

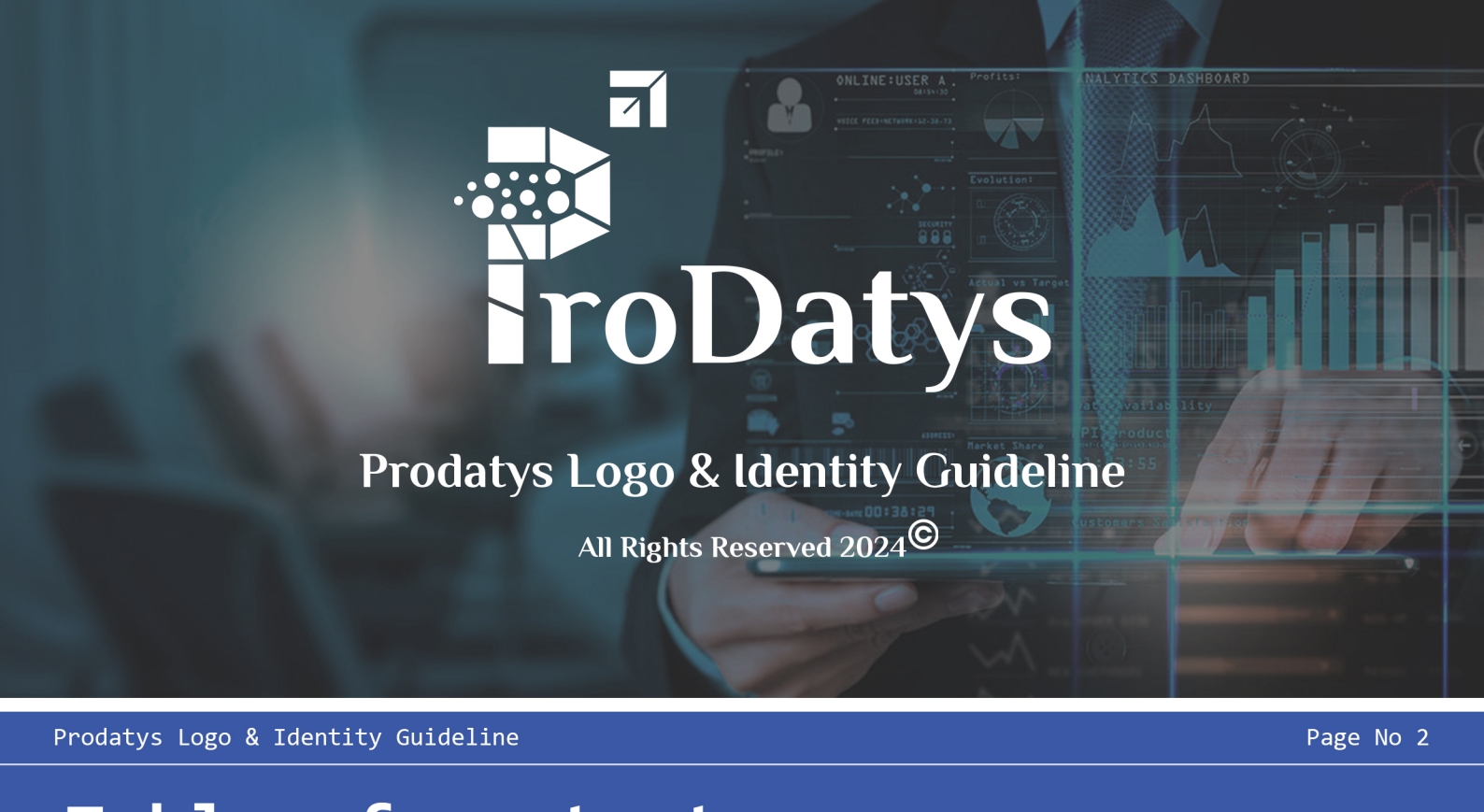


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Uses Guide

The ProDatys Usage Guide ensures a cohesive and impactful brand presence across all materials, reflecting ProDatys' values of innovation, expertise, and client-centricity. The primary logo, designed with a clean, data-forward aesthetic, features the 'El Messiri' typeface and a color palette of deep blues, Bright Orange and modern greys, symbolizing trust and technological sophistication.

01-02

1. Typography

El Messiri is a modern, geometric sans-serif typeface with a blend of bold uppercase and subtly calligraphic lowercase letters. Its versatility and clarity make it ideal for digital and print, conveying sophistication for industries like tech and data analytics, enhancing ProDatys' professional image.

El messiri

El messiri (Regular)	
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789!@#\$%	
El messiri (Bold)	
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789!@#\$%	

2. Color Palette

The color palette of ProDatys reflects strength, creativity, and balance. Cobalt Blue symbolizes stability and trust, while Bright Orange adds a touch of energy and innovation. Light Gray brings a minimalist balance, and Off-White offers a clean, professional background, together creating a modern, dynamic, and approachable brand identity.

Primary Color :
Cobalt Blue: (#3a58a5) representing strength and stability

secondary colors :
Lusty Orange: (#df7026) for energy and creativity
Dark gray: (#3f3f3f) for balance
Off-White: (#f0f0f0) for a clean background

Cobalt Blue (Primary Color) HEX 3A58A5 RGB 58 88 165 CMYK 65470035	Dark Gray (Secondary Color) HEX 3F3F3F RGB 63 63 63 CMYK 0000075
Lusty Orange (Secondary Color) HEX df7026 RGB 223 112 38 CMYK 00508313	OFF-White (Secondary Color) HEX f0f0f0 RGB 240 240240 CMYK 00000006

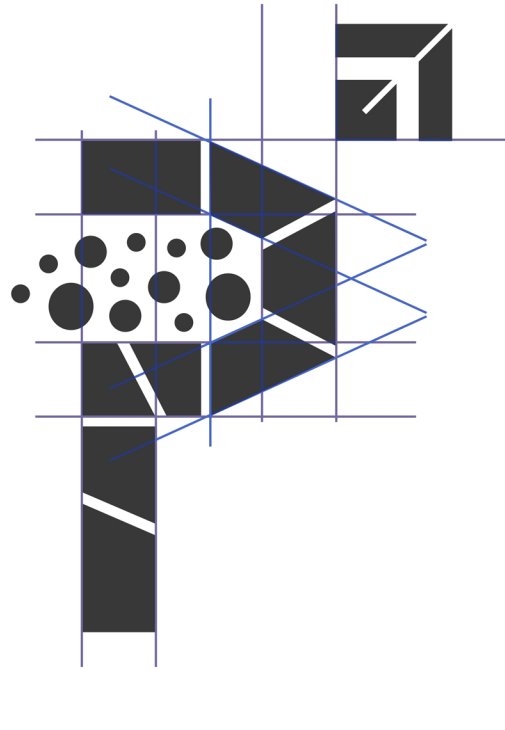
Logo Details

The ProDatys logo features a modern, sleek design that reflects the company's focus on data, marketing, and analytics. The use of Cobalt Blue symbolizes strength and stability, while Bright Orange adds a vibrant touch of energy and innovation. The clean, minimalist shapes and balanced proportions convey professionalism and clarity, aligning with ProDatys' values of expertise, agility, and strategic insight. The logo's simplicity ensures versatility across digital and print mediums.

03-09

3. Logo Usage

The ProDatys logo embodies the company core values of clarity, modernity, and minimalism. To maintain its visual integrity, the logo should always be presented with adequate clear space around it to avoid any clutter or visual disruption. It should appear in the designated color palette, using the darker tones on lighter backgrounds and the lighter tones on darker backgrounds. Additionally, the logo should not be distorted, recolored, or placed on busy backgrounds that detract from its legibility. These guidelines ensure that our logo remains recognizable and respected across all media.



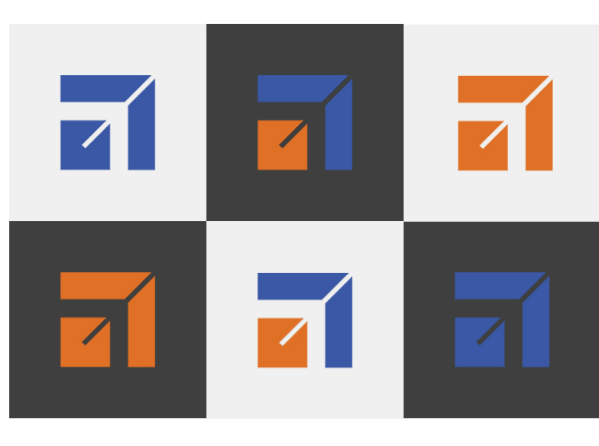
4. Logo color

The ProDatys logo color palette is thoughtfully designed to creates a harmonious and balanced visual identity. these colors complement each other, conveying a modern, professional, and dynamic image that aligns with ProDatys' innovative approach. This palette is versatile, allowing the logo to adapt seamlessly across both light and dark backgrounds, ensuring consistent brand recognition across all platforms.



5. Iconography

ProDatys's iconography is designed to be simple, cohesive, and reflective of the home-centered concept of the company. Icons are kept minimal and modern, with a clean line style that aligns with the brand's aesthetic. Commonly used icons represent homes, keys, location pins, and real estate themes, enhancing user understanding and engagement.



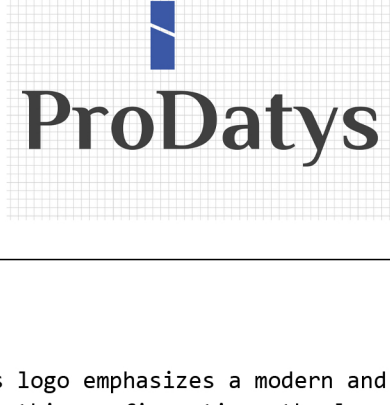
6. Logo-Horizontal Placement

The horizontal placement of the ProDatys logo emphasizes a modern and linear look, particularly suitable for digital applications and narrow spaces. In this configuration, the logo symbol is placed to the left, followed by the brand name in EL messiri. The proportions between the symbol and typography should be maintained to preserve balance and readability, ensuring that neither element overshadows the other. The horizontal logo format is recommended for use in website headers, email signatures, and banner ads.



7. Logo-Vertical Placement

The vertical placement of the ProDatys logo presents a stacked design that is compact yet elegant, ideal for applications where space is limited. Here, the logo symbol is positioned directly above the brand name, creating a visually balanced and cohesive unit. This arrangement works well for social media avatars, product packaging, and smaller printed materials where a centered, compact logo is most effective. The vertical configuration should follow the same color and spacing guidelines as the horizontal format to maintain consistency across all applications.



8. Logo Clearspace

The horizontal placement of the ProDatys logo emphasizes a modern and linear look, particularly suitable for digital applications and narrow spaces. In this configuration, the logo symbol is placed to the left, followed by the brand name in EL messiri. The proportions between the symbol and typography should be maintained to preserve balance and readability, ensuring that neither element overshadows the other. The horizontal logo format is recommended for use in website headers, email signatures, and banner ads.

