

Logo



WORDMARK

In our logo, the 'Prodrive Technologies' wordmark is interwoven with the line element. The upper case, cursive lettering represents the company's strength and dynamic identity. The way in which these elements come together signifies how the various processes of Prodrive Technologies are integrated and always handled in close cooperation with our clients and suppliers.

Logo use

SPACING & SIZING

A margin the size of the “P” in Prodrive needs to be observed around the logo at all times. This ensures visibility and readability within the text, imagery, or other mediums on which the logo appears.



P sized margin around the logo



Minimum logo size

Logo use



✘ *Insufficient space around the logo*



✘ Never distort the logo's proportions



✘ Do not make the logo too small



✘ Never distort the pulse's proportions



✘ Never distort the pulse's line width

Logo use

COLOR & EFFECTS

Our primary logo is PT blue with a white background. When the blue logo does not contrast enough with the background it can be inverted.

The black version of our logo is reserved for product labeling and physical signage for example on our campus buildings.



Primary logo blue on white



Inverted logo for darker backgrounds

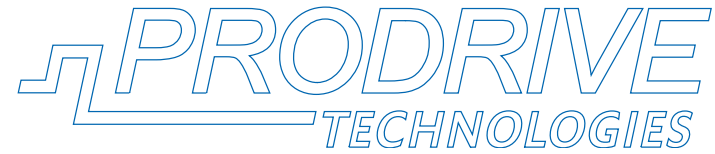


Black logo for physical display only

Logo use



✘ *Never apply shadow or 3D effects*



✘ *Never use the logo as outlines*



✘ *Never change the logo color*



✘ *Never use textures on the logo*

Logo use

BACKGROUNDS

The logo needs to always have good contrast with the background on which it is displayed.

