PROCLOZ

MEDIA & PRESS RESOURCES

Brand Guidelines

COMPANY OVERVIEW

Procloz - Committed to Compliance & Excellence

Procloz is a leading provider of innovative local payroll solutions and employer of record, empowering businesses to streamline their operations and focus on growth. With a commitment to excellence and customer satisfaction, Procloz offers a comprehensive suite of HR services, including:

- Employer Of Record
- Local Payroll Solutions
- HR Management
- Benefits Administration
- Compliance Consulting

Color Palette

A FRESH LOOK, A NEW ERA

Your success, our priority. A new look, the same commitment. Procloz, your go-to partner for compliant workforce solutions, is excited to unveil a brand new look! We've given our brand a fresh coat of paint, and it's all thanks to a new color palette that's as vibrant as our commitment to you. We've grown, we've learned, and we've evolved. This brand refresh is a reflection of our journey so far, and a glimpse into the exciting future we're building together. We wanted a look that's modern, fresh, and truly represents who we are: your trusted partner in simplifying HR complexities.

PROCLOZ

HR solutions for a world of possibilities.

PROCLOZ

Building World-class Employee Experience.

Our new color palette isn't just a bunch of pretty hues. Each color tells a story about Procloz:

01

Deep Navy

Think trust, stability, and expertise. It's the foundation of our services.

02

Turquoise (Teal)

This color is all about clarity, growth, and a fresh perspective. It's how we approach every challenge.

03

Ocean Blue

Innovation, creativity, and forward momentum. We're always looking ahead.

04

Daffodil Yellow

A symbol of positivity, energy, and success. We're here to help you achieve your goals.

05

Lavender

Luxury, wisdom, and a touch of magic. It's the special sauce that sets us apart.

06

Whisper White

This delicate hue represents empathy, care, and understanding. It's a reflection of our human-centric approach to HR.

Typography & Colors

Helvetica Now Display

GOOGLE FONT

Learn more

#011B72 #67C9BA #0071CF #FFBE3C #8676FF #E9F6F0

Trust

Care

Excellence

Compliant Workforce Solutions

Do's

Dont's

1. **Use Deep Navy & Black for Text**
   - Apply Deep Navy & Black consistently for all text to convey trust, stability, and expertise, ensuring a professional and cohesive look.

2. **White for Backgrounds**
   - Keep the primary background clean and fresh with White to create a human-centric, minimalistic design.

3. **Balance Accents with Supportive Colors**
   - Use Teal and Ocean Blue for icons, borders, or secondary highlights to represent growth, clarity, and innovation.

4. **Apply Pops of Energy with Yellow**
   - Use Daffodil Yellow sparingly for buttons, badges, and call-to-actions to create energy and focus without overwhelming the design.

5. **Add Elegant Touches with Lavender**
   - Incorporate Lavender for decorative elements or subtle visual emphasis to suggest luxury and magic.

1. **Avoid Overusing Bright Colors**
   - Do not use Daffodil Yellow or Lavender for large areas to prevent visual fatigue and imbalance.

2. **Avoid Poor Contrast**
   - Do not place Teal, Ocean Blue, or Lavender text directly on a White background without enough contrast to maintain readability; always use Deep Navy for text.

3. **Limit Color Use Per Layout**
   - Avoid using more than three accent colors in a single layout to keep the design clean and focused.

4. **Do Not Neglect Hierarchy**
   - Maintain Deep Navy as the dominant text and brand color; avoid making Teal or Ocean Blue more visually prominent than intended.

5. **Avoid Distracting Combinations**
   - Refrain from pairing Daffodil Yellow and Lavender together in close proximity without a balancing neutral or whitespace to soften the effect.

Logo

Brand Logo

Our logo isn't just our initials; it's a powerful symbol. The interlocking hexagon and cube represent the perfect blend of stability and innovation that defines Procloz. The hexagon, a shape known for its strength and structure, embodies our unwavering commitment to a solid service foundation. The cube, on the other hand, signifies our ability to think outside the box and develop creative solutions. Together, they depict how we bridge the gap between your needs and our expertise — all with a forward-thinking approach.

Primary Logo

Logo Icon

Don’t

Don't change the logo colour

Don't change position of icon

Don't give shadow to the logo

Don't stretch in the x and y direction

Don't rotate and spin logo

Use this logo for white background

Contrast & visibility

Use Solid, Clean Backgrounds

- Always place the logo on a solid Whisper White or neutral background to maintain clarity and visibility.

Maintain Consistent Clear Space

- Ensure adequate clear space around the logo to avoid visual clutter and protect its integrity.

Do Not Place the Logo on Patterns or Textured Backgrounds

- Avoid placing the logo on patterned, gradient, or heavily textured backgrounds, as this can reduce its legibility and weaken brand impact.

Do Not Use Overlays or Effects on the Logo

- Do not apply shadows, gradients, or any artistic effects to the logo that distort its original design.

Avoid Contrast Issues

- Never place the logo on backgrounds where contrast is insufficient, making it hard to distinguish the logo clearly.

Typography

Helvetica Now Display

Manrope, DM Sans

Regular Medium **Bold**

Our primary font, Helvetica Now Display, is a modern and versatile typeface that enhances readability and visual appeal. It is used for headlines, titles, and other prominent text elements. For body text, we use Manrope and DM Sans, clean and contemporary fonts that ensures easy reading and a professional look. This font combination provides a harmonious and visually pleasing typography system.

Aa

Headings

H1

Helvetica Now Display Bold

60px / 70px

Donec et odio pellentesque diam volutpat commodo.

H2

Helvetica Now Display Bold

38px / 50px

Donec et odio pellentesque diam volutpat commodo.

H3

Helvetica Now Display Bold

24px / 34px

Donec et odio pellentesque diam volutpat commodo.

H4

Helvetica Now Display Bold

22px / 28px

Donec et odio pellentesque diam volutpat commodo.

H5

DM Sans Bold

18px / 24px

Donec et odio pellentesque diam volutpat commodo.

H6

DM Sans Bold

16px / 22px

Donec et odio pellentesque diam volutpat commodo.

Body

Large

DM Sans/ Manrope Regular

24px / 38px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Amet proin ut vitae, felis. Mauris aliquet faucibus iaculis dui vitae ullamcorper ac. Posuere enim, mi pharetra neque proin dictum amet.

Default

DM Sans/ Manrope Regular

18px / 30px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Amet proin ut vitae, felis. Mauris aliquet faucibus iaculis dui vitae ullamcorper ac. Posuere enim, mi pharetra neque proin dictum amet.

Small

DM Sans/ Manrope Regular

14px / 24px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Amet proin ut vitae, felis. Mauris aliquet faucibus iaculis dui vitae ullamcorper ac. Posuere enim, mi pharetra neque proin dictum amet.

Text Single

400

Helvetica Now Display Regular
Helvetica Now Display Medium
DM Sans Bold
24px / 26px

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet

300

Helvetica Now Display Regular
Helvetica Now Display Medium
Helvetica Now Display Bold
20px / 22px

Lorem ipsum dolor sit amet
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Lorem ipsum dolor sit amet

200

Helvetica Now Display Regular
Helvetica Now Display Medium
Helvetica Now Display Bold
18px / 20px

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Lorem ipsum dolor sit amet

100

Helvetica Now Display Regular
Helvetica Now Display Medium
Helvetica Now Display Bold
16px / 18px

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