

Primitive

Branding Guidelines

Created

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Logo Design

This section outlines the best practices for the use of the Primitive logomark and wordmark.

The Logomark

The logomark is composed of an isometric triangle.

The logomark is never used in conjunction with the wordmark.

Avoid using at small sizes, as it can become illegible.



The Wordmark

The wordmark is a custom iteration from the typeface “Grappa”.

The wordmark is never used in conjunction with the logomark.

Avoid using at small sizes, as it can become illegible.

Primitive

Brand Colors

This section outlines the best practices for the use of Primitive brand colors.

Core Colors

Green. Black. White.

Use these colors in any
brand visual designs.

E1FDEA

BCF2CD

95E8AF

6CDD90

45D471

Primitive Green

2BBA58

1F9143

136730

063F1A

001703

Black

151718

White

FFFFFF

Secondary Colors

Blue. Purple. Grey.

Only when, either the primary colors cannot be used, or there are some unforeseeable restrictions.

C2E8FF

AED4FF

9AC0FF

86ACFF

7298EB

Primitive Blue

5E84D7

4A70C3

365CAF

22489B

002073

FEF4FF

EAE0FF

D6CCFF

C2B8FF

AEA4FF

Primitive Purple

9A90F2

867CDE

7268CA

5E54B6

362C8E

F1F1FC

D6D8DF

BBBEC3

A2A4AA

878A91

Primitive Grey

6D7077

55575E

3D3E44

23252B

0B0B15



Typography

This section outlines the fonts to be used in any communication and design space.

Inter

Primary Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * ()

Heavy	quick brown fox jumps over the lazy dog
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Bold	quick brown fox jumps over the lazy dog
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SemiBold	quick brown fox jumps over the lazy dog
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Regular	quick brown fox jumps over the lazy dog
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Light	quick brown fox jumps over the lazy dog
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Illustrations

This section outlines best practices for the use of Primitive illustrations.

Landscape Art

In house design artist to expand the creativity of Primitive.

Every piece of art used in this branding kit is made custom.



Thank You

The Primitive Team <3