preseem

Brand Guidelines

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01 Introduction

What is Preseem?

Preseem is an Edge Network QoE Solution that enables proactive management of the network and subscriber experience to achieve higher customer satisfaction while lowering operational costs and increasing revenue.

Mission

To enable local and regional ISPs to thrive
by solving network problems with products that people love.

Vision

To be a trusted, long-term network solutions partner to all local and regional ISPs in a world where they are taking market share from the tier one providers.

Tagline

Premium QoE. Precise Data. Preseem

Tone Of Voice

Preseem was founded by people with decades of experience in the networking space. One of our founders even ran their own WISP. Also, since our inception, we've been refining Preseem based on feedback from our hundreds of customers worldwide.

As a result, we've developed a close relationship with our customers, deep knowledge of the issues they're facing, and familiarity with the topics they're interested in reading about. These things, along with our mission and vision, help define the voice and tone we use when writing blogs and other articles. Below are the main attributes to consider:

Helpful

We have a lot of experience and in-house knowledge and we like to share it with our audience to help them however we can. Our posts are often educational and aimed at solving problems that our customers or potential customers may be experiencing. We also sometimes write explanatory or intro-level posts for those outside the industry or who're thinking of starting their own WISP.

Confidant

Preseem was founded and is led by network experts. We know what we're talking about and we deliver our message with a quiet confidence, though we're never arrogant. In fact, quite the opposite!

Humble

We may be experts but no-one can know EVERYthing, so we don't pretend to. We are genuine and down-to-earth with a gentle sense of humor. We try not to brag or oversell our product's capabilities, though it's OK to include client testimonials in our posts as examples of honest feedback that complement a specific point.

Optimistic

As well as being helpful and quietly confident, our copy should include an enthusiastic positivity and optimism without going overboard. We're problem solvers with a mission to help smaller ISPs take on the big guys, so having a sense of optimism in the copy seems like a natural and essential element.

Friendly

We are approachable, good listeners who want to make life easier for our customers and for their customers as well. Whether we're passing along helpful tips or translating technical jargon into everyday language, we want our audience to know that we're a trusted partner with their best interests at heart.

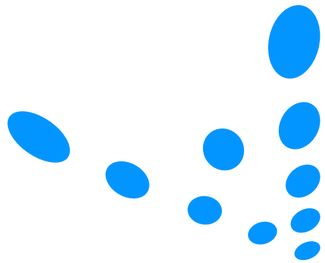
02 Logo Symbol, Wordmark & Tagline

The Logo

The Preseem logo consists of two elements; the icon and the wordmark. It’s an instantly recognizable brand element and should be represented consistently throughout our product and marketing efforts.

The logo should always try to exist with the symbol and wordmark together. In no way should the logo be modified, distorted, or redrawn.

Logo



preseem

Icon

Wordmark

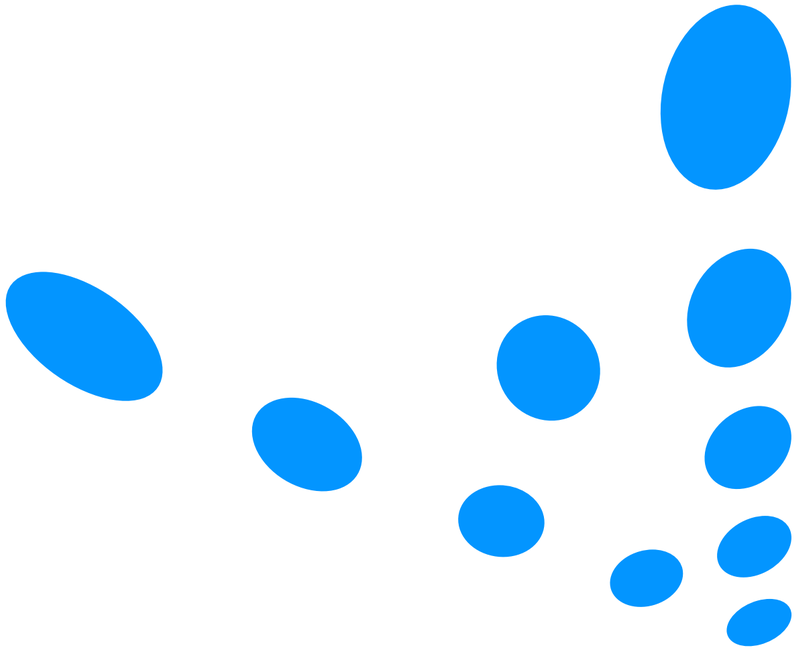
Logo Clear Space

A horizontal logo lock-up should be used in cases where there is plenty of horizontal space or where vertical space is limited

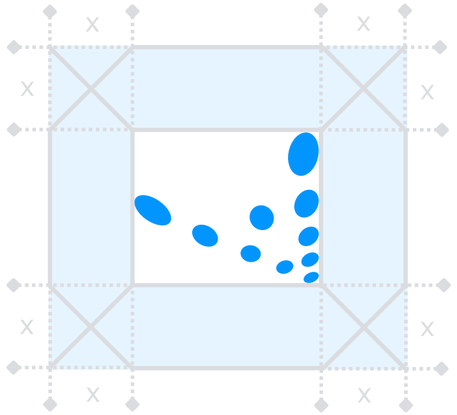
Icon

The Preseem icon is used on all above the line marketing materials and on our products.

Synonymous with the word Preseem, it can be used independently.



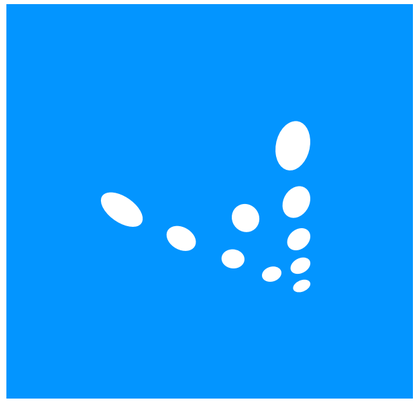
Icon



Icon Clear Space

Logo Alternatives

COLOR ICON



WHITE ICON
ON COLOR BACKGROUND

WHITE ICON
ON DARK BACKGROUND

WHITE ICON
ON DARK BACKGROUND

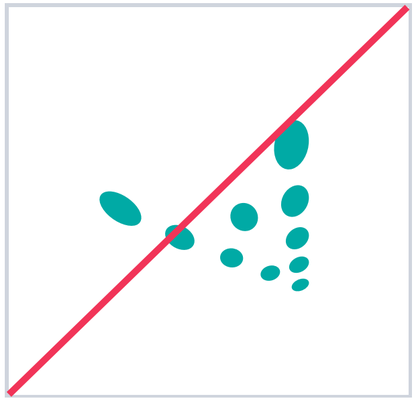
COLOR LOGO

WHITE LOGO
ON COLOR BACKGROUND

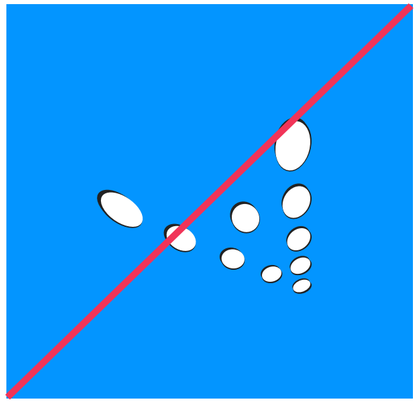
COLOUR LOGO
ON DARK BACKGROUND

WHITE LOGO
ON DARK BACKGROUND

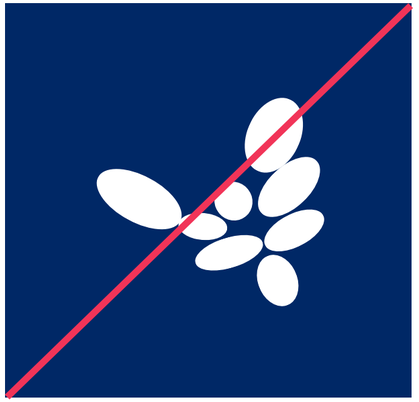
Improper Logo Use



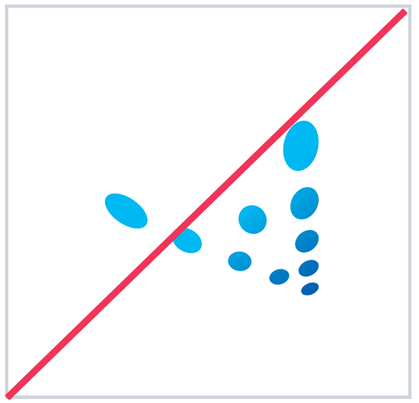
DON'T RECOLOUR THE LOGO



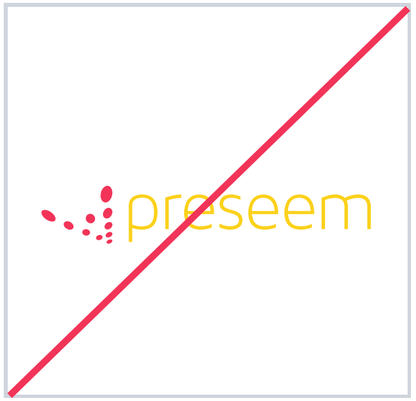
DON'T OUTLINE THE ICON



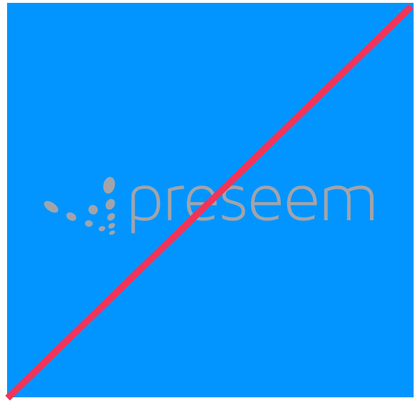
DON'T DISTORT THE ICON



DON'T ADD GRADIENT TO ICON

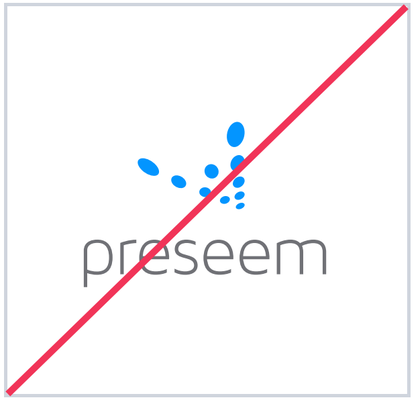


DON'T RECOLOUR THE LOGO AND WORDMARK DIFFERENT COLOURS



DON'T USE SIMILAR COLORS TO THE BACKGROUND

DON'T USE ANOTHER TYPEFACE



DON'T STACK LOGO AND WORDMARK

03 Brand Colours

Color Palette

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

The dark and light blue are closely tied to the colors you see in product, while yellow, red, and teal are brought in to represent the colorful content throughout marketing.

Dark Blue
Hex #002866
RGB R:0 G:40 B:102
HSL H:216.47 S:1 L:0.2
CMYK C:40% M:24% Y:0% K:60%

#003B8F

#0055CC

#85B8FF

#D6E7FF

Light Blue
Hex #0395FF
RGB R:3 G:149 B:255
HSL H:205.24 S:1 L:0.51
CMYK C:90% M:242% Y:0% K:0%

#47B3FF

#85CCFF

#ADDDFF

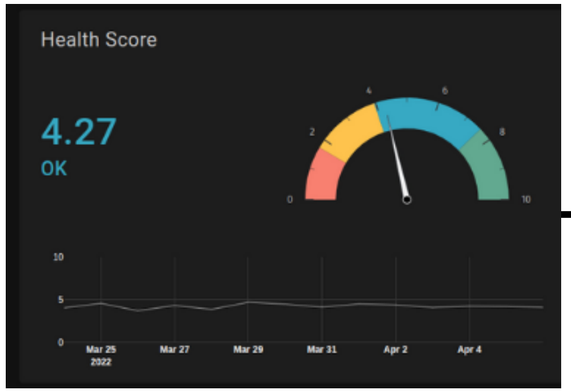
#D6EEFF

Teal
Hex #00AAA5
RGB R:0 G:170 B:165
HSL H:178.24 S:1 L:0.33
CMYK C:67% M:0% Y:2% K:33%

Red
Hex #F13458
RGB R:241 G:52 B:88
HSL H:348.57 S:0.87 L:0.57
CMYK C:0% M:74% Y:60% K:5%

Yellow
Hex #FBD11B
RGB R:251 G:209 B:27
HSL H:48.75 S:0.97 L:0.55
CMYK C:0% M:16% Y:88% K:2%

App Color Palette

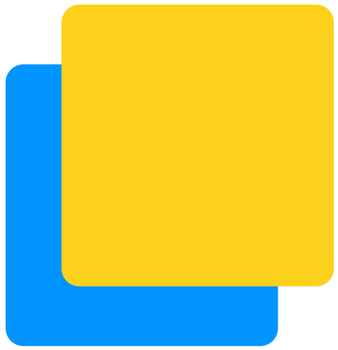


This color palette is reserved for the Preseem app. It is used for a more subtle, accent color in contrast to the brand color palette.

Burnt Yellow #FEC34D	Ocean Blue #37A9C3	Black #000000
Sea Green #62A990	Pale Red #F67E6F	Dark Grey #1D1D1D

Suggested Color Pairings

White + Light Blue



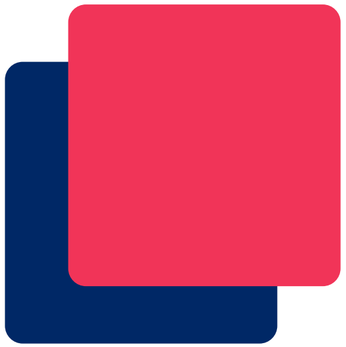
Light Blue + Yellow

Dark Blue + Light Blue

Teal + Yellow

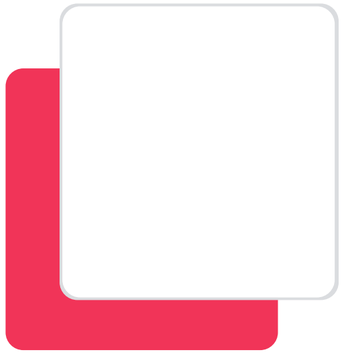
Dark Blue + White

Dark Blue + Teal

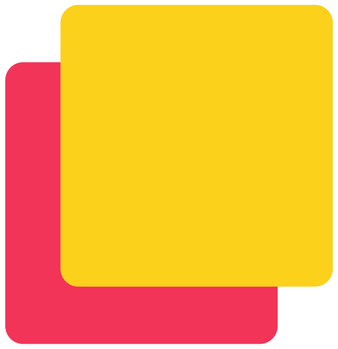


Dark Blue + Red

Dark Blue + Yellow

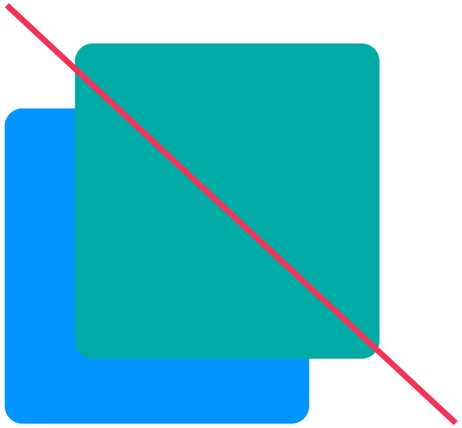


Red + White



Dark Blue + Teal

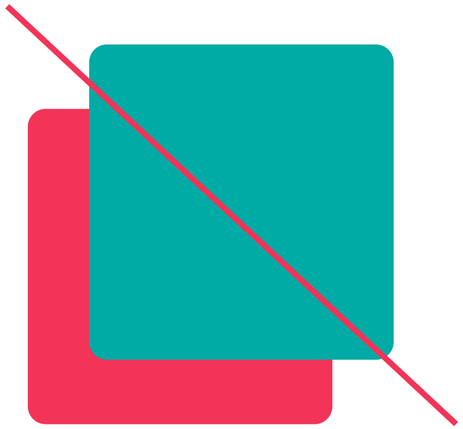
Color Pairings to Avoid



Light Blue + Teal

DON'T USE

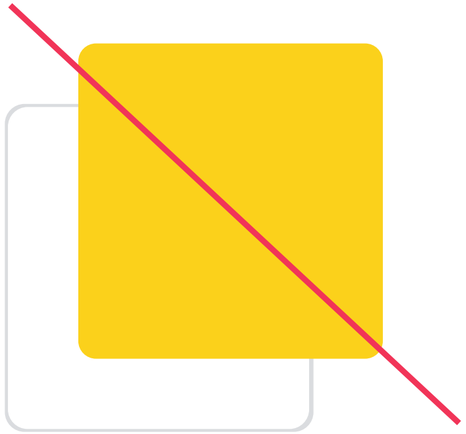
AVOID USING THIS COLOR COMBINATION AS IT'S TOO HARD TO READ



Red+ Teal

DON'T USE

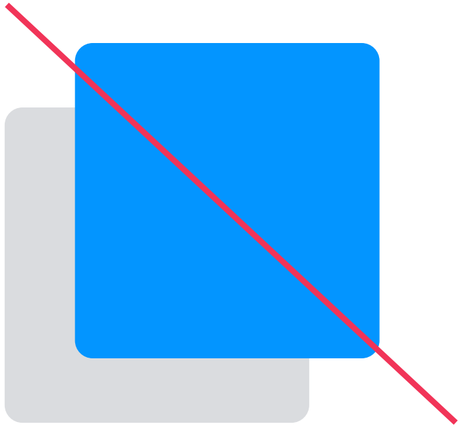
AVOID USING COLORS ARE TOO VIBRANT WHEN COMBINED, CREATING AN UNCOMFORTABLE READING EXPERIENCE.



White + Yellow

DON'T USE

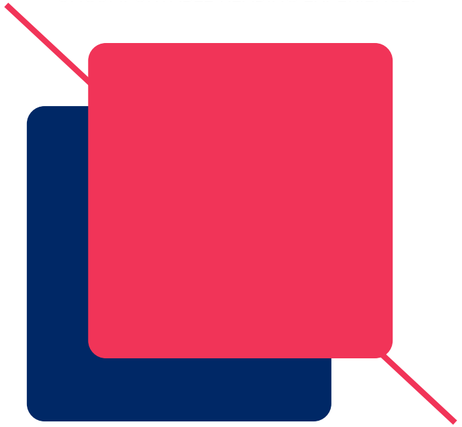
AVOID COLORS THAT ARE TOO SIMILAR AND DON'T CREATE ENOUGH CONTRAST



Light Grey + Light Blue

DON'T USE

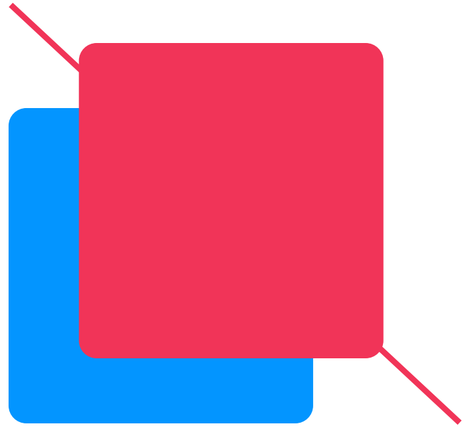
AVOID COLORS THAT ARE TOO SIMILAR AND DON'T CREATE ENOUGH CONTRAST



Dark Blue + Red

DON'T USE

AVOID USING COLORS ARE TOO VIBRANT WHEN COMBINED, CREATING AN UNCOMFORTABLE READING EXPERIENCE.



Light Blue + Red

DON'T USE

AVOID USING THIS COLOR COMBINATION AS IT'S TOO HARD TO READ

Color Scheme

Here are the color schemes that successfully work well with the brand palette.

Please note that the order of these layers matters and cannot be shuffled around.

Decorative Color

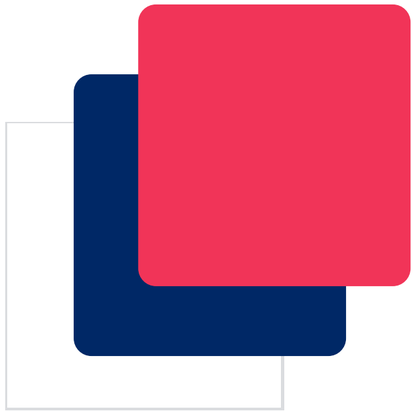
Text Color

Background Color

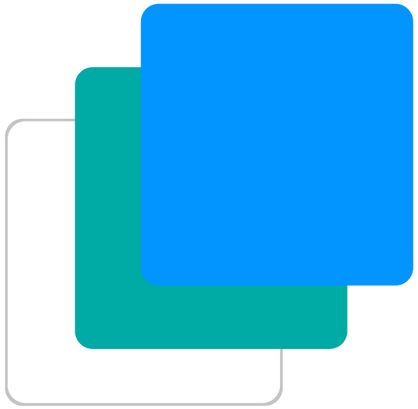
Light Blue + White + Dark Blue

Dark Blue + White + Light Blue

Dark Blue + White + Teal



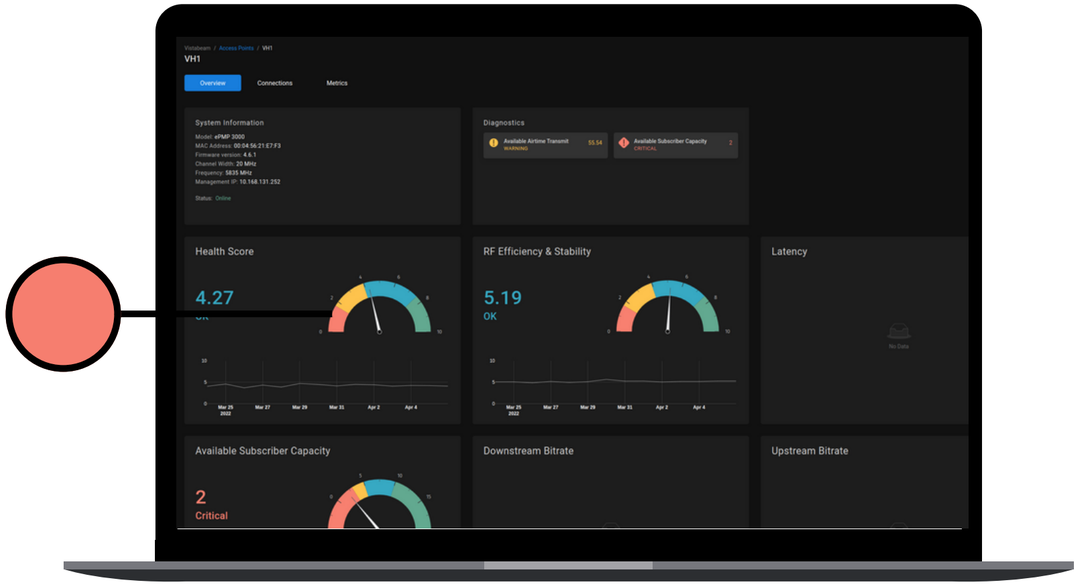
White + Dark Blue + Red



White + Teal + Blue

Teal + White + Yellow

Color Scheme Usage



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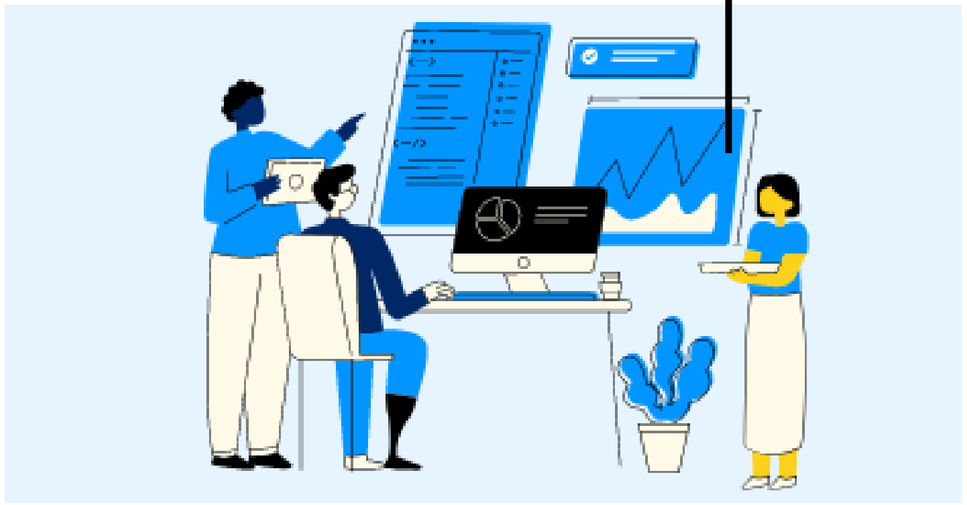
Decorative Color

Sub Text Goes Here

LEARN MORE



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Decorative Color

Sub Text Goes Here

LEARN MORE

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Decorative Color

Sub Text Goes Here

LEARN MORE

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Decorative Color

Sub Text Goes Here

LEARN MORE

preseem

Decorative Color

Sub Text Goes Here

LEARN MORE

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Decorative Color

Sub Text Goes Here

LEARN MORE

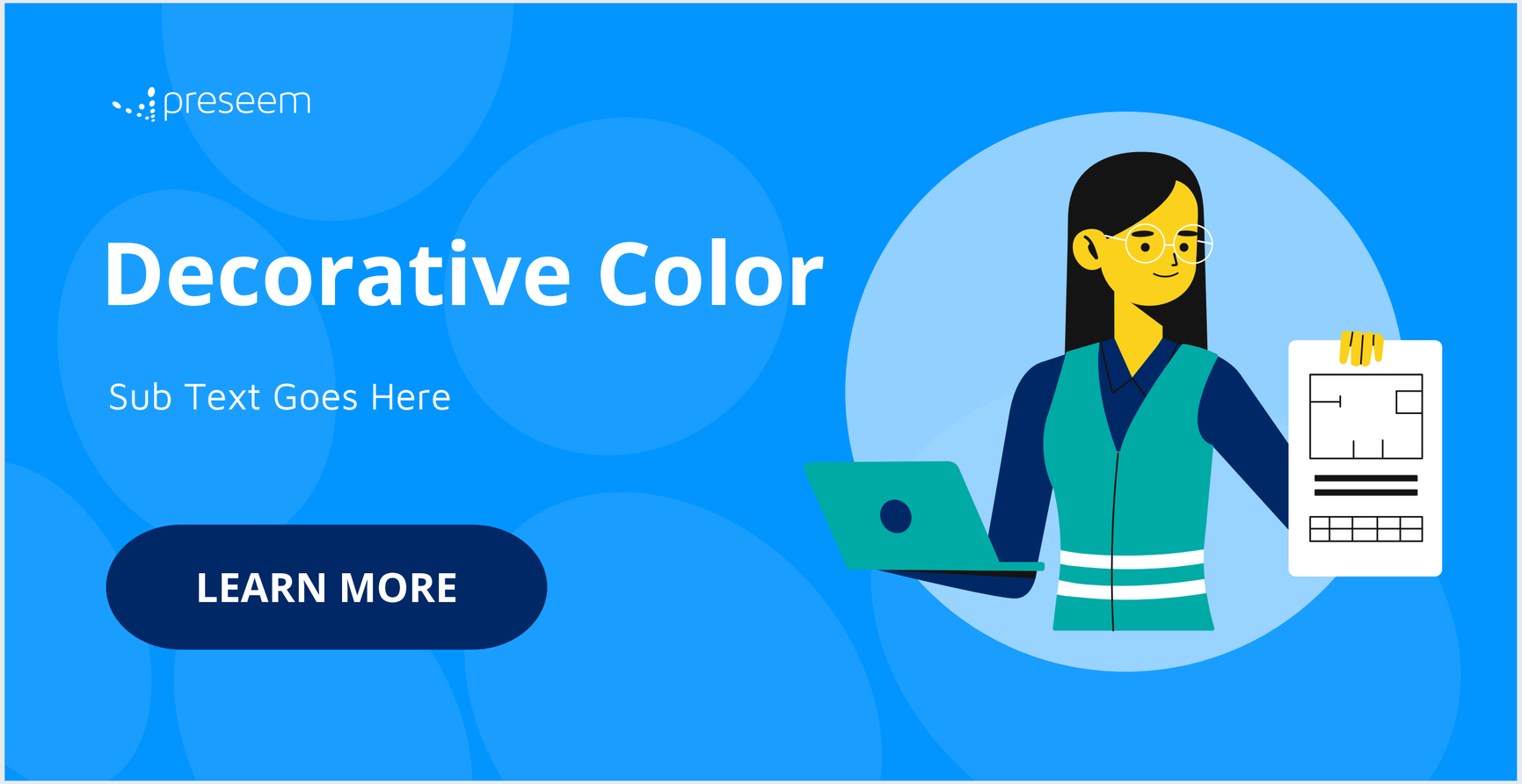
preseem

Decorative Color

Sub Text Goes Here

LEARN MORE

Color Scheme Example



04 Typography

Primary Typeface

Open Sans is the primary typeface. It's a clean, modern, sans-serif typeface that works well for display copy, body text, and everything between.

We always use Open Sans for our headline style, since it's our primary typeface. Headlines are always written in uppercase.

Aa

Open Sans

Main Typeface
Header Type

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890
?!@#$%^&*(/)

Secondary Typeface

Maven Pro is the secondary typeface. It is an acceptable serif typeface for secondary copy, navigation items, or footer items.

It may be used when the primary fonts are unavailable.

Maven Pro

Secondary Typeface
Body Type

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
? ! @ # $ % ^ & * (/)

Typeface format

H1 - Primary Large Headlines
Open Sans - Light
67px | -20 Tracking
#002866

Heading 1

H2 - Secondary Headlines
Open Sans - Regular
44px | 0 Tracking
#002866

Heading 2

H3 - Tertiary Headlines
Haven Pro - Bold
30px | 0 Tracking
#002866

Heading 3

H4 - Large Subheads
Haven Pro - Bold
22px | 0 Tracking
#002866

Heading 4

H5 - Subheads
Haven Pro - Bold
18px | 0 Tracking
#002866

Heading 5

Main Nav Items
Maven Pro - Bold
18px | 0 Tracking
#002866

Main Nav

Dropdown Nav Items
Maven Pro - Bold
16px | 0 Tracking
#002866

Dropdown

Footer Items (Subheads)
Maven Pro - Medium | All caps
16px | 0 Tracking
#ffffff

FOOTER

Footer Items (Subheads)
Maven Pro - Semibold
14px | 0 Tracking
#ffffff

Footer Body

Typeface Body Format

Intro Body Copy
Open Sans - Light
20px | -20 Tracking
#333132

Lorem ipsum dolor sit amet. Qui dolorem iure 33 nihil quibusdam et enim quaerat sed molestiae accusamus sed deserunt eveniet. Quo voluptatem obcaecati qui illo officiis non quae distinctio aut nobis quaerat aut dolores assumenda. 33 animi voluptas ut quia assumenda rem voluptatem autem?

Non magni ducimus ad accusamus esse et praesentium cumque ut quam omnis qui totam nulla. Non temporibus voluptas At iusto asperiores sit inventore temporibus aut inventore consequatur est quia consequatur 33 quis nemo sed repellat expedita.

Body Copy
Open Sans - Light
16px | -20 Tracking
#333132

Lorem ipsum dolor sit amet. Qui dolorem iure 33 nihil quibusdam et enim quaerat sed molestiae accusamus sed deserunt eveniet. Quo voluptatem obcaecati qui illo officiis non quae distinctio aut nobis quaerat aut dolores assumenda. 33 animi voluptas ut quia assumenda rem voluptatem autem?

Non magni ducimus ad accusamus esse et praesentium cumque ut quam omnis qui totam nulla. Non temporibus voluptas At iusto asperiores sit inventore temporibus aut inventore consequatur est quia consequatur 33 quis nemo sed repellat expedita.

Brand Text Style

Header Text
Open Sans

Secondary Text
Open Sans

Transform the Way You Manage the Subscriber Experience

Preseem gives you the tools to understand and proactively improve your subscribers' quality of experience (QoE).

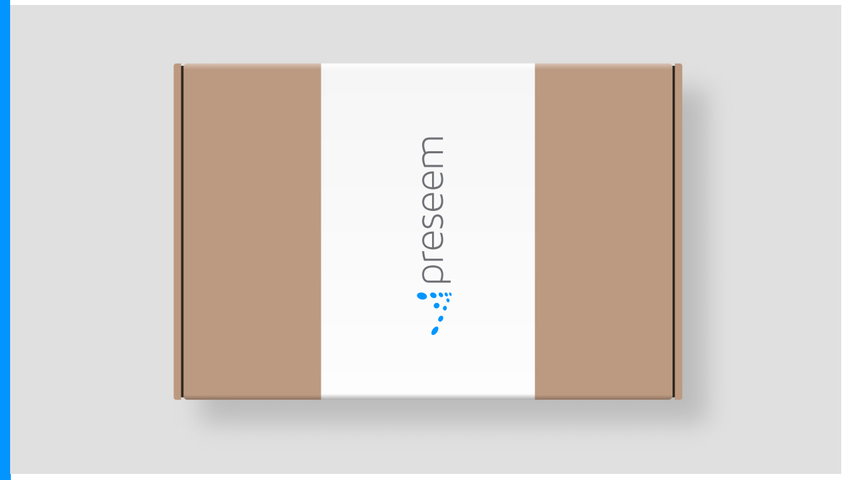
Highlighting Text

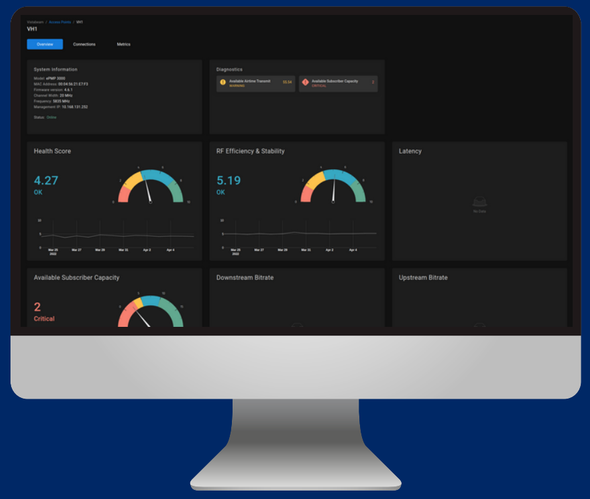
Transform the Way You Manage the Subscriber Experience

Transform the Way You Manage the Subscriber Experience

05 Brand In Use

Brand In Use Examples





Premium QoE.
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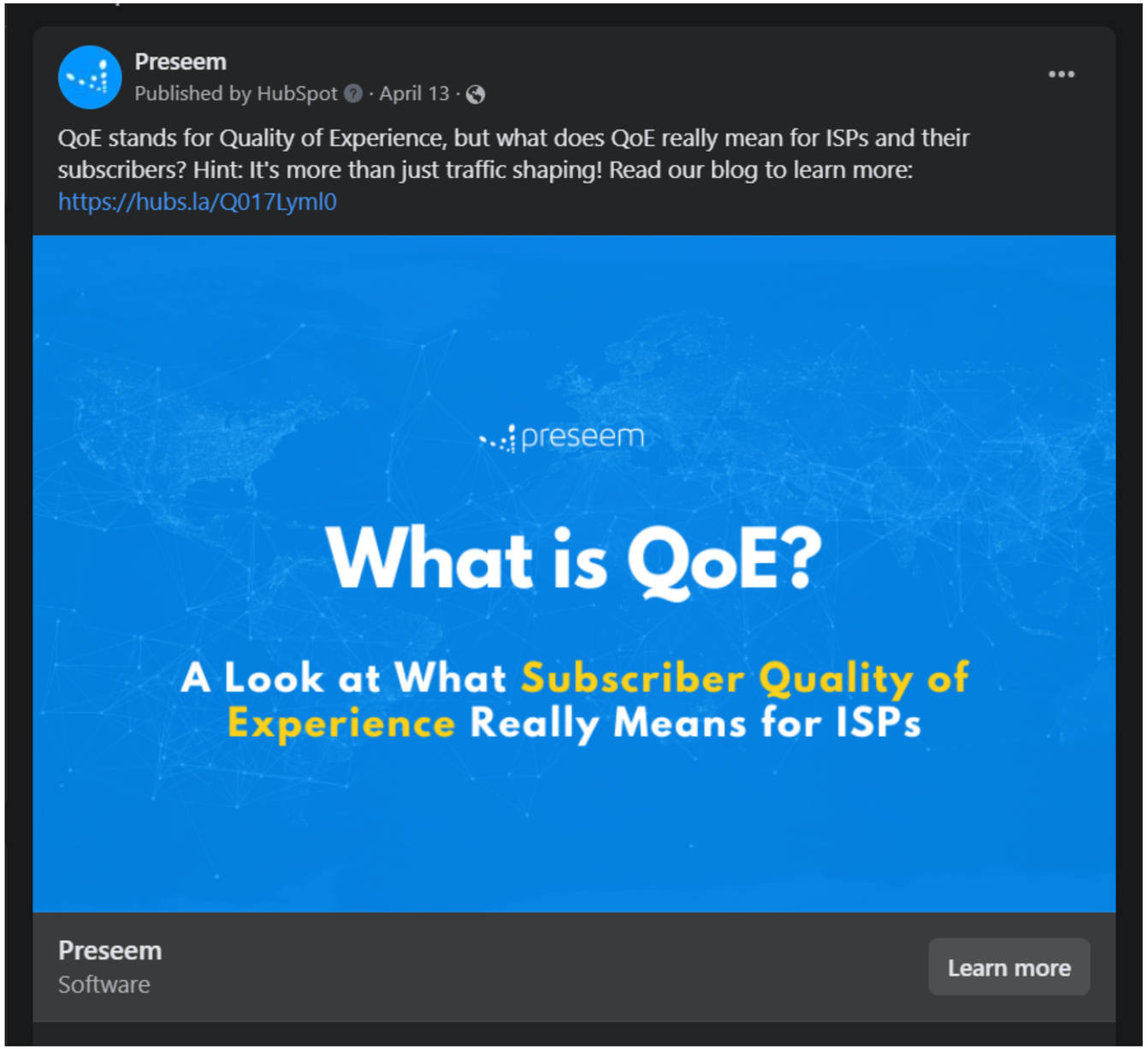
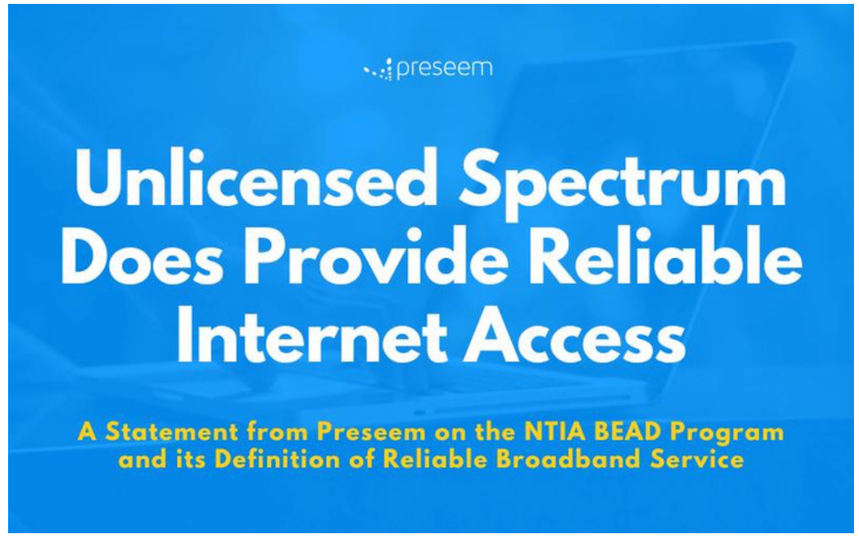
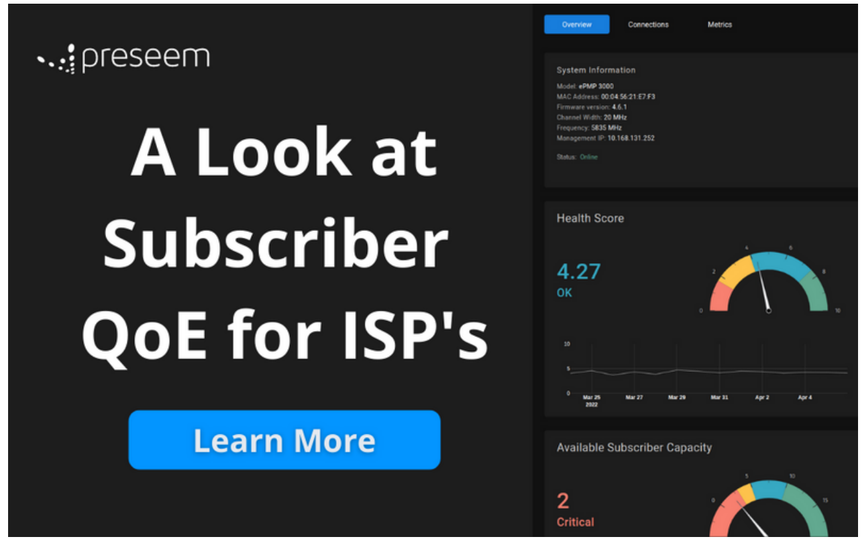
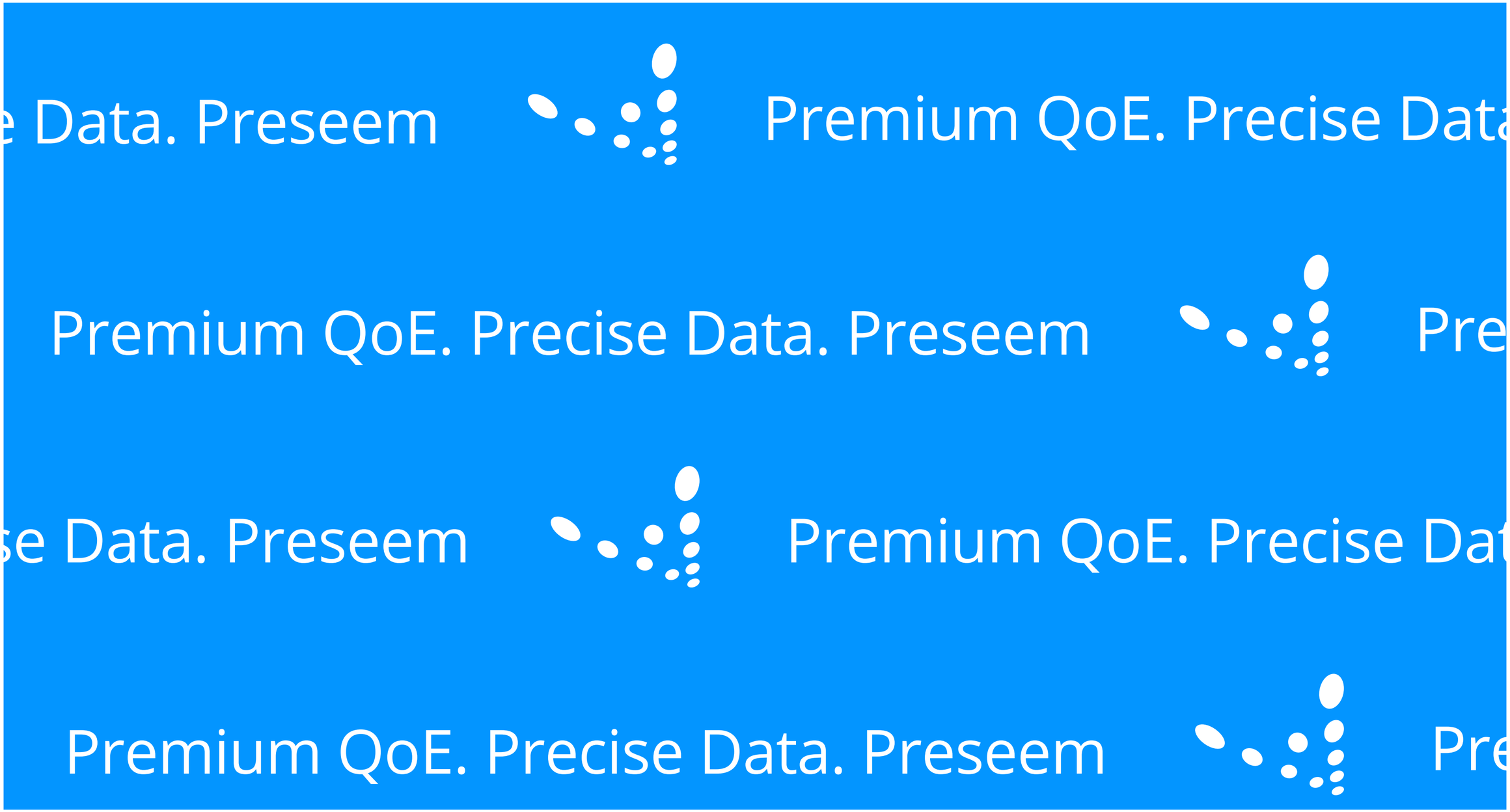
Digital Brand Examples







Pattern with Tagline



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