

**PRIANTO**

CORPORATE  
DESIGN  
2022

Guideline

---



# INTRODUCTION

In 2009 Prianto was set up to cover the distribution of often overlooked but highly innovative niche enterprise software solutions. To achieve this goal, we continue to work fast, flexible, reliable and forward-thinking. We believe in trust, loyalty, honesty, team spirit and personal relationships.

As we keep growing internationally, a unified and consistent optical presentation becomes ever more important for communicating these values, both internally and externally.

This guideline serves as a means of conveying a recognizable, convincing brand persona. The listing of all basic design elements provides a comprehensive look into the Prianto brand and its signature look and feel. The application of these elements on digital and printable assets adheres to a concrete set of layout rules, colours and imagery. They are finally visible in one place in this international manual and should be used as a reference for future marketing activities and global expansions.



William Geens



Oliver Roth

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## BASICS 4

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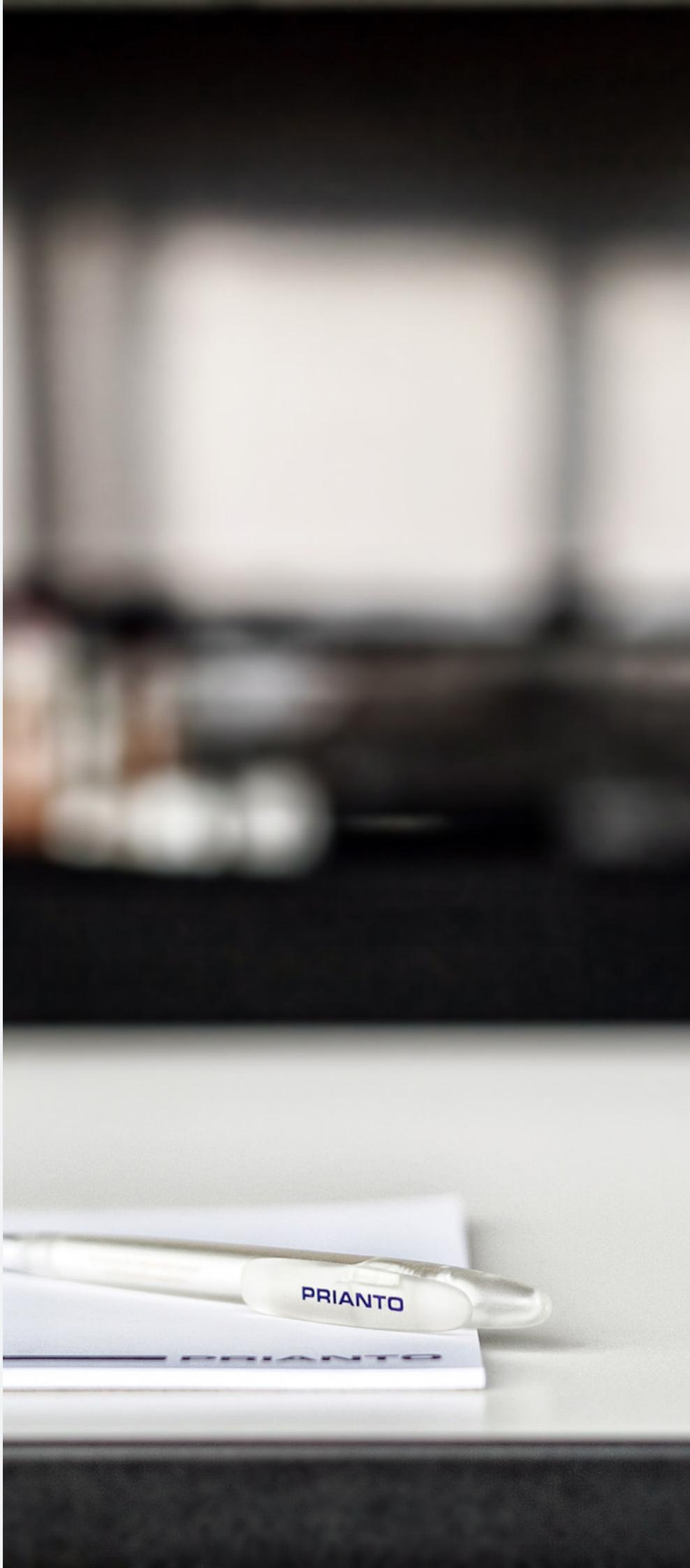
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# BASICS



# LOGO

4C

---

**PRIANTO**

Negative

---

**PRIANTO**

Positive

---

**PRIANTO**

Prianto Logos:  
\\prianto.com\\dfs\\marketing\\Prianto\\Prianto Group\\\_Logos

# LOGO

Bleed Area

---



$x = 0,5 \text{ h}$  (Höhe) des Prianto Logos

Minimum Size

---

PRIANTO



20mm

# TYPOGRAPHY

## Print font

---

Myriad Pro Regular

## Print typography set DIN A4 Indesign Document

---

**Heading 1 (24pt, regular, Prianto Blue)**

**Heading 2 (14pt, regular, Prianto orange)**

Heading 3 (14pt, regular, black)

**Heading 4 (12pt, bold, black)**

Body Text (12pt, regular)

## Digital font

---

Arial

# COLOUR PALETTE

## Colour Psychology

---

*The Prianto brand is instantly recognizable by the logo and name. Additionally, the corporate colours blue, orange and grey speak their own language and support the company goals and intentions.*

*Prianto-Blue represents security, honesty and loyalty, both are central values of our internal and external way of business. Both customers and employees can rely on our stable processes and environment.*

*Orange stands for innovation, success and enthusiasm. It also exudes determination, positive associations for both customers, vendor partners and employees. Orange also gives off a light-hearted and high spirit and provides colour to all digital and printable assets.*

*According to the colour wheel, blue is one of three ground colours. Orange however, is a secondary colour. Both colours are positioned on the opposite side of the wheel. This makes them a complementary pair which causes the impression of movement, briskness as well as a feeling of completion.*

*The third Prianto colour grey is known to be timeless, neutral and practical. It represents the company's corporate activities and stabilities. All three colours build a perfect and harmonic match.*

# COLOUR PALETTE

## Prianto Blue

---

CMYK

C: 99 M: 90 Y: 35 K: 33

RGB

R: 35 G: 42 B: 83

Pantone

PMS 662 C

Web

#232A53

# COLOUR PALETTE

## Prianto Orange

---

CMYK

C: 0 M: 49 Y: 97 K: 0

RGB

R: 244 G: 148 B: 5

Pantone

PMS 151 C

WEB

#F49405

# COLOUR PALETTE

## Prianto Grey

---

CMYK

C: 0 M: 0 Y: 0 K: 10

RGB

R: 237 G: 237 B: 237

Pantone

Cool Grey 2

WEB

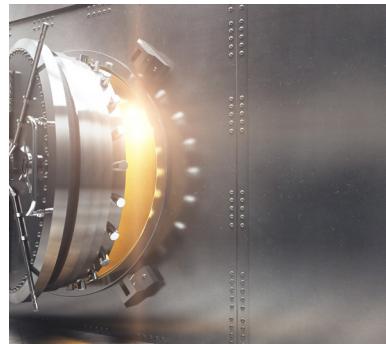
#E6E6E6

# IMAGERY

## Photo Pool

---

Parameters: Dominant colours grey, blue, orange, black, brown  
Soft Focus, warmth filter, matching look & feel



# IMAGERY

## Icons

---

Awesome Font Icon set of more than 300 symbols

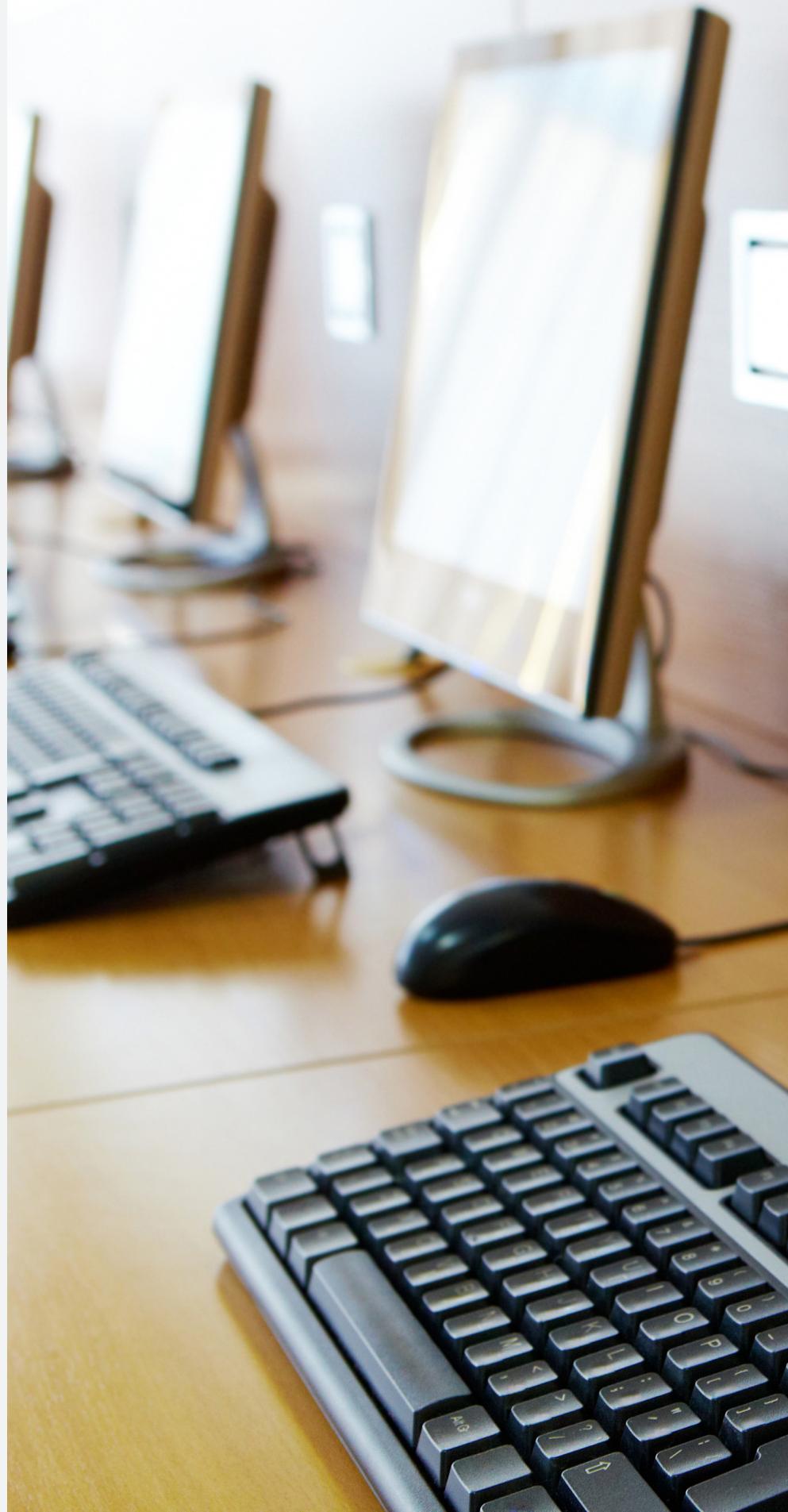
The imagafiles are identical to the icon font on the websites



Icons and pictures:

\\\prianto.com\dfs\marketing\Graphics\1 Basics

# DIGITALS



# SCREENDESIGN

## Homepage Desktop & Mobile

The image shows a side-by-side comparison of the Prianto homepage design across different screen sizes. The desktop version (left) features a large header with the company name, a prominent navigation bar with links like Home, Services, Solutions, About Prianto Group, Join A Team, and Contact us, and a detailed map of Europe. Below the map, there's a banner for 'Enterprise Software Distribution' featuring a modern building and network icons. The main content area includes sections for 'Our service for resellers and system houses', 'Services' (with icons for Trainings, Sales Support, Marketing, and Pre-Sales), 'Focus - Solution Areas' (Virtualization, Security, Data Protection, Storage), and 'Prianto News' with recent articles. The mobile version (right) is a simplified, responsive layout. It retains the company logo at the top, a smaller map, and a 'Prianto Group' section listing various countries. The main content is condensed into a single, scrollable area that highlights the 'A new look for Prianto' and 'Read about our journey here' sections, along with the 'Our service for resellers and system houses' banner and a blurred background image of a train tunnel.

# SCREENDESIGN

## Subpages Desktop & Mobile



**PRIANTO**

- [Home](#)
- [Vendors](#)
- [Service](#)
- [Software](#) ●
- [About Prianto Group](#)
- [Press & Events](#)
- [Contact Us](#)
- [Search](#)

Cloud Computing



**Cloud computing - companies with their fingers of the pulse of the latest developments**

Almost every company now uses cloud services. Cloud computing opens up new opportunities of interaction and cooperation that would have been unthinkable just a few years ago. Anyone who misses the trend will lose competitiveness.

In the last couple of years, the usage possibilities of cloud computing, in addition to pure online storage, also extend to the representation of the entire processes. Established working methods migrate partially or completely into the Cloud. Storage-as-a-Service, virtual databases, Bring-your-own-Device, Business-Intelligence and Antivirus-as-a-Service are just a few of the keywords that fall into this context.

Visit our managed service provider's information page to learn how you can successfully integrate managed cloud computing into your business model together with Prianto.

[Managed Service Provider](#)

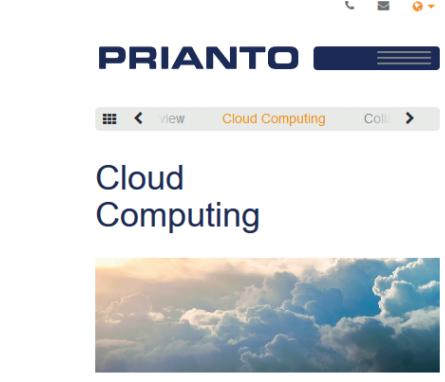
Use the Cloud to your advantage!

**Our Cloud Computing Solutions**

Cloud Computing Solutions - Prianto Austria	Cloud Computing Solutions - Prianto BeNeLux
Cloud Computing Solutions - Prianto Czech Republic	Cloud Computing Solutions - Prianto Germany
Cloud Computing Solutions - Prianto Hungary	Cloud Computing Solutions - Prianto Poland
Cloud Computing Solutions - Prianto Italy	Cloud Computing Solutions - Prianto Switzerland
Cloud Computing Solutions - Prianto UK	Cloud Computing Solutions - Prianto USA

\* Cloud Computing Solutions - Prianto Austria  
Cloud Computing Solutions - Prianto BeNeLux  
Cloud Computing Solutions - Prianto Czech Republic  
Cloud Computing Solutions - Prianto Germany  
Cloud Computing Solutions - Prianto Hungary  
Cloud Computing Solutions - Prianto Italy  
Cloud Computing Solutions - Prianto Poland  
Cloud Computing Solutions - Prianto Switzerland  
Cloud Computing Solutions - Prianto UK  
Cloud Computing Solutions - Prianto USA

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**PRIANTO**

- [view](#)
- [Cloud Computing](#) ●
- [Coll.](#)
- [>](#)

## Cloud Computing



**Cloud computing - companies with their fingers of the pulse of the latest developments**

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Visit our managed service provider's information page to learn how you can successfully integrate managed cloud computing into your business model together with Prianto.

[Managed Service Provider](#)

Use the Cloud to your advantage!

**Our Cloud Computing Solutions**

Prianto Czech Republic	Prianto GmbH	Prianto Austria	Prianto Poland
Budapestka 40j 140 00 Prague 4	Lichtenstrasse 36 6343 Innsbruck	1070 Wien Austria	31325 Kratze Germany
Tel. +420 511 007777	Tel. +43 512 41 588 0000	Tel. +43 1 222 61 01	Tel. +49 152 255022
Fax. +420 511 007749	Fax. +43 1 40000-3003	Fax. +49 152 255022	Fax. +49 169 521000

Prianto Ltd.  
Prianto Hungary  
Prianto Italy  
Prianto Poland  
Prianto Switzerland  
Prianto UK  
Prianto USA

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**Altaro VM Backup**

Altaro VM Backup is as easy to use backup software solution for Hyper-V and VMware. It's built specifically for SMBs with up to 50 host servers and is trusted by over 30,000 customers to back up and restore their virtual machines. Eliminate the need for multiple interfaces, straightforward setup and a backup solution that gets the job done every time, without the budget drain.

Altaro VM Backup is reliable, intuitive and feature-rich, plus you get outstanding support as part of the package.

[Watch Demo](#)

**Further Information**

- Product website from Altaro
- Download Trial
- Detailed Trial Version
- Feature Overview
- info@prianto.com

**Altaro VM Backup for MSP**

Manage and monitor all your customer Hyper-V and VMware backup from a single cloud console, on a monthly subscription.

[Watch Demo](#)

**Further Information**

- Product website from Altaro
- Download Trial
- info@prianto.com

**Altaro VM Backup Cloud Management Console**

Altaro's proven-enterprise CMC is a web-based management tool for Altaro VM Backup, built to allow IT departments, end users, IT Resellers and MSPs, to monitor and manage all their installations from a single online console. Making life easy and hassle-free.

[Watch Demo](#)

**Further Information**

- Product website from Altaro
- Download Trial
- info@prianto.com

---



**ALTARO**   **INFINIO**   **Inuvika**   **NETWORK DTECTIVE**

Solutions

Cloud Computing	Service	About Prianto	Prianto UK	Prianto Germany
Collaboration	Trainings	Sales Support	Prianto UK	Prianto GmbH
Data Protection	Market	Marketing	Why Prianto?	Product Details
Infrastructure	Pre-Cases	Partners	Using Our Tools	Product Details
Management		Careers at Prianto	News	Product Details
Storage			Events	Product Details
VMS			Network DTECTIVE	Product Details
Virtualization				Product Details

\* Cloud Computing Solutions - Prianto Austria  
Cloud Computing Solutions - Prianto BeNeLux  
Cloud Computing Solutions - Prianto Czech Republic  
Cloud Computing Solutions - Prianto Germany  
Cloud Computing Solutions - Prianto Hungary  
Cloud Computing Solutions - Prianto Poland  
Cloud Computing Solutions - Prianto Switzerland  
Cloud Computing Solutions - Prianto UK  
Cloud Computing Solutions - Prianto USA

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https://type3.prianto.com/home

Home

Datei Bearbeiten Ansicht Favoriten Extras ?

Seite Sicherheit Extras

**PRIANTO**

Home Produkte Lösungen Service Über Prianto News & Events Blog Shop

Ihr Experte für  
Softwaredistribution und  
Einkaufsmanagement

Unser Service für Reseller und Systemhäuser



# NEWSLETTER

## HTML template with global header

Past Issues | Translate ▾

**PRIANTO**



Save the Date!  canalys  
Canalys Channels Forum 2017

Tuesday, 3rd - Wednesday, 5th of October 2017  
Hilton Molino Stucky, Venice

Sehr geehrte Damen und Herren,

Dear Sirs,

We are delighted to invite you as our special guest to the [Canalys Channels Forum EMEA](#), to be held in Venice, Italy from 3 to 5 October 2017.

We have arranged a special discount to attend this prestigious forum, now in its tenth year. Pre-registered and register early! (As soon as the portal opens, your total cost of participation will be a token payment of €600 excluding VAT (a reduction of €1,400 on the full price of €2,000). The even better news is that your flights\*, accommodation in a five-star hotel and transfers to the event are all included in this modest fee.

Please pre-register with Prianto with the button below. We will send you your unique non-transferable conference code for proper registration as soon as the official portal opens.

We look forward to hosting you at EMEA's most important annual event for channel partners.

As the official agenda only starts on 4th of October 2017, we are going to invite you to a special Pre-Canalys Dinner on Tuesday, 3rd of October 2017, together with our international Prianto teams and guests. Details will follow.

Best wishes  
Prianto team

---

What the [channel](#) says about us

Why attend?

[Click here](#) to read the Canalys Channels Forum Value Proposition

Pre-register now for Canalys Channels Forum 2017



Pre-register now for Canalys Channels Forum 2017



Please do not hesitate to contact us at XXXX or by email ([Insert link](#)) if you have any questions about the event.

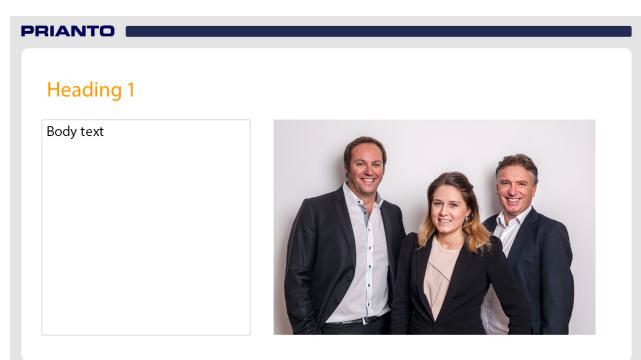
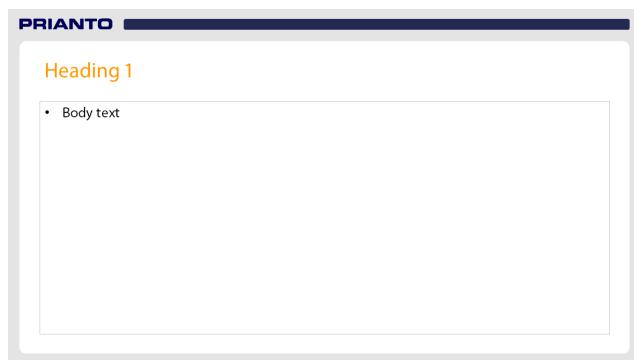
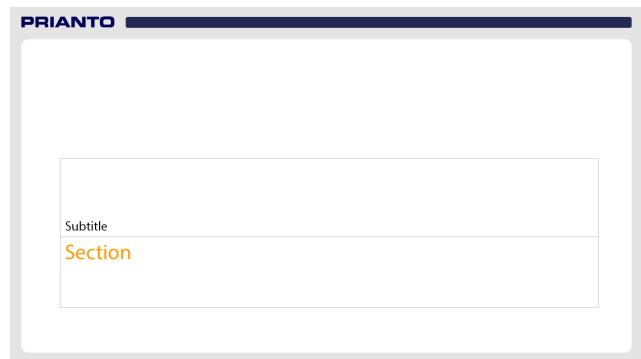
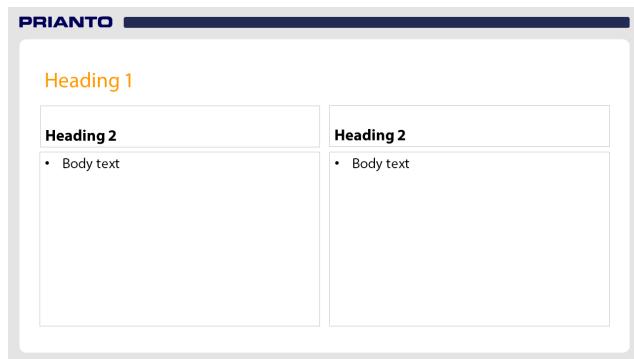
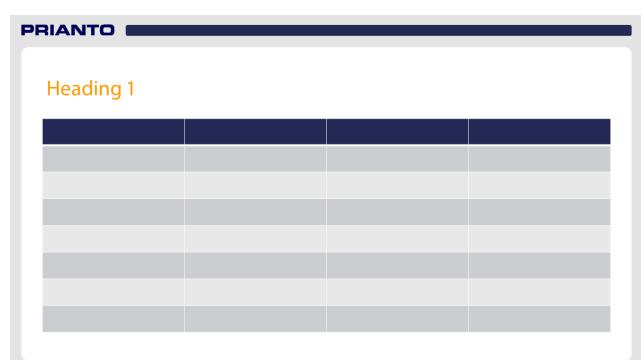
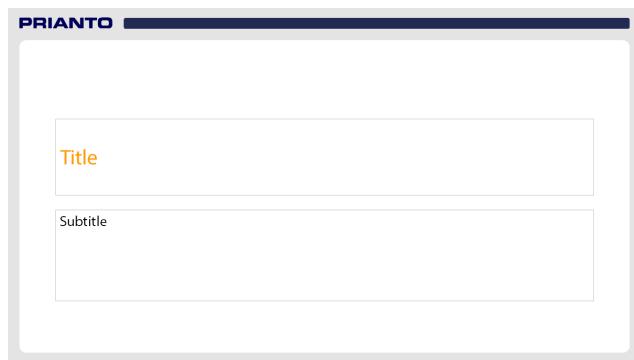
[Browser view](#)

# POWERPOINT TEMPLATE

## 16:9 Format with grids

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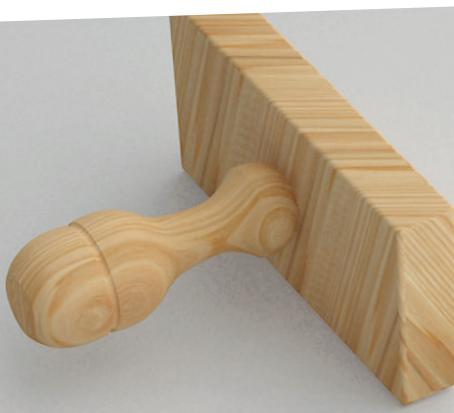
To easily create new presentations and to quickly alter existing slide decks to the new layout, please click on Draft - Save current design...



Power-Point Templates:  
\\prianto.com\\dfs\\marketing\\Prianto\\Corporate Design

# PRINT- ABLES





# PRIANTO

Prianto GmbH – Barthstraße 18 – 80339 München

Company  
First Name Last Name  
Street  
Post Code City  
Country

Tel.: +49 89 416148 224  
Email: nina.maresch@prianto.com

Reference

Text body

Kind regards

Nina Maresch  
Marketing Manager

416 148 210  
16 148 211  
o.com

Geschäftsführer: William Geens  
Registergericht München:  
HRB 158436

[www.prianto.com](http://www.prianto.com)

Ust-IdNr.: DE814349221  
Steuernr.: 143/172/20422  
München für Körperschaften

Deutsche  
Reichsbahn

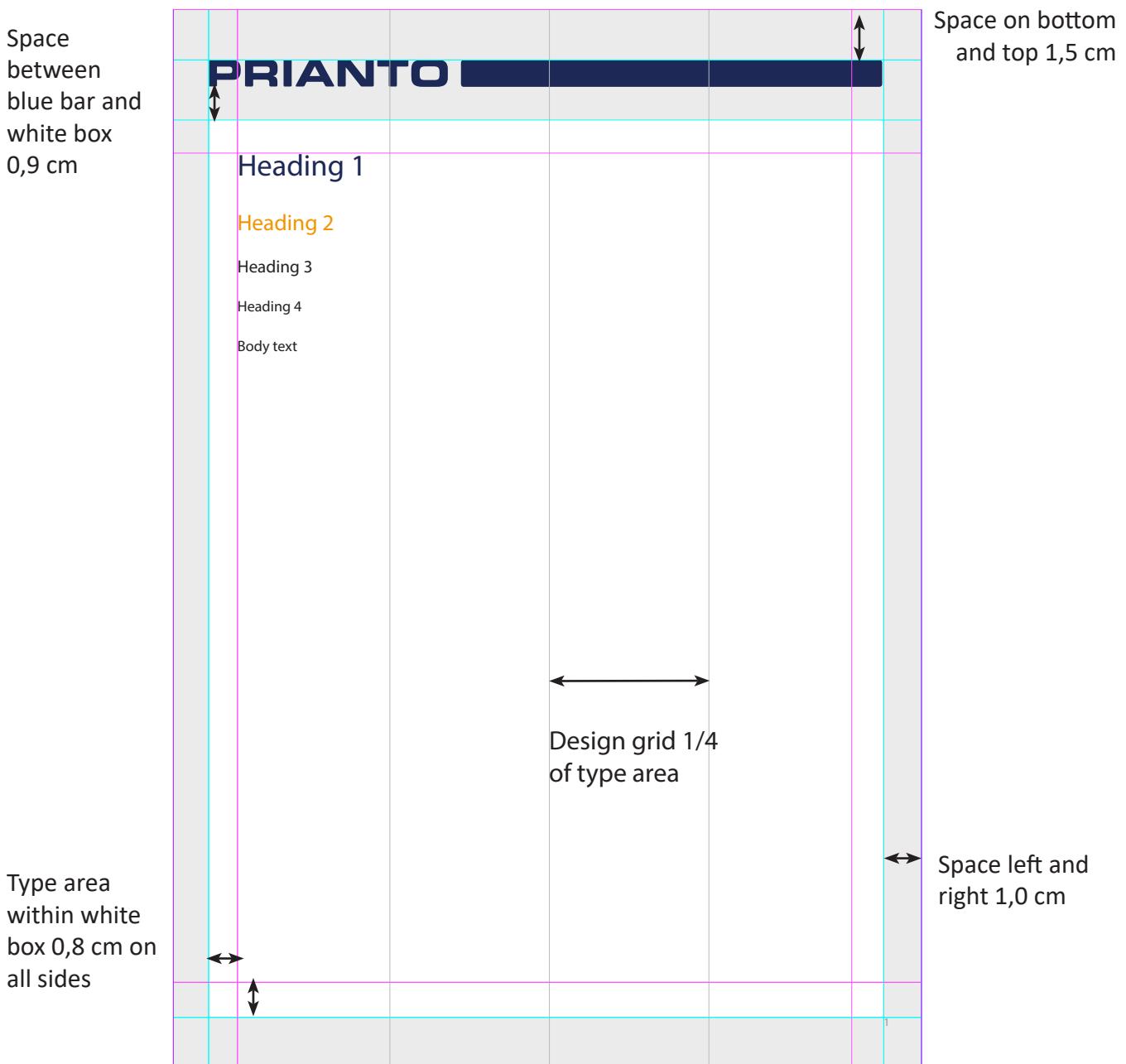
# LAYOUT INSTRUCTIONS

## Basic Guide for DIN A4 Documents

The Prianto Logo is always on the left, combined with a blue bar (Valid for all countries)

The type area sits on white boxes without shadows, the boxes can be varied according to content.

The grey background and white boxes provide a visual structure for any content and are compulsory on all assets, except website, business cards and letter heads. They are optional on roll-ups.



Layout Templates:

\\\prianto.com\dfs\marketing\Graphics\{3) Printables\Indesign Templates\CS6 Templates

# BUSINESS CARDS

Front and Backside 8,82 x 5,72 cm

---

Printing instructions:

Backside Prianto orange and glossy coated

350g cardboard

Must contain name (Heading 2), Title (Heading 3), phone number, email-, postal- and web address



Business Card Templates:  
\prianto.com\dfs\marketing\Graphics\3 Printables\Business Cards

# LETTER HEAD

DIN A4 Word template with header and footer

---

**PRIANTO**

Prianto GmbH – Barthstraße 18 – 80339 München

Company  
First Name Last Name  
Street  
Post Code City

Country

Tel.: +49 89 416148 224

Munich, 25. Juli 2017

Email: nina.maresch@prianto.com

## Reference

Text body

Kind regards

Nina Maresch

Marketing Manager

---

[www.prianto.com](http://www.prianto.com)

---

Prianto GmbH  
Barthstr. 18  
80339 München

Tel.: +49 89 416 148 210  
Fax: +49 89 416 148 211  
kontakt@prianto.com

Geschäftsführer: William Geens  
Registergericht München:  
HRB 158436

UST-IdNr.: DE814349221  
Steuernr.: 143/172/20422  
München für Körperschaften

Deutsche Bank Soest  
BLZ.: 416 700 24  
Kto.: 670 670 900

Swift-Code: DEUTDED8416  
IBAN: DE31416700240670670900  
DUNS-Nr.: 344878413

Letter templates:

\\\prianto.com\dfs\marketing\Graphics\{3) Printables\Letter heads

# ENVELOPES

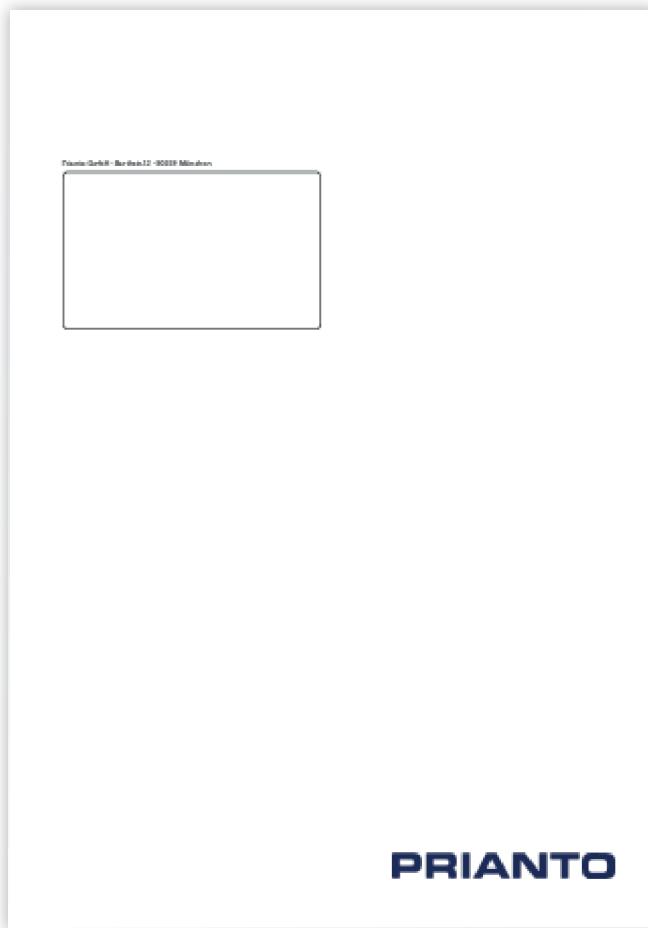
## DIN long

---



## DIN A4

---



Envelope templates:  
\prianto.com\dfs\marketing\Graphics\3 Printables\Envelopes

# FLYER/HANDOUT/WHITEPAPER/ DATASHEET/BROCHURE

# Indesign/ Word template

Can be used for digital or print PDFs  
Additional 20 margin on the left and right for brochure layout



# FOLDED FLYER/BROCHURE

## Wrap or zigzag fold

6 pages

End format 100 x 210 cm

Recommended print instructions: 90g matt coated paper

**PRIANTO**

### Termine

**WTF Roadshow Stops**

**Hamburg:** Donnerstag, 04. Mai 2017

- Sofitel Hotel Hamburg  
Alter Wall 40, 20457 Hamburg  
Restaurant Daniel Wirscher

**München:** Donnerstag, 11. Mai 2017

- Sofitel Bayer Post  
Bayernstraße 12, 80335 München  
Augustiner Bräustüberl

**Frankfurt:** Donnerstag, 18. Mai 2017

- NH Collection Hotel City  
Vilbeler Str. 2, 60313 Frankfurt am Main  
Apfelweinwirtschaft Klaus

**Zürich:** Donnerstag, 01. Juni 2017

- Hotel Novotel Zürich City West  
Schiffbaustrasse 13, Am Turbinenplatz,  
8005 Zürich, Schweiz  
Restaurant La Salle

**Wien:** Donnerstag, 22. Juni 2017

- NH Danube City Hotel  
Wagramer Str. 21, 1220 Wien, Österreich  
Restaurant zur Alten Kaiser mühle

**PRIANTO**

### Anmeldung

**Save the Date!**

Wir freuen uns auf Ihre Registrierung unter:  
<http://www.prianto.com/news-events/events/wtfroadshow2017>

**PRIANTO**



### Kontakt

**Ihre Ansprechpartner**

**Prianto Team**

Bartholr. 18 80339 München Deutschland	Tel.: +49 89 416148 210 Fax: +49 89 416148 211 marketing@prianto.com
--	--

**PRIANTO**

### What's the Future Roadshow 2017

**WTF?!**

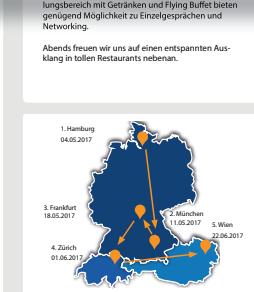
**Die heißesten IT-Trends on Tour!**  
Mai und Juni 2017 in Deutschland,  
Österreich und Schweiz

**PRIANTO**

### Themen

Mit den Lösungen unserer Hersteller-Partner können Sie IT-Trends aufgreifen und ihren Umsatz in den folgenden Themenbereichen steigern:

- Patch-Management
- EU-Datenschutzgesetz
- setzt:
- Anwendung in der IT
- Sicherheit für das Internet der Dinge
- PDF-Dokumente verarbeiten
- Datenbank-Migration
- Monitoring & Recovery
- Tools für Softwareentwickler
- All-in-One Backup
- Microsoft 365
- Dokumenten-Verschlüsselung inkl. CAD
- Antivirus as a Service
- Windows-Backup
- Mobile-Work
- Performance & Capacity
- Access Rights Management
- Software Defined Storage
- Virtual-Context Awareness
- Applikations- und Office 365-Management
- EUC Analytics & Monitoring
- DevOps
- Hyper-Convergence



Impressionen mit Getränken und Flying Buffet bieten genügend Möglichkeit zu Einzelgesprächen und Networking.

Abends freuen wir uns auf einen entspannten Ausklang in tollen Restaurants nebenan.

**2 Seminar-Tracks & Abendessen**

**10:30 Uhr**  
Ankunft im Hotel und Begrüßung

**11:00 - 11:30 Uhr**  
Key Note

**11:40 - 13:10 Uhr**  
Präsentation der Sponsoren über aktuelle Trends

**13:00 - 14:00 Uhr**  
Mittagessen und Networking im Ausstellungsbereich

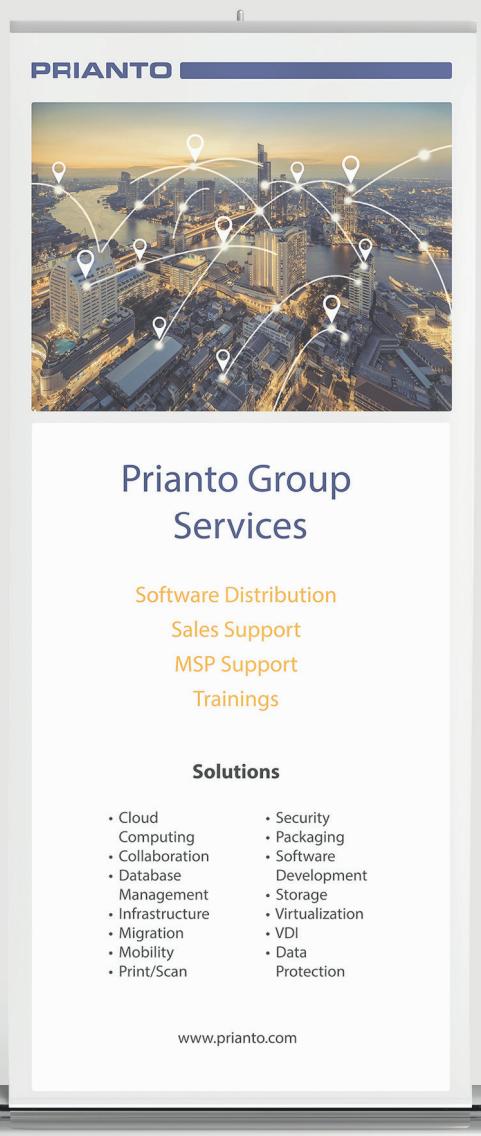
**14:10 - 17:30 Uhr**  
Präsentation der Sponsoren über aktuelle Trends. Zwischendurch Kaffeepause im Ausstellungsbereich

**ab 18:30 Uhr**  
Abendessen im Restaurant



# ROLL-UP BANNER

85 X 220 cm / 100 x 220 cm / 150 x 220 cm



Roll-Up templates:  
\prianto.com\dfs\marketing\Graphics\{3) Printables\Roll-ups





Sources:

Shutterstock  
istockphoto.com  
Attila Henning  
Shahjhan Ali - pixlov.com  
Qeaql-studio - Freepik.com

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[www.prianto-group.com](http://www.prianto-group.com)