure visibility and integrity. It must not be combined with other logos without prior approval. The registration mark (®) must always remain visible, and the icon should only appear in specified Black or White colors.



Our Logo

The Standard.

The **ProScore Standard logo**, shown below in a horizontal format, should always maintain ample clear space around its edges to ensure clarity and impact. The registration mark (®) must be clearly visible at all times, and the logo should only appear in the specified Black or White colors.



A download of our logo in several different formats can be found in the Resources folder on the Marketing Drive.

Our Logo

Stacked.

The **ProScore Stacked Logo**, displayed below in its vertical format, should always have ample clear space around its edges for optimal visibility. The registration mark (®) must remain clearly visible, and the logo should appear only in the specified Black or White colors.



A download of our logo in several different formats can be found in the Resources folder on the Marketing Drive.

Our Logo

The Wordmark.

The **ProScore Wordmark** is reserved for specific, pre-approved applications. Like all of our logos, it should maintain ample clear space around its edges for clarity. The registration mark (®) must always be visible, and the wordmark should appear only in the approved Black or White colors.



A download of our logo in several different formats can be found in the Resources folder on the Marketing Drive.

Logo Misuse

Never, ever ever.

Logo Misuse can seriously undermine the ProScore brand. Consistent and correct application, however, strengthens brand recognition and supports the growth of ProScore. Please adhere to the following "Never, Ever" guidelines to help maintain our brand integrity. Thank you!

Do Not change the color of our logo. Approved logo colors can be found in our Brand Colors section on page 10.



2. Do not change the size of the elements of our logo.



3. Do not skew our logo in any way, shape, or form.



4. Do not add a drop shadow to our logo.



5. Do not add a stroke around our logo.



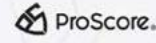
2. Do not combine the ProScore logo with any other logo without using proper spacing as outlined in this guide.



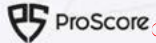
2. Do not change the layout of our logo.



3. Do not rotate any element of our logo.



4. Do not use our logo without the (®) mark..



5. Do not change the wordmark font our logo.



Typeface

Primary Typeface – Poppins

Poppins is a popular family of geometric Sans Serif typefaces that we use for headlines and throughout our designs. Unlike other sans-serif fonts, which can feel distinctly German or Swiss, Poppins has a uniquely American character. It offers versatility with eight weights—Thin, Extra Light, Regular, Medium, Semibold, Bold, Extra Bold, and Black—each with matching italics, along with narrow and condensed variations to suit various design needs.

Thin

Thin Italic

Extra Light

Extra Light Italic

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Black

Black Italic

Secondary Typeface – Baskerville

Baskerville is considered a transitional typeface, meaning it's a bridge between the old-style typefaces of William Caslon and the neoclassical designs of Bodoni and Didot. This font should only be used in a sub-text capacity, and never for headers or as a standar font. Baskerville is available in three weights - regular, semibold, and bold.

Regular

Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

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Typography

Proper Font Usage, Sizing, & Colors

Proper typography is vital for a consistent and professional brand presence. Always use approved fonts in specified weights and sizes to ensure readability and brand consistency. Text should be sized according to its context, with clear distinctions between headings, subheadings, and body text to guide the reader effectively. Use only approved brand colors to maintain legibility and visual harmony across all materials.

Main Header: Poppins Medium – Size: 40pt Line Height: 52pt

Section Header: Poppins Medium – Size: 30pt Line Height: 42pt

Title of Content: Poppins Medium – Size: 24pt Line Height: 36pt

Body: Poppins Regular – Size: 14/16/18pt Line Height: increase by 12pts – Always use color: #232222

Callouts: When you want something to POP in your Body copy, always use **Poppins Medium**, when calling out in a Header, always use **Poppins SemiBold**.

Header on Dark

Header on Light

Header on Light

If you need a Header Callout on Dark

Header Callout on Light

Brand Colors

ProScore Color Palette

Our core colors are a direct expression of the ProScore brand identity. After thoughtful selection, we've chosen specific Primary, Secondary, and Tertiary colors to represent ProScore. Each color is not only distinctive but also resonates within the Renewable Energy sector, enhancing our brand recognition and alignment with industry standards.



Primary
ProScore Green
CMYK 83 | 20 | 100 | 7
RGB 34 | 140 | 34
HEX #228C22



Secondary
ProScore Blue
CMYK 89 | 76 | 38 | 27
RGB 45 | 63 | 96
HEX #2D3F60



Tertiary
ProScore Volt
CMYK 45 | 0 | 100 | 0
RGB 153 | 204 | 0
HEX #99CC00



Header Font
ProScore Dark Blue
CMYK 99 | 85 | 44 | 49
RGB 10 | 35 | 66
HEX #0A2342



Standard Font
ProScore Font
CMYK 71 | 66 | 64 | 72
RGB 35 | 34 | 34
HEX #232222



Grey One
ProScore Grey
CMYK 53 | 47 | 42 | 9
RGB 125 | 121 | 125
HEX #7D797D



Grey Two
ProScore Heather
CMYK 23 | 18 | 18 | 0
RGB 195 | 196 | 197
HEX #C3C4C5



PS Background LT
ProScore White
CMYK 3 | 2 | 1 | 0
RGB 245 | 245 | 247
HEX #F5F7F5

PLEASE DO NOT USE THESE COLORS:



Although some of these colors will be used in our UX/UI development, we ask that you refrain from using them in the design elements of any marketing collateral. This does not include pictures or illustrations.

Iconography

ProScore Icons

Our icons were originally created to represent menu items within the ProScore website, and for use in all of our marketing materials. These icons may never substitute the main logo, but may be used across the entire brand. Incorporating icons into layouts is a great way to break up large portions of text and images. They also make content more visual and easily digestible.



A download of approved ICONS can be found in the Resources folder on the Marketing Drive.

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Brand Graphic Patterns

Using Our ICON in Design

Our ProScore can be used in a few different creative ways to help make your marketing collateral more engaging. Here are some examples...



A download of approved backgrounds can be found in the Resources folder on the Marketing Drive.

Imagery

Stock Images

Proper Imagery choice helps carry ProScore's brand and voice. In general, imagery should convey a feeling of authenticity to viewers. Avoid being too flashy or excessively staged.



Candid images feel more genuine than posed images.



Our images are energetic, enthusiastic, and realistic.



People using and interacting with our product reflect ProScore's user-first mentality.



The energy should always be positive. Images with people smiling are preferred.



Use images that capture users in the moment, showing them on the job.



Real-life mockups of screenshots help showcase our product, and product updates.

A download of some of our favorite stock images can be found in the Resources folder on the Marketing Drive.

Imagery

Custom Images

Custom Imagery is available for your designs. You can even request topic specific images that can be designed with same-day delivery!



A download of some of our favorite stock images can be found in the Resources folder on the Marketing Drive.



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Please message me directly if you have any questions.
I'm always happy to help.