



Priangan Medical
& Eye Center

Committed to Care

Graphic Standard Manual



Preface

Usage

This guideline is to help users understand and correctly implement PRIME's brand identity to ensure its brand consistency.

Approval

Every implementation of PRIME's brand identity must be approved by the Corporate Communications department in order to maintain brand consistency.

Final Artwork

This guidebook provide directions for all the implementations of the brand identity such as logo, templates, marketing tools and more. All final artworks should follow the guide to ensure brand consistency.

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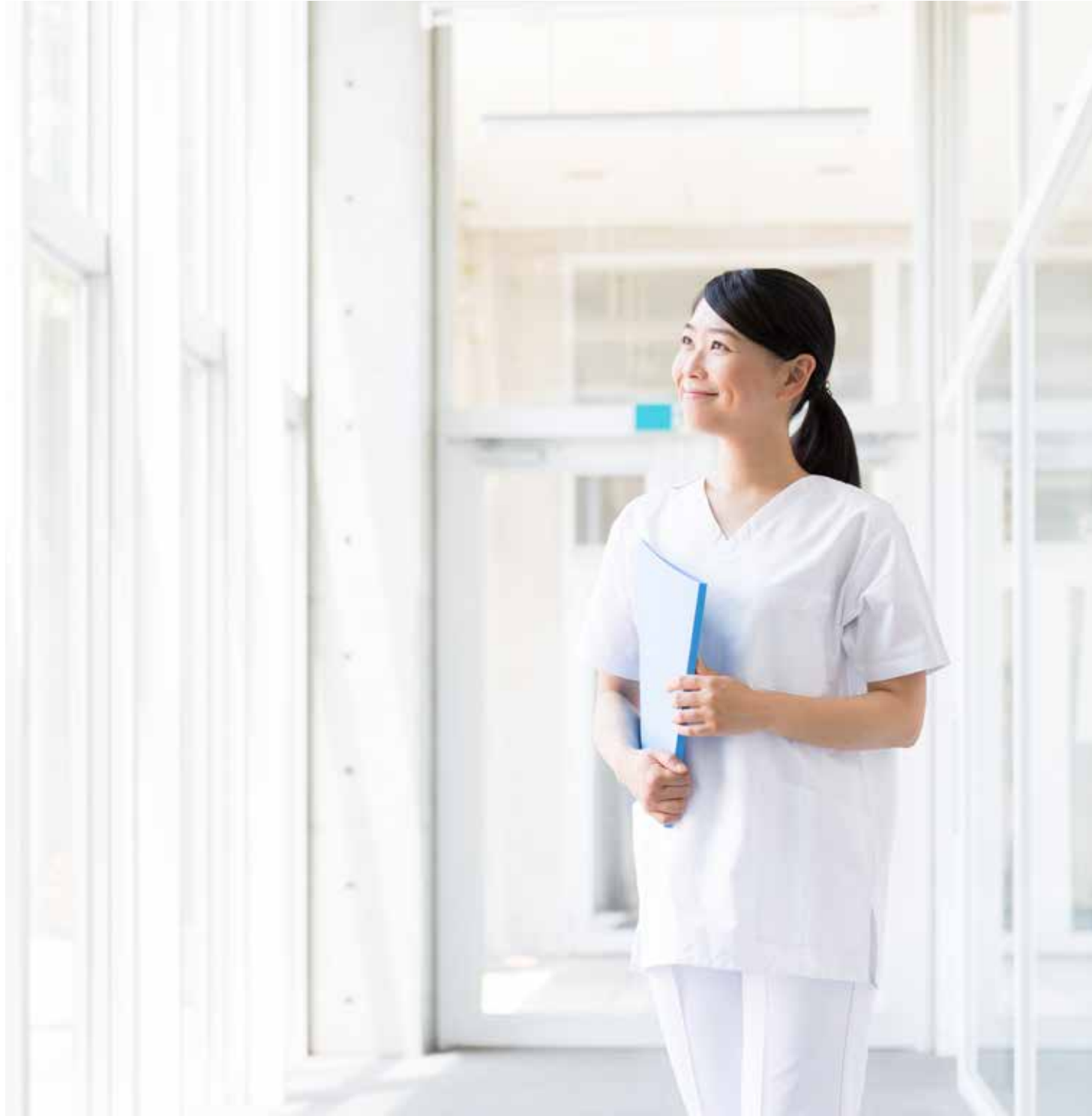
1.0 Brand Identity



1.1 About PRIME

Located in Bandung, PRIME is a social clinic that serves the needs of patients from many areas. It has complete facility for the eyes and general clinic.

PRIME wanted to be seen as a credible clinic and reach a new target market; middle to middle up. PRIME wishes for the right and outstanding visual implementation with a warm and elegant approach.



1.2 Logo Philosophy

Not only focusing on patients' health, PRIME aims to make all patients comfortable and happy with fast service and complete facilities. Therefore, the logo itself means that PRIME serves patients wholeheartedly.



1.3 Logo Configuration

Primary Logo

The primary logo for PRIME is the logo with the logotype and Company Name in Full Form.

Primary Logo



Primary Logo with Tagline

In this version, the primary logo is combined with the tagline written below.

Primary Logo with Tagline



Secondary Logo

In this version, it is the primary logo without the Company Name in Full Form. It is a more compact version of the primary logo, therefore it is used in circumstances where it has to be resize to small formats.

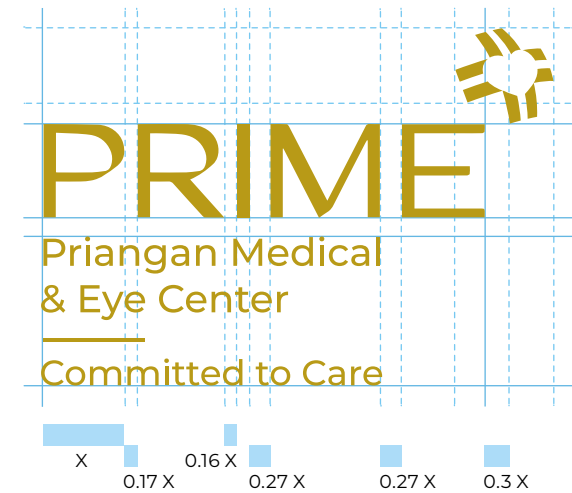
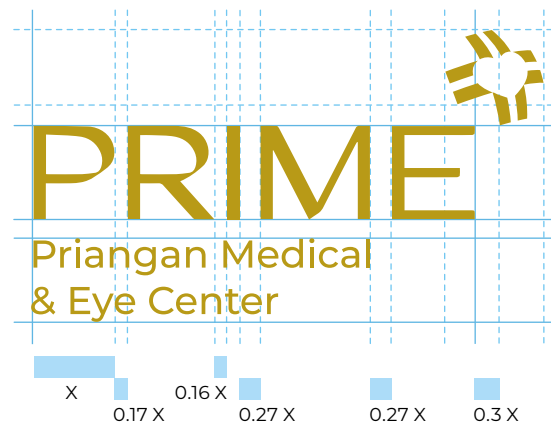
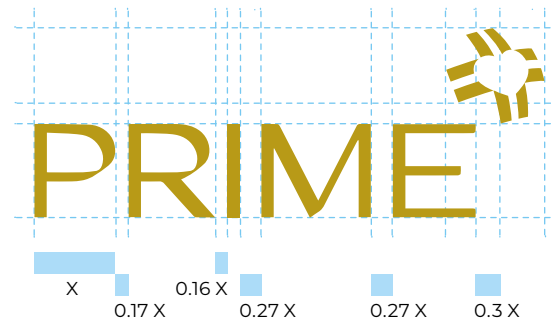
Secondary Logo



1.4 Logo Structure

This is an overview of how the foundation of this logo is made. It is strictly forbidden to redraw, please use the logo file that we have prepared. The logo is precisely made using x units taken from the width of the letter “P” on PRIME.

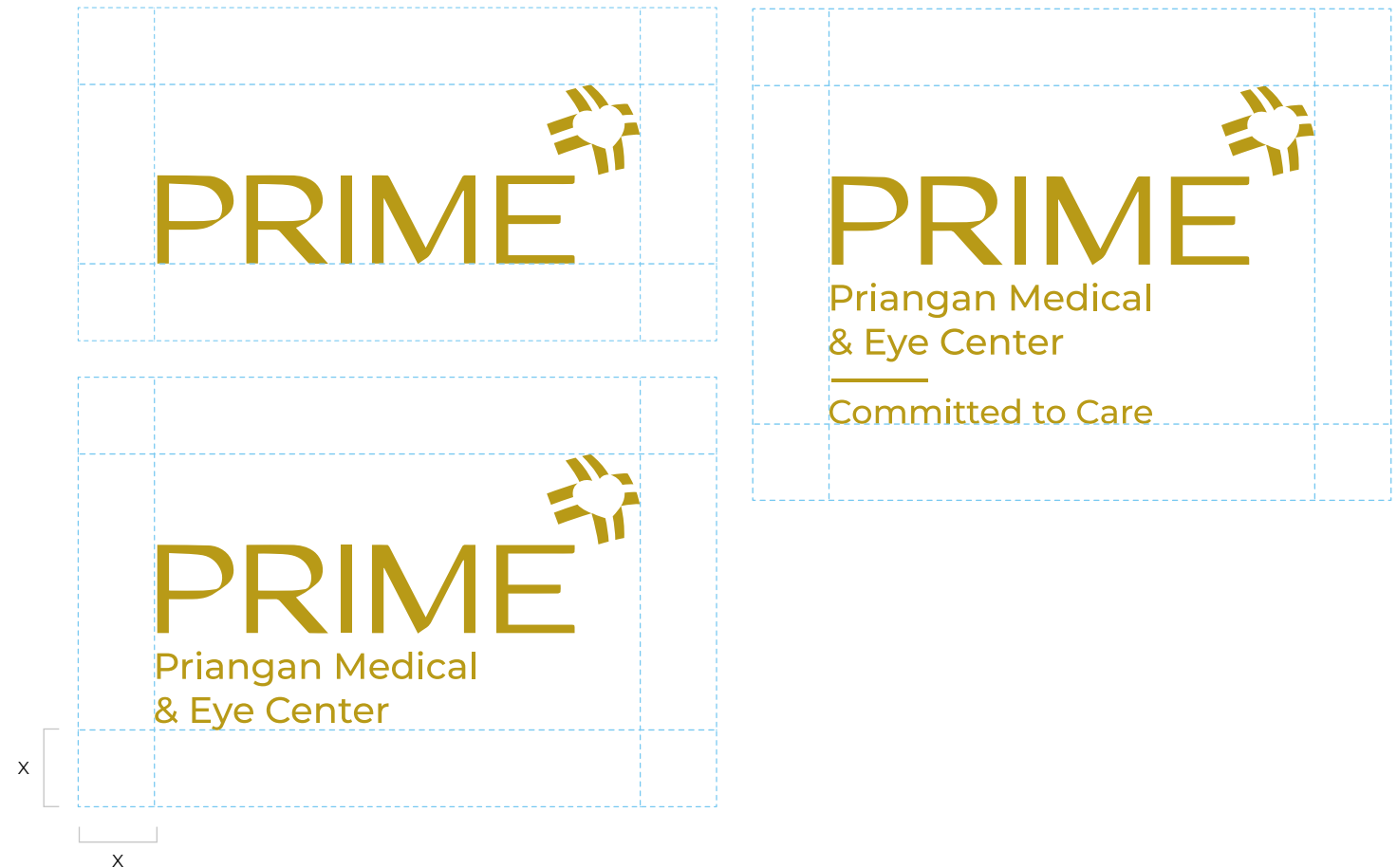
Grid System



1.5 Clear Space Area

Ensure that the logo appears optimally on each media with sufficient free space. Blank/free-spaces ensure the logo is well recognized and not distracted by other visual elements.

Minimum White Space



1.6 Minimum Logo Size

Minimum size is the smallest standard size that our logo must apply. To maintain legibility, the logo must not be shown smaller than the minimum size that has been provided for both print and digital media implementation.

Print

Logo

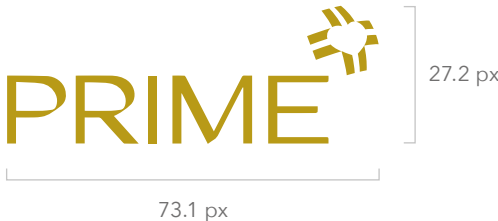


Logo with Company Name



Digital

Logo



Logo with Company Name



1.7 Logo Formats

The following logo formats are prepared to maintain legibility and clarity of PRIME logo on every media implementation. Always use this guideline to ensure the correct use of the logo.

Master Logo on white background



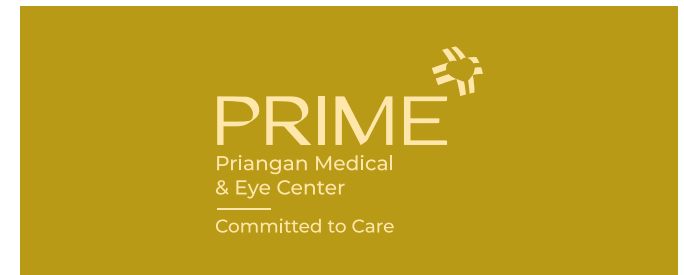
Master Logo on cream background



Single Tone Logo on cream background



Single Tone Logo on brown background



Master logo on bright image



Single Tone Logo on dark image



1.8 Common Mistakes

PRIME's consistent presentation is beneficial for institutions, acquirers, and developers, with reference to consumer recognition in order to increase awareness about PRIME. Do not change this identity in any way. Always apply your identity thoughtfully, carefully, and appropriately.



Do not change the way the identity is colored



Do not recolor separately



Do not rotate the logo



Do not change reconfigure or reposition or resize the elements



Do not remake or create new elements



Do not add drop shadow



Do not change the format position of the logo



Do not change the shape of the identity to lines




Do not change the logo typography

1.9 Color Palette

Primary brand colors are the main, consistent colors used in all graphics, publications, signage, etc. Primary brand colors rarely change because they are central to the brand's visual identity. The primary brand colors can be tightly associated with the logo. Whereas secondary brand colors act as a complementary color palette to the primary brand colors.

Primary Color



RGB 177 / 151 / 49
CMYK 32 / 35 / 100 / 4
HEX #B19731

PANTONE
7767 C

Secondary Color



RGB 35 / 31 / 32
CMYK 0 / 0 / 0 / 100
HEX #231F20

PANTONE
BLACK C



RGB 255 / 231 / 171
CMYK 0 / 8 / 38 / 0
HEX #FFE7AB

PANTONE
7401 C



RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
HEX #FFFFFF

PANTONE
WHITE C

1.10 Typography

Guiding Principle

1. The typeface chosen for most communication media (print and/or digital) is Montserrat.
2. Montserrat and the contents of its font family are used to emphasize or to build hierarchies in writing.
3. Consider changing the size or color before using alternative types (such as regular, bold, heavy, etc.).

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz,./<>?;:'"[]\{}|`~!]

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz,./<>?;:'"[]\{}|`~!]

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz,./<>?;:'"[]\{}|`~!]

Montserrat Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

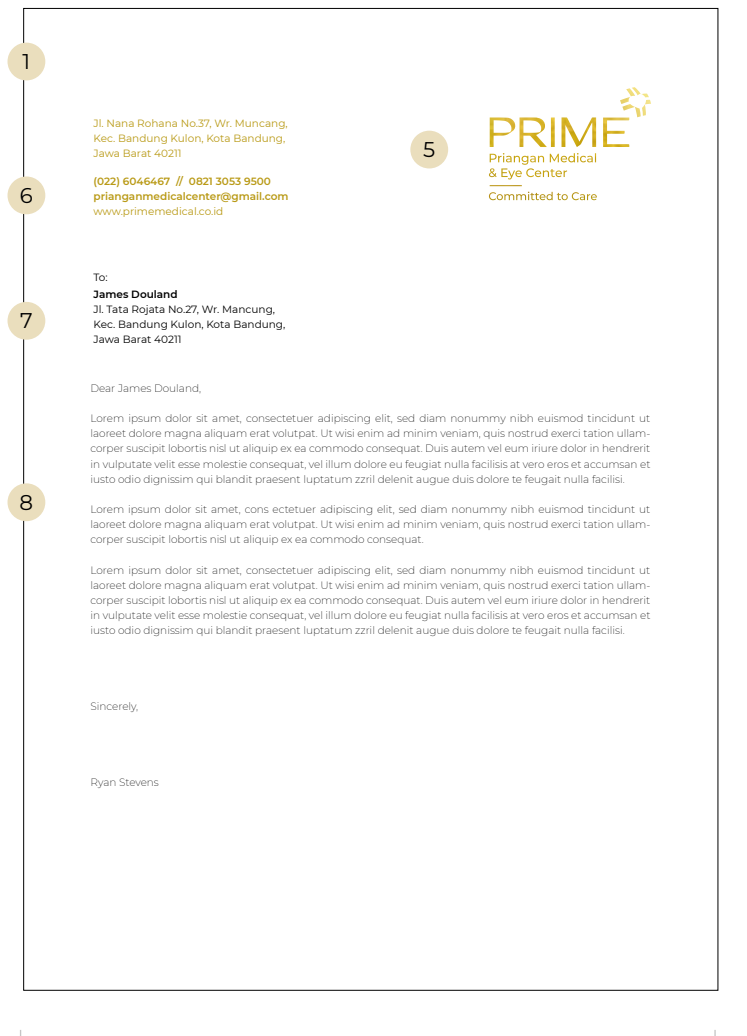
abcdefghijklmnopqrstuvwxyz,./<>?;:'"[]\{}|`~!]

2.0 Brand Implementation



2.1 Letterhead

- 1 Margin Top and Bottom: 3 cm
- 2 Margin Left and Right: 2 cm
- 3 Header Position from Top: 1.25 cm
- 4 Header Position from Bottom: 1.25 cm
- 5 Logo Size: 5 x 3.63 cm
- 6 Montserrat Semibold
Size : 10pt, Line Spacing : 1.08
- 7 Montserrat Medium
Size : 10pt, Line Spacing : 1.08
- 8 Montserrat Light
Size : 10pt, Line Spacing : 1.08

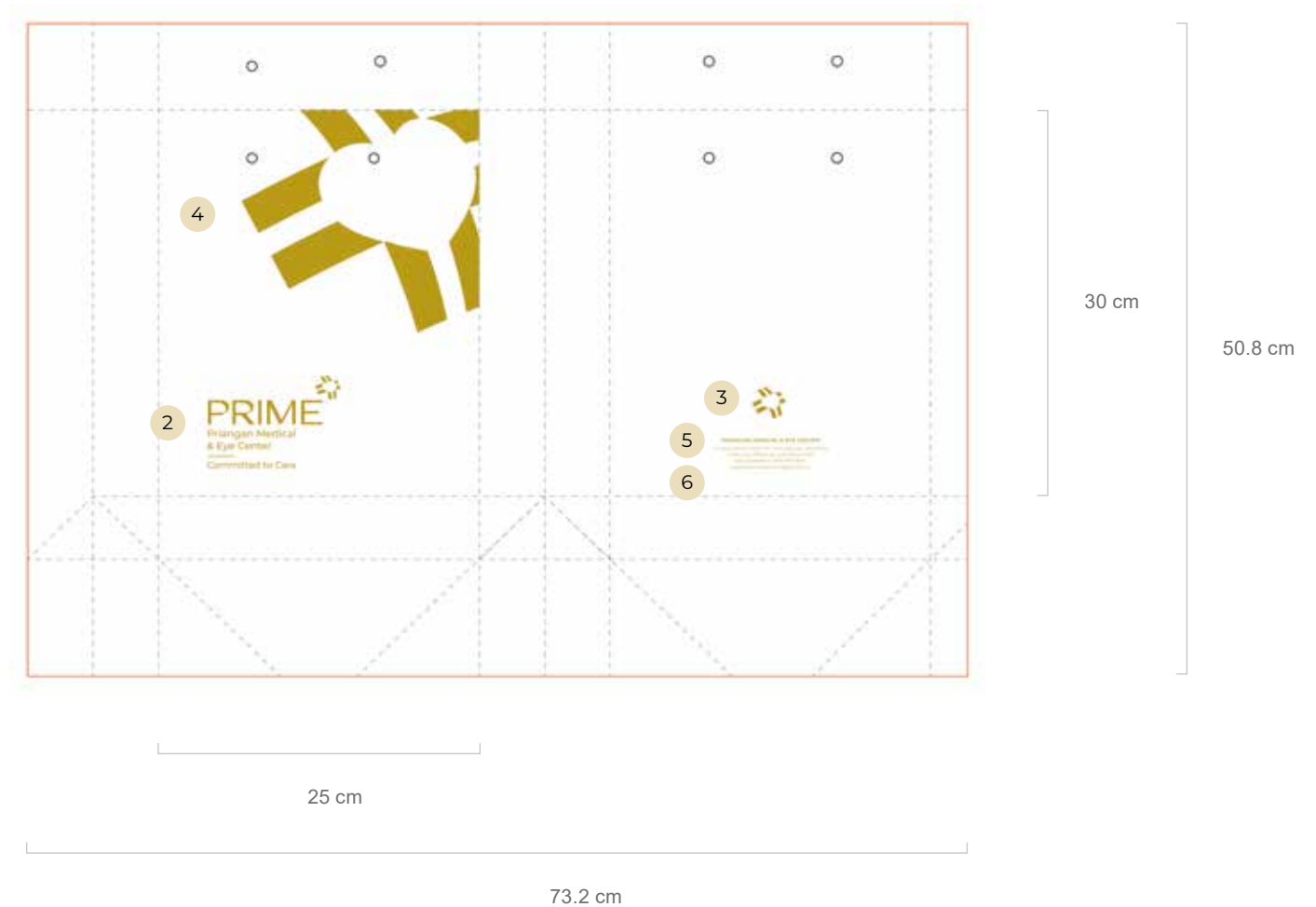


29,7 cm

21 cm

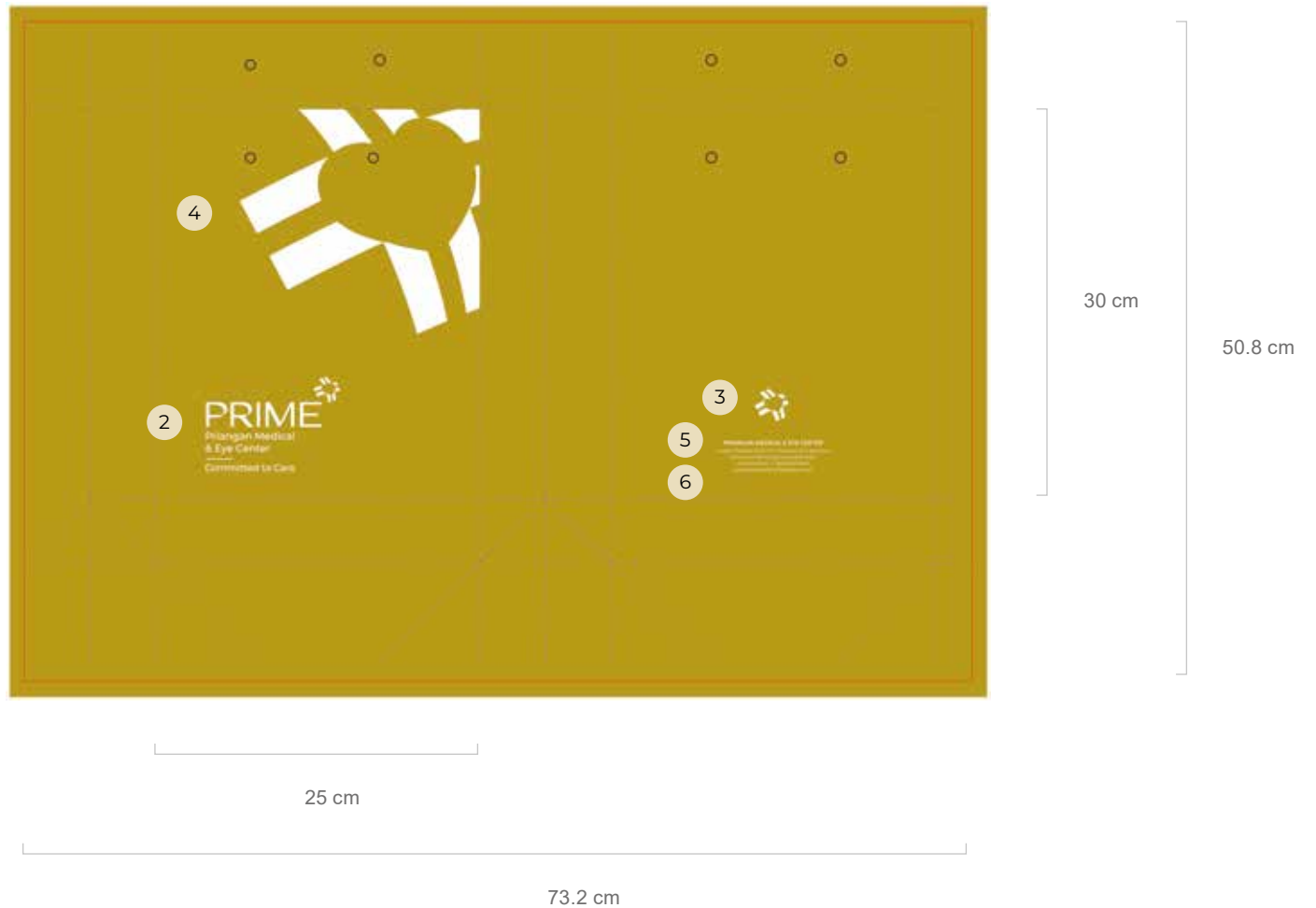
2.2 Tote Bag (White)

- 1 Logo : 10.4 x 7.25 cm
- 2 Logomark : 2.62 x 2.5 cm
- 3 Supergraphic : 22.1 x 21 cm
- 4 Montserrat Semibold
Size : 11.72pt
- 5 Montserrat Regular
Size : 9.65pt, Leading : 13.79pt



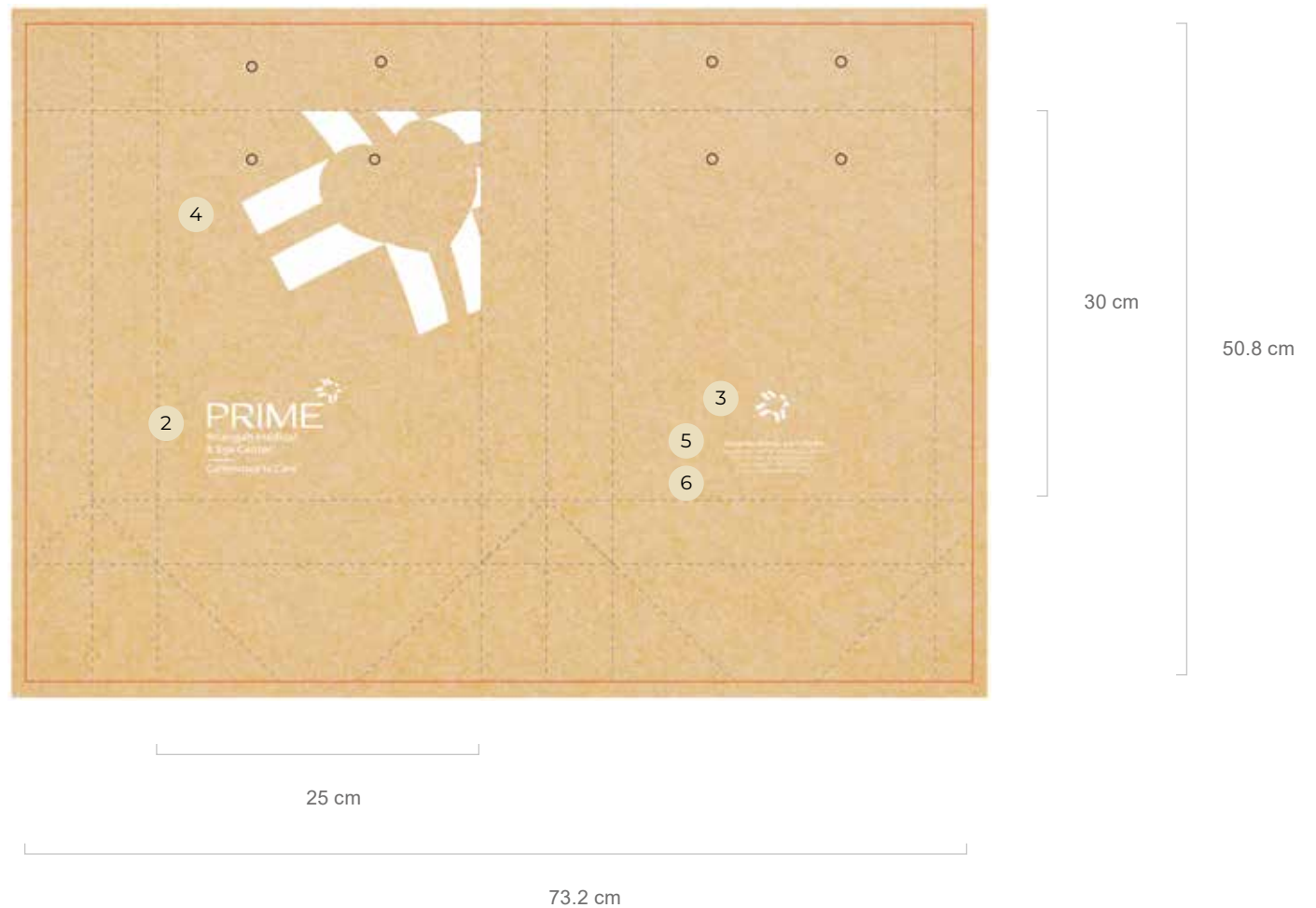
2.3 Tote Bag (Gold)

- 1 Size : 25 x 35 cm
- 2 Logo : 10.4 x 7.25 cm
- 3 Logomark : 2.62 x 2.5 cm
- 4 Supergraphic : 22.1 x 21 cm
- 5 Montserrat Semibold
Size : 11.72pt
- 6 Montserrat Regular
Size : 9.65pt, Leading : 13.79pt



2.4 Tote Bag (Kraft Paper)

- 1 Size : 25 x 35 cm
- 2 Logo : 10.4 x 7.25 cm
- 3 Logomark : 2.62 x 2.5 cm
- 4 Supergraphic : 22.1 x 21 cm
- 5 Montserrat Semibold
Size : 11.72pt
- 6 Montserrat Regular
Size : 9.65pt, Leading : 13.79pt



2.5 Circle Stamp

- 1 Width : 3.29 cm
- 2 Height : 3.29 cm
- 3 Color Code :
PANTONE 7670 C
RGB 84 / 70 / 156
CMYK 81 / 86 / 0 / 0
HEX #54469C



2.6 Rectangle Stamp (Black)

- 1 Rectangle : 8.08 x 4.11 cm
- 2 Logo : 4.9 x 1.83 cm
- 3 Montserrat Semibold
Size : 11pt
- 4 Color Code :
PANTONE BLACK C
RGB 35 / 31 / 32
CMYK 0 / 0 / 0 / 100
HEX #231F20



2.7 Rectangle Stamp (Blue)

- 1 Rectangle : 8.08 x 4.11 cm
- 2 Logo : 4.9 x 1.83 cm
- 3 Montserrat Semibold
Size : 11pt
- 4 Color Code :
PANTONE PROCESS BLUE C
RGB 28 / 126 / 193
CMYK 83 / 43 / 0.6 / 0
HEX #1C7EC1



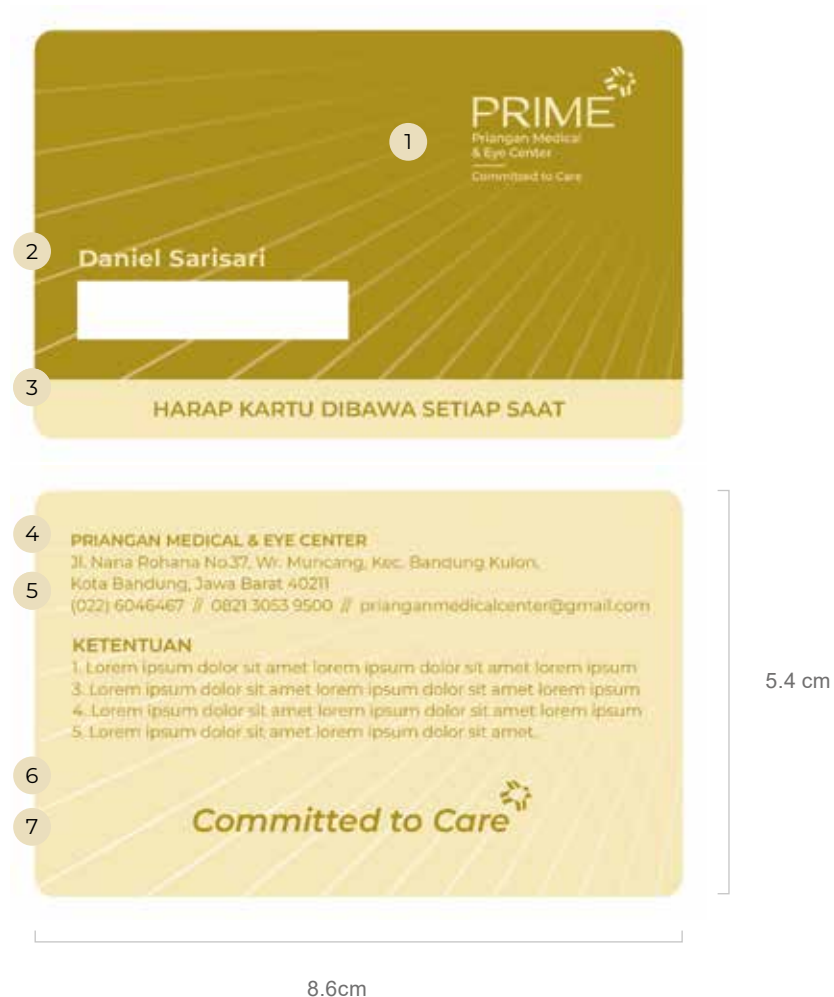
2.8 Spunbond Bag

- 1 Logo : 10.4 x 72.5 cm
- 2 Logomark : 26.2 x 24.8 cm
- 3 Supergraphic : 22.1 x 21 cm
- 4 Montserrat Semibold
Size : 11.72pt
- 5 Montserrat Regular
Size : 9.65pt, Leading : 13.79pt



2.10 Medical Card

- 1 Logo : 2.2 x 1.5 cm
- 2 Montserrat Bold
Size : 9pt
- 3 Montserrat Semibold
Size : 8pt
- 4 Montserrat Semibold
Size : 6pt
- 5 Montserrat Regular
Size : 6pt, Leading : 8pt
- 6 Logo : 0.42 x 0.4 cm
- 7 Montserrat Semibold Italic
Size : 12pt



2.11 Invoice

- 1 Logo : 4.85 x 3.53 cm
- 2 Montserrat Regular
Size : 10pt, Line Spacing : 1.08
- 3 Montserrat Regular
Size : 9pt, Line Spacing : 1.08
- 4 Montserrat Bold
Size : 9pt, Line Spacing : 1.08
- 5 Montserrat Semibold
Size : 9pt, Line Spacing : 1.08

[illegible]

29.7 cm

21 cm

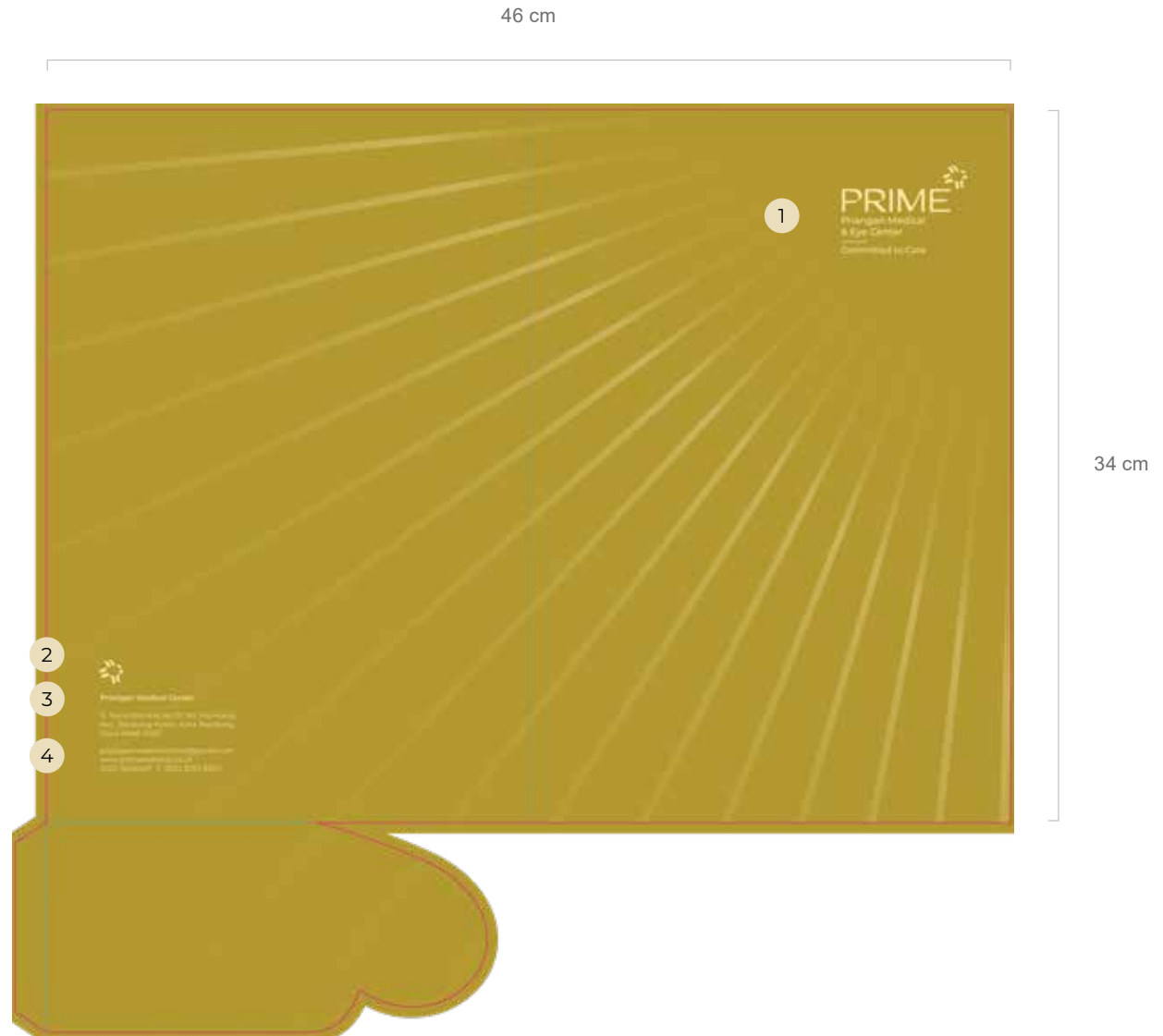
2.12 ID Card

- 1 Logo : 0.97 x 1.56 cm
- 2 Logomark : 1.23 x 1.2 cm
- 3 Supergraphic : 9.2 x 9 cm
- 4 Montserrat Bold
Size : 15.5pt
- 5 Montserrat Regular
Size : 15.5pt
- 6 Montserrat Italic
Size : 10.3pt
- 7 Montserrat Regular
Size : 7pt, Leading : 10pt
- 8 Montserrat Light
Size : 6pt, Leading : 9pt



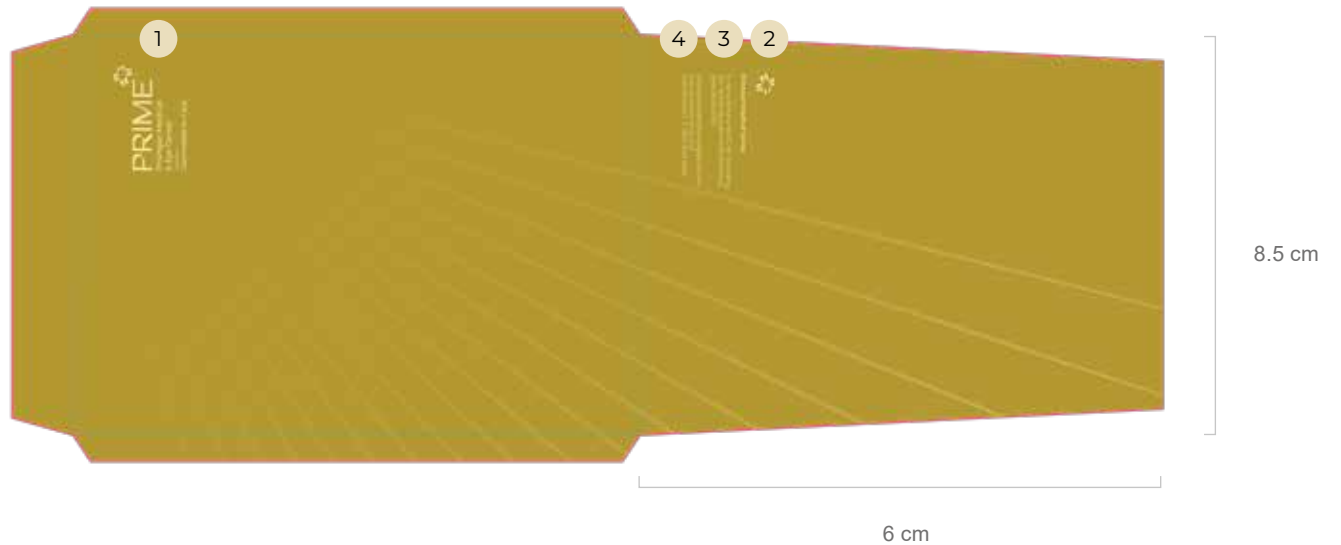
2.13 Folder

- 1 Logo : 6 x 4.2 cm
- 2 Logomark : 1.15 x 1.12 cm
- 3 Montserrat Semibold
Size : 10pt
- 4 Montserrat Regular
Size : 10pt, Leading : 12pt



2.14 Envelope A4

- 1 Logo : 6 x 4.2 cm
- 2 Logomark : 1.15 x 1.12 cm
- 3 Montserrat Semibold
Size : 10pt
- 4 Montserrat Regular
Size : 10pt, Leading : 12pt



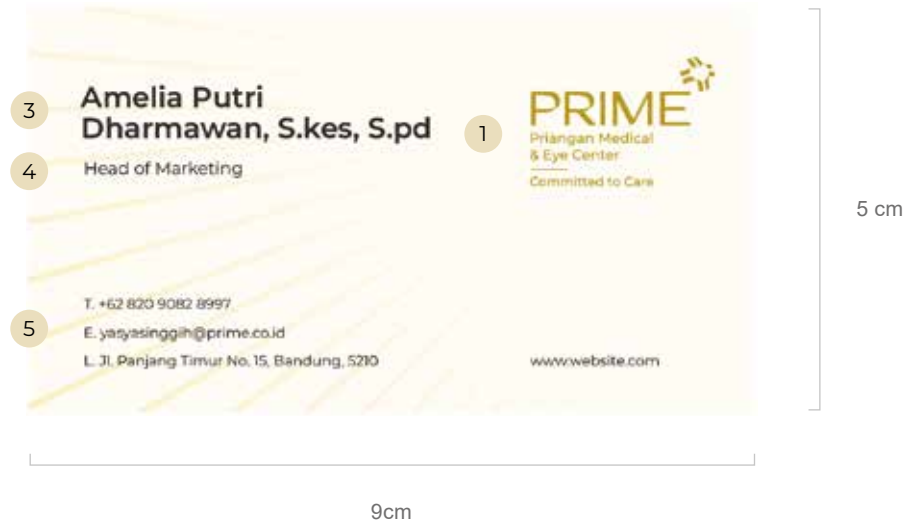
2.15 Envelope

- 1 Logo : 4.7 x 3.3 cm
- 2 Montserrat Regular
Size : 10pt



2.16 Business Card

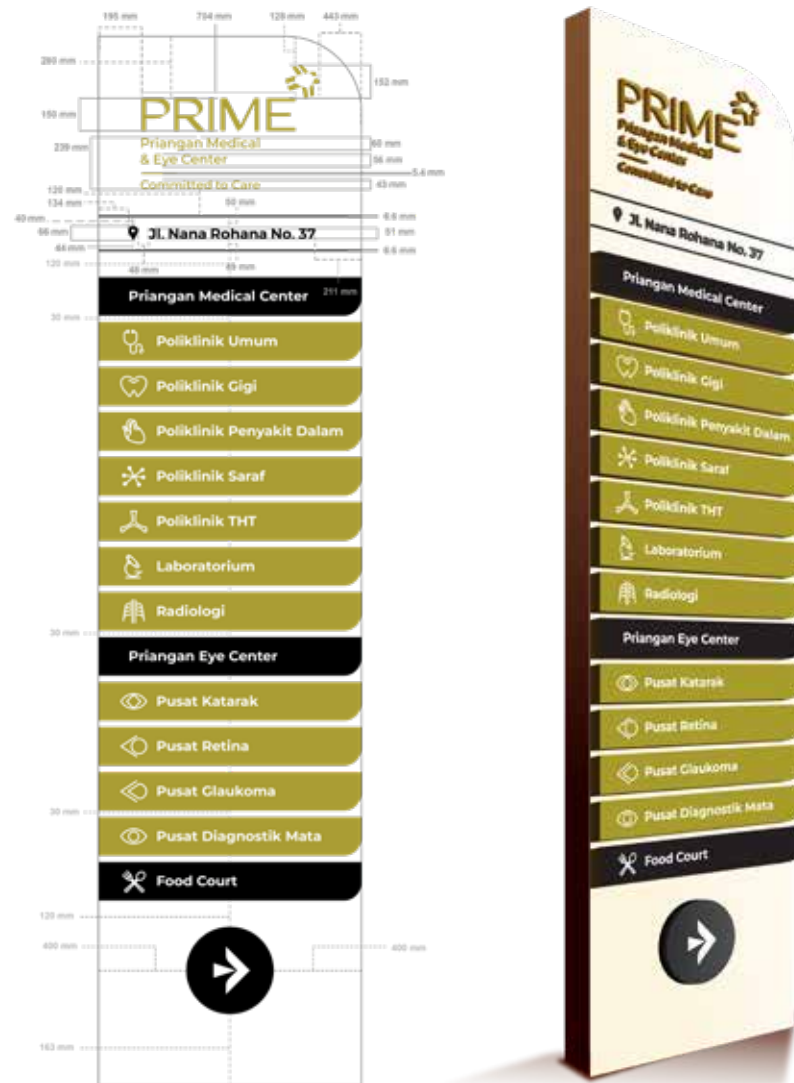
- 1 Logo : 1.5 x 1.45 cm
- 2 Logomark : 2.3 x 1.6 cm
- 3 Montserrat Semibold
Size : 10pt, Leading : 11pt
- 4 Montserrat Regular
Size : 6pt
- 5 Montserrat Regular
Size : 5pt, Leading : 10pt



2.17 Signage

The pylon sign is used to display the services PRIME has, which are divided to two centers; Priangan Medical Center and Priangan Eye Center. There is another section for Food Court.

For the logo, the finishing will be emboss. As for the rest, the finishing will be neon box.



3.0 Brand Social Media Kit



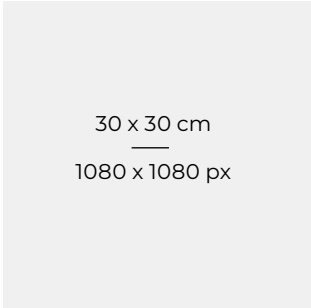
3.1 Social Media : Instagram Post

The social media content must have its own guideline to maintain the consistency of the brand identity. PRIME's social media look represents the personality of the brand and must be in line with the other media, as social media works as the closest relation to the target audience.

Minium font size for 1080 px x 1080 px digital media is 8pt, and the maximum font size is 60pt.

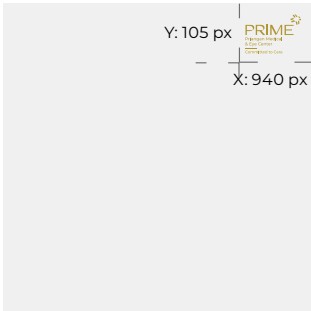
Image Size and Resolution

Preferred image size and resolution for Instagram content is 30 x 30 cm or 1080 x 1080 px, square (1:1). Images should be saved in RGB color mode, with screen resolution (72).



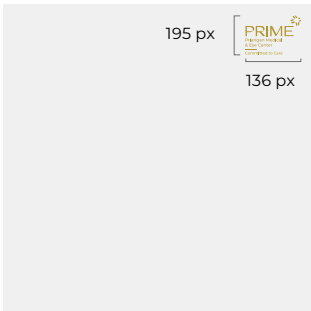
Logo Placement

Preferred logo placement on a layout at the corner top right of a square, within the margin.



Logo Size

Size of logo is 136 x 195px.



3.2 Model Photography Guide

Consider using model that has asian face and light color skin for every digital media posts.



3.3 Style Options : General Stills

For general stills, use a photo that meets PRIME photo standards. Object of stills photo referring to PRIME's building and room ambience, this can be used for many purposes.



3.4 Style Options : Cropped Image + Visual Background + Text Overlay

For cropped image that incorporate visual background & text overlay, the graphic must follow PRIME's brand guidelines.

- 1 Headline:
 Montserrat Bold
 Size: 50 - 60pt
- 2 Sub-Headline:
 Montserrat Medium
 Size: 50-60pt



3.5 Style Options : Video

All video footage must meet PRIME video standards. Similar to photography standards, images must include ample warm natural light, authentic subjects, graphic composition and clear focus. In addition, video for social media should follow platform best practices.

These specifications tend to change often so please reach out to a media specialist for the most up-to-date strategic and creative considerations.

Video Reference



Link: <https://www.youtube.com/watch?v=U24WMWyMr08>

Background Music Reference

Link: <https://www.youtube.com/watch?v=xOKAZQ4nv1I&list=RDQMAuJ6Ls9fBnY&index=>

3.6 Style Options : Image + Text Overlay

Use light white flare beneath the text, so the text can be read clearly.

- 1 Headline:
Montserrat Bold
Size: 50 - 60pt
- 2 Body Text:
Montserrat Regular
Size: 25 - 30pt



3.7 Style Options : Text + Non-Photo Background

Here are some examples of using full graphic with text.

- 1 Headline:
Montserrat Semibold
Size: 30 - 40pt



3.8 Digital Media : Instagram Story

Here are examples of
1080px x 1920px size digital media.

- 1 Headline:
Montserrat Bold
Size: 100 - 120pt
- 2 Headline:
Montserrat Medium
Size: 100 - 120pt
- 3 Body Text:
Montserrat Regular
Size: 25 - 30pt



3.9 Digital Media : Instagram Story Repost Guideline

Here are some examples of
1080px x 1920px size digital media
repost guideline.



3.10 Additional Resources

Below are the specifications for the main social platforms. We recommend testing for updates often and speaking with a media specialist for any paid specifications.

A suggested up-to-date resource:

<https://sproutsocial.com/insights/social-media-imagesizes-guide>

Linkedin

- Company logo: 400 x 400
- Company Cover: 646 x 220
- Update post: 698 x 400
- Profile Banner: 1000 x 425 Min
4000 x 4000 Max
- Profile Picture: 400 x 400

Instagram

- Profile photo: 180 x 180
- Photo post: 1080 x 556 Min
1080 x 1350 Max
- Character count: Recommendations
vary 2,200 Max

Facebook

- Cover photo: 828 x 315 on PC
640 x 360 on Smart Phones
Use an RGB JPG less than 100 KB
- Profile photo: 180 x 180
160 x 160 on PC
140 x 140 on Smart Phones
- Uploaded image: 1200 x 630
- Shared link image: 1200 x 627
- Tab image/icon: 111 x 74
- Uploaded video: 1.75 GB
00:45 Max
MOV or MP4
- Character count: 40-50 Recommended
62,206 Maximum



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