



Brand Guideline

April 2020



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Logo

1:1
standard

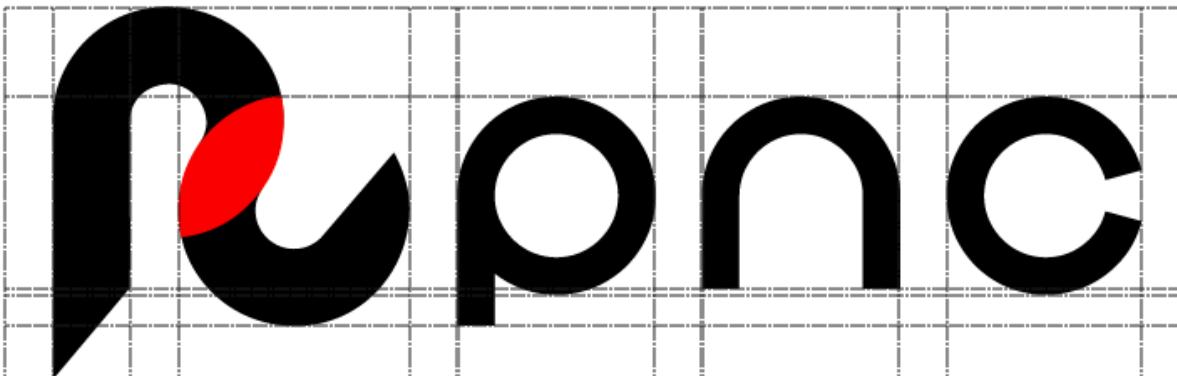


Logo

1.2
composition

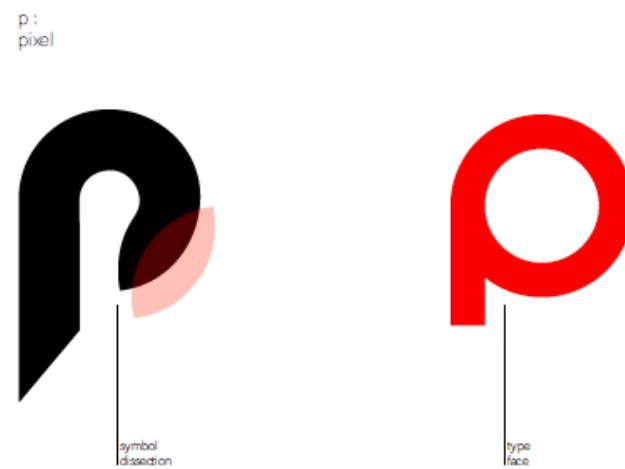
symbol

lettermark



Logo breakdown

1.3
symbol + type



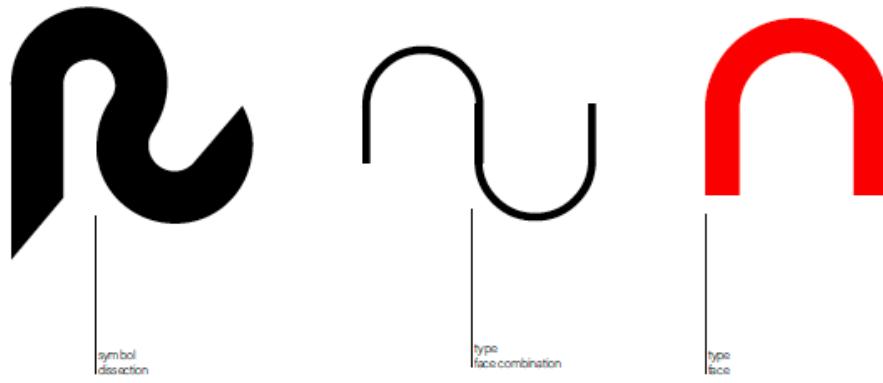
p :
pixel

type
face

n
&

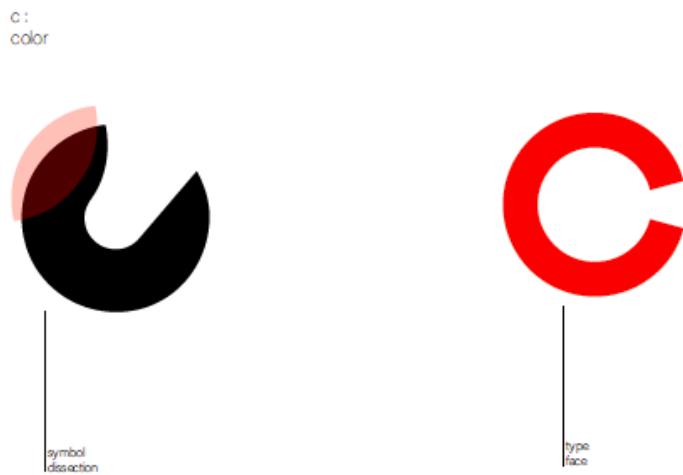
Logo breakdown

1.3
symbol + type



Logo breakdown

1.3
symbol + type



Print

min. height
5 mm



Logo

1.4
minimum size

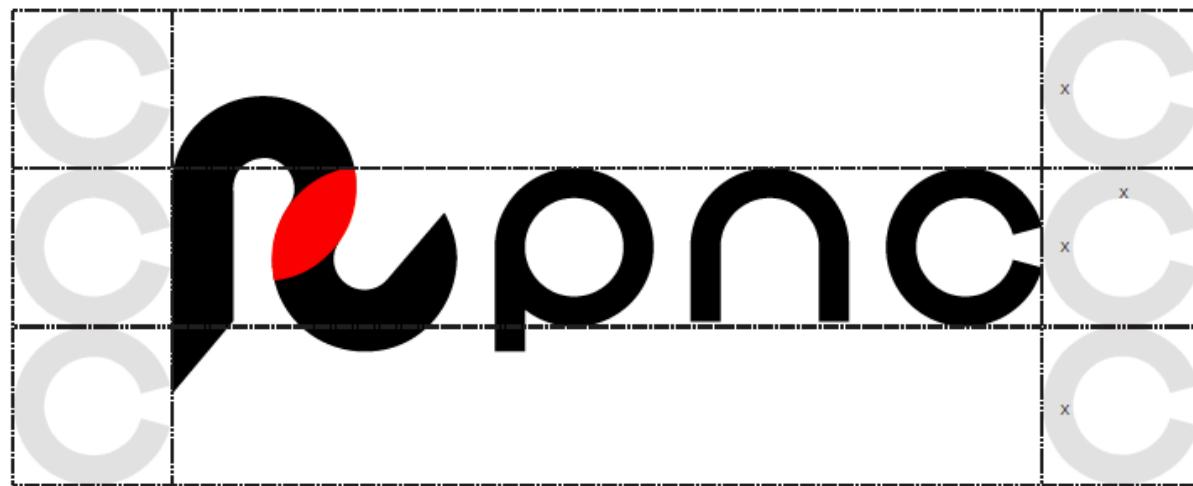
Screen

min. height
20 px



Logo

1.5
clear space





Logo
1.6
variations



pixelcolor

ipixel

Logo

1.7
Pixel series

ppixel

spixel

Logo

1.8
text
placement

Headline
Body Text

Headline

Body Text



Headline
Body Text

Headline
Body Text

Headline
Body Text

Logo

1.9
co-branding
lockups

Proxima Nova



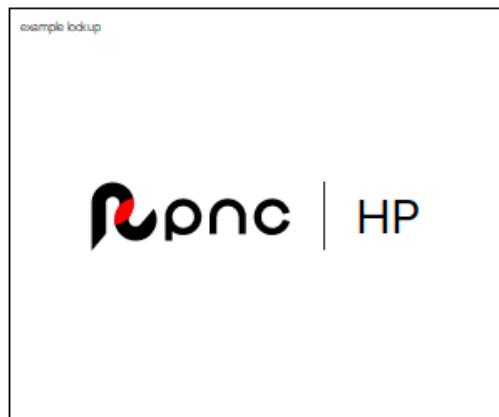
Proxima Nova Black



Proxima Nova Black



example lockup



example lockup



example lockup





Don't change the space between symbol and lettermark.



Don't use the lettermark alone without the symbol.



Don't stretch the logo.



Don't enlarge the size of the lettermark.



Don't enlarge the symbol.



Don't rotate the logo.



Don't change the position of the lettermark.



Don't alter the color, gradation, or opacity of the corporate colors.



Don't use the outlined logo.

BLACK

30%

Color

2.1
primary

RGB 0 0 0
CMYK 0 0 0 100
HSB 344 11 0
000000

RED

50%

RGB 255 0 0
CMYK 0 100 100 0
HSB 0 100 100
FF0000

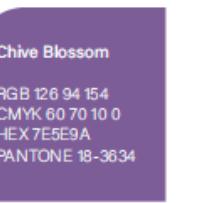
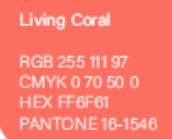
WHITE

20%

RGB 225 225 225
CMYK 0 0 0 0
HSB 0 0 100
FFFFFF

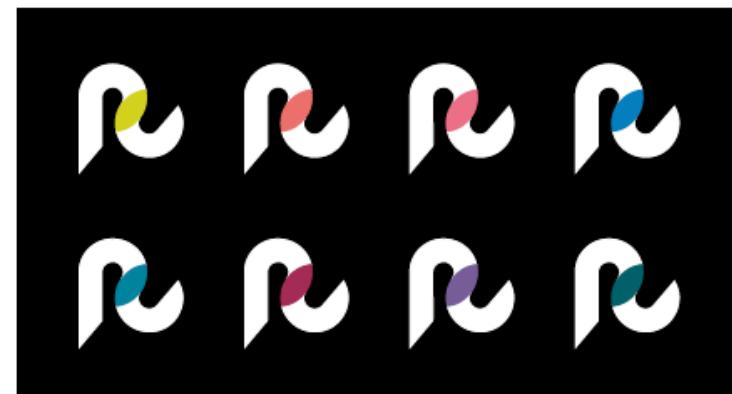
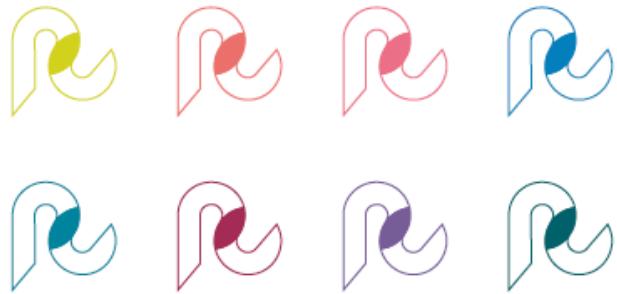
Color

2.2
secondary



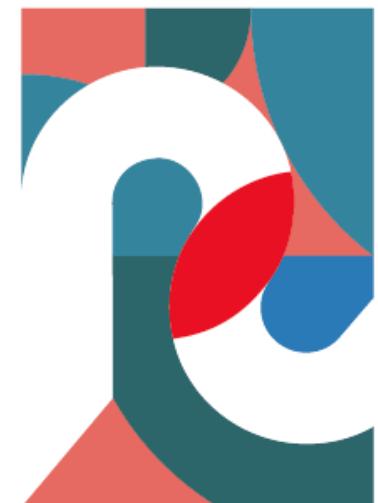
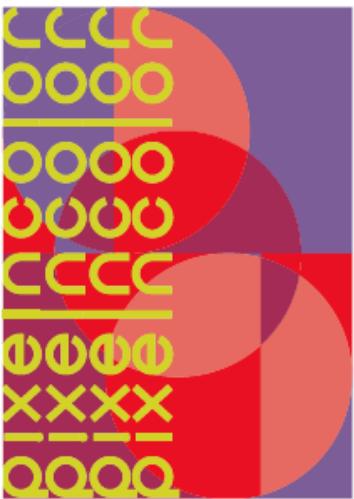
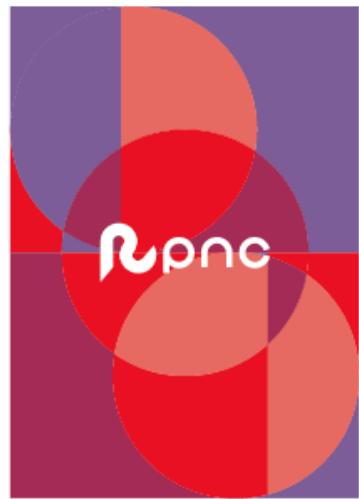
Color

2.3
secondary
color logos



Color

2.4
secondary
color design

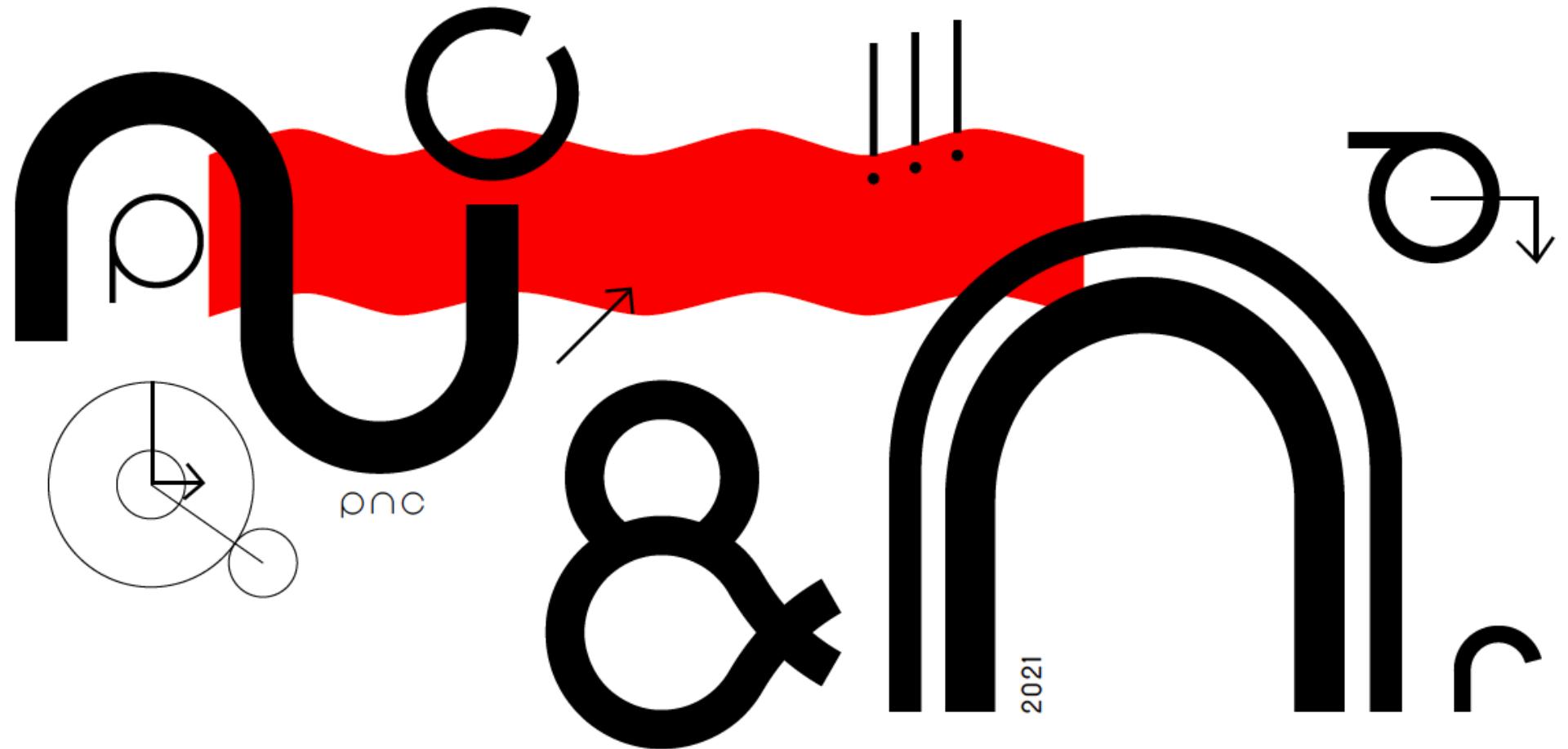


nonchalance

mono-mixed

Type

3.1
exploration



regular

medium

bold

Type
3.2
primary

Nonchalance Thin

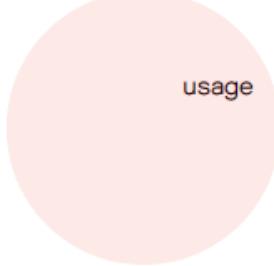
abcdefghijklmñopqrstuvwxyz
1234567890 !@#\$%^&()

Nonchalance Regular

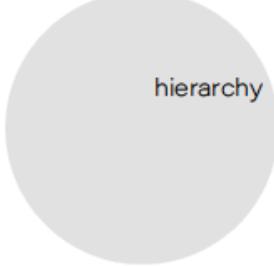
abcdefghijklmñopqrstuvwxyz
1234567890 !@#\$%^&()

Nonchalance Bold

abcdefghijklmñopqrstuvwxyz
1234567890 !@#\$%^&()



usage



hierarchy

Type	Headline Proxima Nova Black
3.3 secondary	Subheadline Proxima Nova Extra Bold
	Body Proxima Nova Bold Proxima Nova Regular
	Caption/Footnote Proxima Nova Light

[48px/pt] **Lorem ipsum dolor sit.**

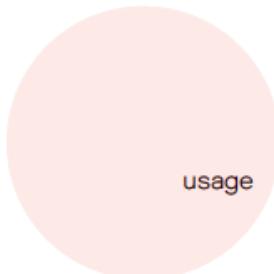
[20pt/px] **Consectetur adipiscing elit.**

[10-15pt/px] **Sed do eiusmod tempor incididunt ut labore et dolore magna.**

Ut enim ad minim veniam, quis nostrud exercitation ullamoco laboris nisi ut aliquet et xam 2834 consequatur simus entis et optima. Anis ut a 079 et xam commado consequatur simus entis et optnis ut aliquet xay com consequatur simus entis et opt 15 et 68 aliquet a commado consequatur.

[8pt/px] Sed do eiusmod tempor incididunt ut labore et dolore magna.

Ut enim ad minim veniam, quis nostrud exercitation ullamoco laboris nisi ut aliquet et xam commado consequatur simus entis et optima. Anis ut a et xam commado consequatur simus entis et optnis ut aliquet xay com consequatur simus entis et opta.nis ut aliquet xam commado consequatur.



usage



hierarchy

Type
3.2
primary

Nonchalance Thin

a b c d e f g h i j h l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Nonchalance Regular

a b c d e f g h i j h l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Nonchalance Bold

a b c d e f g h i j h l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Layout

4.1
horizontal



Layout

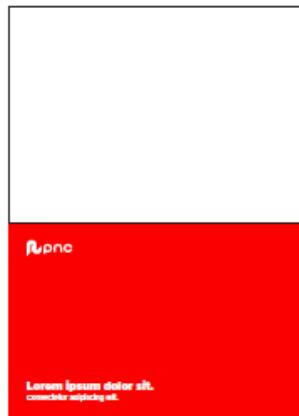
4.2
vertical



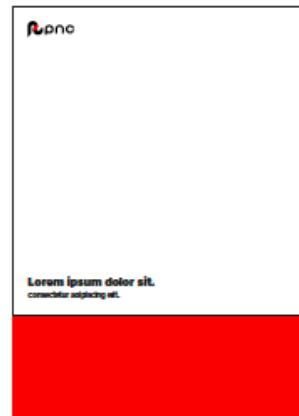
A4



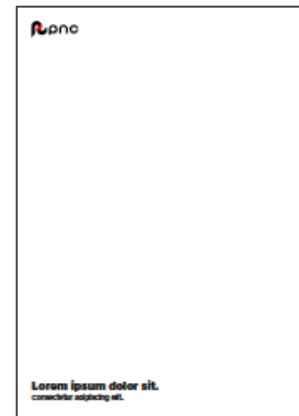
full bleed image



1 : 2



3 : 1



full subdivision

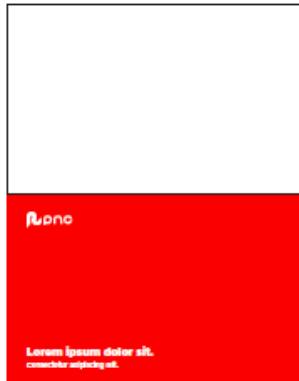
Layout

4.3 subdivision

Letter



full bleed image



1 : 2



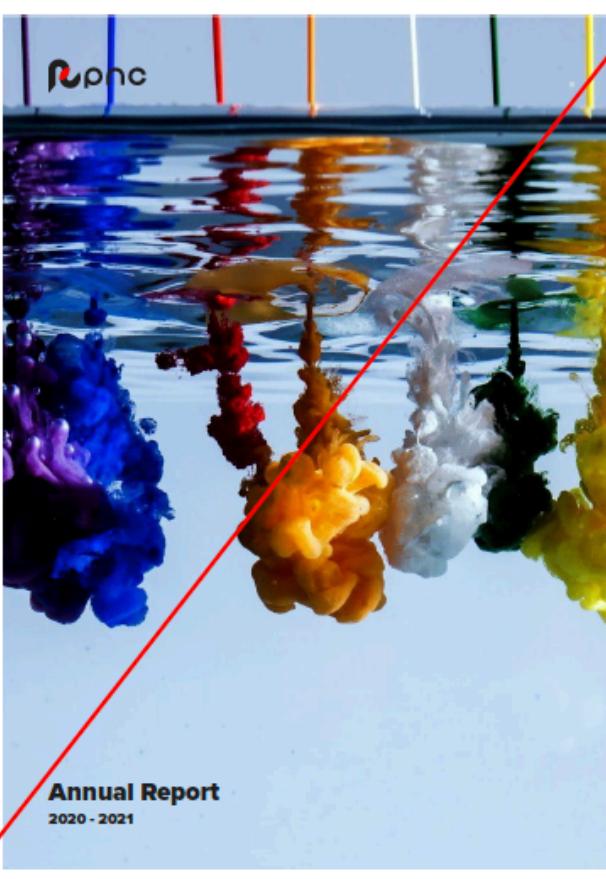
3 : 1



full subdivision

Layout

4.4
logo positioning



If the image is too busy, too small, or too close to the edge of the page, prioritize the legibility of the logo. Avoid placing the logo on red or black background that will dissolve its visual identity.



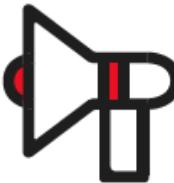
Global



Location



Team Member



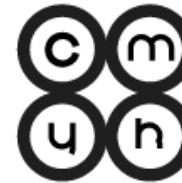
Announcement



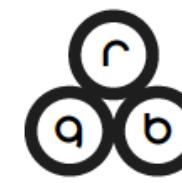
Search



Downloading



CMYK



RGB



Color Test



Documents



Color Chart 1



Color Chart 2



Ink Level



Ink Products



Ink Package 1

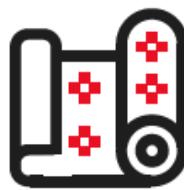


Printer Ink Cartridge

Icon

5.1
signature

Ink Package 2



Textile Printing



Manufacture



Textile Pigment Ink



Textile



Eco-friendly



Printer 1



Printer 2



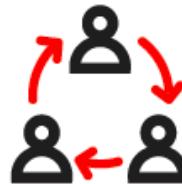
Artwork



Fine Art



Photography



Partnership



Customer Service



Q&A



Products



Delivery

Application

6.2
favicon



Application

6.3
social media

PnC
@pixelIncolor

Home About Photos Reviews Posts Community Create a Page

Like Liked Following Share ... Send Message

Write a post...

Photo/Video Tag Friends Check in ...



5.0 5 out of 5 · Based on the opinion of 2 people

Community

See All

Invite your friends to like this Page

4,903 people like this

5,033 people follow this

Chul Young Choy likes this

About See All

Send Message

www.pixelIncolor.com

Arts & Humanities Website - Art

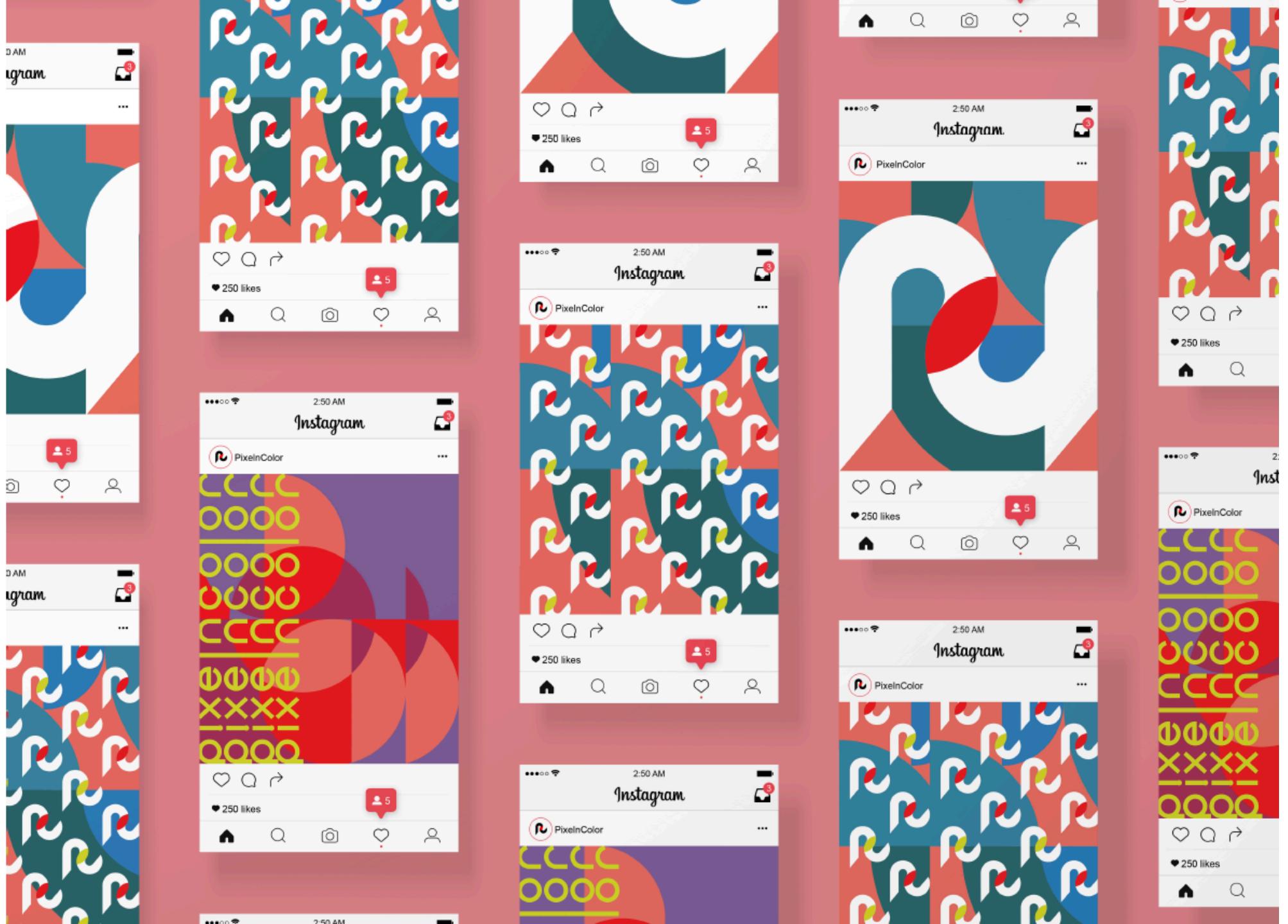
Impressum

Suggest Edits

Chat



Application
6.3
social media



Application

6.4
business
card: mockup



Application

6.4
business
card: mockup



Application

6.6 stationary



Application

6.7
ink label
8 x 8 cm



20 labels (left to right): Black, Light Black, Light Light Black, Matte Black, Photo Black, Gray, Light Gray, Cyan, Magenta, Yellow, Light Cyan, Light Magenta, Red, Green, Blue, Orange, White, Cleaning Liquid, Pre-Treatment for Color, Pre-Treatment for White

Application
6.9
tote bag



Application

6.10
cardboard box





Application

6.11
facade