



Premier Group

We Get People

Brand Book

THE BASIC COLOUR LOGO



Color shows our spirit and promotes brand recognition. Our powerful corporate colors reinforce the stature of our company.

Please note that there are different versions of the logo for use on COATED and UNCOATED paper. UNCOATED includes newsprint.

See the current edition of the PANTONE formula guide. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.

PANTONE® is the property of Pantone, Inc.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved. The logotype, tagline and diamond should never be separated.

Group colours

	Pantone®	PROCESS Newsprint/Uncoated	PROCESS Coated	RGB	Web-safe hex
■ Group Blue	■ n/a	■ 100, 16, 0, 27	■ 100, 20, 0, 40	■ 0, 102, 153	■ 00 66 99
■ Premier Green	■ PMS 382u	■ 45, 0, 85, 0*	■ 50, 0, 100, 0* PANTONE DE-294-1 C	■ 153, 204, 51	■ 99 CC 33
■ la crème magenta	■ PMS 226 C	■ 0, 100, 0, 0 DE 148-1 U	■ 0, 100, 0, 0 DE 148-1 C	■ 255, 0, 153	■ FF 00 99
■ Brunel Blue	■ PMS 2995 C	■ 100,0, 0, 0 DE 232-1 U	■ 85,0, 0, 0 DE 232-2 C	■ 0, 153, 255	■ 00 99 FF
■ Verkom Red	■ PMS 711C	■ 0,100, 100, 0 DE 73-1 U	■ 0,100, 100, 0 DE 73-1 C	■ 204, 0, 0	■ CC 00 00
■ Yellow	■ PMS 109 U	■ 0,20, 90, 0	■ 0,20, 90, 0	■ 255, 204, 0	■ FF CC 00

COLOUR LOGO USAGE

Preferred usage

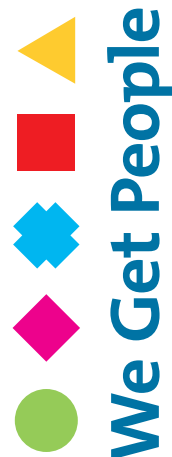
NB: The logotype, icons and tagline form an intergrated logo and should NEVER be separated. The icons and tagline may also be used as a separate graphic device. See below for guidelines.

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On a light coloured background:



Logo reversed out of group blue.



MONO LOGO

Mono Logo (B&W) on a light background.



When reproduction is of a lower standard the black & white version of the logotype is to be used.

Examples include: mono press ads, in-house documents output on mono laser printers, photocopies etc.

The correct version of the logotype should be used and reproduced in black only. Do not render in any other colour.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

Mono Logo (B&W) reversed out of black background



Quadraat Sans-Regular

Quadraat Sans-Italic

Quadraat Sans-Bold

for body text and titling

Please try to avoid using other fonts.


Premier Group
We Get People

Address is overprinted here using a macro from Microsoft Word

Line 1:
Verdana 9pt
Line 2:
Verdana 7pt

www.premiergroup.ie


We Get People

 Premier
We Get Financial People

 la crème
we get. office people

 brunel
We Get Technical People

 verkom
We Get People

 Nigel Lynn
We Get Financial People

BUSINESS CARDS



It has been agreed that the purpose of business cards is to communicate contact details only. With this in mind, a new standardised business card format has been introduced and all cards from now on will contain the same information in a standard format.

Format of business cards will be:

Left Hand Side

- Consultant Name
- Qualification
(One only, the highest and if an institute qual it takes precedent over degree)
- Job Title (Manager/Consultant/Director)
- e-mail
- web address

Right Hand Side

- Division Logo
- Office Address
- Switchboard Telephone no. with international dialling code
- Mobile Phone number (optional)