

Brand Guidelines



Prepared by
Prime One Global LLC 2021



Prime One Global is an award-winning performance marketing agency that works with some of the world's leading brands and fortune 500 companies based in Sri Lanka, with an office in DE, USA. We are focused on delivering effective and innovative digital transformation and brand activation strategies to help brands grow their business efficiently and sustainably.



The Logo



The Logo



PRIME 1

The logo consists of the word "PRIME" in white, uppercase, sans-serif font, followed by a red square containing the white number "1". This is set against a dark navy blue background.

PRIME 1

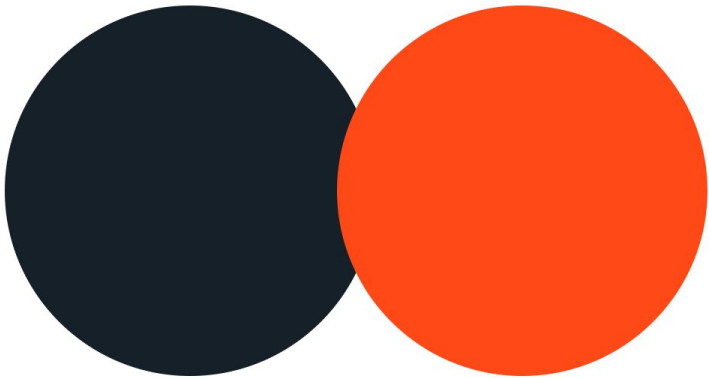
The logo consists of the word "PRIME" in white, uppercase, sans-serif font, followed by a red square containing the white number "1". This is set against a white background.

Prime One Global uses only one logo for their branding the logo can be placed in the dark/ light background as shown and cannot be replaced with any colors. The logo can be used with the same background color and it cannot be used with different colors.



The Colors

Primary Colors



1622029

R - 22

G - 32

B - 41

C - 83

M - 71

Y - 58

K - 69

ff4917

R - 255

G - 73

B - 23

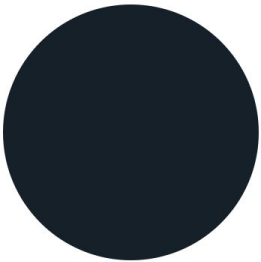
C - 00

M - 85

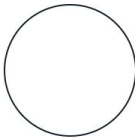
Y - 98

K - 00

Alternate Colors



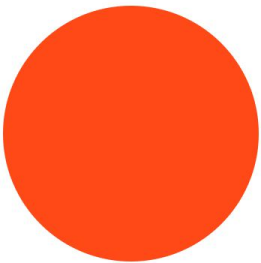
ffffff



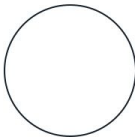
026ccc



ff2731



ffffff



3f3f3f



00c7ce

Note: Alternate colors cannot be mixed among themselves.
Alternate colors can only be used with the main color as shown.

Alternate Colors Plate



ED5227



FA633A



EF7756



ED491B



B84526



142939



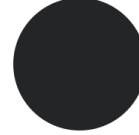
0C1F2E



203240



2E3840



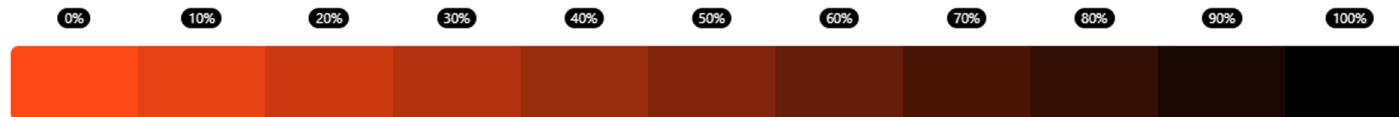
232527

Colors Plate

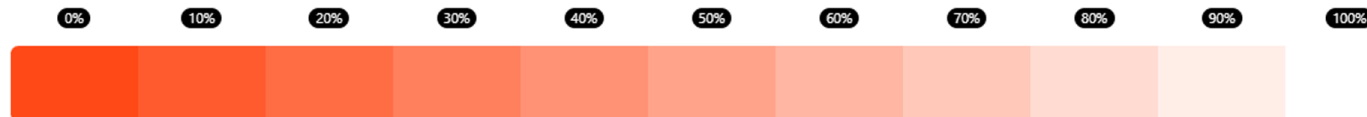
Variations

The purpose of this section is to accurately produce tints (pure white added) and shades (pure black added) of your selected color in 10% increments.

Shades



Tints



Fonts

Primary Font

Cerebri Sans

WEIGHT	16 STYLES	ROMAN	ITALIC
300	Cerebri Sans	Light	<i>Light</i>
400	Cerebri Sans	Regular	<i>Regular</i>
450	Cerebri Sans	Book	<i>Book</i>
500	Cerebri Sans	Medium	<i>Medium</i>
600	Cerebri Sans	SemiBold	<i>SemiBold</i>
700	Cerebri Sans	Bold	<i>Bold</i>
800	Cerebri Sans	ExtraBold	<i>ExtraBold</i>
900	Cerebri Sans	Heavy	<i>Heavy</i>



Fonts

Primary Font

ubuntu

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Alternate Font

Montserrat

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Black

Black Italic



Fonts

HEADING

Body text body text body textbody textbody text
body textbody textbody textbody textbody text
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body text

Cerebri Sans

Cerebri Sans Regular

HEADING

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body text

Montserrat Bold

Montserrat Regular

HEADING

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HEADING

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Logo misuse and rules

Prime One Global Logo



Prime One Global logo should be used as shown in the left figure at any point and should not be edited or the dimensions adjusted. The logo is landscape and the wordings should be used as it is in the logo. Logo cannot be used as a portrait version having number 1 as the logo mark.



Do not change the background color of the text.



Do not change the background color of the number.



Do not resize the logo. Use it in the correct dimension given.



Logo rules

Background colours



You should always try to use the (main) version of the logo. However, when the background is the same color as an element of the logo you can use the different version.



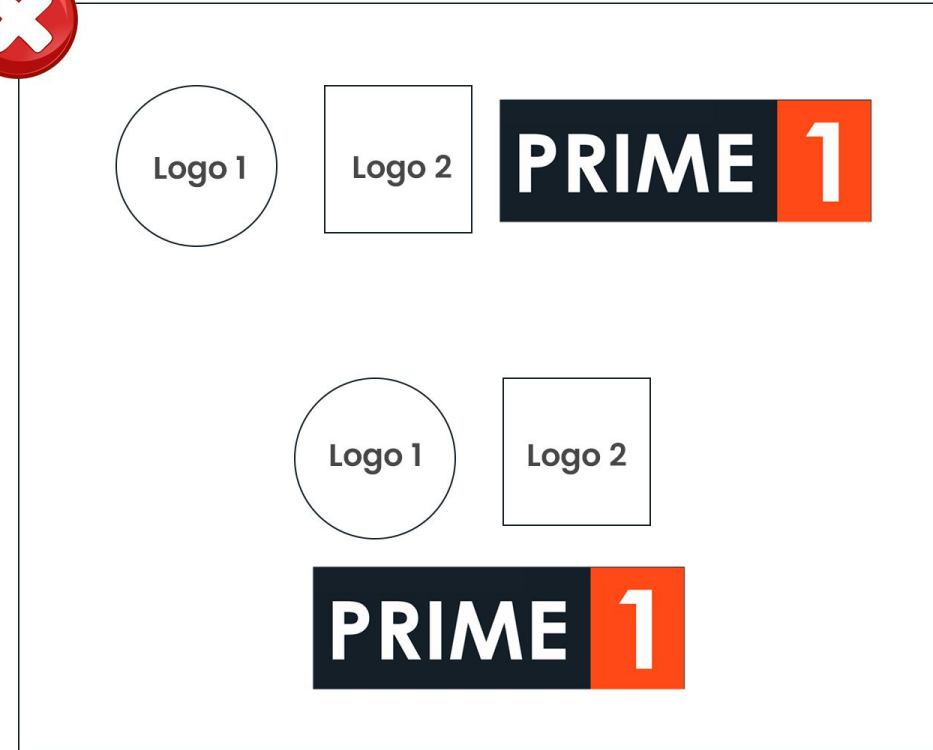
Partner Branding

Logos of the partner organizations or companies should follow the shown order when doing promotions. Please note that the Prime One Global Logo cannot be placed as the second or separated from other logo.

Horizontal Placement



Vertical Placement



Using Text in pictures



Text in the pictures should be used according to the brightness of the background. Each text should be inserted with a proper background color from primary colors of the branding.

Using logo in pictures



Logo cannot be sided with the edges of the pictures.
Logo placement should at least have 1px space
between the edges of the logo and the picture.



PRIME 1





PRIME 1

Primeone.global



www.primeone.global/