



PRIME CAPITAL
INVESTMENT ADVISORS

Brand Guidelines



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Approved Logo Usage



Clear space





Incorrect Logo Usage



Do not create patterns with logo



Do not distort or change orientation



Do not alter logo mark or rearrange logo elements



Do not change logo colors



Do not use logo on busy background



Do not add any effects to logo



Museo Slab

300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789!?!%&*()

500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789!?!%&*()

700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789!?!%&*()

Note

Museo Slab 300 is the primary typeface for headlines.

Drop shadows and italic are not permitted on text.



Typography

Lato

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789!?!£%&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789!?!£%&*()

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789!?!£%&*()

Note

Drop shadows and italic are not permitted on text.



Typography

Lato

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789!?!£%&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789!?!£%&*()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789!?!£%&*()

Note

Drop shadows and italic are not permitted on text.



Default Typeface

Arial

Arial should be used in any instance that a default or websafe font is required (EX: PowerPoint presentations).

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5
6 7 8 9 ! @ # \$ % ^ & *

Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & *

a b c d e f g h i j k l m n o
p q r s t u v w x y z

Italic

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
*0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & **

a b c d e f g h i j k l m n o
p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z



Color Palette



Dark Blue

CMYK 97, 68, 34, 17
RGB 7, 79, 115
PMS 3025C, 308U
Hex #074f73



Light Blue

CMYK 100, 35, 7, 0
RGB 0, 131, 191
PMS Process Blue C
Hex #0083bf



Dark Gray

CMYK 0, 0, 0, 85
RGB 77, 77, 79
PMS Cool Gray 11
Hex #4d4d4f



Medium Gray

CMYK 0, 0, 0, 65
RGB 119, 120, 123
PMS Cool Gray 9
Hex #77787b



Light Gray

CMYK 0, 0, 0, 45
RGB 157, 159, 162
PMS Cool Gray 7
Hex #9d9fa2

Identity





Approved Email Signatures

Email signatures are not to be altered outside of adding a phone or fax number. Job titles and disclosures are to mirror business cards. Please remember to add your name, title and disclosure to all electronic devices.

Your Name

Your Title

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Letterhead and Envelope



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LAST NAME
TITLE

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INVESTMENT ADVISORS

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