



prøvar

Partner Media Kit

2023

salesforce

PARTNER



Provar Blurb

FULL BOILER PLATE

Provar offers solutions to support you on your expedition to quality. We provide integrated quality management, maintainable test automation, release governance, and outstanding support to teams using complex systems like Salesforce. Our suite of low-code products improve release agility, reduce system defects, and advance innovation. No matter where you are beginning – whether you are an individual manual tester or part of a comprehensive QA team with automated workflows already in place – Provar is here to provide a galaxy of opportunities.

Visit www.provar.com to learn more.

REDUCED

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Visit us at www.provar.com.

Tone of Voice

Provar aims to make the automated testing conversation easily digestible and accessible to all, whether you are a seasoned DevOps expert or are just getting started on your search for quality. Provar's voice is:

- Conversational
- Approachable
- Digestible
- Consumable
- Professional
- Lighthearted where appropriate
- Free from too much technical jargon and the value proposition is understood by every role in a company



Logos

We prefer that our logo includes the Provar tagline unless the space given is less than 1.5 inches. In such cases where a small logo is required, please use the smaller provided logo without the tagline.

Our navy logo is the preferred choice and should be used predominantly. However, in situations where the background does not provide sufficient contrast, we authorize the use of our white alternative.

Our secondary logo is designed for use in environments where our primary logo must contend with competing logos in a limited space, such as events and other crowded venues.

PRIMARY MAIN LOGO



PRIMARY MAIN LOGO



NOTE: Does not include background square

SECONDARY LOGO



Usage

Here are a couple of examples that illustrate how we ensure our logo looks its best in all designs:

THINGS TO DO



Be conscious of the space surrounding the logo



Use a primary logo that works best on the background



Ensure that our logo is sized appropriately and balances the overall design.



Use the logo consistently across all designs and materials to maintain a strong brand identity.



Icons

When faced with size limitations, it may not always be feasible to use the full logo. In such cases, our Provar icon serves as a suitable substitute. Additionally, this icon can be used in combination with the full logo on design assets, providing greater flexibility in how the brand is presented visually.

There are different ways to incorporate the Provar icon into your design assets. You may choose to use the icon as a standalone element, or you can add it within a circle or square. This flexibility allows you to tailor the visual presentation of the brand to suit your specific design needs.

Similar to our logo usage guidelines, we request that you refrain from altering the shape or color of the Provar icon. This ensures that the visual identity of our brand remains consistent and recognizable across all design assets.



PRIMARY COLOURS



Deep Space

#060349



Asteroid White

#FFFFFF

SECONDARY COLOURS



Mars Pink

#FF3E6C



Milky Way Pink

#F3C2D3



Nebula blue

#009DDD

PRIMARY GRADIENT BREAKDOWN



Base - Accent pink **#F3C2D3**

Oval gradient primary pink **#F3C2D3**

Oval gradient primary blue **#060349**

Oval gradient accent yellow **#FDDC00**

SECONDARY GRADIENT BREAKDOWN



Base - Navy **#060349**

Oval gradient primary pink **#F3C2D3**

Oval gradient primary blue **#009DDD**

Oval gradient accent yellow **#FDDC00**

TERTIARY COLOURS



#042D71



#FDE5EE



#D9EEF6

Colour

In addition to our logo, we feature a select number of brand colors that play a crucial role in establishing a uniform brand identity, thereby promoting greater recognition within the eco system.

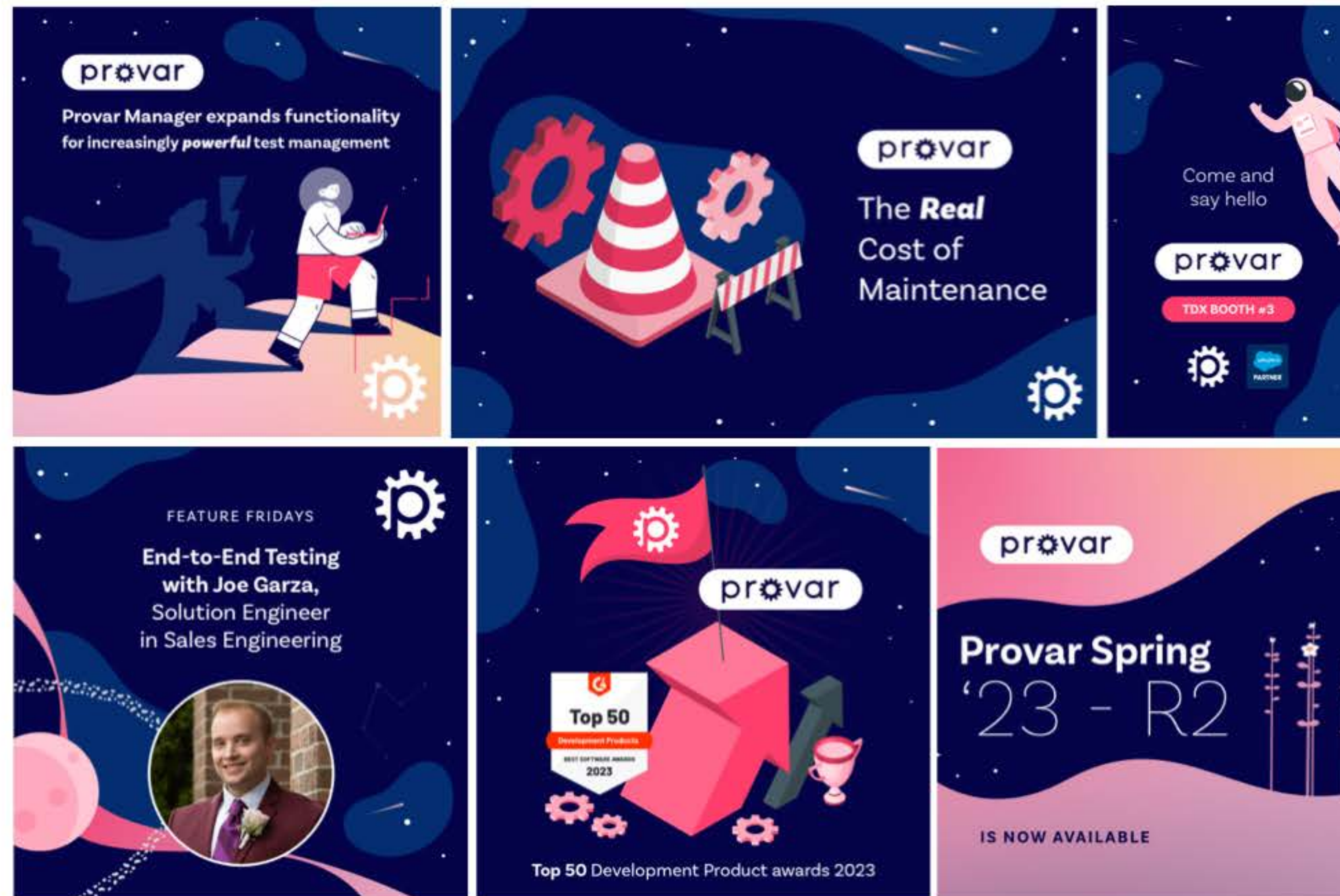
With our secondary colours its important to be selective in how many of the bright colors are used within a composition or component. In general, it's best to use them in small details so that you don't overwhelm the viewer.

Our tertiary colors are intended to be used in conjunction with our primary and secondary colors, primarily to add lift as highlights or to define small details within designs. By using these detail colors in a strategic and thoughtful way, we can create visually appealing and cohesive designs that effectively communicate our brand's message.



Theme

Our general design theme is inspired by outer space, and it should always be kept in mind when designing elements. We aim to incorporate the theme in a variety of ways, ranging from very obvious space-focused designs to more subtle. Examples of how this theme has been applied can be seen below. Whether it's through the use of our cosmic colour palette, celestial imagery or using our abstract fluid shape our designs should evoke a sense of looking into space.



Imagery

Occasionally we will use imagery to break up text and illustration. When it comes to finding the right digital imagery, we aim to use visuals that depict a natural and relaxed working environment. The examples below showcase our preference for such imagery:



Fonts

Our primary font is Basic Sans. In cases where it is not possible to use Basic Sans, we recommend using Open Sans as a suitable alternative.

BASIC SANS FONT FAMILY

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

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

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

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

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

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

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

PRIMARY

Aa

Basic Sans

FALL BACK

Aa

Open Sans

