

Prime

ENGINEERING

Identity Standards Kit

Fev 2016

Logotype



Identity Standards Kit

Fev 2016

Sizes and relations

Safety Margins



Brand application simulation

Standards
Manual
v 1.0

AIRBUS
GROUP

Prime
ENGINEERING



Prime it

Identity Standards Kit

Fev 2016

Sizes and relations

Monochrome and resistance



Identity Standards Kit

Fev 2016

Pictograms

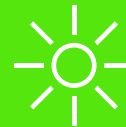
Services



Outsourcing
Services



Project
Management



PrimeIT
Solutions



PrimeIT
Communications

Areas



IT



Telecom



Energy



Infrastructure

Identity Standards Kit

Fev 2016

Pictograms

Programs



Prime Outdoor



Prime Academy



Prime News



Prime Last Thursday



Prime Afterwork



Prime Time



Prime Magazine



Prime Calendar



Prime Mobility



Prime Living



Prime Careers



Prime Sports



Prime Weekend



Prime Day

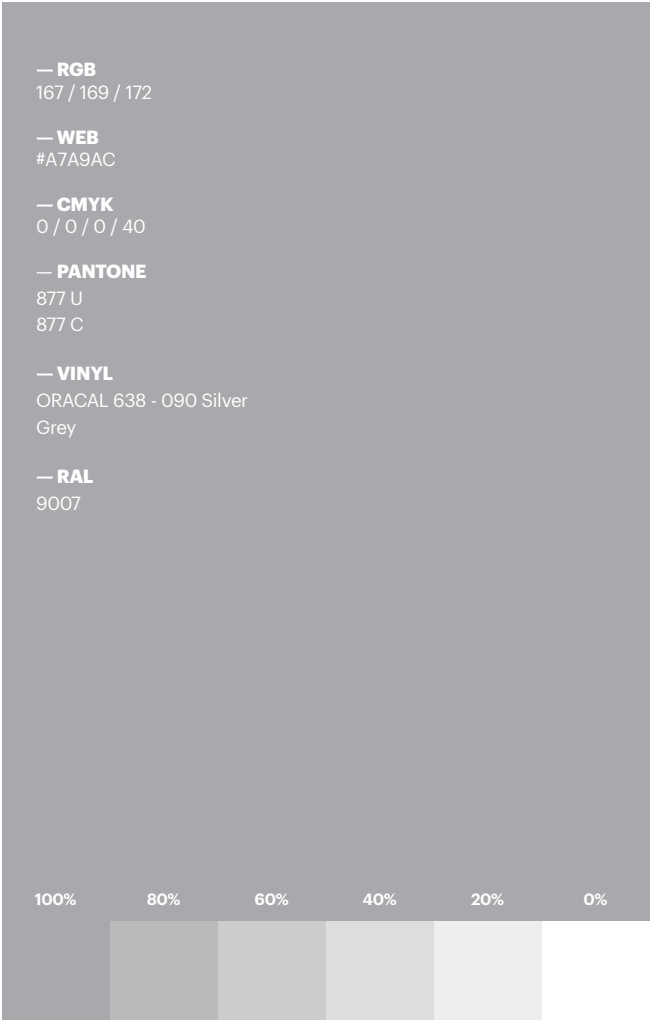
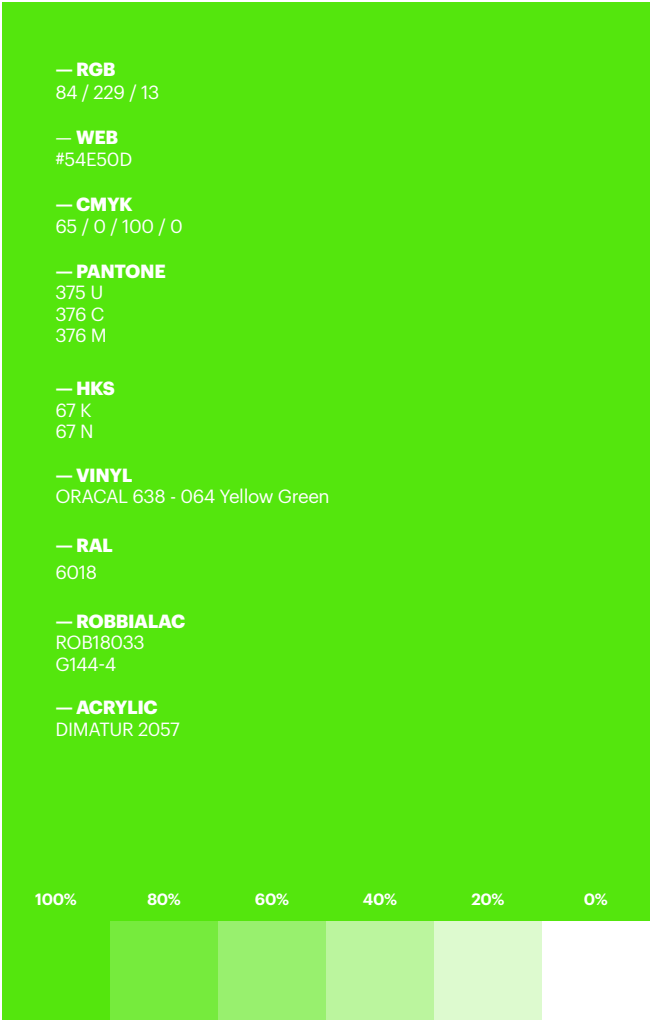


Prime Ambassador

Identity Standards Kit

Fev 2016

Corporate Colors

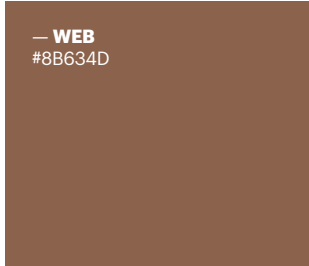
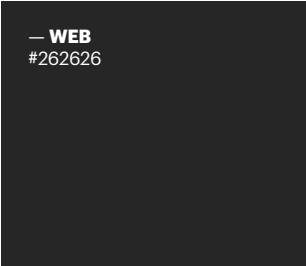
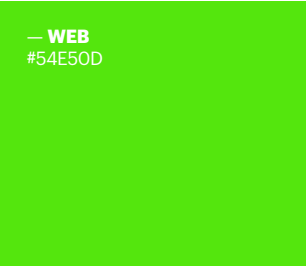


Identity Standards Kit

Fev 2016

Corporate Colors

Web Swatches



Identity Standards Kit

Fev 2016

Main typeface

Text
Montserrat

Montserrat

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Identity Standards Kit

Fev 2016

Secondary typeface

Text
Playfair Display

Playfair

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

