PrimeTask

Brand Guidelines

Our logo, logomark and app icons, with a short guide to using them well. For press, partners and affiliates.

primetask.app/brand

ASSETS

Logo

Use it wherever there is room. Each file comes in black for light backgrounds and white for dark ones, as SVG for any size and PNG for everyday use.

Black, for light backgrounds

PrimeTask-Logo-dark, SVG and PNG

White, for dark backgrounds

PrimeTask-Logo-light, SVG and PNG

ASSETS

Logomark and app icons

Logomark

The P on its own, for small or square spaces.

Black, for light backgrounds

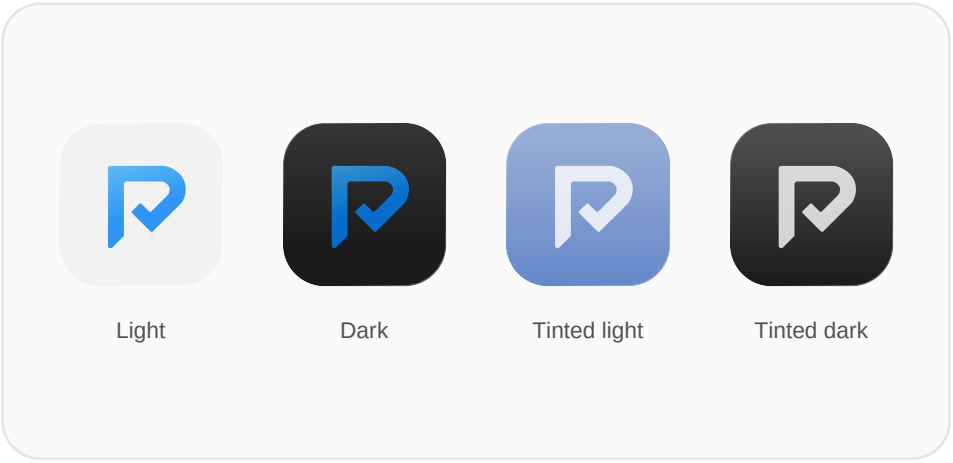
PrimeTask-Logomark-dark

White, for dark backgrounds

PrimeTask-Logomark-light

App icons

For showing the app itself, 1024 pixels square.



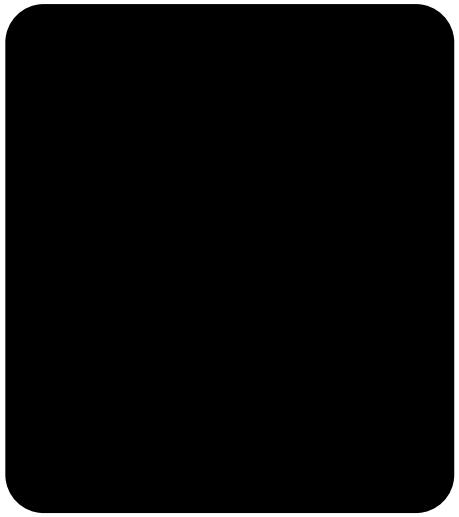
App icons

PrimeTask-AppIcon, PNG

COLOUR

Colours

PrimeTask is black and white first. The blue comes from the app icon, and the green is the website's accent.



Black

The logo on light backgrounds.

#000000 RGB 0 0 0

White

The logo on dark backgrounds.

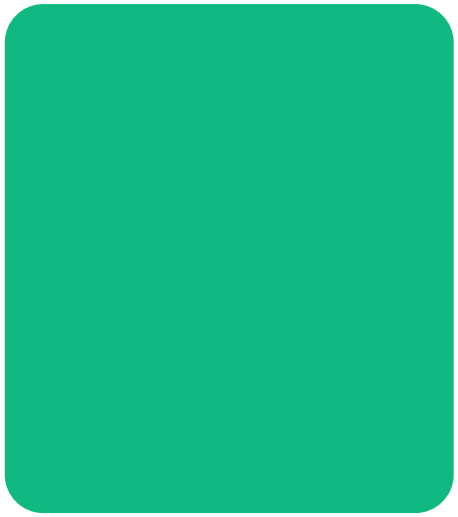
#FFFFFF RGB 255 255 255

PrimeTask Blue

From the app icon, top to bottom.

#55B3F4 RGB 85 179 244

#3498F5 RGB 52 152 245



Emerald

The website's accent, for small labels and links. Never on the logo.

#10B981 RGB 16 185 129

GUIDELINES

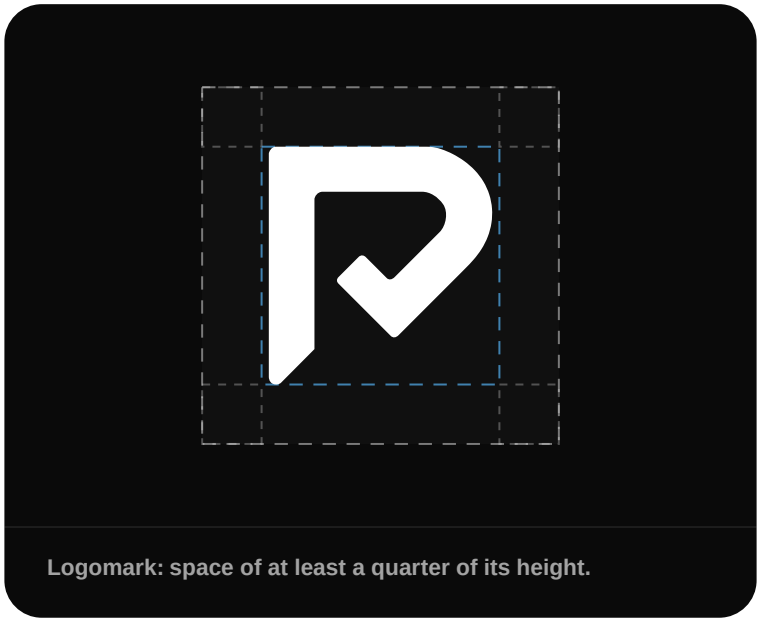
Clear space and minimum size

A few simple rules keep PrimeTask recognisable wherever it appears.

Clear space

Keep other text and graphics outside the dashed line.

Logo: space of at least half its height on every side.



Logomark: space of at least a quarter of its height.

Minimum size

Keep the logo at least 24 pixels tall on screen, and the logomark at least 16 pixels.

PrimeTask

GUIDELINES

Common mistakes

PrimeTask

Recolouring it

Use black or white only.

PrimeTask

Outlining it

Keep the logo solid.

PrimeTask

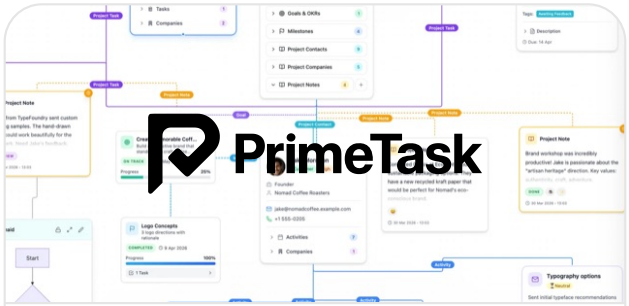
Stretching it

Keep its proportions.

PrimeTask

Rotating it

Keep it level.



A busy background

Place it on a plain background.

PrimeTask

The name on its own

Keep the P with the name.

GUIDELINES

Name and usage

Our name

Write it as PrimeTask: one word, with a capital P and a capital T. Not Prime Task, Primetask or PT.

Which file to use

Use the full logo wherever there is room. Use the logomark on its own only in small or square spaces, such as an avatar. Use the app icons only when you are showing the app itself.

Colour and type

Use the black logo on light backgrounds and the white logo on dark ones, on a plain background. Please keep to black and white for the logo itself. Text is set in the system font, San Francisco on Mac and Segoe UI on Windows, as in the app and on the website.

Please don’t

Combine it with another logo, use it in your own product or company name, domain, username or app icon, or suggest that PrimeTask sponsors or endorses you. Always use the current files from this page rather than older copies.

PRESS

About PrimeTask

A short description you are welcome to quote, and the facts writers ask for most.

PrimeTask is a premium, offline-first desktop productivity system. Tasks, projects, CRM, calendar, a visual canvas, time tracking and focus tools work together as one connected system, on your own machine. It is a one-time purchase with no subscription, and your work stays on your device unless you choose to sync it. PrimeTask also connects to the AI agent you already use, so it can work directly with your tasks, projects and CRM. PrimeTask is available for macOS and Windows, and is made by TaskCore LTD.

Quick facts

Platforms
macOS and Windows

Price
One-time purchase, with a 14-day free trial

Made by
TaskCore LTD

Press enquiries
contact@primetask.app

Screenshots
primetask.app/brand

MORE

Using these files

You are welcome to use these files when you write about, review or link to PrimeTask, as long as you follow this guide.

Affiliates

If you promote PrimeTask as an affiliate, sections 6 and 7 of the Affiliate Agreement also apply to how you use our name and these files.

primetask.app/affiliate-agreement

Questions

Need a format that is not here, or not sure whether your use is okay? We are happy to help.

contact@primetask.app

PrimeTask is a trade mark of TaskCore LTD. The PrimeTask logos and app icons belong to TaskCore LTD. We may update this guide or withdraw permission at any time.