

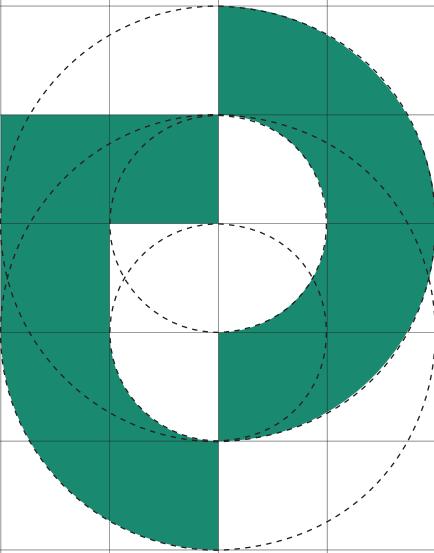


01 | INTRODUCTION

This identity guideline is a tool designed to project the image, values, and aspirations behind the PRIMERA brand. It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation.. The identity guideline expresses the brand through four main elements of brand language: identity, color system, mockups and assets.

The standards outlined in this identity guideline provide guidance and direction for the proper use of the PRIMERA visual identity. It contains a variety of examples to assist in utilizing the PRIMERA logo and other elements to develop printed and electronic materials aligned to a coherent public image. Every participating institution is responsible for representing or coordinating the use of the PRIMERA brand along with an individual institution's brand.

02 | PRIMERA IDENTITY



03 | PRIMERA IDENTITY ELEMENTS

In this concept, the letter "P" will be incorporated into the design as a prominent element. The arc will be used to create a sense of movement and dynamism. The arc can represent growth, progress, and a forward-looking attitude, while the letter "P" stands for your brand's name or core concept.

Letter "P": The letter "P" will be stylized in a way that it represents the initial of your brand name. It could be bold and slightly abstract, giving it a unique and memorable appearance.

Arc Element: The arc can be positioned in a way that it subtly integrates with the "P." The arc might start from the top right corner of the vertical line of the "P" and gracefully curve around it, suggesting a sense of upward and onward motion.

PRIMERA Logo



04 | COLOR SYSTEM

This concept aims to create a harmonious blend of the "viridian" and "jet" colors, combining their contrasting qualities to convey a balanced and elegant brand identity.

Viridian: This is a rich, blue-green color that symbolizes growth, harmony, and freshness.

Jet: This is a deep, dark color often associated with sophistication, strength, and professionalism.



HEX #1F8A70 VIRIDIAN CMYK 83 24 66 07	HEX #363636 JET CMYK 69 63 62 56
---	--

05 | COLOR SYSTEM BACKGROUND

Figure 1a



Figure 1b

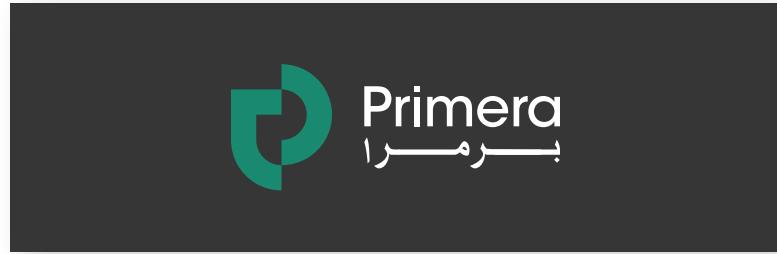


Figure 1c



Figure 1d



A color system background is a pre-defined palette of colors that a brand or design project uses consistently. These colors are carefully chosen to reflect the brand's identity and evoke specific emotions. By using these consistent colors across various materials, the brand maintains a cohesive and memorable look, reinforcing its visual identity and making a lasting impression on the audience.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ENGLISH FONT : ITC AVANT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARABIC FONT : THABITH BOLD

TYPEFACE: ITC AVANT | MEDIUM & THABITH | BOLD

ITC AVANT has been chosen as the identity font for Primera. This font should be used in all Primera communications to project a consistent visual identity for Primera. This includes promotional materials, advertising, digital assets, and printed materials.

Neither the logo nor any of its components should be altered or recreated. Use the logo as it has been supplied on the project site.

Print Versions

- * EPS format: CYMK | Color | High Res
- * EPS format: PMS | Color | High Res
- * JPG format: RGB | Color | High Res | 1024x161 pixels

Web (screen) Versions

High Resolution

- * JPG format: RGB | Color | High Res | 1024x161 pixels
- * GIF format: RGB | Color | High Res | 1024x161 pixels
- * PNG format: RGB | Color | High Res | 1024x161 pixels

Low Resolution

- * JPG format: RGB | Color | High Res | 431x62 pixels
- * GIF format: RGB | Color | High Res | 431x62 pixels
- * PNG format: RGB | Color | High Res | 431x62 pixels



Primera
بِرْمَرَا





Primera

T: (123) 456-7890
M: CONTACT@ANTHONYBOYD.GRAPHICS



Primera



Primera

T: (123) 456-7890
M: CONTACT@ANTHONYBOYD.GRAPHICS

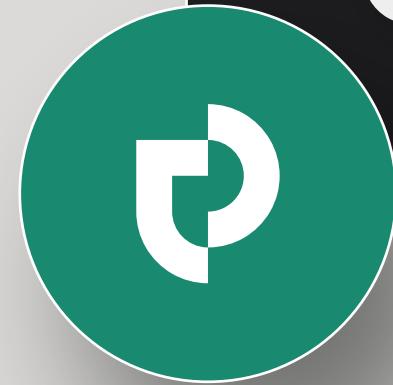
W: ANTHONYBOYD.GRAPHICS



Primera

(123) 456-7890
ANTHONYBOYD.GRAPHICS

(123) 456-7890
ANTHONYBOYD.GRAPHICS



Primera
بِرْمِيرَا



Primera

PRIMERA
PROJECTS CO LTD





Primera
پرمسرا

Projects Co Ltd

www.primera.com



Primera
پرمسرا

Projects Co Ltd

www.primera.com



Primera
پرمسرا

Projects Co Ltd

www.primera.com