

# Primitive

## Branding Guidelines

August 2023

# Logo Design

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

# The Logomark

The logomark is composed of the uppercase letter “P”.

The logomark is never used in conjunction with the wordmark.



# The Wordmark

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

The wordmark is never used in conjunction with the logomark.

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

Primitive

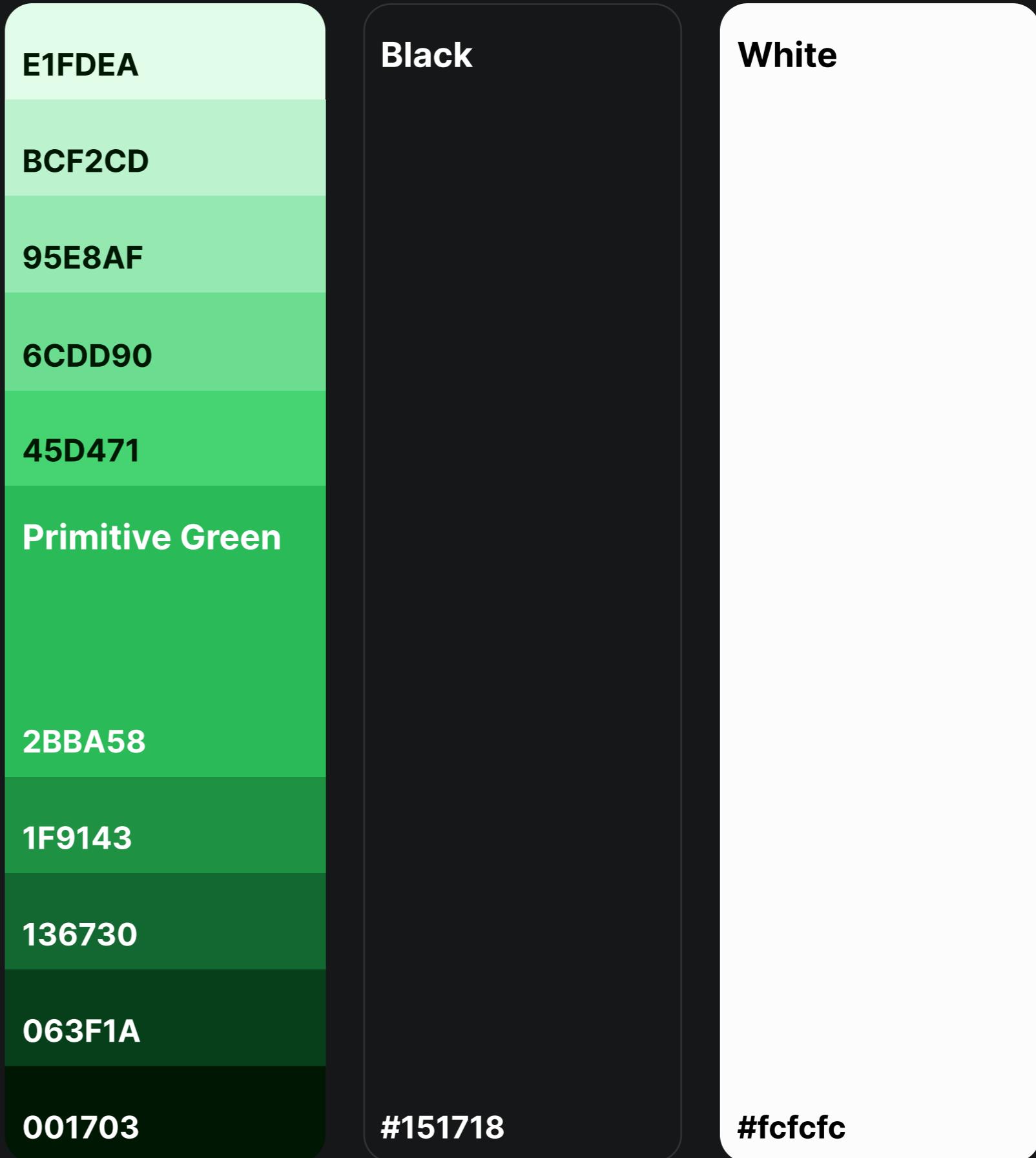
# Brand Colors

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.



# Accent Colors

Blue. Purple. Grey.

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

C2E8FF	FEF4FF	F1F1FC
AED4FF	EAE0FF	D6D8DF
9AC0FF	D6CCFF	BBBEC3
86ACFF	C2B8FF	A2A4AA
7298EB	AEA4FF	878A91
Primitive Blue	Primitive Purple	Primitive Grey
5E84D7	9A90F2	6D7077
4A70C3	867CDE	55575E
365CAF	7268CA	3D3E44
22489B	5E54B6	23252B
002073	362C8E	0B0B15



# Typography

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

# Suisse Intl

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**

**Bold**

**quick brown fox jumps over the lazy dog**

**SemiBold**

**quick brown fox jumps over the lazy dog**

**Regular**

**quick brown fox jumps over the lazy dog**

**Light**

**quick brown fox jumps over the lazy dog**

# Daggersquare

Brand 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

! @ # \$ % ^ & \* ( )

Regular

quick brown fox jumps over the lazy dog

# Thank You

The Primitive Team