

PROLINE STYLEGUIDE OVERVIEW

CORE LOGO:



LOGO VARIANTS:



SECONDARY LOGO:



COLOR USAGE:



Older brand packaging styles may still be in circulation in stores and online.

FONTS:

Headline Text: ITC Avant Garde Gothic Pro Medium (Vertical scale = 90%)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-+,.:;!@#()''
Subhead Copy: ITC Avant Garde Gothic Pro Medium (Tracking = 25)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-+,.:;!@#()''
Body Copy: ITC Avant Garde Gothic Pro Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-+,.:;!@#()''
URL Text: ITC Avant Garde Gothic Pro Bold (Vertical scale = 90%)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-+,.:;!@#()''
Legal Type: Neue Haas Unica W1G Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-+,.:;!@#[]''

STYLE:

- Packaging Style:**
- All logos are 4/c where possible
 - Secondary logo used for packaging
 - All images are 4/c
 - All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box

