

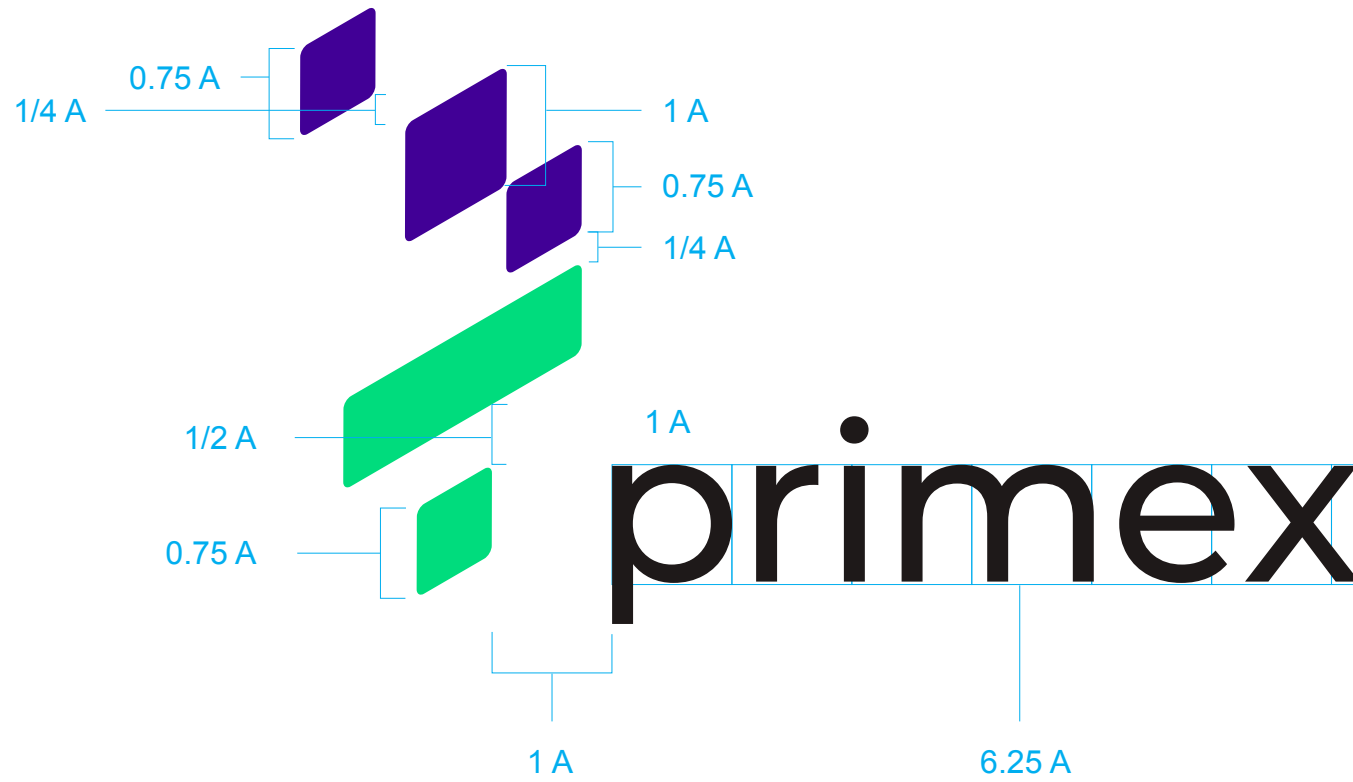


Primex Branding Guidelines

2021



 Logo Grid & Minimum Size





To preserve the Primex logo's integrity, always maintain a minimum clear space around the logo.

This clear space isolates the logo from competing graphic elements

such as other logos, copy, photography or background patterns that may divert attention.

Logo Usage



The logo should be reproduced in color whenever possible. For specific color values to use when reproducing the logo, refer to the Color Palette section.

White is the most effective background on which to reproduce

the color logo because it provides a clean, crisp contrast for the logo's color and elements. If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a color background.



Aa

Montserrat Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{|}

Aa

Montserrat Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{|}

Cooperation
Team work
Money
Trade
Business

Blocks
Two groups, Borrowers and Lenders
Movement, Dynamic
Fast pace



Letter P

+



Block face

+

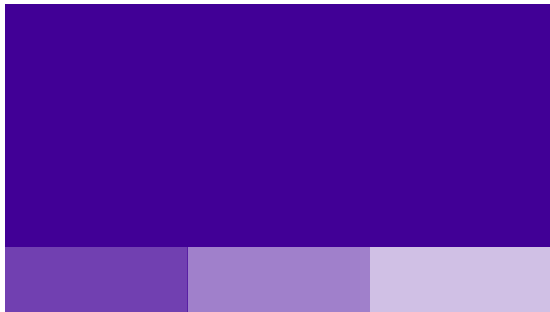


Candlestick chart
Business success
Financial Growth

=



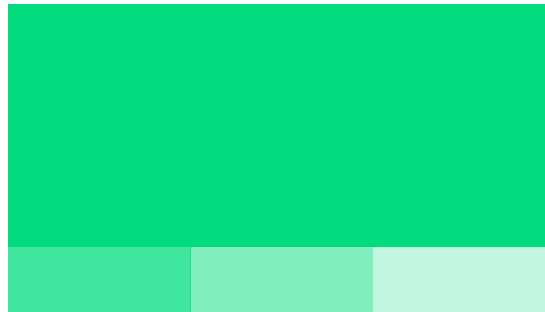
Primary Color



75% 50% 25%

R:65 G:0 B:150
#410096

Secondary Color



75% 50% 25%

R:0 G:220 B:125
#00DD7D



75% 50% 25%

R:30 G:25 B:25
#1E1919

Purple or violet is a combination of the power, energy and strength of red with the integrity and truth of blue. Psychologically purple presents luxury and quality.

It is also connected to power, nobility, luxury, wisdom, and spirituality.

Green — evokes stability, prosperity, growth and business success.

Logo Misuse



Don't use a gradients within the logo.



Don't change the color of the logo.



Don't use the logo without the icon.



Don't switch colors.



Don't rearrange elements of the logo.



Always follow the brand guidelines

Incorrect use of the logo compromises its integrity and effectiveness. The examples of logo misuse above are not comprehensive; they are only a small

sample of possible misuses. To ensure accurate, consistent reproduction of the logo, never alter, add to, or attempt to recreate it.

 Alternate Logos



Vertical Logo



Alternative Logo
Usage One



Alternative Logo
Usage Two

Thank You!

