



PIVX

brand identity guide

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Full Colour

The logo should be CMYK (.eps files) for all print, and RGB (.png files) for all digital. There are 3 variations in which the logo can appear - Icon, Portrait, and Landscape. The wordmark 'PIVX' must always include the icon logo.



Reverse, Grey, and B&W

- The reverse logo should only be used when the background colour is too dark and black text is not visible.
- The grey logo should only be used when colour printing is not available. Do not use the colour logo and allow the computer settings to convert to greyscale.
- The black and white colour logo should only be used when solely 1 solid colour can be outputted. It is not a standard option for the brand (Only when greyscale or full colour is not an option).



Light Background

Logos allowed to be used on a light background (preferably white, or the light part of a photo). This applies to the Portrait and Icon counterparts with the same colour style.



Dark Background

Logos allowed to be used on a dark background (preferably black, or the dark of a photo). No patterned, or alternative coloured backgrounds, apart from the branding colours.



Proper Use of the Brand

The logo should be CMYK (.eps files) for all print, and RGB (.png files) for all digital. There are 3 variations in which the logo can appear - Icon, Portrait, and Landscape. The wordmark 'PIVX' must always include the icon logo.

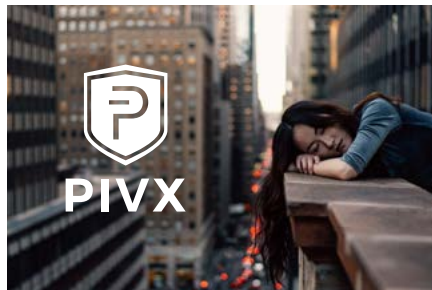
Consistency is critical when using the PIVX logo.

1. Do not shrink or stretch the logo.
2. Do not add effects to the logo, such as a drop shadow or outlines.
3. Do not reproduce the logo at an angle.
4. Do not alter the relationship of the icon and the type.
5. Do not alter the relationship of any of the letters in the logo.
6. Do not incorporate the logo as part of a sentence.
7. Do ensure you are using the correct version of the logo that has been provided by Rhubarb Media.
8. Do not use the logo in any colour other than the colours provided.
9. Only place the logo on appropriate background colours. Do not place it on colours that clash with the logos or colours that are too similar to the logo.
10. If placing the logo over a photo, ensure that the logo is readable and stands out.
11. Do ensure that there is enough negative space around the logo.
12. Do make sure you are using the correct logo for the appropriate use:
 - The "rev" (reverse) logo should be used on darker backgrounds only.
 - The "grey" logo should be used when printing will be only in greyscale.
 - The "por" (portrait) logo should be used whenever possible, if there is enough room around the logo.
 - The "ldsp" (landscape) logo should be used when the logo is being used in a wide, short space.

Do's



Leave margins that are the height of the PIVX icon.



Use the reverse logo on backgrounds that are dark, and on photo backgrounds.

No distracting elements in clear space area,

Don'ts



Squish or stretch



Drop Shadow



Angle



Change Proportions or use just 'PIVX' word



Dark logo on dark background



No pattern or other coloured background aside from brand colours



Non-reverse logo on photo



Light logo on light/busy background

Core Brand Colours

Adhering to the approved colour palette is crucial to achieving a distinctive look for PIVX. The logo must always be used with the full colour palette unless, outputted, the logo only allows for two colours.

Print Colours

(CMYK for printed products)



C 77
M 79
Y 46
K 46



C 73
M 78
Y 25
K 9



C 36
M 89
Y 0
K 0



C 26
M 19
Y 20
K 0

Digital Colours

(RGB for printed products)



R 56
G 46
B 69
#382e45



R 92
G 77
B 125
#5c4d7d



R 196
G 18
B 194
#c412c2



R 189
G 191
B 191
#bdbfbf

Pantone Colours

(Used for Spot (PMS) colour print projects)



Pantone
5625 C



Pantone
5275 C



Pantone
Purple C



Pantone
Cool Gray 4 C

Corporate Fonts

A corporate font should look great and be functional. The font selected provides the PIVX brand with strong visual structures to communicate our message.

The following font family provides a wide range of expressive possibilities while maintaining a strong visual structure.

Montserrat - Regular

Headers & Titles

Bebas Neue - Bold

HEADER 2 STYLE

Montserrat - Bold

Subheader 1 Style

Montserrat - Ultra Light

Subheader 2 Style

Montserrat - Regular

Body Copy style that is used for the main content of text across all platforms - print & digital.

Size of the Logo

The logo should always be presented at an appropriate reading size. Do not include tagline when under 2" in width (portrait and landscape).

Portrait

Minimum size of the portrait logo should be 0.75"



Landscape

Minimum size of the landscape logo should be 1"



Congratulations on your new brand!



