



Table of contents

Logo	3
- Wordmark	4
- Icon	5
- Clear space	6
- Logo variations	8
- Positive/negative 1-color	9
- Logo misuse	10
Typography	11
- Typefaces	12
- Text	13
Colors	14
- Color palette	15

For questions regarding this manual
please contact [Søren H. Madsen](#)

Logo

Wordmark

The Piefit logo is a vital part of the brand identity. As such, it needs to be used appropriately and consistently across all printed and digital applications.

In order to preserve the consistency of the identity you should never attempt to recreate, alter or distort the logo.

Please follow the guidelines provided in this style guide.



Icon

The icon should be used as an alternative to the wordmark in case the readability of the wordmark is unclear due to scaling.

Please always use the original logo files provided.



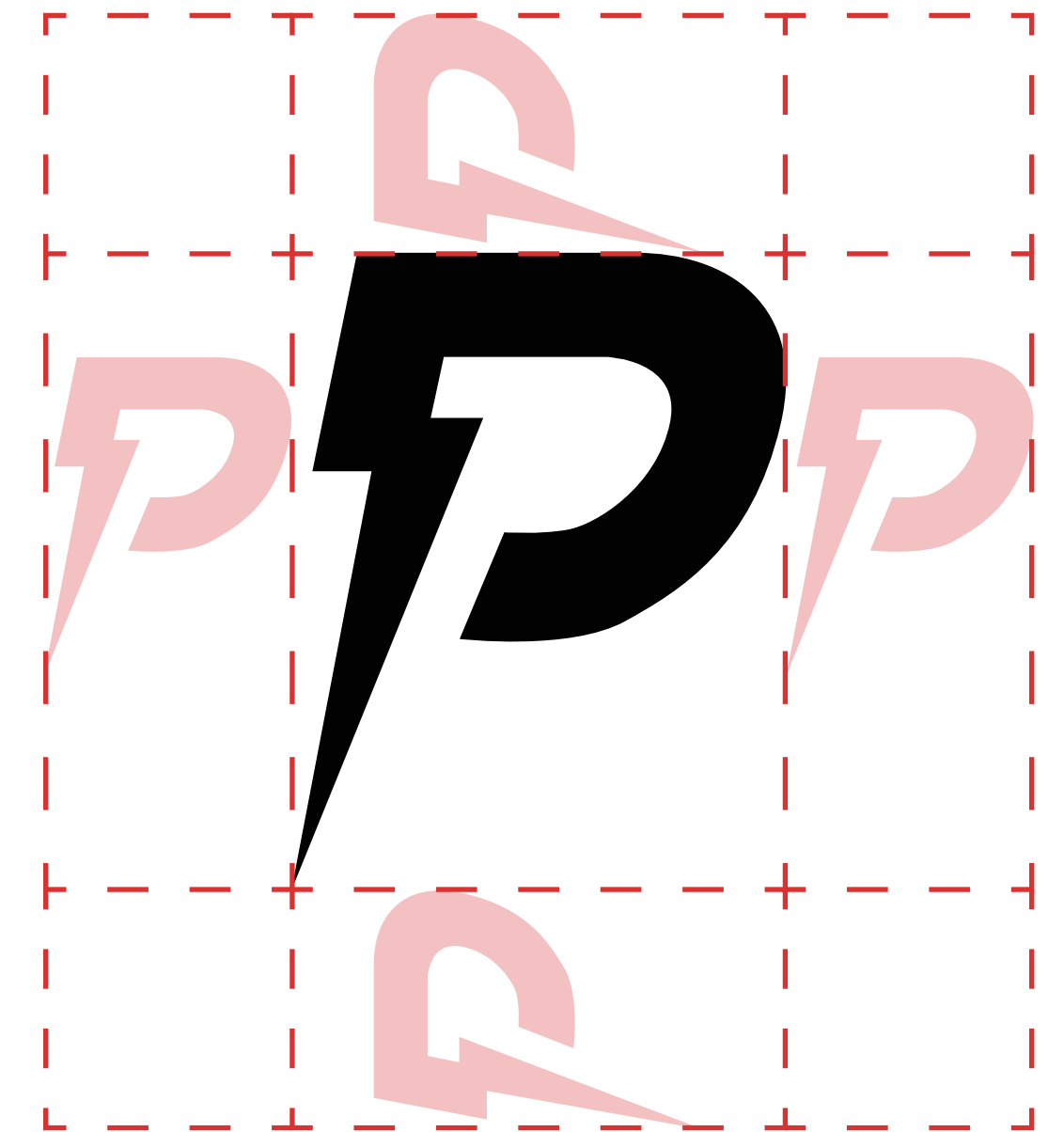
Clear space

The clear space has been defined in order to preserve the integrity of the logo. You should always strive to respect the clear space of the logo.

Do not allow any graphic elements, such as copy, photography or background patterns to clutter up the clear space.

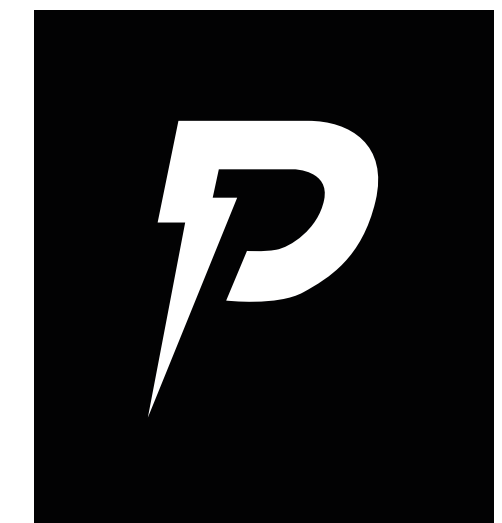


The module used to determine the clear space around the logo is the width of the icon. For the icon itself, the clear space is determined by the width of half the size of the icon.



Logo variations

The different logo variations are listed here.



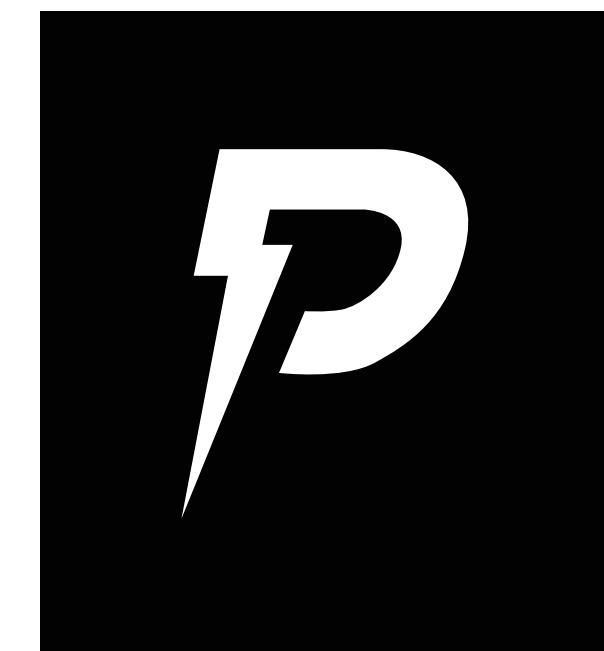
Positive/negative 1-color

1-color positive

Used primarily for limited color jobs.

1-color negative

Used sparingly or for limited use where the logo is needed in a simplified and subtle way.



Logo misuseage

Misusage of the logo will weaken the brand's recognizability and messaging.

- Do not change the colors of the brandmark or the wordmark
- Do not distort, rotate, reposition or alter the proportions of the logo elements
- Do not decrease the contrast or readability of the logo.



Typography

Typefaces

The primary font for visual statements are 'Bebas Neue Pro Expanded Extra Bold'. Use this in order to emphasize any form of short character message such as headlines and/or campaign slogans.

Bebas Neue Pro Expanded Extra Bold are also used in the logo and for any larger headings like <h1> and <h2> on the website.

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 abcdefghijklmnopqrstuvwxyzæøå
 01234567890123456789
 \$£¤¥%‰&+ -=
 !?;’&’“[*,:;’;….@\[]/_/«»———”“””†‡•’

Bebas Neue Pro Expanded Extra Bold

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
01234567890123456789
\$¢£¥€%‰&+ =
! ; ? & ! " ' (* , : ; . , @ [\] _ / « » - - — ‘ ’ “ ” † ‡ • ‘ ’

Lato Bold

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
01234567890123456789
\$£¥€%‰+ -=
! ; ? & " ' () * , : ; ... @ \ [] / _ { } « » — - ~ ^ ¨ ¯ ° ± • ´ ˆ ˇ

Lato Regular

For all other text you should use the font family 'Lato'. For `<h3>` and under, use Lato Bold.

For paragraphs use Lato Regular.

Heading 1	Heading 1
Heading 2	Heading 2
Heading 3	Heading 3
Paragraph	Paragraph

Colors

Color palette

The primary color is ‘Permanent Geranium Lake’. The color represents energy, strength, health, power and movement. This color should primarily be used for the logo, icon and headings.

The rest of the colors represents the color of sticky notes as part of the company’s story. Therefore, these colors should mainly be used as background colors.

All the colors are listed after priority.

Black and white should be used for text.

