



DIGITAL ASSET USAGE

COLOR PALETTE

Promax Brand Colors		#19BEC8
		#0C7382
		#00374B
Promax Awards 2021 Colors		#204A8C
		#EB7C70
Promax Awards Gold		#D3AE4E

FONTS

Objektiv Mk1

<https://fonts.adobe.com/fonts/objektiv>

Objektiv Mk1 is the primary typeface for the 2021 Promax Latinoamérica Awards show.

ProxyMono

<https://promax.tv/ProxyMono>

ProxyMono is the Promax brand typeface and should be used sparingly.

STATUE



The 2021 Promax Awards Statue can either be used in flat or textured gold or in white only and **must face to the right**.

LOGOS



Primary



Secondary - Stacked



Secondary - Line

WINNER'S BADGE

The 2021 Promax Latinoamérica Awards Winners' badges can be used as a 'sticker' over images on social media or websites.



The 2021 Promax Awards primary logo is preferred for all usage. The secondary logos can be used as well when needed for specific spacial orientations.