

# Digital Language **Guide**

2021



# 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.

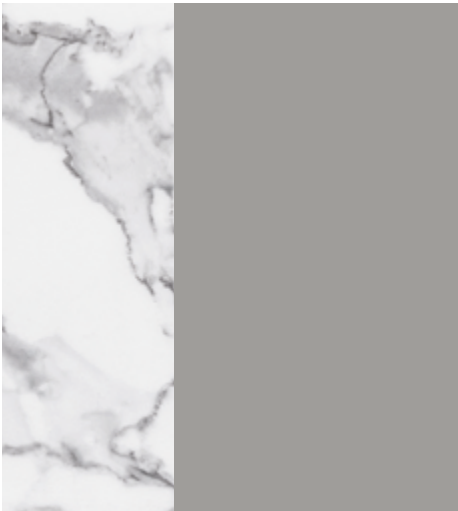
The colour gold is associated with illumination, love, compassion, courage, passion, magic, and wisdom.

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



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



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

# 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.

## Typography — Example of use

On a light background

### Primary typeface

for heading and titles

### Secondary typeface

for body copy

### Additional typeface

for highlighted elements

## Sofia Pro

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

## Noto Sans

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

## Anko

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

## 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.



On a dark background

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# 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

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

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

### Direct Payment System

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.

Full stop in main headline

Uppercase in headline

Gold colour only in main headline

Too small contrast



# 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.



## 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.

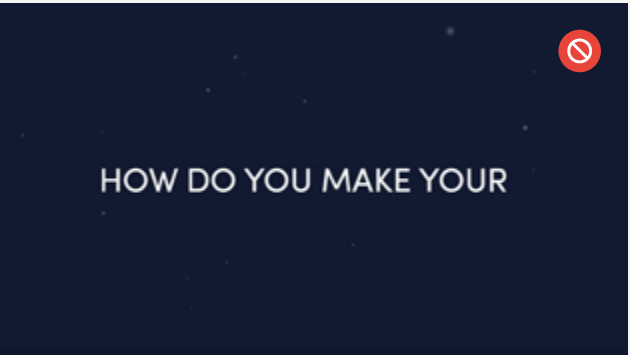
*Example: using emojis when trying to convey the media message more directly and playfully is fine in social media only. However we would not use emojis in eDMs.*

### 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



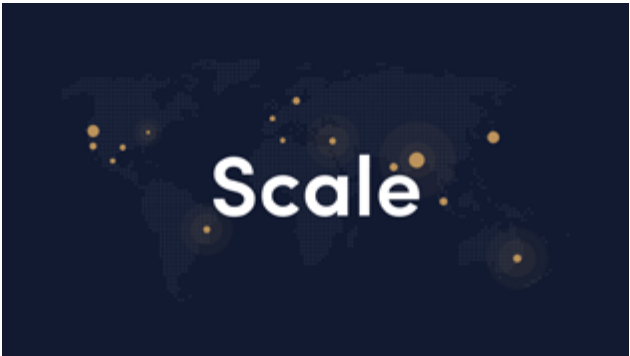
Use graphic that illustrates the voice over.



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



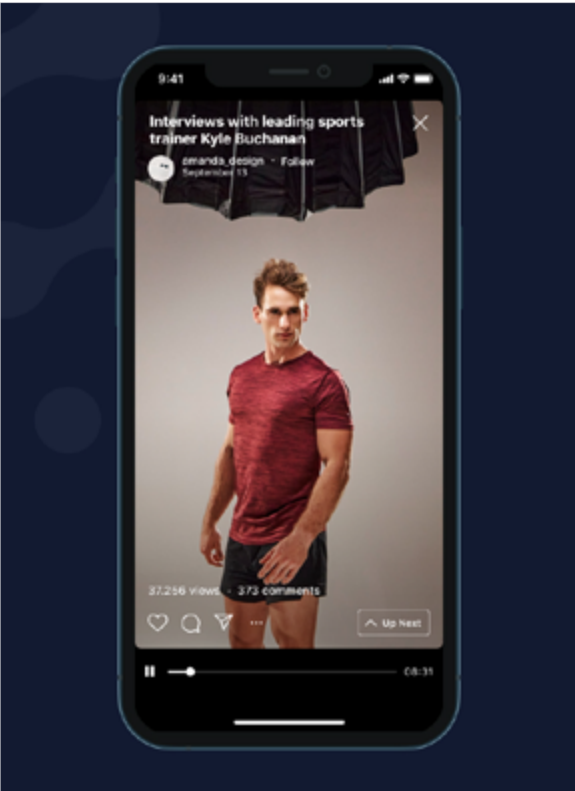
Make sure the contrast between background and text is high enough.



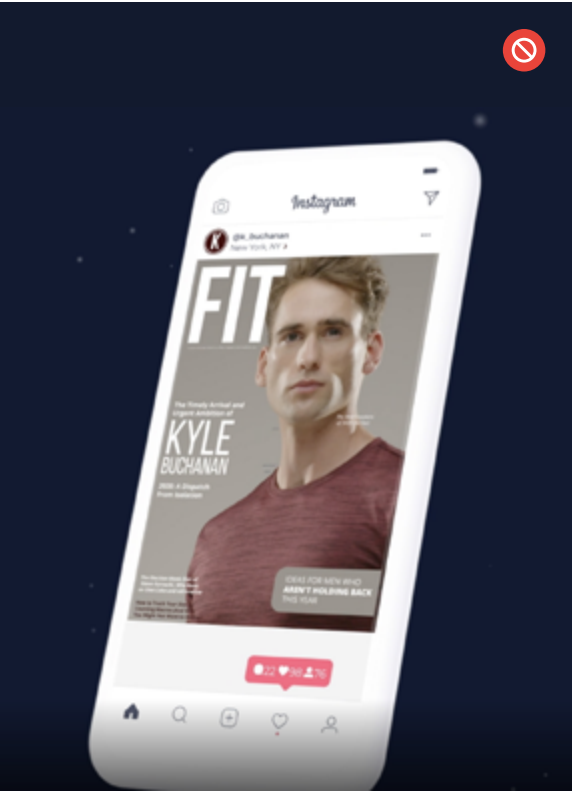
Devices in video



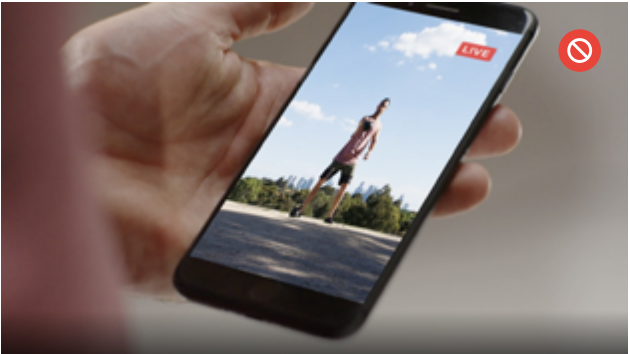
When we use 3D mockups, **use realistic** perspective with appropriate shadow and lightning.  
**Use** the realistic UI element of iOS/Mac OS like email template, web browser, post card.



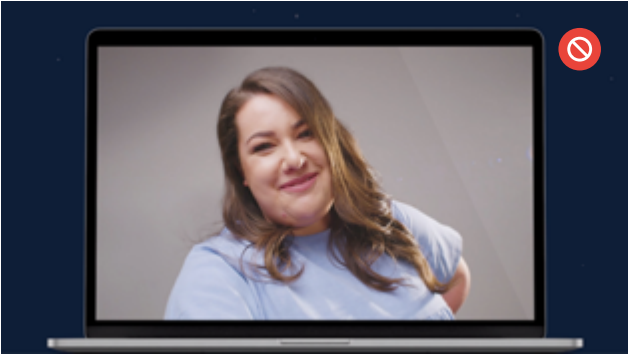
**Use** mockups of the latest Apple devices.



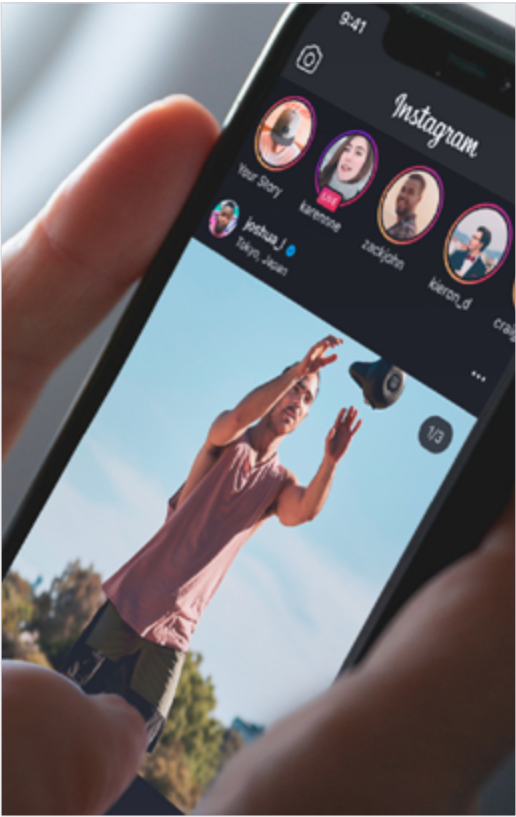
**Do not** use flat style mockups and older generation devices.



Always **use** the right ratio, related to the screen of the device.



**Do not** show video on full screen without application UI.



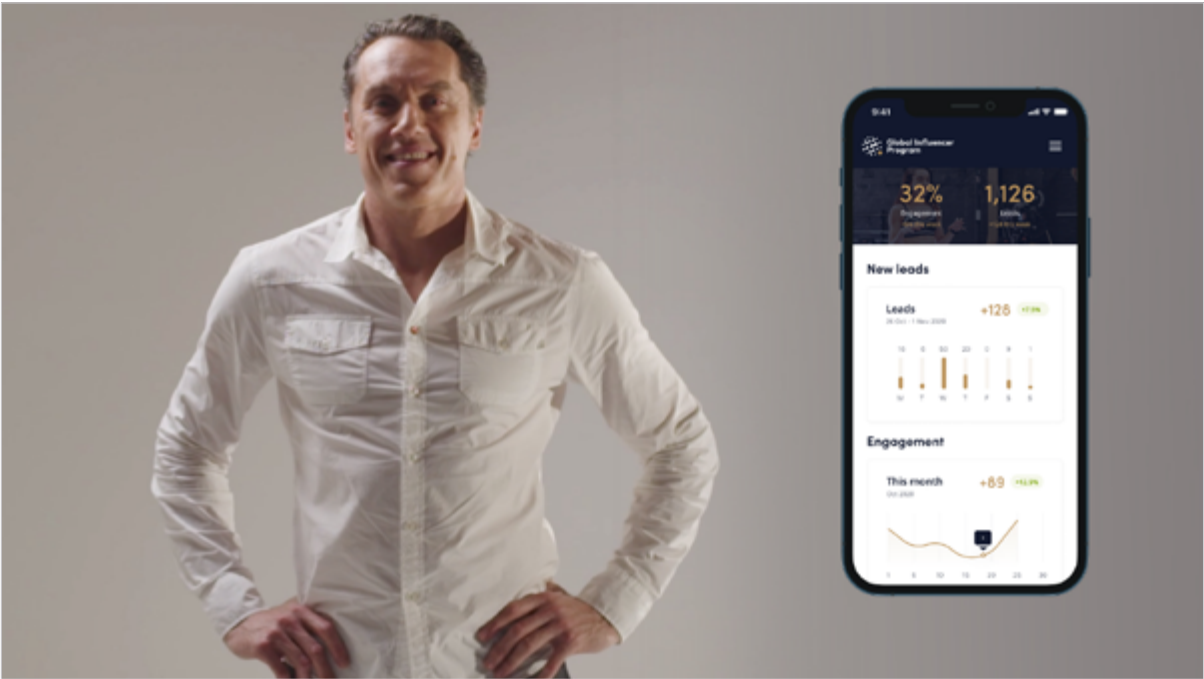
**Use** real mockup with native UI elements.



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



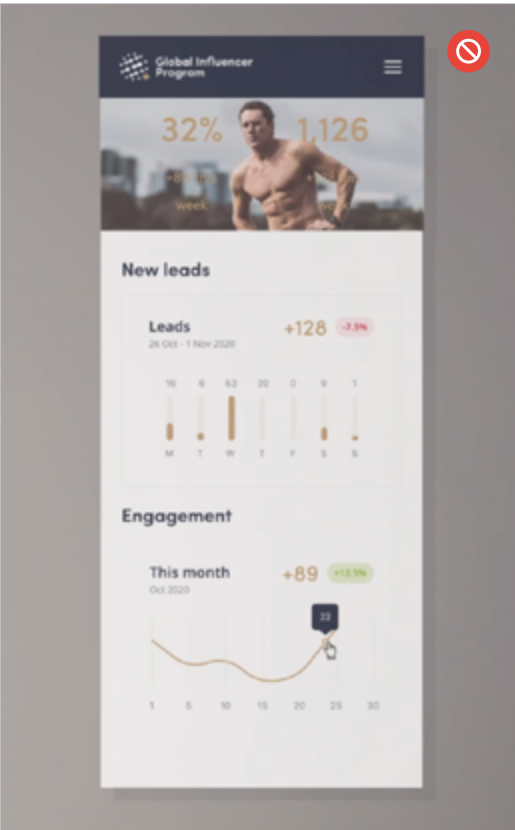
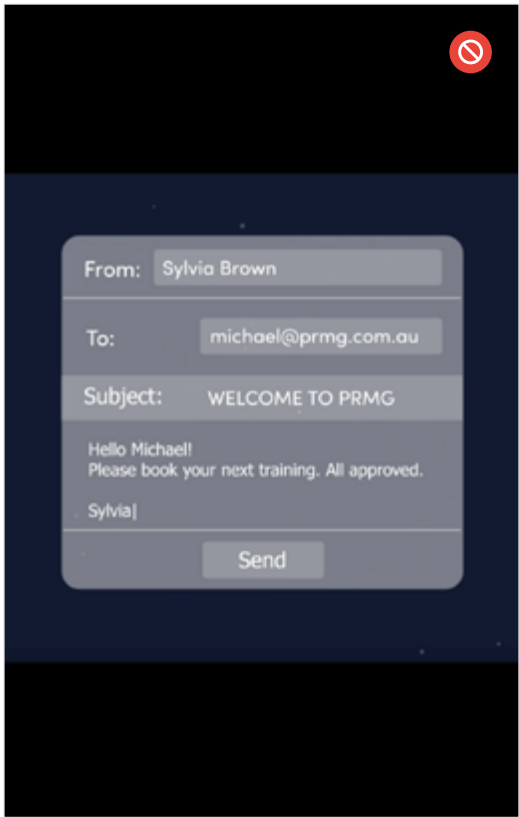
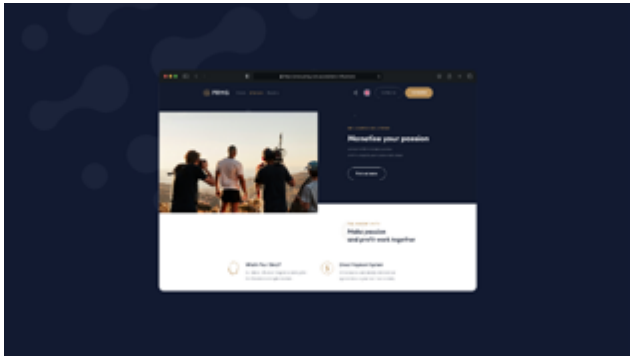
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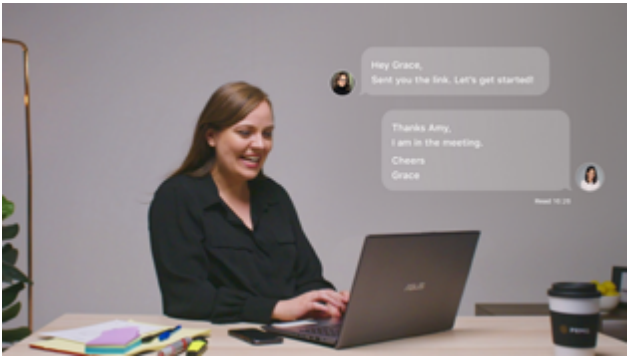
Always present screen with a mockup of the device or web browser UI.



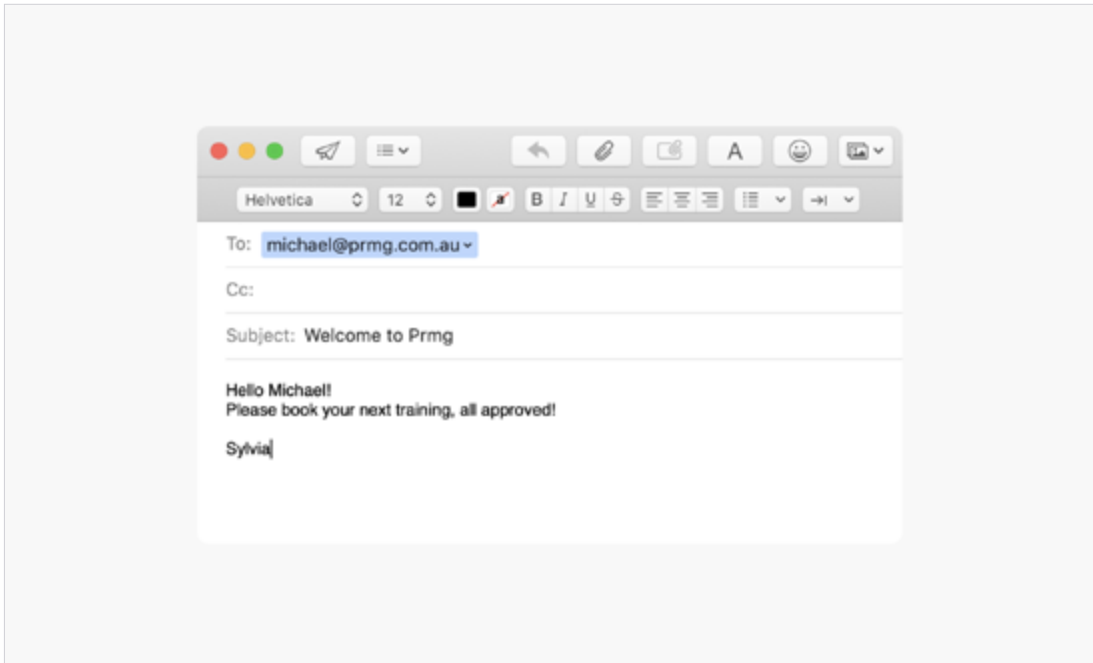
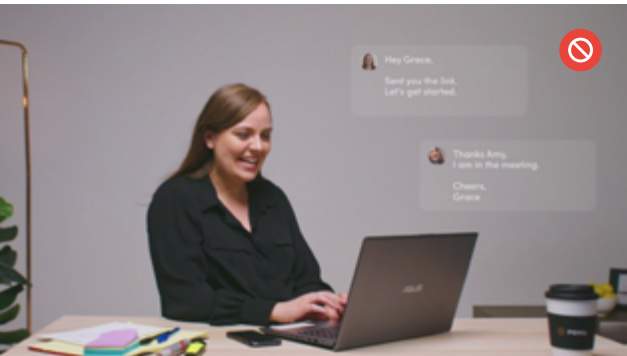
Do not use website preview without web browser interface.



Do not show mouse cursor on mobile when we have interactions.



Use the realistic UI element of iOS/Mac OS for speech bubbles.



Use realistic email template of iOS/Mac OS.



