

Visual identity

Our logo

The Prime Therapeutics logo is a simple and recognizable representation of our brand.

In the logo symbol, the geometric shapes converge to form a P shape that symbolizes multiple elements coming together to create something greater — a nod to the collaborative and collective nature of our brand. Within the negative space of the P, an abstract spark, star or window emerges, representing our innovative nature and vision, guiding our path to transform the industry and reimagine pharmacy management.

The wordmark uses a warm, approachable type treatment with modified letterforms to match the shapes of the symbol.



SYMBOL

WORDMARK

Clear space & minimum sizing

CLEAR SPACE

Make sure there is always a minimum clear space around the logo equal to the height of the “e” in the Prime wordmark. Clear space should begin at the end of the logo, with the trademark symbol falling inside the clear space.

MINIMUM SIZE

For use in print, the logo should always be .5 inches or greater height.

In digital applications, the logo should be a minimum height of 30 pixels.



Logo colors

The full-color logo on a white background is the primary presentation of the Prime logo and should be used when possible. With consistent use, this logo colorway will reinforce brand awareness and recognition. However, knowing that a multicolored logo can only be used on a light background, the single-color versions may be used in other appropriate circumstances.



FULL-COLOR — PRIMARY

Use the full-color logo on a light background whenever possible. This can be on top of white or in an open area of an image that reads as mostly white.



WHITE — SECONDARY

Use of the reversed logo is approved, provided the background is dark enough to ensure contrast and legibility. Be mindful when placing on top of photography — the background should not be too busy or too light.



ONE-COLOR — WHEN NECESSARY

When only one color can be used on a light background, use the all-purple version. If color isn't an option, or when legibility, print or aesthetic considerations warrant its use, 100% solid black (no tint or screen) should be used.

Logo usage

The logo must always be used in accordance with our brand toolkit to protect the brand's integrity and build consistency.



Do not alter the color, size or location of the logo elements.



Do not place the full-color logo on top of busy imagery or other colors other than white or light gray.



Do not place the white logo on a low-contrast background. It must be placed on a dark color, texture or image.



Do not rotate, stretch, reflect or tilt the logo.

Co-branding

TWO EQUAL BRANDS

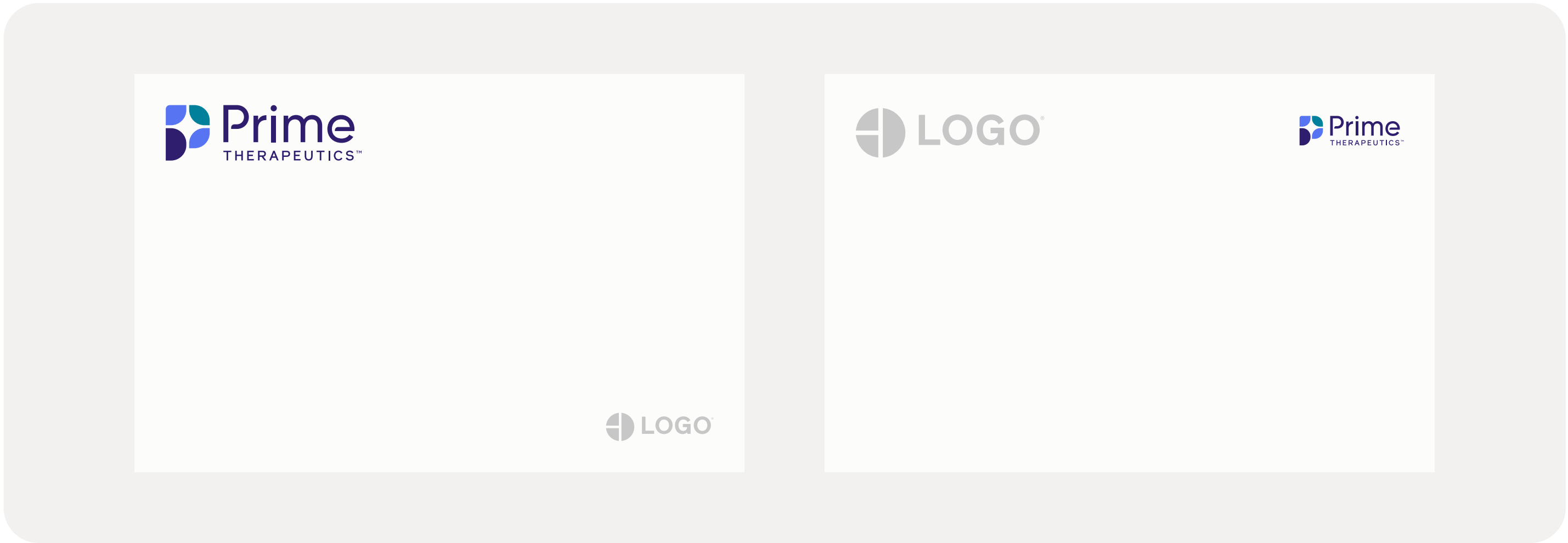
We will often need to present our brand with another brand. When our two brands are on an equal playing field, we place our logos side-by-side. Please keep in mind the following guidelines:

- Both logos should optically appear to be the same size.
- Use a dark gray line as a visual divider between the logos.
- Abide by the clear space guidelines set on Page 10.

PRIMARY BRAND

When one brand is required to take the lead, our logos should not appear together. Logo placement communicates which is the primary and which is the secondary brand.

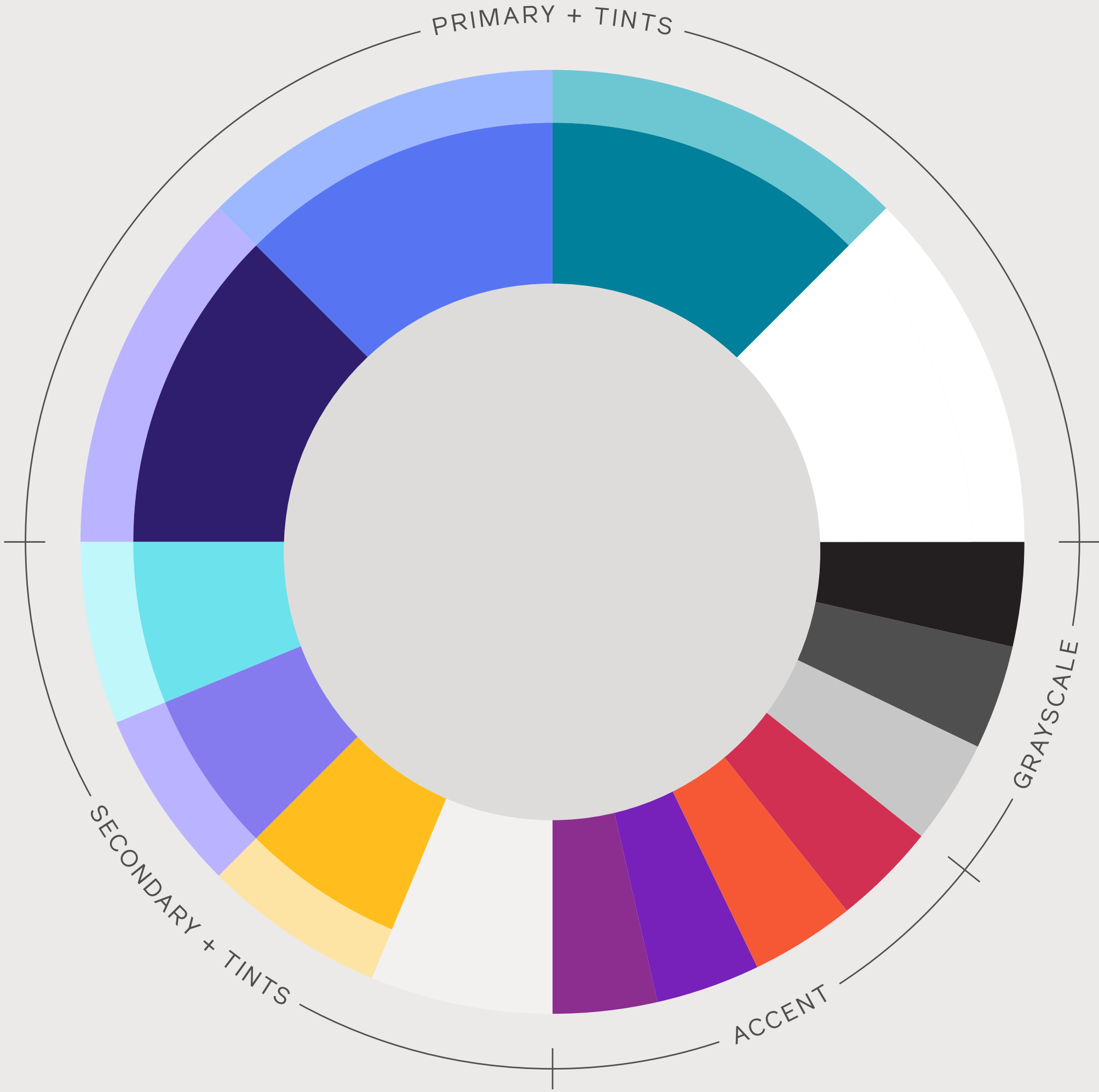
- The primary brand should be larger/more prominent and appear on the top left.
- The secondary brand should be smaller/less prominent.
- Always abide by the clear space guidelines for each brand.
- Follow client co-branding guidelines when they are the primary brand.



Palette summary

Color affects how audiences connect with our brand, and it's important to consider how, when and how frequently you're using colors. Here is a general guide for color proportion in our brand system.

However, additional context like audience needs and type of communication will affect the final product. For example, a piece that is more detailed and informational will likely include more white than color for readability.



Primary

These four colors make up our brand's primary color palette, representing our future-forward approach, while signaling trust and reliability. By focusing on this primary palette, we reinforce brand recognition and consistency. When used in conjunction with the rest of the visual identity, the primary palette sets us apart while conveying the essence of the Prime Therapeutics brand.

For four-color process printing across the entire palette, use the approved CMYK value breakdowns as documented on Pages 21–24.

Purple

PMS

2372 C

CMYK

100 96 5 29

RGB

47 29 110

HEX

2F1D6E

Blue

PMS

2727 C

CMYK

85 45 0 0

RGB

87 117 242

HEX

5775F2

Teal

PMS

2231 C

CMYK

100 0 24 36

RGB

0 128 155

HEX

00809B

White

CMYK

0 0 0 0

RGB

255 255 255

HEX

FFFFFF

Secondary

The secondary palette acts as a complement to the primary palette and helps broaden our brand expression. These brighter colors can be used throughout layouts, but less frequently than the primary palette.

Lavender

PMS 2124 C
CMYK 70 60 0 0
RGB 133 123 239
HEX 857BEF

Gold

PMS 7409 C
CMYK 3 31 100 2
RGB 255 190 29
HEX FFBE1D

Aqua

PMS 3105 C
CMYK 60 0 15 0
RGB 108 226 236
HEX 6CE2EC

Light gray

PMS 2330 C
CMYK 14 12 11 0
RGB 241 242 239
HEX F2F1EF

Tints

Tints of the primary and secondary palette are available for use to bring greater depth and flexibility when layering graphic elements and ensuring color pairings have enough contrast for accessibility.

Each tint should be used only with its corresponding primary or secondary color or purple. Additional information on palette use can be found on Page 27.

Light purple



PMS7452 C

CMYK52 37 0 0

RGB186 179 255

HEXBAB3FF

Light blue



PMS7453 C

CMYK50 25 0 0

RGB158 184 255

HEX9EB8FF

Light teal



PMS7709 C

CMYK60 6 17 1

RGB108 199 211

HEX6CC7D3

Light gold



PMS134 C

CMYK0 11 62 0

RGB254 228 164

HEXFEE4A4

Light aqua



PMS317 C

CMYK26 0 6 0

RGB192 247 251

HEXC0F7FB

Light lavender



PMS2716 C

CMYK38 26 0 0

RGB219 217 252

HEXDBD9FC

Supporting

In addition to our primary, secondary and tint palettes, we have a small collection of accent colors to provide a wider range. These show up sparingly, but provide additional vibrance and depth when needed. For example, in photography, they may be used in clothing colors. Or they may be used for color-coding, charts and graphs.

The grayscale palette is provided for additional flexibility, primarily for type or digital settings. Other than the light gray (repeated from the secondary palette), these shades should never be used for background floods or in graphic elements.

Accents

Plum

PMS

2602 C

CMYK

58 99 0 0

RGB

140 45 144

HEX

8C2D90

Violet

PMS

2090 C

CMYK

78 89 0 0

RGB

119 33 186

HEX

7721BA

Orange

PMS

7417 C

CMYK

0 82 82 0

RGB

246 88 53

HEX

F65835

Pink

PMS

214 C

CMYK

1 100 14 3

RGB

210 48 82

HEX

D23052

Grayscale

Light gray

PMS

2330 C

CMYK

14 12 11 0

RGB

241 242 239

HEX

F2F1EF

Mid gray

PMS

2331 C

CMYK

29 26 23 2

RGB

199 199 199

HEX

C7C7C7

Dark gray

PMS

2333 C

CMYK

49 43 44 23

RGB

79 79 79

HEX

4F4F4F

Black

PMS

Black 6 C

CMYK

100 61 32 96

RGB

0 0 0

HEX

000000

Typography overview

Reader and Arizona Flare are our brand typefaces and should be used for all published print and digital materials. The following pages provide guidelines for usage.

We have licensed these fonts for use by internal teams and external partners. For instructions on how to obtain fonts, send a request to brandinfo@primetherapeutics.com.

When our brand fonts are not available, Arial should be used. Arial Regular replaces Reader Light, Regular and Medium. Arial Bold replaces Reader Bold.

Arial should be used for everyday business applications like Word, PowerPoint and emails so these documents appear the same for those receiving them as they do for those creating them.

PRIMARY FONT

Reader

Light
Light italic
Regular
Regular italic
Medium
Medium italic
Bold
Bold italic

10.5 pt is the smallest Reader should be set in to meet Medicare compliance regulations

DISPLAY FONT

Arizona Flare

Light
Light italic
Regular
Regular italic
Bold
Bold italic

11.5 is the smallest Arizona Flare should be set in to meet Medicare compliance regulations

SUBSTITUTE FONT

Arial

Regular
Italic
Bold
Bold italic

10.5 pt is the smallest Arial should be set in to meet Medicare compliance regulations

Type accessibility

Our approved type and background combinations have been selected to ensure accessibility and legibility for our audiences — regardless of individual ability.

In all branded materials, the text color and paired background must have a minimum of a 4.5:1 contrast ratio to meet or exceed the level AA Web Content Accessibility Guidelines 2 (WCAG 2) outlined in the Americans with Disabilities Act (ADA).

Our approved, level AA compliant color combinations are shown to the right. A full breakdown of the level AAA compliant color combinations are on Page 26. These combinations exceed minimum WCAG 2 requirements with a contrast ratio of 7:1. Dark gray is the primary body copy color. Should circumstances like print limitations arise, black may be used on white or light gray backgrounds, although this will less accurately reflect our brand.

White

Gold

Aqua

Light gray

Mid gray

Light purple

Light blue

Light teal

Light gold

Light aqua

Light lavender

Purple

Teal

Dark gray

Plum

Violet

Pink

Purple

Dark gray

Plum

Violet

Each of the above text and background color combinations (e.g., gold on purple background, plum on white background, violet on light gray background, etc.) can be reversed (e.g., purple on gold background, white on plum background, light gray on violet background, etc.). All of these combinations meet level AA contrast ratio guidelines for normal text.

WCAG 2 level AAA compliant combinations

<div>Contrast ratio 13.79:1</div> <div>TEXT FFFFFFFF</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 12.22:1</div> <div>TEXT F2F1EF</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 8.16:1</div> <div>TEXT C7C7C7</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 13.79:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND FFFFFFFF</div>	<div>Contrast ratio 8.19:1</div> <div>TEXT 4F4F4F</div> <div>BACKGROUND FFFFFFFF</div>	<div>Contrast ratio 12.22:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND F2F1EF</div>	<div>Contrast ratio 8.16:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND C7C7C7</div>
<div>Contrast ratio 7.21:1</div> <div>TEXT BAB3FF</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 7.06:1</div> <div>TEXT 9EB8FF</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 7.06:1</div> <div>TEXT 6CC7D3</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 7.21:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND BAB3FF</div>	<div>Contrast ratio 7.06:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND 9EB8FF</div>	<div>Contrast ratio 7.06:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND 6CC7D3</div>	<div>Contrast ratio 7.25:1</div> <div>TEXT 4F4F4F</div> <div>BACKGROUND F2F1EF</div>
<div>Contrast ratio 11.07:1</div> <div>TEXT FEE4A4</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 11.78:1</div> <div>TEXT COF7FB</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 10.08:1</div> <div>TEXT DBD9FC</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 11.07:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND FEE4A4</div>	<div>Contrast ratio 11.78:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND COF7FB</div>	<div>Contrast ratio 10.08:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND DBD9FC</div>	<div>Contrast ratio 8.19:1</div> <div>TEXT FFFFFFFF</div> <div>BACKGROUND 4F4F4F</div>
<div>Contrast ratio 8.3:1</div> <div>TEXT FFBE1D</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 9.02:1</div> <div>TEXT 6CE2EC</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 8.3:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND 2F1D6E</div>	<div>Contrast ratio 9.02:1</div> <div>TEXT 2F1D6E</div> <div>BACKGROUND 6CE2EC</div>	<div>Contrast ratio 7.25:1</div> <div>TEXT 8C2D90</div> <div>BACKGROUND FFFFFFFF</div>	<div>Contrast ratio 7.74:1</div> <div>TEXT 7721BA</div> <div>BACKGROUND FFFFFFFF</div>	<div>Contrast ratio 7.25:1</div> <div>TEXT F2F1EF</div> <div>BACKGROUND 4F4F4F</div>