



# DESIGN & BRAND BOOK



# THE COMPANY INTRODUCTION

Prowerb.de has a rich history of over 40 years, evolving from a warehousing firm to a comprehensive marketing services provider. With roots in logistics and fulfillment, the company initially gained prominence by storing and distributing marketing materials for major clients like Renault and Mazda. Today, Prowerb.de stands as a dynamic, full-service marketing hub, seamlessly bridging the gap between traditional industry practices and cutting-edge digital solutions. Our 300 dedicated employees across four offices deliver tailored marketing strategies and solutions, catering to a prestigious client list that includes Coca-Cola, Philip Morris, and LVMH. As we continue to grow, our mission is to become the go-to partner for businesses seeking a single, trusted source for

all their marketing needs—combining our deep industry expertise with modern, innovative approaches.

At Prowerb.de, our mission is to empower businesses by providing comprehensive, one-stop marketing solutions that seamlessly integrate traditional logistics with innovative digital services. Leveraging over 40 years of industry expertise and a dedicated team of 300 professionals, we deliver tailored strategies that enhance our clients' brand presence and operational efficiency. We are committed to maintaining the highest standards of professionalism and reliability, while fostering creativity and dynamic growth to meet the evolving needs of our prestigious clients worldwide.

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# 01 THE CORPORATE LOGO SIGNAGE

The Proverb.de logo is a modern representation of our brand's evolution, combining our rich heritage with a forward-looking approach. Central to the design is the iconic "Plus" sign, symbolizing the addition of value and our comprehensive range of services. The font-based design reflects our commitment to professionalism and

clarity, ensuring the logo remains strong and recognizable across all platforms. By retaining the familiar red and black color scheme, we honor our past while presenting a bold, dynamic identity that resonates with both existing and new clients.

## PRIMARY LOGO DESIGN



## SECONDARY LOGO DESIGN



## SYMBOL DESIGN



# THE CORPORATE FONTS AND TYPOGRAPHY



The "Geometos" typeface, chosen for the Prowerb.de logo and branding, embodies the perfect blend of modernity and precision that defines our brand. Its clean, geometric lines echo the structured efficiency of our logistics and fulfillment services, while its contemporary design reflects our forward-thinking approach in digital marketing. "Geometos" enhances the clarity and impact of our slogan, "Elevating Brands," reinforcing our commitment to lifting our clients' brand presence to new heights. This font's bold yet refined character aligns seamlessly with our logo design, creating a cohesive and professional visual identity that resonates across all mediums.

The Prowerb.de logo is designed to be versatile, with both light and dark versions available to suit various backgrounds and applications. The light version is ideal for darker backgrounds, ensuring the logo remains clear and impactful, while the dark version works best on lighter surfaces, maintaining a strong visual presence.



1 - LIGHT VERSION



2 - DARK VERSION

1 - THE LOGO SYMBOL



2 - THE LOGO TITLE

PROWERB

3 - THE SLOGAN

ELEVATING BRANDS

RECOMMENDED FORMATS ARE  
EPS | AI | PNG | JPG

# LOGO CONSTRUCTION AND CLEARSPACE

The spacing and proportions are carefully calculated to maintain visual stability and clarity, making the logo versatile and easily recognizable in various sizes and applications. To maintain the integrity and visual impact of the Proverb.de logo, a designated clear space surrounds it, ensuring that it remains uncluttered and easily recognizable. This clear space is defined by the end of the "Plus" sign and should be kept free of any text, graphics, or other elements. Adhering to this clear space guideline ensures that the logo stands out and retains its prominence across all applications.



## CLEAR SPACE

FULL LOGO



LOGO SYMBOL



# APPLICATION ON A BACKGROUND

The Proverb.de logo is designed for versatility, ensuring it remains strong and recognizable across various backgrounds. On light backgrounds, the dark version of the logo should be used to create a striking contrast and enhance visibility. Conversely, the light version of the logo is ideal for dark backgrounds, allowing the design to stand

out clearly. When applying the logo over complex or patterned backgrounds, it's essential to use a solid color overlay or place the logo in a clear area to maintain its readability and impact. This adaptability ensures the Proverb.de logo remains consistent and effective in any setting.

NEGATIVE VERSION 1



NEGATIVE VERSION 2



POSITIVE VERSION



SYMBOL VERSIONS



MINIMUM SIZE



40MM



30MM



20MM



20MM



## 02 THE CORPORATE TYPOGRAPHY

The corporate typography of Proverb.de is fundamental in expressing our brand's identity and professionalism. The primary typeface, "Geometos," is chosen for its modern, clean lines and geometric precision, reflecting our commitment to innovation and structure. For body text and longer content, we use "Montserrat," a versatile and highly readable font that complements "Geometos" with

its contemporary and approachable style. Together, these fonts ensure a cohesive and polished visual language across all corporate materials, from digital platforms to printed documents. This combination enhances readability while aligning perfectly with our brand's values of clarity, efficiency, and creative dynamism.



# HEADINGS ,TITLES SUBTITLES

PRIMARY FONT

GEOMETOS

REGULAR

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

NUMBERS

0 1 2 3 4 5 6 7 8 9 !

# SUBTITLES BODY TEXT

SECONDARY FONT

MONTSERRAT

SEMIBOLD

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

NUMBERS

0 1 2 3 4 5 6 7 8 9 !

## 03 CORPORATE COLOR SYSTEM

The corporate colors of Proverb.de are integral to our brand identity, embodying our values of professionalism, energy, and sophistication. Our primary color, red, symbolizes passion and dynamism, while dark gray represents authority and reliability. These bold hues are used prominently in our logo, marketing materials, and digital presence, ensuring a consistent and impactful brand image.

In addition to the primary palette, we may incorporate secondary colors to provide flexibility and enhance visual interest in various applications. These colors are carefully chosen to complement our core hues, maintaining harmony and reinforcing our brand's modern and dynamic character.

# PRIMARY COLOR SYSTEM

## EXPLANATION

Red is the primary color for Proverb.de, chosen for its powerful connotations and visual impact. Red signifies energy, passion, and action—qualities that resonate with our dynamic approach and commitment to excellence. It captures attention and evokes a sense of urgency and enthusiasm, aligning with our mission to deliver innovative and effective marketing solutions.



### PRIMARY COLOR RED

#### COLOR CODES

CMYK : C0 / M100 / Y100 / K0  
HKS : 12  
RGB : R238 / G23 / B29  
WEB : #EE171D

### COLOR TONES



100%



80%



50%



30%

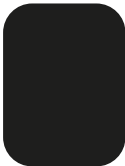


15%

# SECONDARY COLOR SYSTEM

## EXPLANATION

Dark grey, our secondary color, provides a strong contrast to red, symbolizing professionalism, sophistication, and stability. The combination of red and dark grey creates a striking, memorable visual identity that reinforces our position as a serious yet creative leader in the marketing industry.



### PRIMARY COLOR DARK GRAY

#### COLOR CODES

CMYK : C70 / M85 / Y65 / K75  
HKS : 88  
RGB : R33 / G31 / B30  
WEB : #211F1E

### COLOR TONES



100%



80%



50%



30%



15%



## 04 VISUAL IDENTITY APPLICATION

The visual identity of Proverb.de is meticulously applied across all touchpoints to ensure a cohesive and impactful brand presence. From stationery and digital platforms to marketing materials and packaging, every element—such as colors, typography, and logos—is consistently used to reinforce our brand's professionalism and creativity.

This unified approach guarantees that our visual identity remains strong and recognizable, delivering a seamless and engaging experience across various media and applications.

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F/2023







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## ELEVATING BRANDS

letterhead

2015 Rising Day Drive  
Los Angeles, CA 90001  
800-673-716

PROWERB  
Creative Marketing  
Agency

Dear Mr. Designgraph

Fuere scelerisque sem sem, non interdum ligula gravida id. Curabitur  
ut amet mollis sit. Pellentesque ac congue diam. Duis varius  
nuncup elementum. La ex volutpat ante. Id conononon sem.  
Suspendisse tempus diam ut nunc egetas finibus. Nunciam ipsi  
portentis dicitur. A percuramus odio. Phasellus non mauris. Consectetur ut  
conononon di amet. Inperdum et nunc.

Duam facilis mollisunde ipsum sit amet volutpat. Integer justo  
justo, fermentum vitae pellentesque ligula, ullamcorper non velit.  
Suspendisse eros eros volutpat nisl ac finibus. Praesent posuere  
sociates libero, sed lacrima laque ultricies eu. Phasellus lobortis, lectus  
sit amet vehicula hendrerit, vitae purus blandit nunc. portentis dicitur  
ante nisl varius ipsum. Nam tempus et purus sit amet congue. Ut nec  
mauris quam. Integer condimentum quis magna et tempus.  
Pellentesque et nunc scelerisque nisl faucibus egetas et ac sem.  
aliquam placerat ultricies ante id tristique. Nunc, quis justo ipsum.  
Pellentesque et nisl et nulla posuere sollicitudin vitae vel ex. Vivamus  
fermentum nisl ante. Phasellus tempus. Vivamus vitae nunc nunc. Ut  
libero mauris egetas, nec dicitur enim augue non augue. Morbidulum  
in ante et augue laque portentis.

Praesent sit amet augue auctor ultricies dui eget. pellentesque enim.  
Vivamus eu elementum odio. Nulla vitae enim porta. posuere tellus in.  
nuncup nulla. Pellentesque vitae sodales ligula, vitae ultricies nunc.  
Integer. Ultrisque sit amet. Ita vel. Augue.

*P. Peterson*  
Peter Peterson  
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PETER  
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## ELEVATING BRANDS

notebook



PROWERB.DESIGN