



## PRIMATIF BRAND STYLE GUIDE

A guide to our visual identity.







This style guide is the foundation for creating all brand communications. It ensures a consistent, professional, and innovative identity across all mediums. These are not strict rules but a framework to empower creativity while maintaining the reliability our brand stands for. Use this as a guide to make informed design decisions.



### 1. 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




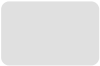
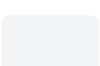

The brand colors form the core of our visual identity. They are used for key highlights, important information, and to create a dynamic and recognizable presence.

| COLOR   | NAME                | TOKEN               | VALUE   |
|---|---------------------|---------------------|---------|
|  | Primatif Red        | PrimaryAccent       | #E31937 |
|  | Primatif Red Light  | PrimaryAccentLight  | #E73B54 |
|  | Primatif Red Dark   | PrimaryAccentDark   | #C1152E |
|  | Primatif Red Darker | PrimaryAccentDarker | #5C0411 |
|  | Primatif Sky Blue   | SecondaryAccent     | #53C8ED |
|  | Sky Blue Light      | AccentSkyBlue       | #A0DFF2 |
|   |                     |                     |         |

| COLOR   | NAME               | TOKEN          | VALUE   |
|---|--------------------|----------------|---------|
|  | Deep Blue          | AccentDeepBlue | #0080A4 |
|  | Green Screen Green | TertiaryAccent | #08FF08 |



### Functional Tones



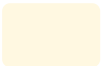

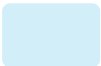

The functional tones provide the neutral foundation for our documents, ensuring text is readable and the layout is clean and structured.

| 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 |
|   |                     |                           |         |

| COLOR   | NAME                 | TOKEN              | VALUE   |
|---|----------------------|--------------------|---------|
|  | 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 |

## 2. 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

To ensure readability and accessibility, use the following colors for text.

- **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 darken to `PrimaryAccentDark` on hover.

### 3. 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

## Standard Footer

PRIMATIF

2025 Primatif | hello@primatif.com

## 4. 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

Secondary Action

Used for the main call to action.

Used for alternative, less critical actions.

Destructive Action

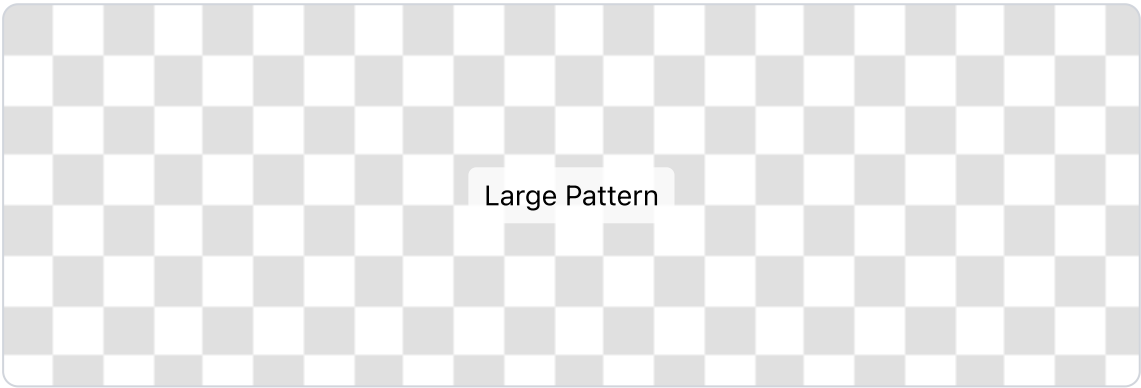
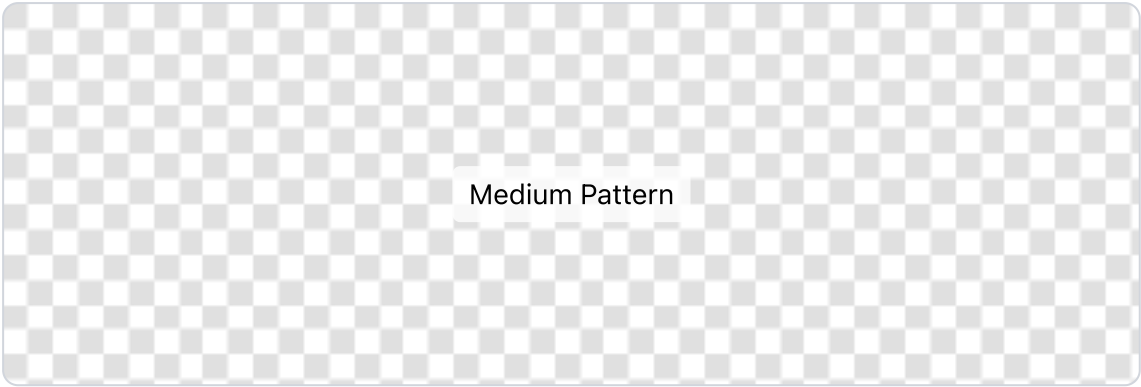
Used for actions that cannot be undone.

## 5. 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



## 6. 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.

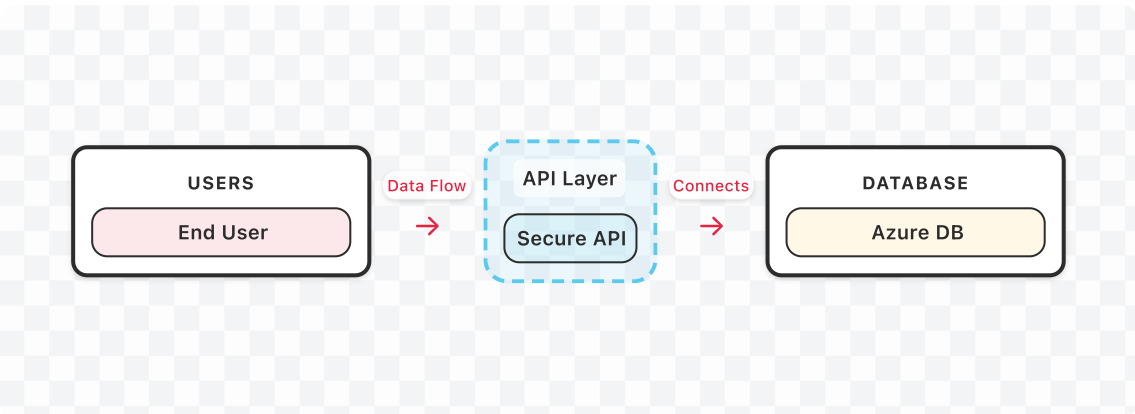
| ITEM                        | STATUS         | OWNER       | DUE DATE   |
|-----------------------------|----------------|-------------|------------|
| Initial Project Setup       | Complete       | Tech Lead   | 2025-06-15 |
| API Key Provisioning        | In Progress    | Client IT   | 2025-06-22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

# 7. Component Examples

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.

## Diagram Elements

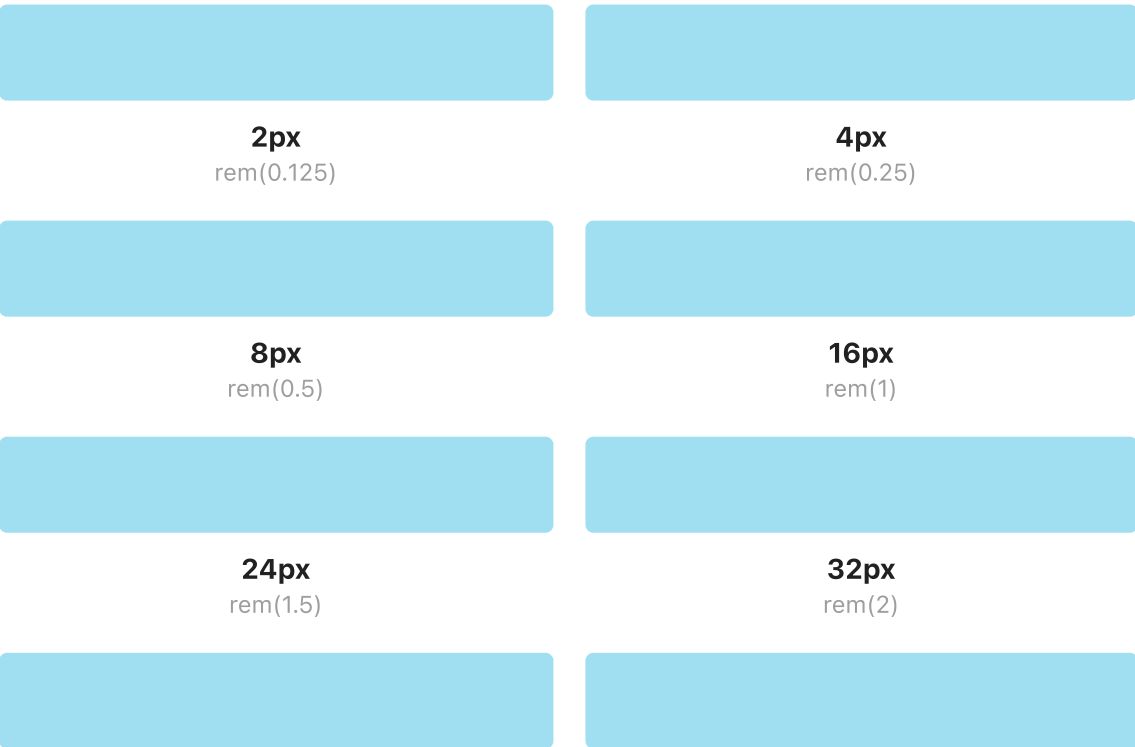
Key elements used to build architectural diagrams.



# 8. 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.



## 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. |

## 9. Layouts & 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



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       | <div><div></div>Complete</div>     | Tech Lead | 2025-06-15 |
| API Key Provisioning        | <div><div>!</div>In Progress</div> | Client IT | 2025-06-22 |
| Database Credentials Update | <div><div>✖</div>Blocked</div>     | Tech Lead | 2025-06-20 |

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.

```
from flask import Flask
from flask_jwt_extended import jwt_required

app = Flask(__name__)
```

```
@app.route('/api/v1/data', methods=['GET'])
@jwt_required()
def get_data():
    # Your secure logic here
    return {"message": "Access to secure data granted."}
```


## Gemini 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... 

### Data Dashboard

## Project Analytics

Active Projects  
**12**

On-time Completion  
**92%**

Critical Alerts  
**1**

### Settings Page

## Application Settings

API Endpoint

Enable Beta Features



Dark Mode



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Save Changes