

BRAND MANUAL

# GUIDELINE

[www.priambau.com](http://www.priambau.com)

# **PRIAM**<sup>®</sup> **DAU**

QUALITY IS OUR  
**TOP PRIORITY**

2023

# 01

- 02 ABOUT US
- 04 LOGO IDENTITY USAGE
- 05 PRIMARY BRAND COLOR
- 07 TYRPOGRAPHY
- 13 PRINT MEDIA
- 16 BILLBOARD ADVERTISING
- 18 FLASH DRIVE
- 21 HAT CONSTRUCTION
- 22 WEBSITE
- 23 TRUCK TRANSPORT

# ABOUT US

# 02

Welcome to the official brand guidelines for **Priam Bau!**

This document is designed to provide a comprehensive overview of our brand identity, ensuring consistency and cohesion in every aspect of our visual and verbal communication.

These brand guidelines serve as a guide for everyone involved in representing **priambau.com**

These guidelines provide a set of principles and rules to maintain a strong and recognizable brand image across all channels.

Priam Bau is a reputable company specializing in the sale of premium quality wall paints and finishing services.

With an unwavering commitment to excellence, **Priam Bau** has established itself as a trusted choice for those seeking high-end paint solutions.

Our products are known for their durability, vibrant colors, superior finish, making them a preferred option for both residential and commercial projects. **Priam Bau** stands as a trusted brand synonymous with reliability and quality.

03

LOGO  
IDENTITY  
USAGE



**LOGO  
COLOR  
VARIATION**

**04**



.....  
A. Logo Usage



.....  
B. Logo Usage



.....  
C. Logo Usage

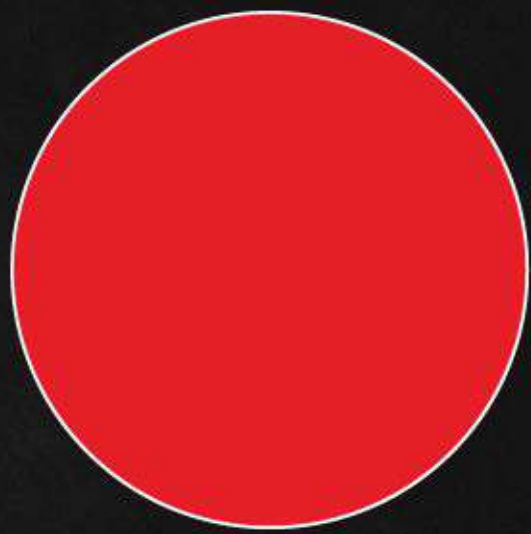


.....  
D. Logo Usage

# 05

## PRIMARY BRAND COLOR

### RED



PANTONE  
#e32028

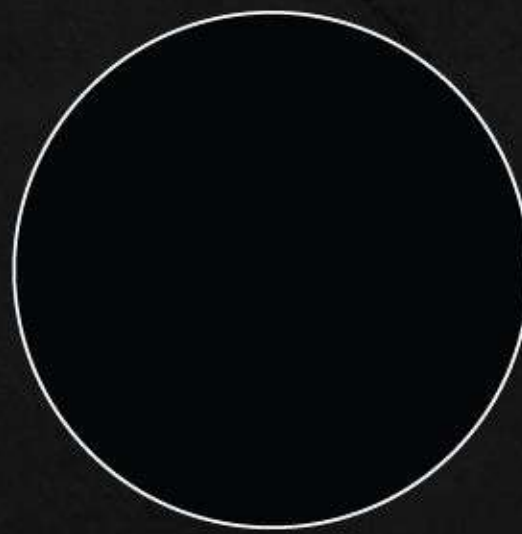
FOR WEB USE

R: 227 G: 32 B: 40

FOR PRINTING USE

C: 4% M: 100% Y: 98% K: 0%

### DARK GREY



PANTONE  
#000000

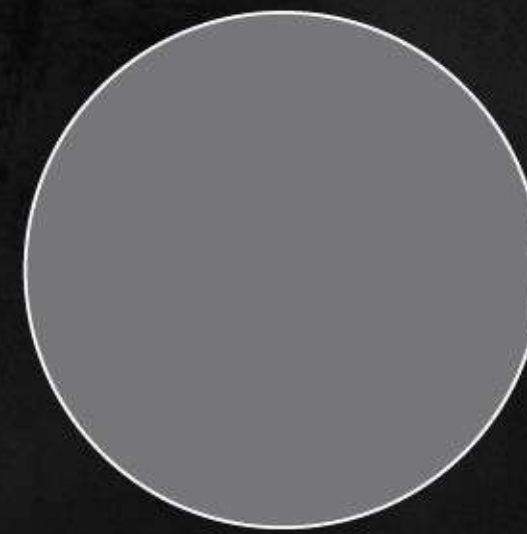
FOR WEB USE

R: 0 G: 0 B: 0

FOR PRINTING USE

C: 75% M: 68% Y: 67% K: 90%

### GREY



PANTONE  
#777677

FOR WEB USE

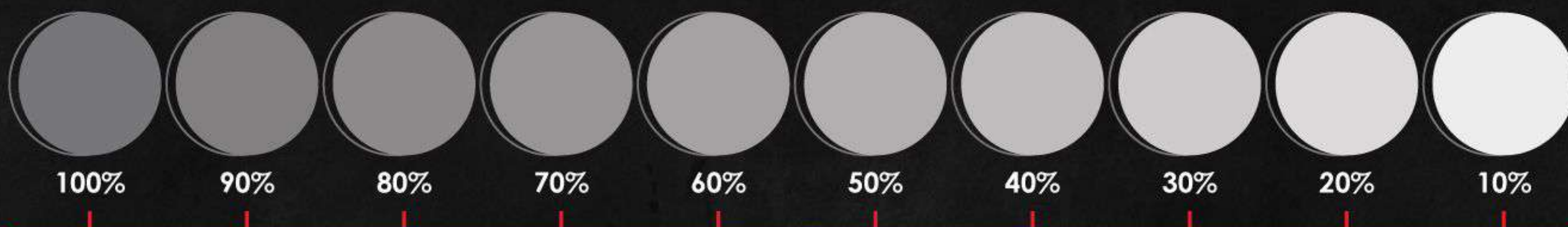
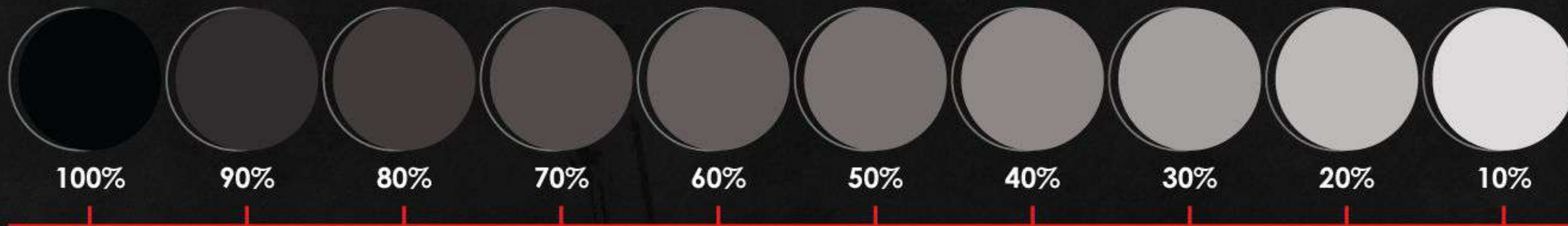
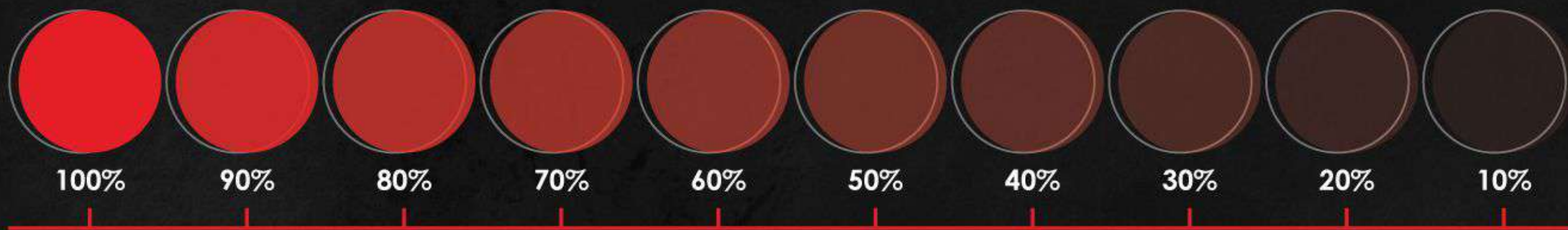
R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K: 000

# INTRODUCTION

# 06



07

# TYPOGRAPHY

PRIMARY FONT

**GOTHAM REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

SECONDARY FONT

**JOSEFIN SANS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%



FONT SIZE 30 PT

## Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,''''

1234567890\$?!<>{}[]#™®

FONT SIZE 12 PT

### Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,''''

123456789£\$?!<>{}[]#¢™®

FONT SIZE 8 PT

### Content

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,''''

123456789£\$?!<>{}[]#¢™®



Committed to quality.  
Committed to you.





Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.  
Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.  
Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed

---

+41793966217    info@priambau.com    www.priambau.com

# LETTER HEAD VISUEL

# 10



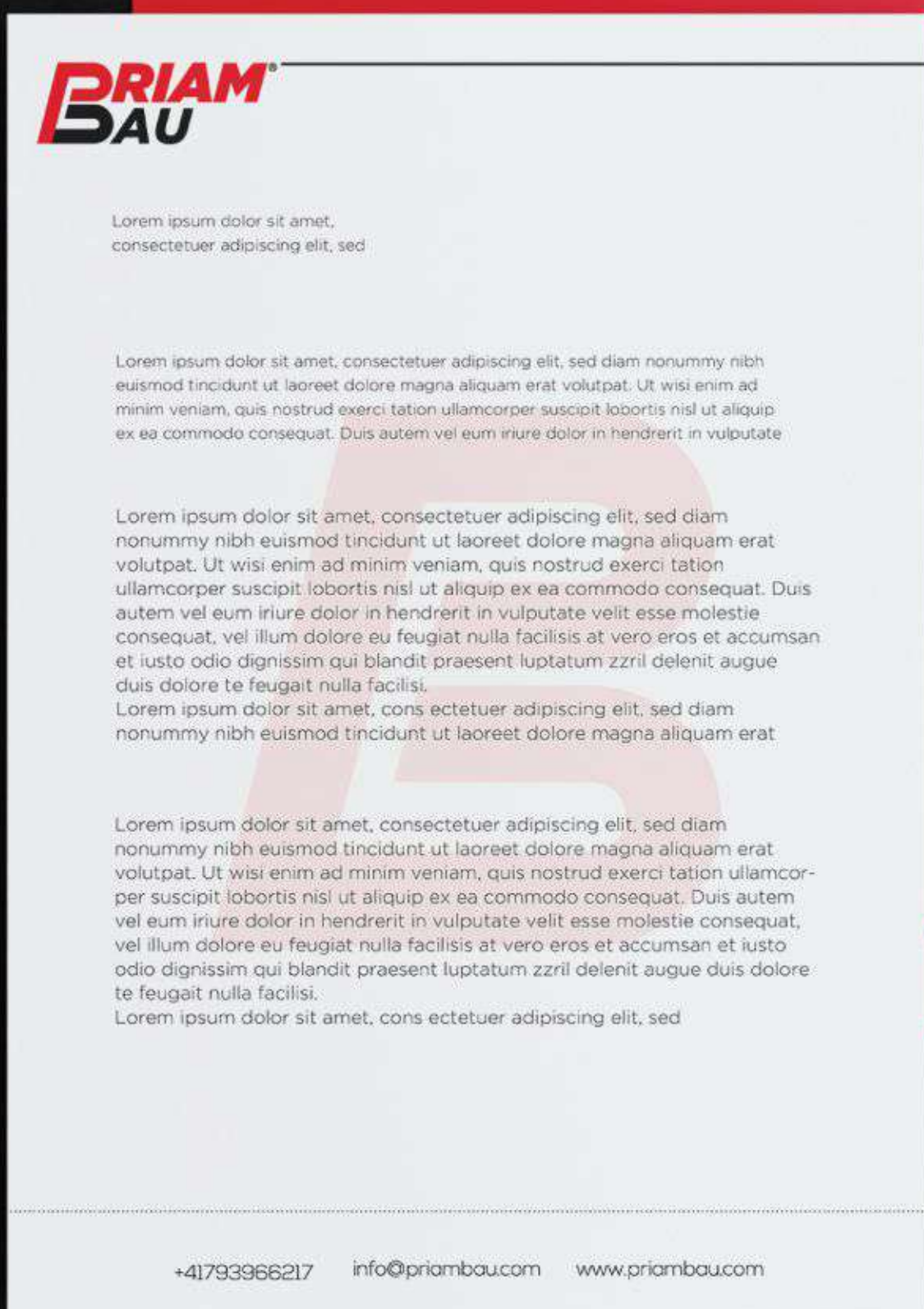
# 11

## BUSNIES CARD



# BUSNIES CARD VISUEL

# 12



13

MUG

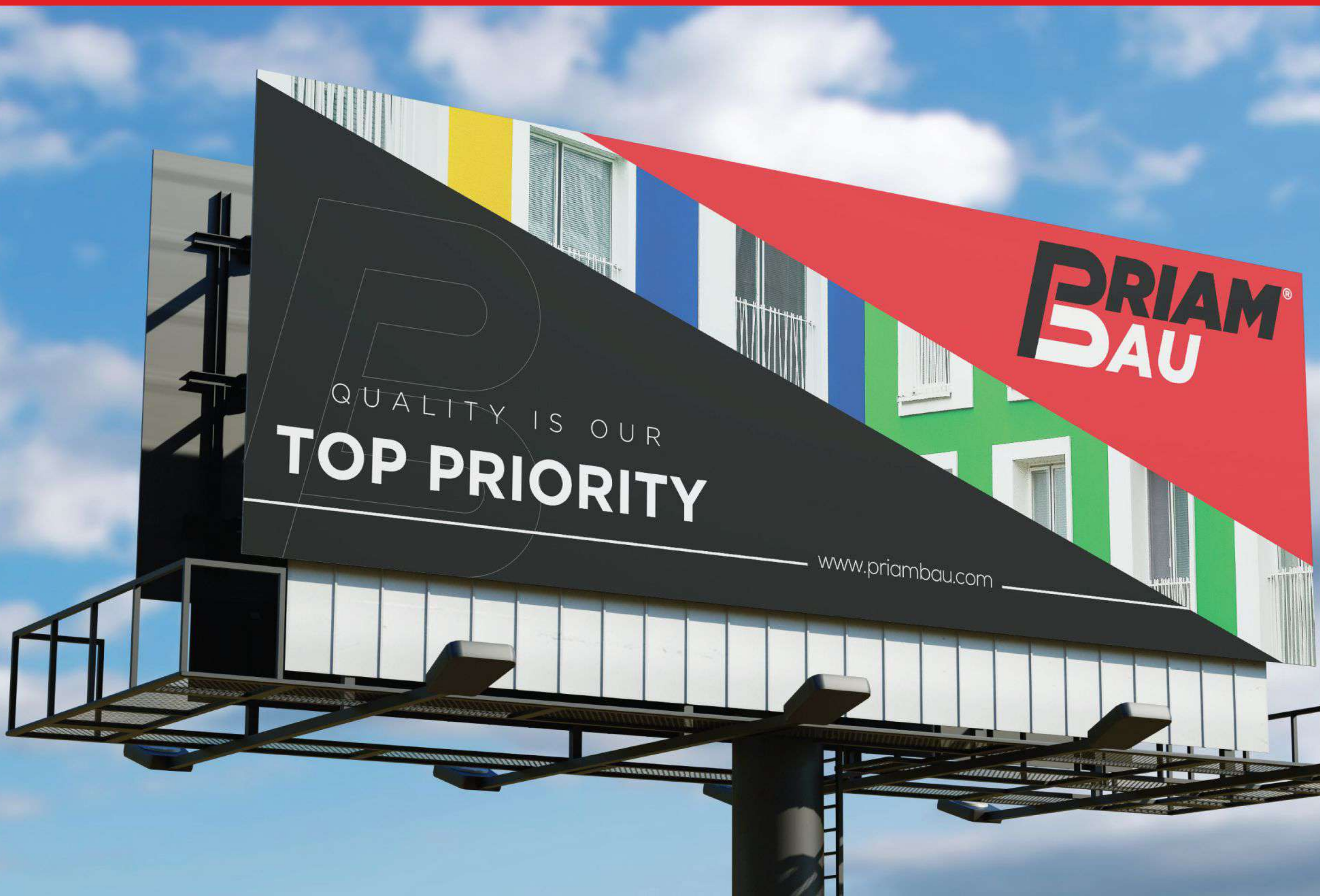




# SPECIAL PEN

# 14







**PRIAM<sup>®</sup>**  
**DAU**

QUALITY IS OUR  
**TOP PRIORITY**

[www.priambau.com](http://www.priambau.com)

17

# FLASH DRIVE



# FLASH DRIVE CARD

# 18



19

T-SHIRT



LIGHTER

20



21

HAT  
CONSTRUCTION





# WEBSITE



**PRIAM**  
**BAU**

**PA**  
**BA**

**PRIAM**  
**BAU**

**PRIAM**  
**BAU**  
[www.priambau.com](http://www.priambau.com)

**PRIAM**  
**BAU**  
[www.priambau.com](http://www.priambau.com)

**P**

**P**



# 25





# 27



# 28



# 29

## TRUCK TRANSPORT





30



info@priambau.com  
www.priambau.com

# 31

## CAR DESIGN



# CAR DESIGN

# 32



**PRIAM**<sup>®</sup>  
**DAU**

[info@priambau.com](mailto:info@priambau.com)  
[www.priambau.com](http://www.priambau.com)