



Brandguidelines 2024

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Section 01

Brand Logo

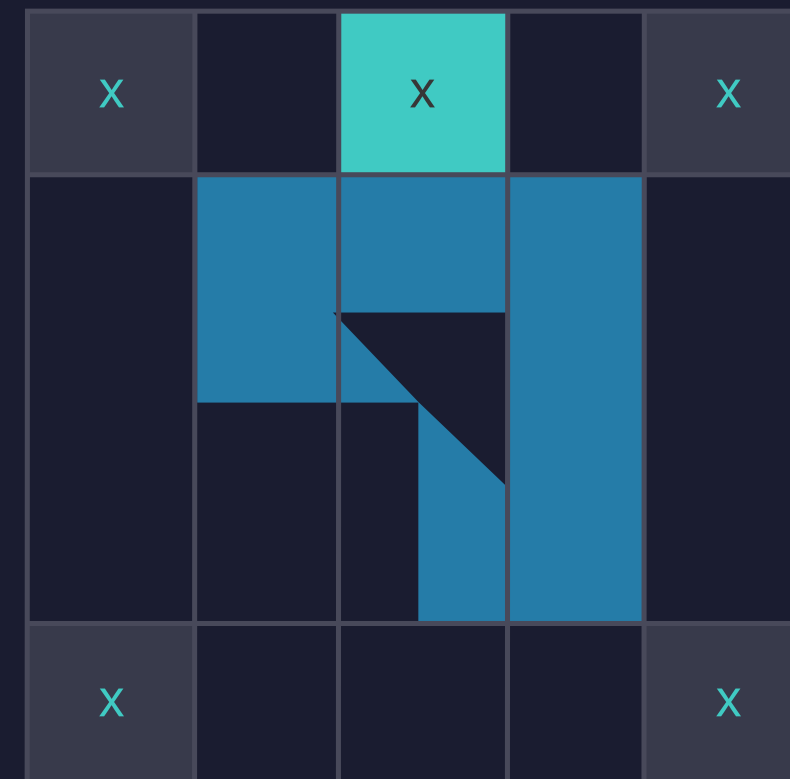
Safe area

Recommended versions















Proper Sky

Proper Sky

 Proper Sky

 Proper Sky

 Proper Sky

 Proper Sky

 Proper Sky

 Proper Sky

 Proper Sky

 Proper Sky

Section 02

Color System

Color palette

Color contrast combinations

White

FFFFFFFF
 RGB 255 255 255
 CMYK 0 0 0 0

Greenish Blue

257CA8
 RGB 37 124 168
 CMYK 85 45 15 0

Light Blue

4C8BC3
 RGB 76 139 195
 CMYK 70 35 0 0

Dark Blue

1A1C30
 RGB 26 28 48
 CMYK 85 80 50 65

Aqua

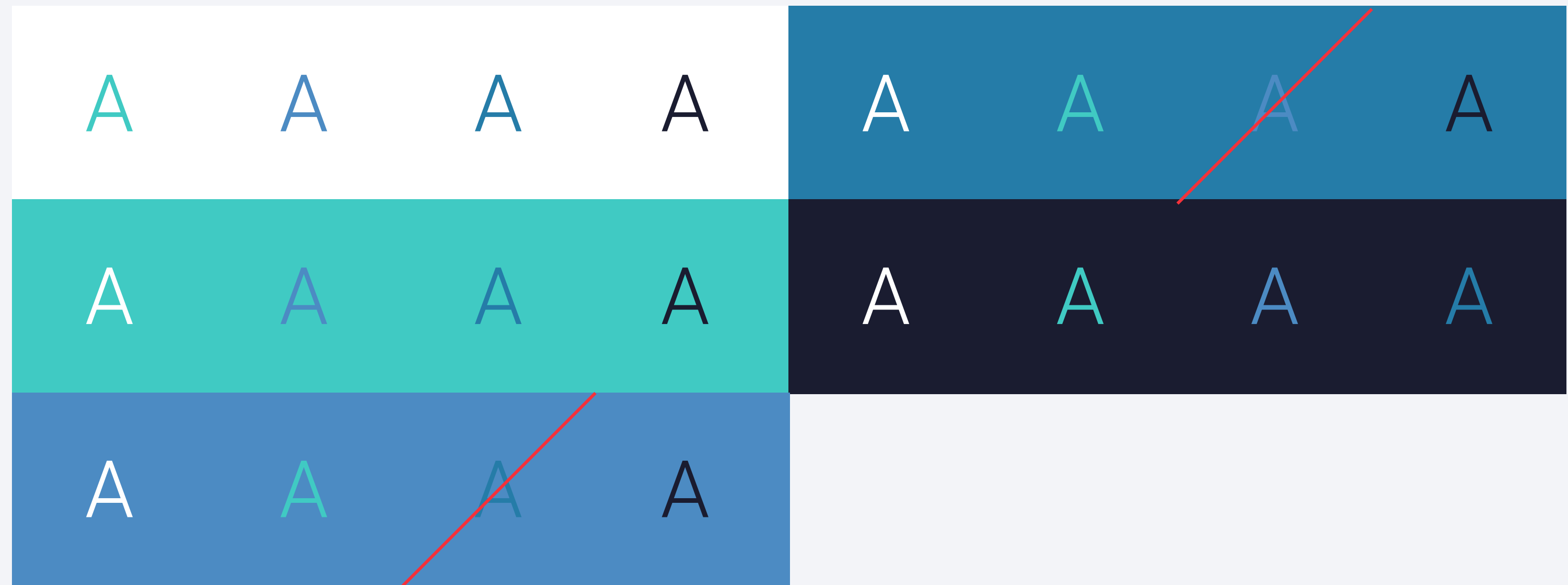
40CAC3
 RGB 64 202 195
 CMYK 65 0 30 0

Color Contrast Recommended Combinations

Some possible combinations of using the main palette for backgrounds and figures.



Contrast and Typographic Readability



Section 03

Type System

Fonts

Levels and combinations

Headline and
text font

4 Styles

Light

Regular

Medium

Bold

Plus Jakarta

Characters

Aa Bb Cc

Upper Case

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y

Z

Lower Case

a

b

c

d

e

f

g

h

i

j

k

l

m

n

o

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u

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Typographic examples

Light

Smarter Business.

Smarter I.T.

Regular

Smarter Business.

Smarter I.T.

Medium

Smarter Business.

Smarter I.T.

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V.01 | April. 24

Levels and Combinations

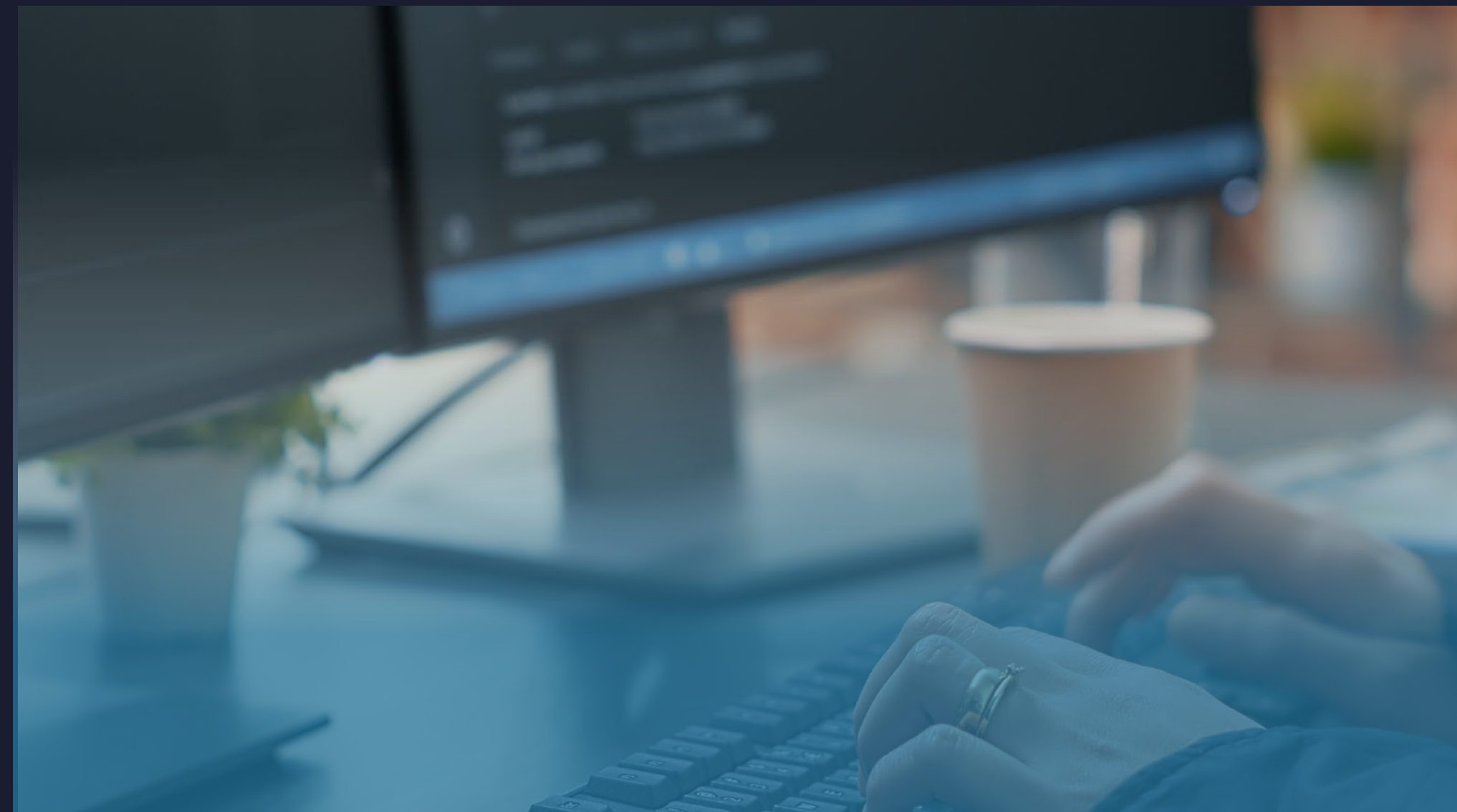
Level 1 h1	Plus Jakarta Medium	Exceptional companies deserve exceptional IT.	
Level 2 h2	Plus Jakarta Medium	Your IT. Our priority.	
Level 3 highlights Links	Plus Jakarta Bold / Medium	Services About	Contact Us Contact Us
Level 4 company information	Plus Jakarta Medium	ProperSky.com/	info@ProperSky.com/
Level 5 paragraph	Plus Jakarta Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea.	

Section 04

Morphologies

Style and use





Section 05

The System In Action!

Key visual

ProperSky.com/
Smarter Business.
Smarter I.T.



365 days a year.

24 hours a day,

24 hours a day,

365 days a year.

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Top small business IT tips for 2024

Posted 12 Feb At 6:21 PM
In Productivity By Andrea Grainger

Let's face it, the IT industry moves fast, so fast it's nearly impossible to keep pace with all of the new products or features available today. But evaluating your existing Small Business IT services, familiarizing yourself with what your peers are doing, and identifying ways to be more efficient through technology is a strategic necessity for continual growth.

As your small business starts to scale, automation technologies for example free up time for you and your team to focus on dynamic tasks and seize growth opportunities as they emerge — all while your software handles the redundant work.

With the right mix of technology and talent, you can elevate your customer experience, and deliver seamless support (on par with that offered by big brands) while still maintaining the personal touch that propelled your small business to success in the first place.

You manage your business, We'll manage the it.



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Smarter I.T.

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Services



Sybersecurity



EHR / EMR



Cloud
Services



IT
Strategy

 Proper Sky
Thank You!