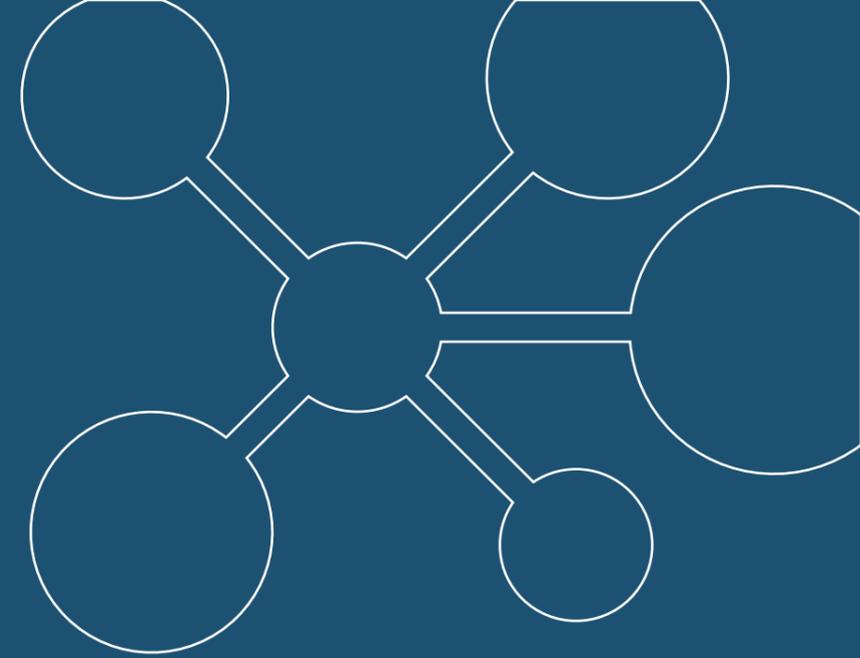


Promotion and
Talent Solutions



PTS Brand Guidelines

Welcome to Our Brand Guidelines

Dear Team, Partners, and Collaborators,

At Promotion and Talent Solutions, our brand is more than just a logo or a tagline—it's the promise we make to the world and the foundation of our connection with customers. It represents our vision, values, and identity in every interaction.

This document is your guide to understanding and upholding our brand. Inside, you'll find the principles, standards, and elements that define who we are and how we communicate. By following these guidelines, you help ensure consistency and clarity in every message, design, and experience we create.

Together, let's bring our brand to life with authenticity, creativity, and purpose. Thank you for being a vital part of this journey.

Warm regards
Jonas Föhrenbach
CEO of PTS



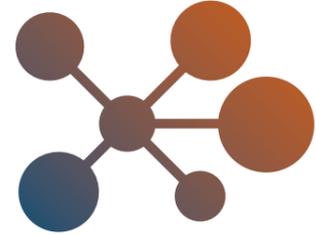
Vision

To empower individuals to embrace their unique beauty with sustainable and ethically-crafted products that inspire confidence and self-expression.

Values

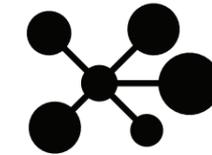
Our values define who we are and guide every decision we make.

- Integrity
- Innovation
- Sustainability
- Excellence
- Diversity & Inclusion
- Customer-Centricity



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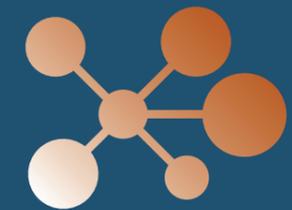
Logo Variations



Promotion and Talent Solutions



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Promotion and Talent Solutions

Logo Concept

Our logo embodies simplicity, clarity, and timeless design. The naturalistic approach ensures versatility, scalability, and a modern aesthetic that aligns with our brand values. This minimalist logo reflects the essence of our brand, balancing simplicity with impact, and is designed to adapt seamlessly across all mediums and platforms.

Icon:

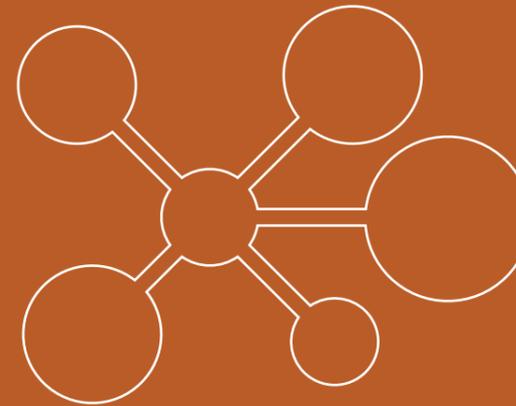
Interconnecting circles resembling an atom, symbolising science, relationship, growth.

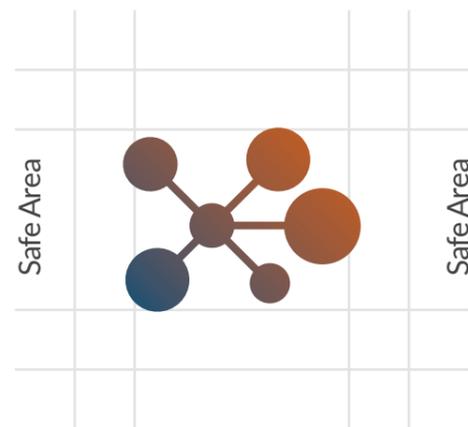
Typography:

A sans-serif typeface chosen for its modern, legible, and sleek characteristics.

Color Palette:

A limited color palette of dark green, orange, black and white ensures sophistication and adaptability.





Wrong Logo Usage



Brand Colors

Primary Color // Deep Blue/Green RGB: 32 / 81 / 112 CMYK: 92 / 65 / 36 / 19 HEX: 205170	
Secondary Color // Orange RGB: 186 / 92 / 40 CMYK: 21 / 73 / 100 / 9 HEX: BA5C28	Secondary Color // White RGB: 255 / 255 / 255 CMYK: 0 / 0 / 0 / 0 HEX: FFFFFFFF
	Secondary Color // Grey RGB: 226 / 226 / 226 CMYK: 10 / 7 / 8 / 0 HEX: E2E2E2

Lato Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Aliquam feugiat enim tellus, ac
rhoncus augue ornare ornare.
Sed porta ultrices sagittis. Fusce
luctus dui quis viverra ultrices.

————— 12pt

Lorem ipsum dolor
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adipiscing elit.
Aliquam feugiat.

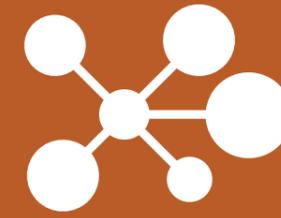
————— 19pt

Hairline	Aa
Light	Aa
Regular	Aa
Bold	Aa
Black	Aa



Style guide for photography

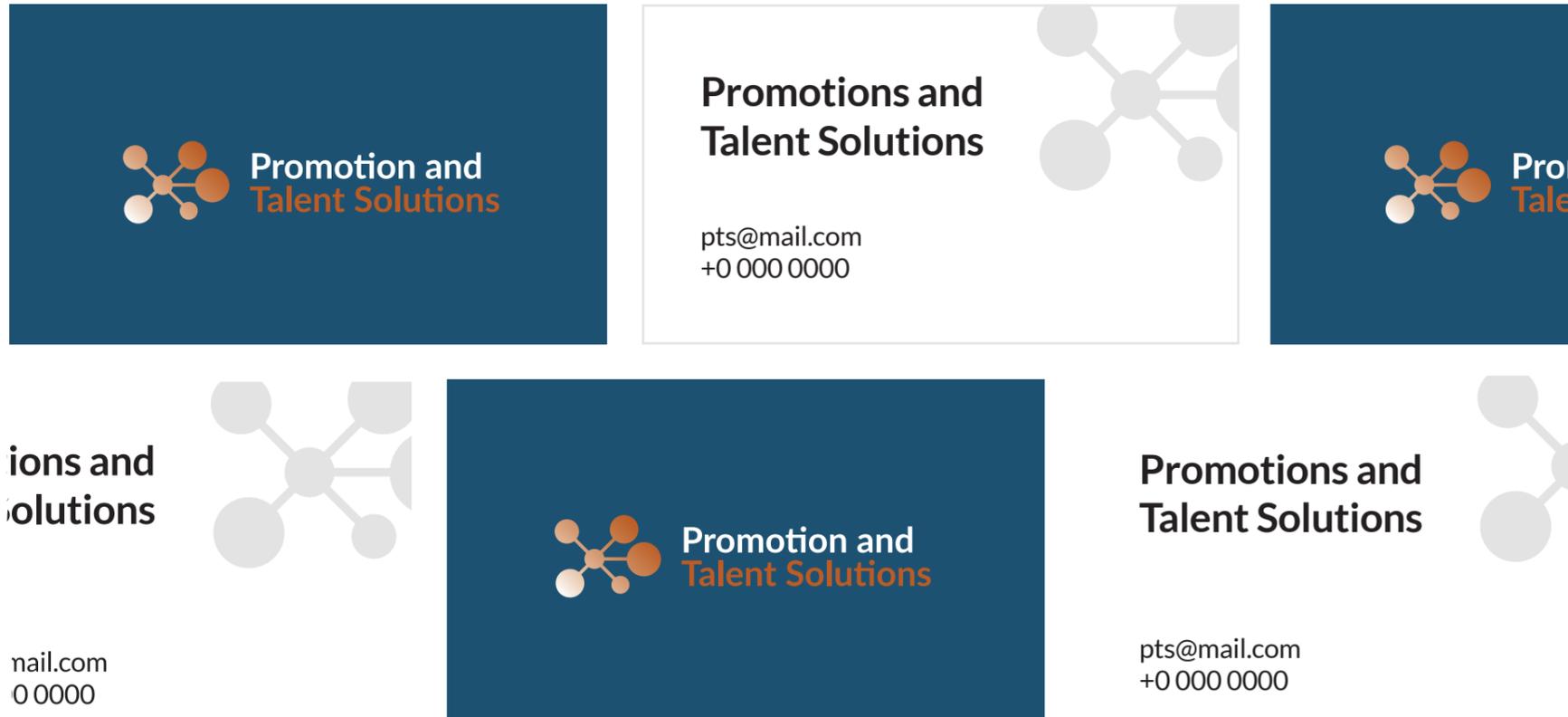
Image usage examples



Promotion and Talent Solutions

Brand Applications

Business Cards



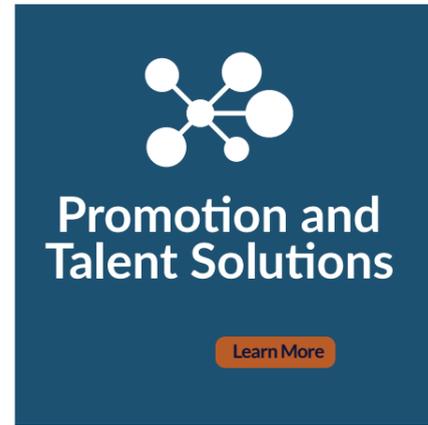
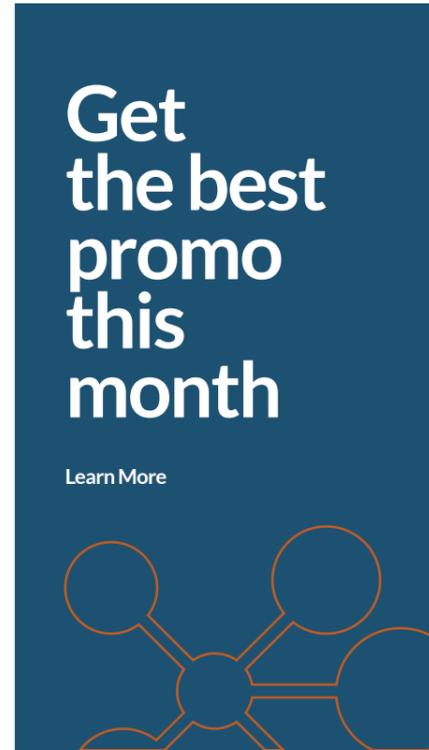
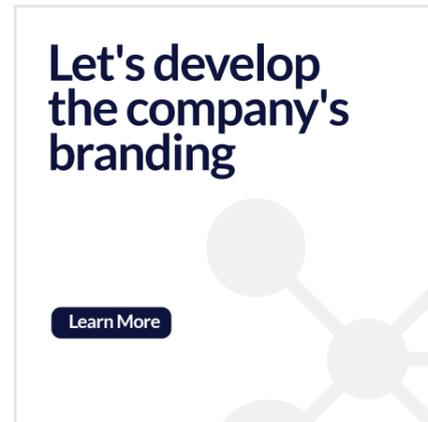
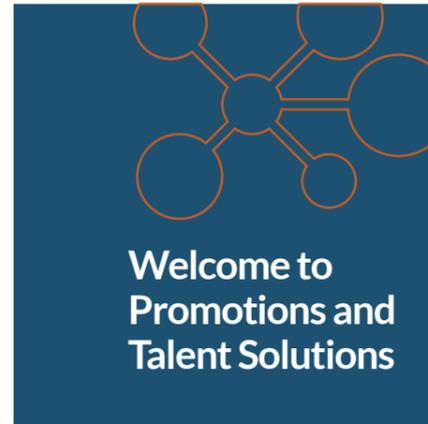
Brand Applications

Letterhead



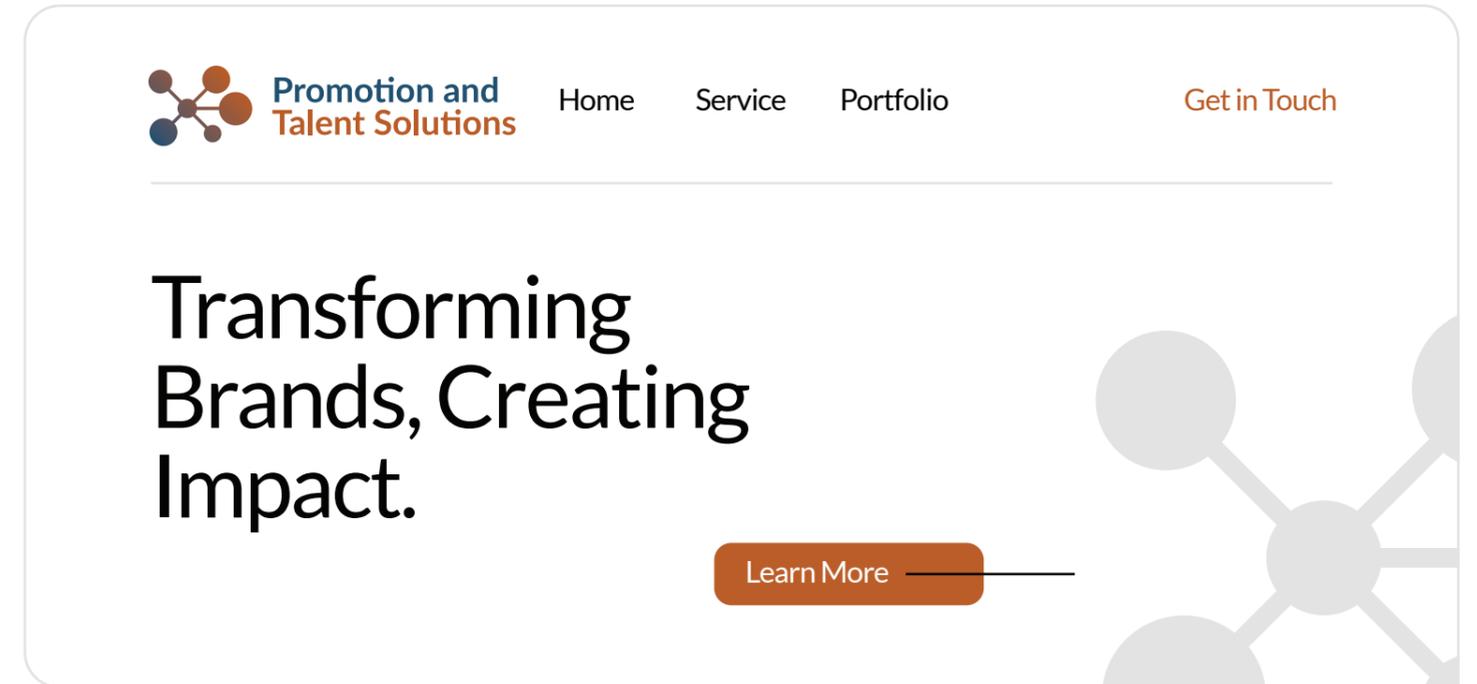
Brand Applications

Social Media Branding



Brand Applications

Web and Digital Branding



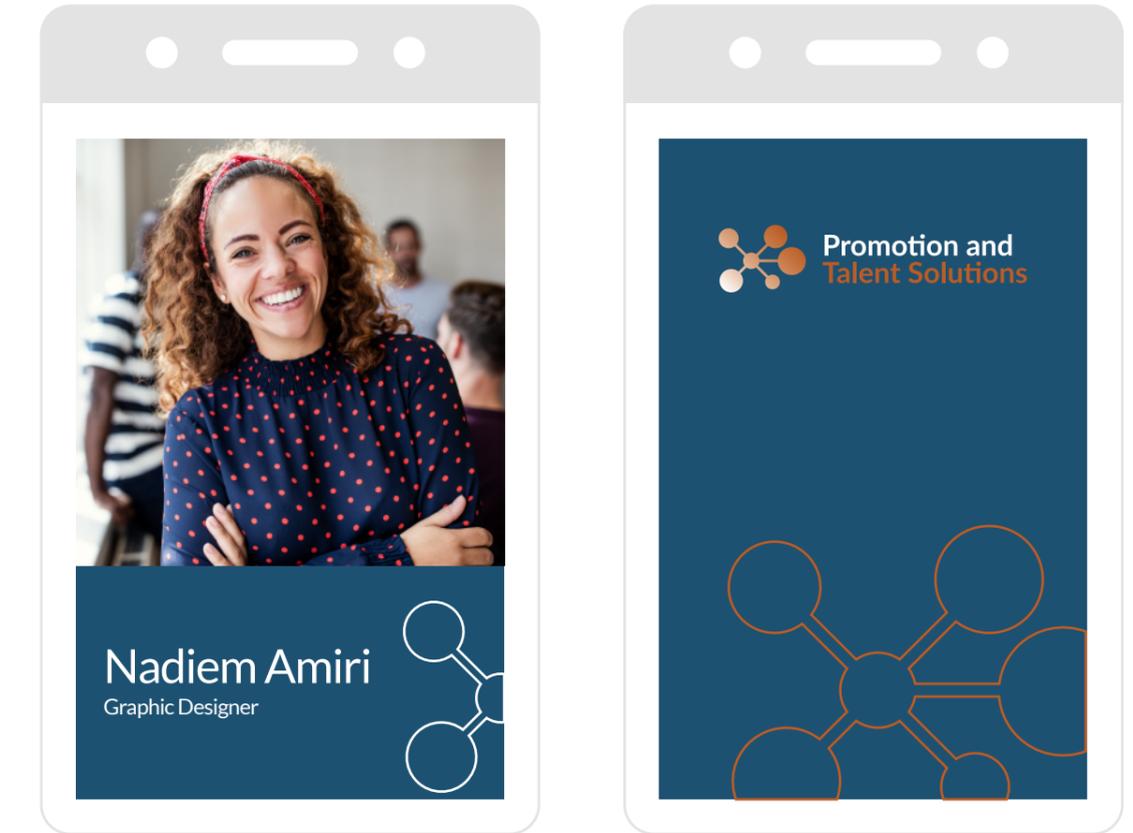
Brand Applications

Uniforms & Clothes



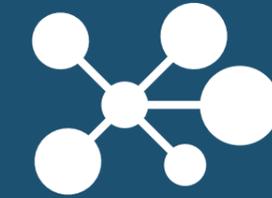
Brand Applications

Souvenirs & Supplies



Brand Communication Principles

- Clarity** We value simplicity and transparency, ensuring our messaging is easy to understand and aligns with our brand values.
- Consistency** Our brand voice, tone, and visual elements remain consistent across all platforms to build trust and recognition.
- Authenticity** We stay true to our brand's mission, fostering genuine connections with our audience through honest and meaningful interactions.
- Engagement** Our communication is designed to inspire conversation, encouraging our audience to connect and participate with our brand.
- Innovation** We push creative boundaries, using fresh and forward-thinking storytelling techniques to stand out in the market.
- Empathy** We understand our audience's needs, emotions, and aspirations, ensuring our messaging resonates on a deeper level.
- Adaptability** We tailor our communication style based on different platforms and audience segments while staying true to our brand essence.



**Promotion and
Talent Solutions**

Thank You