

BRAND GUIDELINES

LOGO USAGE

Corporate Logo

PRYSM[®]

Corporate Profiles & Icons



LOGO USAGE

Standard Usage

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

PRYSM®

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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.



Visibility

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



DESIGN ELEMENTS

Color Palette

PRIMARY



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

SECONDARY



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



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



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

TERTIARY



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



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



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

NEUTRALS



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:
DC582A



HEX:
40C1AC



HEX:
F6BE00



HEX:
AB2328



HEX:
253746



HEX:
005F83



HEX:
151617



HEX:
2A2B2D



HEX:
3E4144



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 is used for Prysm branded websites.

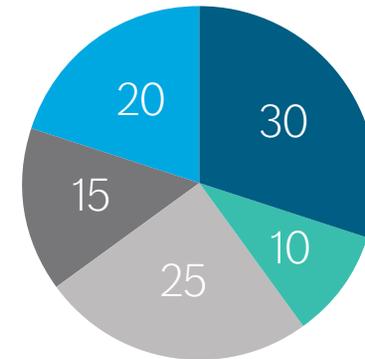
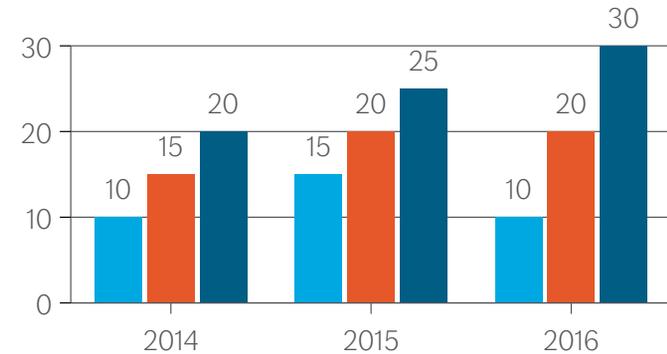
Alternate System Font

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

Graphic elements should be flat, without dimensional effects or shadowing.



SAMPLES

Digital

PRYSM

Reduce Your Energy Consumption with LPD

Create immersive, high-impact experiences with Prysm LPD 6K displays, powered by Prysm software

A BETTER VISUAL EXPERIENCE

A BETTER CONTENT EXPERIENCE

Whether it's for the executive boardroom, your all-hands meetings, your huddle room, or your customer experience center, Prysm fits into your business infrastructure.

- Meet Your Security Requirements**
- Effortlessly Integrate Into Your Existing Business Architecture**
- Upgrade Rooms Without Replacing Existing Hardware**
- Provide Multiple Connection Options**
- Support Mobile Employees**
- Equip Your Executive Spaces**

LPD 6K SERIES

PRYSM

MAKE AN IMPACT WITH THE WORLD'S LARGEST, INTERACTIVE SINGLE-PANEL DISPLAY

190° viewing angle

75ft² canvas adds a "wow-factor" to every encounter

32 unique touchpoints heighten interactivity to engage the audience

2x refresh rate smooths motion scenes, at 360Hz, for better picture quality

1,000,000:1 contrast ratio produces immersive, life-like images, with great depth

bezel-free panel displays content on expansive screen, without disruptive seams

178° viewing angle allows clear visibility of information, nearly anywhere in the room

Read more at prysm.com/rooms/displays/lpd-6k-series

facebook

Prism
@PrysmInc

September 21 at 11:53 AM

The International School of Brussels created an interactive "room within a room" to transform its administrative process. Learn how they used our innovative solutions to achieve this change via #iViate: <https://bit.ly/2N20R1T>

PRYSM

Closing business is critical to your success, but are your presentations getting stale?

We all know the value of in-person meetings, and getting that key customer to the table increases your chances of closing the deal — but the traditional format of meetings and presentations has become mundane. The future is visual and highly immersive!

So, how do you get there?

If you're ready to better understand how effective communications and dynamic storytelling can revolutionize your meetings and help you close more deals, this eBook is for you.

DOWNLOAD THE EBOOK

in YouTube Facebook Twitter Google+

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Learn why data visualization matters. Get our new ebook ▶

PRYSM

SAMPLES

Print



places
ns to
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YOUR WORKPLACE WITHOUT WALLS

PRYSM

your applications into the Prysm platform to interact with all of your critical information in a unified digital canvas.

- Access Prysm from any device to enable customers and colleagues to participate from any location.

Prism digital workplace with Prysm-powered rooms. Upgrade existing displays to turn passive meetings into interactive working sessions, or outfit your rooms with Prysm displays to further enrich your experience.

PRYSM

LEARN MORE ABOUT OUR DIGITAL WORKPLACE PLATFORM AT PRYSM.COM



PRYSM LEARN MORE AT PRYSM.COM/LPD-6K-SERIES

EXPERIENCE THE LPD 6K DIFFERENCE

ams or bezels distract from content?

atively touch enabled, with a responsive experience?

use for signage and collaboration, doesn't pixelated up close?

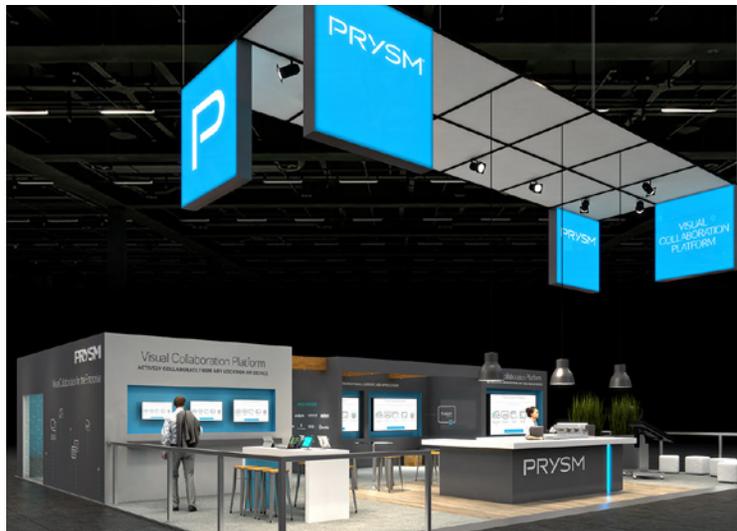
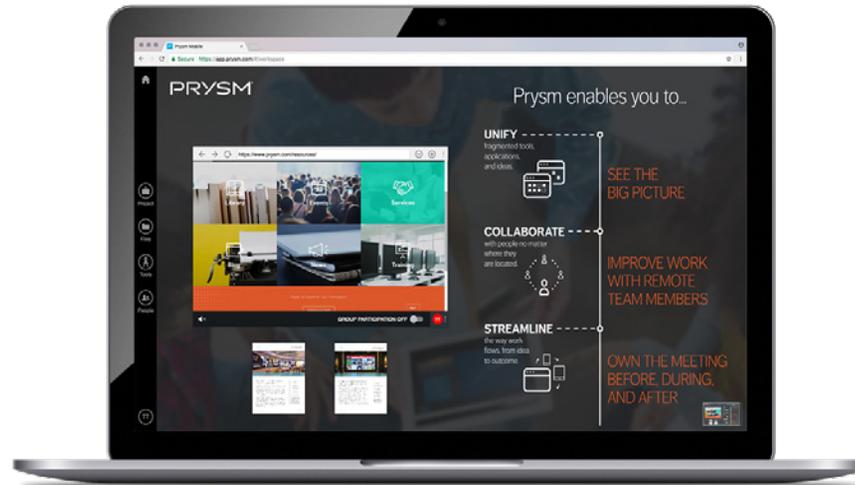
VIDEO WALL SOLUTIONS

- 4 Do the color or contrast change as I move around the display?
- 5 Will it require extra power or cooling systems to operate?



SAMPLES

Presentations & Events



Prysm is a leading provider of large-format Laser Phosphor Displays (LPD), known as the LPD 6K Series, and Prysm Application Suite, a cloud-based, visual collaboration solution. Prysm solutions enable individuals and teams to see and interact with all their data, content, and applications on displays of all sizes. By providing these always-on digital canvases, Prysm engages audiences, ignites innovative thinking, drives decisions, and transforms content into experiences. Customers using the LPD 6K Series benefit from interactive large-format single panel displays that offer a panoramic image uninterrupted by seams or bezels. Customers using the Prysm Application Suite software benefit from an open, enterprise-grade collaboration solution that integrates with existing tools and scales to hundreds or thousands of users.

Prysm was founded in 2005 in the Silicon Valley and has offices worldwide. Learn more at prysm.com.

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