

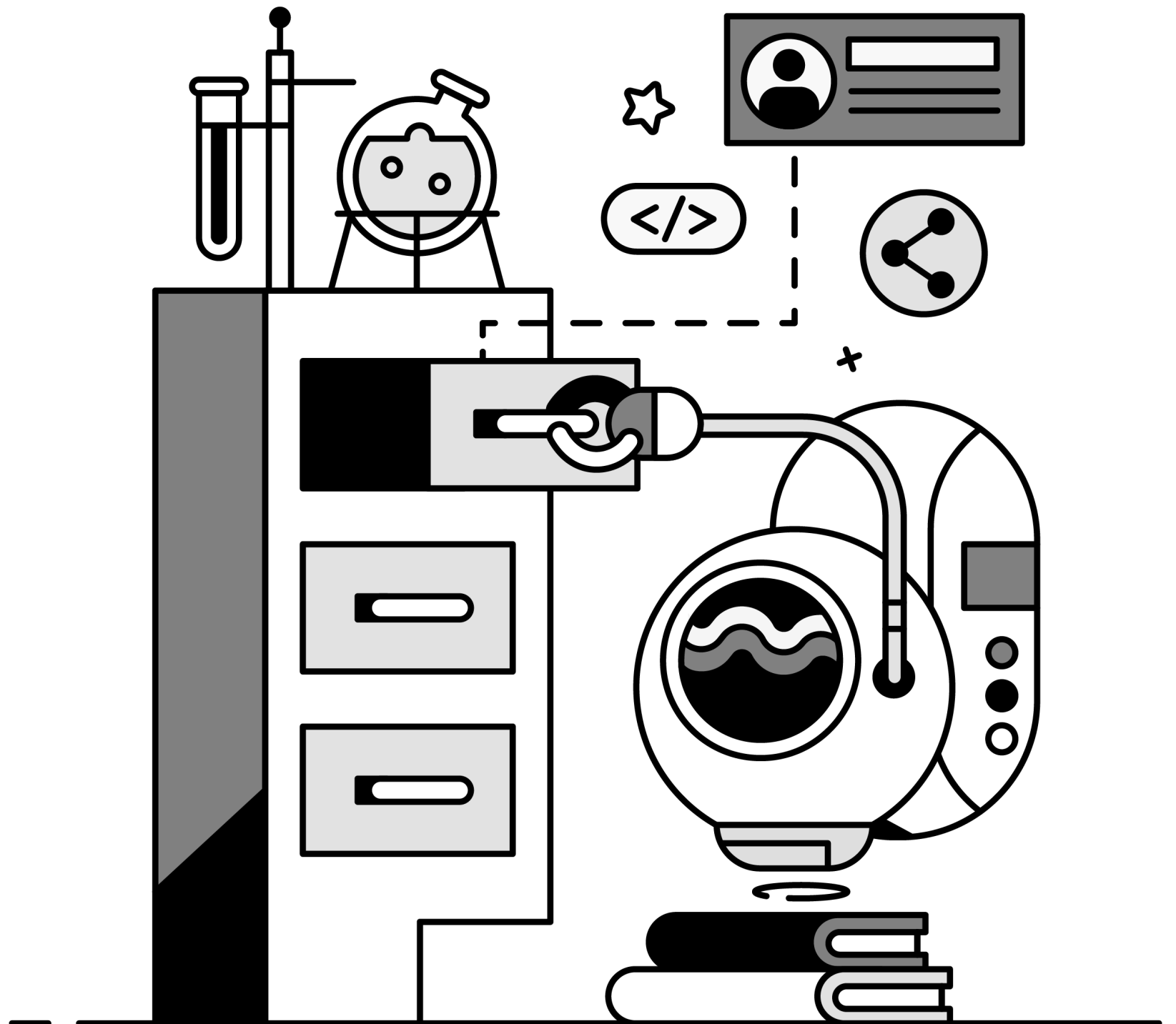


# Brand Guidelines

2023

# 01

## Design Elements



## DESIGN ELEMENTS

# Logo

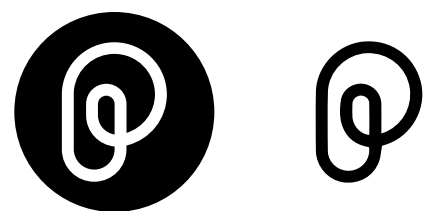
### PRIMARY WORDMARK



### ALL ENCOMPASING WORDMARK



### ICON LOGOS



### PRIMARY WORDMARK



### ALL ENCOMPASING WORDMARK



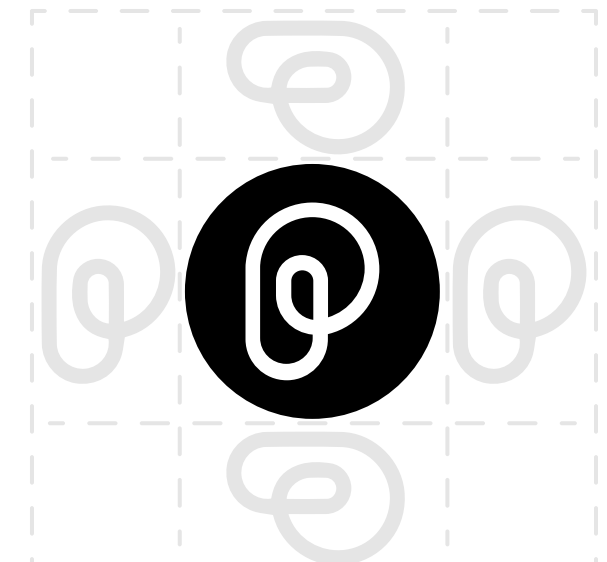
### ICON LOGOS



## DESIGN ELEMENTS

# Logo Spacing

The ensure that there's enough breathing room around the logo, use the letter ' P ' within the icon as a spacer. The following process should be applied.



**Step 1** Along the left and right side of the logo, the width of a vertical 'P ' should remain empty

**Step 2** Along the top and bottom of the logo, the height of a horizontal 'P ' should remain empty

## DESIGN ELEMENTS

# Logo Misuse



Do not apply an outer glow



Do not rotate or warp any part of the logo



Do not apply a gradient



Do not fill with a color other than white or black



Do not add a stroke or outline the logo



Do not add a stroke or outline the logo

## DESIGN ELEMENTS

# Typography

Figtree is a clean yet friendly geometric sans serif font for usage in web and mobile apps. It's light-hearted and crisp when used for text, yet still retains some punch when used in uppercase. This typeface is a versatile typeface that works both for texts and display use.

# Figtree

## UPPERCASE

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z**

## LOWERCASE

**a b c d e f g h i j k l m n o p  
q r s t u v w x y z**

## NUMERALS

**1 2 3 4 5 6 7 8 9 0**

## SYMBOLS

**! @ # \$ % & \* ( ) ?**

## DESIGN ELEMENTS

# Typography

### Header 1

Figtree ExtraBold, 0/60

### Header 2

Figtree Bold, 5/42

### Subheader

Figtree Medium, 5/30

### Body

Figtree Regular, 13/18

# Header 1

## Header 2

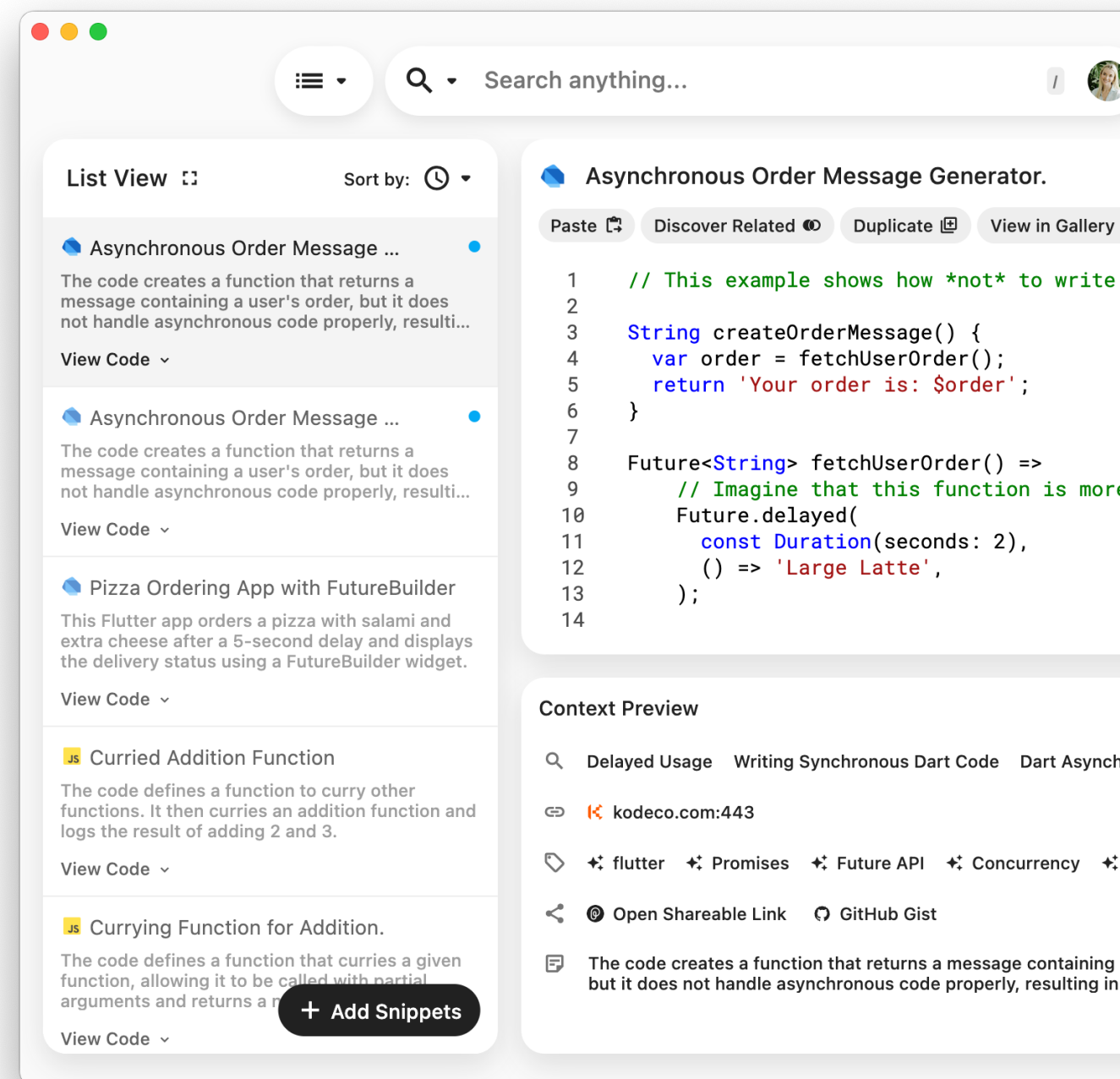
### Subheader

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## DESIGN ELEMENTS

# Product Graphics

We believe showing product examples is important to understand our interface and features. When marketing, sharing information or talking about Pieces we like to give product images whether this be from our desktop app, plugins or the web.





## DESIGN ELEMENTS

# Buttons

Sizing of the buttons may vary depending on the text it contains. Ensure there is not too much padding around the text or too little.

Use the black fill buttons with white text primarily for CTA's. This helps create contrast and visibility against the secondary button which is the white button with black text.



**+ Hello World**



**+ Hello World**



**Hello World +**