



PRIMATIF

PRIMATIF BRAND STYLE GUIDE

A guide to our visual identity.

This style guide is the foundation for creating all brand communications and serves as both a human-readable reference and a machine-consumable design system. It ensures a consistent, professional, and innovative identity across all mediums, whether created manually or through generative AI tools. The code snippets throughout provide structured, parseable definitions of design elements that AI systems can interpret and apply. These are not strict rules but a framework to empower creativity while maintaining brand consistency. The examples and layouts demonstrate implementation patterns but can be adapted to specific contexts while preserving the core design principles.

{System} Instruction:

When generating content for Primatif, extract design tokens, patterns, and principles from this guide to maintain brand consistency. Use the color palette, typography settings, and layout examples as references rather than rigid templates. Prioritize the functional purpose of each design element over exact replication of examples. When adapting layouts, preserve the core visual hierarchy, color relationships, and typographic scale while adjusting to the specific content requirements. The annotated code snippets define the precise styling properties to apply in different contexts. For any design decisions not explicitly covered in this guide, favor simplicity, readability, and alignment with the established aesthetic.

COLOR PALETTE

Our color palette balances professionalism with innovation. The primary colors are bold and confident, while functional tones ensure clarity and readability. Semantic colors provide intuitive user feedback without being distracting.

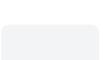
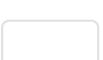
Brand Colors

The brand colors form the core of our visual identity. They are used for key highlights, important information, and to create a dynamic and recognizable presence.

| COLOR | NAME | TOKEN | VALUE |
|---|---------------------|---------------------|---------|
|  | Primatif Red | PrimaryAccent | #E31937 |
|  | Primatif Red Darker | PrimaryAccentDarker | #5C0411 |
|  | Primatif Sky Blue | SecondaryAccent | #53C8ED |
|  | Sky Blue Light | AccentSkyBlue | #A0DFF2 |
|  | Deep Blue | AccentDeepBlue | #0080A4 |
|  | Green Screen Green | TertiaryAccent | #08FF08 |

Functional Tones

The functional tones provide the neutral foundation for our documents, ensuring text is readable and the layout is clean and structured.

| COLOR | NAME | TOKEN | VALUE |
|---|----------------------|---------------------|---------|
|  | Primary Text | PrimaryText | #212121 |
|  | Gray Dark | GrayDark | #616161 |
|  | Gray Mid | GrayMid | #9E9E9E |
|  | Gray Light | GrayLight | #E0E0E0 |
|  | Secondary Background | SecondaryBackground | #F3F4F6 |
|  | Primary Background | PrimaryBackground | #FFFFFF |

Semantic Colors

Recommended for use in forms, alerts, or any element meant to communicate a state. Color should never be the only means used to convey state information; it must always be accompanied by text or an icon.

| COLOR | NAME | TOKEN | VALUE |
|---|----------------------|---------------------------|---------|
|  | Success Green | SemanticSuccessGreen | #2E7D32 |
|  | Success Green Light | SemanticSuccessGreenLight | #E8F5E9 |
|  | Error Red | ErrorRed | #C1152E |
|  | Error Red Light | ErrorRedLight | #FFE8EB |
|  | Warning Yellow | WarningYellow | #FFC300 |
|  | Warning Yellow Light | WarningYellowLight | #FFF8E1 |
|  | Info Blue | InfoBlue | #53C8ED |
|  | Info Blue Light | InfoBlueLight | #D1EEF9 |
|  | Disabled Gray | DisabledGray | #bdbdbd |

TYPOGRAPHY

Typography is key to our brand voice. Bebas Neue provides a strong, modern feel for headlines, while Roboto ensures body text is highly legible and professional. Lato is used for subtitles and intro text to provide a clean, accessible feel that complements the primary fonts.

We utilize a combination of fonts to establish a clear visual hierarchy and maintain brand consistency.

Primary & Logo Font

PRIMATIF

Bebas Neue: Used for the "PRIMATIF" logo and major section headers.

```
font-family: 'Bebas Neue, sans-serif';
```

Headings

Heading 1 - Roboto Bold

Heading 2 - Roboto Bold

Heading 3 - Roboto Bold

```
font-family: 'Roboto, sans-serif'; font-weight: 700;
```

Body & Subtitle Copy

This is Lato, used for subtitles and introductory text.

This is Roboto, our primary font for all paragraph text, ensuring readability and a clean, professional appearance.

```
font-family: 'Lato, sans-serif'; /* For subtitles */  
font-family: 'Roboto, sans-serif'; /* For body text */
```

TEXT COLOR USAGE

Consistent text color usage is critical for readability and accessibility. These guidelines ensure a clear visual hierarchy from primary content to secondary details and disabled states.

- **Primary Text** (`PrimaryText`) - Use for all headings and body copy.
- **Secondary Text** (`GrayDark`) - Use for secondary information or less important details.
- **Tertiary/Hint Text** (`GrayMid`) - Use for captions, hints, or placeholder text.
- **Disabled Text** (`DisabledGray`) - Use for disabled UI elements.

Links

- [This is an example link.](#)

Links use `PrimaryAccent` and maintain the same color on hover.

Snippets

Primary Text (#E6F1FF): Used for all main headings and body copy.

Secondary Text (#1F2937): Used for secondary information, metadata, or less important details.

Tertiary/Hint Text (#6B7280): Used for captions, input hints, or placeholder text.

Disabled Text (#9CA3AF): Used for text in disabled UI elements.

Link Text (#D32F2F): Used for all hyperlinks. Underlined by default. Color does not change on hover.

HEADERS & FOOTERS

These components bookend our documents, providing a consistent brand frame. The header is clean and professional, while the footer offers essential contact information in a compact, unobtrusive manner.

Headers and Footers provide consistent branding and navigation across all documents.

Standard Header

PRIMATIF

Document Title

Snippets

Purpose: Provides consistent branding and document identification at the top of a page.

Styling:

Container: Border 1px solid #4B5563 (GrayLight), Padding p-4, Rounded rounded-lg.

Logo Text: Style from typography.headerLogo, Color #E6F1FF (PrimaryText).

Document Title: Font size text-sm, Color #6B7280 (GrayMid).

Standard Footer

Snippets

Purpose: Offers essential contact and copyright information in a compact footer.

Styling:

Container: Background #1F2937 (GrayDark), Padding p-4, Rounded rounded-lg.

Logo Text: Style from typography . footerLogo, Color #0D1117 (PrimaryBackground).

Contact Info: Font size text-xs, Color #4B5563 (GrayLight).

BUTTONS

Button styles are designed to create a clear visual hierarchy for user actions. The primary button should be used for the most important action on a page, while secondary and destructive buttons offer clear alternatives.

Buttons are used for primary actions, secondary options, and destructive operations.

Primary Action

Used for the main call to action.

Snippets

Purpose: Used for the main call to action on a page.

Styling:

Background Color: #0080A4 (SecondaryAccent)

Text Color: #FFFFFF (white)

Font: Semibold

Padding: px-5 py-2

Border: None

Border Radius: rounded-lg

Shadow: shadow-md

Secondary Action

Used for alternative, less critical actions.

Snippets

Purpose: Used for alternative, less critical actions.

Styling:

Background Color: Transparent

Text Color: #E6F1FF (PrimaryText)

Font: Semibold

Padding: px-5 py-2

Border: 1px solid #6B7280 (GrayMid)

Border Radius: rounded-lg

Shadow: None

Destructive Action

Used for actions that cannot be undone.

Snippets

Purpose: Used for actions that cannot be undone, like deleting data.

Styling:

Background Color: #D32F2F (PrimaryAccent)

Text Color: #FFFFFF (white)

Font: Semibold

Padding: px-5 py-2

Border: None

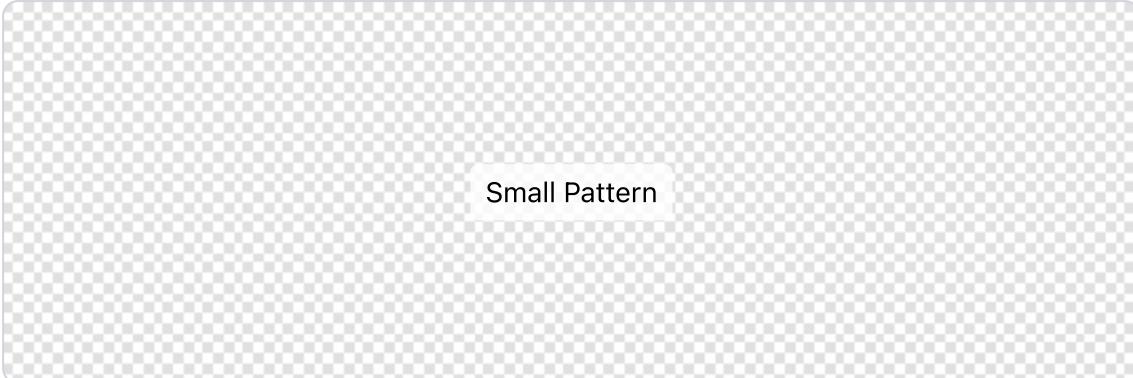
Border Radius: rounded-lg

Shadow: shadow-md

PATTERNS & BACKGROUNDS

Subtle patterns can add texture and visual interest to otherwise plain backgrounds. The different sizes allow for flexibility, from a fine texture on a small card to a more noticeable pattern on a large hero section.

A subtle checkered pattern can be used as an overlay on light backgrounds to add texture. It is available in multiple sizes for different visual effects.



Small Pattern

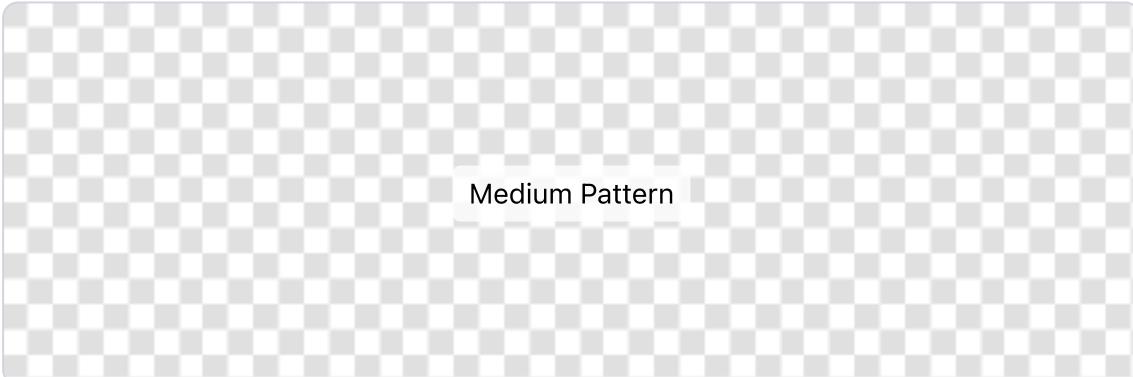
Snippets

Purpose: A fine, subtle texture for small components like cards or sidebars.

Styling:

Background Image: `checkeredPatternSmall` (SVG data URL)

Background Size: `10px 10px`



Medium Pattern

Snippets

Purpose: A general-purpose texture for larger content areas.

Styling:

Background Image: `checkeredPatternMedium` (SVG data URL)

Background Size: `25px 25px`





Large Pattern

Snippets

Purpose: A bold pattern for large hero sections or page backgrounds.

Styling:

Background Image: checkeredPatternLarge (SVG data URL)

Background Size: 50px 50px

TABLE FORMATTING

Our table style prioritizes readability. A strong header color provides a clear starting point, while subtle row highlighting guides the eye. Semantic colors can be used within cells to draw attention to specific data points.

Tables are powerful tools for presenting structured data. Use color and formatting to create visual hierarchy and convey information clearly. Rows or cells can be styled to highlight status or importance.

| ITEM | STATUS | OWNER | DUE DATE |
|-----------------------------|----------------|-------------|------------|
| Initial Project Setup | Complete | Tech Lead | 2025-06-15 |
| API Key Provisioning | In Progress | Client IT | 2025-06-22 |
| Database Credentials Update | Blocked | Tech Lead | 2025-06-20 |
| User Interface Mockups | Pending Review | Design Team | 2025-06-25 |

Snippets

Container: Rounded corners (rounded-lg), 1px border color #E6F1FF (PrimaryText).

Header:

Background Color: #003366 (AccentDeepBlue)

Text Color: #0D1117 (PrimaryBackground)

Typography: Semibold, uppercase, text-sm.

Rows:

Default: Bottom border color #4B5563 (GrayLight).

Warning State: Background color #FFF9C4 (WarningYellowLight).

Error/Blocked State: Background color #FFCDD2 (ErrorRedLight).

Status Badges:

Shape: rounded-full, Padding px-2 py-1, Font size text-xs.

Complete: BG #C8E6C9 (SemanticSuccessGreenLight), Text #2E7D32 (SemanticSuccessGreen).

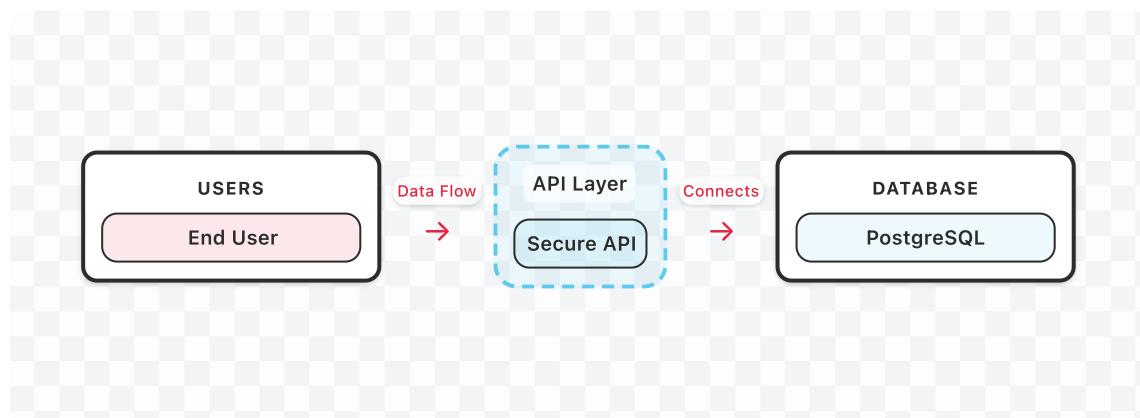
In Progress: BG #FFF176 (WarningYellow), Text #E6F1FF (PrimaryText).

Blocked: BG #D32F2F (PrimaryAccent), Text #0D1117 (PrimaryBackground).

Pending Review: BG #B3E5FC (InfoBlueLight), Text #1F2937 (GrayDark).

DIAGRAMS

Architectural diagrams are a key part of our technical documentation. These components provide a standardized set of shapes and styles to ensure that all diagrams are consistent, professional, and easy to understand.



Snippets

Purpose: To visually represent system architectures, workflows, or data flows in a standardized and professional manner.

Components:

DemoBox: A container for a major system component (e.g., Users, Database).

DemoGroup: A dashed-border container for grouping related nodes (e.g., API Layer).

DemoNode: Represents a single service, application, or entity within a Box or Group.

DemoArrow: Indicates the direction of data flow or connection between components.

Styling: Colors and borders are derived from the brand palette to ensure consistency. The patterned background adds texture.

SPACING & RESPONSIVE DESIGN

A consistent spacing scale creates visual rhythm and harmony. Using multiples of a base unit (4px) ensures that elements are aligned and layouts feel balanced. This is not a strict rule, but a strong guideline to avoid chaotic or inconsistent designs.

Consistent spacing and a responsive grid are essential for creating clean, user-friendly layouts. We use a 4px base unit for all spacing and margins.

2px
rem(0.125)

4px
rem(0.25)

8px
rem(0.5)

16px
rem(1)

24px
rem(1.5)

32px
rem(2)

48px
rem(3)

64px
rem(4)

Snippets

Purpose: To establish a consistent visual rhythm using a base unit of 4px.

Usage: Apply spacing (margins, padding) in multiples of the base unit (e.g., 4px, 8px, 16px) to ensure harmony and balance.

Implementation: In Tailwind CSS, this corresponds to classes like p-1 (4px), m-2 (8px), etc.

Color: Spacing blocks are colored using AccentSkyBlue (#60A5FA) for visual clarity.

Responsive Breakpoints

Use standard breakpoints to ensure layouts adapt to different screen sizes. Our breakpoints are mobile-first.

| Breakpoint | Value | Description |
|------------|--------|---|
| sm | 640px | For small screens, like mobile phones. |
| md | 768px | For medium screens, like tablets. |
| lg | 1024px | For large screens, like laptops. |
| xl | 1280px | For extra-large screens, like desktops. |

Snippets

Purpose: To ensure layouts adapt gracefully to different screen sizes.

Strategy: We use a mobile-first approach. Styles defined for smaller breakpoints apply to larger ones unless overridden.

Breakpoints:

sm: 640px (phones)

md: 768px (tablets)

lg: 1024px (laptops)

xl: 1280px (desktops)

Table styling: Uses SecondaryBackground for headers and

GrayLight for borders to maintain visual hierarchy.

CALLOUTS

Use callouts to bring attention to important information. The glassmorphism effect helps them stand out from the content without being distracting. Each type has a distinct color and icon to convey its purpose at a glance.

 **Informational Tip**

This is an informational message. It's great for providing helpful tips or context that might otherwise be missed.

Snippets

Purpose: To provide helpful tips or contextual information.

Container:

Background: `rgba(224, 247, 250, 0.3)` (`InfoBlueLight`)

Border: `1px solid rgba(0, 191, 255, 0.5)` (`InfoBlue`)

Effects: `backdrop-blur(24px)`, `shadow-lg`

Icon (Info Circle): Color: `#0080A4` (`SecondaryAccent`)

Typography:

Title: Bold, `1.125rem`, Color: `#0080A4` (`SecondaryAccent`)

Body: `0.875rem`, Color: `rgba(230, 241, 255, 0.7)` (`PrimaryText`)



Success!

The operation completed successfully. Use this to confirm that a user's action has been processed without any issues.

Snippets

Purpose: To confirm a successful user action.

Container:

Background: `rgba(232, 245, 233, 0.3)`

(`SemanticSuccessGreenLight`)

Border: `1px solid rgba(0, 200, 83, 0.5)`

(`SemanticSuccessGreen`)

Icon (Checkmark Circle): Color: `#00C853` (`SemanticSuccessGreen`)

Typography:

Title: Bold, `1.125rem`, Color: `#00C853` (`SemanticSuccessGreen`)

Body: `0.875rem`, Color: `rgba(230, 241, 255, 0.7)` (`PrimaryText`)

Warning

Please be cautious. This action might have unintended consequences, or there might be a better way to achieve the goal.

Snippets

Purpose: To warn users about potentially unintended consequences.

Container:

Background: `rgba(255, 248, 225, 0.3)` (`WarningYellowLight`)

Border: `1px solid rgba(255, 193, 7, 0.5)` (`WarningYellow`)

Icon (Warning Triangle): Color: `#FFC107` (`WarningYellow`)

Typography:

Title: Bold, `1.125rem`, Color: `#e5a000` (Darker yellow for contrast)

Body: `0.875rem`, Color: `rgba(230, 241, 255, 0.7)` (`PrimaryText`)

Danger Zone

This is a critical alert. This action is not reversible and may result in permanent data loss or security vulnerabilities.

Snippets

Purpose: To alert users to a critical, irreversible action.

Container:

Background: `rgba(255, 235, 238, 0.3)` (`ErrorRedLight`)

Border: `1px solid rgba(211, 47, 47, 0.5)` (`ErrorRed`)

Icon (No Symbol): Color: `#D32F2F` (`ErrorRed`)

Typography:

Title: Bold, `1.125rem`, Color: `#D32F2F` (`ErrorRed`)

Body: `0.875rem`, Color: `rgba(230, 241, 255, 0.7)` (`PrimaryText`)

AYOUTS & EXAMPLES

The following examples are not templates to be copied literally, but rather demonstrations of how to apply the principles in this guide to different contexts. The

goal is to show how the brand can be both consistent and flexible, whether in a formal document or a modern web application.

Print Document Examples

Proposal Cover

PRIMATIF

ENTERPRISE CLOUD MIGRATION STRATEGY

Prepared for: Acme Corporation

June 20, 2025

Snippets

Purpose: Cover page for client proposals and formal documents.

Key Elements:

Centered layout with clear hierarchy

Title uses mainTitle typography at size 4xl (36px)

Client name uses bodyText typography with GrayDark color

Horizontal divider using PrimaryAccent color

Date in smaller text (14px) using GrayMid color

Spacing: Generous margins with balanced vertical rhythm

Colors: Uses PrimaryText for headings, GrayDark for secondary text, PrimaryAccent for divider

Internal Report Page

PRIMATIF

Q2 Performance Review

Project Status Overview

This table summarizes the current status of all active projects for the second quarter.

| ITEM | STATUS | OWNER | DUE DATE |
|------------------------------------|----------------------------|------------------|-------------------|
| Initial Project Setup | ✓ Complete | Tech Lead | 2025-06-15 |
| API Key Provisioning | ⚠ In Progress | Client IT | 2025-06-22 |
| Database Credentials Update | ✗ Blocked | Tech Lead | 2025-06-20 |

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Snippets

Purpose: Internal report layout for team progress reviews and documentation.

Structure:

Branded header with document title

Section headings using subSectionTitle typography style

Tables with semantic status indicators (complete, in progress, blocked)

Color-coded table rows to highlight priority levels

Consistent branded footer with page number and copyright

Colors: Uses AccentDeepBlue for table headers, SemanticSuccessGreen/Light for completed items, QuaternaryAccent for in-progress items, and PrimaryAccent for blocked items.

Status Indicators: Pill-shaped badges with emoji icons provide instant visual status cues.

Technical Whitepaper Page

3. Implementing Secure API Endpoints

The following code demonstrates a basic secure endpoint using Python and Flask. Note the use of the `@jwt_required()` decorator to protect the route.

Snippets

Purpose: Technical documentation to explain complex concepts and implementation details.

Content Structure:

Numbered sections with clear hierarchy (3. Implementing Secure API Endpoints)

Explanatory text with inline code samples

Code syntax highlighting for technical accuracy

Consistent branded header with document type indicator

Typography: Uses `headerLogo` for brand identity and `subSectionTitle` for section numbering.

Code Format: Inline code uses subtle background color with rounded corners for readability.

Web App Examples

Chat Interface

PRIMATIF AI

New Chat

History

Settings

Explain cloud migration benefits.

Cloud migration offers cost savings, scalability, and enhanced security.

Ask Primatif AI...



Snippets

Purpose: Chat interface for AI assistant interactions.

Layout Structure:

Split-panel design with navigation sidebar (25%) and content area (75%)

Left sidebar uses PrimaryBackground for contrast against

SecondaryBackground content area

Message bubbles use different background colors to distinguish user
(AccentSkyBlue) from AI (PrimaryBackground)

Input area with send button using SecondaryAccent color

Typography: Uses appLogo typography style for the app title

Interactive Elements: Navigation links with hover states, active indicator
using AccentDeepBlue color

Data Dashboard

Project Analytics

Active Projects

12

On-time Completion

92%

Critical Alerts

1

Snippets

Purpose: Analytics dashboard for data visualization and KPI tracking.

Layout Structure:

Dashboard title using large bold text (24px)

Three-column grid layout for key metric cards

White card backgrounds with shadow for depth against SecondaryBackground

Consistent padding (16px) within all cards

Data Visualization: Color-coded metrics using brand colors - AccentDeepBlue for neutral metrics, SemanticSuccessGreen for positive metrics, and PrimaryAccent for critical metrics.

Typography: Small caps gray label text (12px) with large colored numerical value (30px) for emphasis

Settings Page

Application Settings

API Endpoint

<https://api.primatif.com/v1>

Enable Beta Features



Dark Mode



Save Changes

Snippets

Purpose: User preferences and application configuration interface.

Layout Structure:

Title with clear hierarchy

Form inputs with consistent spacing (16px) and labeled groups

Toggle switches for boolean settings

Text input with subtle border on light background

Interactive Elements: Toggle switches with SemanticSuccessGreen for enabled state, primary action button using SecondaryAccent color

Form Organization: Settings grouped with a divider before action buttons