

primary

standards manual

table of contents

1 Introduction

2 Logotypes

- 2 Primary Mark
- 5 Secondary Mark
- 8 Minimum Sizes
- 10 Required Buffer
- 11 Inappropriate Uses

12 Identity System

- 12 Primary Color Palette
- 13 Secondary Color Palette
- 14 Typeface Families
- 16 Graphic Elements
- 19 Photography

20 Business System

- 20 Business Cards
- 21 Letterhead
- 23 Envelope
- 24 Social Media Presence

25 Applications

- 25 Website
- 27 Brand Activism Campaign
- 29 Newsletter
- 30 Subscription Box

introduction

Primary is an online and in-store business that sells stationery products and other office or home related goods. Our products are united under the idea that delightfully good design can be life-enhancing. We believe in seeking out beauty and uniqueness in even the most mundane, sparking nostalgia and joy in daily life. Everyone, regardless of their background, should have access to exceptional design, and the field of design in general must strive towards greater diversity.

What makes this business special is that inventory is constantly being sourced from around the world. This includes many vintage and one-of-a-kind items that can't be found anywhere else and are sold only for a limited time. We find examples of beautiful design from all over the world to sell or share to highlight the diversity of design itself.

A major factor of this business is being a part of the design community and the fact that many of our customers are creatives themselves. Along with sourcing unique products, we also focus on sharing inspirational images to our followers via social media platforms, our blog, and our newsletter. We share images that we find intriguing from sources of all kinds, across a range of cultures, time periods, and fields.

Another unique aspect is that there is a focus on exceptional design of the products. Every product that is sold is chosen because of its design and uniqueness. There is also a focus on products that are usually viewed as mundane and are used everyday. We select items that many people disregard or overlook because we believe that good design can be truly life enhancing, in any area of life. Good design is not something that should be reserved for only the rich, so we focus on bringing delightfully designed objects to everyone, regardless of their background.

This business also believes in the importance of education and the history of design. We think that looking into the past across a wide range of countries and influences is important. To support this belief, we donate a portion of our profits to the Cooper Hewitt Smithsonian Design Museum, to support the diverse history of design they have and to make it more accessible to everyone. We also strive to highlight the importance of diversity in the field of design by sourcing products from around the world and by highlighting designers from underrepresented groups in our monthly newsletter and blog. Moving into the future, we want to continue making the field of design more accessible and diverse, working with groups such as the Diversity in Design Collaborative in order to

create systemic change in the field. We will continue to highlight the work of the underrepresented and to make good design more accessible to everyone.

All of these ideas come together in the brand identity of Primary. Our solution focuses on simplicity, and uses geometric shapes and grids to reference design and modernism as a whole. While nodding to vintage influences, we also want to embrace modernism and contemporary influences. A balance of these ideas comes together in the branding. Most of all, we want to highlight the joy in the mundane. Through our various platforms and applications, we hope to point out the beauty of daily life and inspire creativity in our clients.

Overall, we believe that good design, that enhances lives and sparks unexpected joy, should be accessible to everyone, even in seemingly mundane aspects of daily life.

Best,



Logotypes

Primary Mark

The primary mark serves as the identity of the business.

Uses

This mark should be used whenever possible. It must be used at 100% opacity on a plain white background. All other marks should only be used when the primary mark is absolutely not an option. For those instances, the specifications for those specific marks from this manual must be followed.



Logotypes

1-Color Positive

The 1-color positive mark consists of the primary mark in one of the approved brand colors, either in Primary Blue, Sun, or Grass.

Uses

This mark can be used on a non-white background, such as a color or a photo, when the primary mark is not applicable. It should be used at 100% opacity and on a background that allows enough contrast for the mark to be easily visible.



Logotypes

1-Color Reversed Out

The 1-color reversed out mark consists of the primary mark in white, placed on top of one of the approved color backgrounds. The approved colors consist of Primary Blue, Ink, and Grass.

Uses

This mark can be used on backgrounds that are too dark or busy when the primary mark is not applicable. It can be placed on one of the approved background colors or on a photograph that allows enough contrast to make the mark easily visible. It must be used at 100% opacity.

Examples of this mark in use are on pg. 20, 25, and 29.



Logotypes

Secondary Mark

The secondary mark consists of the same elements of the primary mark but in a stacked and centered arrangement rather than a linear one.

Uses

The secondary mark can only be used when the primary mark can't be used because of its horizontal nature. The secondary mark may fit better in some applications or look more proportional. It must be used at 100% opacity and on a white background.

Examples of the secondary mark in use are on pg. 24 and 28.



Logotypes

Secondary Mark: 1-Color Positive

There are also 1-color variations of the secondary mark, which must be in one of the approved colors, Primary Blue, Sun, or Grass.

Uses

The 1-color secondary mark can only be used in instances when the secondary mark is needed but there is not a white background to use the full color version. It can be placed on non-white background colors or photos as long as there is ample contrast for the mark to be easily visible. It must be used at 100% opacity.



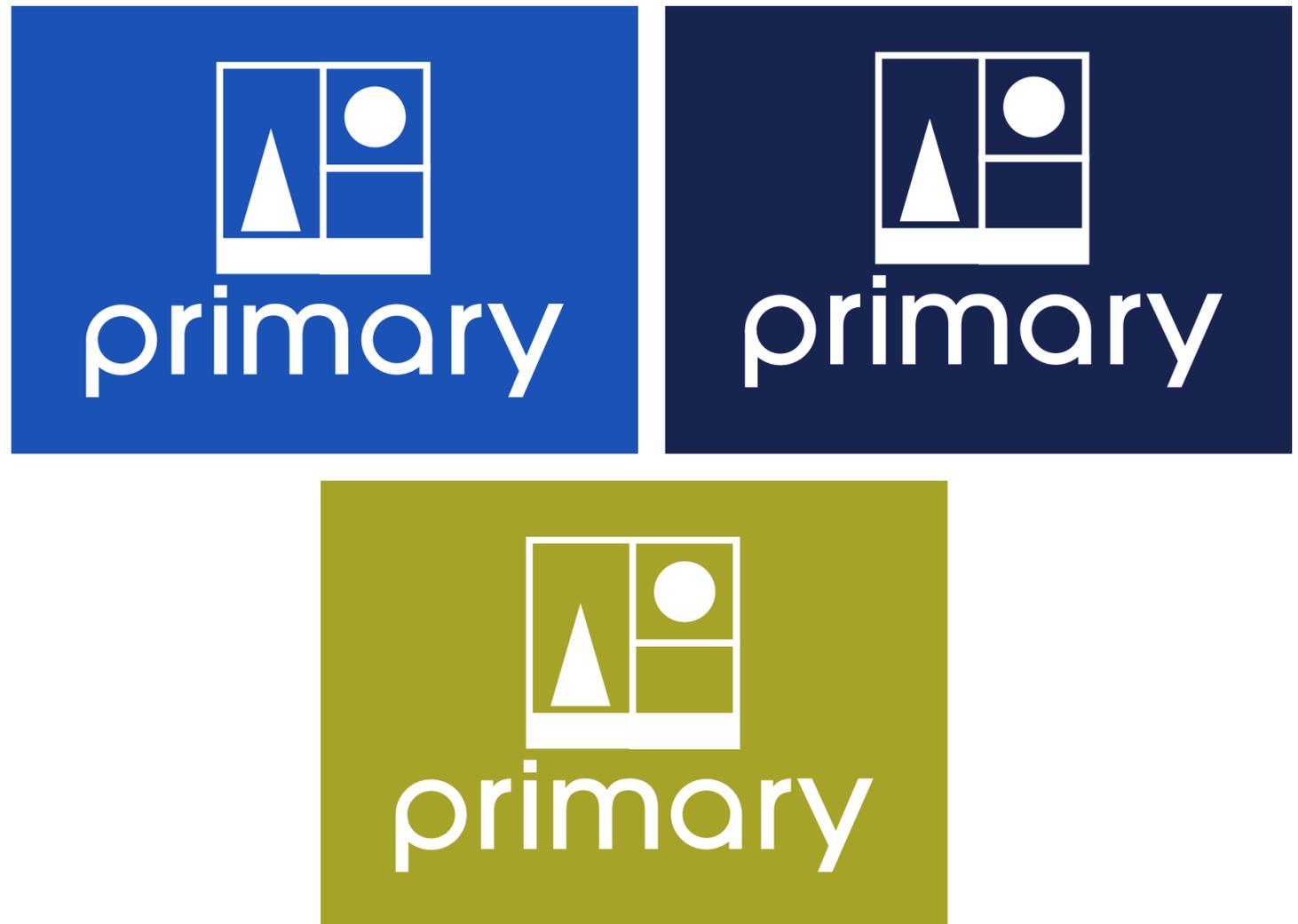
Logotypes

Secondary Mark: 1-Color Reversed Out

There is also a 1-color reversed out variation of the secondary mark, which is always in white. It is placed on one of the approved background colors, which are Primary Blue, Ink, and Grass.

Uses

The 1-color reversed out secondary mark can only be used in instances when the secondary mark is needed but there is not a white background to use the full color version. It can be placed on one of the approved background colors or on a photograph that allows enough contrast to make the mark easily visible. It must be used at 100% opacity.



Logotypes

Minimum Sizes: Primary Mark

The minimum size for the primary mark in its full color, 1-color positive, and 1-color reversed out variations is 0.19 in by 1 in for print applications and 14 px by 72 px for digital applications. This minimum size ensures that the logo is still legible in all of its variations. There is no maximum size for any of the marks.

An example of the primary mark being used just above the minimum size is on the business cards on pg. 20.

Print Applications



Digital Applications

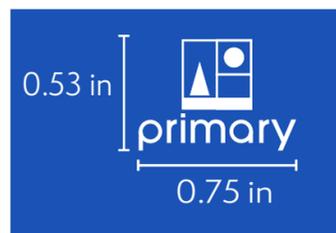
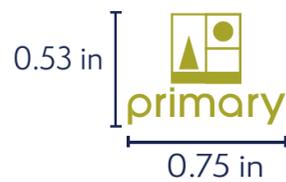
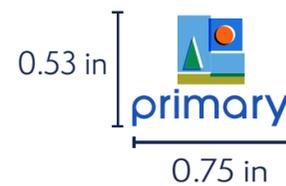


Logotypes

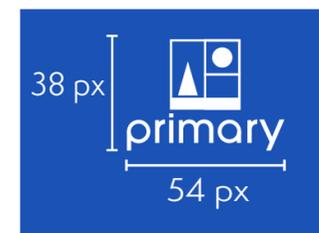
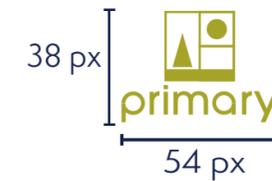
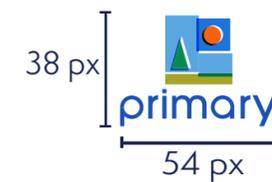
Minimum Sizes: Secondary Mark

The minimum size for the secondary mark in its full color, 1-color positive, and 1-color reversed out variations is 0.53 in by 0.75 in for print applications and 38 px by 54 px for digital applications. This minimum size ensures that the secondary logo is still legible in all of its variations. There is no maximum size for any of the marks. The mark must always be scaled proportionately.

Print Applications



Digital Applications



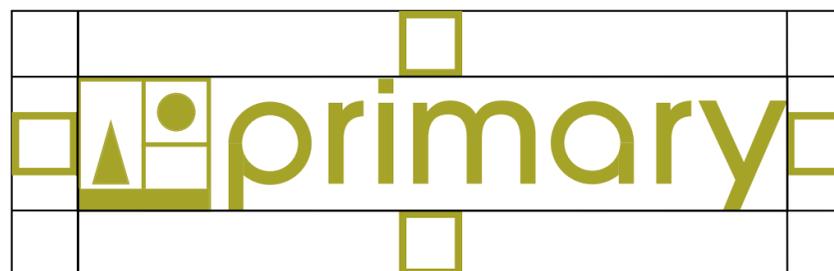
Logotypes

Required Buffer Space

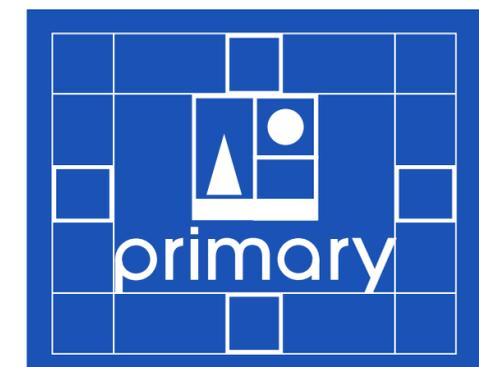
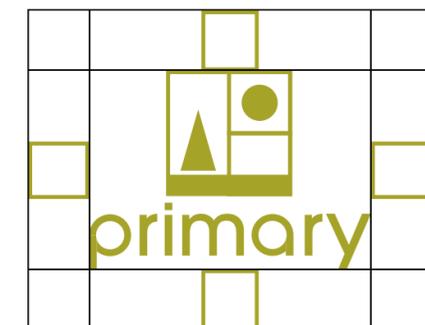
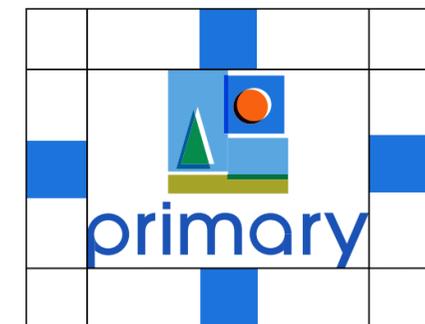
This is the amount of buffer space that is required to be around the mark in all applications. No other elements such as text, graphics, or photos can be placed within this space.

The buffer space is determined proportionally by the rectangle in the upper right corner of the logo. This amount of buffer space must be present in all applications of all logotype variations.

Primary Mark



Secondary Mark



Logotypes

Inappropriate Uses



Never scale the logo disproportionately.



Never scale the logo below its minimum size.



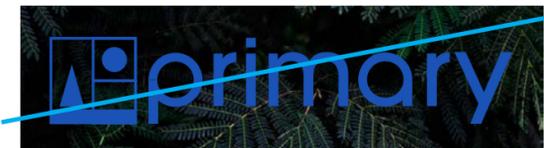
Never use unapproved colors for any of the logotypes.



Never skew or rotate any of the logotypes.



Never use the 1-color reversed out logo on light backgrounds.



Never use the 1-color positive logo on a background without enough contrast.



Never change the opacity of any logotype. It should always be at 100% opacity.



Never use the full color logotype on a background other than white.



Never mix and match colors in any of the logotypes.



Never add a stroke to any of the logotypes.



Never add effects such as a drop shadow to any of the logotypes.



Never change the scale of elements within any of the logotypes.

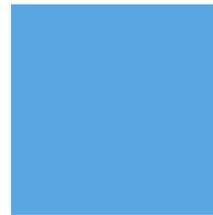
identity system

Primary Color Palette

The primary color palette consists of all the colors that are in the full color primary mark.

Uses

All graphics created should use the primary color palette. Primary Blue, Grass, and Sun are approved color options for the 1-color positive variations of both the primary and secondary logotype. Suitable background colors for the 1-color reversed out primary and secondary marks are Grass and Primary Blue. Primary's geometric shape graphic elements consist of the colors Sky, Sun, Grass, and Tree. The illustration graphic elements use Sky, Grass, and Tree. All subheaders use Primary Blue. Grass may also be used as an alternate color for headers. No other colors should be used in any applications.



Sky

Pantone 292 C
C61 M22 Y0 K0
R89 G166 B224
HEX# 59a6e0



Graph Paper

Pantone 2727 C
C81 M55 Y0 K0
R28 G115 B219
HEX# 1c73db



Primary Blue

Pantone 2728 C
C91 M74 Y0 K0
R26 G82 B181
HEX# 1a52b5



Tree

Pantone 7731 C
C87 M20 Y93 K6
R5 G140 B77
HEX# 058c4d



Sun

Pantone 1585 C
C0 M76 Y100 K0
R247 G97 B15
HEX# f7610f



Grass

Pantone 7745 C
C39 M25 Y100 K2
R166 G163 B41
HEX# a6a329

identity system

Secondary Color Palette

The secondary color palette consists of Ink, which can be paired with the primary color palette.

Uses

Ink is primarily used for body text and for headers. The majority of the text should be in the color Ink, and no black should be used. Ink can also be used as a background color, such as on pg. 29. It is also an approved background color for the 1-color reversed out version of both the primary and secondary marks (see pg. 6 and 9).



Ink

Pantone 2766 C

C100 M92 Y39 K38

R25 G36 B78

HEX# 19244e

identity system

Primary Typeface Family

Sempletica Pro is the main typeface family that is used for all brand applications. It is a geometric and legible sans serif typeface that communicates Primary's design sensibilities.

Uses

Sempletica Pro must be used for all text except for some headers. No other typefaces can be used for these purposes. When in doubt, use Sempletica Pro.

For body text, Sempletica Pro Regular is primarily used. The Light, Medium, Semibold, and Bold weights may be used for emphasis or to create more hierarchy. This can be seen on our website on pg. 25-6 or on our business cards on pg. 20. All of this text must be in the color Ink. The only exception is if it is on a dark background, where it can be put in white. See pg. 20 for an example of this on the business card.

For subheaders, Sempletica Pro Bold is used, specifically in the color Primary Blue and at a larger size than the body text. It can also be used in white or Grass, which can be seen on pg. 29.

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!@#\$%^&*()-+={}[]\?/><,.;'"/

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!@#\$%^&*()-+={}[]\?/><,.;'"/

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!@#\$%^&*()-+={}[]\?/><,.;'"/

Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz
0123456789
!@#\$%^&*()-+={}[]\?/><,.;'"/

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz
0123456789
!@#\$%^&*()-+={}[]\?/><,.;'"/

identity system

Secondary Typeface Family

Auger Mono is the secondary typeface family, which is a monospace typeface that is reminiscent of both typewriters and code, which reflects the influences of both the vintage and the contemporary that Primary emphasizes in design.

Uses

Auger Mono is used sparingly, primarily for headers. All headers must be in all lower case, except for distinct scenarios when referencing a proper noun (see pg. 20 and 27). The Light and Regular weights are used for headers, and it is up to the designer's discretion to decide which is most legible for the specific application. All headers with Auger Mono must be in the Ink color, or in white if placed on a color background (see pg. 29). Auger mono can also be used as an accent typeface when necessary, as evident in our subscription box cards on pg. 31. Never use Auger Mono for body text or any other purposes besides the ones outlined here.

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789
!@#\$%^&*()-+={}[]\|?/><,.:;”’

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789
!@#\$%^&*()-+={}[]\|?/><,.:;”’

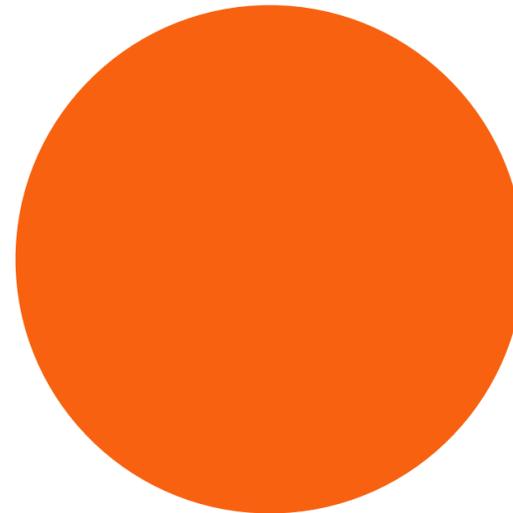
identity system

Graphic Elements

The graphic elements are geometric shapes derived from the primary logotype.

Uses

These graphic elements can be used across all applications of the brand. They can be used as they are or combined to create new patterns or illustrations. These geometric shapes can be scaled and overlapped. The shapes can also be stretched and recolored to any color in the primary color palette, as exemplified on pg. 27-8 and 31. Always scale the circle proportionately, however.



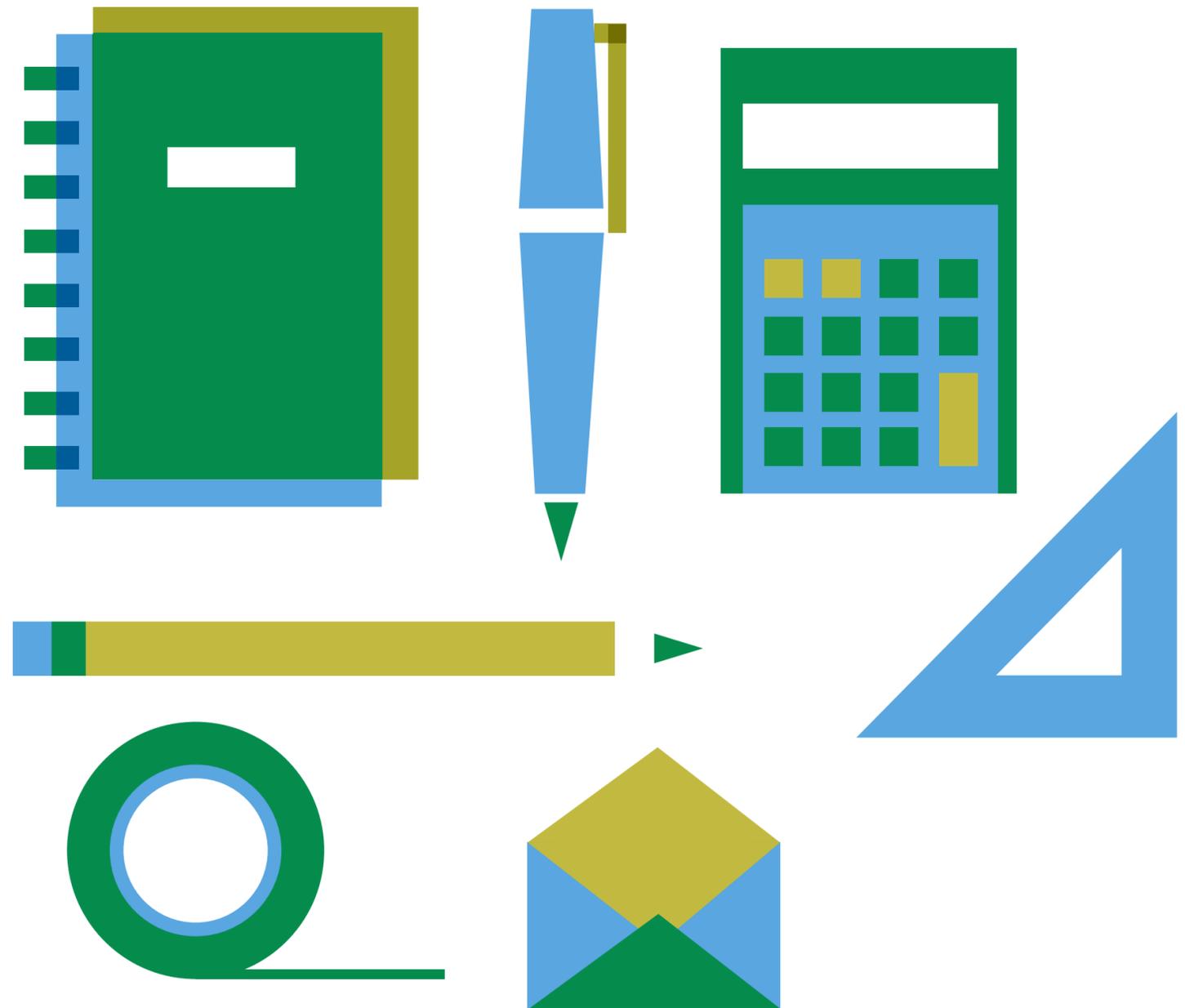
identity system

Graphic Elements

These additional graphic elements are illustrations of stationery items created using geometric shapes.

Uses

These elements can be used across all applications of the brand. They can be arranged to create patterns or used independently. They can also be altered or recolored slightly within the primary color palette to create even more variations (see website header on pg. 25). These elements can not overlap one another and must be scaled proportionately. They can be rotated or arranged in any way. Always use these elements at 100% opacity.



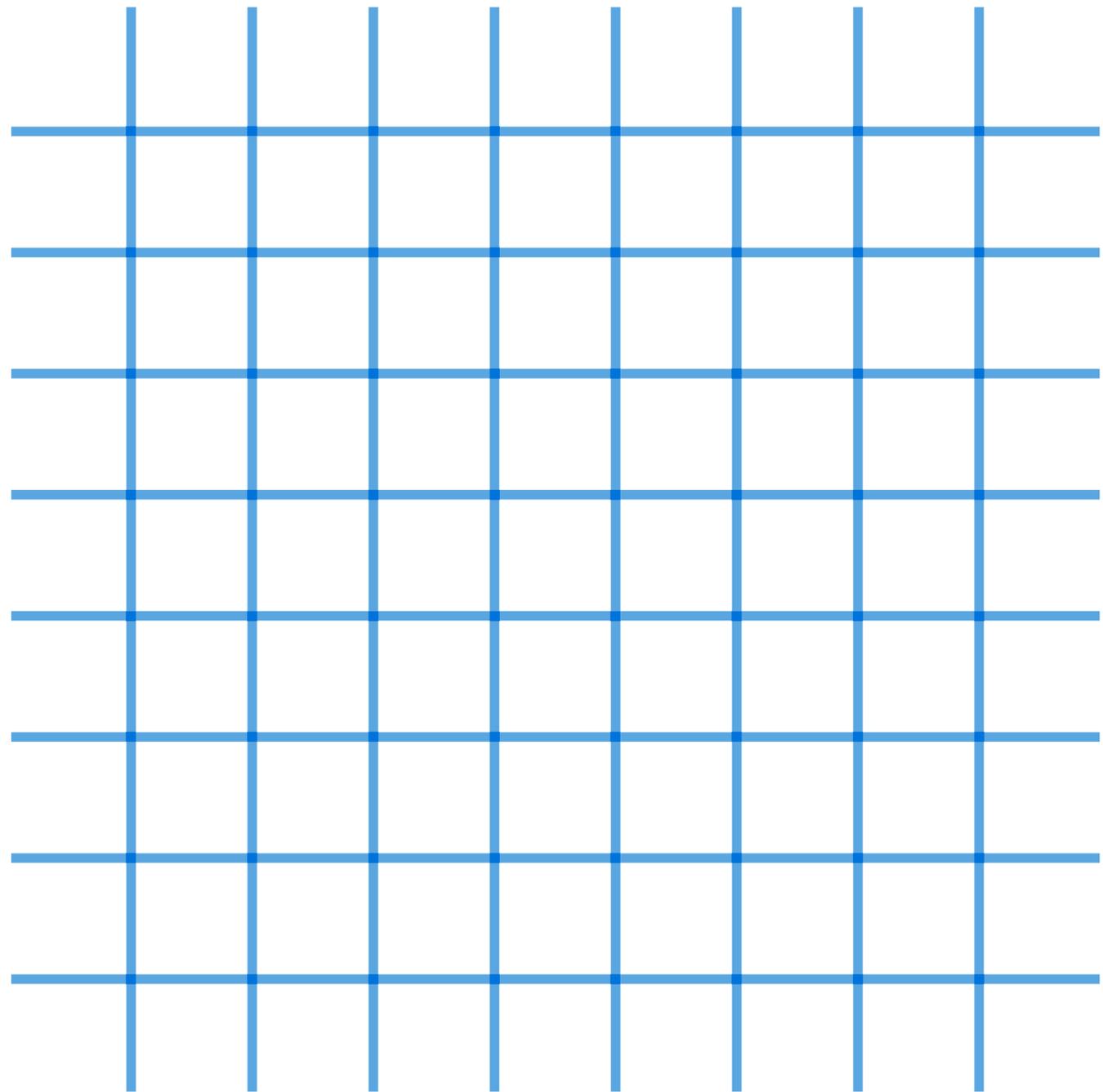
identity system

Graphic Elements: Pattern

This geometric grid pattern references graph paper stationery and a grid used for design purposes.

Uses

This pattern can be used across all applications of the brand. The geometric shape graphic elements (pg. 20) and header text (pg. 19) can be placed directly on top of this grid pattern. See pg. 27 for an example of this. Smaller body text can also be placed on the grid pattern if a white box is placed behind the text so the grid does not interfere with the legibility of the text. See pg. 28 for examples of this on the social activism campaign poster and instagram post. The grid can not be rotated and must be scaled proportionately. It is usually used at 100% opacity, but the opacity can be lowered to make it more subtle at the designers discretion. The grid must always be in the color Sky and can not be recolored.

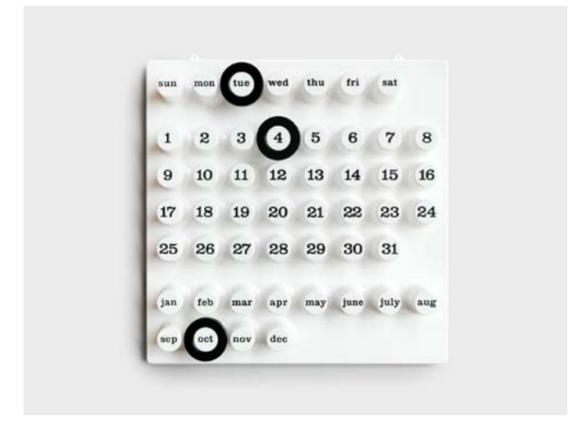
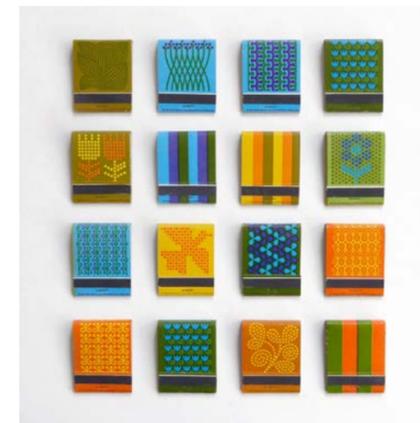


identity system

Photography

All brand photography should feature bright, natural lighting and simple framing. For product photos, a white background must be used. Flat-lay style photography of stationary items is preferred and encouraged. Examples of acceptable photography are on our website on pg. 25-6.

Photos can also be overlaid with one of the primary brand colors. To do this, the photo must be edited to be black and white and then overlaid with a block of color with the blend mode "Multiply." Never use an unapproved color for this or place an overlay over a color photo. See the social activism campaign on pg. 27-8 for an example.



business system

Business Cards

The company card features the primary logotype on the front. On the back, the 1-color reversed out logotype is used just above the minimum size with appropriate buffer space around it. Sempletica Pro is used for all of the text at varying weights and sizes to create hierarchy. The type is white so it is legible on the Primary Blue background. It is also an example of using Sempletica Pro Bold in the color Grass.

The employee card features an arrangement of the graphic elements on the front. On the back, the employees name is in Auger Mono Regular in white so it is legible on the Primary Blue Background. This is an example of the special case where Auger Mono doesn't have to be in all lower case because it is a proper noun, a name. The primary mark is also featured on the back with the proper buffer space and above the minimum size.

Company Card

(Actual Size)



Front



Back

Employee Card



Front

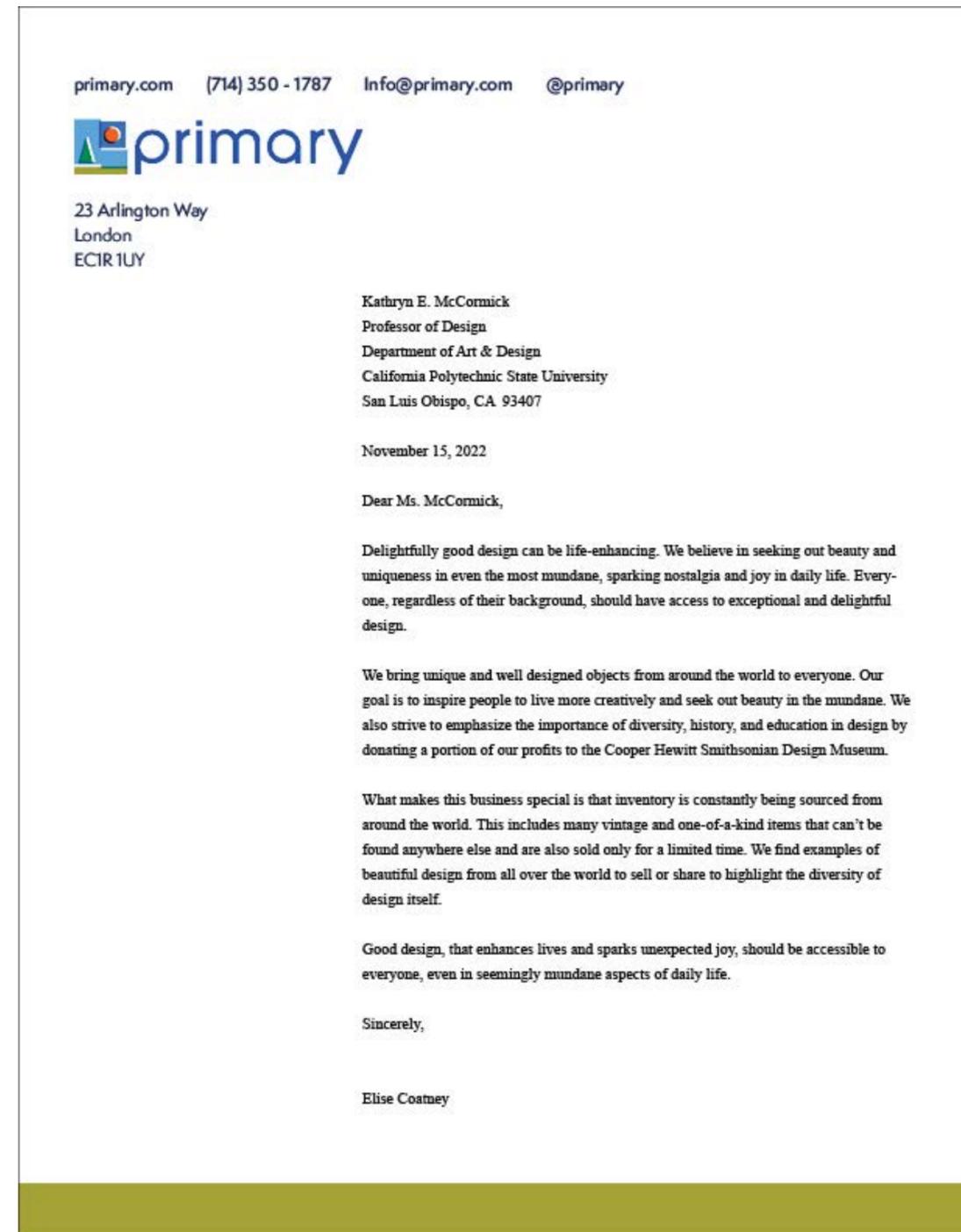


Back

business system

Letterhead

The letterhead is relatively simple as to not distract from the contents of the letter itself. The text of the letter should always be in black and in Times New Roman Regular at size 10 pt font with a leading of 16 pt. The text box has margins of 3 in on the left, 2.5 in on the top, 0.5 in on the right, and 1 in on the bottom. The width of the text box is 5 in and the maximum length is 7.5 in. The letterhead must be printed on larger paper and trimmed to 8.5 by 11 in because the rectangle element on the bottom has bleeds.



business system

(Actual Size)

Letterhead

This is the designed portion of the letterhead at actual size. It features the primary logotype and contact information of the business.

primary.com (714) 350 - 1787 Info@primary.com @primary



23 Arlington Way
London
EC1R 1UY

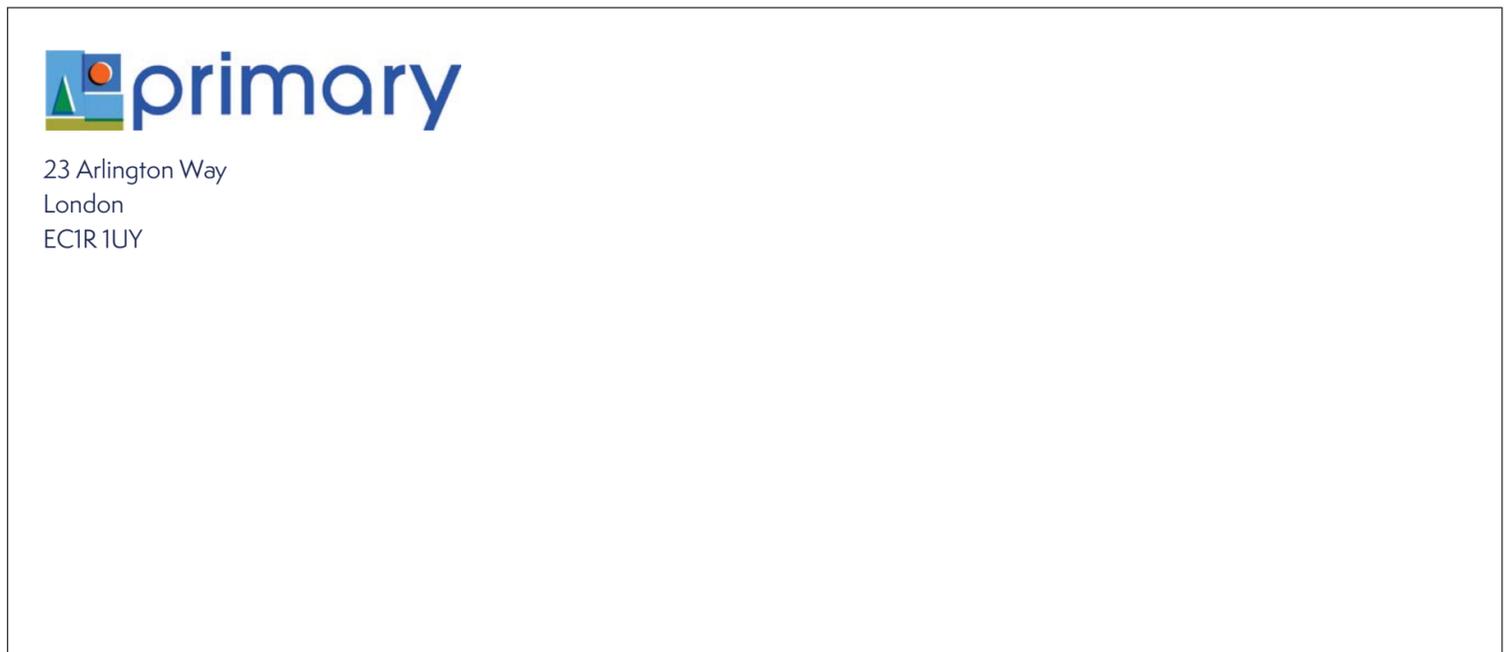
business system

Envelope

The envelope is also designed simply to match the style of the letterhead. The front consists of the primary logotype and mailing information, and is a great example of using proper buffer space. The back features the grid pattern on the flap.

Front

(Actual Size)



Back

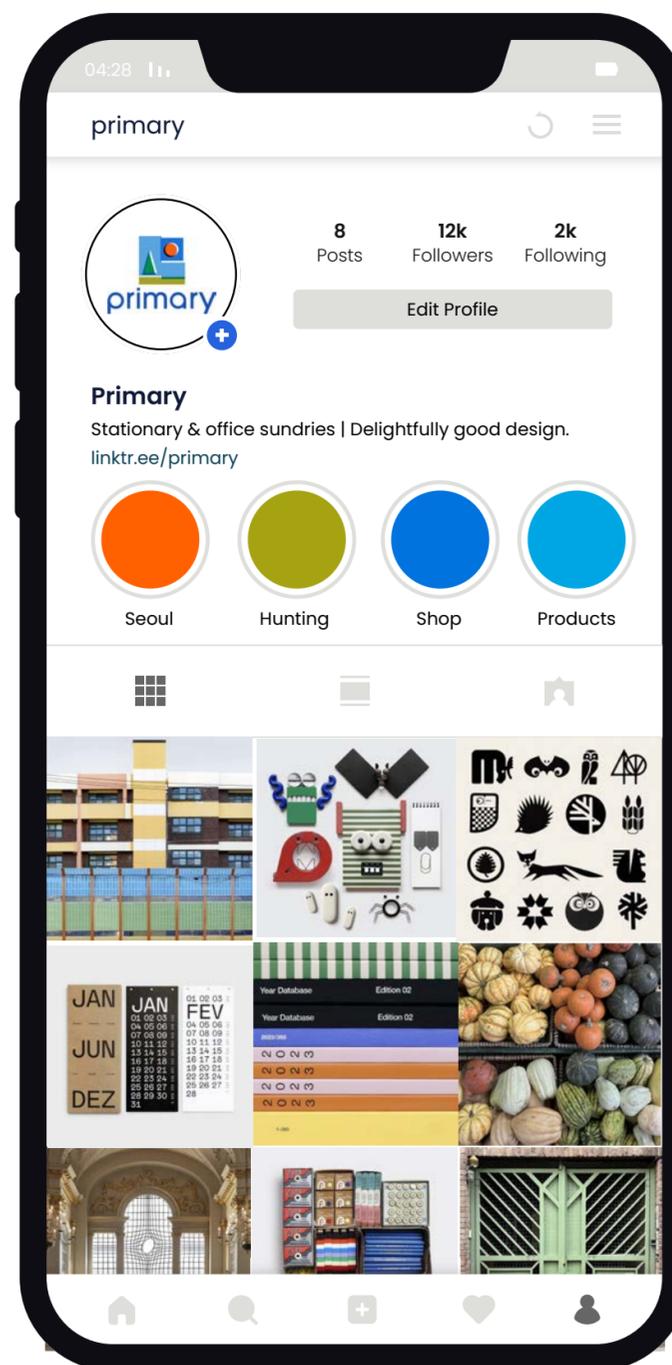


business system

Instagram Account

The Instagram account serves as the home social media account for the business. The account posts photos of new products and flat-lays of existing products. It also focuses on featuring inspirational images from daily life, artists and designers, and product hunting travels. The feed is like a moodboard of sorts for other creatives.

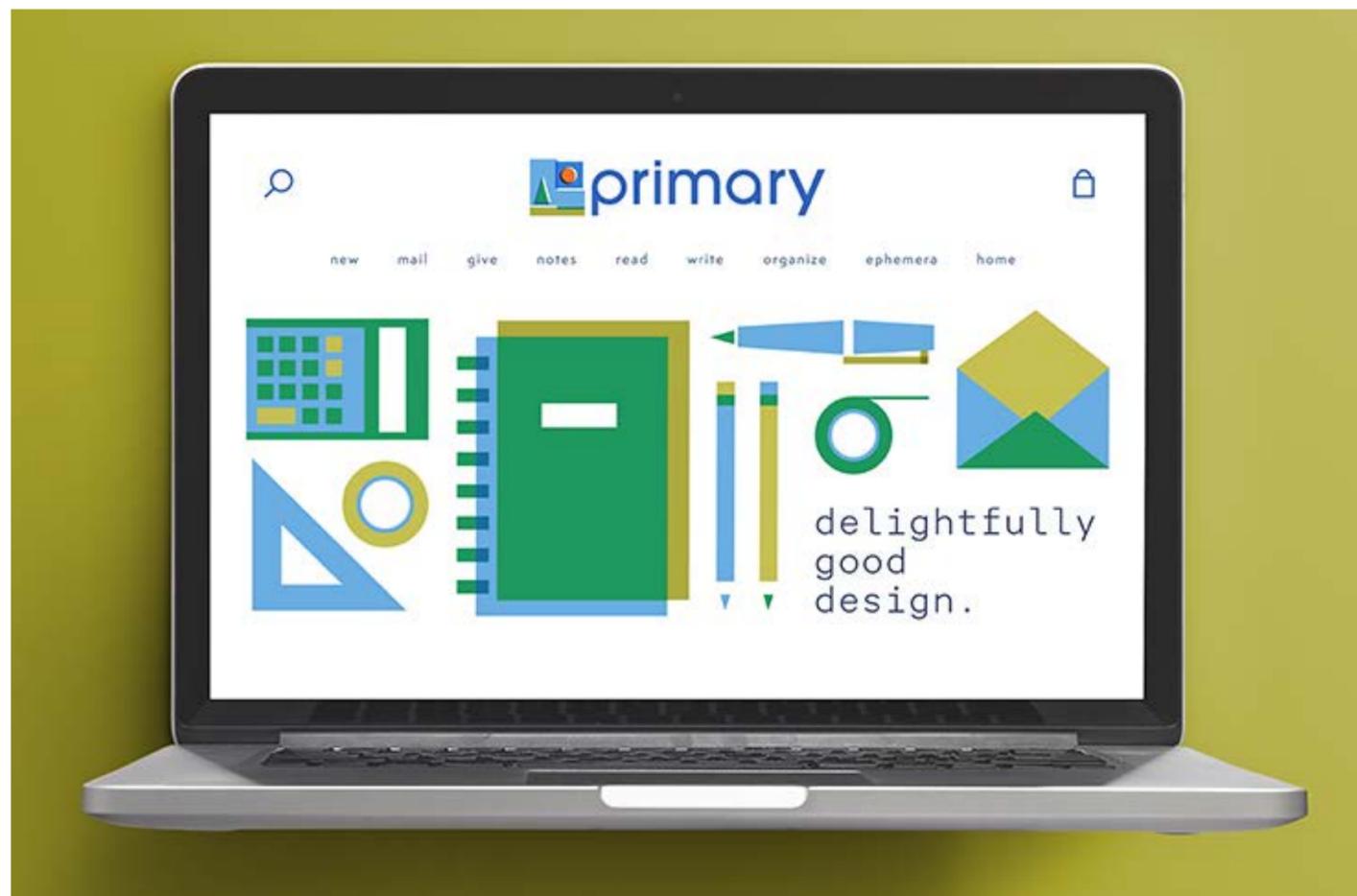
The profile picture features the secondary mark because its proportions fit better in the circle space than the more linear primary mark.



applications

Website

The website serves as Primary's online store and as a blog to share posts about design and vintage finds. The website features a header illustration made out of the graphic elements. It is an example of how you can alter the elements in order to create more variations and create a pattern out of them. It also shows how to overlap header text over the grid pattern. The website highlights the style of photography that is ideal.



applications

Website

The screenshot shows a product page for a 'Ring a Date Perpetual Calendar'. The calendar is a white plastic unit with three rings that highlight the day, date, and month. The price is \$150.00. Below the product image, there is a 'Quantity' selector set to 1 and an 'add to cart' button. The page also includes a 'You may also like...' section with four other products: 2023 Collect Calendar (\$23.00), 2023 Wall Planner (\$20.00), Large Flip Calendar & Clock (\$225.00), and 24 Hour Clock/Calendar (\$195.00). The footer contains 'More info', 'Contact', 'Newsletter', and 'Blog' links.

The screenshot shows a 'blog' page on the Primary website. The page features a grid of article thumbnails with titles and dates. The articles include: 'Perfect match.' (November 16, 2022), 'Ed Emberly.' (November 10, 2022), 'Stand well back.' (November 5, 2022), 'James Turrel' (November 1, 2022), 'Perfect match.' (October 31, 2022), 'Laminas con modelos.' (October 27, 2022), 'Seoul subway tiles.' (October 20, 2022), 'Zenji Funabashi' (October 16, 2022), and 'Arabic Type Collection.' (October 10, 2022). The page has a search bar, navigation menu, and a 'filter' dropdown. The footer contains 'More info', 'Contact', 'Newsletter', and 'Blog' links.

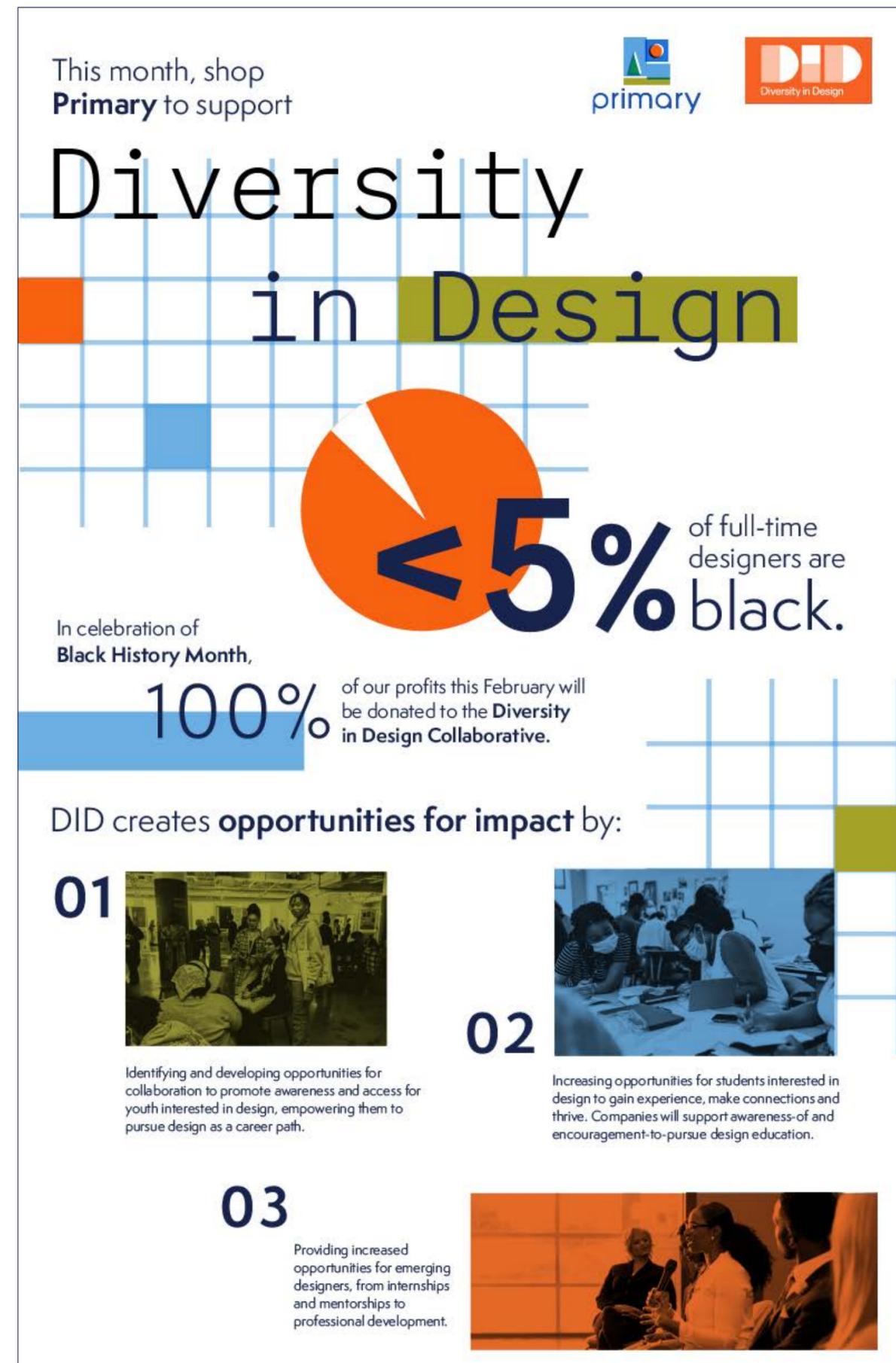
The screenshot shows a 'write' page on the Primary website, displaying a grid of various writing instruments. The products include: Blackwing Volume 55 (\$3.59), Conte 999 (1980s) (\$3.50), Dessin Pencil (1920s) (\$4.00), Heritage Pencil Collection (\$24.95), Pearl Kaweco Fountain Pen (\$26.00), Magic Pen (\$2.50), Parkeo Fountain Pen (\$18.50), Tennessee Red Pencils (\$25.00), Red Riding Hood Pencil (\$3.00), Sage Fountain Pen (\$26.00), USSR Solid Graphite Pencil (\$3.75), Venus Crayon Tin (\$22.00), Iroijten Color Dictionary (\$27.50), Keweko Clutch Pencil (\$17.50), Parkeo Fountain Pen (\$2.00), Maori Crayons (\$25.00), Pentel Sign Pen (\$2.00), Heart Pencil (\$2.50), Versatil Pencil (\$7.00), and Two Tone Fountain Pen (\$17.50). The page includes a search bar, navigation menu, and a 'filter' dropdown. The footer contains 'More info', 'Contact', 'Newsletter', and 'Blog' links.

applications

Social Activism Campaign

This is an infographic poster explaining Primary's social activism campaign for Black History Month. It is intended to be placed on store windows.

The poster is a great example of stretching and recoloring the geometric shape graphic elements. It also shows how to properly place header text and graphic elements on top of the grid pattern. Finally, it shows a great example of the color overlay style photography.



applications

Social Activism Campaign

The adaptation of the social activism campaign for Instagram. This post exemplifies how to overlay body text over the grid pattern by putting a white rectangle between the pattern and the text. It also shows a case where the secondary mark is appropriate due to its proportions, as the linear logo would not fit as nicely.



<5% of full-time designers are black.

Through **systemic change**, we can increase racial diversity across all fields of design.



The **Diversity in Design Collaborative** fosters systemic change by increasing diversity and improving conditions for Black creatives across the design industry.

DID creates **opportunities for impact** by:

- 01** 
Identifying and developing opportunities for collaboration to promote awareness and access for youth interested in design, empowering them to pursue design as a career path.
- 02** 
Increasing opportunities for students interested in design to gain experience, make connections and thrive. Companies will support awareness-of and encouragement-to-pursue design education.
- 03** 
Providing increased opportunities for emerging designers, from internships and mentorships to professional development.

In celebration of **Black History Month**,

100% of our profits this February will be donated to the **Diversity in Design Collaborative**.

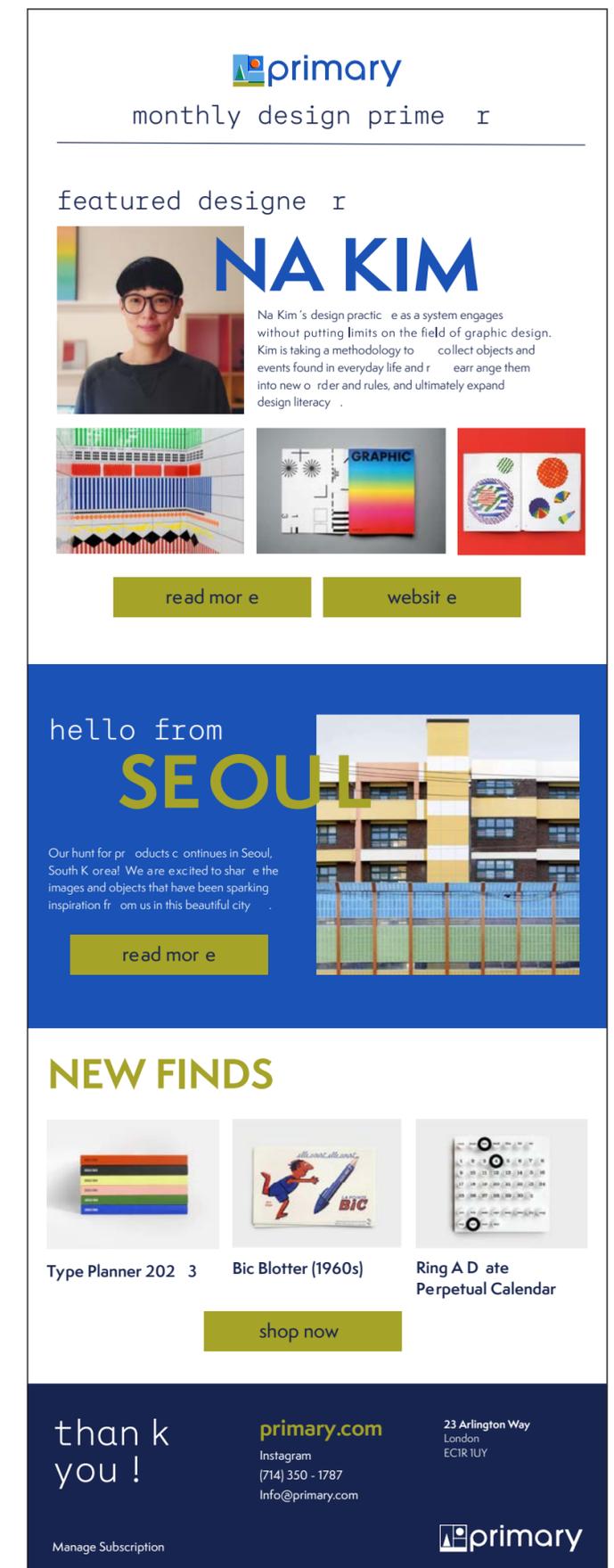
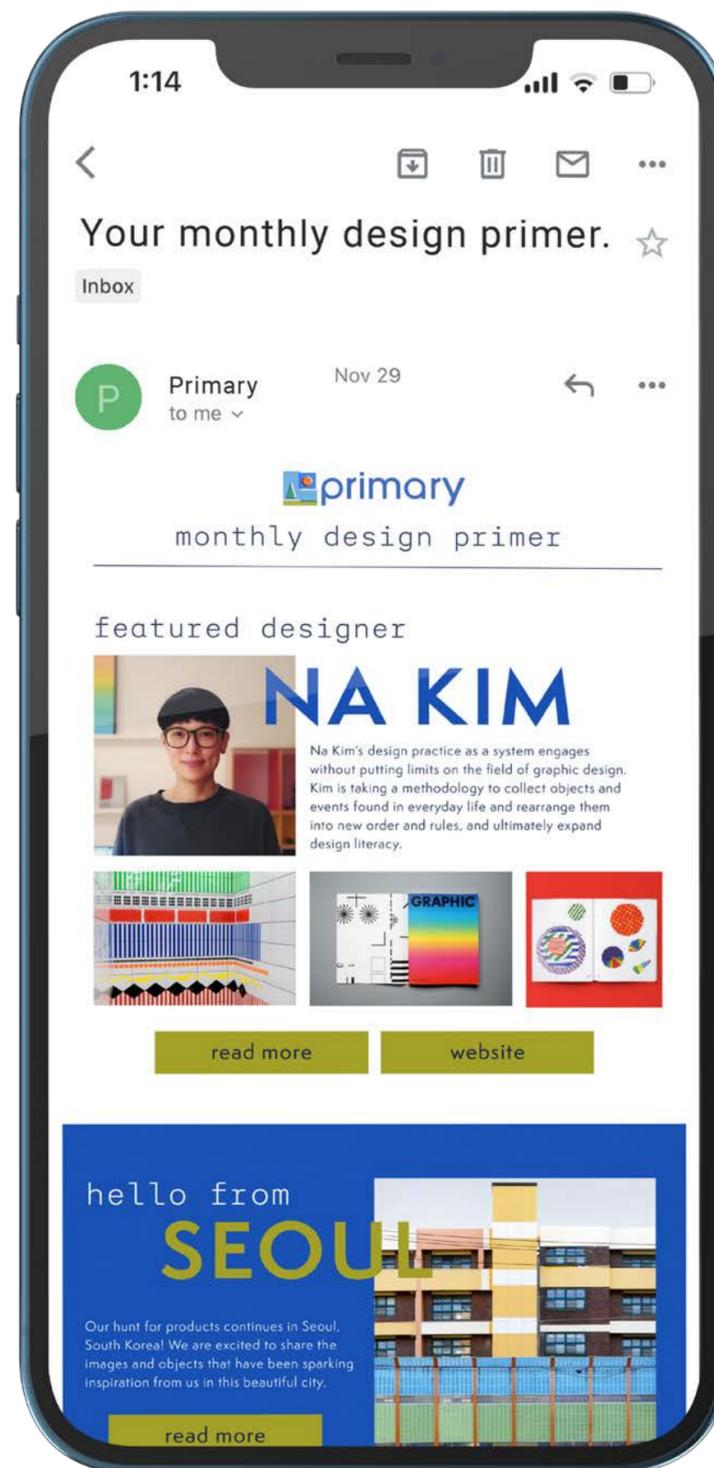


business system

Newsletter

The newsletter is emailed to clients and features design content to inspire our readers.

The newsletter shows how the subheader text in Sempletica Pro Bold can be in the color Grass. It is also an example of using the header text Auger Mono in white due to the Primary Blue background color. The bottom section also shows the color Ink being used as a background color. The 1-color reversed out logo is used in this case on the bottom since it is not placed on a white background. Finally, it is a great example of the style of photography that we aim to use.



business system

Subscription Box

The subscription box is created seasonally and is sent to clients with products specific to the season. The box is a great example of how the geometric shape graphic elements can be used as well as the brand pattern.



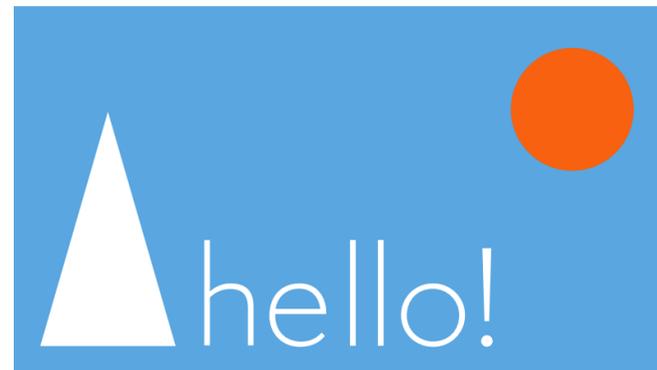
business system

Subscription Box

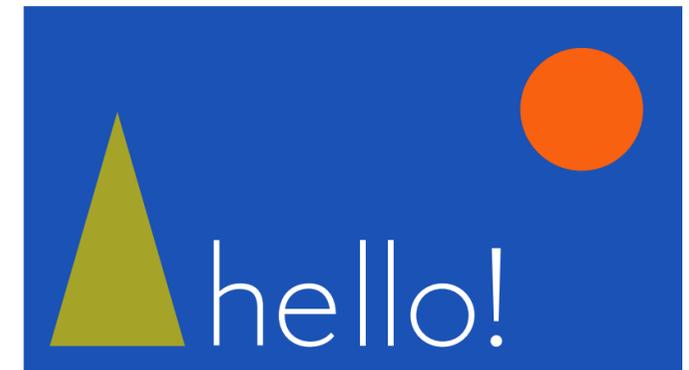
The subscription box also contains a card with a seasonal illustration on the front and a description of the contents on the back.

The front of the card is a great example of how to use the light weight of Sempletica Pro. It also shows how Auger Mono can be used as an accent typeface even when it is not the header. Finally, it exemplifies how the geometric shape graphic elements can be recolored and arranged to create illustrations.

Front



winter 2023



spring 2023



summer 2023



fall 2023

Back

