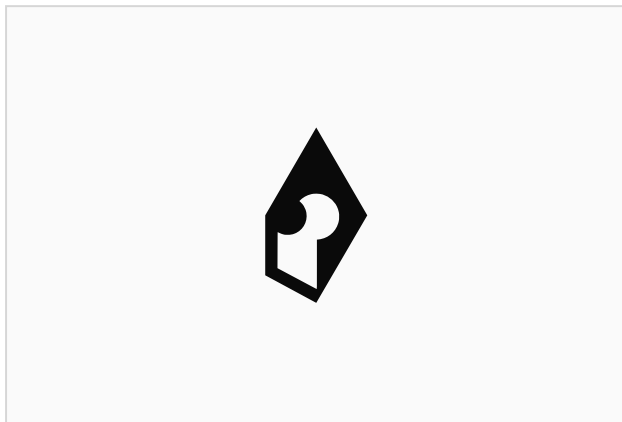


One mark, one green, one voice.

The full Protocore brand system — logo, clearspace, color, type, voice, and naming — on one page. Read it here or take the PDF.

Four ways to set the mark.

The faceted core mark is the only drawn asset. Lockups set the name beside or under it in Roboto Medium — never redraw either.

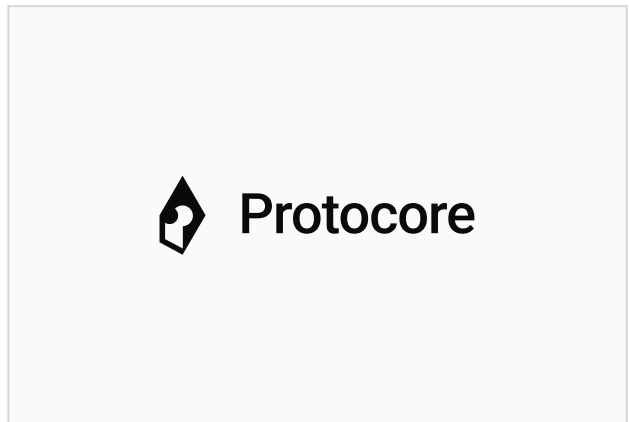


THE MARK

Alone at small sizes — favicons, app icons, and anywhere the name would not stay legible.

[SVG · BLACK ↓](#) [SVG · WHITE ↓](#)

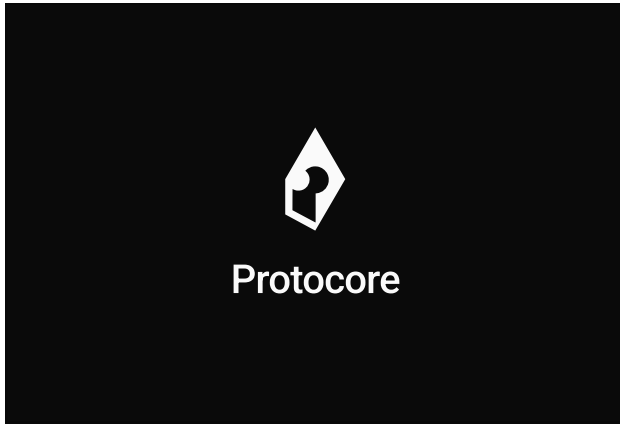
[SVG · ACCENT ↓](#)



HORIZONTAL LOCKUP

Mark beside the name. The default — headers, documents, and signatures.

[PNG · BLACK ↓](#) [PNG · WHITE ↓](#)

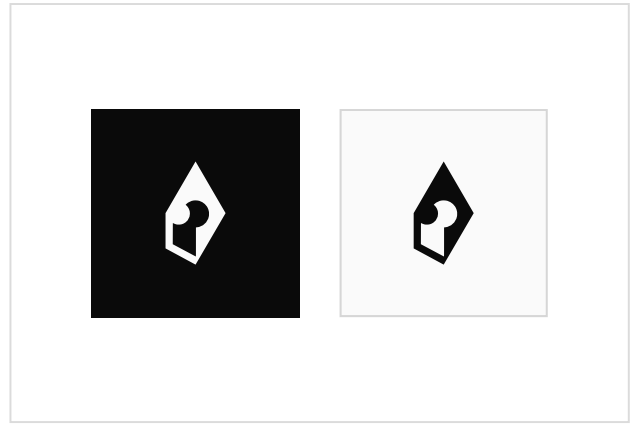


STACKED LOCKUP

Mark above the name. For square placements — social cards, tiles, and stamps.

[PNG · BLACK ↓](#)

[PNG · WHITE ↓](#)



AVATAR TILES

The mark centered on a solid 1024 px tile. For profile pictures on any platform.

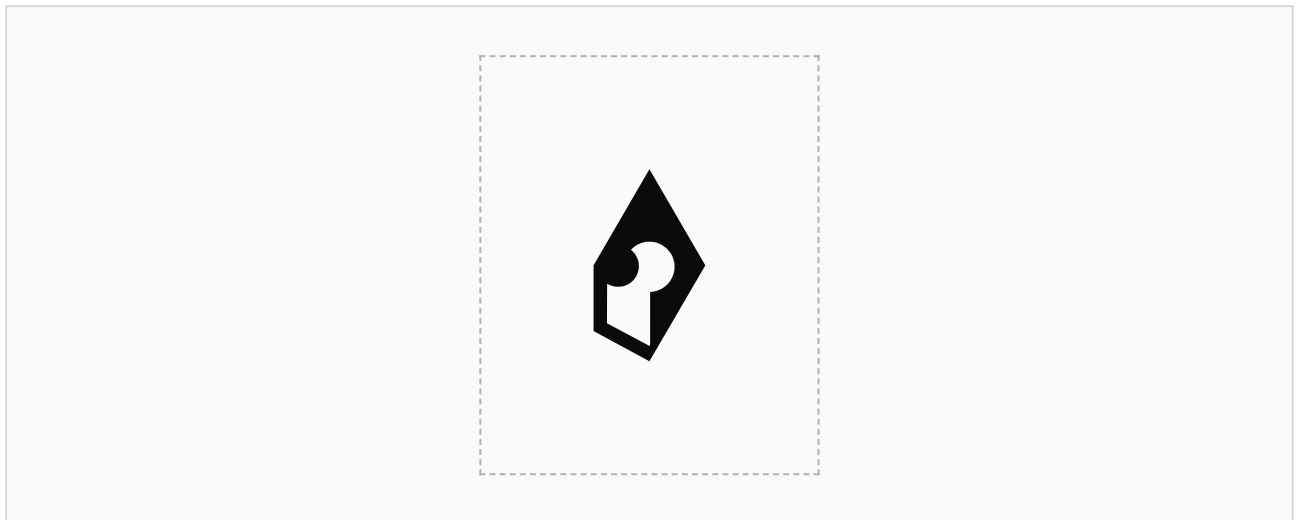
[PNG · INK ↓](#)

[PNG · PAPER ↓](#)

/// CLEARSPACE & SIZE

Room around, a floor below.

Two hard numbers keep the mark legible everywhere it appears.



CLEARSPACE — ONE MARK-WIDTH ON ALL FOUR SIDES.



THE MARK AT 16 PX — THE DIGITAL FLOOR.

CLEARSPACE

The mark's own width, on all four sides. Nothing enters it — no type, no rules, no page edges.

MINIMUM HEIGHT · DIGITAL

16 px. Below that, legibility goes — use the mark alone, never a lockup.

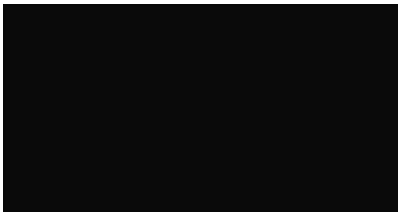
MINIMUM HEIGHT · PRINT

6 mm.

/// COLOR

Five colors, strict jobs.

Near-monochrome by default. The green is an accent, not a theme — it never fills large areas.

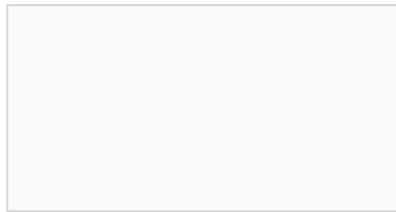


INK

#0a0a0a

rgb 10 · 10 · 10

Text on light. Dark surfaces.

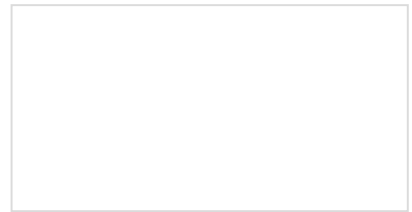


PAPER

#fafafa

rgb 250 · 250 · 250

Light page backgrounds.

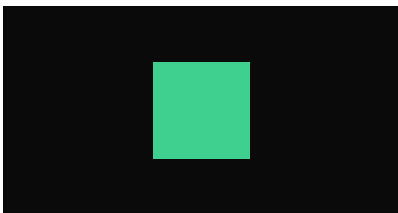


WHITE

#ffffff

rgb 255 · 255 · 255

Cards on paper. Text on ink.



ACCENT

#3fcf8e

rgb 63 · 207 · 142

The green — dark surfaces only.



LIGHT ACCENT

#0e9e6e

rgb 14 · 158 · 110

Accent text on white — links and labels.

/// TYPOGRAPHY

Roboto does the talking.

Two families cover everything. No third typeface, no italics for emphasis.

Twelve products on one core.

ROBOTO 400 · 500 · 700
UI and headings — 400 for body, 500 for headings and lockups, 700 sparingly.

/// FACT SHEET · 12

ROBOTO MONO 400
Labels, eyebrows, and numbers — uppercase, tracked wide.

Regular 400 Medium 500 **Bold 700**

/// SECTION LABEL

Section labels start with three slashes and a space — set in Roboto Mono, uppercase, tracked wide. The slashes are typed characters, not drawn art.

/// VOICE & TONE

Say less, mean it.

Five rules cover every line of Protocore copy, from headlines to button labels.

[01]	Short declarative sentences	One idea per sentence. Cut every clause that can go.
[02]	Concrete numbers	Real figures only — twelve products, one core. No number beats a rounded-up one.

[03]	No hype adjectives	Revolutionary, seamless, cutting-edge — delete on sight. The noun does the work.
[04]	No regulatory claims	Never state or imply licenses, registrations, or compliance status in brand copy.
[05]	Sentence case	UI copy, headings, and buttons use sentence case. Uppercase belongs to mono labels only.

/// NAMING

Products carry the family name.

One pattern, applied without exception.

FIRST MENTION	Full name — “Protocore Pay”, “Protocore Gateway”. After that, the product name alone.
PDS	Short for Protocore Design System. Expand it on first mention; PDS after.
THE COMPANY	Protocore — one word, capital P. Never ProtoCore, PROTOCOLCORE, or Proto Core.

/// USAGE

Do this, not that.

The rules from the press kit, extended to the full system.

/// DO

/// DON'T

[01] Keep clear space equal to the mark's width on all sides.

[02] Use the black variant on light backgrounds and the white variant on dark ones.

[03] Reserve the accent variant for ink (#0a0a0a) surfaces.

[04] Scale from the SVG files – the mark stays sharp at any size.

[05] Use the stacked lockup when the placement is square.

[06] Drop to the mark alone below 16 px of height.

[01] Don't recolor the mark beyond the provided variants.

[02] Don't rotate, outline, or add shadows or other effects.

[03] Don't redraw the mark or change its proportions.

[04] Don't set the Protocore name in another typeface – lockups use Roboto Medium.

[05] Don't place the accent green on white – use #0e9e6e for accent text there.

[06] Don't put the mark on photography or gradients – solid ink or paper only.
