



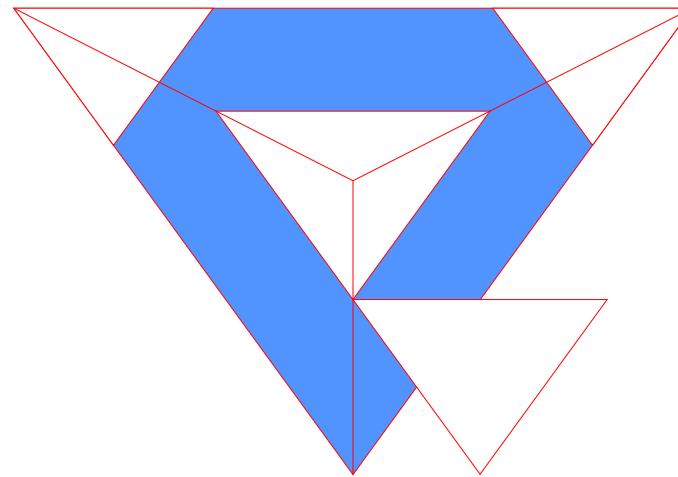
# Logo usage manual

Release 1.0  
June 2021

# Logotype

## Concept

The symbol is based on the idea of combining graphics in the shape of a diamond and the first letter 'p' of the brand name.



Diamond shape



First letter

## Symbol

The symbol is an independent identifier and can be used separately, for example: Social media profile avatar.



## Logotype

The main version of the logo is the inscription “premia” in lowercase letters with a P-symbol to the left of the inscription. Set in TT Firs Neue Medium font by TypeType. The logo is the main indivisible visual component of the company style.



## Logotype

The composition of the logo is built according to certain principles. The distance from the symbol to the inscription is equal to the width of the letter 'r'.



## Logotype

When placing the logo on the background of corporate colors, should be guided by these colors.



## Logotype

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## Logo in monochrome

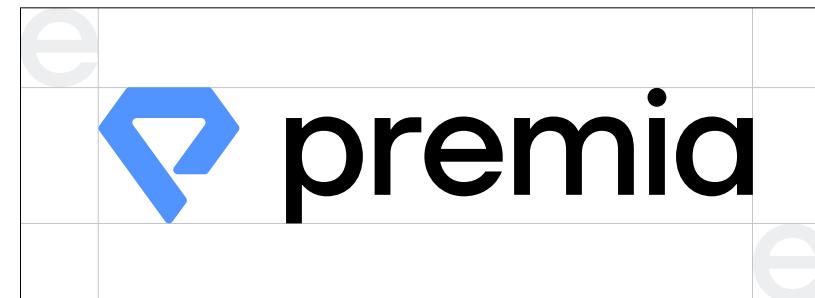
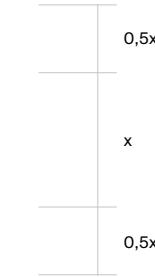
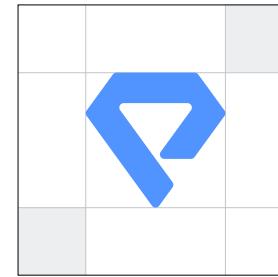
The monochrome version is acceptable for black and white printing and when reproducing the logo with the help of certain technologies (silkscreening, engraving, embossing, etc.)



## Clear space

The minimum distance from the logo to the nearest object (plate, edge of page, text, etc.) must be equal to the width / height of the letter 'e'.

When using the symbol separately - the size of the clear space must be equal to the half of the symbol height.



## Minimum size

To ensure that the Premia logo retains integrity when reproduced in small sizes – we have provided minimum size specifications for print and digital screen-based applications.

On screen – 16 px

In print – 6 mm



## Invalid logo use

1. No changes in shape, proportions, compression or stretching, distortion, or rotation are allowed.

1



2. Incorrect use of the logo in an inversion in color.

2



3. Do not change the composition and proportions of the sign in relation to the inscription.

3



4. Do not change the font of the inscription.

4



5. Do not add an outline to the logo.

6. Do not repaint the logo or its individual components.

7. Do not add effects.

8. Do not switch the symbol and inscription.

5



6



7



8



# Colors

## Color palette

Blue is the main color of the logo. It can be used to color the logo symbol and fill backgrounds.

Black and white are used as a complementary colors. They are used as colors of text and backgrounds.

For screen graphics, the colors are specified in RGB and HEX models.

For printing, you must use CMYK model and Pantone® ready colors.

**Note.** Please note that the colors on the screen may differ from the printing colors due to technological limitations. We recommend that you consult with your print service provider for the most effective results.

### Blue

#### Screen usage

RGB      82 48 255  
HEX      #5294FF

#### Print usage

CMYK      68 36 0 0  
PANTONE®    279 C

### Black

#### Screen usage

RGB      0 0 0  
HEX      #000000

#### Print usage

CMYK      0 0 0 100  
PANTONE®    Black C

### White

#### Screen usage

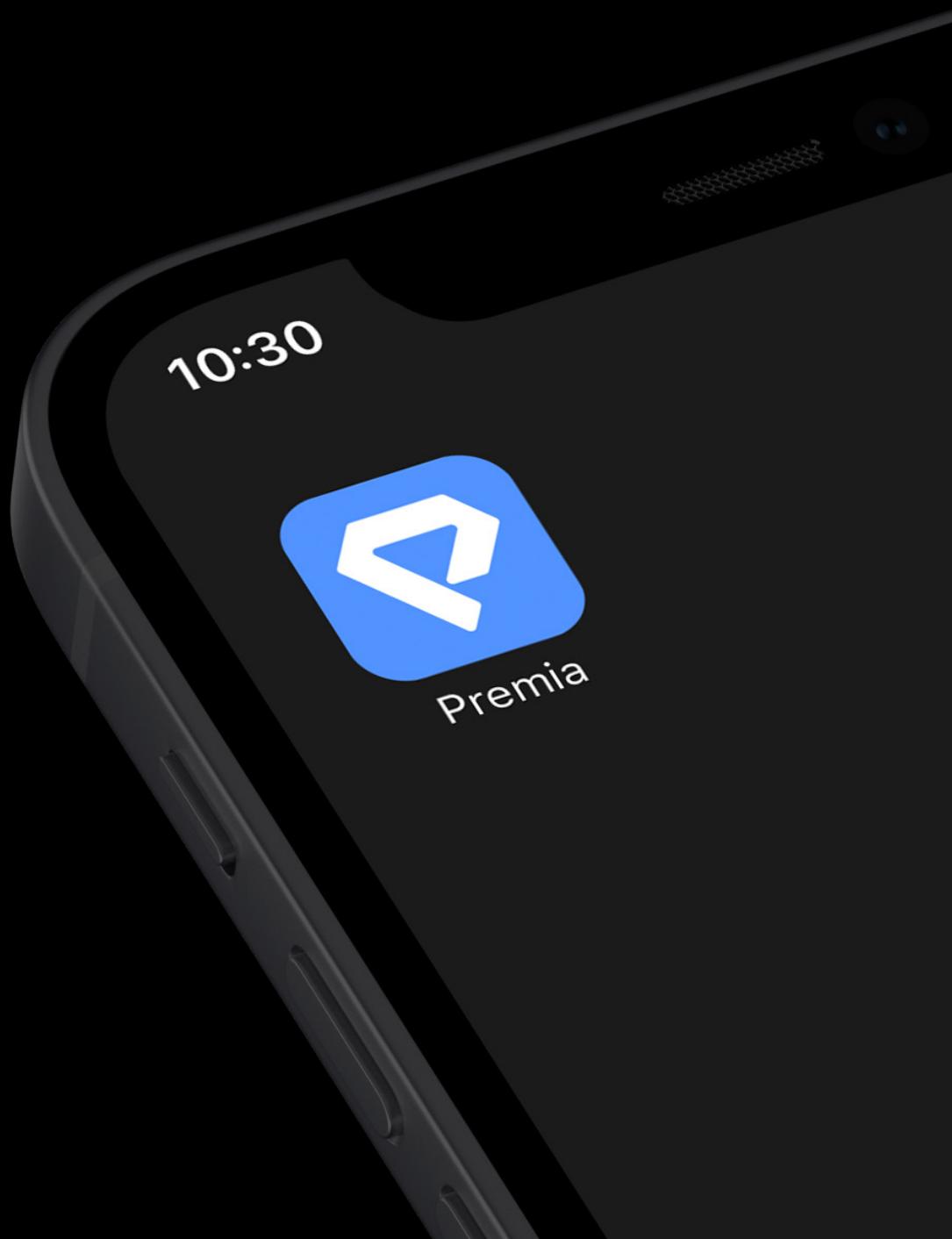
RGB      255 255 255  
HEX      #FFFFFF

#### Print usage

CMYK      0 0 0 0

# Usage examples

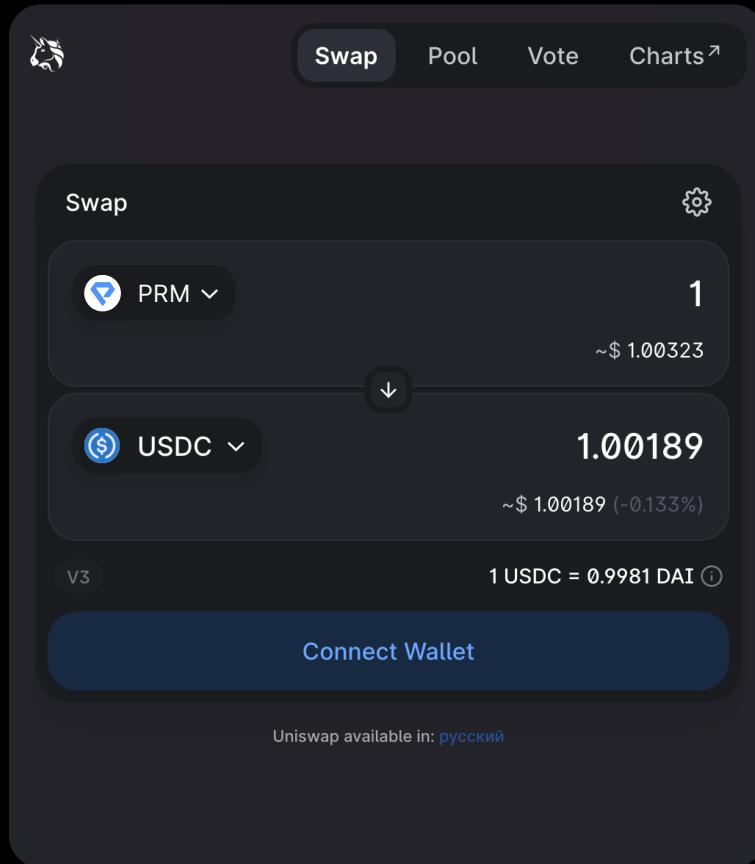
App icon



## Watch



# Uniswap



Premia   
@premia

Following 

We have been coming to this for a long time,  
so we will not keep you in suspense any longer.  
Meet our updated logo!



3:30 AM - 3 Jun 2021

3 Retweets 7 Likes



  6  18 

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Tee



## Stickers



