



BRAND GUIDELINES

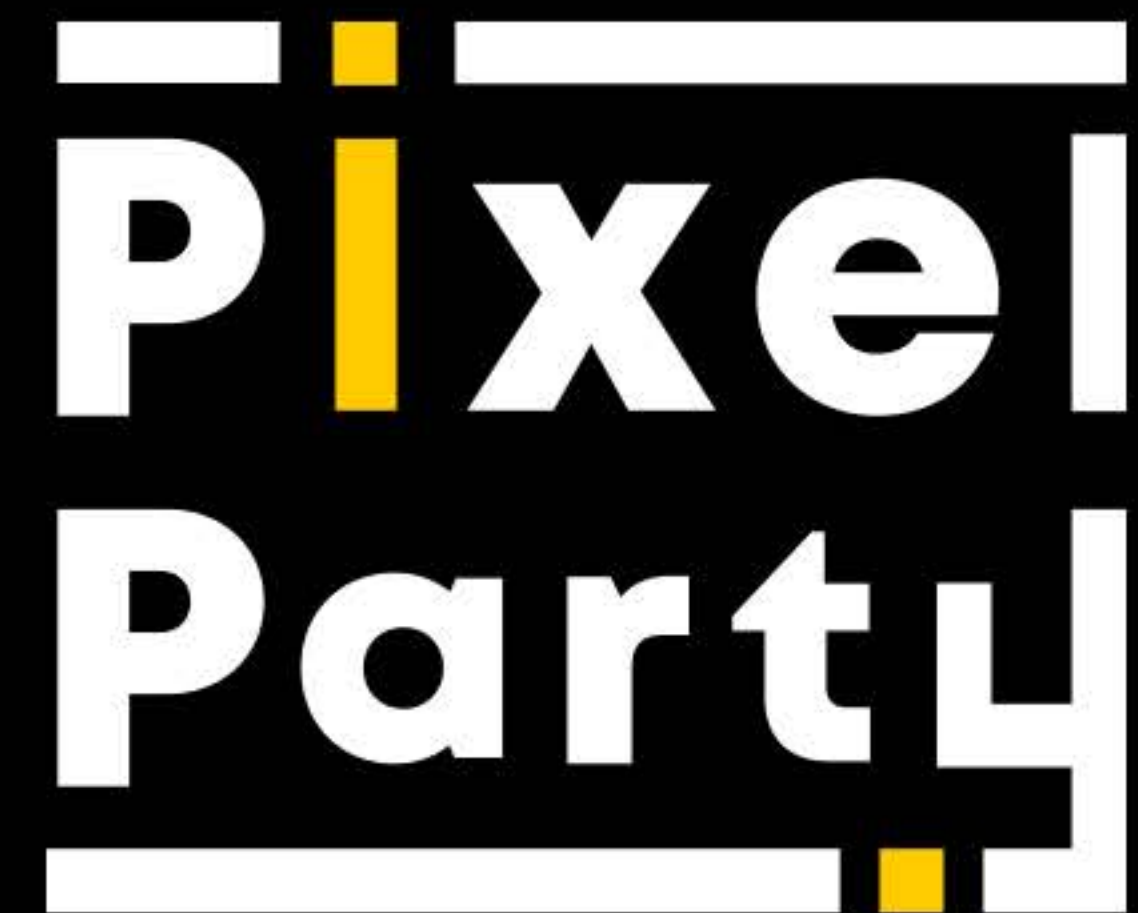


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Brand DNA

What is a BRAND?

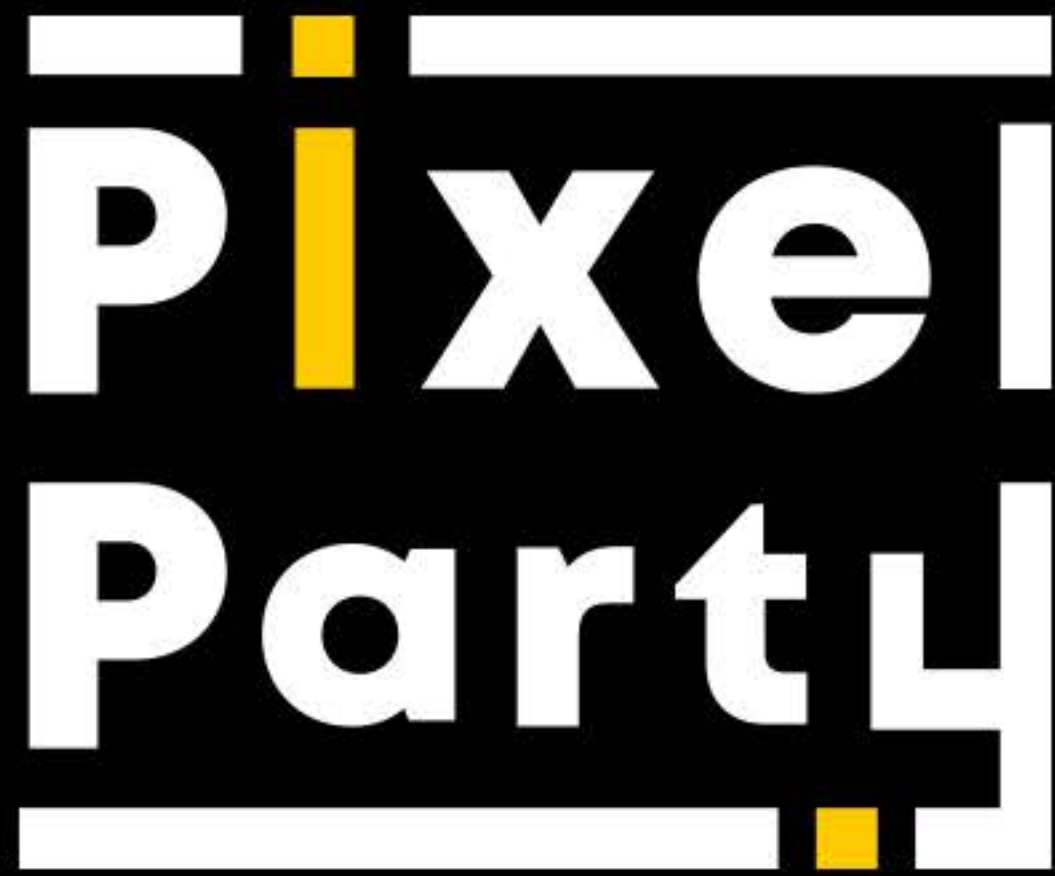
A brand isn't a logo. Or a business card. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. **That's Pixel Party**

What We Do!

Creating content and EXPERIENCE, Let's make Awesome together. We never stop experimenting. Because every Pixel has what it takes to create Awesome. We believe there is no edge, it's always a long constant pursuit for better finesse. With our technology, we create Awesome experiences.


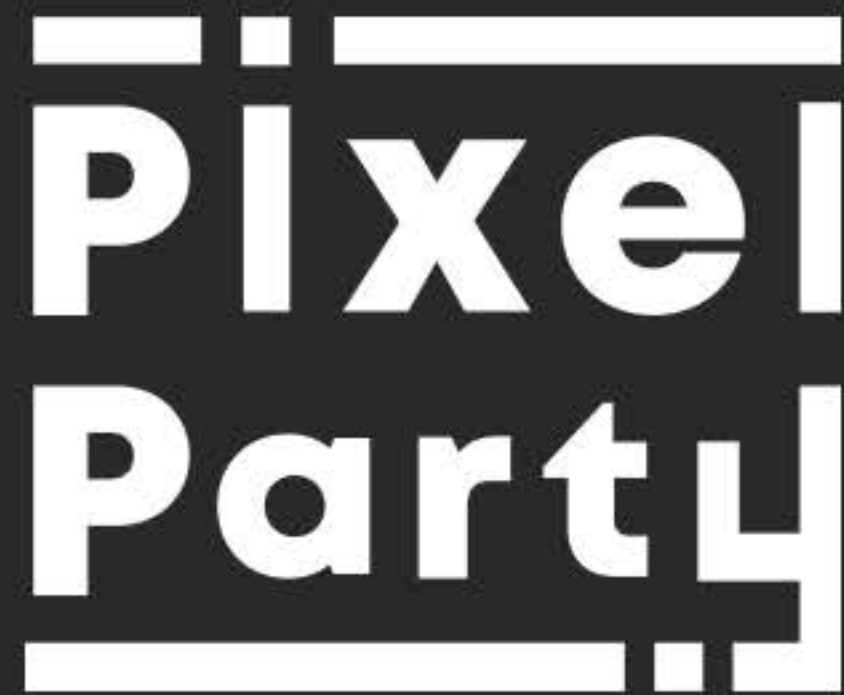
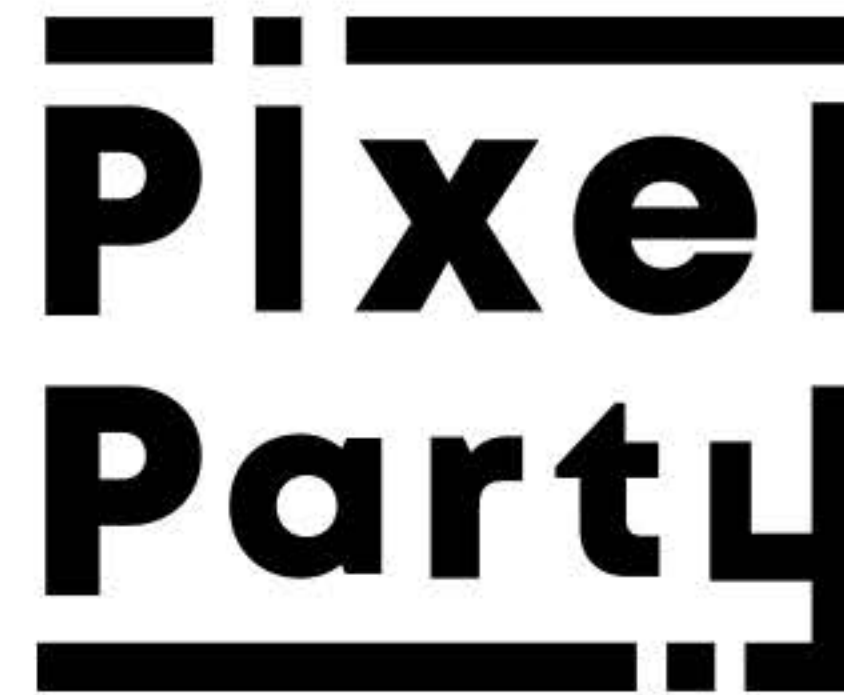


Logo



Give the logo space to preserve the integrity and visual impact of the logo, always maintain adequate clear space around it which would be the height of the letter X as show alongside. This is an integral part of the design, and ensures the logo can be seen quickly, uncluttered by another logos, symbols, artwork or text.

Secondary Logo for lighter and complex backgrounds

The secondary logo for Pixel Party, consisting of the words "Pixel" and "Party" stacked vertically. The letters are black with a white outline, and the entire logo is set against a white background.The secondary logo for Pixel Party, consisting of the words "Pixel" and "Party" stacked vertically. The letters are white with a black outline, and the entire logo is set against a dark gray background.The secondary logo for Pixel Party, consisting of the words "Pixel" and "Party" stacked vertically. The letters are black with a white outline, and the entire logo is set against a white background.

Logo use and misuse rules

When using the logo, take care to not harm its integrity by altering it or exercising your personal creative freedom. The following are merely a few examples of what wouldn't be OK.



✗ Never manipulate the form by removing any of the elements



✗ Never manipulate the color of the logo with using gradient



✗ Never distort the logo



✗ Never screen back or add opacity to the logo



✗ Never rotate any part of the logo



✗ Never add an effect to the logo, including drop shadows, bevels or gradients

Logo application



Logo applications on expanded palette backgrounds - White logo pixel



Logo applications on expanded palette backgrounds - black logo pixel



Logo application



One-color use - Use the logo on dark, colorful and/or complex backgrounds like photographs. The 1-color logo can only be used in white or black, While the overall brand impression will be colorful (as long as legibility is maintained).





Color

Color

Our colors are as important to us as the logo itself. They're part of the brand's personality. We have established two primary colors: Pixel yellow and Pixel white. The additional brand colors are used sparingly, if at all, in marketing materials or for fonts. Also a proportion of the colours is shown for usage purpose.



#ffca00

Pixel Yellow



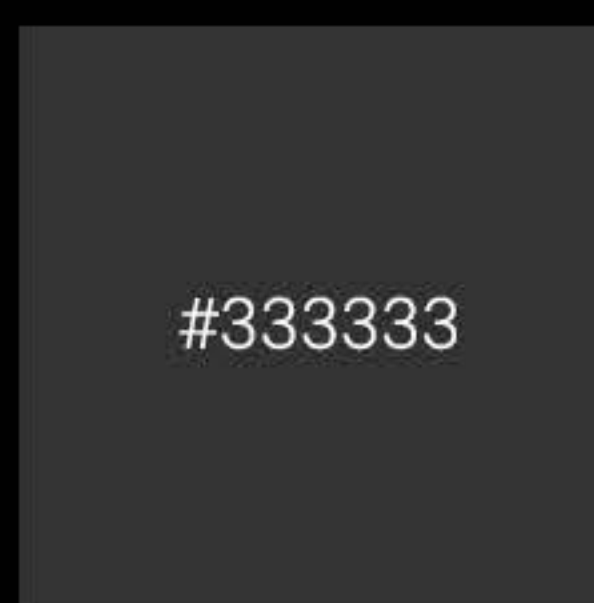
#ffffff

Pixel White



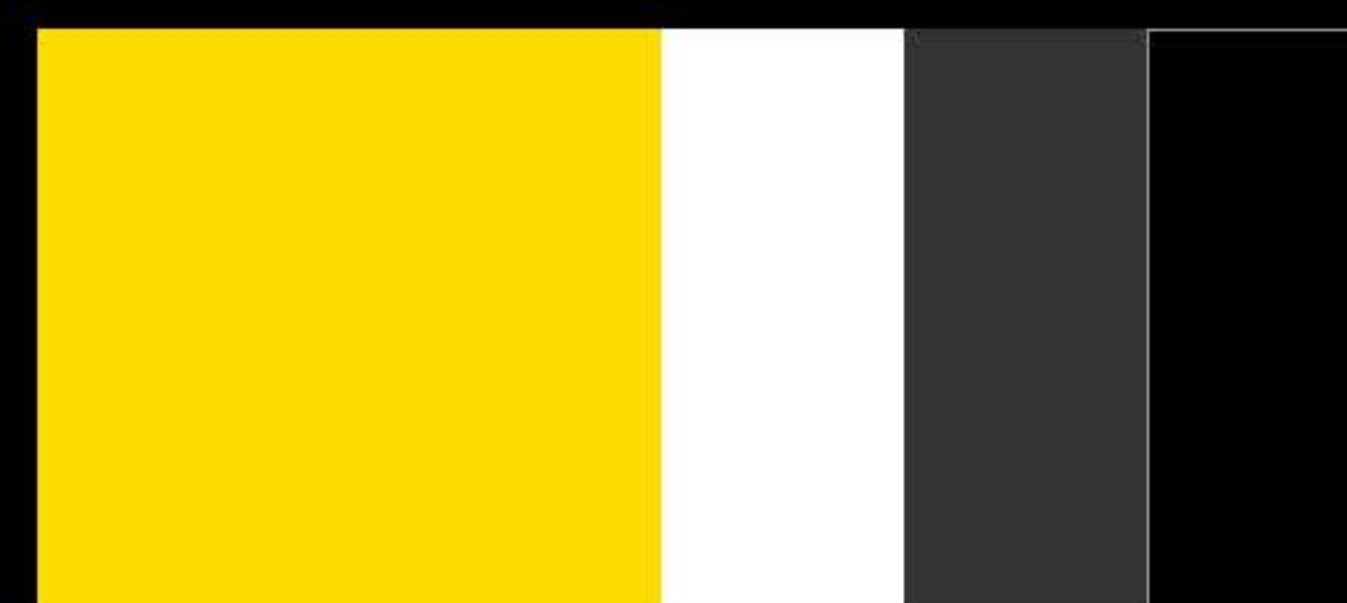
#000000

Pixel black

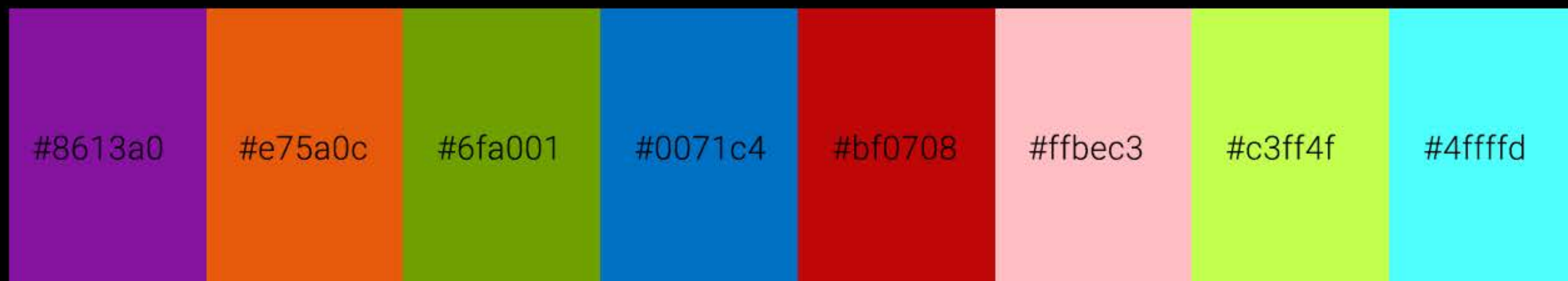


#333333

Pixel grey



Colour Proportion



#8613a0

#e75a0c

#6fa001

#0071c4

#bf0708

#ffbec3

#c3ff4f

#4ffffd

Secondary extended Palette



Font

Font

Our choice of typeface reflects a business that is modern and reliable.
It is a key component in communicating our message clearly and adds value to our text.

Montserrat typeface is the beauty of urban typography that emerged within the 1st half of twentieth century.

It creates a majestic yet fun look, it shines for short pieces of all caps and the geometric simplicity of the letters. It resembles minimal, futuristic content, and creates clean visual.

It is basically the one that suits all and creates feeling of trust. It can be used for modular as well as traditional spaces.

Montserrat light

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

For large display type,
headlines and titles

Montserrat regular

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

For large display type,
headlines and titles

Montserrat medium

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

For large display type,
headlines and titles

Montserrat ExtraBold

Aa

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

1234567890

**For large display type,
headlines and titles**

Font usage

Our brand typographic style is minimal and understated. To embody our brand principles and live up to our role of catalyst, the size of our headlines should not be overly large or bold. Headlines should be simple, clear and crisp, allowing ample free space to tell stories without visually shouting.

Headlines
should not be
too large

Space between text blocks should optically be greater than the size of the headline font x-height.

Headlines
should have
immediate
presence

Always make efforts to ensure easy legibility in content and body paragraphs. Do not make paragraphs overly wide or very narrow, Body copy should not be too small and should have generous leading. Example setting: 30 / 42 p

**CREATING
HEADLINES
WITH BOLD
CONTRAST**

Ensure proper contrast compliance both on color as well as image backgrounds.



Visual styles

Visual styles

VIRTUAL EXPERIENCE

Create meaningful
engagements



Meet The Team

