

BRAND *GUIDELINES*

Institutional

PRDIO BRAND GUIDELINES

As PRDIO, it is our duty to make your brand shine. We draw every strategy that will tell who you are and make you an indispensable brand. We know what you need in the digital market and offer you all our services with quality.

Our Vision

Success comes from a good story. We want to tell your story. We want to shout out with our content and introduce you to everyone with our SEO work. Our biggest goal is for you to become a 'star'. We are here for this, we will be here.

Our Mission

Quality, superior creativity, success. The values we believe in and adopt show themselves as a 'star' in everything we do as PR DIO. With the values we have, we do the best for you and offer your brand the value it deserves.

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PRDIO BRAND GUIDELINES

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01. Our Logo

Our Logo



Logomark

Wordmark

Primary Logo



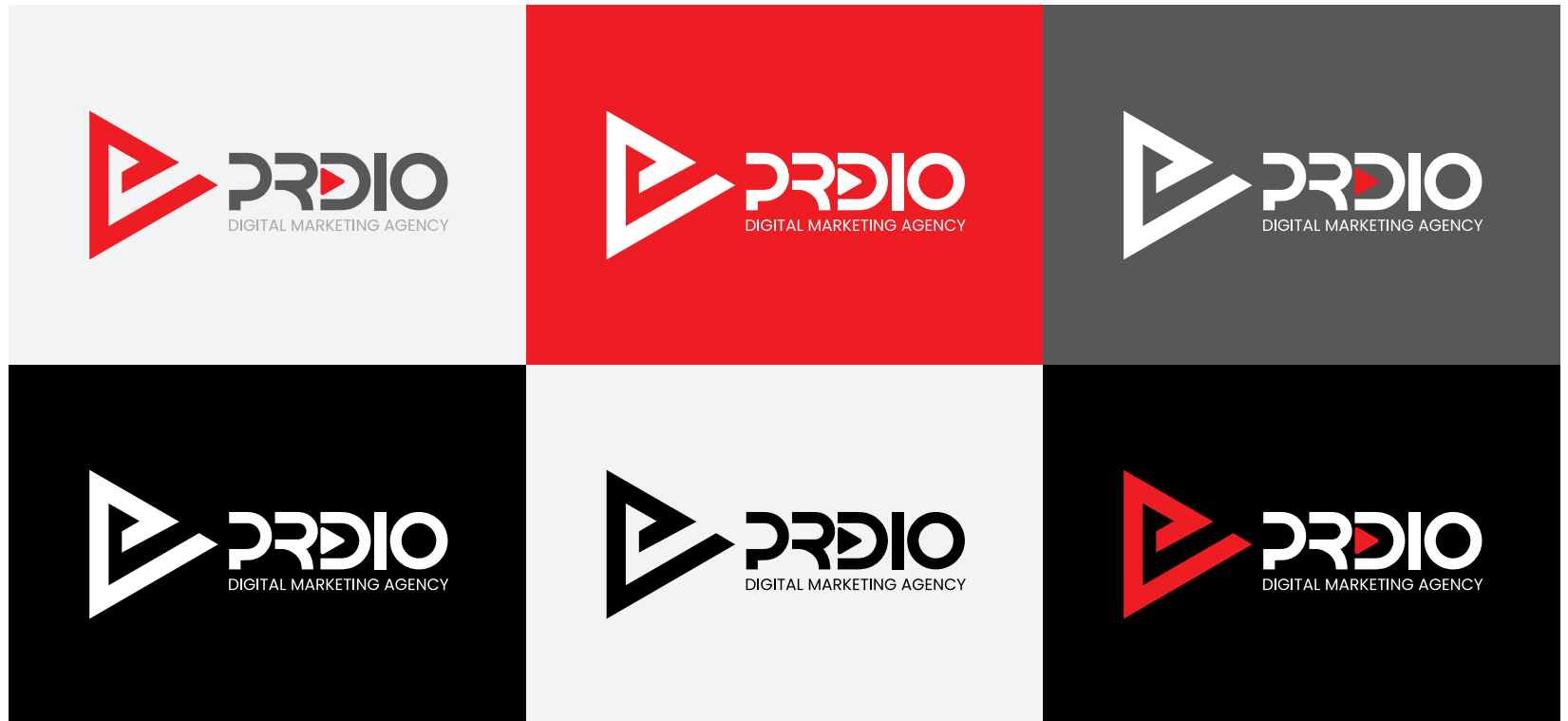
Logomark

Wordmark




Secondary Logo



Logo Color Usage



02. **Color**

HEX #e30613 	HEX #575756 	HEX #b3b2b2 
RGB 227, 6, 19	RGB 87, 87, 86	RGB 179, 178, 178
CMYK 0, 100, 100, 0	CMYK 0, 0, 0, 80	CMYK 33, 25, 26, 5
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

03. **Typography**

Poppins

Black/*Black Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

ExtraBold/*ExtraBold Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

Bold/*Bold Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

SemiBold/*SemiBold Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

Medium/*Medium Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

Regular/*Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

Light/*Light Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

ExtraLight/*ExtraLight Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

Thin/*Thin Italic*

ABCÇDEFGĞĦİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
01234567890

04. **Stationery**







05. **Digital Materials**

