

Priority

Logo Manual

Agency: **Threenitas**

Client: **Priority**



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01.

The Logo

a. The expression of our visual communication

The brief:

The former logo was weak in terms of recognition among our competition and in social media platforms. The company needed a more firm logotype, in order to distinguish and dominate in the field. Include the idea of our motto inside the logotype if possible, something with a transformation concept.

The solution:

We created a bold logotype, as it was the main concern of the brief. The motto "Transformation Enambler" gave the idea of the shape that has replaced the O letter, which is basically the letter cut in half and reversed.

a. The expression
of our visual communication

The logotype analysis:

PRI**RITY**] The logo

TRANSFORMATION ENABLER] The moto



The symbol
favicon, socail media icon etc

a. The expression
of our visual communication

The logotype variations:

The logo on coloured light background



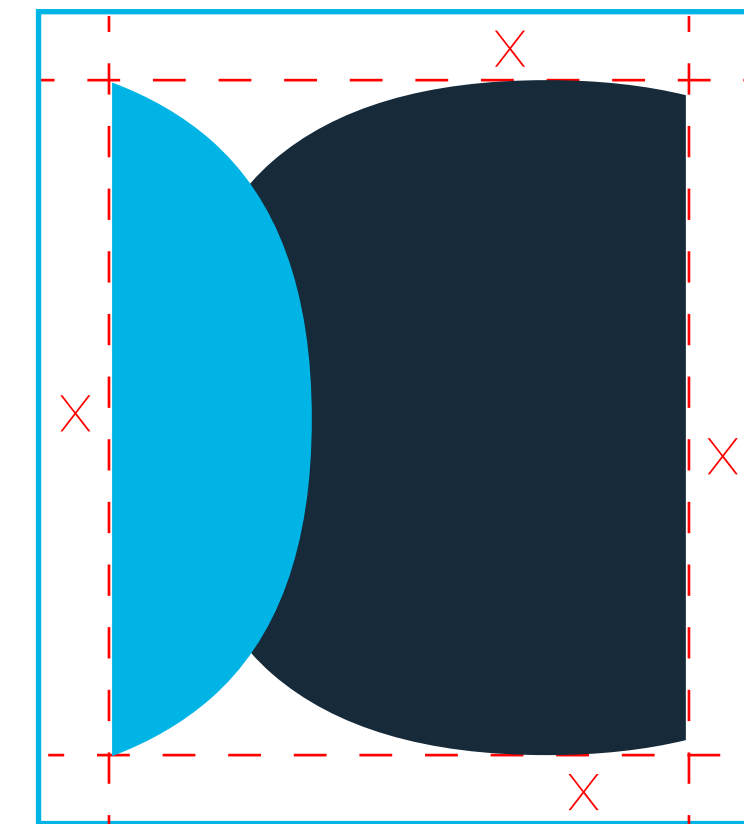
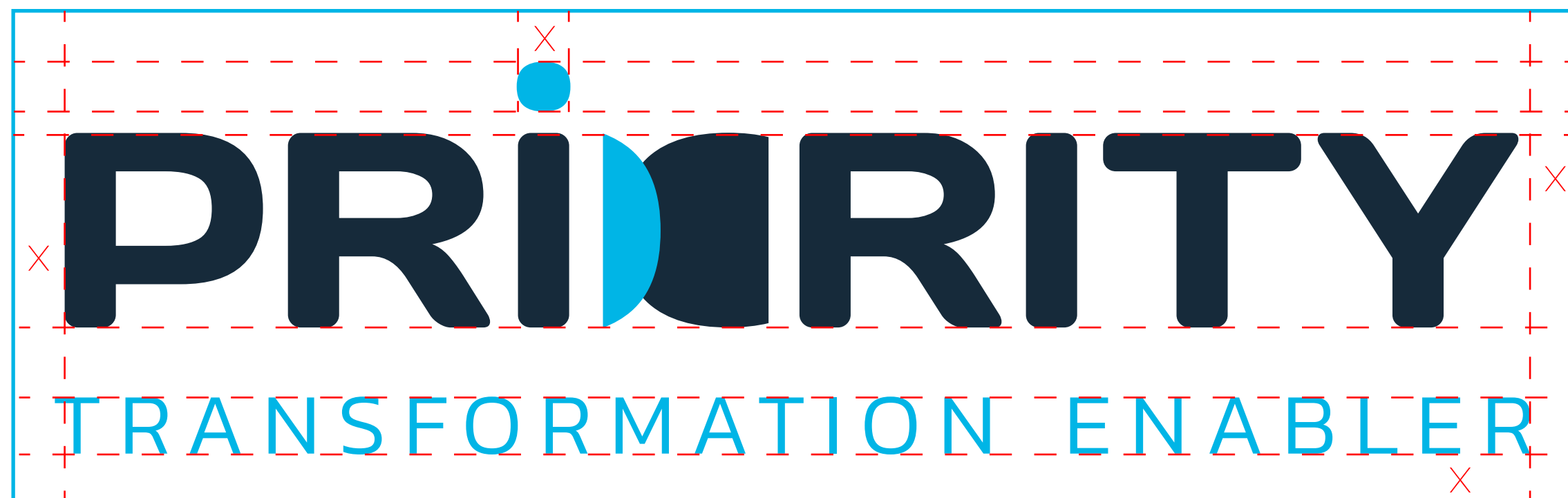
The logo on coloured dark background



b. Logo construction, clearspace & Computation

Clearspace:

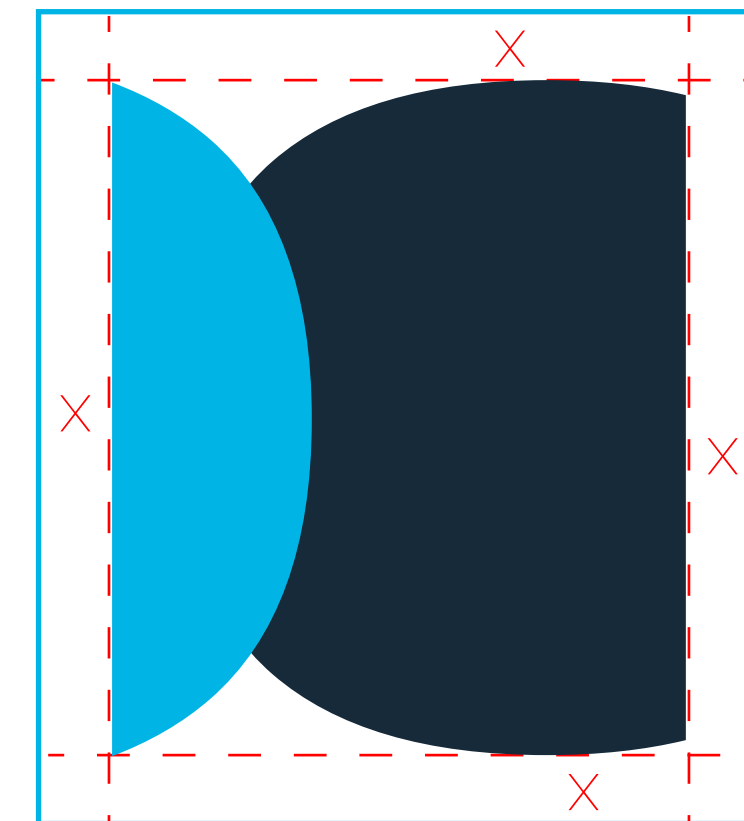
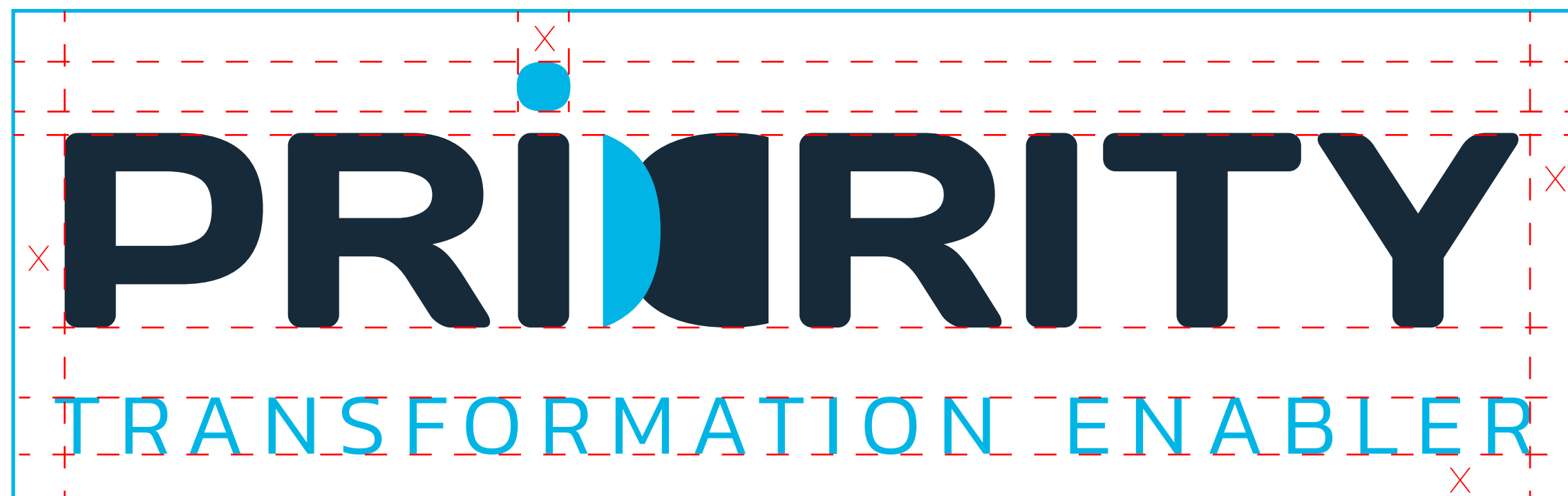
It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.



b. Logo construction, clearspace & Computation

Correct use of Symbol and Title:

The Title of the logotype, in this case the word PRIORITY itself, is to be used separately from the symbol and not combined. The symbol's purpose is to present the values of the logotype in smaller and more restricted areas such as the social media square boxes.



c. Logo Applications & Standards

Logo A

Background white version



PRI**RITY**
TRANSFORMATION ENABLER

Logo B

Background light coloured version



PRI**RITY**
TRANSFORMATION ENABLER

Logo C

Background dark coloured version



PRI**RITY**
TRANSFORMATION ENABLER

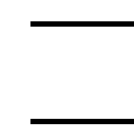
c. Logo Applications & Standards

Minimum size of the logo:



8 cm width
2 cm height

Logo & moto



7,5 cm width
1,5 cm height

Logo



1,5 cm width
1,7 cm height

Symbol

c. Logo Applications & Standards

Incorrect logo application:

1) Do not stretch the logo



2) Do not place logo on different backgrounds than the ones specified above.



3) Do not change the logo color (main logo, symbol or moto)



4) Do not place shadows on logo



02. The Color System

a. The primary colour system



Hex code: #3CB4E5

RGB: R60 G180 B229

CMYK: C65.42% M10.16% Y1.42% K0%

HSB: H197° S74% B89%

Greyscale: 41.46%

Pantone: 2192 CP (Color Bridge Coated)



Hex code: #162A3A

RGB: R22 G42 B58

CMYK: C90.17% M73.56% Y51.53% K52.84%

HSB: H207° S62.51% B22.72%

Greyscale: 100%

Pantone: 5395 CP (Color Bridge Coated)

b.The secondary colour system



Azureish White

Hex code: #DBEFE9

RGB: R211 G236 B229

CMYK: C16.31% M0% Y10.86% K0%

HSB: H162° S10.48% B92.48%

Greyscale: 10.74%

Pantone: 649 CP (Color Bridge Coated)