



Premier Merchants Group Brand Guide

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Logo



PRIMARY LOGO

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Logo Usage



DO NOT DISTORT OR SKEW THE LOGO



DO NOT ADD EFFECTS LIKE GLOW, BEVEL OR DROP SHADOW TO THE LOGO



DO NOT REPRODUCE THE LOGO IN NON BRAND COLORS



DO NOT ROTATE THE LOGO



DO GIVE THE LOGO APPROPRIATE CLEAR SPACE EQUAL TO THE HEIGHT OF THE 'P' IN THE PREMIER LOGO



DO USE ALTERNATE COLORS WHEN APPROPRIATE

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Colors

PRIMARY COLOR



CMYK: 100, 79, 24, 9
RGB: 18, 72, 126
HEX: #00477F

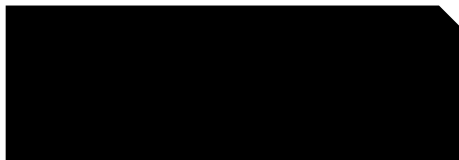
SECONDARY COLORS



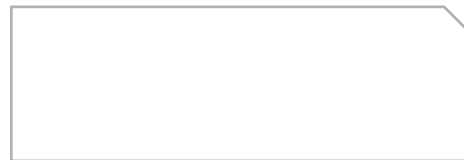
CMYK: 52, 23, 30, 74
RGB: 80, 87, 89
HEX: #505759



CMYK: 100, 83, 42, 42
RGB: 13, 43, 75
HEX: #0C2B4B



CMYK: 50, 50, 50, 100
RGB: 0, 0, 0
HEX: #000000



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

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Font - Roboto

Download the Roboto Font Family at: <https://fonts.google.com/specimen/Roboto>

ROBOTO THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO THIN - ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO LIGHT - ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO REGULAR - ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO MEDIUM - ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO BOLD - ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO BLACK - ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*