

# THE VISUAL WORKPLACE

**Prysm is helping companies define a new way of work. One where applications, content, video conferencing and the web can all be easily combined into a visual workspace where teams can create, edit and share. These interactive workspaces are stored in the cloud and available on any sized screen. Prysm's Visual Workplace solutions span from executive briefing center to home office — and every size workplace in between. Today, Prysm powers 20% of the Fortune 500 and our customers are leaders in all industries including technology, energy, finance, healthcare, media and universities.**

# LOGO USAGE

## Corporate Logo

PRYSM®

PRYSM®

## Corporate Profiles & Icons

PRYSM®



# LOGO USAGE

## Standard Usage

The logo may be used in gray (PMS Cool Gray 9) or white.

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White logo may be used on background colors and photos that adhere to visibility requirements.

*(Alternate Usage: The logo may be used in black for applications where only black is available.)*

## Clearspace Requirements

The logo should always have a consistent "x-height" of clearspace on all sides.



## Minimum size

To ensure quality of reproduction, do not use the logo smaller than .875 inches.



## Color and Configuration

Do not add any effects such as shadows or bevels or use the logo in other colors.

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## Visibility

Only use the logo on backgrounds that provide sufficient contrast and clarity.

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# DESIGN ELEMENTS

## Color Palette



**SPOT:**  
PMS 2995C  
**CMYK:**  
83 | 1 | 0 | 0  
**RGB:**  
0 | 169 | 224  
**HEX:**  
00A9E0



**SPOT:**  
PMS 634C  
**CMYK:**  
100 | 13 | 10 | 41  
**RGB:**  
0 | 95 | 131  
**HEX:**  
005F83



**SPOT:**  
PMS 7465C  
**CMYK:**  
58 | 0 | 36 | 0  
**RGB:**  
64 | 193 | 172  
**HEX:**  
40C1AC



**SPOT:**  
PMS 7579C  
**CMYK:**  
0 | 74 | 100 | 0  
**RGB:**  
220 | 88 | 42  
**HEX:**  
DC582A



**SPOT:**  
PMS 7621C  
**CMYK:**  
0 | 98 | 91 | 30  
**RGB:**  
171 | 35 | 40  
**HEX:**  
AB2328



**SPOT:**  
PMS 7408C  
**CMYK:**  
0 | 29 | 100 | 0  
**RGB:**  
246 | 190 | 0  
**HEX:**  
F6BE00



**SPOT:**  
PMS 7546C  
**CMYK:**  
73 | 45 | 24 | 66  
**RGB:**  
37 | 55 | 70  
**HEX:**  
253746



**SPOT:**  
PMS Cool Gray 11C  
**CMYK:**  
44 | 34 | 22 | 77  
**RGB:**  
83 | 86 | 90  
**HEX:**  
53565A



**SPOT:**  
PMS Cool Gray 9C  
**CMYK:**  
30 | 22 | 17 | 57  
**RGB:**  
117 | 120 | 123  
**HEX:**  
75787B



**SPOT:**  
PMS Cool Gray 4C  
**CMYK:**  
12 | 8 | 9 | 23  
**RGB:**  
187 | 188 | 188  
**HEX:**  
BBBCBC



**SPOT:**  
PMS Cool Gray 1C  
**CMYK:**  
4 | 2 | 4 | 8  
**RGB:**  
217 | 217 | 214  
**HEX:**  
D9D9D6

## Extended On-screen Color Palette



**HEX:**  
00A9E0



**HEX:**  
005F83



**HEX:**  
40C1AC



**HEX:**  
DC582A



**HEX:**  
AB2328



**HEX:**  
F6BE00



**HEX:**  
253746



**HEX:**  
53565A



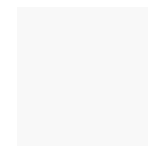
**HEX:**  
75787B



**HEX:**  
BBBCBC



**HEX:**  
D9D9D6



**HEX:**  
F8F8F8

# DESIGN ELEMENTS

## Typography

### Corporate Font

Various weights and styles are available in the Dagny Pro font family for display and body copy. Primary typeface samples below.

Dagny Pro Light  
Dagny Pro Regular  
**Dagny Pro Bold**

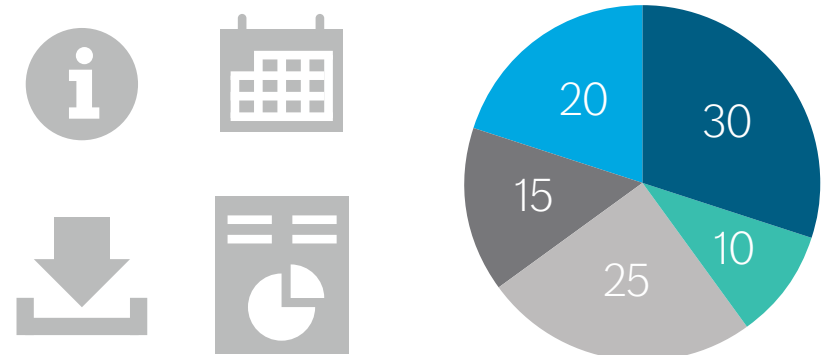
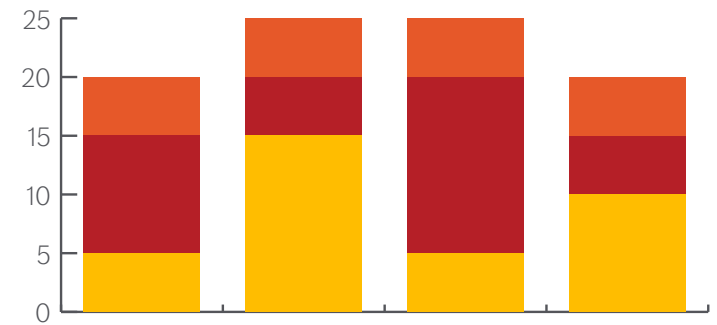
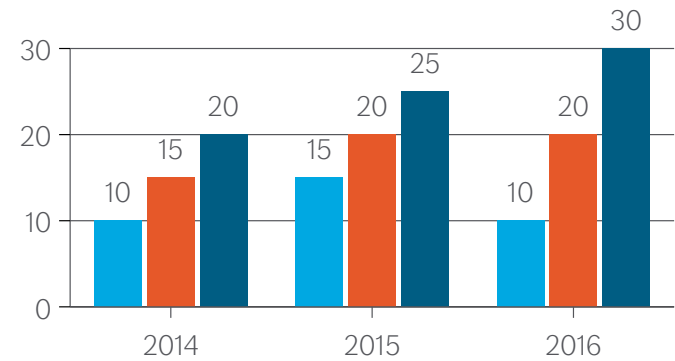
Typekit.com typeface FF Dagny Web Pro Regular and Bold is used for Prysm branded websites.

### Alternate System Font

If you do not have the Prysm corporate font, the alternate system font, Arial, should be used for presentations and documents. Primary typeface samples below.

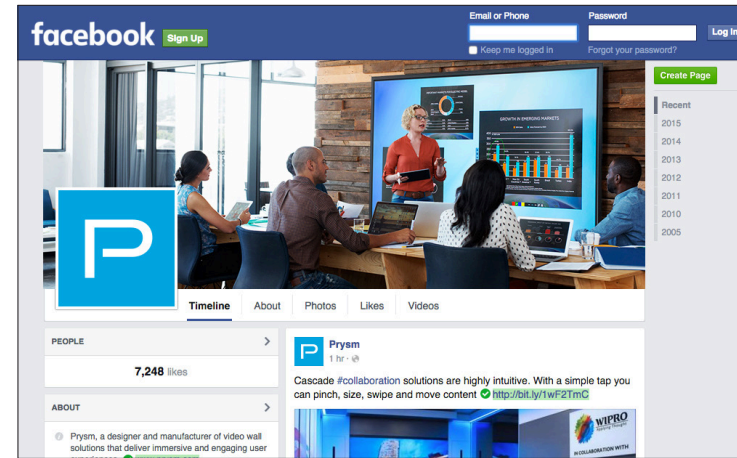
Arial  
**Arial Bold**

## Graphic Style



# SAMPLES

## Social & Brochure



Unify content and applications into cloud-based workspaces that help global teams collaborate on any screen — from any location

### PRYSM VISUAL WORKPLACE

#### PRYSM APPLICATION SUITE

Dynamic software that combines applications, content, the web and video conferencing for enhanced collaboration experiences that can be shared simultaneously by many locations.

#### PRYSM CLOUD

Stores and organizes content into cloud-based visual workspaces enabling persistent access and increased productivity for global and remote teams. Flexible deployment options include multi-tenant or dedicated.

#### PRYSM DISPLAYS

Large touch-screen displays available in a variety of standard and customized sizes that are up to 75% more energy-efficient. Standard sizes include 65, 85 and 98 LCD and 87 and 190 LPD.

#### PRYSM MOBILE

Freedom to access private or shared cloud workspaces from anywhere on any device.

#### PRYSM SERVICES

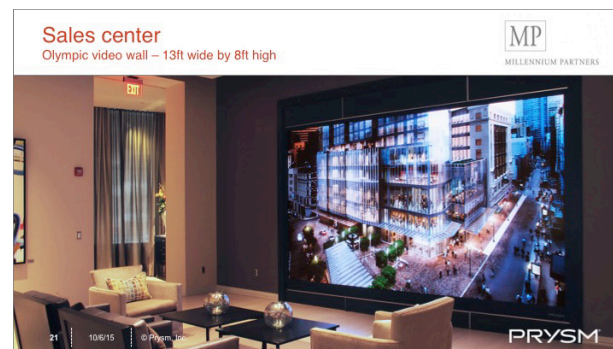
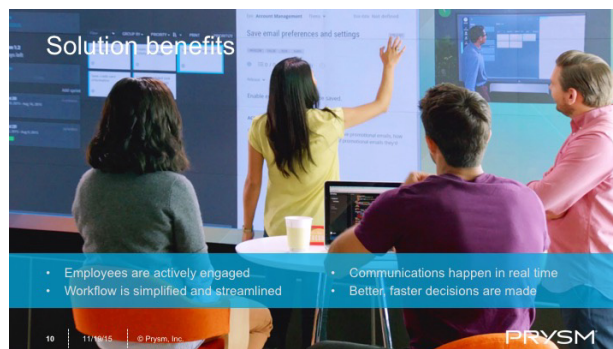
Prysm is dedicated to providing an unparalleled level of support. Our global team is always available to help customers meet their goals.





# SAMPLES

## Presentations





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# PRYSM<sup>®</sup>

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