



# Pi BRAND GUIDELINES





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# Branding Logo

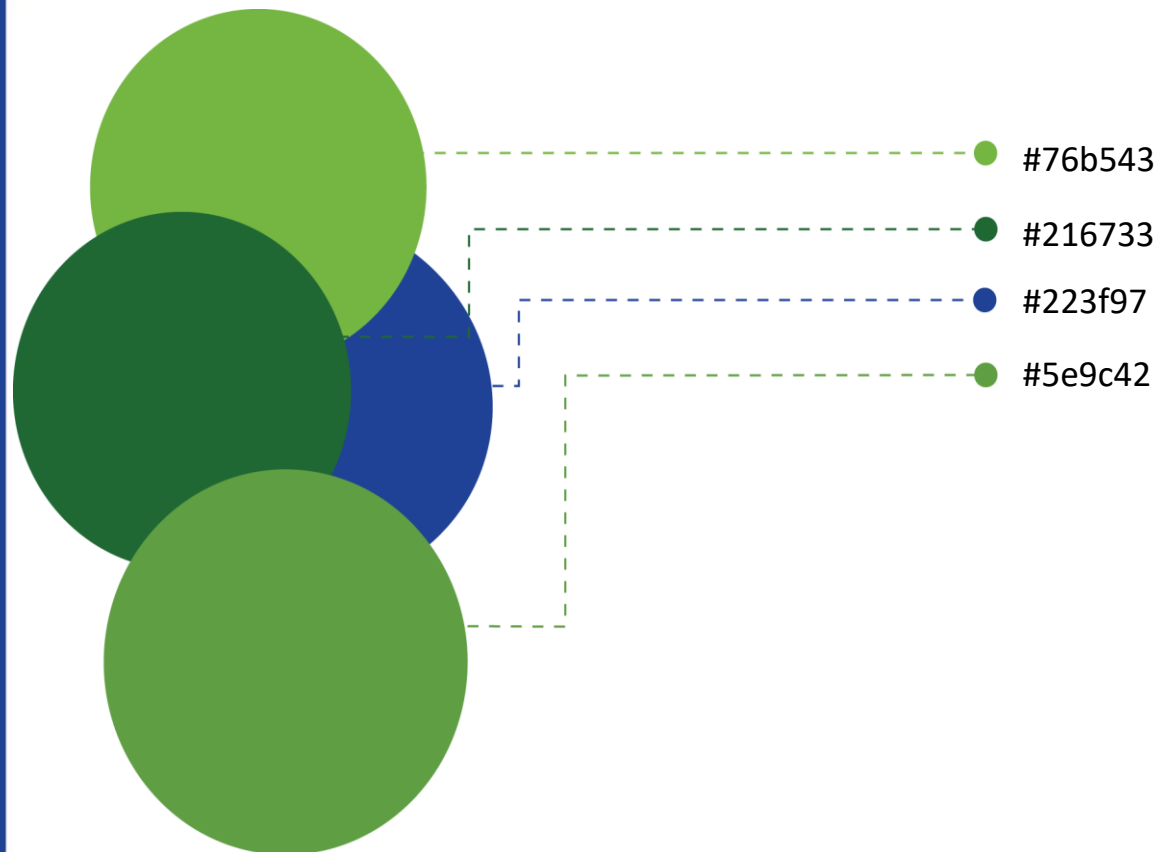
1

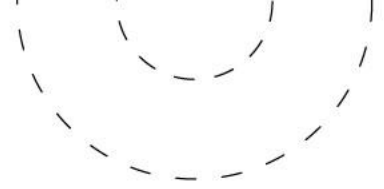


# 2

## Branding Color

The brand colors section provides clear instructions for consistent use of Pi Datacenters® colors. By following these guidelines, we strengthen our brand identity and maintain a professional image across all channels.

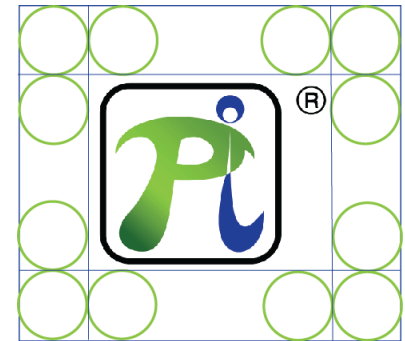
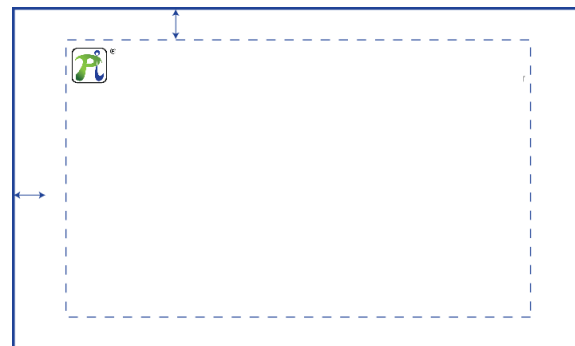
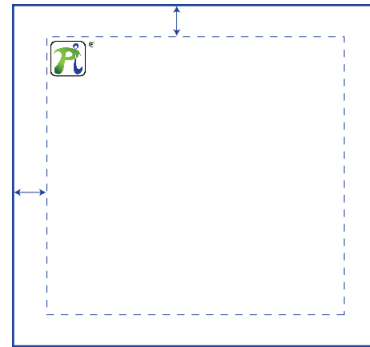




# Logo Placement

Logo placement guidelines ensure consistent and appropriate use of the Pi Datacenters® logo. It maintains a professional brand image, strengthens our brand, and ensures effective communication across all channels.

## Logo's Placement for Social Media :-



# 4

## Legal Names

The legal names section ensures proper representation of Pi Datacenters® across all platforms. It provides clear instructions for using our legal names in official communications, adhering to legal requirements and avoiding misrepresentation. By following these guidelines, we strengthen our brand and ensure legal compliance across all channels.



Pi DATACENTERS®



Pi Datacenters



# 5

## Typography

The typography section ensures a consistent and professional image of Pi Datacenters® across all platforms. It provides clear instructions on approved fonts for all official communications, resulting in a cohesive and impactful brand identity. Following these guidelines strengthens the Pi Datacenters® brand and ensures it is properly represented across all channels.

### Sample Usage

#### For Website

Pi Datacenters®      Roboto, Bold, 18px

Architecting the digital future      Roboto, Regular, 18px

#### For Social Media

Pi Datacenters®      Raleway, Bold, 12px

Architecting the digital future      Raleway, Regular, 08px



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# Photography





# 7

## Printing

This section provides clear and concise guidelines for the proper use of Pi Datacenters® branding on merchandise. It outlines the importance of maintaining the integrity of the Pi Datacenters® logo and ensuring that it is not altered in any way. Additionally, it emphasizes the need to use only approved colors and fonts to maintain uniformity and professionalism across all merchandise.



# 8

## Events

Pi'Oscope is a dynamic multi-city business event organized by Pi Datacenters® to foster professional networking opportunities and promote cross-industry collaborations. This event brings together visionary leaders, eminent professionals, and thought-provoking speakers from diverse fields, providing a platform for exchanging insights, sharing experiences, and exploring new business prospects.

### Pi'Oscope e-album



### Logo for the event

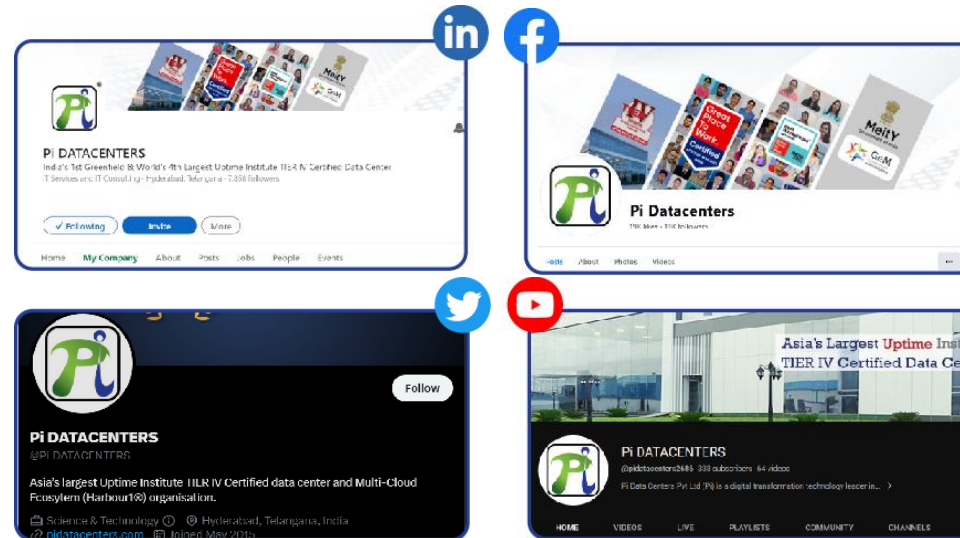


# 9

## Digital Assets

The digital assets section is essential for maintaining a consistent and recognizable brand presence across various digital channels. It includes critical assets such as website domains, names, social media pages, and handles. This section provides guidelines to align these assets with the brand's identity, ensuring employees access official and correct domains and avoid confusion with similar websites or social media pages.

### Social media



### Website Links

