



---

## Brand Guidelines

---

# A B O U T

---

Welcome to Prequel Enterprise, a multimedia production company, dedicated to providing startups and fully developed companies with the highest quality multimedia content to help them succeed.

At our company, we understand the challenges companies face, and we know how to help them overcome those challenges through the power of multimedia.

## **A Novel Approach**

Our team are original content creators; they are also experts in leveraging cutting-edge AI tools with prompt engineering skills to create multimedia content that engages audiences and drives results.

Whether you need a compelling explainer video, a stunning website design, copy writing, or a dynamic social media campaign, rebranding and brand creations and positioning, we have the skills and expertise to deliver.

## THE LOGO

---



Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in it's full-color format and in it's entirety.

## LOGO VARIATIONS

---

Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white or black version.



# LOGO USAGE

---

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



# COLORS

---

Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.

`rgb(245, 121, 59)`

`hsl(20, 90%, 60%)`

`#f5793b`

`rgb(147, 149, 152)`

`hsl(216, 2%, 59%)`

`#939598`

`rgb(17, 17, 17)`

`hsl(0, 0%, 7%)`

`#111111`

`rgb(252, 252, 252)`

`hsl(0, 0%, 99%)`

`#fcfcfc`

`rgb(247, 154, 107)`

`hsl(20, 90%, 70%)`

`#f79a6b`

`rgb(241, 88, 12)`

`hsl(20, 90%, 50%)`

`#f1580c`

# TYPOGRAPHY

---

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

## Logo Main Text

Marlowe Escapade

ABCDEF GHIJ KL MN OP QR STUVW XYZ  
abcdefghijklmnopqrstuvwxyz&1234567890

## Slogan Text

Burford Rustic Line

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

## Heading

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890

## Subheading

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890

## Text

Lato

# APPLICATION

---

This is an example of how the logo and brand elements may be used in brand applications such as business cards.



your name

Founder & CEO

416 887 5555

123 address st.

email@prequelenterprise.com

www.prequelenterprise.com





---

## CONTACT

---

Prequel Enterprise  
[info@prequelenterprise.com](mailto:info@prequelenterprise.com)  
[www.prequelenterprise.com](http://www.prequelenterprise.com)