

# Brand Book



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# Brand Vision



**We want to participate in the creation of future businesses by providing them with the tools they need to give their information real, tangible value.**

**Our vision can be summed up in a few words: Better information faster.**

# Brand Story

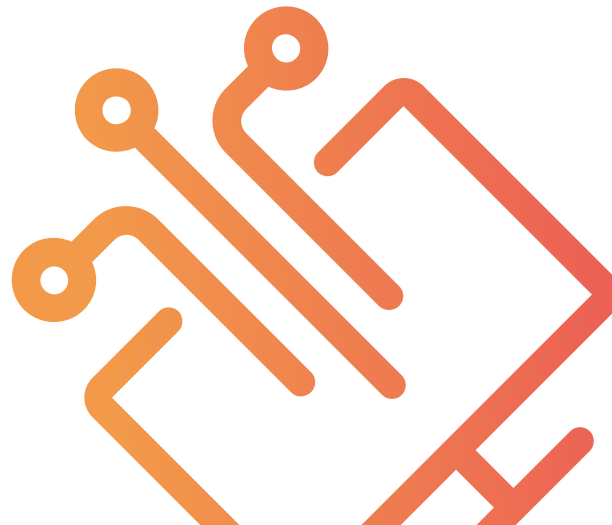


# History

In 2000, Présens merged with Proscon under the name Proscon AS, which was later changed to Profitbase AS.

Profitbase AS is a wholly owned Norwegian IT company with **thirty years** of experience in business management IT.

We are **70 skilled and dedicated employees** dispersed across offices in Sandnes, Oslo, and Bergen (Norway) and in York (Pennsylvania, USA). We deliver innovative and profitable IT solutions to over **230 customers** spanning most industries.



# Profitbase's goal

**Our goal is to become Norway's most-preferred BI provider.**

We aim to do this by showing our customers how future-oriented technology combined with considerable IT experience can create systems that generate real value in the form of increased efficiency and better decision-making. Again, and again and again.

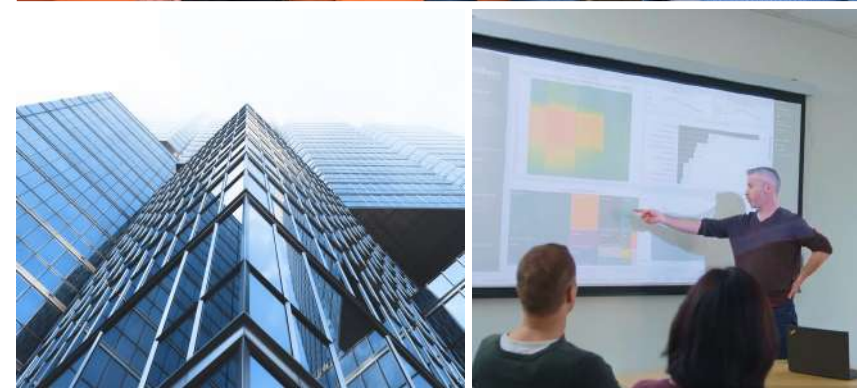


# Brand Values





- **Passionate**
- **Accountability**
- **Innovative**
- **Value creation**
- **Competent**



# Logo



## Colour Logo

The colour logo can be in two variants:

- The colour version (Blue+Orange) on white or light background.
- The colour version (White+Orange) on dark blue or similar dark background.

Blue+Orange  
Logo



White+Orange  
Logo



## Minimum sizes

### Screens

Web&Moibile  
100px wide

### Print

25 mm wide

## Black/White Logo

In some cases, black or white variants of the logo may be used.

- The solid black logo on a white background.
- The solid white logo on a dark background.

Black Logo

The word "profitbase" in a bold, italicized, sans-serif font. The letters are black. The "i" in "base" has a dot. The "e" at the end has a horizontal line through its middle.

White Logo

The word "profitbase" in a bold, italicized, sans-serif font. The letters are white. The "i" in "base" has a dot. The "e" at the end has a horizontal line through its middle.

## Safe Space

We respect the logo by giving it safe space. The minimum clear space that must surround the logo is equivalent to the height of the logotype character (1x).

Safe Space  
Grid

1X = Logotype  
Height



## Correct Applications

Always use Black or Colour logo on white background or light images.

When applying the logo on dark backgrounds or images (for images can use gradient), use the White logo.



profitbase



profitbase



profitbase



profitbase

# Colour



## Primary colours

This colours should dominate in every place you create.



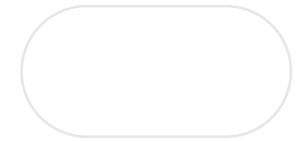
**RGB** 7 54 107  
**CMYK** 100 87 31 19  
**HEX** #07366B



**RGB** 43 142 200  
**CMYK** 77 33 3 0  
**HEX** #2B8EC8



**RGB** 25 117 148  
**CMYK** 87 44 29 5  
**HEX** #197594



**RGB** 225 225 225  
**CMYK** 0 0 0 0  
**HEX** #FFFFFF

## Highlight colours

Use highlight colours in combination with core colours to highlight call to action.



**RGB** 39 187 192  
**CMYK** 70 1 28 0  
**HEX** #27BBC0



**RGB** 235 87 87  
**CMYK** 2 81 63 0  
**HEX** #EB5757



**RGB** 242 153 74  
**CMYK** 2 47 79 0  
**HEX** #F2994A



# Neutral Colours

Along with black and white, we have a selection of neutral gray tones that can be used as backgrounds or secondary colours all communications.



**RGB** 0 0 0  
**CMYK** 75 68 67 90  
**HEX** #000000



**RGB** 71 74 77  
**CMYK** 68 59 55 38  
**HEX** #474A4D



**RGB** 39 40 43  
**CMYK** 73 66 61 66  
**HEX** #27282B



**RGB** 150 165 182  
**CMYK** 43 29 20 0  
**HEX** #96A5B6



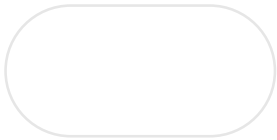
**RGB** 168 178 188  
**CMYK** 35 24 19 0  
**HEX** #A8B2BC



**RGB** 241 245 246  
**CMYK** 4 1 2 0  
**HEX** #F1F5F6



**RGB** 129 144 158  
**CMYK** 53 37 30 1  
**HEX** #81909E



**RGB** 225 225 225  
**CMYK** 0 0 0 0  
**HEX** #FFFFFF

# Gradients

Gradient is a combination of bright colors to attract attention. When necessary, they make perfect combination for accenting different graphic elements , such as buttons, icons, illustrations, backgrounds, etc.



**RGB** 242 153 74  
**CMYK** 2 47 79 0  
**HEX** #F2994A

**RGB** 235 87 87  
**CMYK** 2 81 63 0  
**HEX** #EB5757



**RGB** 39 187 192  
**CMYK** 70 1 28 0  
**HEX** #27BBC0

**RGB** 43 142 200  
**CMYK** 77 33 3 0  
**HEX** #2B8EC8



**RGB** 39 187 192  
**CMYK** 70 1 28 0  
**HEX** #27BBC0

**RGB** 7 54 107  
**CMYK** 100 87 31 19  
**HEX** #07366B

# Typography



# Montserrat

## 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 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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + : ; ' \ . ,

## Medium

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 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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + : ; ' \ . ,

## Bold

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 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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + : ; ' \ . ,

# Arial

## 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 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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + : ; ' \ . ,

## Bold

**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 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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + : ; ' \ . ,**