primeur

brand manual

GUIDELINES FOR THE CORRECT USE OF THE VISUAL IDENTITY OF PRIMEUR

01 February 2021 - ENG

Summary

LOGO CONCEPT

The concept behind the Primeur logo reflects 3 fundamental steps in the company's work process: the blue dot represents incoming data, the yellow dot represents the transformation of data and the purple dot represents data that comes out transformed.

Primeur is placed in the middle, as a connecting point, and it is no coincidence that the typography chosen is intended to symbolize the journey of the data within this process.

LOGO CONSTRUCTION

The logo was created from the Jonesy Script font.

The grid shown to the right indicates the ratio of distances between the 3 dots which will remain consistent within the visual identity.
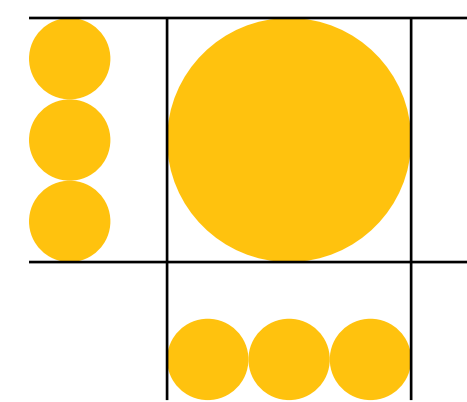
SECURITY AREA

The security area around the logo allows it to stand out from the surrounding elements.

The figure shows the minimum space to be kept to ensure that the logo does not blend with the context. This space is equivalent to the size of one of the dots multiplied by 3.

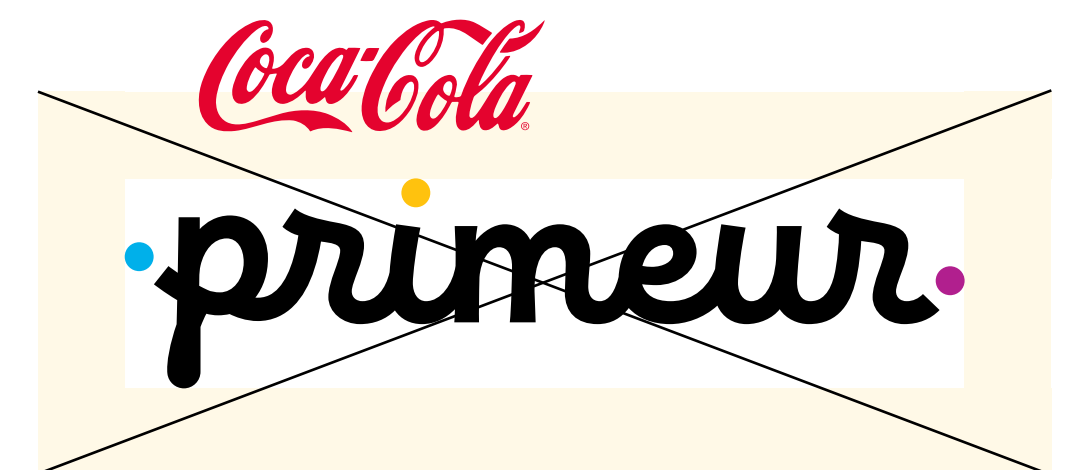The minimum area is highlighted in yellow under x.

X = 3Y

OK

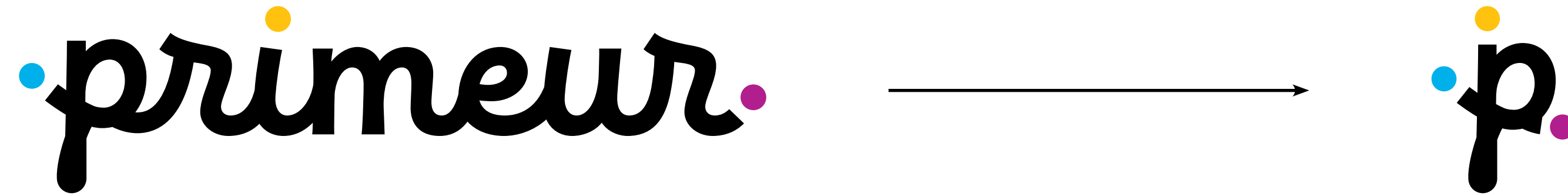Other elements beyond the minimum buffer area
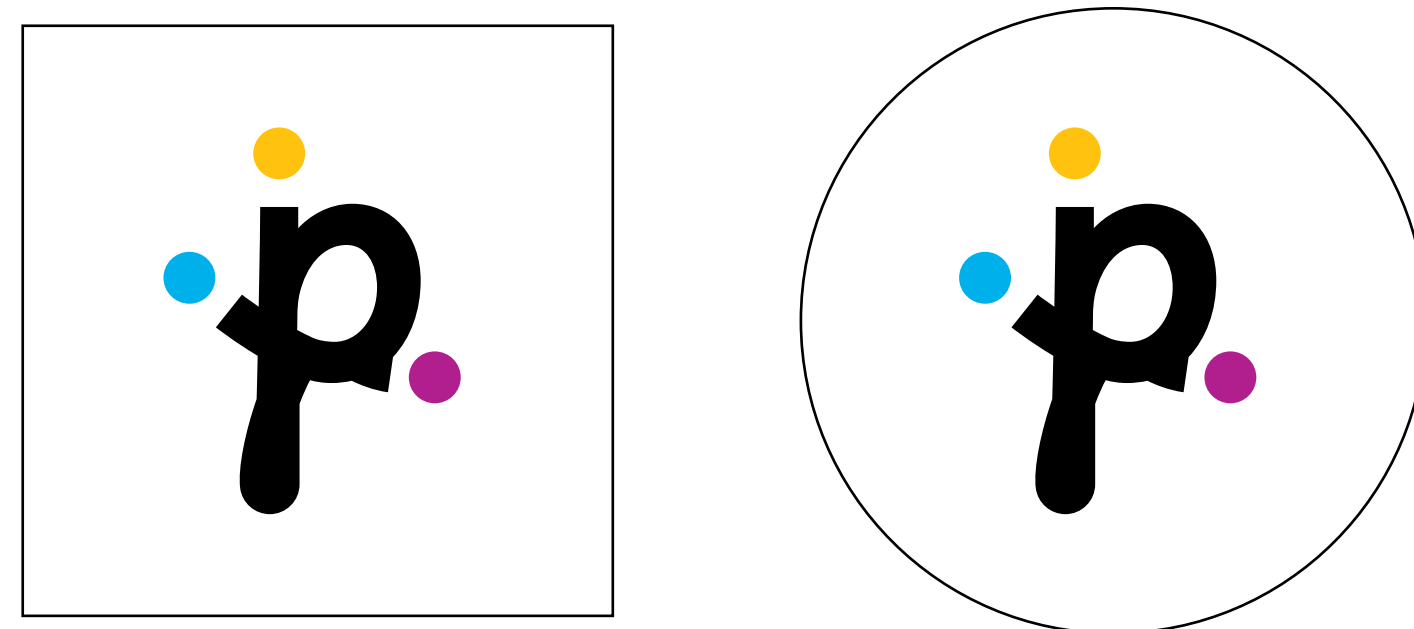
NO

Other items within the minimum buffer area

LOGO REDUCTION

When there is a need to apply the logo on square or round format, it is strongly recommended to use the reduced version of the logo.

SI

Reduced version of the logo on square or round format

NO

Full version of logo on square or round format
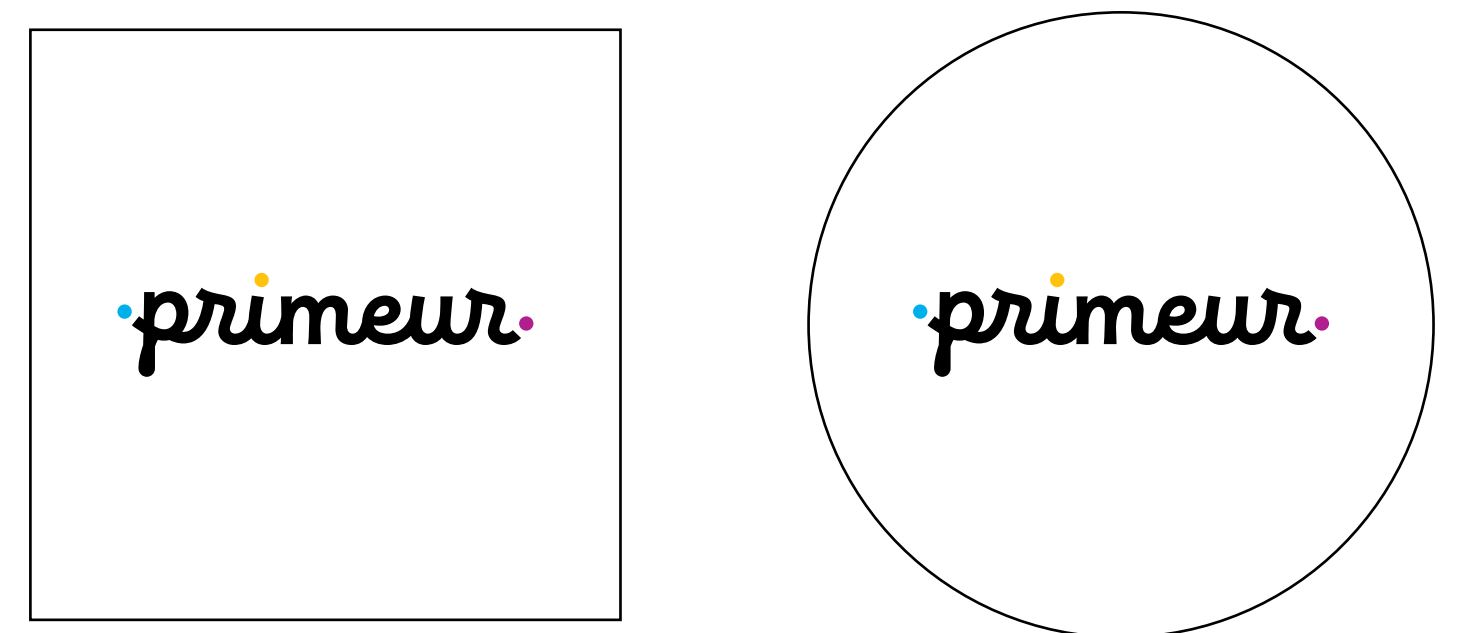
MINIMUM SIZE

To preserve readability, versions of the logo should never appear smaller than the dimensions shown to the right.

Dimensions are in width.

DIGITAL

primeur.
DATA PASSIONATE
150 px

primeur.
100 px

p.
19 px

PRESS

primeur.
DATA PASSIONATE
52 mm

primeur.
28 mm

p.
6 mm

COLOR OPTIONS

These rules on the side are guidelines
to ensure that the logo always appears
consistent with the context and visual identity.

The main version is colored on a white
background.

When it is not possible to apply the logo on
a white background use the monochrome
version of the logo making sure to contrast
well with the background.

COLOR VARIANTS

MONOCHROME VARIANTS
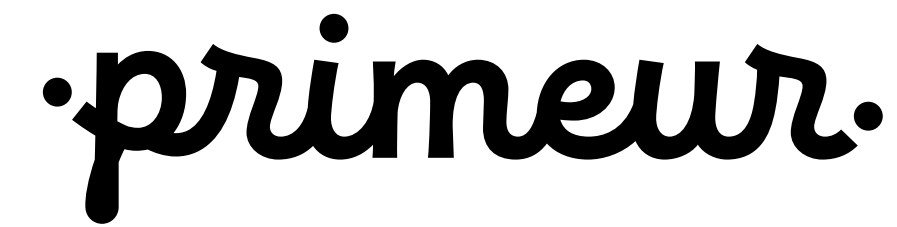
LOGO AND PAYOFF

When necessary, this version of the logo containing the payoff can be used.

The same visual rules of using the logo without the payoff apply to this version.

COLOR VARIANTS

MONOCHROME VARIANTS

INCORRECT USES OF LOGO

These rules on the side are guidelines to make sure that some common mistakes are not made that could compromise the correct communication of Primeur.

NO

Do not reverse the order of the dots

NO

Do not add dots

NO

Do not remove dots

NO

Do not change colors

NO

Do not twist the logo in any way

NO

Do not invert colors

NO

Do not apply traces to the logo

NO

Do not add shadows

NO

Do not rotate the logo

primeur

COLOR CODES

Strictly follow these provided color codes.
CMYK and PANTONE for print and RGB or
HEX(#) for digital.

PRIMEUR YELLOW

C	0			
M	25	R	255	#FFC20E
Y	100	G	194	
K	0	B	14	**PANTONE 7548C**

WHITE

C	0			
M	0	R	255	#FFFFFF
Y	0	G	255	
K	0	B	255	**PANTONE /**

BLACK

C	0			
M	0	R	0	#000000
Y	0	G	0	
K	100	B	0	**PANTONE PROCESS BLACK C**

PRIMEUR BLU

C	95			
M	0	R	0	#00B0EA
Y	2	G	176	
K	0	B	234	**PANTONE 2995 C**

PRIMEUR PURPLE

C	32			
M	100	R	177	#B11F8E
Y	0	G	31	
K	0	B	142	**PANTONE 241 C**