
Brandbook

Design and language for a consistent brand presence

For agencies, design partners and everyone who brings PROWERB into view.



Using this brandbook

This guide takes you from the core brand elements to a finished application. It helps you create work that is recognisably PROWERB and communicates its purpose clearly.

Start with the task

Who will see the piece, what should they understand and what is the useful next step? An exhibition display, a product page and a press release need different priorities.

Then use the originals

Use the current brand portal for logos and press photography. The examples in this book explain design principles; the original files linked there are the starting point for production.

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What PROWERB connects

Our identity brings creative work together with digital and operational expertise. It can attract attention while showing clearly how an idea becomes a working process.

Marketing

Creative work, campaigns, promotional products and brand stores give brands a presence and bring offers to their audiences.

Digital

Software, shops and integrations connect the visible interface with orders, information and the processes behind it.

Operations

Warehousing, kitting and shipping make the brand deliverable in everyday operations. Design and execution belong together.

Short profile for press and partners

PROWERB connects marketing, digital solutions and logistics. The family-owned company, headquartered in Kleve, supports brands from campaign development and promotional products to brand stores and delivery. Its 250 employees work across creative services and consulting, software and e-commerce, warehousing and fulfillment. PROWERB brings these services together in coordinated workflows, supporting individual projects as well as ongoing operations.

The logo and its variants

The horizontal logo is the standard version. The vertical version suits narrower formats. Both retain their original proportions; do not rebuild the wordmark or symbol.



Horizontal



Horizontal in white



Horizontal in black



Vertical



Vertical in white

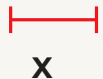


Vertical in black

Use SVG for digital applications, vector PDF for production and PNG where vector formats are not supported. Wordmarks, individual symbols and app icons are also available in the brand portal.

Clear space and minimum sizes

The logo needs open space to remain a distinct, readable mark. Keep text, other logos, image edges and trim outside this clear space.



X = height of the plus-mark

Clear space

Leave at least the height of the plus-mark on every side. Scale this measure with the logo and measure from its outer visible bounds.

Complete logo

At least 80 px digitally or 24 mm in print. Allow more width for coarse materials or a greater viewing distance.

Standalone symbol

At least 24 px digitally or 12 mm in print. Use the dedicated icon files for browsers and apps.

The logo in context

The background supports the logo. Choose the appropriate original version for contrast, without adding outlines, shadows or other effects.



Light surface



Dark surface



Quiet image area

Preserve the form

Scale the logo proportionally. Do not rotate, stretch, compress or move individual elements.

Use the original colours

Do not add gradients, transparency effects or arbitrary recolouring. Use the supplied monochrome files when one colour is required.

Create space in busy imagery

If an image is busy behind the logo, give it a separate quiet area. Keep people and important image details unobstructed.

The colour palette

Red directs attention. Ink carries information. White and light neutral surfaces give content room. Keep the palette focused across different media.



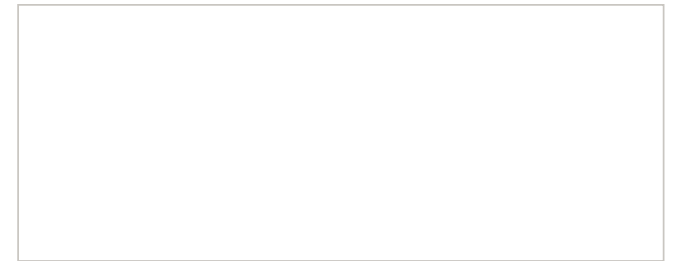
PROWERB Red

HEX #EE171D
RGB 238 / 23 / 29



PROWERB Ink

HEX #211F1E
RGB 33 / 31 / 30



White

HEX #FFFFFF
RGB 255 / 255 / 255

Use red selectively

Red marks a priority: a short statement, a graphic element or a next step. Several equally strong red areas compete for attention.

Agree print reproduction

Digital colour values are the starting point. Agree the colour profile, substrate, printing process and any spot colour with the production partner, then check a proof.

Colour must remain readable

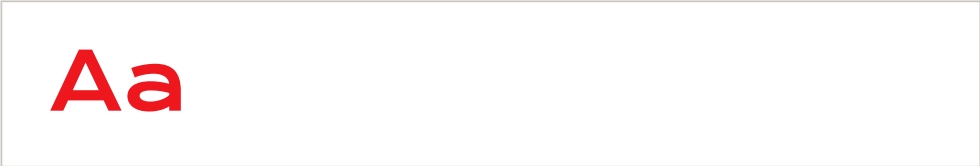
The brand palette does not replace checking the actual text. WCAG AA requires at least 4.5:1 for normal digital text and 3:1 for large text. Large means at least 18 pt or 14 pt bold.

A white 'Aa' on a white background, representing a low-contrast scenario.

16.41:1 / also for small text

A white 'Aa' on a black background, representing high contrast.

16.41:1 / also for small text

A red 'Aa' on a white background, representing a medium-contrast scenario.

4.40:1 / large text only

A red 'Aa' on a black background, representing a low-contrast scenario for red text.

3.73:1 / large text only

The ratios shown are calculated from the stated RGB values. Prefer Ink on white or white on Ink for small text. Use red on Ink, or red with white, only for sufficiently large text. Explain status with words or symbols as well.

Reference: W3C WCAG 2.2, contrast minimum

Two typefaces with clear roles

Krona One gives short headlines their character. Montserrat handles longer copy, subheadings, labels and controls. Choose typography for the reading situation.

KRONA ONE

Moving brands

MONTSERRAT

Aa Bb Cc Ää Öö Üü 0123456789

Regular Medium Bold

Show hierarchy

Give the headline, introduction and body visibly different sizes. Keep emphasis selective; every paragraph does not need another visual treatment.

Keep words readable

Do not force short lines through extreme letter spacing or tiny type. Adjust line breaks and copy length; longer headings can use Montserrat.

Prepare files properly

Embed fonts in PDFs. For Office files without the brand fonts, use a readable available system font; this does not make it an additional brand typeface.

Images show the relevant work

An image explains the subject or shows its application. Select it for the task: working processes for operations, interfaces and collaboration for digital topics, products and design for brand communication.



Operations: team kitting



Digital: working on software

Combine detail and context

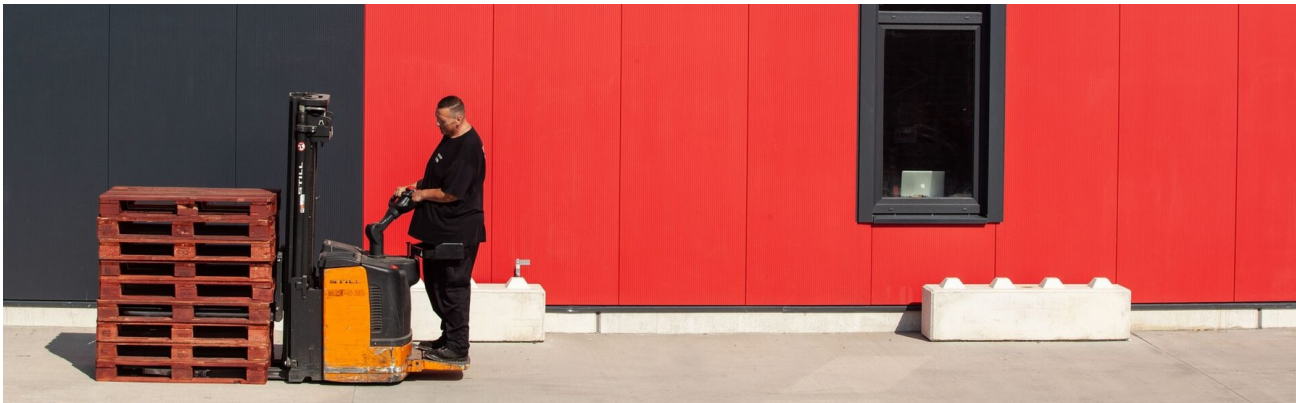
Details make work understandable. Wide views establish context and scale. A single team photograph does not need to represent the entire workforce.

Connect image and statement

Captions name the visible activity. Apply the required credit to press photography. Do not present an image as a photograph of a specific client project unless it depicts that project.

Crop and image space

The crop determines what an image communicates. Review each target size separately. A landscape image does not automatically work in a narrow card or portrait format.



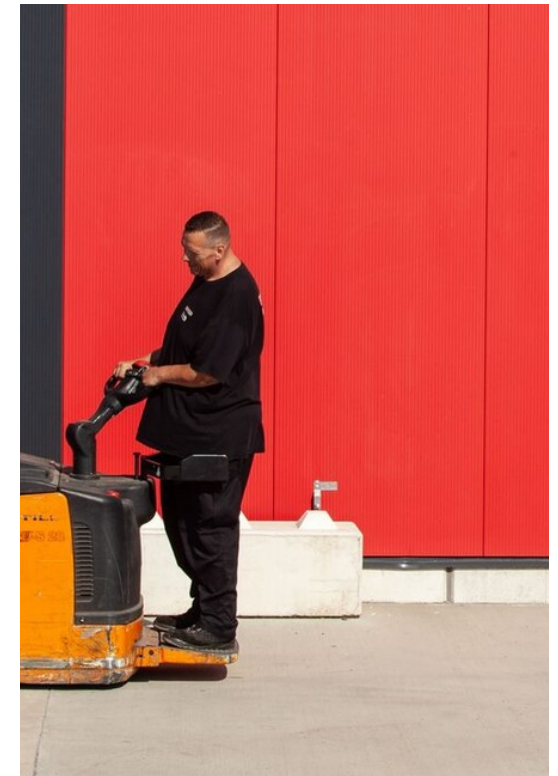
Landscape establishes context

Keep what matters

Keep faces, hands, products and the activity understandable. Do not let an image edge accidentally remove an important detail.

Give text its own space

Place text on a quiet surface or beside the image. Do not rely on changing brightness. A separate text area is often clearer than a dark filter across the whole photograph.



Portrait sets a focus

How PROWERB sounds

We speak to people who want to make something happen. Our language names the task, explains the approach and makes the next step clear. It can be distinctive while staying concrete.

Answer the reader's question

Start with the audience's need or the outcome they seek. Add the company perspective and technical terms where they help that decision.

Keep claims precise

Describe benefits instead of superlatives. Give numbers their context. A possible project configuration is not a blanket promise for every assignment.

Write actively and clearly

Name who plans, designs, orders, checks or ships. Explain necessary technical terms on first use. Short paragraphs can still contain complete thoughts.

Adapt tone to the medium

Campaigns can be more pointed, instructions guide step by step and press information stays factual. Use direct, professional address in English.

From a statement to a next step

These copy examples show how a headline, explanation and call to action work together. They illustrate typical communication tasks.

Performance marketing

Attention is the start. Revenue is the goal.

Google Ads, SEO and social campaigns bring your offer to the people it is relevant to. Creative work, landing pages and measurement work together.

Discuss a campaign

Digital ordering

The right assortment for the right role.

A brand store connects products, permissions and orders. Together we define the buyer groups, approvals and systems your project needs.

Discuss a shop project

Campaign logistics

Your campaign starts with a clear process.

Recipients, products, packing variants and shipping windows form the brief. They become a process for preparation, kitting and dispatch.

Plan a campaign

Structure through a shared grid

Align the logo, headline, image and text to shared edges. A quiet grid creates consistency without making every page identical. These examples show possible arrangements.



Example of a shared layout grid

One clear reading order

Lead with the main point, follow with explanation and support, then the next step. Weight, size and spacing guide the reader.

Distribute space deliberately

Use consistent outer margins, column gaps and section spacing. Related information sits closer together than unrelated topics.

Rearrange for small formats

Stack columns on smaller surfaces. Keep type and controls readable instead of simply shrinking a desktop layout.

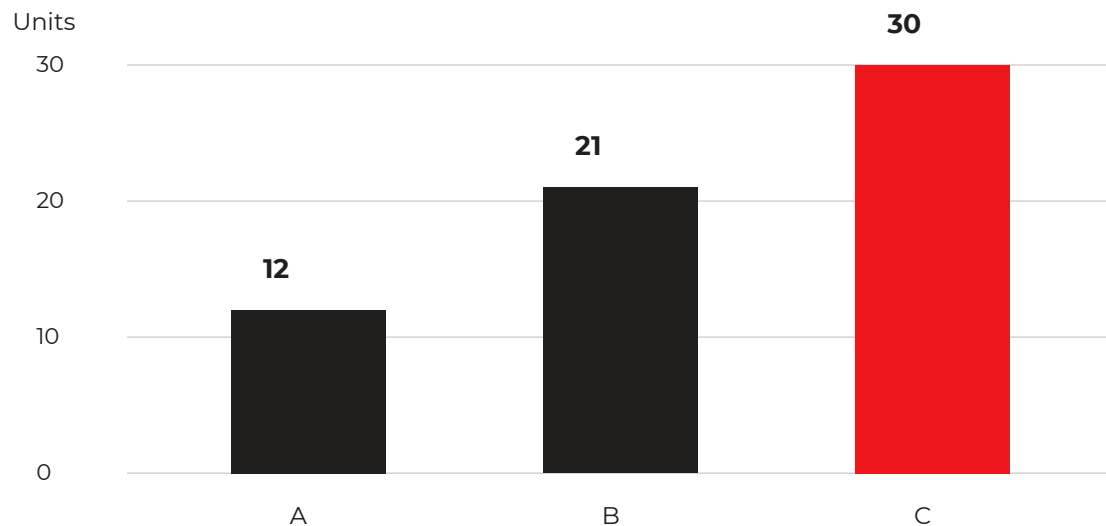
15

Make data and processes understandable

A graphic answers a specific question. Processes need a clear direction, comparisons a common basis, and metrics a period and unit.



Sample values for a volume comparison



Labels before decoration

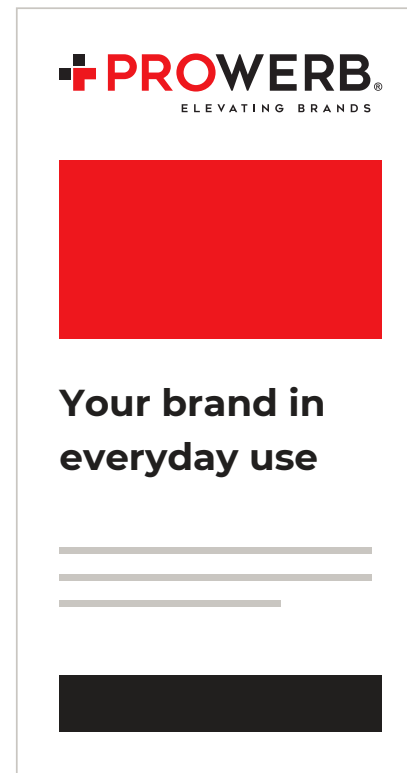
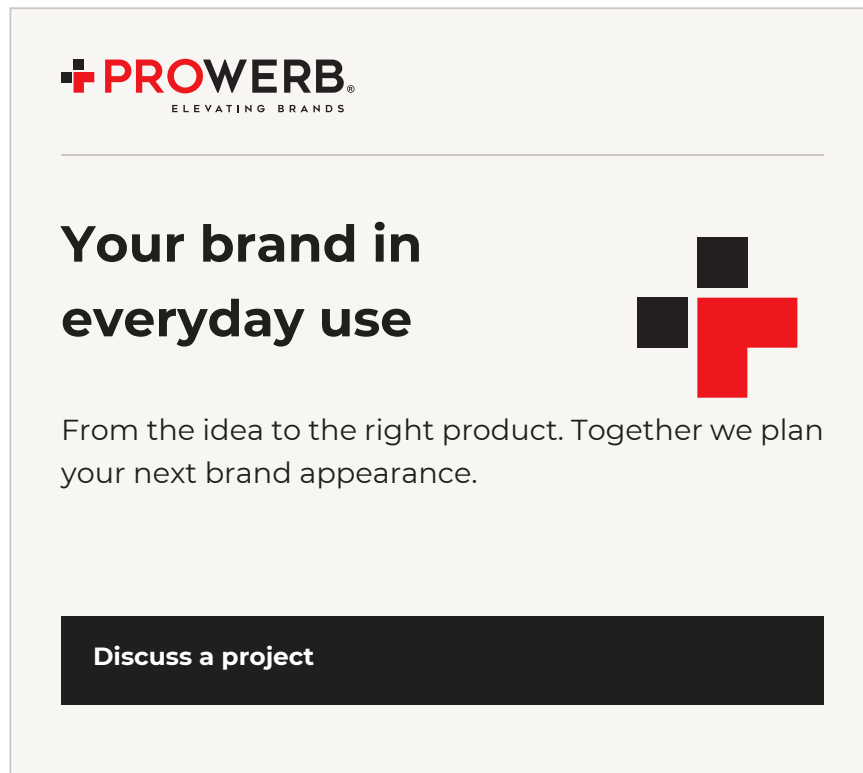
Place labels beside their values. Bars start at zero; name units and identify sample data explicitly. Use colour to highlight a relevant value.

Keep the process readable

A few clearly named steps work better than a web of arrows. On narrow surfaces, a process can run vertically. Keep complete words readable.

Design examples for digital media

Websites, newsletters and campaign creative share brand elements but serve different purposes. These examples pair a clear topic with an easy-to-find next step.



One primary action

Give each piece one primary action. Its label explains what follows the click. Secondary links carry less visual weight.

Separate image, copy and sender

Keep the logo recognisable, the copy readable and the subject intact. Review order, crop and line breaks again on mobile devices.

Website and newsletter as design examples

Print and shared brand appearances

The medium determines production. Small promotional products, packaging, print and large surfaces each need suitable original files, spacing and production checks.



PARTNER BRAND

Schematic co-branding example

Keep brands distinct

Each brand retains its own logo and clear space. Agree roles and visual weighting before design. Do not build a new combined wordmark from existing logos.

Agree production files

Agree final size, bleed, safe area, substrate and colour profile with the production partner. Check minimum sizes and fine details against the actual process.

Check the final medium

Approval depends on actual size, legibility, colour appearance and placement on the product. Use a sample or proof for critical applications.

Original files and final checks

The brand portal brings the current files together. Use this book to guide design and the original files for production. Contact us to discuss special formats and shared brand appearances.

- ☐ Appropriate original logo version used
- ☐ Proportions, clear space and minimum size respected
- ☐ Colour contrast and type checked at actual size
- ☐ Relevant image, crop and credit selected
- ☐ Claims, numbers and contact information current
- ☐ One clear primary action provided
- ☐ Links, line breaks and mobile layout checked
- ☐ Print files or digital export reviewed

Logos and original files

Press images and usage terms

Company profile

Contact for design enquiries

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