



BRANDING GUIDE 2020-2021

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CONTACT FOR MORE INFORMATION,
QUESTIONS, OR CLERIFICATION.

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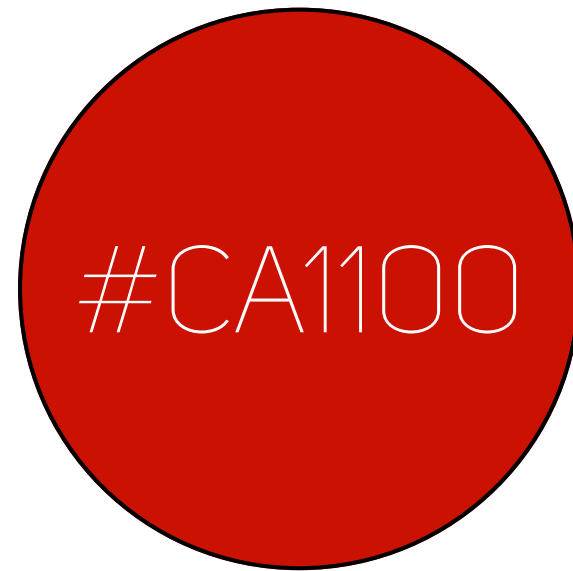
BE BOLD

HEAVY FONTS TO GRAB ATTENTION

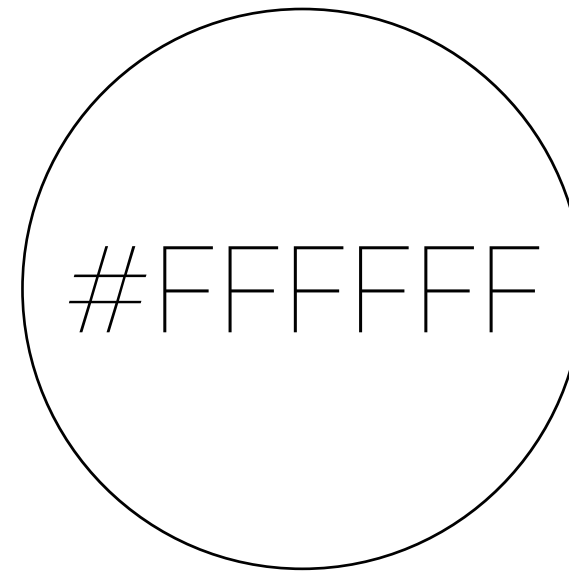
FORWARD

KEEP IT MOVING FORWARD. FIND A

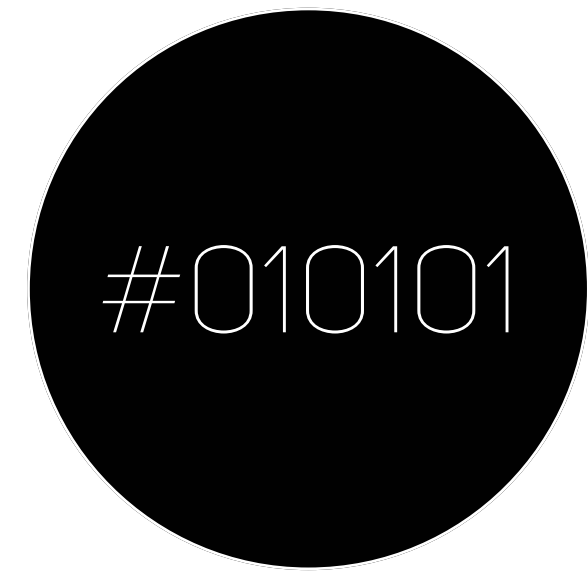
HEAVY, BOLD, AND GOOD ITALIC FONT.



PRIML
RED



PURE
WHITE



DAY 1

LOGO CAN BE ANY OF THE ABOVE COLORS.
USING GRADIENTS BETWEEN COLORS IS ACCEPTABLE.



COMBINATION MARK

THIS LOGO IS ALSO PRIML'S
PRIMARY MARK. USE IN MOST CASES.

PICTORAL MARK

THIS LOGO IS ACCEPTABLE TO USE WHERE
SMALL SPACE IS AVAILABLE. EXAMPLES
INCLUDE A PROFILE PICTURE OR INSIDE
SMALL SHAPED SPACES.

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MISUSE



DO NOT CHANGE LOGO COLOR BEYOND WHAT IS ALLOWED ON PAGE 4.



DO NOT CHANGE LOGO SIZES (BIG OR SMALL) BEYOND REASON.



DO NOT USE BLURRY OR BAD LOOKING VERSIONS OF EITHER LOGO.



DO NOT CHANGE THE LOGO'S ORIENTATION.



DO NOT SQUEEZE OR STRETCH THE LOGO.

WE CAN'T THINK OF EVERYTHING. AS A CATCH ALL, PLEASE DO NOT MAKE WEIRD ADJUSTMENTS TO THE LOGO OR OTHER MARKS.

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CLOTHING



**CLOTHING PICTURED IS CURRENTLY AVAILABLE.
THIS PAGE OF THE GUIDE MAY CHANGE RAPIDLY.**

STAND OUT.

MESSAGE-CENTRIC.

PRIML GEAR CAN FOCUS AROUND A CENTER PIECE. THE LOGO, THE SLOGAN (BE SOMETHING MORE), OR OTHER ARTWORK SHOULD BE PROMINENT.

CONFIDENT

THE PRIML WEAR SHOULD ADD A LAYER OF CONFIDENCE ON TOP OF THE CLOTH. WHILE PRESENTING THE LOGO OR SLOGAN WELL QUALIFIES, THERE ARE ALWAYS OTHER POTENTIAL USE CASES.

COMFORTABLE

WHAT IS THE POINT IF NO ONE WANTS TO WEAR IT?