



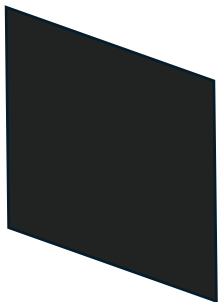
Brand book & style guide

# Logo: positive and negative



# Logo: colors

Logo black



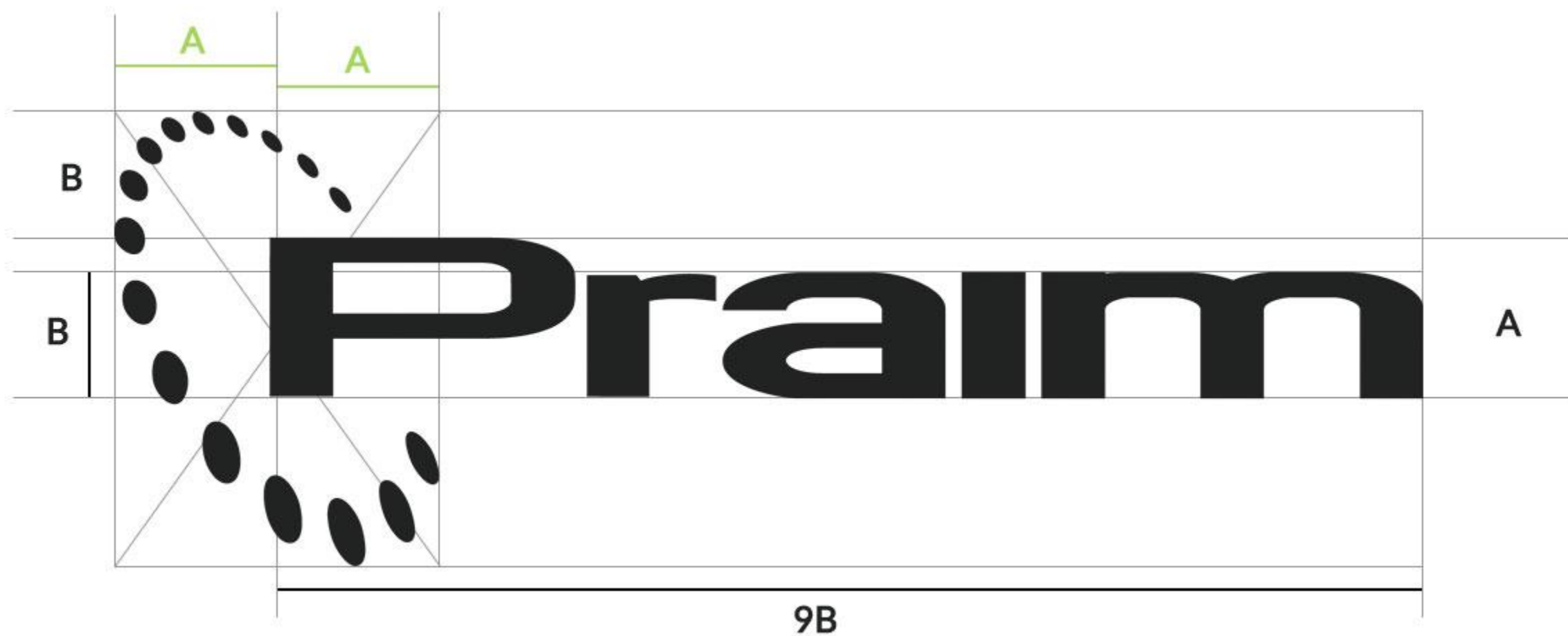
RGB 33 35 34  
CMYK 86 70 69 95  
HEX #212322

Logo white

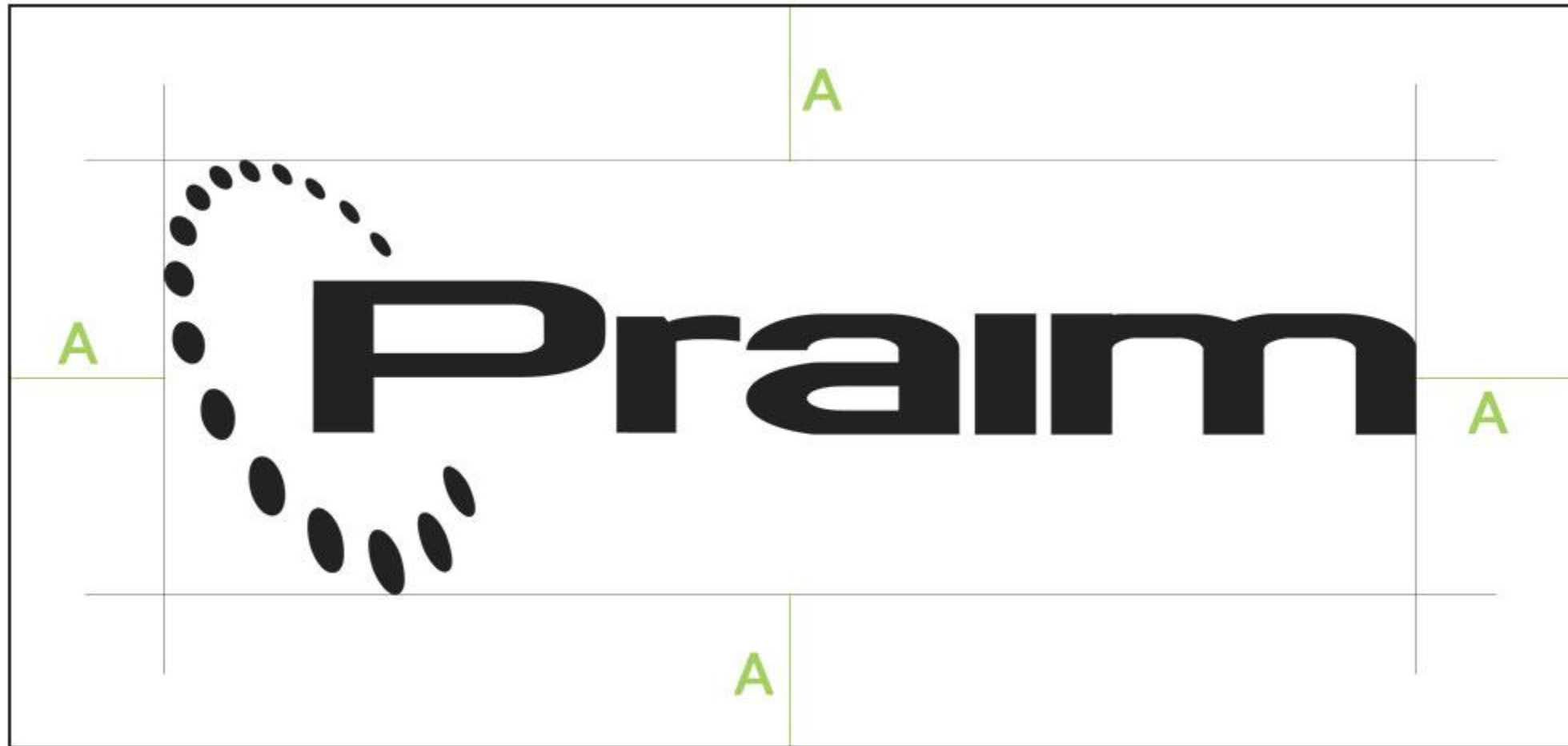


RGB 255 255 255  
HEX #ffffff

# Logo: proportions



# Logo: isolation margins



# Logo: usage rules



Black on white



Black on light colored  
backgrounds



White on black



White on dark colored  
backgrounds

# Logo: usage rules



White on dark images



Black on light images



Black on mixed images

# Logo: usage rules



Don't rotate



Don't distort



Don't tilt



Don't change the font



Don't modify proportions



Don't modify the layout



Don't change the color



Don't change logo elements

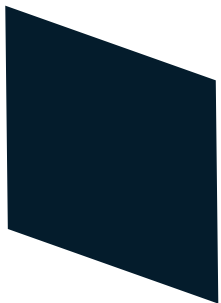


# Praim website: lettering and colors

## Main font: Lato

Lato Font  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,.;'&!?

Lato Font  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,.;'&!?



**Pantone 296 C**  
**RGB 4 28 44**  
**CMYK 100 73 28 86**  
**HEX #041C2C**



**Pantone 367 C**  
**RGB 164 214 94**  
**CMYK 41 0 68 0**  
**HEX #A4D65E**



**Pantone 2171 CP**  
**RGB 63 160 214**  
**CMYK 72 17 0 0**  
**HEX #3FA0D6**