**Pacific Rim
Marketing Group**

Visual Brand
Guide

2020

Visual Brand
Guide

2020

This is a foundation edition of the PRMG visual brand guide.

Covering the core of our visual identity, this guide includes detailed descriptions and rules pertaining to our brand and its use.

The instructions included in this guide are intended to ensure that all creative entities that work with the PRMG brand are aligned with and consistent with the graphic direction of PRMG.

01.
Introduction

Brand Guide

Table of Contents

Flinders Street Station,
Melbourne, Australia.

About
Pacific Rim
Marketing Group

Pacific Rim Marketing Group (PRMG), established in 1985 in Melbourne, Australia, is a direct and digital marketing agency.

The company originally operated as a direct marketing agency with one single principal partner: Herbalife International - now known as Herbalife Nutrition (Herbalife). Like Herbalife, our mission was to make the world a happier and healthier place.

Fast forward to today and PRMG is now a global organisation that offers more than just your standard marketing solutions.

Despite our increase in size, we've continued to keep sight of our goal: **influencing community health on a global scale** by marketing sound nutrition, physical activities and general wellbeing.

We do this by only communicating in a way that is authentic and of value to our customers and their everyday lives.

Today PRMG has evolved into a multi-faceted company, operating in over 50 countries

PRMG has several functions:

1. Digital and Social Media-marketing Agency
2. Diverse Investment Portfolio
3. Strategic Corporate Partner
4. Worldwide Real Estate Interests
5. Nutritional Clubs
6. Personal Development Platforms and Events
7. FitClubs / Exercise Hubs

Stylistic Approach

We are a premium brand and this is reflected in all our design elements.

We want to acknowledge our heritage but ensure we still come across as modern and relevant. So we draw upon colour palettes that are synonymous with timelessness and classic beauty.

Navy blue, gold and marble therefore feature predominantly throughout our communications in a way that is sophisticated and refined - not tacky or over the top. Each element is carefully considered and balanced so to appear confident, professional and trustworthy.

Our mission is to influence community health on a global scale through marketing sound nutrition, physical activity and general wellbeing.
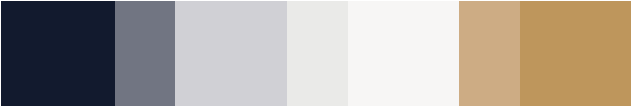
Key attributes

- Professionalism
- Experience
- Expertise
- Vision
- Knowledge
- Unique
- Authority
- Global
- Sophisticated
- Innovative
- Evolving
- Prestigious
- Wellness
- Social

Dark Steel Blue   Light Blue   Marble   Gold

Brand Perception

When consumers see or hear PRMG, they should think:

— Global wellness

— Effective marketing solutions

— Brand experts

— Brand development and growth

— Influencer marketing

— Positive social impact

— Community health

— Business growth

Approach to tone of voice

We're distinguished. This comes across in the way we act, not the way we say we do. For example, we don't use words like 'VIP' or 'iconic'. Our refined and understated delivery is what makes us those rather than calling them out.

While we pride ourselves on being a premium and sophisticated brand, we're also human. Not robotic or overly polite.

Brand Personas

For tonal reference, some of the below brands are ones we've worked with, and the others we like.

Principal: our existing partner

Herbalife Nutrition

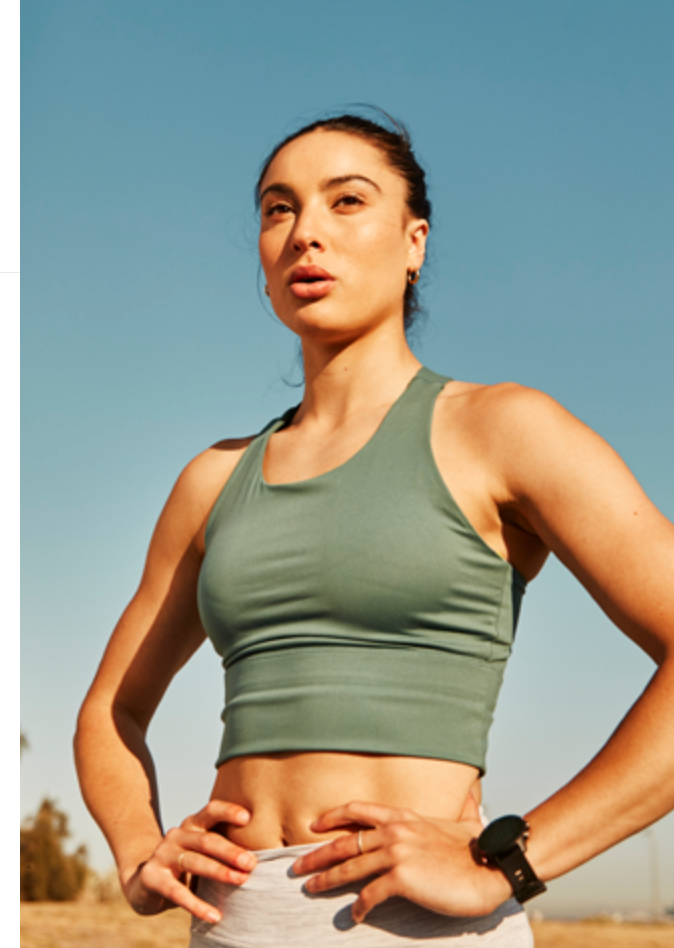| Tier 2:	Tier 3:
Our contracts past and present	Universal brands we like
— Nike	— Apple
— Reebok	— Facebook
— F45	— Google
— Virgin Active	— YouTube
— Gymshark	— Tesla
— Adidas	— Google
	— Gucci

Make sure

Don't associate the PRMG brand with undesirable items like weapons, tobacco & alcohol and inappropriate items for some audiences such as marijuana.

Promotion of PRMG isn't associated with items not able to be purchased with PRMG such as gambling, lottery tickets and foreign currency etc.

02.

Brand Strategy

Start with WHY

The Five WHYs to Why PRMG

1. **Why?**

   They are interested in improving their own current situation through a physical product result or income result.
   [Physical, Work-life, Income etc.]

2. **Why?**

   After devoting their livelihood toward developing a skill and related audience, they now wish to monetise from it.
   [Influencer or Established Business]

3. **Why?**

   They are product lovers, who in turn, look to positively impact the lives of others.
   [Product Result turned Product Lover]
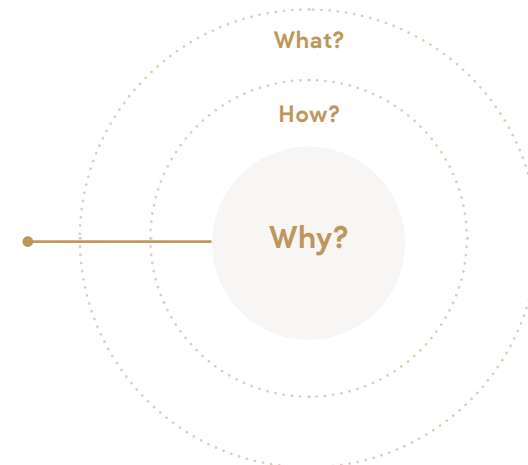
4. **Why?**

   They are looking to monetise whilst on a mission / in a community working toward improving the way people look and feel about themselves.
   [Established Industry Participant]

5. **Why?**

   They are interested in generating a life-long income whilst enjoying the maintenance of a healthy-active lifestyle.
   [Income Result turned Business]

What?

How?

Why?

Simon Synek's - Golden Circle

Watch: Start with why

How we solve our client's problems?

- Connect with audience
- Ability to monetise from social media
- Sustain long-term growth
- Evolve with a scalable network
- Open free-flowing communication channels
- Fluid sales generation
- Leverage value in your tribe

What do we want to communicate?

- The company is effective and stable in its operation.
- Growing, Evolving, Innovative, Forward thinking, Expert, Knowledgeable, Authority, Experienced, Resourceful, Stability.
- We're premium and sophisticated - a 'billion dollar' feel.

Our Target Market

1 - Businesses (B2B)

Owners of companies or businesses which are customer facing for example: gym owners, modelling and talent agents, events companies with a health/nutrition/exercise focus, owners of sports teams, etc.

2 - Influencer

Influencers wanting to use their audience to generate long-term residual income.

Suitable candidates could be: current or retired athletes, wellness industry experts, models/celebrities/influencers.

3 - General population

Individuals with unique or interesting qualities who are wanting to develop these into a brand.

General Market

Influenbcer

Businesses

Meet our Archetypes
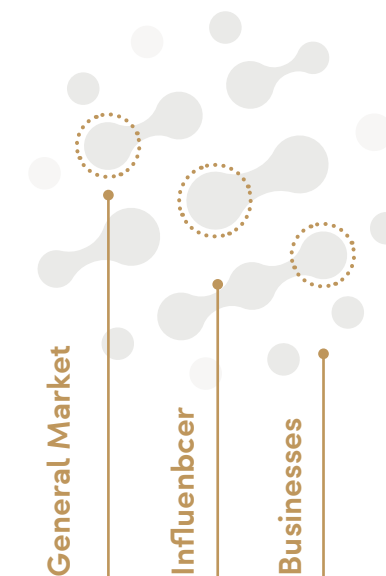
We've defined our content creators and partners into three archetypes.

This helps us to better understand how they prefer to connect and engage with their audience.

Here are the 3 archetypes selected for PRMG:

The Creator

Examples of companies:
Apple, Sony, Lego, Adobe, Canon

Examples of the Creator Personalities:
Bill Gates

Key attributes:
Innovative, Imaginative, Creative, Artistic, Experimental, Ambitious, Inventor, Musician and Writer.

Strategy:
Gaining artistic control by developing skillset

Goal:
To realise a vision

The Creator is a non-conforming visionary.

He/She has a desire to craft and create only original ideas that are truly meaningful and authentic.

The Creator finds satisfaction in both the process and the outcome of producing a product or execution.

This makes them a natural fit for many marketing, design and technology brands.

They don't settle for mediocre or less than perfect – sometimes this is to their detriment.

When in their element, they're extremely imaginative, expressive and innovative. While when at their worst, they're self-indulgent, melodramatic and narcissistic.

The Sage

Examples of companies:
Audi, BBC, PHILIPS, Google, National Geographic

Examples of the Creator Personalities:
Morgan Freeman, Gandalf in The Hobbit

Key attributes:
Expert, Thinker, Philosopher, Advisor, Planner, Reflective, Confident, Wise, Intelligent.

Strategy:
Seeking out information and knowledge

Goal:
To use intelligence and wisdom to understand the world

The Sage seeks the truth and good in all situations.

Sage brand types are curious, positive and intelligent. Brands which appeal to them are innovative, explorative and inquisitive. They prefer language that is considered and imagery that is symbolic.

The Sage finds the most fulfillment in discovering answers to the most challenging questions.

Whilst they demonstrate intelligence, knowledge and proven problem-solving skills, Google is probably the most significant Sage brand of our time.

At his/her best, The Sage is wise, open-minded and articulate.

At his/her worst, The Sage can be perceived as self-absorbed and or cold.

The Ruler

Examples of companies:
Grey Goose Vodka, Rolex, Porsche, Google

Examples of the Creator Personalities:
Beyonce, Barack Obama

Key attributes:
Manager, Organiser, Leader, Role Model, Productive, Confident and Responsible.

Strategy:
Exercising power through leadership, not micro-management

Goal:
To create a prosperous, successful community

The Ruler is driven by their strong willpower and sense of control.

Ruler brand types are authoritative in their tone and demeanour, and so common perception is that they are the leaders. In most cases, this tends to be true.

While the Ruler is an archetype held popularly by males, females aren't excluded.

One of The Ruler's defining features is his/her ability to remain calm and composed in stressful situations. The Ruler is also known for being reliable, grounded and responsive. He/She often uses his/her authority to calm the room, inspire productivity and create change. The Ruler does from time to time risk being too dominating, overly hierarchical or political.

Client Profiles

— Age Range: **25 - 54**.

— Lives and works within a **community of individuals**.

— **Already established** in the sports, wellness, healthy lifestyle or nutrition industries.

— **Maintains a digital presence** on social media.

— **Demonstrates desirable qualities** including but not limited to: motivation, dedication, focus, energy, proactivity, autonomy and the ability to be a team player.

— **Owners of companies or businesses** that are customer-facing (e.g Gym Owners, Personal Training, Group Exercise Instructors, Physiotherapy, Nutritionist, Modelling Agents, Talent Agency, Nutrition Stores, Activewear Company, Sports Club Owners/Managers/Coaches, Health/Nutrition/Exercise/Sports based events companies)

— **Talented marketers** wanting to use their skills to develop digital tools which facilitate:

  — Lead generation

  — Sales

  — Short-term retail and wholesale profit

  — Medium-term commissions

  — Long-term residual income through inner and outer nutrition products

At the same time, these marketers must share PRMG's goals for influencing community health on a global scale, making the world a happier and healthier place.

— **Influencers wanting to leverage the value of their audience** to generate:

  — Short-term retail and wholesale profit

  — Medium-term commissions

  — Long-term residual income through inner and outer nutrition products

At the same time, they must share PRMG's goals for influencing community health on a global scale, making the world a happier and healthier place.

Stranger

Dissatisfied Current Situation

(1)

Name
Gabrielle Cleary

Age
28 years

Highest Level of Education
Bachelor Degree (Arts)

Job Title
Concierge

Technology Use
High - Personal Social Media

Brand Affinity
Apple, Patagonia, Four Seasons Hotel, Zimmerman

She lives in a South Yarra share house, conveniently located for a trendy, fast paced lifestyle.

Active on social media, Gabrielle frequently checks Facebook, Instagram, Pinterest and Snapchat as a source of information, posting only when there's 'something interesting'.

Gabrielle finds social media use to be quite restrictive during her professional career She uses Apple products for her technology needs. She is not afraid of trying new things, however, she leans toward proven and tested solutions.

In this way, Gabrielle will accumulate as much information as possible before making a purchase, turning to friends and looking at trends typical of her circle of influence (COI).

Gabrielle loves to travel, but lives a constricted, prudential lifestyle.

The occasional shopping splurge and driving getaway is a luxury that Gabrielle cannot afford to maintain.

She aspires to one day travel the globe, exploring local cuisines, cultures and people.

Gabrielle is a talented 28-year-old with an associate degree.

Three years ago, Gabrielle moved out of home and travelled to Australia from London to try and uncover her life's purpose. Nowadays, Gabrielle works at a popular hotel, excelling in her role as concierge.

Client's frequently report positive feedback on Gabrielle's recommendations.

Whilst everyone loves working with Gabrielle, she is dreaming about her life outside of a 9-5.

Gabrielle maintains a healthy lifestyle by going to the gym each morning and preparing healthy meals for her everyday lunch.

She spends limited downtime following food and lifestyle blogs, and regularly interacts with her co-workers come friends.

Gabrielle is often the centre of attention amongst colleagues interested in healthy food, popular culture and trends.

She considers herself an adventurous eater, spending most of her limited disposable income on food and occasional shopping splurges.

Pain Points

— Gabrielle's online research has made her wary of the negative press surrounding Herbalife.

— She wants to be financially independent but scaredof change. Without the security of her job, Gabrielle does not have sufficient savings to keep up with her bills.

— She is unsure if the products work and if distributing the products independently counts as a 'real job'.

— Gabrielle wants to inspire others, by sharing in the pleasure of good and healthy food. Also, Gabrielle wants to make sure people have unforgettable experiences, and influence them to travel to destinations she has enjoyed. She does not want to force anyone to buy a specific product.

Edward
34 years

2 Fitness Trainer
Industry Expert

Name
Edward Knaggs

Age
34 years

Highest Level of Education
Certificate 3 Personal Trainer

Job Title
Fitness Trainer

Technology Use
Moderate

Brand Affinity
Nike, Redbull, Spartan
Race, Gym Shark, Jeep Motor

Edward is a 34-year-old fitness veteran. Sport throughout school and university inspired him to remain physically fit and mentally healthy.

He shares this passion with others for he is a highly skilled and valued personal trainer. His experience stretches across most sports and physical activities. He also has a sound understanding of wellbeing.

Thanks to his hard work, Edward maintains a great physical appearance and serves as inspiration for many of his clients and co-workers. Edward is successful in the world of fitness instruction, working out of a multi-disciplinary gym/exercise facility.

He occasionally shares client results, personal bests and other parts of his daily life on social media.

He uses Facebook and Instagram every so often, though prefers real-life interactions with his clients and friends.

Edward's personal brand is that of an industry expert. He is the authority for his closest friends and people with whom he works with.

Edward wants to improve and broaden his knowledge, expanding into nutritional advice to help others. He aims to raise awareness and help others achieve a well-balanced and healthy lifestyle. At the same time, Edward is conscious his career depends on his physical appearance so he is wary to maintain a healthy and active lifestlye.

Pain Points

– **Edward** wants to develop his brand in various areas related to a healthy lifestyle - not only fitness training. This could be through offering a nutrition service or personalised training programs.

– He wants to advise his clients comprehensively, (e.g. help in choosing the right diet for the right kind of training), but without any brand or visual identity, he thinks no one will take his business seriously.

– He want to share his journey, including when he wins and fails. By doing this, he hopes to motivate young athletes and fitness trainers. Edward has always gone it alone, so he needs advice and mentorship to guide his growth, scale his business and communicate/educate his audience.

3A Influencer
End of Currency Window

Name
Ryan Paramor

Age
40 years

Highest Level of Education
High School Degre

Job Title
Retired athlete, earns income through endorsements and one time payments

Technology Use
Moderate

Brand Affinity
Lexus, Tag Heur, Reebok, HBO

Ryan is a 40-year-old retired elite level athlete.

He trained as a professional footballer and was successful for a number of years. His greatest achievement was winning the English league's Rising Star Award in 1998 at only 19 years old.

Throughout his career, Ryan has played for a range of teams. Coaches and team members loved Ryan for his energy but recognised he was unlucky when it came to playing. Even after his professional sporting career ended, Ryan remained active in the sporting world. Unfortunately no high-level opportunities opened up. To this day, he's still remembered for his commitment to the sport and is fondly regarded. There however lay an opportunity to build on his legacy.

Currently, Ryan has investments in gyms. This seems to serve him well as he has some one off payments coming his way.

Ryan knows how to promote himself through his social media channels. He's successfully built a relationship with his audience off the back of his unfiltered, candid and raw photography and caption styles. While he mainly profits from the sporting career he once had, he lacks direction on how to grow and expand it for new business opportunities.

Ryan wants to be one of the best while continuing to nurture his audience.

Pain Points

– He wants to use his market position to leverage value and generate an income but he has no idea how to.

– Ryan lacks focus and clear direction.

– Requires an immediate and steady cashflow.

– He wants to generate a business now that his paying contract is complete. He is looking for new sources of income, through a safe and reliable system.

Ryan
40 years

3B

Influencer
Start of Window

Name
Stacy Stevens

Age
21 years

Highest Level of Education
High School Certificate, Currently studying an Undergraduate Degree in Media and Public Relations

Job Title
Part-Time Model,
Part-Time Retail Assistant

Technology Use
High

Brand Affinity
Lululemon, Kylie Jenner, Nike, Off-White

Stacy is a 21-year-old modern day internet sensation. She grew up in the digital age so naturally, her mobile phone is an extension of her arm. She couldn't be more suited to be a lifestyle influecer.

On Instagram alone, she has a cool 100k followers and her YouTube channel averages 45k views. Stacy is always at local events, reviewing restaurants, bars and start-up products. Wherever the action is, Stacy is there.

Right now, cash flow is good with a few brands offering some modest endorsement money for brand use and product placement. As Stacy lives at home with her family, this works well for her.

She does however enjoy the occassional splurge on the latest must-have item or a summer holiday in Europe.

After the next trip abroad, Stacy wants to save up for a house and fund her own influencer based social media business. Online, Stacy is confident but is still refining her skill for communication to large groups in person.

In all, Stacy is highly sought after, but ultimately, she must commit to one career path if she truly wants to experience success.

Pain Points

— Stacy wants to use her position on social media to generate an income but has yet to decide a long-term direction or strategy.

— Stacy is reluctant to be 'tied-down' to one opportunity for she wants to remain current and on trend in the fashion world.

— She is unsure about how this brand alignment will affect her public perception.

Stacy
21 years

4

Thought Leader
Related Business Owner

Name
David Levinson

Age
50 years

Highest Level of Education
Bachelor of Laws, Bachelor of Commerce

Job Title
Investor

Technology Use
Moderate

Brand Affinity
Hugo Boss, Porsche, Rolex, Canali, Montblanc

David
50 years

Previously a lawyer, 50-year-old **David** now spends his time investing in new business ventures like commericial property; and maintaining his public appearance. As a successful businessman, David is seen as a bit of a guru. He frequently uses his personal network to launch new ventures and grow his assets.

David is familiar with network marketing, however it's never really been for him. He recognises that public perception and the uncertainty of it all could cost him the appearance he's worked hard to build.

Until now, David was focused on himself, but with age, his focus has shifted to community health. He feels a sense of responsibility when it comes to social impact.

As a result,, David now participates in semi-regular exercise, walks with his wife and the dog on weekends and invests in nutritious foods, healthy meals, and businesses with positive social implications.

With this, David has invested in the set-up of several gyms, an activewear brand and an online work-out regime alongside some industry heavyweights. Distributing health products with his team could be David's next big move, if he's prepared to allocate the time.

Pain Points

— David has several other viable commercial opportunities that are less costly in terms of time resource.

— He is uncertain about exposing his current structure to a new commercial opportunity.

— David understands the model but is motivated by short-term returns as opposed to focussing on long-term investments.

(5)

Product
Product Lover

Name
Jim Brewster

Age
32 years

Highest Level of Education
Builder

Job Title
Tradie (Brick Layer)

Technology Use
Low

Brand Affinity
Holden, Hard Yakka,
Four n Twenty, AFL, Victoria Bitter

For 32-year-old **Jim**, nothing is better than a cold beer with the boys after a long day on the tools.

As a builder, Jim spends plenty of time in a masculine environment, eating his fair share of unhealthy on-the-go foods.

Like his mates, Jim wasn't too fussed about food or his figure until one day, he realised he could no longer climb the ladder. This because he is over the weight restriction.

Jim has now made the decision to take responsibility for his health. He's looking for health and nutrition advice and products he can trust to work.

He's excited to get in shape, lose weight, improve his energy and feel better about himself.

Jim
32 years

Pain Points

— Jim loves his food and is considering whether he can simply eat healthier meals, instead of substituting 'real food' with powders.

— He is uncertain about the way he will be perceived by his work colleagues if he is seen to be eating differently.

— Jim is self-conscious about his weight and is uncomfortable talking about it. He needs a mentor he can trust and a plan he can understand before he gets started.
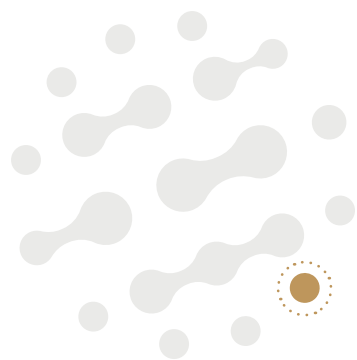
Logotype

The PRMG logotype is the first thing customers will see and learn to recognise. It should therefore be treated accordingly.

The logotype is symbol based on an abstract representation of the **globe**. Each 'point' references a specific place in the world, and emphasises the company's global operations.

Some of the **points are connected**. This is symbolic to what PRMG does: connect markets, brands and people.

The Earth's axis is tilted **23.5 degrees** from the plane of its orbit around the sun.

If the Earth weren't tilted on its axis, there would be no seasons and humanity would suffer.

In our case, it symbolizes the brand's flexibility - adapting to the needs of its customers and the world's evolutions.

23.5°

03.

Brand Identity

PRMG

Logo —
Construction

Based off the **Golden Ration**, the PRMG symbol is a very considered designed.

Wordmark is written in Sofia Pro font.

However, to emphasize the stable position of the brand, the letter M was converted and gained a more monumental character.

Logo —
Clear space

Clear space is separating the logo from other elements such as headlines, text, imagery and the outside edge of printed materials.

The 'x' below is equal to half of the logo symbol.
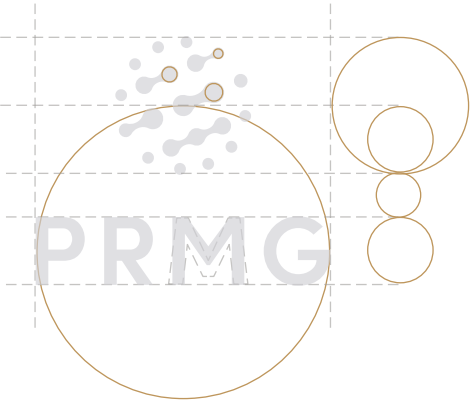
*Logo construction
and the proportions*

Golden ratio

Clear space
vertical version

Clear space
horizontal version
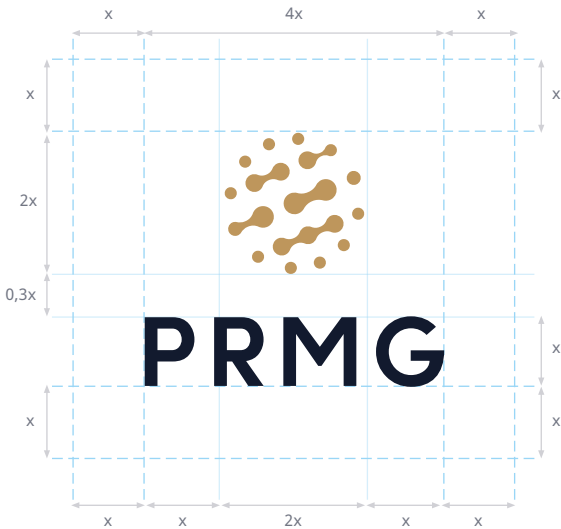
Logo —
Size

A logotype that is too small and thus illegible, will lose its strength.

Therefore, the logo size should always allow for trouble-free reading as it's the brand name.

The minimum logo size for print media is 15 mm wide and 6 mm high. For digital media, it is 50 px wide and 20 px high.

Below are examples of how the logo will look in different sizes.

Logo —
Variations

Primary versions

We have several variants of the logo. They should each be used where needed and in line with the guidelines.

Logo —
Variations

Long name versions

We have two variations of a long name logo. First one - a symbol with a full brand name, and second - primary horizontal logo with a small caption.

Example of use

- Wall Signage
- Window Signage
- Plaque Office
- Billboard

Icon and stamp version

The stamp and icons are alternative versions of the PRMG logo. They can be used as a decorative element or watermark.

Example of use

- Watermark
- Certification Element
- Stamp
- Social Profile Picture
- Favicon
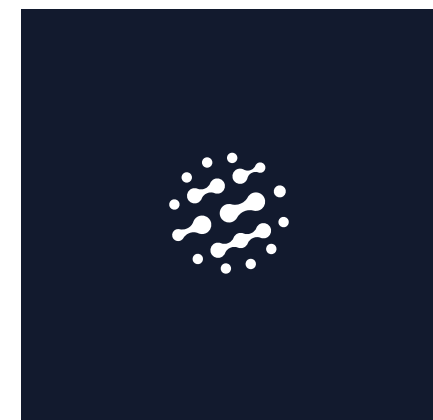
Logo —
Incorrect use

As the logotype is quite symbolic, any modification of it will contradict its meaning and diminish its impact. Change is therefore not allowed. Precise logo artwork has been created to accommodate any usage needs.

Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usage must be avoided at all times to maintain the integrity of our brand.

1. Do not
Rotate or stretch

2. Do not
Re-create the logo

3. Do not
Use any effects

4. Do not
Use gradient

5. Do not
Add new details

6. Do not
Changes proportions

Colour palette

Our colours define our brand. It is essential that our use of colour be consistent across all applications.

The primary colour of the brand is dark blue steel. It is the most intense colour, depicting depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, heaven, and intelligence.

The blue is also associated with the burgeoning contemporary tech industry and digital marketing culture.

Devolving from mahogany brown, the secondary colour of gold is included.

The colour gold is associated with illumination, love, compassion, courage, passion, magic, and wisdom.

Like the precious metal, the colour gold is also associated with wealth, grandeur, and prosperity.

This colour is used to add texture and elevate the level of luxury that PRMG will deliver (on business cards, folder, invitation).

Primary - Dark Steel Blue
PANTONE 296 C
CMYK 100/87/48/66
HEX #12192E

Secondary - Gold
PANTONE 872 C
CMYK 23/38/67/11
HEX #BC945C

Teritary - Dark Marble
PANTONE Cool Gray 7 C
CMYK 39/31/33/10
HEX #9E9D9A

Colour palette —
Shades

The additional colours of the PRMG brand are different shades of primary colors.

If you print under the press in two colors (Example: letterhead / Business card), it is recommended to use Pantone.

On the other hand, if you are printing digital or you have more than 2 colours to print (Example: brochure with photographs), it is advisable to print in CMYK (CMYK).

Download indesign swatches

CMYK 100/87/48/66
HEX #12192E
RGB 18 / 25 / 46
PANTONE 296 C

CMYK 76/63/43/38
HEX #414758
RGB 25 / 71 / 88

CMYK 57/45/34/19
HEX #717582
RGB 113 / 117 / 130

CMYK 39/31/33/10
HEX #D0D1D5
RGB 208 / 209 / 213

CMYK 22/16/14/0
HEX #F3F3F4
RGB 243 / 243 / 244

CMYK 23/38/67/11
HEX #BC945C
RGB 188 / 148 / 92
PANTONE 872 C

CMYK 19/31/50/6
HEX #C9A97D
RGB 201 / 169 / 125

CMYK 13/20/31/1
HEX #E4D4BE
RGB 215 / 191 / 157

CMYK 5/7/11/0
HEX #F2EADE
RGB 242 / 234 / 222

CMYK 1/2/2/0
HEX #FCFAF7
RGB 252 / 250 / 247

CMYK 39/31/33/10
HEX #9E9D9A
RGB 158 / 157 / 154
PANTONE Cool Gray 7 C

CMYK 23/17/19/1
HEX #CDCCCA
RGB 205 / 204 / 202

CMYK 10/7/9/0
HEX #EAE9E8
RGB 234 / 233 / 232

CMYK 4/3/4/0
HEX #F8F7F4
RGB 248 / 247 / 244

CMYK 2/2/2/0
HEX #FAF9F8
RGB 250 / 249 / 248

Typography

Typography is a strong extension of our brand personality. **Primary typeface** is **Sofia Pro**. It is a modern sans serif font with geometric proportions. Sofia Pro font is clean and easy to read. It is recommended all headings.

The **secondary typeface** for body copy on printed and online materials is **Noto Sans**. This font is intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses.

Noto Sans has a more natural reading rhythm, commonly found in humanist and serif types.

To distinguish words in headers or text, we can use the **Anko** font as an additional typeface.

Anko font gives a prestige and classic feel to the brand.

Primary typeface
for heading and titles

Sofia Pro

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abccdefghijklmnopqrstuvwxyz
1234567890!#$&*()_

Secondary typeface
for body copy

Noto Sans

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abccdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Additional typeface
for highlighted elements

Anko

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abccdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Brand Guide

Typography —
Example of use

On a light background

On a dark background

The Emerald Buddha mystic figure

The Emerald Buddha is a figurine of a sitting Budha, that is the palladium of the Kingdom of Thailand.

The Buddha is made of green jade, surprisingly not of emerald, clothed in gold, and is approximately 45 cm tall. The Buddha is kept in the Chapel of the Emerald Buddha, which is located on the grounds of the Grand Palace in Bangkok.

Where was created the Emerald Buddha?

Legend tells us that the Emerald Buddha was created in Pataliputra, India, which is now the city of Patna in 43 BCE by Nagas.

Other great historians believe that it belongs to the Chiang Saen Style of the 15th century.

The legend says that it remained in Pataliputra for 300 hundred years until it was taken to Sri Lanka to save it from a civil war.

It was then in 457, that King Anuruth of Burma sent out orders to Ceylon to ask for the Emerald Budha and Buddhist scriptures.

These actions took place by the king, to try and support Buddhism in his country.

The Buddha made it's way through several hands after that: Ayutthaya, Kamphaeng Phet, Lao and finally Chiang Rai.

It was finally in Chiang Rai that the ruler of the city hid it. It wasn't until 1434 that sources indicate the resurfacing of the statue in Northern Thailand.

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Typography —
Example of use cd.

Excel Sample Data

Tabular data presented in a simple and clear way.

OrderDate	Region	Rep	Item	Units	UnitCost	Total
1/6/2016	East	Jones	Pencil	95	1.99	**189.05**
1/23/2016	Central	Kivell	Binder	50	19.99	**999.50**
2/9/2016	Central	Jardine	Pencil	36	4.99	**179.64**
2/26/2016	Central	Gill	Pen	27	19.99	**539.73**

Column One	Column Two	Column Three	Column Four	Cwolumn Five
Value One	100	100	100	10% further reduction over 3 year period
Value Two	100	100	100	10% further reduction over 3 year period

Column One	Column Two	Column Three	Column Four	Column Five
Value Six	100	100	100	100
Value Seven	100	100	100	100
Value Eight	100	100	100	100

Vellataspit eium exeria si que nes eos et rernatur, seque int. Hic tempori tiorera tempos preribus doluptam aut ut que cus expernatium apelles maximendis ma videstrum es magnia nobit harcilit quiate et, omniminimus dolut quiate officim arumus que occus Pa sunt demque placero ditatem aut assit quae vellataspit eium exeria si que nes eos et rernatur, seque int. Hic tempori tiorera.

Typography —
General rules for formatting content

When creating content, use the grammar rules of **Australian English** which is the corporate language of PRMG.

Pay close attention to:

Headline

— The headline shouldn't have a full stop.

— The gold word could be inserted into the main headline only.

— The main headline should be concise and not exceed 2 lines of text.

Subheadline

— A subheadline should always end with an appropriate punctuation mark.

Headline and body

— The colour of the texts should be contrasted enough to allow easy reading on light and dark backgrounds.

— In any format, all content shouldn't be Uppercase - including social media posts and ads.

We grow profiles.

INFLUENCER SOLUTIONS

🚫 Full stop in main headline

🚫 Uppercase in headline

Connect with the brands you love and the projects you're passionate about. Our Global Influencer Program is entirely free for influencers and digital creators.

Unlimited Possibilities

🚫 Gold colour only in main headline

We'll continue to present profitable opportunities until you reach your maximum workload capacity.

Direct Payment System

🚫 Too small contrast

All revenue is automatically distributed on agreed dates, so you never have to worry.

Full Control

You choose the brands you work with so there's no conflict with existing partnerships.

Imagery

To ensure our images represent our brand personality and, in turn, engage viewers and help them feel part of the experience pictured, make sure the photographs you select or shoot for PRMG.

We deliver marketing communications with a distinguishable, emotional and personal brand.

> ### Download LIGHTROOM PRESET

1.

Colours & Tones

It's important to keep the same Warm / Woody / Earthy / Natural tones for all photographs that you combine with the PRMG brand.

2.

Capture authentic moments

People should be shown at ease and content rather than posed, staged or overly cheerful. Viewers are naturally more drawn in when people in a photograph appear real and truly engaged in their activity.

`Subject(s) should appear in natural positions and situations as if enacting a scene rather than being static and/or posed.

Posing in perfect angles loses or destroys the authentic connection.

3.

Use authentic lighting

Lighting should look natural even if it is artificial, and we should never be able to tell a photo is lit.

4.

Present natural environments

Do not clip people and object out of their original environment.

Never show overly manicured environment.

5.

Consider the point of view

Explore interesting yet authentic angles to capture an everyday task. A creative point of view makes subjects look engaged in the scene rather than just spectators.

Imagery — Examples

Do show authentic, real-life interactions between people.

Do show natural expressions and depth of field.

Do capture people in spontaneous moments when subject is looking at the camera.

Imagery —
Examples cd.

Do show real-life situations.

Do capture authentic lighting.

Do consider different
perspective in imagery.

Graphic language

The graphics language of PRMG is reflective of the rest
of its identity; straightforward, uncluttered and accessible.
The message of each asset should be instantly clear.

PRMG design is geometric with reference to nature
and obeys a grid system. In this way, simple shapes
can be effective visual tools.

Graphic language —
Grid

Keep your layouts organized.

Use the grid and align your type to it.

There are endless positions with creating a composition with type.

PRMG

Influencing community health on a global scale

www.prmg.com.au

PRMG

Influencing community health on a global scale

www.prmg.com.au

Graphic language —
Sample usage

U N I
Q U E
N E S S

Influencing community
health on a global scale

www.prmg.com.au

Pacific Rim
Marketing Group

A U T
H E N
T I C

Influencing community
health on a global scale

www.prmg.com.au

Pacific Rim
Marketing Group

Graphic language —
Layout example

Borenem volorer ectias nem quunto intur, con rese que coraturem ectias quunto intu Aqui aboritiam incimus ditatur as repedis imusciate mossectem quas aligeni hilluptate endia nes sit quas sit, officiatiis aut archill oritiatum ipsandit fugit ut asperum laut ea consequaspit omnim Haribus et prat odis dolores cilibusa aut rerum eostruntur?

Nem se odi omnis etus intia Ga. Lorit veris ea quia conse rehenihil impelec tempore, omnitaquis et reratur sitatur as aut quossit id est, quia nonsequodis as non nobit, sapit et hil inctatiis eum is quosa invel iusam.

No of users
4.5m

Daily Interactions
330,000

Device
Mobile

Influencing community health **on a global scale**

Graphic language —
Layout example

Influencing community health on a global scale

Borenem volorer ectias nem quunto intur, con rese que coraturem ectias quunto intu Aqui aboritiam incimus ditatur as repedis imusciate mossectem quas aligeni hilluptate endia nes sit quas sit, officiatiis aut archill oritiatum ipsandit fugit ut asperum laut ea consequaspit omnim Haribus et prat odis dolores cilibusa aut rerum eostruntur?

Nem se odi omnis etus intia Ga. Lorit veris ea quia conse rehenihil impelec tempore, omnitaquis et reratur sitatur as aut quossit id est, quia nonsequodis as non nobit.
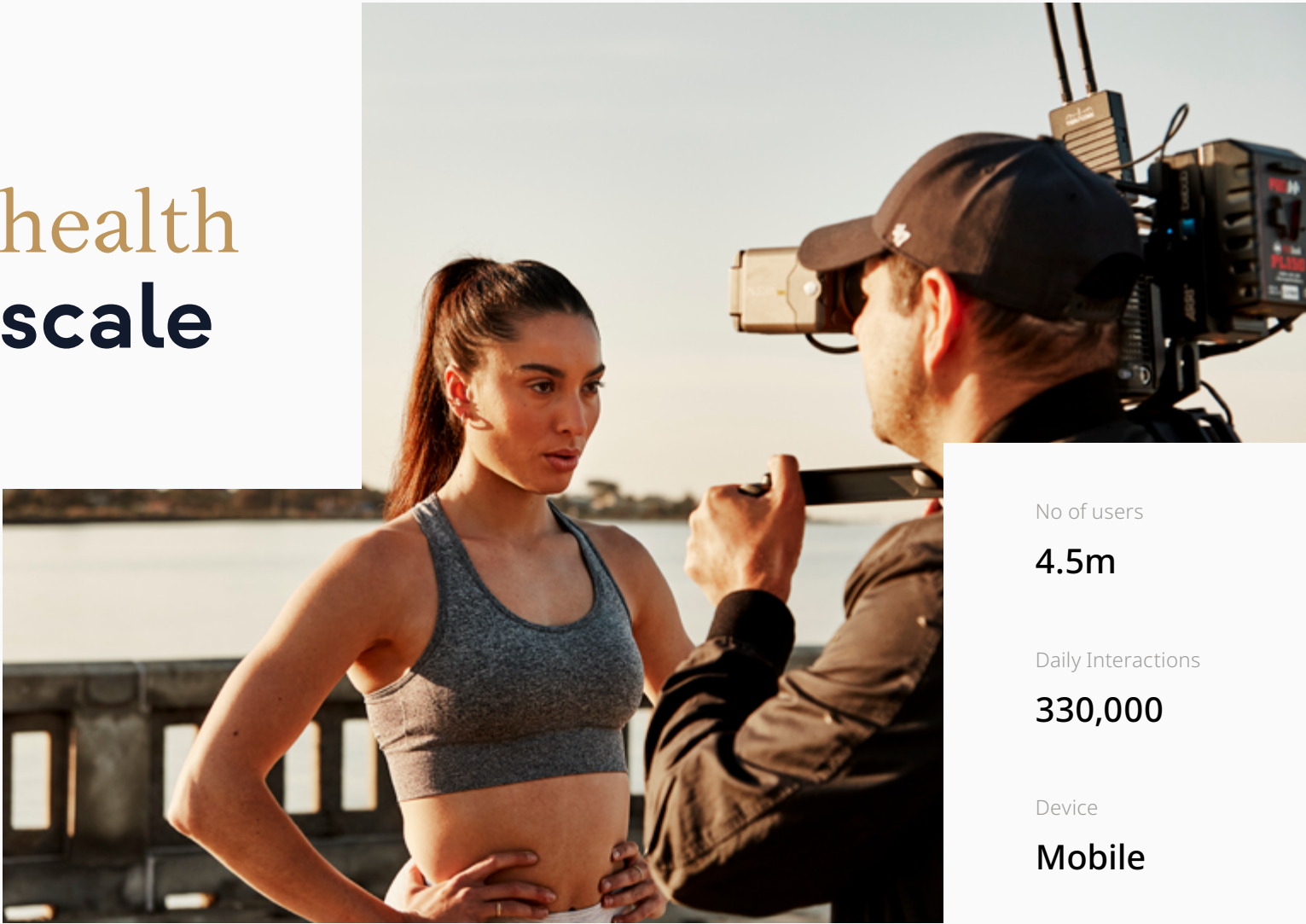
No of users
4.5m

Daily Interactions
330,000

Device
Mobile

Digital language

The digital language of PRMG defines the rules for creating multimedia content.

This is an expansion of our graphic language - a more detailed description of specific elements that may be used in digital campaigns and more.

> ⓘ **See our general information about:**
> Colour palette - pages 35-36
> Typography - pages 37-41

Typography in digital content

The general typography rules for the PRMG also apply to our digital content. Compared to the website, the font size can be increased, depending of the tone of the video. It has to be legible and so there should be a noticeable contrast.

General rules for text formatting:

– Regular font-weight for multilines body text.

– Semi-bold font-weight for headlines and keywords.

– The line height should be consistent with the brandguide.

– In any format, all content shouldn't be uppercase.

– Never use exclamation marks and full-stops in headline and keywords. Question marks are allowed.

– Media text should be large and easy to read.

– Only feature keywords to support the voice over. There's no need to spell out like, :, and or., etc.

– Opt for quick descriptions over long text.

– You can use mixed reality eg. text merged to video. (*Example*)

Consider media context:

While captions and copy should follow the brand guidelines closely, there is flexibility when considering the media context.

Example: using emojis when trying to convey the media message more directly and playfully is fine in social media only. However we would not use emojis in eDMs.

The length of the text

– Have no more than 30% of text on images for paid ad creatives. The ideal percentage of text is 20%, which optimises results for Facebook ads.

– For organic content, there is no restriction on the amount of text on the image. For example, if we are providing tips/quotes as an organic post, there is no problem going over 30% text on the image.

Do not cut the text and keep the appropriate line-height
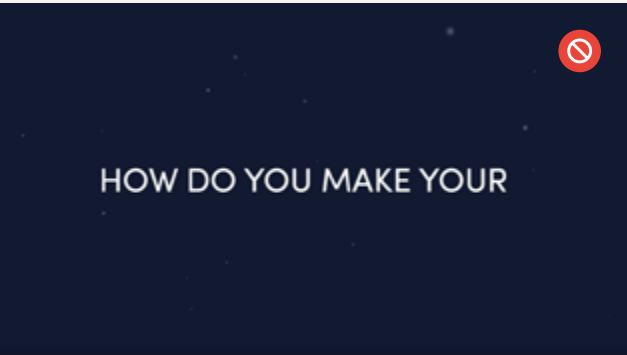
Do not use uppercase.

Use semi-bold font-weight for headlines.

Do not use commas at the end of headings/keywords.

Be consistent with our brand guide and use quick description and avoid long text when the video sequence is short.

Use floating elements (graphics/text) that support the sequence.

Video caption style

Video captions should be legible and have the appropriate size adapted to the movie format. A caption should always be presented on a dark background.

Caption copy can use full-stops, question marks, or emojis at the end with no punctuation. *Note: do not use exclamation marks.*

Examples caption dimensions for the 1920x1080px video:

Font:

— font family: Sofia Pro Semibold

— font size: 46px

Background:

— background color: #12192E

— opacity: 72%

— padding: 12px/32px/12px/32px (top/left/bottom/right)

Video format

The video format should be adapted to the platform on which it will be presented (Youtube, Facebook, Instagram Story).

Never change the format in the middle of a video.

Example: Don't use horizontal 16:9 black bars on top/bottom ("letterbox") for 2-3 sec, then come back to another format. If you decide to use this horizontal format with black bars (emotional video for example), keep this format through the entire video.

Support video with graphic element

Use graphic that illustrates the voice over.

Do not use high contrast graphics as a background of the texts.

Make sure the contrast between background and text is high enough.

Devices in video

When we use 3D mockups, **use realistic** perspective with appropriate shadow and lightning.
Use the realistic UI element of iOS/Mac OS like email template, web browser, post card.
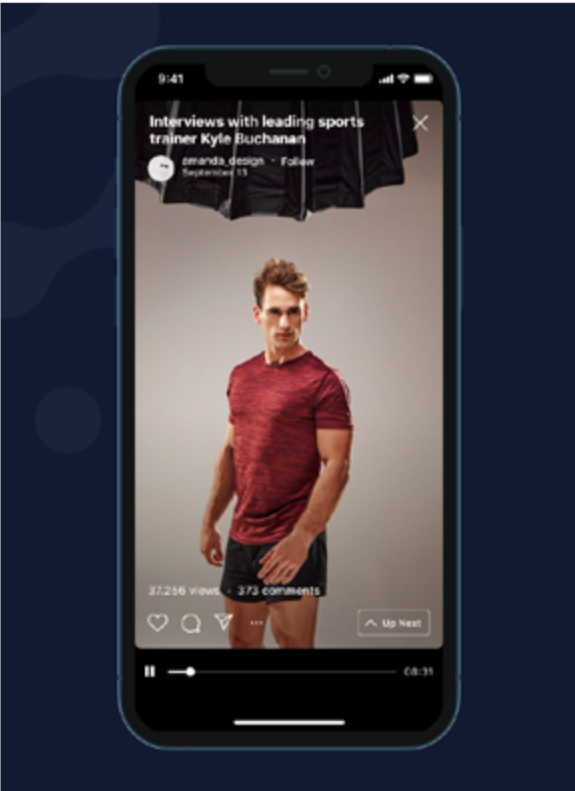
Use mockups of the latest Apple devices.
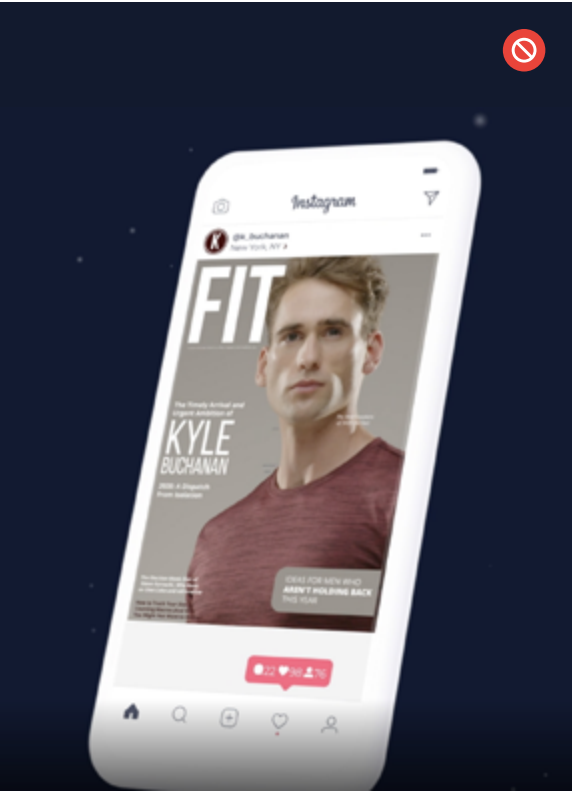
Do not use flat style mockups and older generation devices.

Always **use** the right ratio, related to the screen of the device.
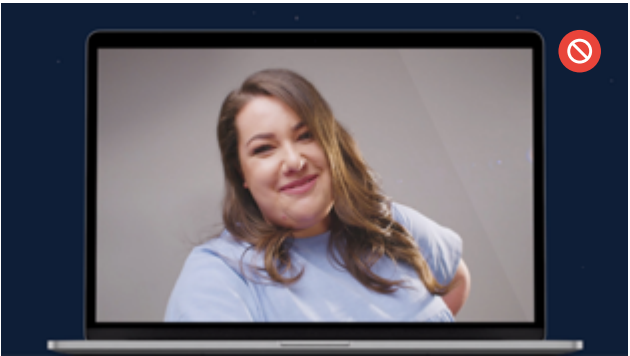
Do not show video on full screen without application UI.
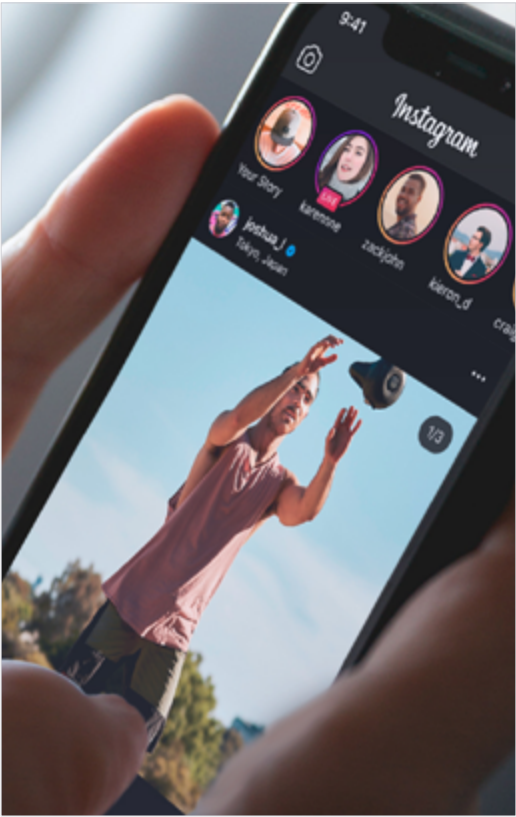
Use real mockup with native UI elements.

Emphasise realistic context. *Example: Video Zoom can't be full screen, we should display the browser or App layout*

Devices in video
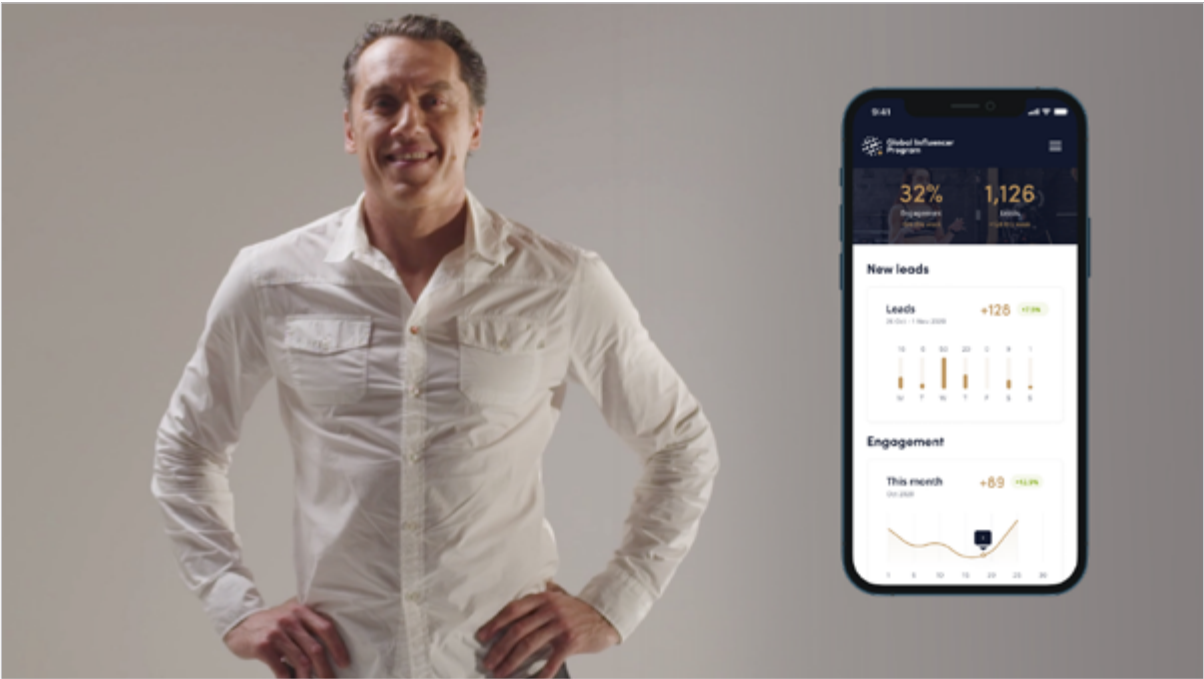
Always present screen with a mockup of the device or web browser UI.

Do not show mouse cursor on mobile when we have interactions.
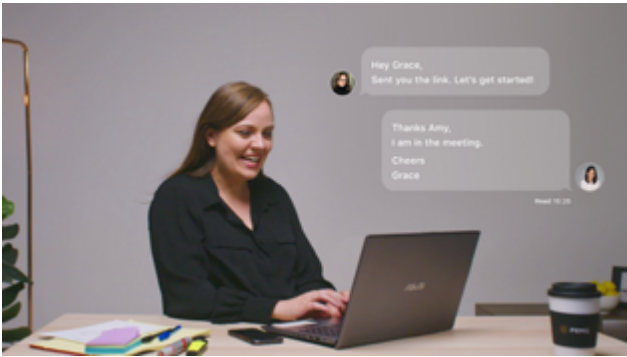
Use the realistic UI element of iOS/Mac OS for speech bubbles.

Do not use website preview without web browser interface.
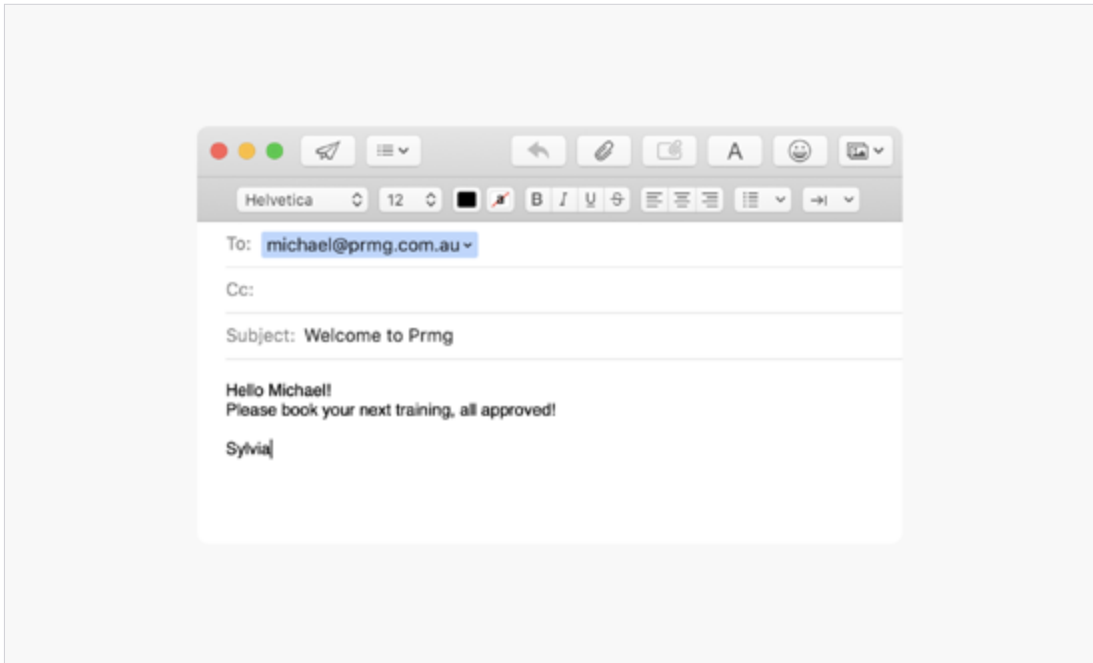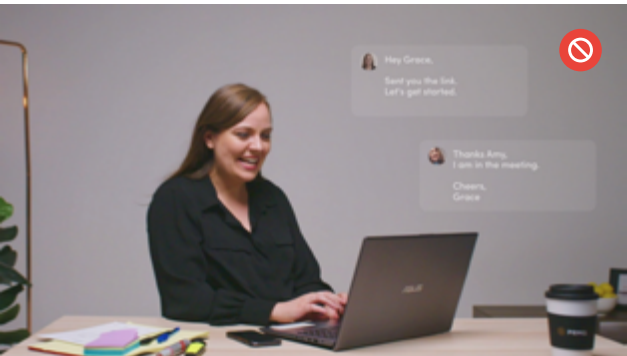
Use realistic email template of iOS/Mac OS.

Pattern

Dots connected are the elements
that represent the brand, in a visual way.

Patterns are usually used to support
content as images or text.

When executing for digital, it is
recommended to use patterns with
a parallax effect.

On a light background

On a dark background
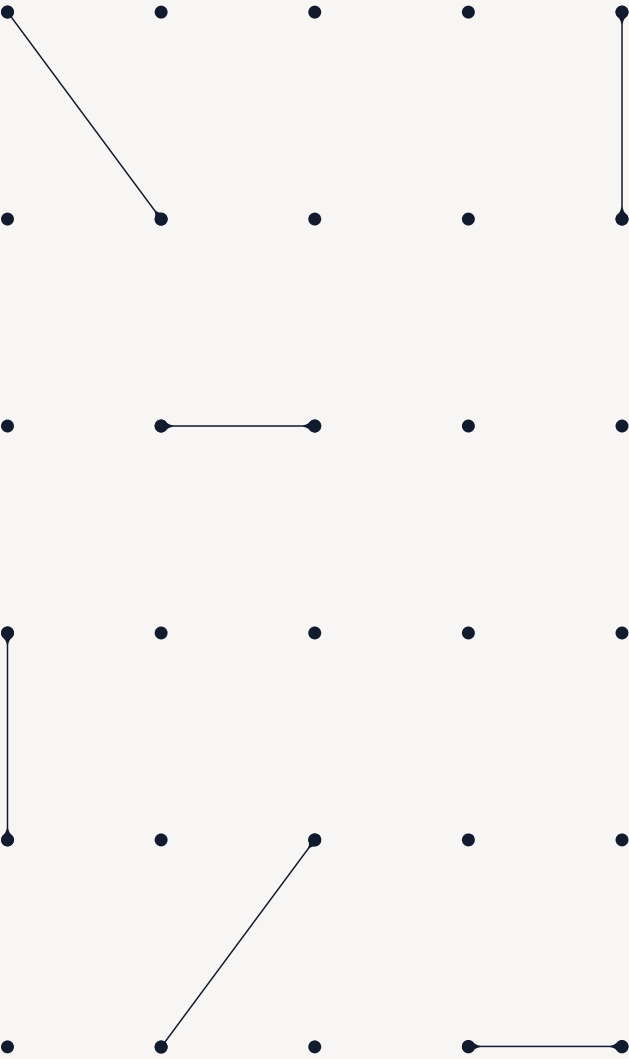
Iconography

Pixel-perfect icons should be subtle and made from outlines.

Icons should have an appropriate thin stroke size and always scaled proportionally.

Consistent Stroke

Consistent Spacing

Rounded Angles
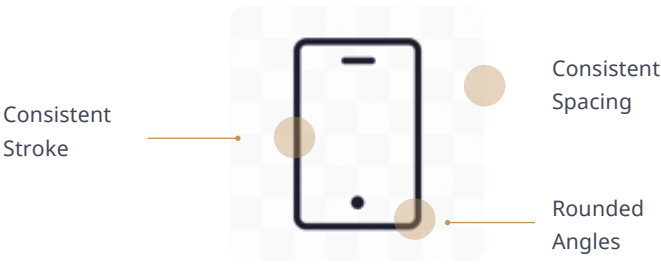
Example of list with icons

1. Register information necessary for remuneration and **marketing license**

2. Learn and understand the **marketing strategy**

3. Study and trial **health and nutrition products**

4. Partner with influencer to develop an **online content strategy**

5. Collect **social media content**

6. Develop a **unique brand**

7. Implement **social media** and content strategy to develop brand awareness

8. Leverage brand equity in audience to promote **wellness**

9. Build a team of **like-minded** team members

Work Independently or in a Team

Rapid Business Development

No Schedule

Build your Team

Work Remotely

Multiple Markets

Maintain Creativity

Multiple Currencies

Charts & Metrics

Consistency when it comes to display charts is major for PRMG.

Delivering metrics are the main values of the company.

Flat design is the direction to design charts.

30%
STATISTICS

Arumus que occus a assit quae vellataspit eium Ehendignim Orionse molorem nos

123
STATISTICS

Arumus que occus a assit quae vellataspit eium Ehendignim Orionse molorem nos

12
STATISTICS

Arumus que occus a assit quae vellataspit eium Ehendignim Orionse molorem nos

+4.3
STATISTICS

Arumus que occus a assit quae vellataspit eium Ehendignim Orionse molorem nos
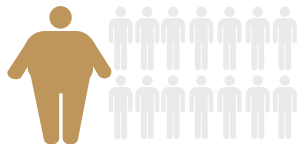
1.5_B
Billions adults were **overweight** (2008)

500_M
Millions people were **obese** (2008)

1%
Arum cuptae nonsequi eatiunt qui

12%
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48%
Ademque placero sam Arum cuptae nonsequi

4/12
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+3.1
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Ademque placero sam Arum cuptae nonsequi

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2.8M
Millions people die each year globally, as a result of being overweight or obese.

300M
Millions people die from being overweight or **obese** In the South-East Asia Region.

Graph
Infographic I

Statistics

96%

48%

24%

12%

1%

Statistics

Brand Guide

Graph
Infographic II.

96%
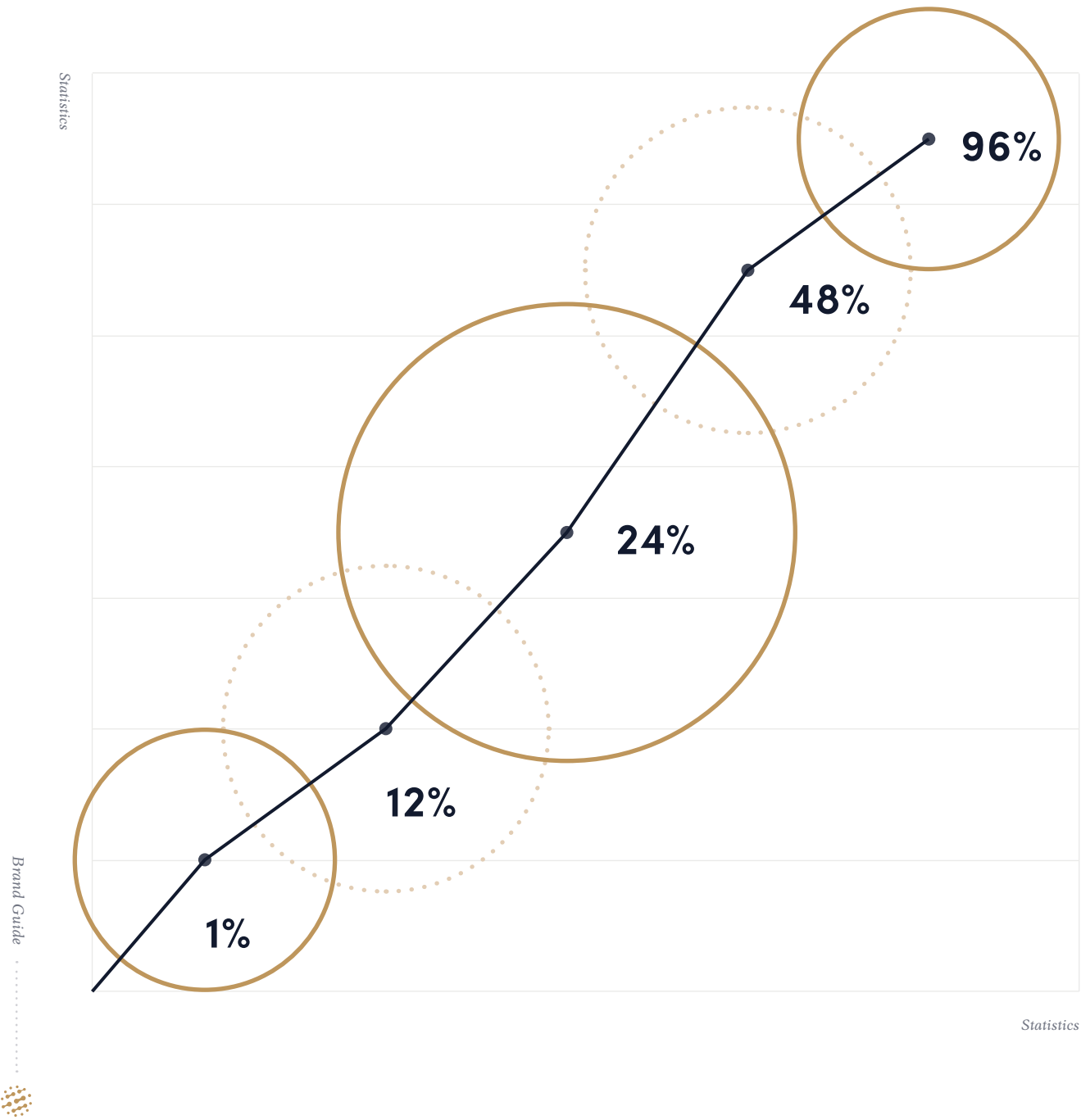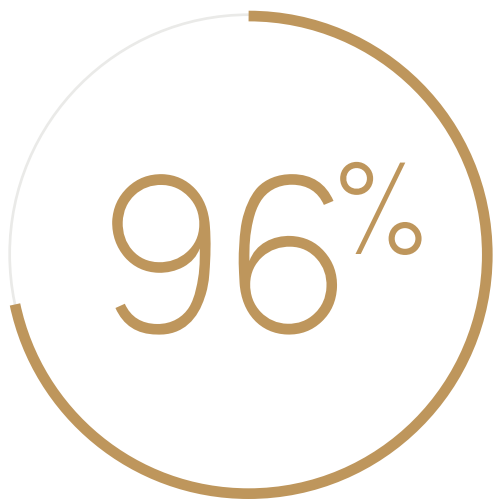
Sub-Section
statistic part II

Arumus que occus a assit quae rerionse molorem nos Delitat vellab intium eos aut volupta tibus.
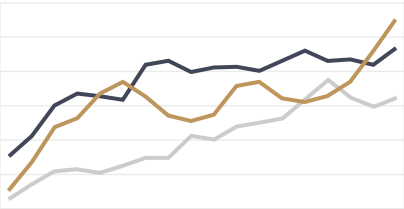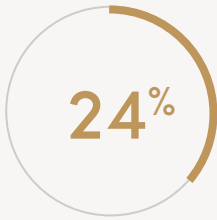
1.2 Que occus a assit quae rionse molorem nos

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id.

Dem et a voles ilit aut et offictest, ut harunto vendae Vendit etur apitatum aut ese magnim fugia is dunt.

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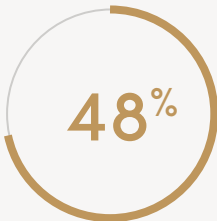
Lorem occus a assit quae rionse molorem nos

Graph
Infographic III

Graph
Infographic IV

50%

25%

75%

EXAMPLE
OF CHART TITLE

Excepturi sint occa ecati cupidi tate non provident, similique

Stat Description,
Source, 2016
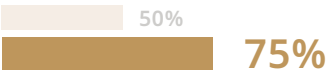
EXAMPLE
OF CHART TITLE

Excepturi sint occa ecati cupidi tate non provident, similique
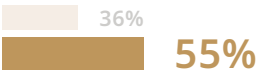
Stat Description,
Source, 2016

EXAMPLE
OF CHART TITLE

Excepturi sint occa ecati cupidi tate non provident, similique

Stat Description,
Source, 2016

37%

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EXAMPLE
OF CHART TITLE

Excepturi sint occa ecati cupidi tate non provident, similique

Stat Description,
Source, 2016

EXAMPLE
OF CHART TITLE

Excepturi sint occa ecati cupidi tate non provident, similique

Stat Description,
Source, 2016

EXAMPLE
OF CHART TITLE

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Stat Description,
Source, 2016

TITLE EXAMPLE

Excepturi sint occa ecati cupidi tate non provident, similique.

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TITLE EXAMPLE

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TITLE EXAMPLE

Excepturi sint occa ecati cupidi tate non provident, similique.

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TITLE EXAMPLE

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68%

TITLE EXAMPLE

Excepturi sint occa ecati cupidi tate non provident, similique.

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TITLE EXAMPLE

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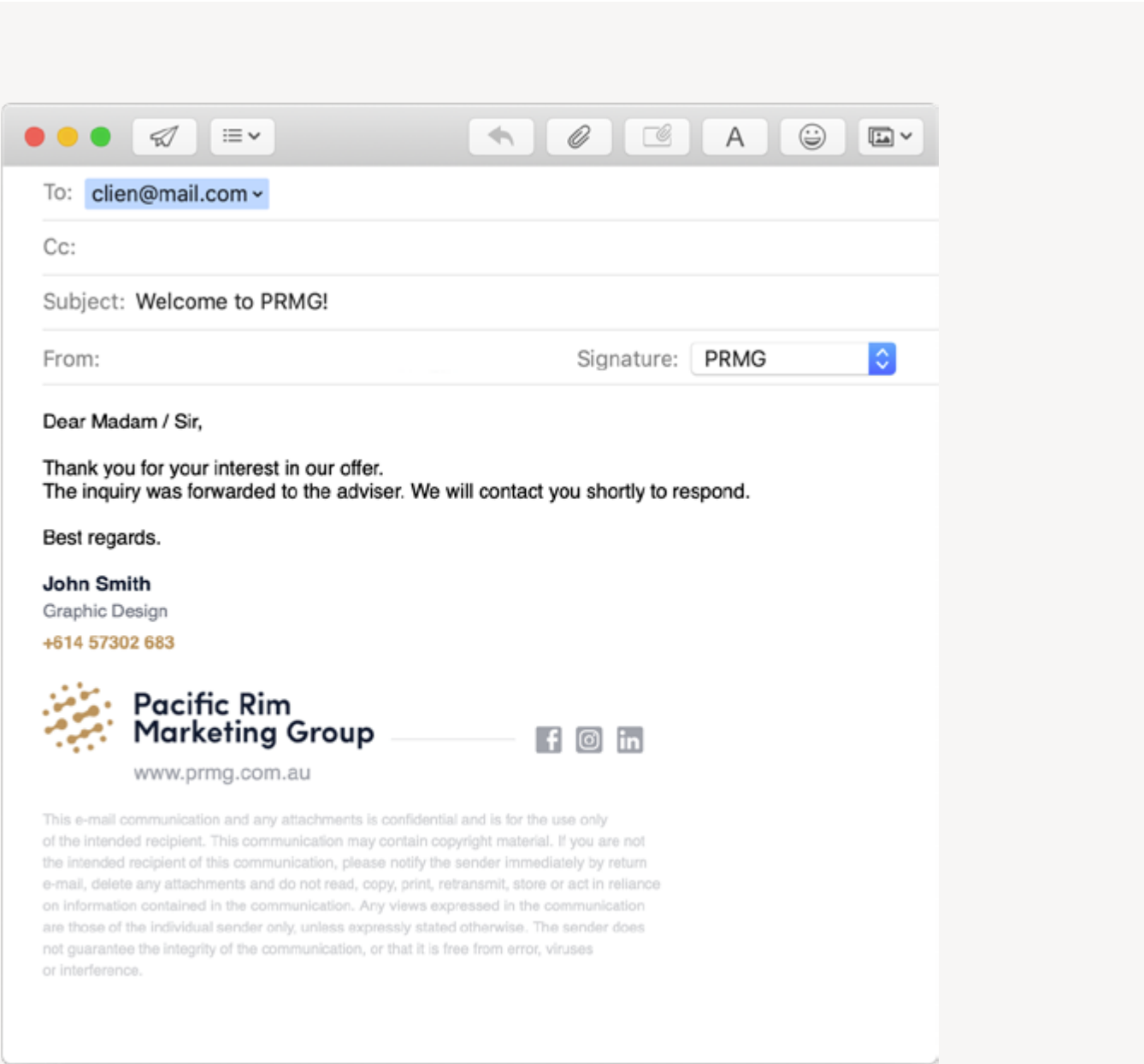
25%

64%

TITLE EXAMPLE

Excepturi sint occa ecati cupidi tate non provident, similique.

50%

75%

E-mail signature

The email signature is a very important element in brand communication. The exchange of emails with the appropriate signature establishes the brand image in the minds of the customer.

Add HTML email signature in Apple Mail

1 Create a signature in Apple Mail

— Go to Apple **Mail > Preferences... > Signatures** and click the **"+"** button at the bottom of the second column (your signatures list).

— Give your new signature a title and leave it at that (you don't need to enter any text in the third (content) column, as you'll be replacing this content later). Drag the signature (from the second column) on top of the email account you would like it to be associated with.

— **Quit Mail.**
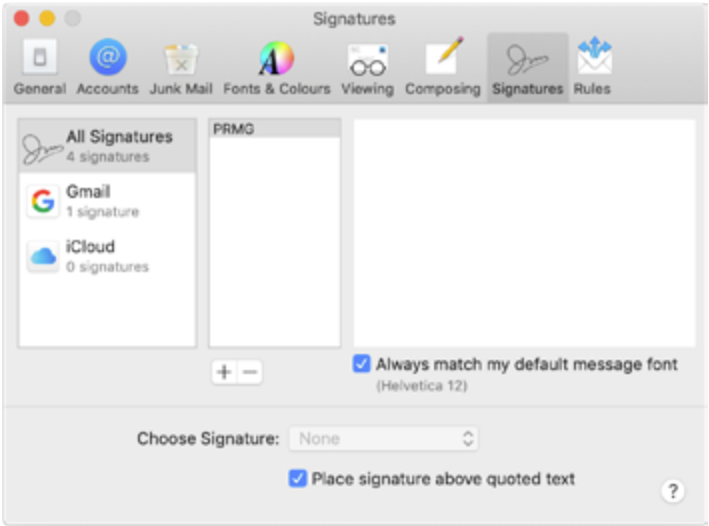
2 Open the Signatures folder

— The quickest way of doing this is go to go your Finder and in the top menu bar click **Go > Go to Folder...** and enter **"~/Library/Mail/"** (excluding the quote marks). Now, you might see a few folders here.

— Select the latest **"V"** folder. For example if you various folder starting with **"V"** then open the latest one e.g. Apple Mojave is now V6.

— Now open **MailData > Signatures**.

3 Prepare the signatures file

— In the Signatures folder (if you've got a lot of files in this folder, view the folder as a list and order by the Date Modified column) locate the newest file that ends in **.mailsignature** and has lots of letters and numbers as the file name.

— Right-Click or CTRL-Click on the signature and choose **Open With > TextEdit**.

— Delete all text starting from **<body**
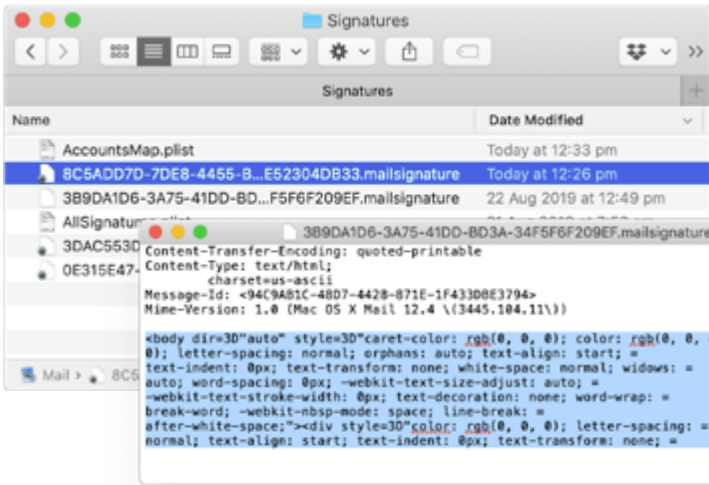
4   **Paste the HTML Signature**

– **Open your new HTML Signature file** (that your designer/developer provided) in **TextEdit** and copy the text and paste into position in the **.mailsignature** file you've just opened.

– If when pasting you get prompted with "The file is locked", simply click the "Unlock" button.

– **Save the file** (Command-S)
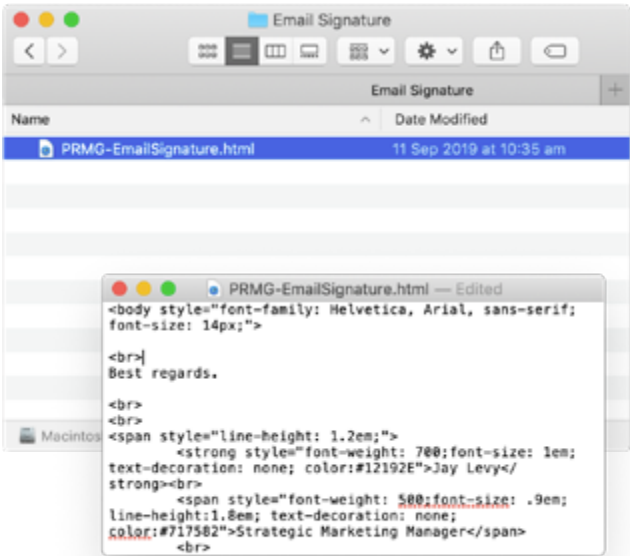
5   **Lock the file**

Click the file title in the top document bar and check the **"Locked"** checkbox.
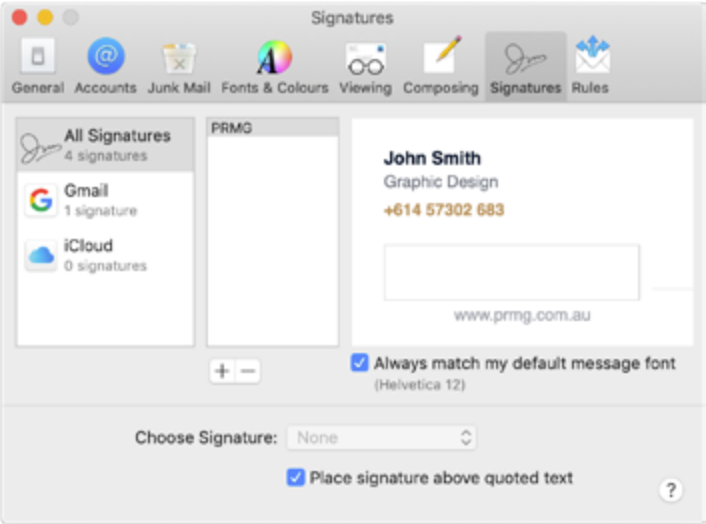
6   **Look at your new signature**

Open Apple Mail and create a new email **(File > New Message)**. Select your new email signature from the Signatures dropdown and there you have it!

Install HTML Email Signature for Google Gmail

1   **Copy HTML email signature design**

Open your HTML email signature file with a web browser. Select the entire signature design (Command+A) and copy (Command+C) it onto your clipboard. You may also go to **Edit > Select All** and then **Edit > Copy**
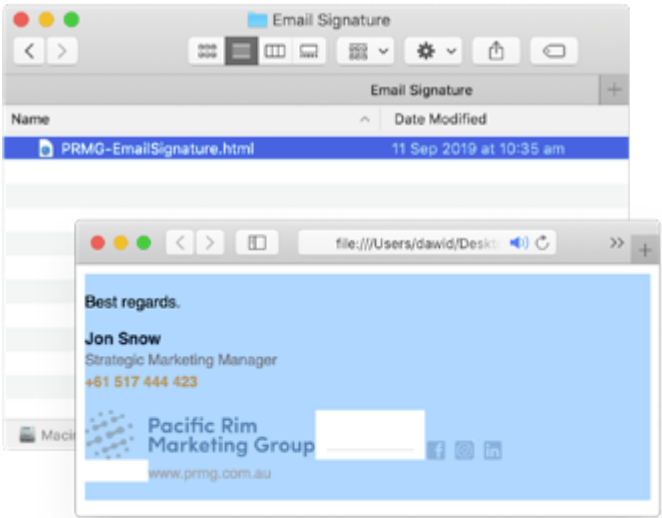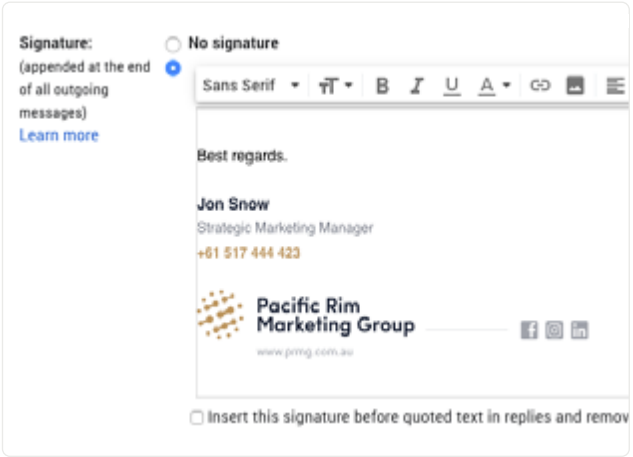
2   **Go to Settings in Gmail**

Find the machine bearing icon on the upper right corner of Gmail. Click and go to **Settings** on the drop down menu.
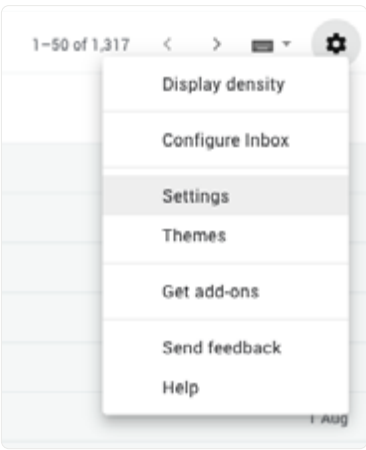
3   **Paste HTML email signature**

Under the **General** tab in Settings, scroll down to the **Signature section**. Click anywhere inside the Signature edit box. Paste the HTML email signature design you have stored in the clipboard.

4   **Save changes**

Scroll all the way down to the bottom. Click on **"Save Changes"**.

Install HTML Email Signature for iOS Mail App

① Copy your email signature

— Open your email signature file in your web app. Safari or Chrome app are recommended.
Example:http://www.prmg.com.au/prmg-email/prmg-mail-JAY-LEVY.html

— Tap on the signature text and hold, then drag the selection handles to the bottom of the signature and the top

— Tap Copy
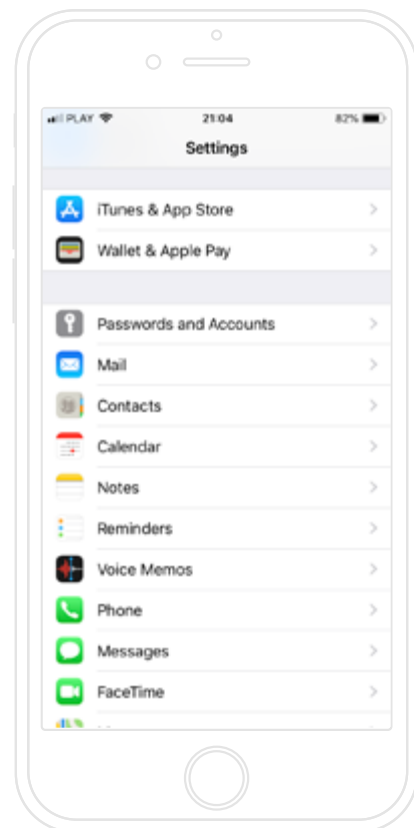
② Open Mail Settings

— Closeout of your web app

— Open Settings, then scroll down and select **Mail**

— In your Mail Settings, scroll down to the bottom and select **Signature**

③ Paste email signature

— Select **Per Account**

— Tap inside the field of the email account you wish to install your signature into

— Tap again and hold, then select **Paste**

— **Shake your device** and select **Undo**
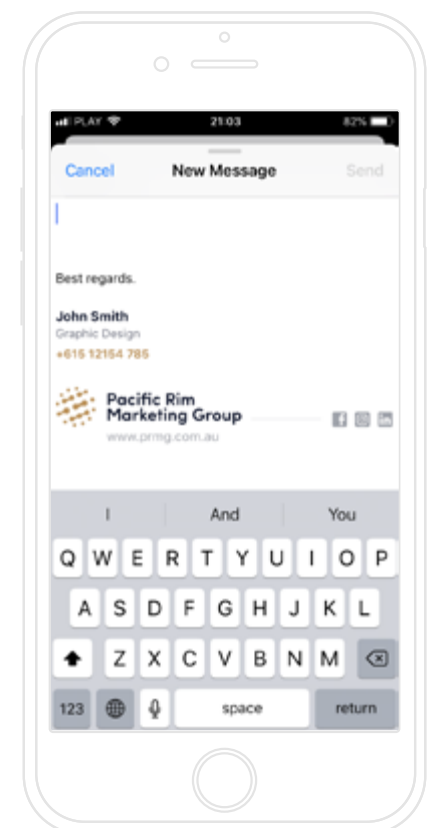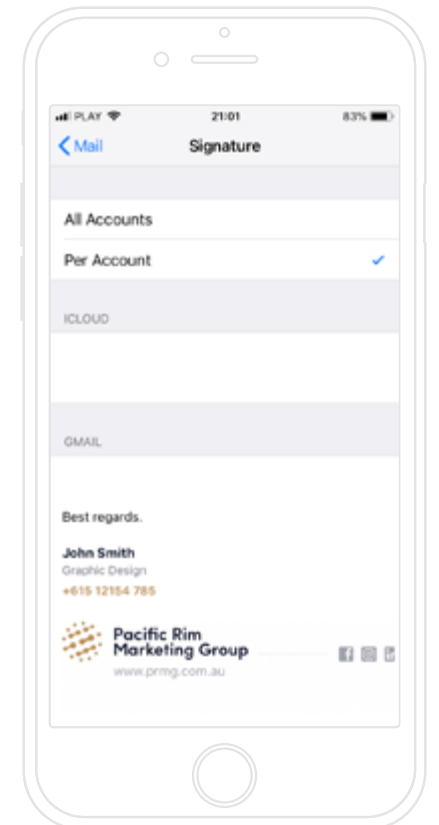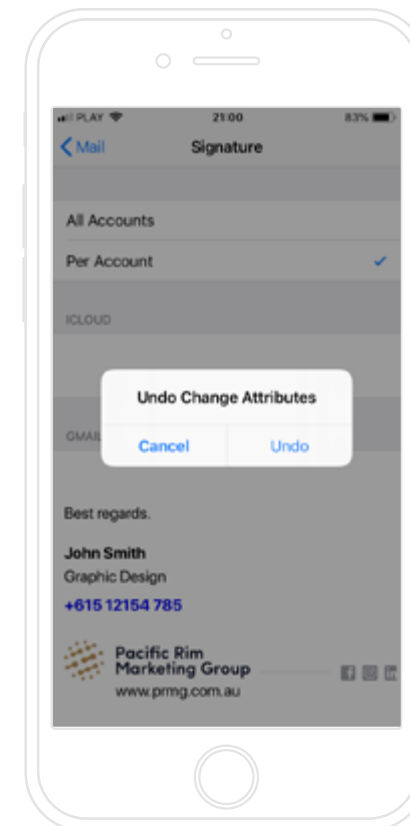
④ Open Mail App

— Close your Settings

— Open your Mail App and compose a new email

— You should see that your email signature is automatically inserting and looks great!

Business card

04.

Brand
in Use

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+61 419 444 440

wayne@prmg.com.au
www.prmg.com.au

Influencing
community *health*
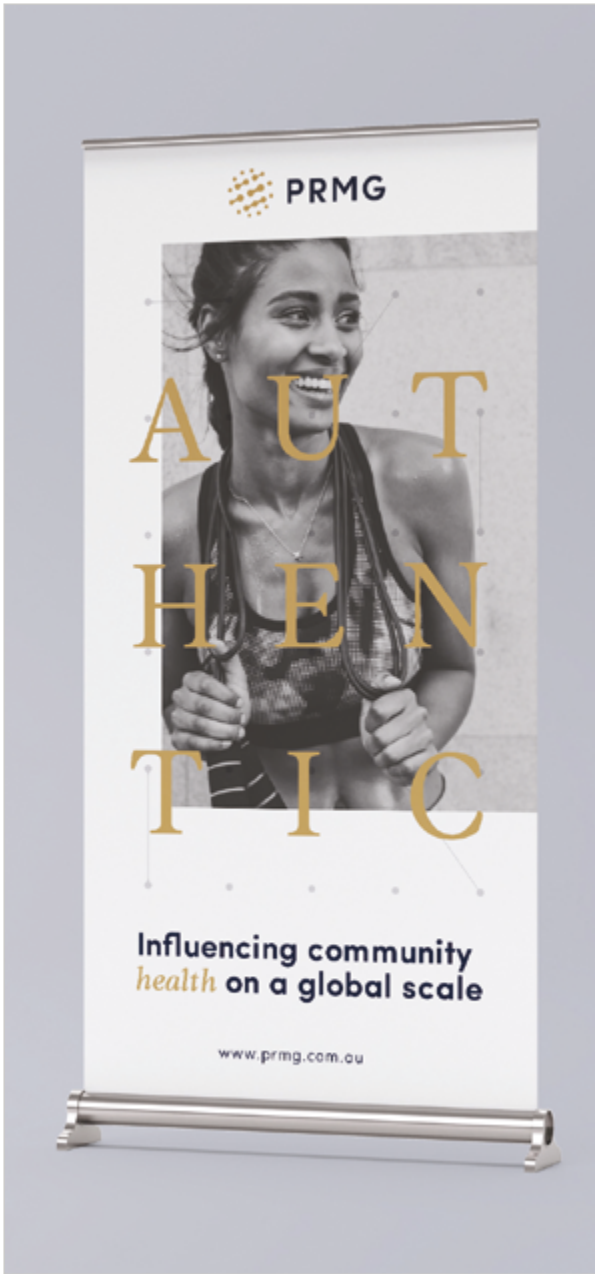on a global scale

PRMG

Envelope

Letterhead

Coffee cup

Billboard

Lanyard

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