

Brand Guidelines

April 2015

Prime it

Brand Guidelines

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Logotype

Prime The logo consists of the word "Prime" in a grey sans-serif font, followed by the word "it" in white lowercase letters inside a bright green square.

Brand Guidelines

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Symbol



Brand Guidelines

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Symbol



Brand
Guidelines

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Safety Margins

Sizes
and relations



Brand Guidelines

April 2015

Sizes and relations

Monochrome and resistance

Prime **it**

10 mm



Prime **it**

Brand Guidelines

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Pictograms

Services



Outsourcing
Services



Project
Management



PrimelT
Solutions



PrimelT
Communications

Areas



IT



Telecom



Energy



Infrastructure

Identity Standards Kit

Abr 2015

Pictograms

Programs



Prime Outdoor



Prime Academy



Prime News



Prime Last Thursday



Prime Afterwork



Prime Time



Prime Magazine



Prime Calendar



Prime Mobility



Prime Living



Prime Careers



Prime Sports



Prime Weekend



Prime Day

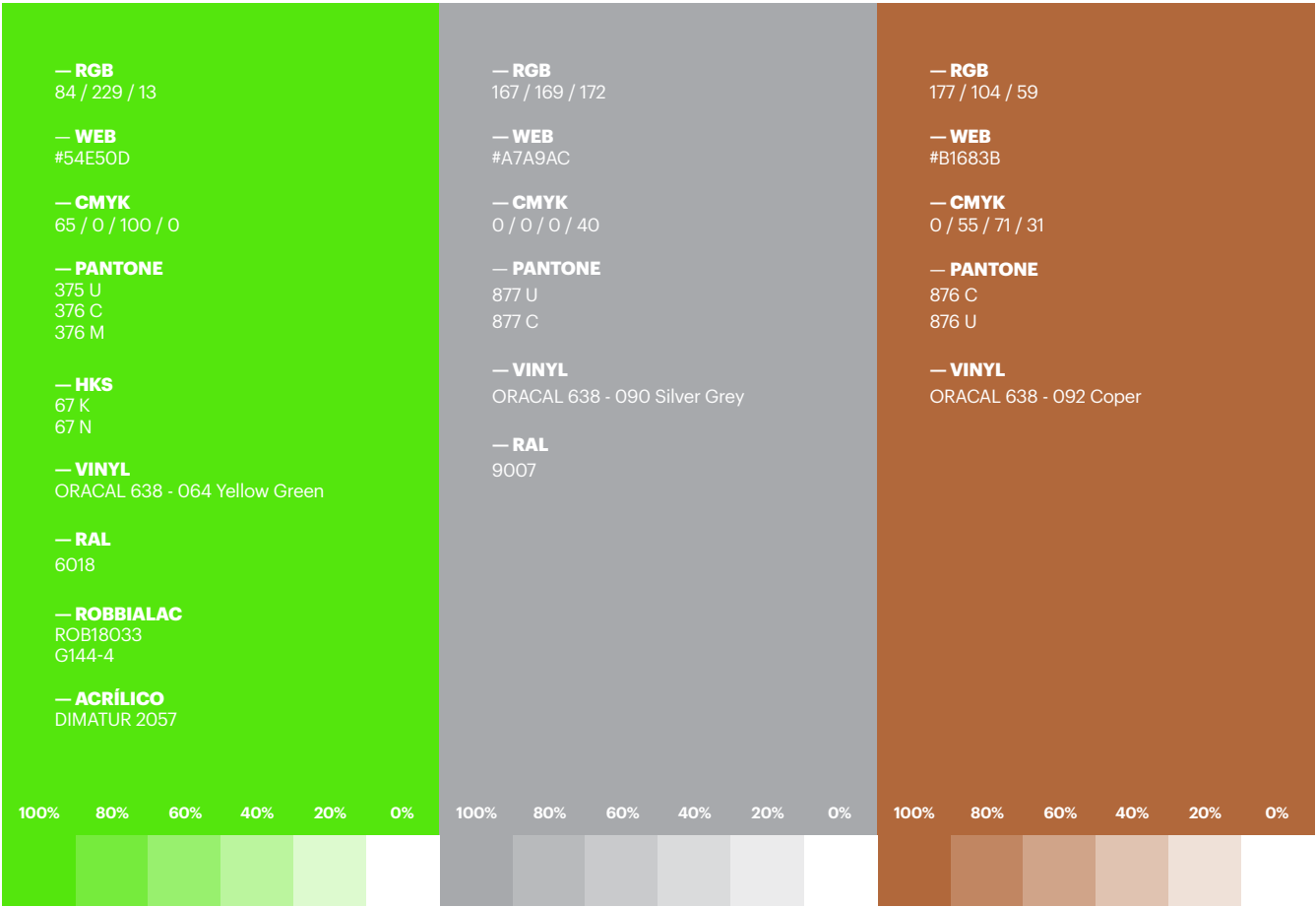


Prime Ambassador

Brand Guidelines

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Corporate Colors

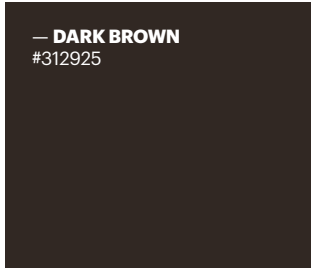
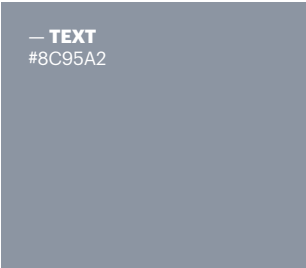


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Corporate Colors

Web Swatches



Brand Guidelines

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Main typeface

Google
Montserrat

Montserrat

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Guidelines

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Secondary typeface

Google
Playfair Display

Playfair

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ENGINEERING, IT,
TELECOM, OIL&GAS,
INFRASTRUCTURES,
CONSULTANCY.

We deliver 