



Brand Book & Style Guide

The company

Praim is a global company established in 1987 in Trento (Italy) that puts at the center of its dedication the creation and management of powerful, secure, efficient, and Cloud-friendly software and hardware workstations.

All this is achieved thanks to continuous Research & Development activities, several technological alliances and a special consideration for eco-sustainability.

The values

- An Italian company, considered Worldwide
- Technology as the way to improve business
- Simplicity: in creating, managing, using
- Attention to the environment
- Technological partnership with other IT Vendors

The logo

The **logo** carries all the values that the company supports: the name, short and easily pronounceable in several languages, communicates simplicity, spontaneity and reaction to change; the **lettering** has never changed over the years, carrying the tradition and solidity of the company; the **pictogram**, composed of dots that embrace the logotype, communicates entirety, technological alliance and the power of continuous teamwork to improve solutions in order to make everyone's daily work better.

Positive and negative

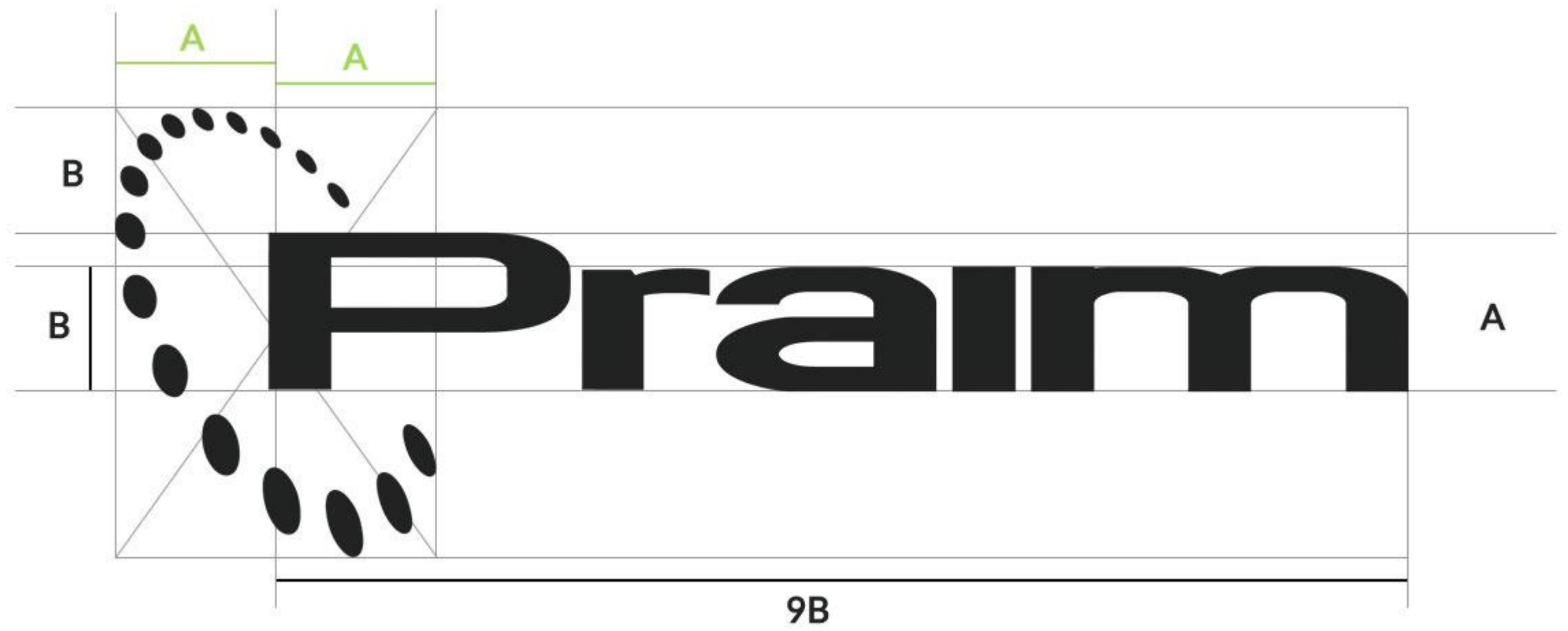


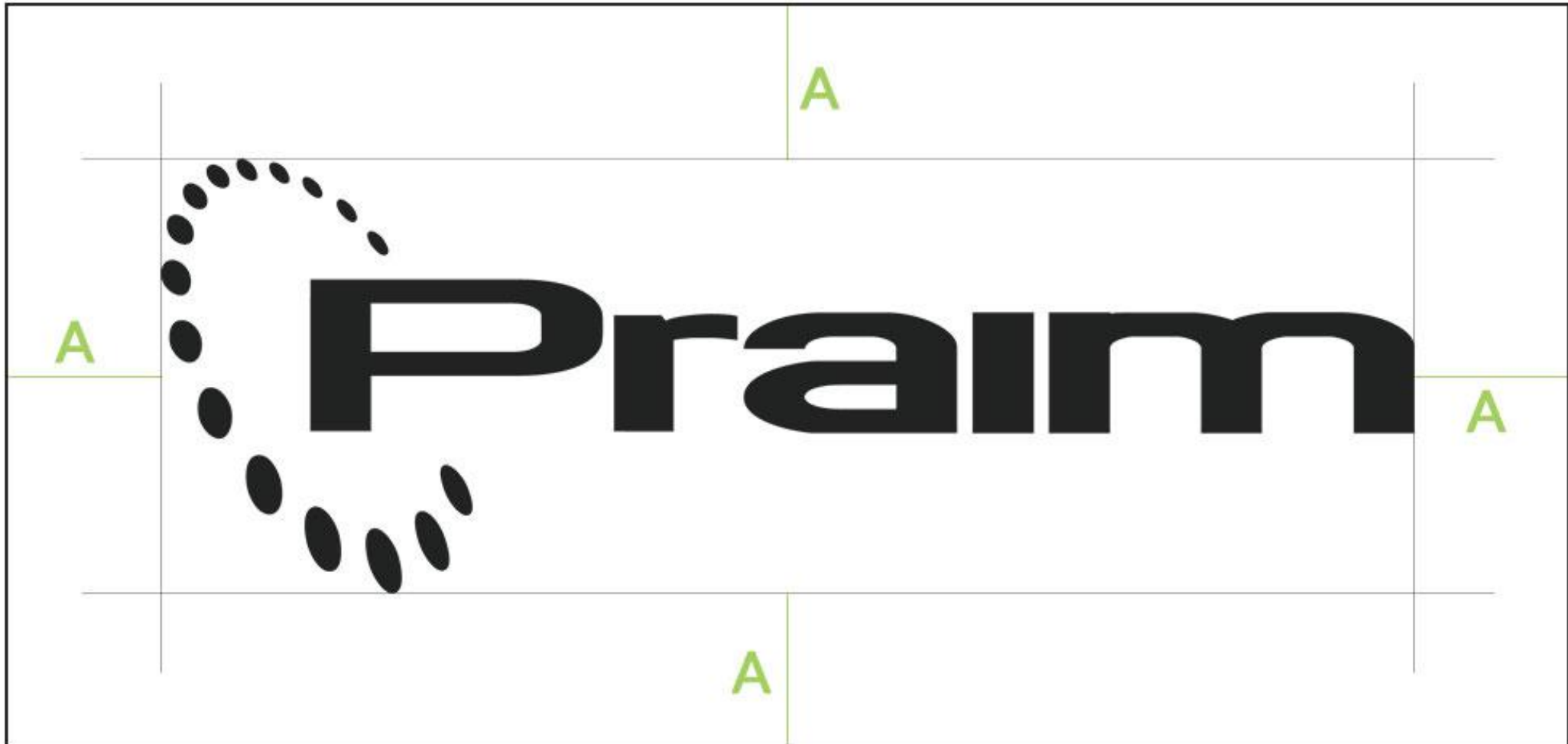
RGB 33 35 34
CMYK 86 70 69 95
HEX #212322



RGB 255 255 255
CMYK 0 0 0 0
HEX #ffffff

Proportions







Black on white



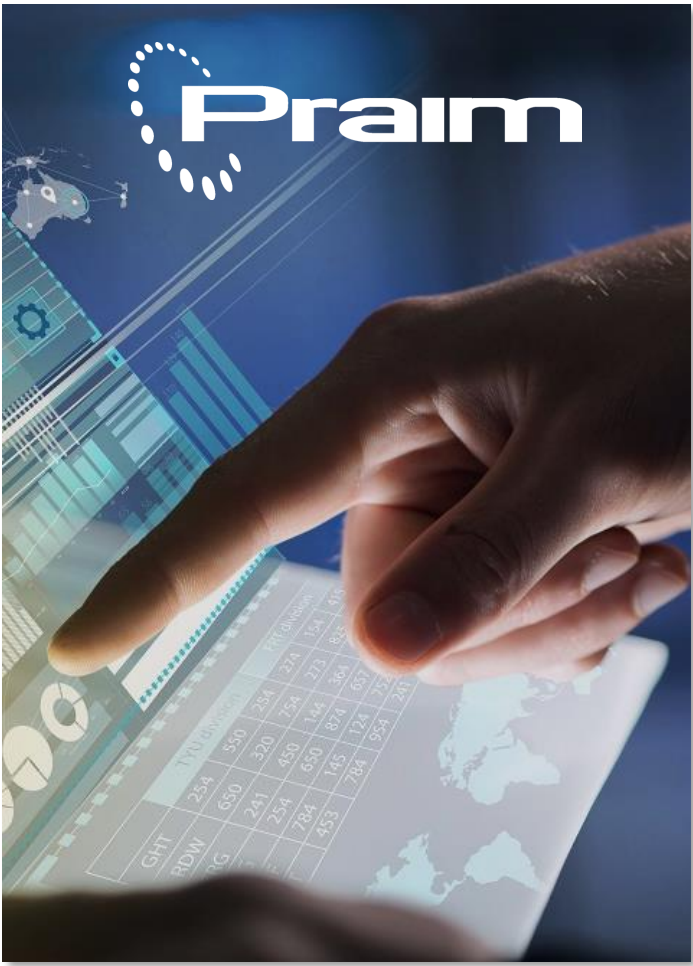
Black on light colored backgrounds



White on black



White on dark colored backgrounds



White on dark images



Black on light images



Black on mixed images



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

Primary font: Lato

Usage: website, documents, e-mail marketing

Lato Regular Font

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890,.;'""&!?

Lato Bold Font

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890,.;'""&!?

Secondary font: Open Sans

Usage: presentations

Open Sans Regular Font

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

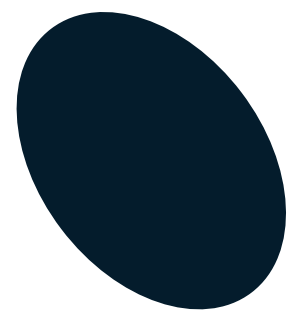
1234567890,.;'""&!?

Open Sans Bold Font

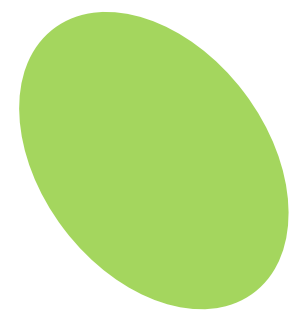
abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

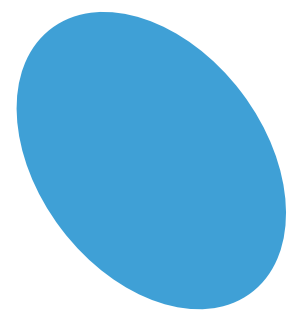
1234567890,.;'""&!?



Pantone 296 C
Usage: primary color, texts
RGB 4 28 44
CMYK 100 73 28 86
HEX #041C2C



Pantone 367 C
Usage: secondary color, headers, secondary CTAs
RGB 164 214 94
CMYK 41 0 68 0
HEX #A4D65E



Pantone 2171 CP
Usage: primary CTAs, headers
RGB 63 160 214
CMYK 72 17 0 0
HEX #3FA0D6



Gradient
Usage: graphics
367 C / 2171 C



[Click here](#) to download our set of logos