



Brand Guidelines

August 2026



Brand Guidelines

August 2026

CONTENT

A

1	FORWORD	
2	A 01	HI
3	A 02	BRAND PERSONALITY
4	A 03	BRAND ESSENCE

B

5	BRAND IDENTITY	
6	B 01	ELEMENTS
7	B 01 01	BRANDMARK
8	B 01 01 01	LOOK
9	B 01 01 02	CONCEPT
10	B 01 01 03	STRUCTURE
11	B 01 01 04	INCORRECT USAGE
12	B 01 02	LOGOTYPE
13	B 01 02 01	LOOK
14	B 01 02 02	STRUCTURE
15	B 01 02 03	INCORRECT USAGE
16	B 01 03	TAGLINE
17	B 01 03 01	LOOK
18	B 01 03 01	STRUCTURE
19	B 01 03 02	CONCEPT

20	B 01 04	SIGNATURES
21	B 01 04 01	LOOK
22	B 01 04 02	STRUCTURE
23	B 01 04 03	SAFE ZONE
24	B 01 04 04	INCORRECT USAGE
25	B 02	NOMENCLATURE
26	B 02 01	CONCEPT
27	B 03	COLORS
28	B 03 01	BRAND COLOR SYSTEM
29	B 03 01 01	PRIMARY COLOR
30	B 03 01 02	SECONDARY COLOR
31	B 03 01 03	TERTIARY COLOR
32	B 03 01 04	PRIMARY COLOR TINTS
33	B 03 01 05	SECONDARY COLOR TINTS
34	B 03 02	BRANDMARK COLOR OPTIONS
35	B 03 02 01	BRANDMARK COLOR
36	B 03 02 02	BRANDMARK BACKGROUND COLOR
37	B 03 03	SIGNATURE COLOR OPTIONS
38	B 03 03 01	SIGNATURE COLOR
39	B 03 03 02	SIGNATURE BACKGROUND COLOR
40	B 04	TYPOGRAPHY
41	B 04 01	ENGLISH/ITALIAN TYPEFACE FAMILY
42	B 04 02	ARABIC TYPEFACE FAMILY

C

43	APPLICATIONS	
44	C 01	BUSINESS PAPERS
45	C 01 01	A4 LETTERHEAD
46	C 01 01 01	LOOK
47	C 01 01 02	STRUCTURE
48	C 01 02	A5 LETTERHEAD
49	C 01 02 01	LOOK
50	C 01 02 02	STRUCTURE
51	C 01 03	OFFICE ENVELOPE
52	C 01 03 01	LOOK
53	C 01 03 02	NOT FOLDED
54	C 01 03 03	STRUCTURE
55	C 01 04	PERSONAL BUSINESS CARD
56	C 01 04 01	LOOK
57	C 01 04 02	STRUCTURE
58	C 01 05	STAMP
59	C 01 05 01	LOOK
60	C 01 05 02	STRUCTURE
61	C 02	SOCIAL NETWORKS
62	C 02 01	AVATAR
63	C 02 01 01	LOOK
64	C 02 01 02	STRUCTURE



FORWORD

Hi
Brand Personality
Brand Essence



Hi

This brand guideline outlines the visual and verbal standards of Prime Solution Silo (PSSILO). Its purpose is to establish a cohesive and powerful brand identity across all touchpoints. By adhering to these guidelines, PSSILO ensures that it accurately reflects its values of precision, reliability, and excellence, creating a clear and lasting impression in the minds of its clients and partners.

Brand Archetypes

1. Customer-Centric Excellence



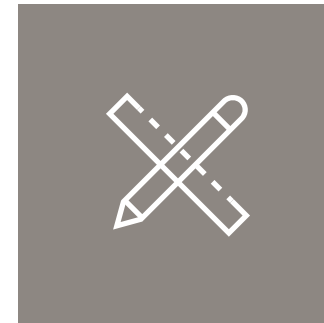
PSSILO places the client at the heart of everything we do. Like a trusted engineering partner, we prioritize understanding and fulfilling the unique requirements of each project.

• **Client-First Approach:** Every

interaction is infused with reliability, transparency, and a genuine commitment to solving our clients' challenges. Whether it's a grain storage facility in Kazakhstan or a feed milling project in South Africa, we act as a dedicated companion in our clients' success.

• **Trust Through Delivery:** Trust is not claimed—it is earned. With over 70 years of group heritage and a proven track record of successful projects across continents, PSSILO provides the security and confidence that our clients deserve.

2. Innovation and Technical Excellence



PSSILO thrives on innovation and technical superiority. We forge new paths by leveraging the latest European technology and adhering to the highest international standards.

• **Cutting-Edge Solutions:** From

advanced grain drying machines to chain conveyors and seed conditioning equipment, our product portfolio represents the forefront of agricultural engineering. We don't just follow industry standards—we help define them.

• **Enduring Value:** Our products and services are not mere commodities; they are engineered solutions with lasting impact. Every project we undertake is a creation designed to deliver value for years to come.

3. Leadership and Stability



PSSILO assumes a position of leadership in the grain storage and agriculture sector—a decisive force that sets standards and governs with authority.

• **Strategic Vision:** Just as a leader steers toward a clear destination, PSSILO

navigates the complex landscape of international grain storage and transportation. Our strategic decisions shape markets and influence industry outcomes.

• **Order Through Quality:** Our quality approach is based on preventing defects and taking precautions at every stage of production. Sound corporate management, transparency, and responsibility are essential factors in our journey to become a pioneer corporation in the industry.

Conclusion:

Prime Solution Silo (PSSILO) is more than a manufacturer—it is a trusted partner, an innovator, and a leader. With the heart of a client-centric problem-solver, the mind of a technical innovator, and the authority of an industry pioneer, we forge a path toward prosperity and security for our clients worldwide.

Brand Essence

Trusted Innovation, Delivered with Excellence

PSSILO, as an international manufacturer of grain storage and agriculture equipment, is built on three fundamental pillars:

- **Trust**, established through transparent corporate management and a proven track record of successful project delivery.
- **Innovation**, driven by the latest European technology and a commitment to continuous improvement in every product we manufacture.
- **Excellence**, achieved through rigorous quality standards, defect prevention, and a dedication to helping our customers realize their goals.

BRAND IDENTITY

Elements
Nomenclature
Colors
■ Typography

BRAND IDENTITY

01 ELEMENTS

- 01 Brandmark
- 02 Logotype
- 03 Tagline
- 04 Signatures



BRAND IDENTITY

01 ELEMENTS

01 Brandmark

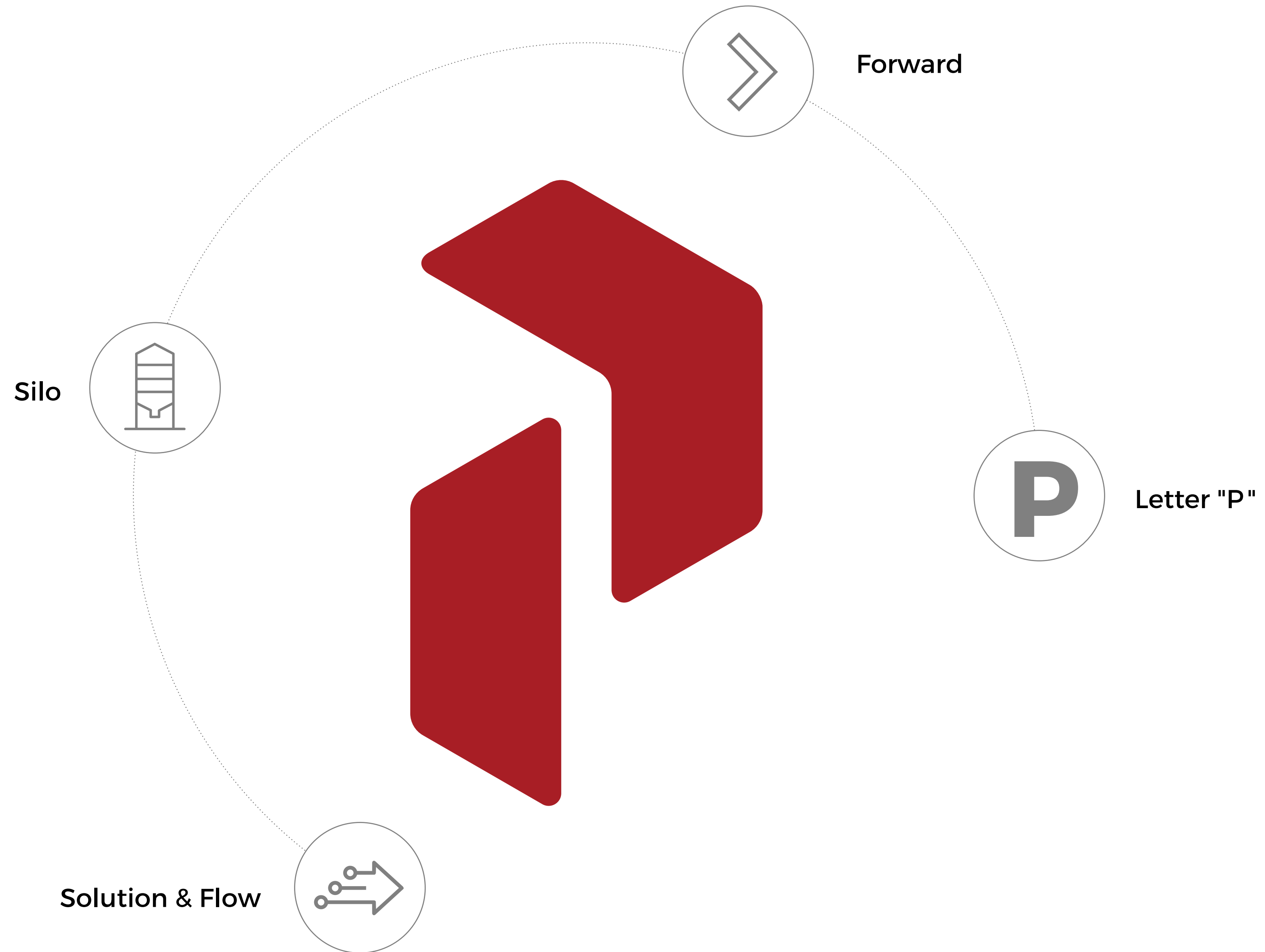
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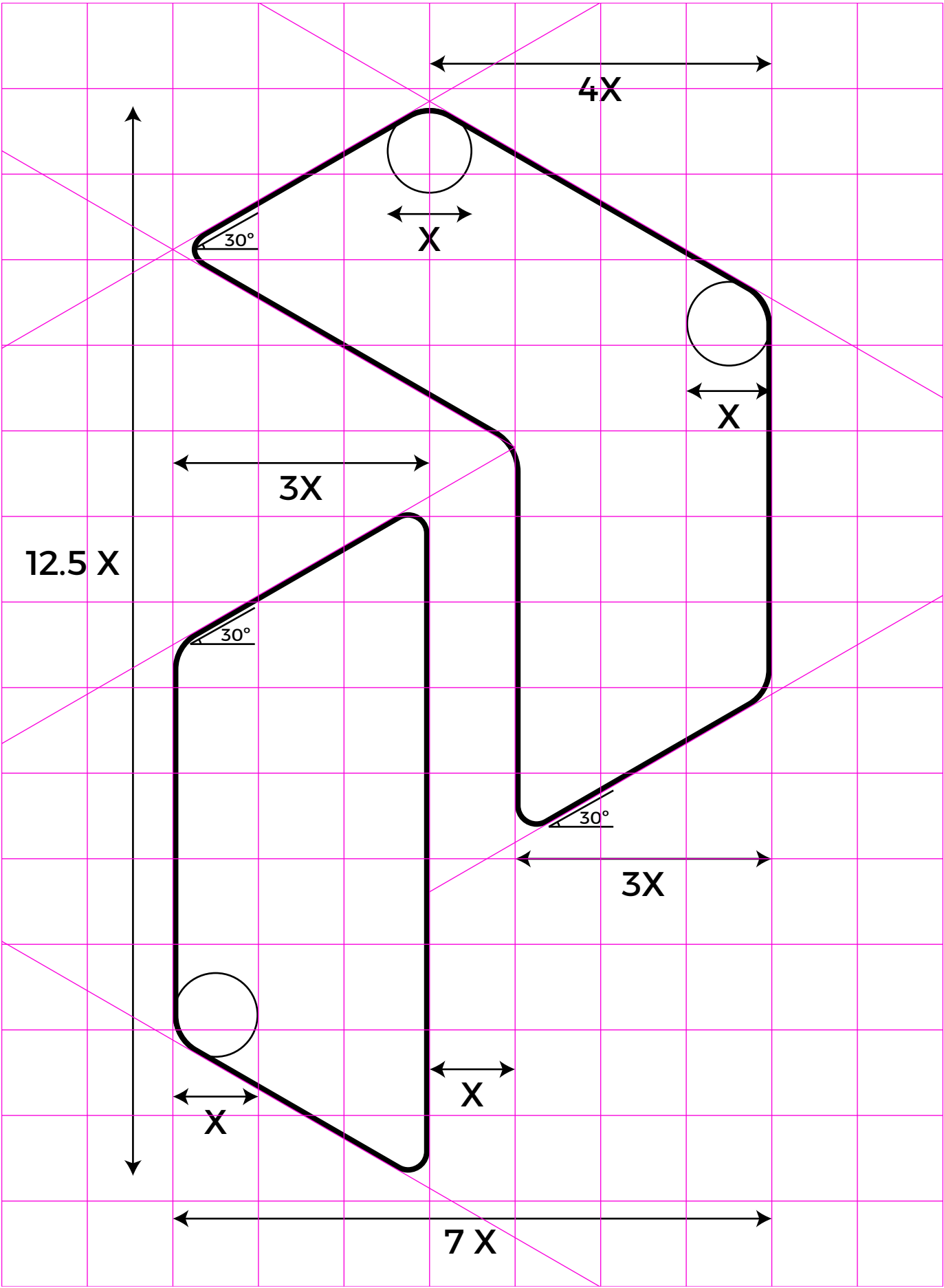
02 Concept

03 Structure

04 Incorrect Usage







A. Do not turn brandmark.

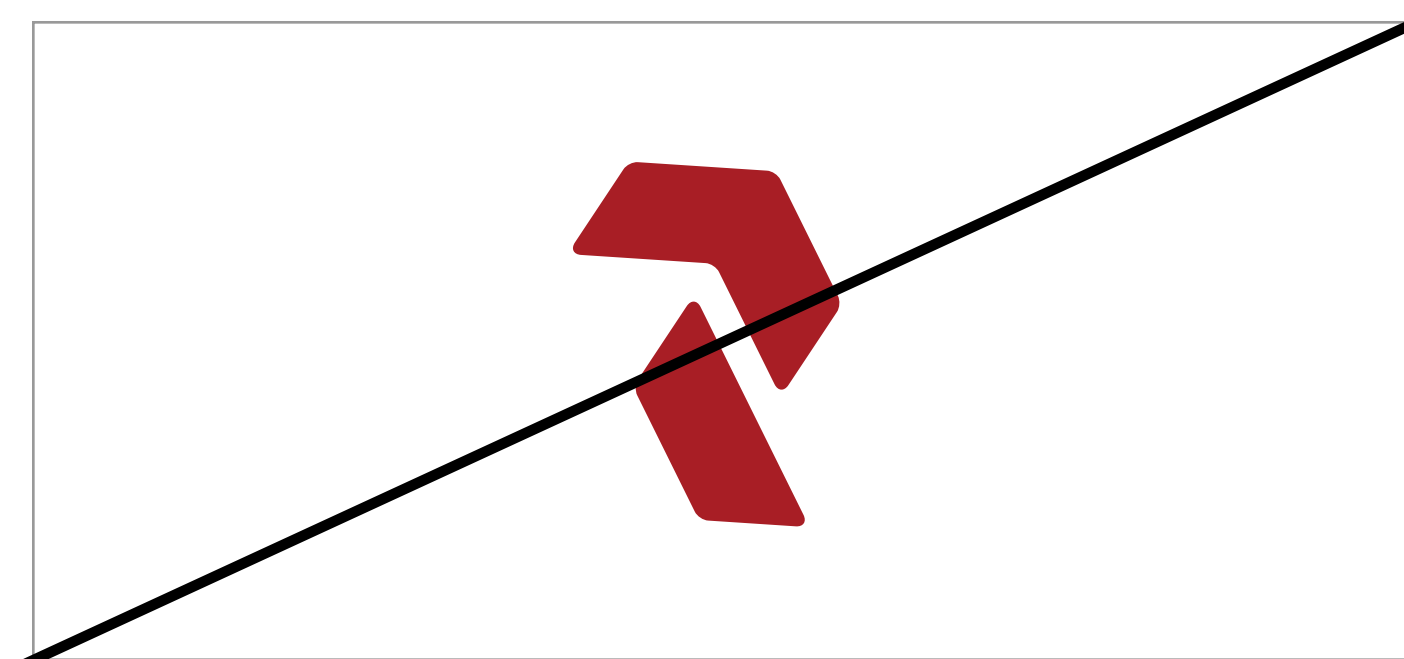
B. Do not use gradient color.

C. Do not alter the ratio of length and width of the brandmark.

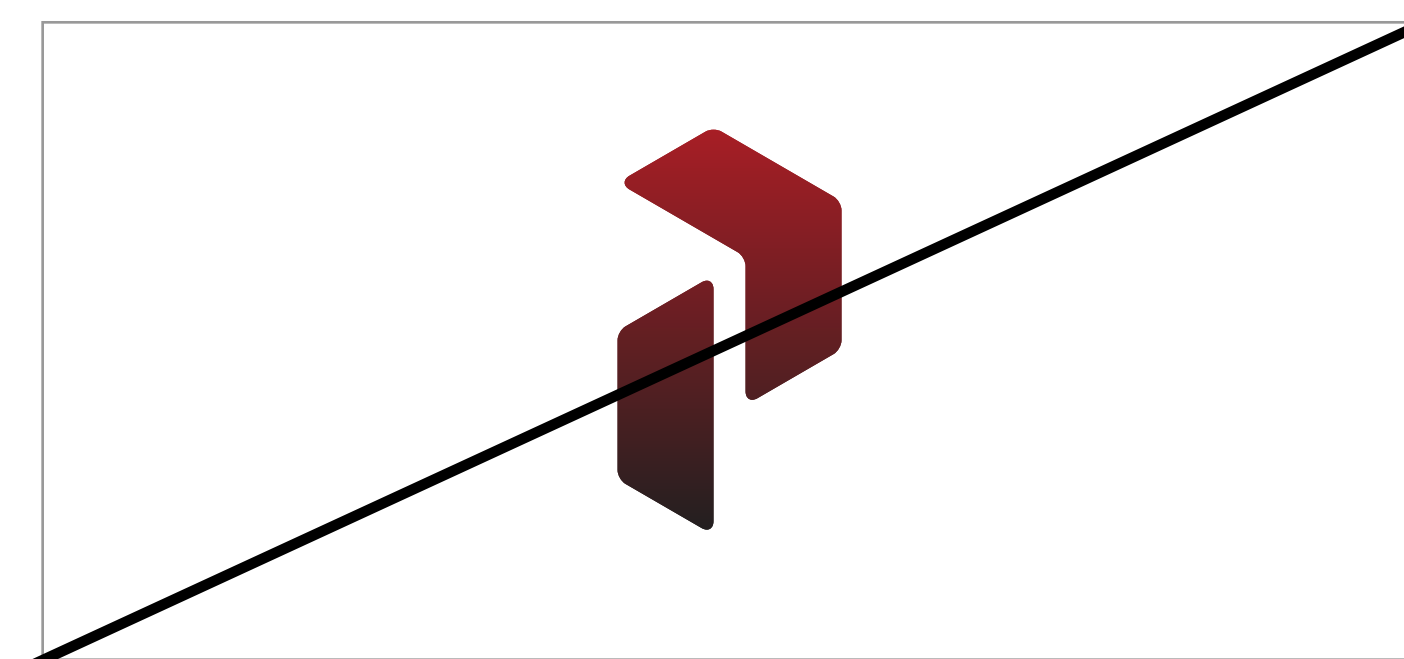
D. Do not use non-approved colors.

E. Do not reproduce with shadow, which may reduce the visibility of the brandmark.

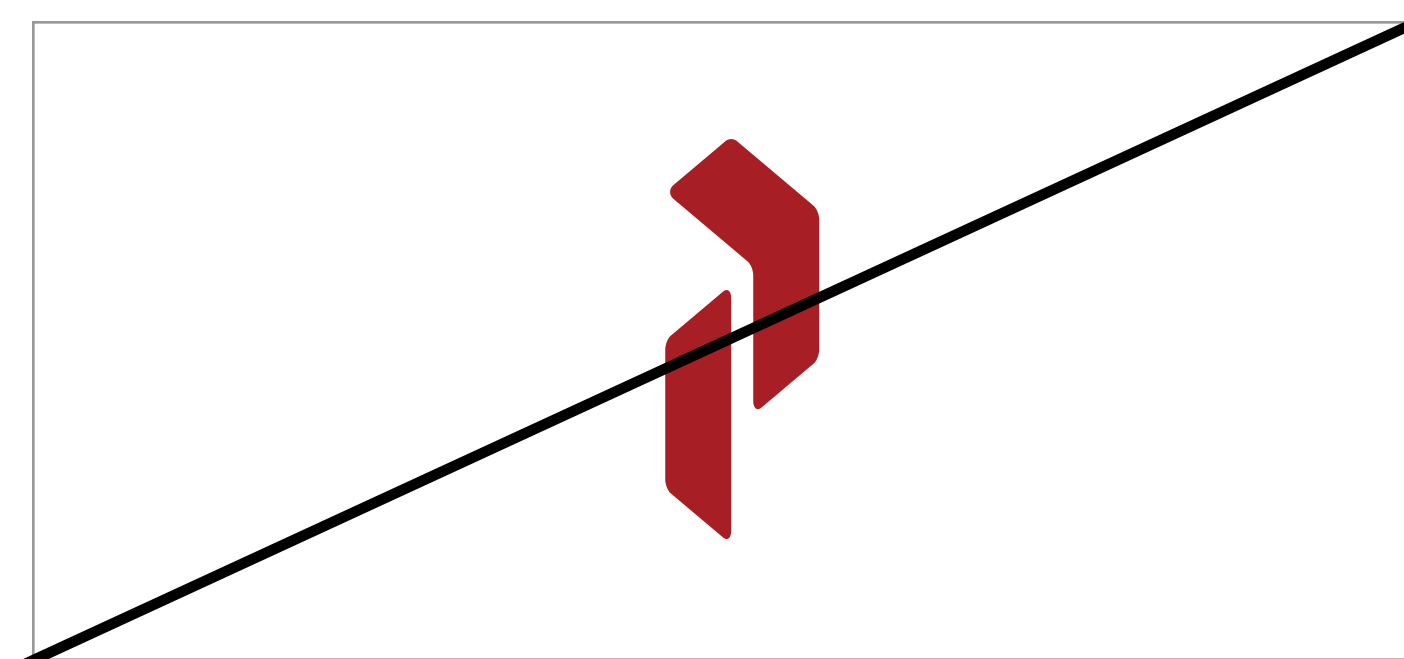
F. Do not use the brandmark on complicated patterns or images, which may reduce the visibility of the brandmark.



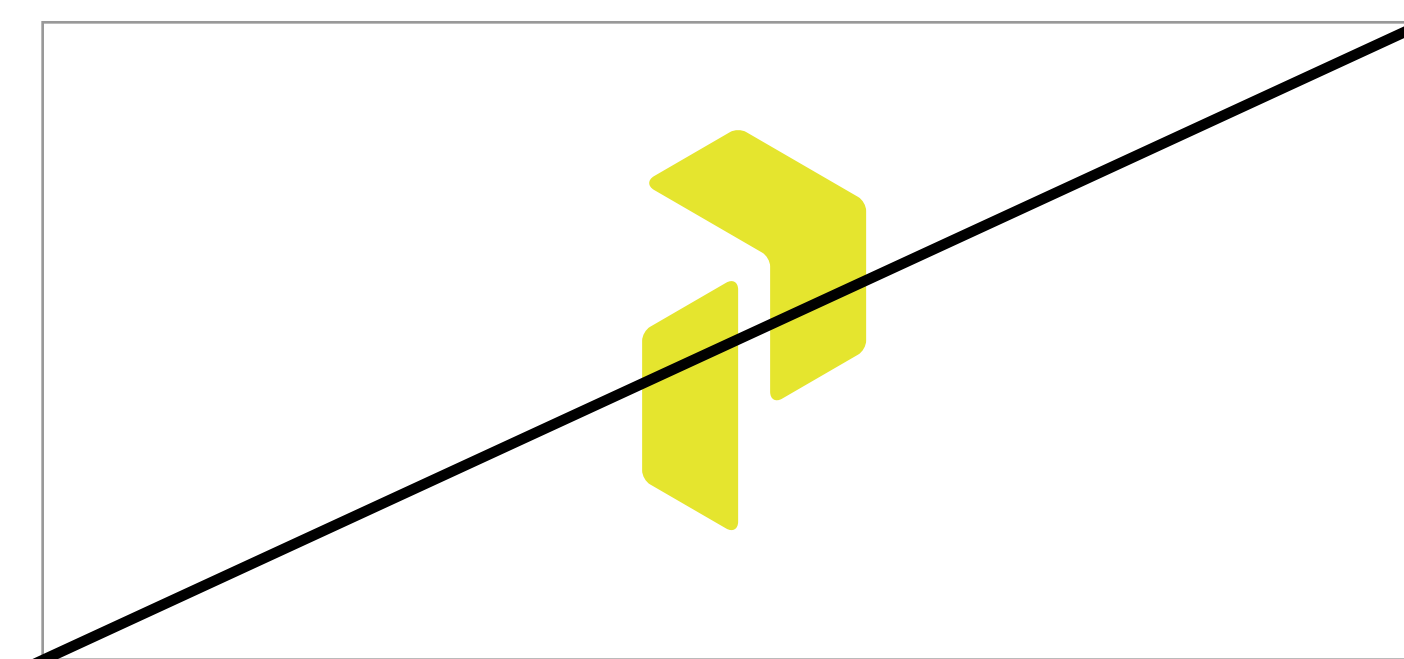
A



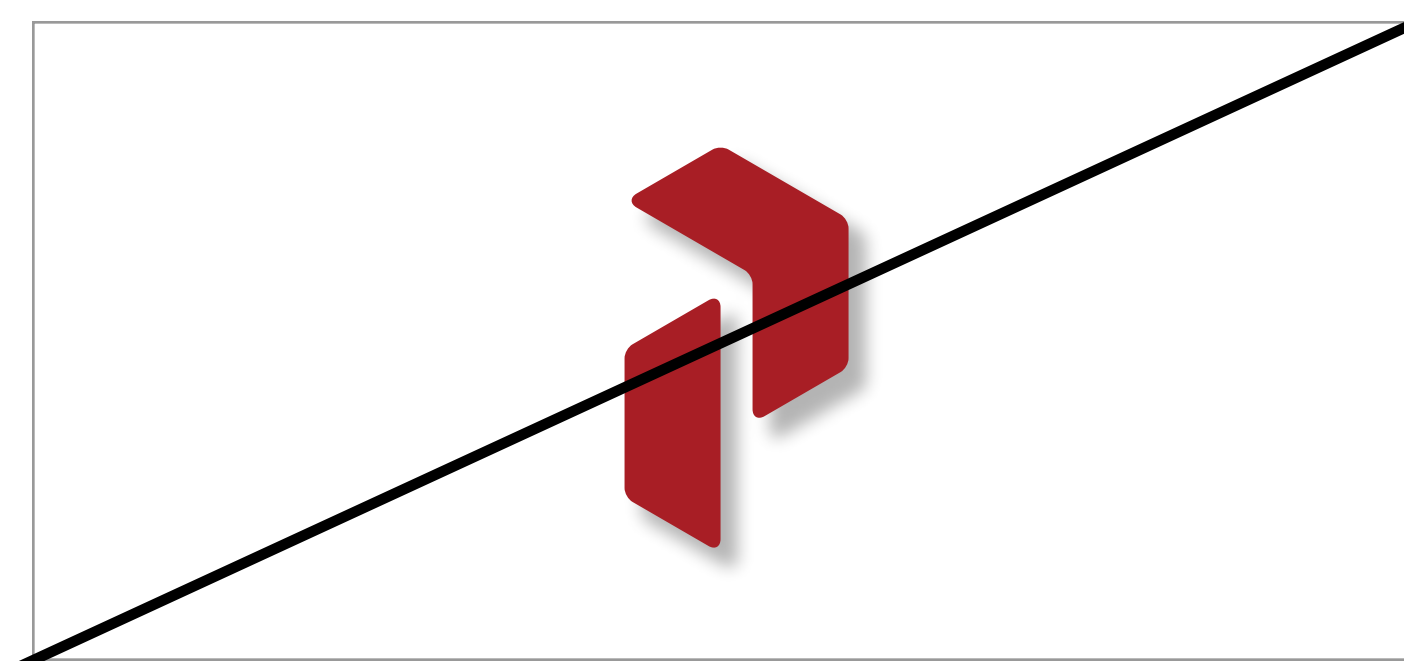
B



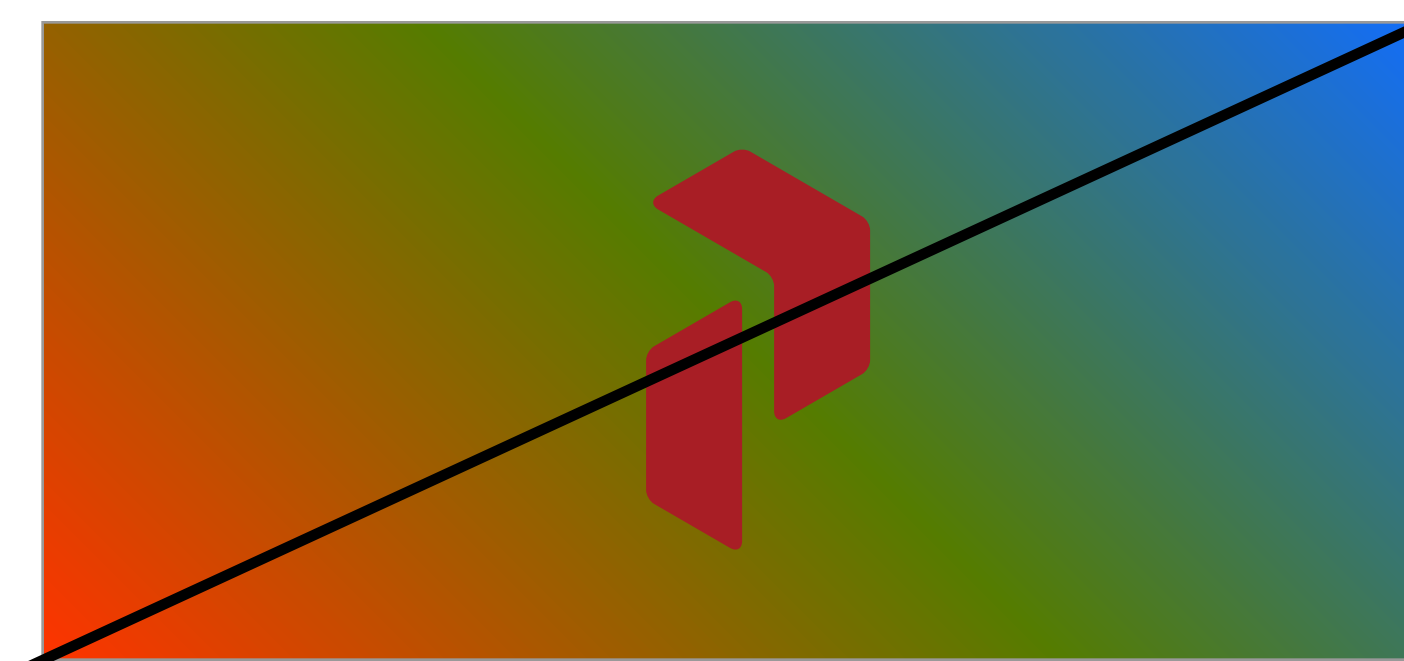
C



D



E



F

→ INCORRECT USAGE



BRAND IDENTITY

01 ELEMENTS

02 Logotype

01 Look

02 Structure

03 Incorrect Usage



**Prime
Solution
Silo** **ITALIA**

A. Do not turn logotype.

B. Do not use gradient color.

C. Do not alter the ratio of length and width of the logotype.

D. Do not use non-approved colors.

E. Do not reproduce with shadow, which may reduce the visibility of the logotype.

F. Do not use the logotype on complicated patterns or images, which may reduce the visibility of the logotype.



A



B



C



D



E



F



BRAND IDENTITY

01 ELEMENTS

03 Tag Line

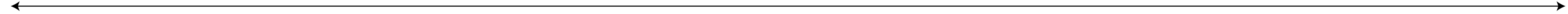
01 Look

02 Structure

03 Concept

From Solution to Evolution

22 X



From Solution to Evolution

1.25 X

From Solution to Evolution

1. Core Philosophy

The brand establishes a long-term partnership, not just a one-time transaction. It means delivering precise, immediate engineering solutions today while ensuring the infrastructure is intentionally built to scale and adapt seamlessly alongside the client's future business growth.

2. Semantic Layers

Solution directly represents the brand's core expertise in advanced silo engineering and problem-solving for today's industrial storage challenges. Evolution, however, goes far beyond simple growth; it signifies intelligent adaptability, future-proof technology, and a commitment to staying in step with shifting market demands.

3. Visual Synergy with the Logo

This concept connects beautifully with the negative space (the flow gap) within the brand's logo. It perfectly symbolizes a continuous, dynamic journey—an ongoing movement from the initial structural setup to long-term, progressive business development.

4. Industry Impact & Brand Alignment

In the silo industry, storage is typically perceived as a static, passive operation. This tagline boldly challenges that notion, positioning the brand's silos as active, dynamic engines that drive operational excellence and expansion. Finally, it aligns seamlessly with the bold Alexandria typography, reinforcing a brand identity built on absolute strength, reliability, and a forward-thinking vision.



BRAND IDENTITY

01 ELEMENTS

04 Signatures

01 Look

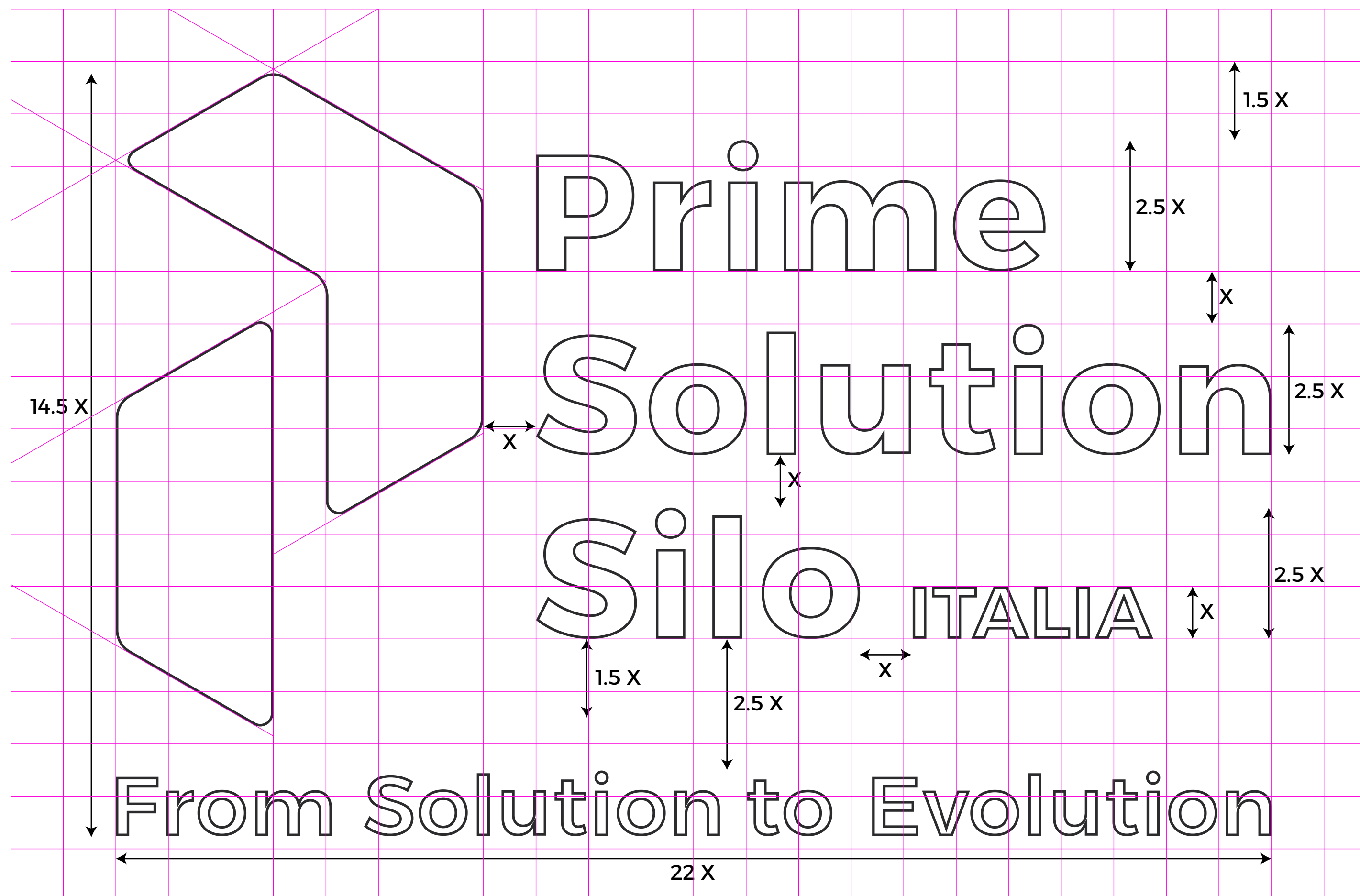
02 Structure

03 Safe Zone

04 Incorrect Usage



From Solution to Evolution









BRAND IDENTITY

02 NOMENCLATURE

01 Concept

Prime Solution Silo

Based on the brand name Prime Solution Silo and its visual configuration, the core concept of the brand is defined as "Engineering Trust and Efficiency in the Storage Industry." The brand strives to be more than just a manufacturer of structures; it aims to be a solution-oriented partner for the agriculture, construction, and mining industries.

1. Name Concept (The Philosophy)

Prime: Represents top-tier, first-class quality, and excellence (emphasizing customer-centricity and superior quality).

Solution: Represents solving specific problems (emphasizing that they do not just sell silos; they solve the client's storage challenges).

Silo: Represents their specialized domain (technical expertise in storage tanks).

2. Core Concept & Value Proposition

More than a structure, a reliable infrastructure: The brand's core idea is that silos shouldn't be merely tanks. They should act as a critical backbone for food and industrial security. Therefore, the brand is committed to delivering high safety standards, exceptional durability, and optimized material flow (loading and unloading processes) in all its projects.

3. Visual Concept Connection

The logo design is perfectly aligned with the brand concept:

3D Shape: Represents engineering, construction, and physical volume (highlighting expertise in large-scale structures).

Letter 'P': An abstract representation of the first letter of Prime, making the brand identity memorable and distinct.

Negative Space (The Gap): This gap serves as a symbol of material flow. In the silo industry, managing the in-and-out flow of materials is vitally important. This negative space in the logo represents offering a Solution and establishing a smooth pathway for industrial processes.

Maroon / Deep Red Color: In industrial brand psychology, this color symbolizes authority, endurance, resilience, and positive energy.

4. Brand Personality (DNA)

Based on this concept, "Prime Solution Silo" must project these four main characteristics across all its communications:

- Professional & Expert: (The simple, bold font reflects seriousness and avoids unnecessary complexity).
- Resilient & Durable: (Just like the silos it builds to withstand environmental factors).
- Innovative & Modern: (Forward-looking, utilizing modern engineering technologies).
- Trustworthy: (Instilling a sense of confidence for investors and industry owners).

Final Summary of the Concept:

This is a specialized provider of engineering storage solutions. With a modern, serious, and powerful visual identity, it builds trust across various industries and aims to become the Prime (first) choice for silo construction projects.

BRAND IDENTITY

03 COLORS

- 01 Brand Color System
- 02 Brandmark Color Options
- 03 Signature Color Options



BRAND IDENTITY

03 COLORS

01 Brand Color System

- 01 Primary Color
- 02 Secondary Color
- 03 Tertiary Color
- 04 Secondary Color Tints
- 05 Tertiary Color Tints



PRIMARY COLOR
RGB 168 30 37
HEX/HTML A81E25
CMYK 00 82 78 34



SECONDARY COLOR

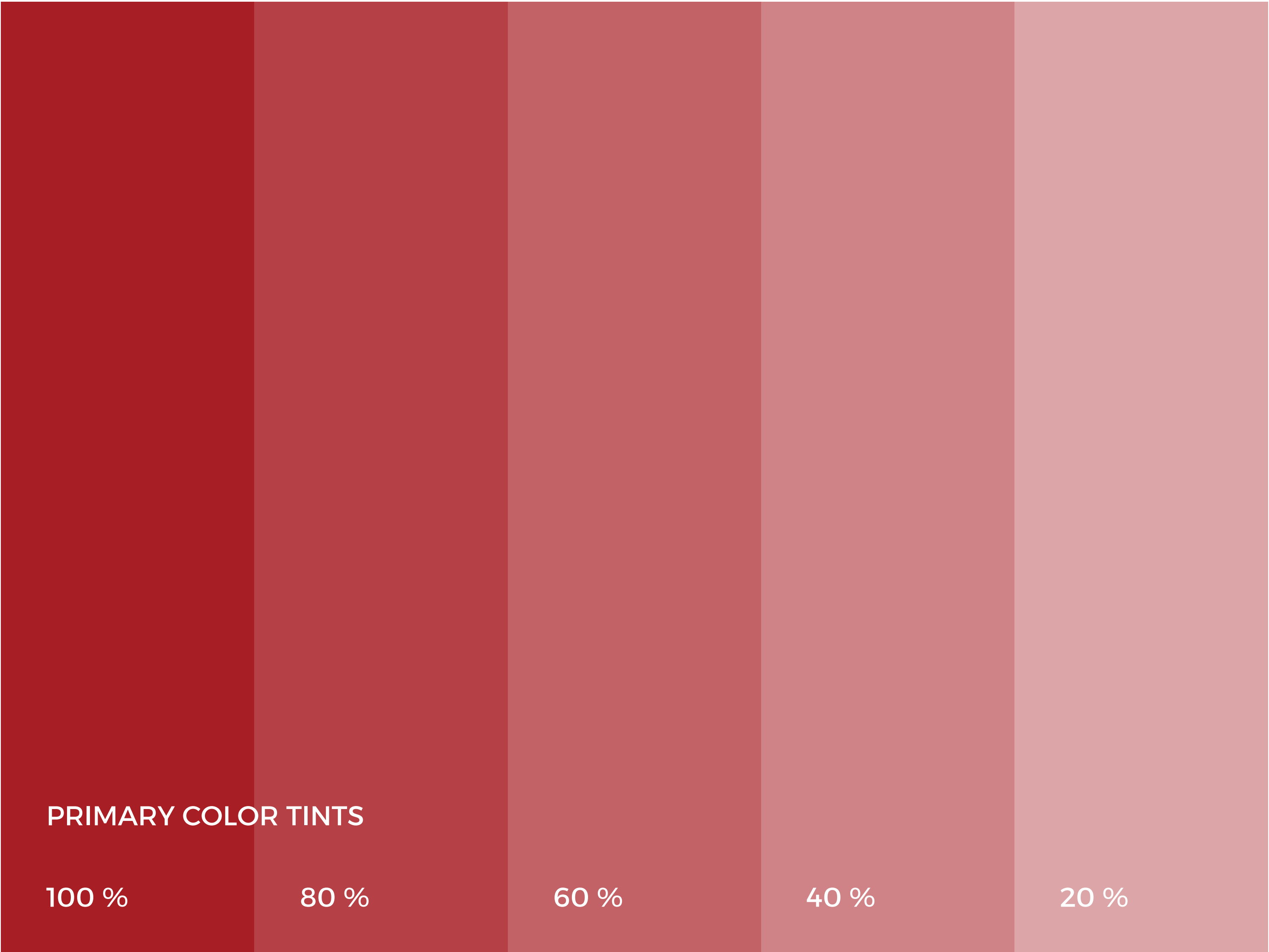
RGB 45 43 42

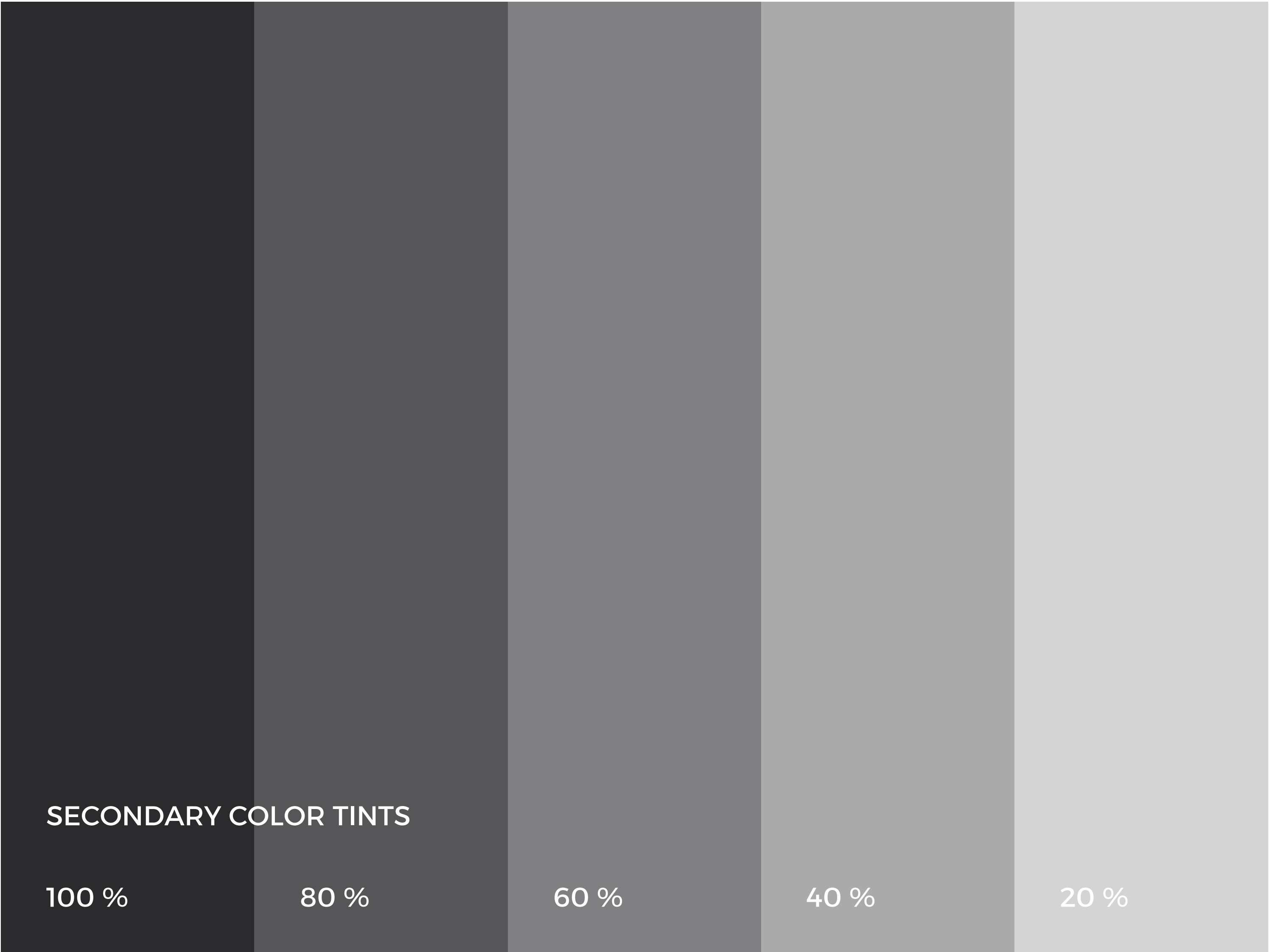
HEX/HTML 2D2B2A

CMYK 00 04 07 82



TERTIARY COLOR
RGB 138 135 130
HEX/HTML 8A8782
CMYK 00 02 06 46







BRAND IDENTITY

03 COLORS

02 Brandmark Color Options

01 Brandmark Color

02 Brandmark Background Color

PRIMARY COLOR
RGB 168 30 37
HEX/HTML A81E25
CMYK 00 82 78 34



Prime
Solution
Silo **ITALIA**

SECONDARY COLOR
RGB 45 43 42
HEX/HTML 2D2B2A
CMYK 00 04 07 82





BRAND IDENTITY

03 COLORS

03 Signature Color Options

01 Signature Color

02 Signature Background Color

PRIMARY COLOR
RGB 168 30 37
HEX/HTML A81E25
CMYK 00 82 78 34



Prime
Solution
Silo **ITALIA**

SECONDARY COLOR
RGB 45 43 42
HEX/HTML 2D2B2A
CMYK 00 04 07 82

From Solution to Evolution



From Solution to Evolution



From Solution to Evolution



From Solution to Evolution



From Solution to Evolution

BRAND IDENTITY

04 TYPOGRAPHY

01 English/Italian Typeface Family

02 Arabic Typeface Family

1. Alexandria Font:

- Alexandria is the Arabic companion of the Latin script typeface Montserrat, designed by Julieta Ulanovsky.
- Inspired by old posters and signs in Buenos Aires' traditional Montserrat neighborhood, Alexandria offers a variable font with weights ranging from Thin to Black.
- Its versatility allows for use in various applications, from long text (using light weights) to bold headlines (using heavy weights).

2. Brand Identity Connection:

- Engineering Aesthetic: Its geometric, precise letterforms perfectly mirror the mechanical and architectural nature of silo construction.
- Symbol of Strength: The heavy, bold weight visually communicates durability, resilience, and structural stability—key traits for a storage brand.
- High Legibility: Its open letterforms and clean spacing ensure the long brand name remains perfectly readable, even on small-scale applications.
- Modern & Innovative: Its contemporary design conveys that the company utilizes modern engineering and cutting-edge technology.
- Perfect Visual Balance: The thick, sturdy strokes create an even visual weight that perfectly complements the solid, dark red logo icon.

Conclusion:

Alexandria is not just a beautiful font, it is a strategic tool. Choosing this font (especially in a heavy weight) alongside a red geometric logo introduces your brand personality as a “strong, modern, specialized and durable” set and conveys a sense of trust to the audience.

Alexandria Thin

Alexandria Extra Light

Alexandria Light

Alexandria Regular

Alexandria Medium

Alexandria Semi Bold

Alexandria Bold

Alexandria Extra Bold

Alexandria Black

Prime Solution Silo

Prime Solution Silo

Prime Solution Silo

Prime Solution Silo

Prime Solution Silo

Prime Solution Silo

Prime Solution Silo

Prime Solution Silo

Prime Solution Silo

Alexandria Thin

الطول الرائدة للصوامع

Alexandria Extra Light

الطول الرائدة للصوامع

Alexandria Light

الطول الرائدة للصوامع

Alexandria Regular

الطول الرائدة للصوامع

Alexandria Medium

الطول الرائدة للصوامع

Alexandria Semi Bold

الطول الرائدة للصوامع

Alexandria Bold

الطول الرائدة للصوامع

Alexandria Extra Bold

الطول الرائدة للصوامع

Alexandria Black

الطول الرائدة للصوامع



APPLICATION

Business Papers
Social Networks

APPLICATIONS

01 BUSINESS PAPERS

- 01 A4 Letterhead
- 02 A5 Letterhead
- 03 Office Envelope
- 04 Personal Business Card
- 05 Stamp



APPLICATIONS

01 BUSINESS PAPERS

01 A4 Letterhead

01 Look

02 Structure

Prime
Solution
Silo

ITALIA

No: _____

Date: _____

Attach: _____

www.pssilo.com

info@pssilo.com

+39 011 123 45 67

+39 011 123 45 67

Via Donati, 17 10121 Torino, ITALY

Prime
Solution
Silo

ITALIA

Prime
Solution
Silo

ITALIA

No: 45678

Date: 23/04/2026

Attach: 2 pages

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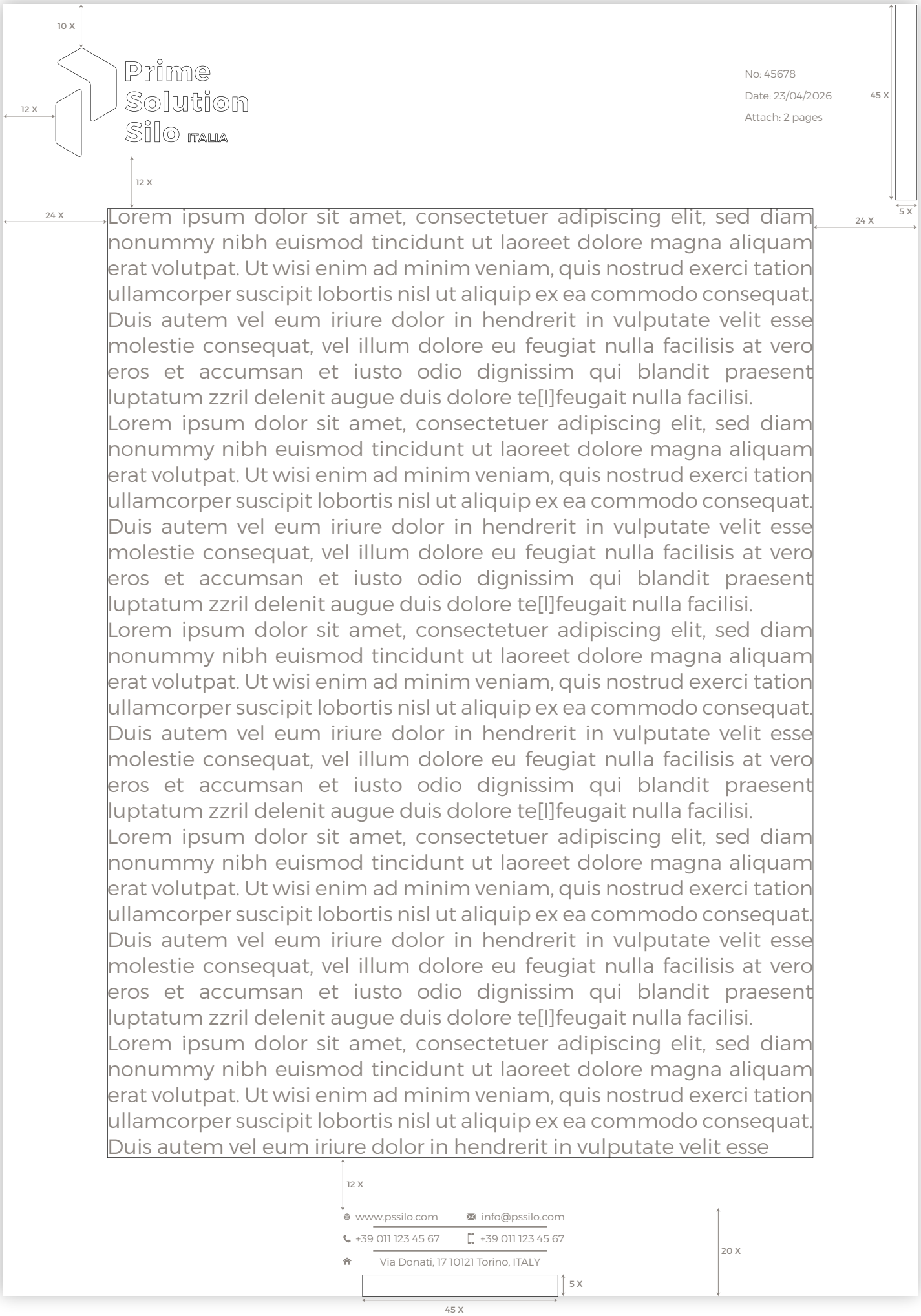
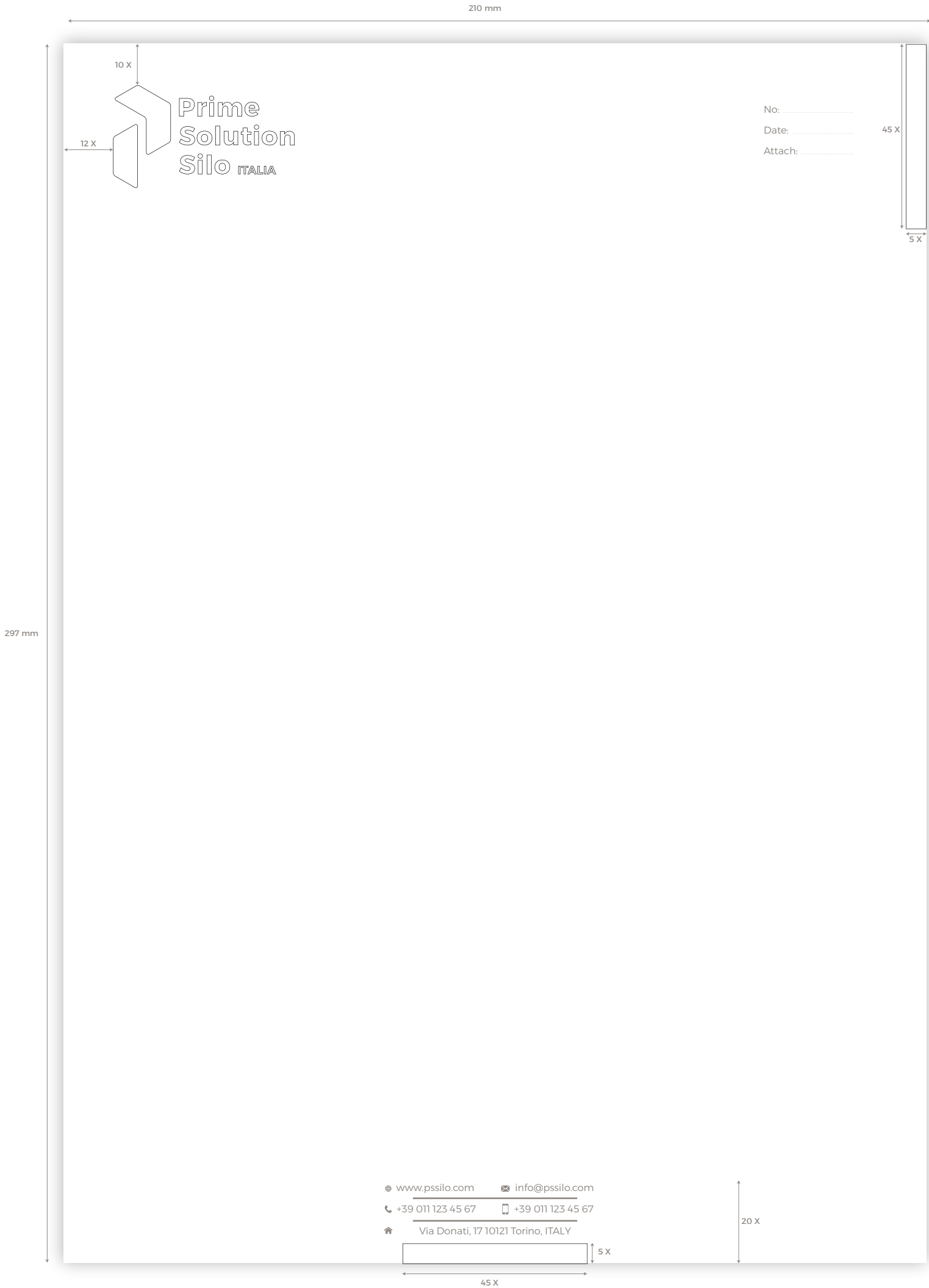
www.pssilo.com

info@pssilo.com

+39 011 123 45 67

+39 011 123 45 67

Via Donati, 17 10121 Torino, ITALY





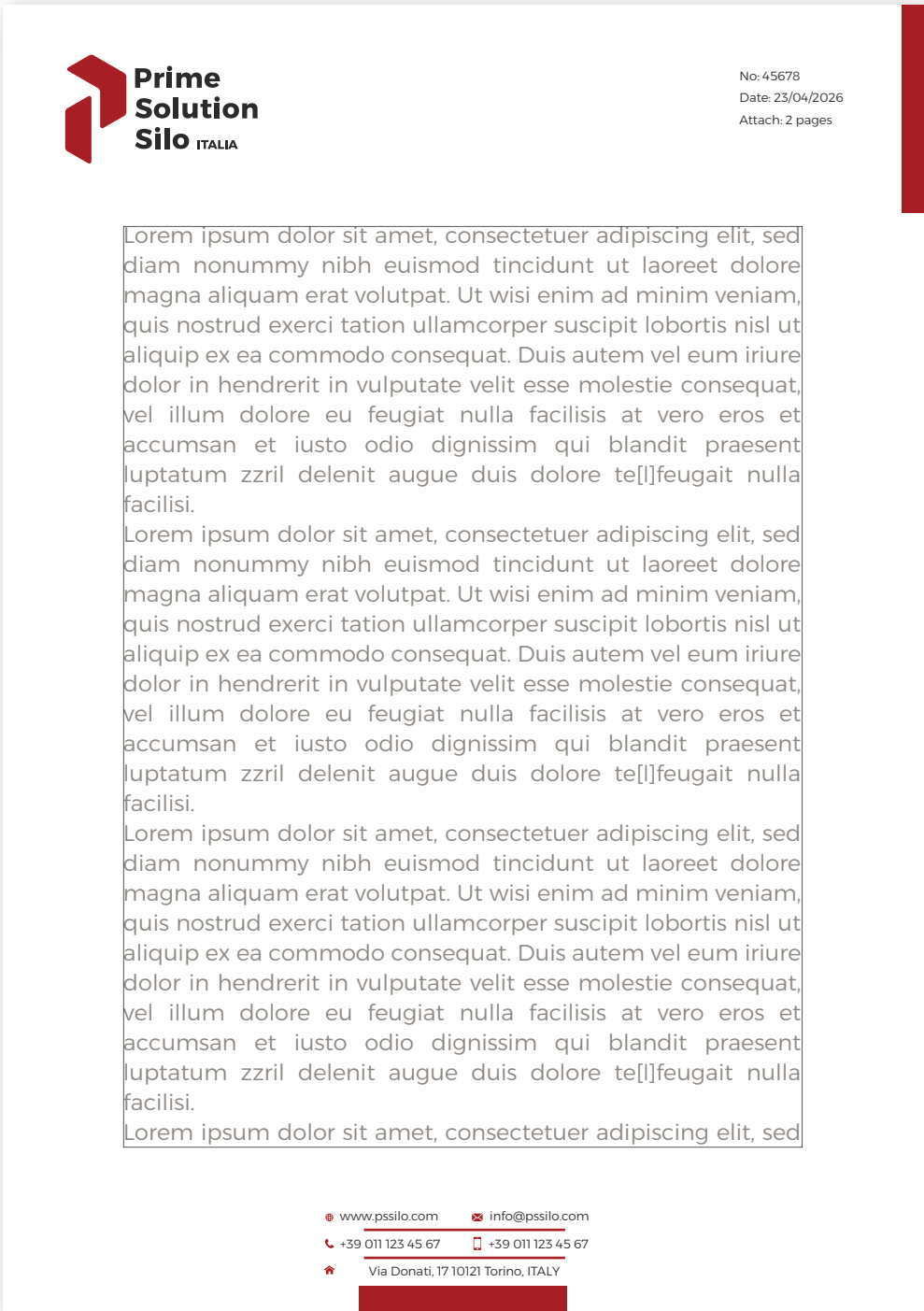
APPLICATIONS

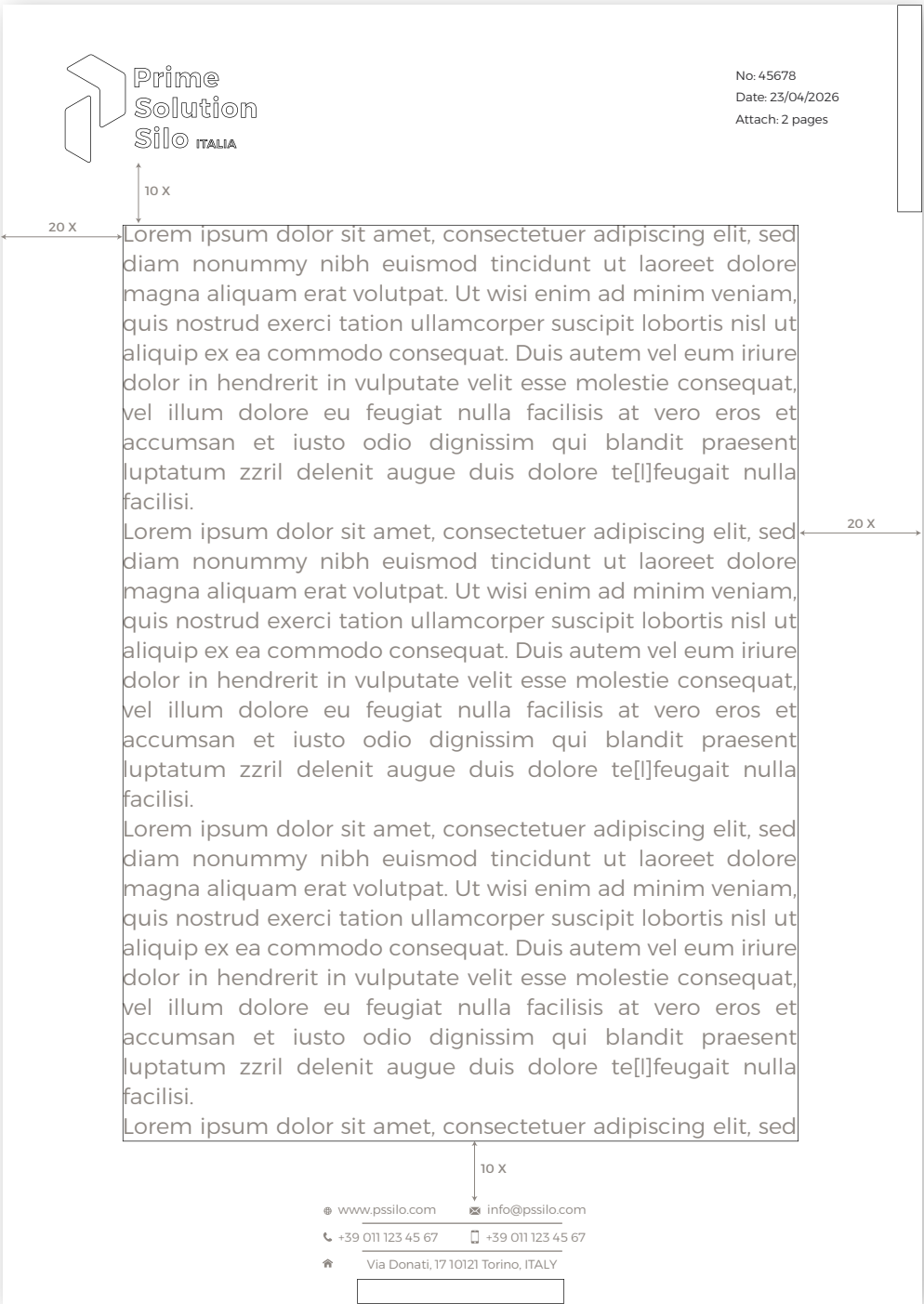
01 BUSINESS PAPERS

02 A5 Letterhead

01 Look

02 Structure







APPLICATIONS

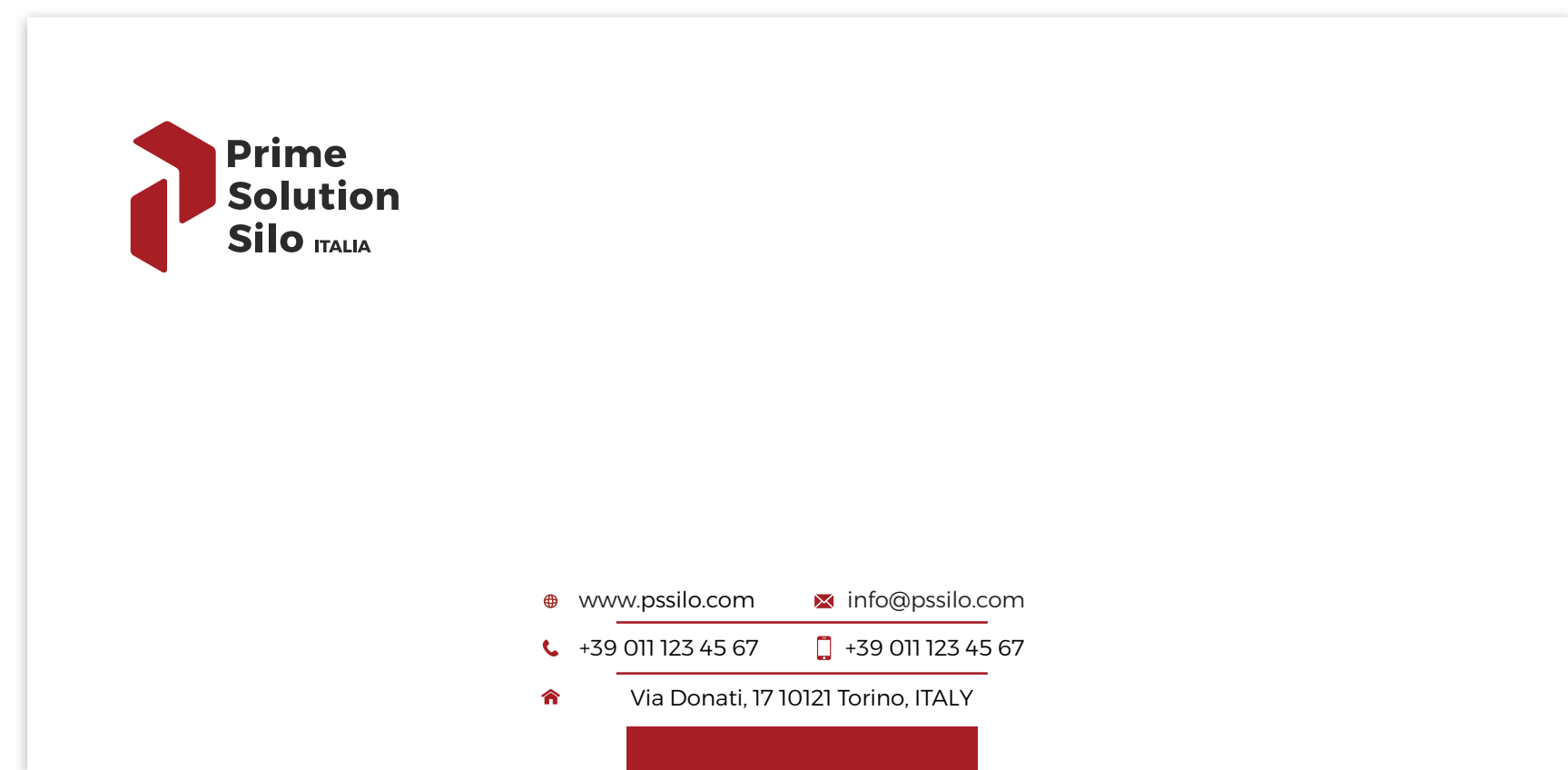
01 BUSINESS PAPERS

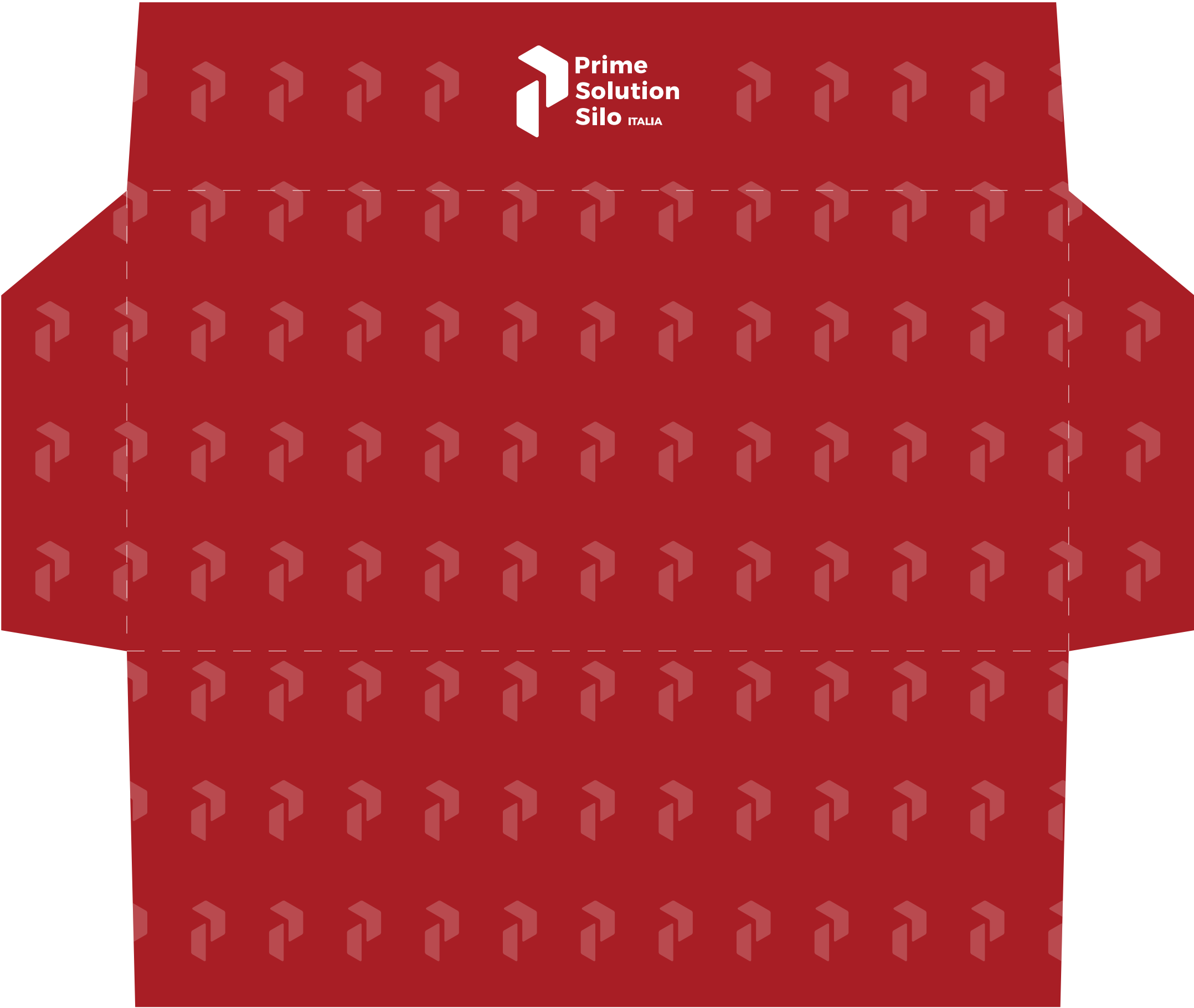
03 Office Envelope

01 Look

02 Not Folded

03 Structure







APPLICATIONS

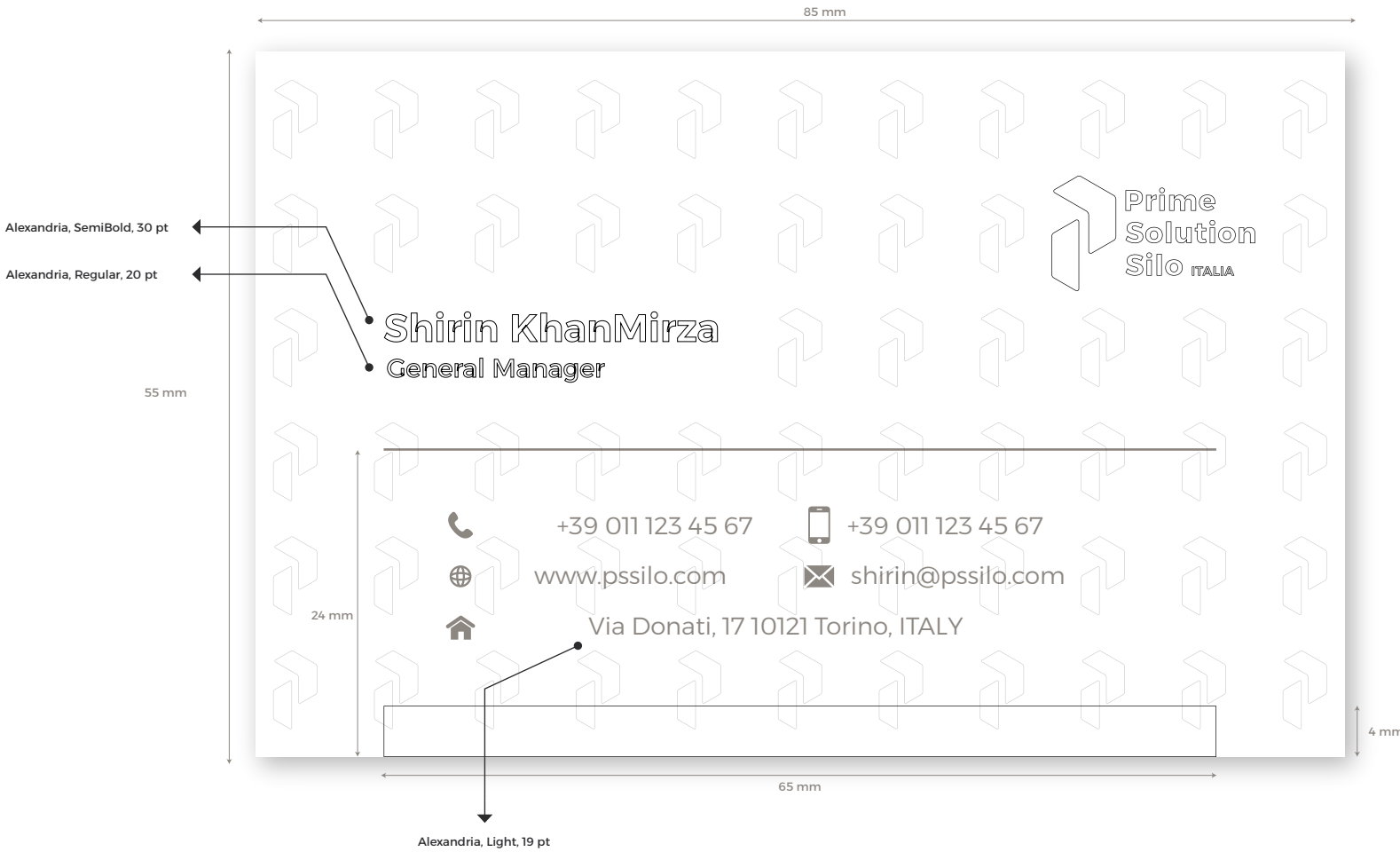
01 BUSINESS PAPERS

04 Personal Business Card

01 Look

02 Structure







APPLICATIONS

01 BUSINESS PAPERS

05 Stamp

01 Look

02 Structure





APPLICATIONS

02 SOCIAL NETWORKS

01 Avatar

APPLICATIONS

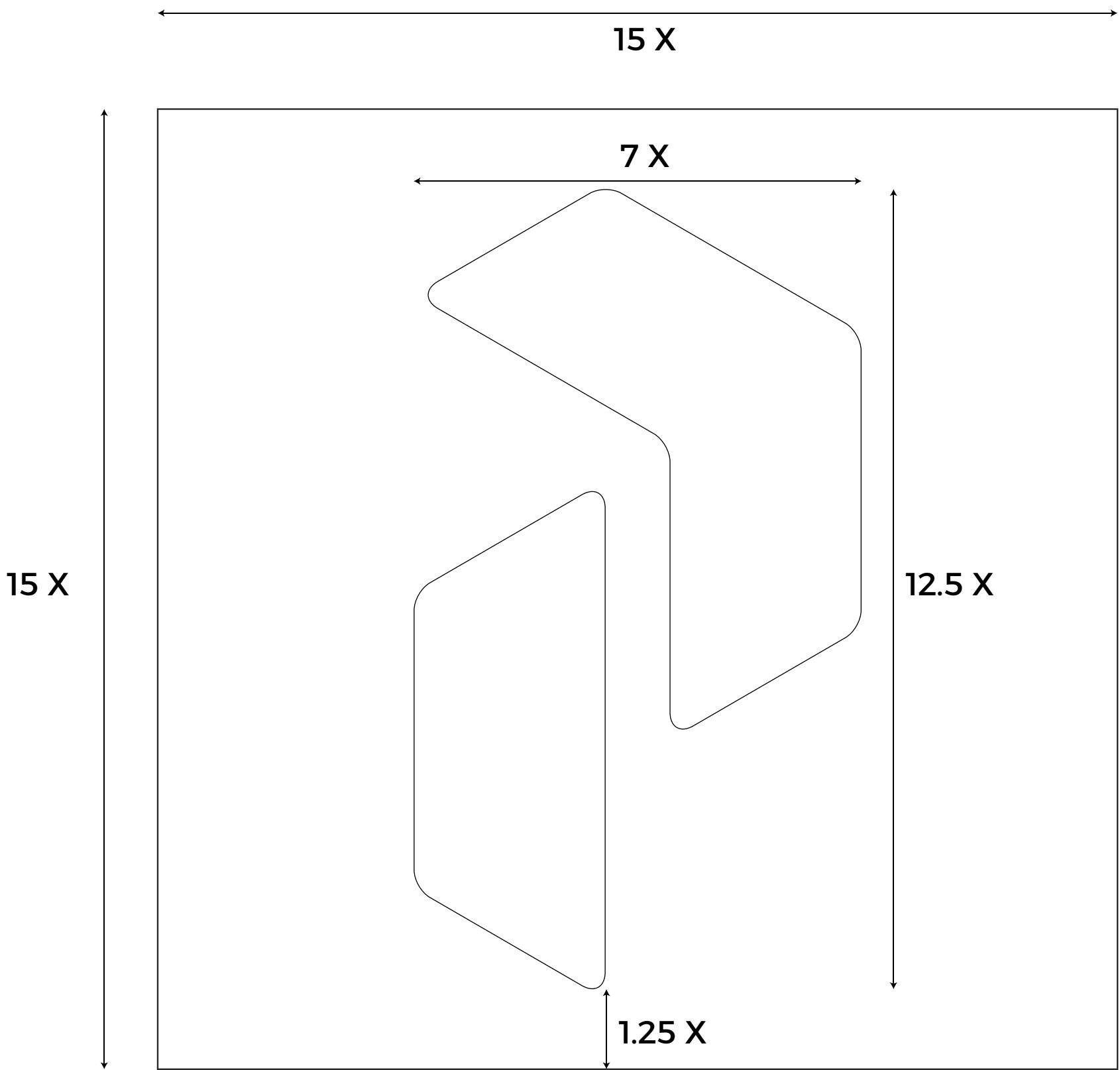
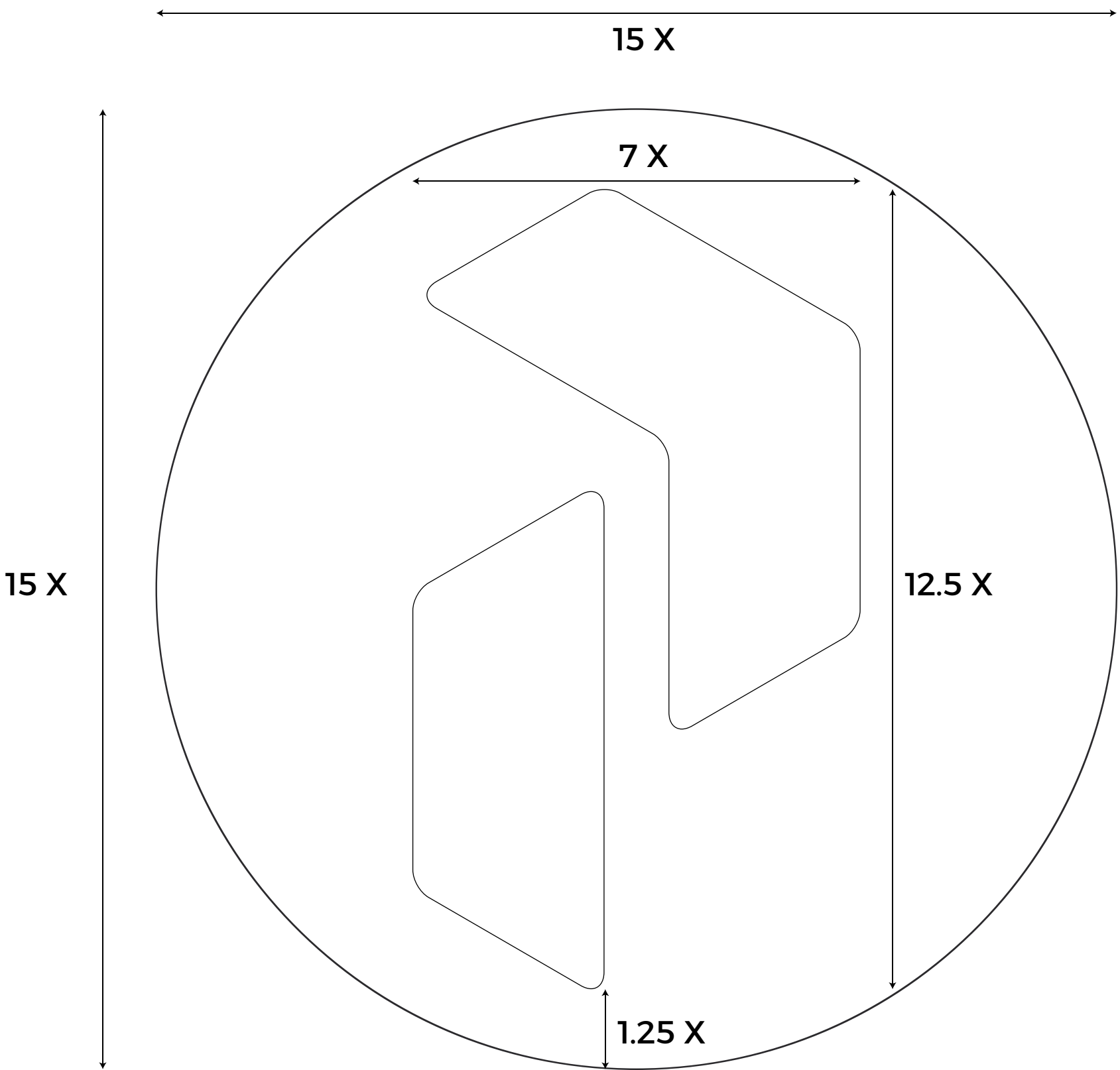
02 SOCIAL NETWORKS

01 Avatar

01 Look

02 Structure







Brand Guidelines

August 2026