



PROKNITWEAR

OFFICIAL BRAND GUIDELINES

UPMC



PRIMARY LOGO



**FULL COLOR
(DIGITAL)**



**FULL COLOR
(PRINT)**



**FULL COLOR
(WITHOUT FLAG)**



**ONE COLOR
(LIGHT BACKGROUND)**



**ONE COLOR
(DARK BACKGROUND)**



SECONDARY LOGO

PROKNIT

FULL COLOR
(ALL BACKGROUNDS)

PROKNIT

TWO COLOR
(LIGHT BACKGROUND)

PROKNIT

TWO COLOR
(DARK BACKGROUND)

PROKNIT

ONE COLOR
(COLORS MAY VARY WITHIN BRAND GUIDELINES)

PROKNIT

ONE COLOR
LIMITED USE

(COLORS MAY VARY WITHIN BRAND GUIDELINES)



TRINITY
PROKNIT BY YOU



TYPEFACE

DOVENS
SEMI BOLD SLANTED

THIS TYPEFACE IS NOT TO BE USE FOR ANYTHING OTHER THAN MAIN HEADERS

MONTSERRAT

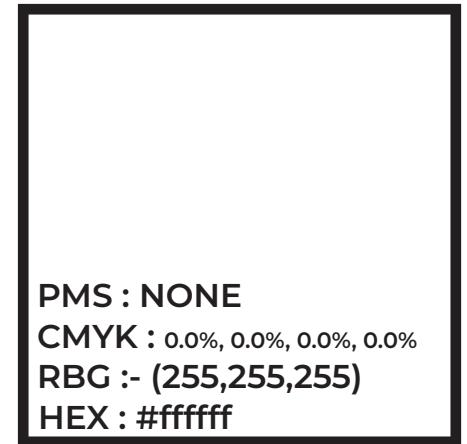
SEMI BOLD
BOLD
EXTRA BOLD

THIS TYPEFACE IS TO BE USE FOR ALL BRANDING OTHER THAN MAIN HEADERS

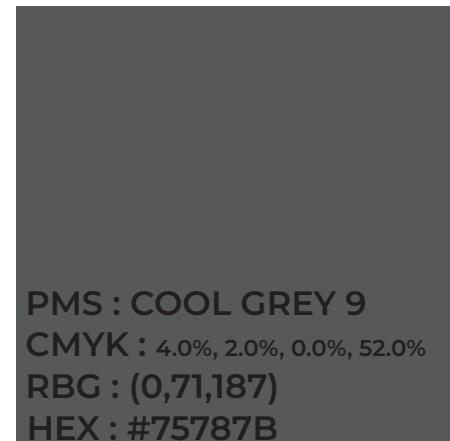
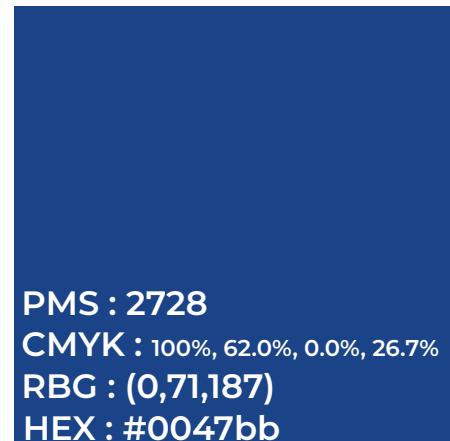


COLORS

PRIMARY



SECONDARY





HASTAGS

EVERY POST

#shopwheretheproshop #madeinpittsburgh #412 #pittsburgh #customclothing
#sportswearmanufacture #brookline #yinzer #theburg

INDIVIDUAL POST

HASTAG MUST FALL WITHIN THE CATGEORY (NAME/IMAGE/LOCATION) OF THE CONTENTS
CONTAINED IN THE VISUAL OF THE POST.

TAGS

WHEN TAGGING OTHER ACCOUNTS, MAKE SURE IT IS IN DIRECT RELATION WITH
THE ORDER PLACED.

PROFESSIONAL - TAG THE DIRECT TEAM ACCOUNT ALONG WITH SPORT (NFL,MLB,NHL)

COLLEGE - TAG THE DIRECT TEAM ACCOUNT ALONG WITH MAIN UNIVERSITY ACCOUNT

REPOST/STORY

KEEP COMMENT/CAPTION VERY LIMITED AND POSITIVE.

THANK CUSTOMER FOR ORDER.

HIGHLIGHT KEY INFO ABOUT THE JOB.

CONGRATULATE/WISH GOOD LUCK - IF APPLICABLE