

PRIME
Fruit

FRESH.FARM.FRUIT
(our slogan)

Our Logo

The logo consists of the word "PRIME" in a bold, uppercase, sans-serif font, and the word "Fruit" in a lowercase, cursive script font, positioned directly below "PRIME". Both words are rendered as black outlines.

- PRIME Fruits Logo consists of 2 parts:

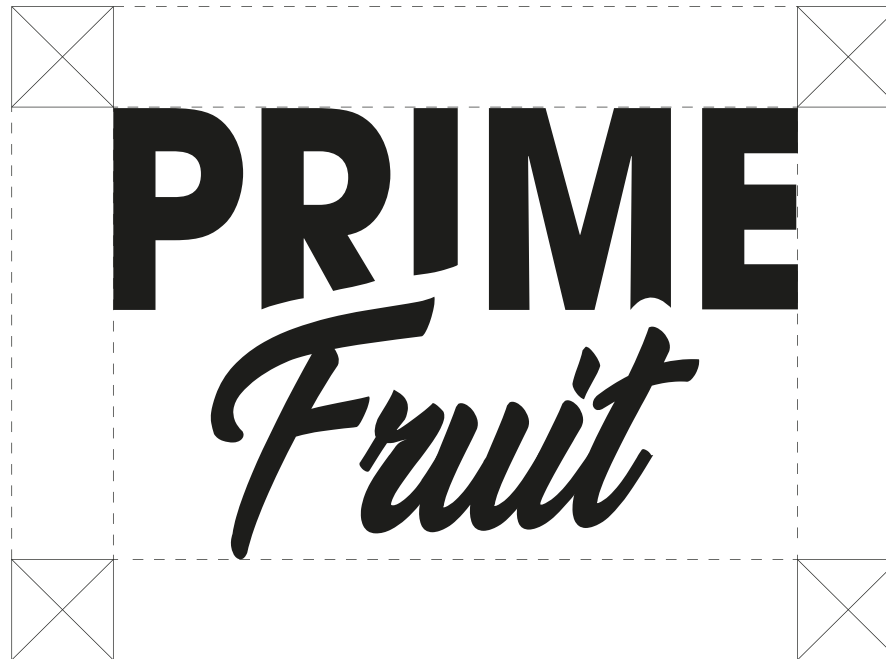
PRIME: *ITC Avant Garde Bold*
Fruits: *Combination of calligraphic font
and handwritten letters.*

The logo consists of the word "PRIME" in a bold, uppercase, sans-serif font, and the word "Fruit" in a lowercase, cursive script font, positioned directly below "PRIME". Both words are rendered in solid black fill.

- PRIME Fruits logo in black fill
- Both words should always have a fill, no outlines can be created for the logo.

Exclusion Zone

- Our logo needs to breathe
- The approximate space shown in the slide should be surrounding the logo at all times to guarantee readability.
- The logo cannot be stuck to any other logo or text without leaving appropriate spacing.
- Spacing of the exclusion zone may vary, but the spacing between PRIME, and fruits cannot be changed.



Prime Fruits Logo (Colored)



Prime Fruits Typography (Primary)

- Our Main Font can be used for headers of posters/ ads/ print materials/ online banners.. etc
- It is not advised to use this font for bulky body text.

Aa

ITC Avant Garde Gothic LT Bold

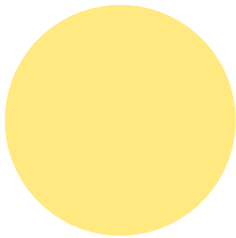
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=!@#\$%^&*

()_+<>?:'"}|()\;'. /, .

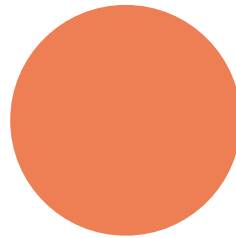
Prime Fruits Color Palette (Primary)



P= 4-5 C

C= 0 M=5 Y= 59 K=0

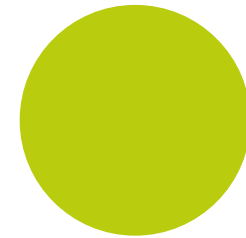
R= 255 G=236 B=131



P= 40-6 C

C= 0 M=61 Y= 68 K=0

R= 240 G=126 B= 83



P= 160-8 C

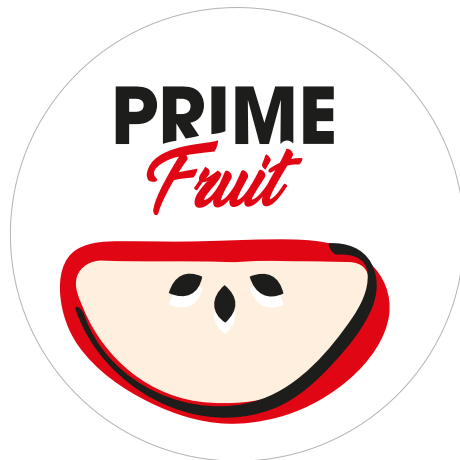
C= 35 M= 0 Y= 100 K=0

R= 188 G= 201 B= 0

Prime Fruits Branding Elements (Patterns)



Business Cards (Diecut)



Business Cards (Dana)



Dana Arjomandi
Financial Manager

✉ **Dana@primefruit.co**
info@primefruit.co

📱 **+971 55 2905560**

☎ **04 320 7004** **PO Box 294549**
04 333 4008 **Fax: 04 333 4006**

🌐 **www.primfruit.co**

📍 **Al Aweer Market, Warehouse 25 & 26, Dubai, UAE**

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Warehouse 25 & 26,
Dubai, UAE

Business Cards (Normal)



Daniel Arjomandi
CEO Representative

✉ **Daniel@primefruit.co**
info@primefruit.co

📱 **+971 58 2370984**
📞 **+44 749 3106676**

☎ **04 320 7004** **PO Box 294549**
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Warehouse 25 & 26,
Dubai, UAE

Business Cards (Aryan)



Aryan Didehroshan
Sales Manager

✉ Aryan@primefruit.co
info@primefruit.co

📱 +971 52 5253181

☎ 04 320 7004 PO Box 294549
04 333 4008 Fax: 04 333 4006

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📍 Al Aweer Market, Warehouse 25 & 26, Dubai, UAE

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Sales Manager

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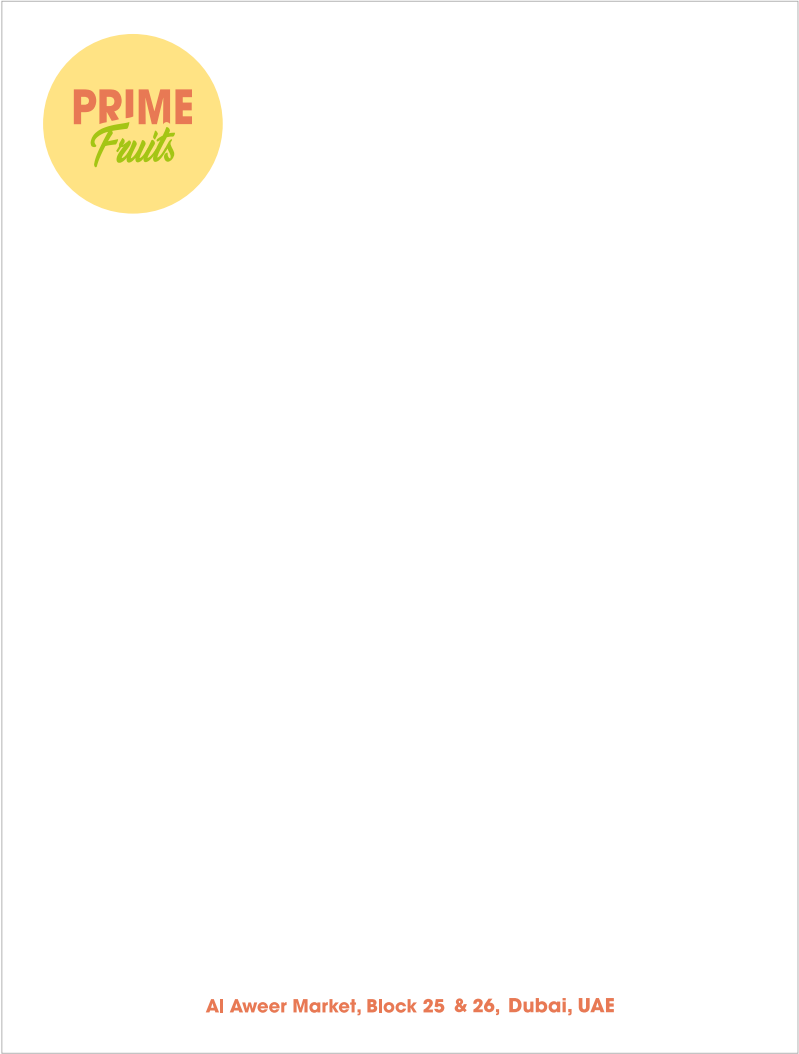
☎ 04 320 7004
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🌐 www.primefruit.co

📍 Al Aweer Market,
Warehouse 25 & 26,
Dubai, UAE

Letter Head + Envelope



Stickers Options



- The Hue/ saturation of the green can be changed if needed for print materials.
- The change is made in order to balance the contrast between our 3 primary colors.

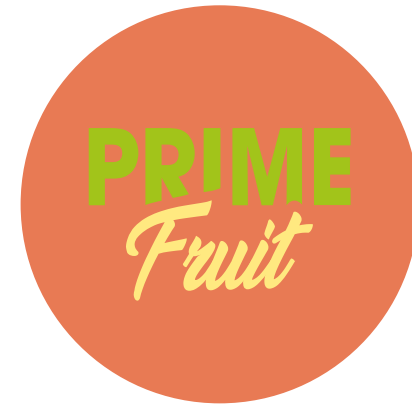


- The above is our primary sticker.
- It is not advised to use this on yellow colored fruits



- No other colors can be used.
- All stickers can be used on fruits/ packaging/ paper bags/ seals.

Logo/ Stickers variations



Icons



Gift Items



Gift Items



Gift Items



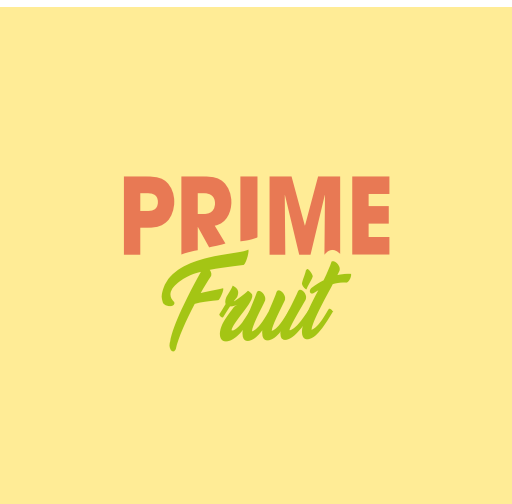
- Logo colors adapt to the background color of every object, as long as the color is in the set (color palette)



Paper Bags options



Instagram Basics



Cover Photo



FRESH.FARM.FRUIT

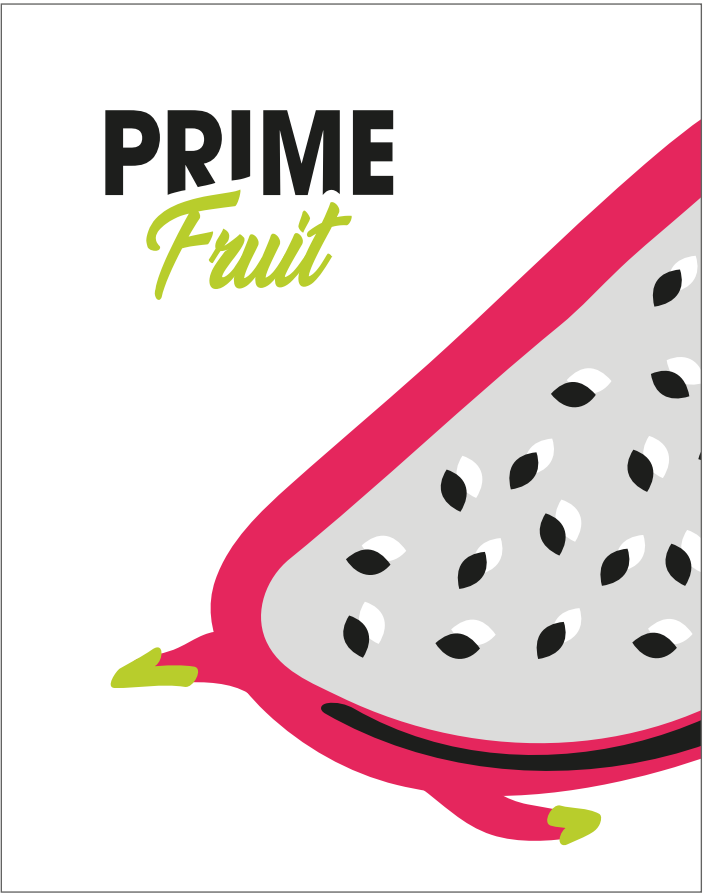


FRESH.FARM.FRUIT



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Poster/ Brochure (Brand Development)



Banana Re-Drawing

PRIME
Fruit



**FRESH.
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Banana Re-Drawing

PRIME
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Our Story/ Intro

From a dream to becoming one of the fastest growing fruit and vegetable suppliers in the UAE. Prime Fruit was established as a family business years ago. Years have passed, and we have earned our place in the market.

We are mostly known for our delicious mouth-watering apples and kiwis, along with a wide range of fruits and vegetables, located in Al Aweer fruit and vegetable market, Dubai.

All our products are fresh, natural, and GMO free, packaged with our environmentally friendly recyclable materials.