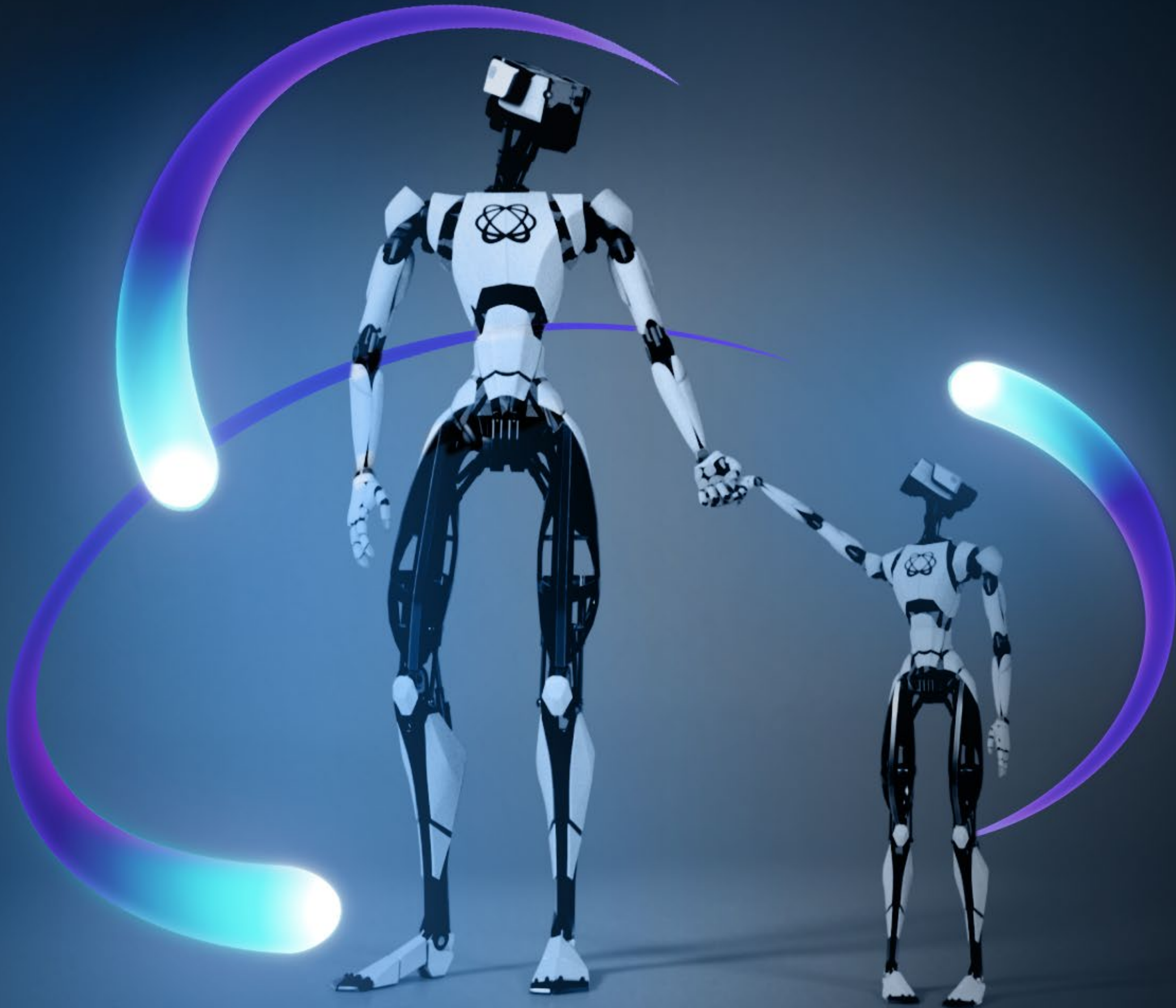


PIXOT  PE[®]

BRAND
IDENTITY
GUIDELINES

V.01



PIXOTOPÉ®

MAINTAINING A CONSISTENT GLOBAL VISUAL IDENTITY

Our brand is one of our most valuable assets. It helps us differentiate ourselves from our competitors and encourages customers and potential employees to choose Pixotope.

Our visual identity is one of the key elements in creating the personality of our company. Consistency is critical to achieving positive impact and brand recognition.

In this document we hope to guide you through our identity, our rules and how to use our brand elements to create both internal and external marketing material in a creative and consistent manner.

GUIDELINE CONTENTS

This document provides the crucial information that will enable us to communicate as a single company and a single brand.

The following pages provide an overview of all the core elements of our brand and act as a guide to their use and the rules to follow when putting them into practice.

OUR BRAND

Our vision

Brand personality
& tone of voice

OUR LOGOS

Primary horizontal logo

- Color and usage
- Exclusion & size
- Do's and don'ts

Vertical logo

- Color and usage
- Exclusion & size

3D logos

- Color and usage

Other logos

- Software and Program specific logos

COLOR PALETTE

Brand color palette

- Color values
- Gradients
- Background colors

TYPOGRAPHY

Company font

Software font

I AM DOT

Introduction to Dot

- Using dot

GRAPHICAL ELEMENTS

Our mark

- Color and usage

Celestial bodies

- Comets and the globe
- Usage tips

OUR
BRAND

01

OUR VALUES

PERSONALITY

Once upon a time, one of the business development managers at Epic games described us as “the nicest guys in the industry”. We have taken that to heart and it’s a badge we wear proudly.

In the fall of 2021 all of our employees sat down together to try to put into words who we are and who we aspire to be. The following is a summary of that work.

We believe company values should describe who we are and as such, are not static statements, but something that we will keep updating as we change and develop as a company.

We know that our teammates, partners & customers will be **open with us** and that we can be **open with them**.

Without asking, we know that our community will be there to **support us**, and that as a company we will **do “the right thing”**.

We are not afraid to **challenge** ourselves and the industry.

We **do not fear change**. We embrace the pace and dynamic nature of our business.

We are not “followers”. We are **motivated by being at the forefront** of what we do.

Trust
Fun
COURAGE
curiosity
Dedication

We enjoy everyday because of the people we get to work with, the enthusiasm we all have in common for what we do, and the kindness of the team.

We **believe in what we do** and invest our energy into being **competent**, reliable and efficient. We **deliver with all our ability** to the utmost quality and efficiency.

We like to **push the boundaries** of what is thought to be possible, to **know the unknown** and continuously **improve ourselves** and our work.

OUR
LOGOS

02

PRIMARY LOGO

INTRODUCTION

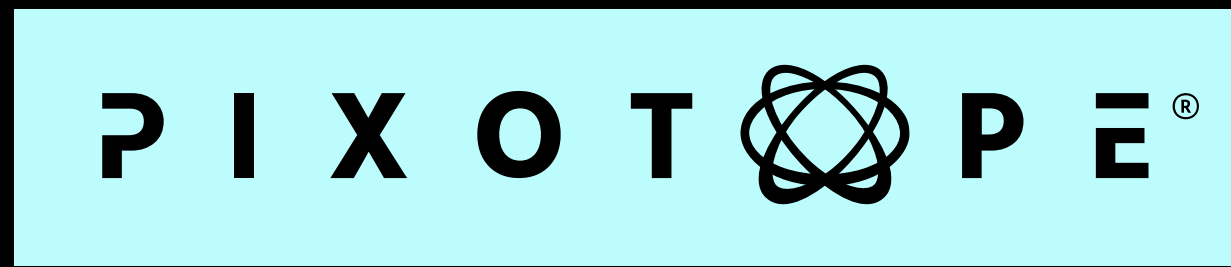
Our horizontal logo is our most important brand asset. It represents our name and creates the first visual impression of our company. The logo combines our name, created from custom characters, with our graphic mark. It is essential that our logo is used consistently across all marketing touch points.

USAGE

Our primary logo should be used wherever possible. The options available are:-

White - for use on black, our gradient and dark image backgrounds

Black - for use on white, light color and light image backgrounds



PRIMARY LOGO

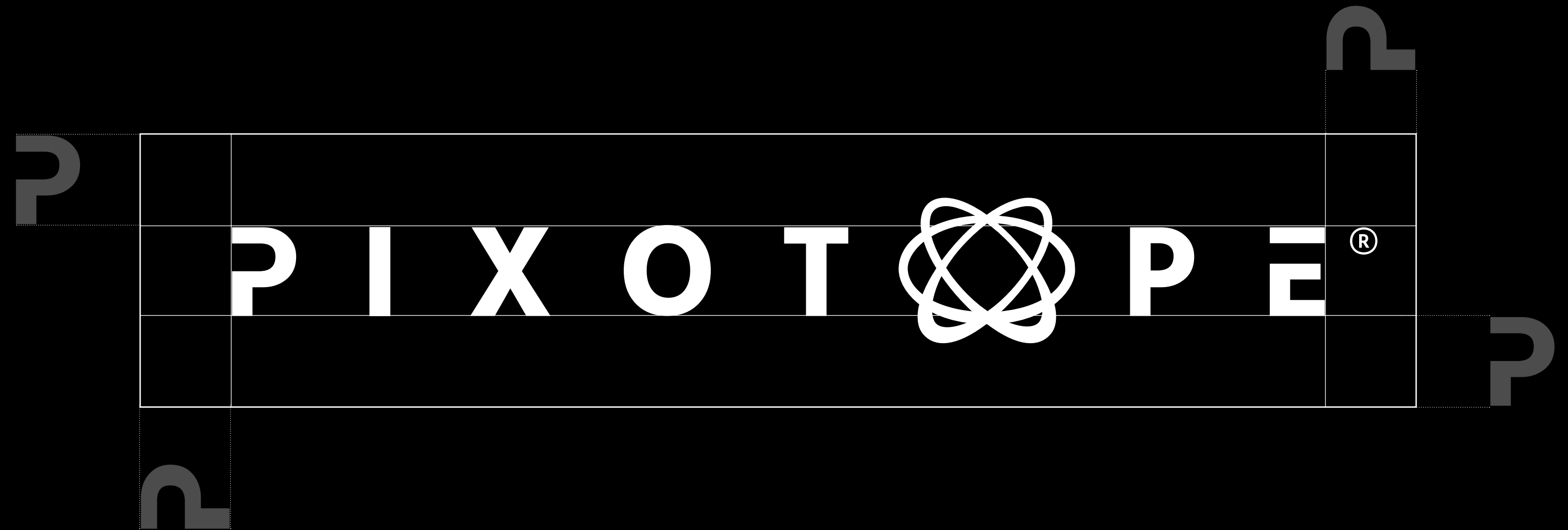
EXCLUSION AREA

To protect the integrity of our logo an exclusion area ensuring adequate clear space around it is essential. A space equivalent to the letter P has been designated. This is the minimum space allowed around the logo and no other elements should fall within this area when used in any design.

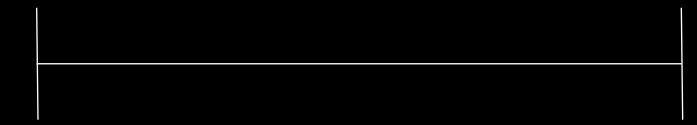
This area is a minimum and should be increased wherever possible.

MINIMUM SIZE

The minimum size for the logo to appear has been set at 35mm for print and 80px for digital applications. This ensures maximum clarity when viewed at small sizes.



PIXOTPE®



35mm wide

80px

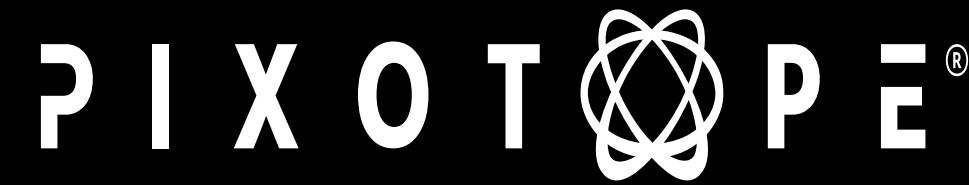


PRIMARY LOGO

DO'S & DON'TS

To retain a professional and consistent brand, it is important that the logo should be used correctly, and not be adjusted in any way as outlined opposite.

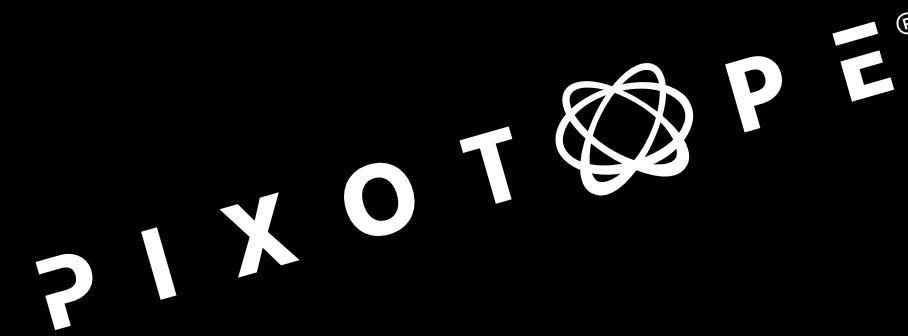
The logo should only be reproduced from master files and should not be redrawn or altered in any way.



DO NOT stretch the logo vertically



DO NOT stretch the logo horizontally



DO NOT rotate the logo



DO NOT stretch the logo horizontally



DO NOT crop the logo



DO NOT recolor the logo

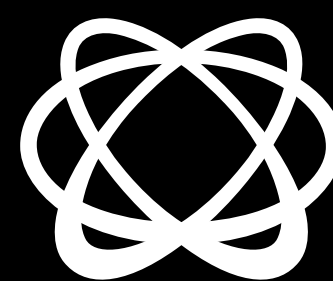


VERTICAL LOGO

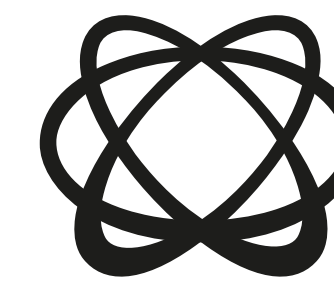
COLOR & USAGE

For instances where our logo will be displayed alongside other company logos, where typically all logos are placed within a 4:3 frame, we have a “vertical” version of the logo.

We have 4 versions of this logo: two that are “solid” white and black to be applied to dark & light backgrounds respectively and two that have a gradient “mark” element. It is recommended that the latter are only used where the background is “close to” white or black.



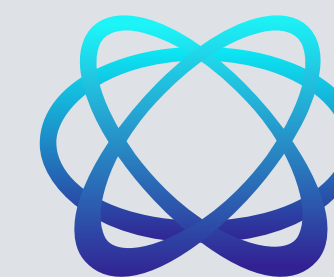
P I X O T O P E[®]



P I X O T O P E[®]



P I X O T O P E[®]



P I X O T O P E[®]

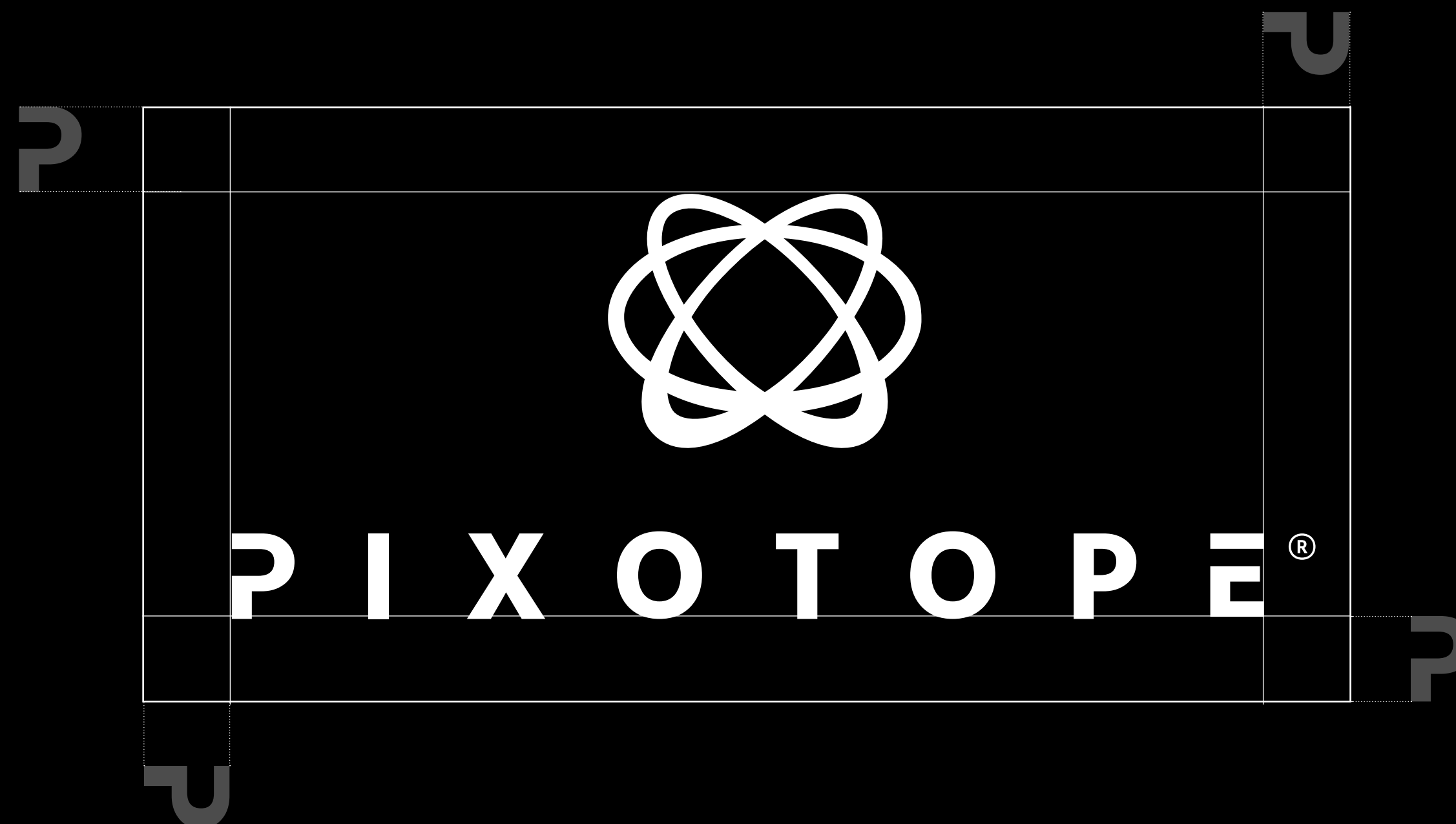
VERTICAL LOGO

EXCLUSION & SIZE


The exclusion zone set for the vertical logo also uses the height of the P as a measurement to determine the free space around the logo.

MINIMUM SIZE

The minimum size for the vertical logo to appear has been set at 25mm for print and 80px for digital applications. This ensures maximum clarity when viewed at small sizes.

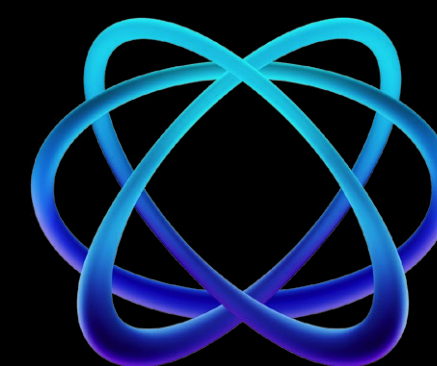


3D LOGOS

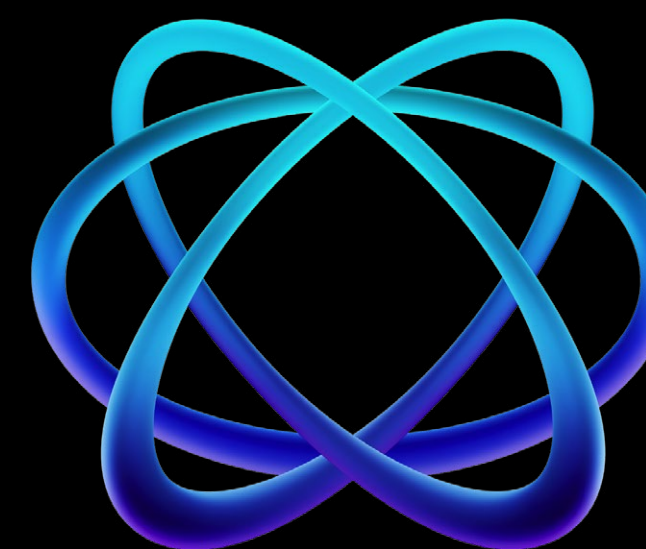
PIXOT  PE®

USAGE

We have a specific set of 3D logos where the mark has been given a 3 dimensional treatment. This version is only ever to be used at large sizes i.e. exhibition stands, large display banners or building signage.



PIXOTOPE®



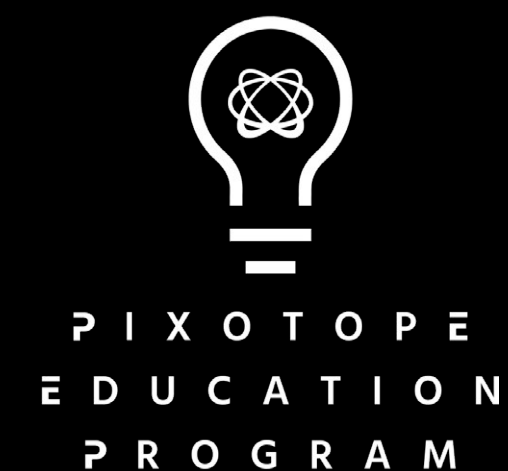
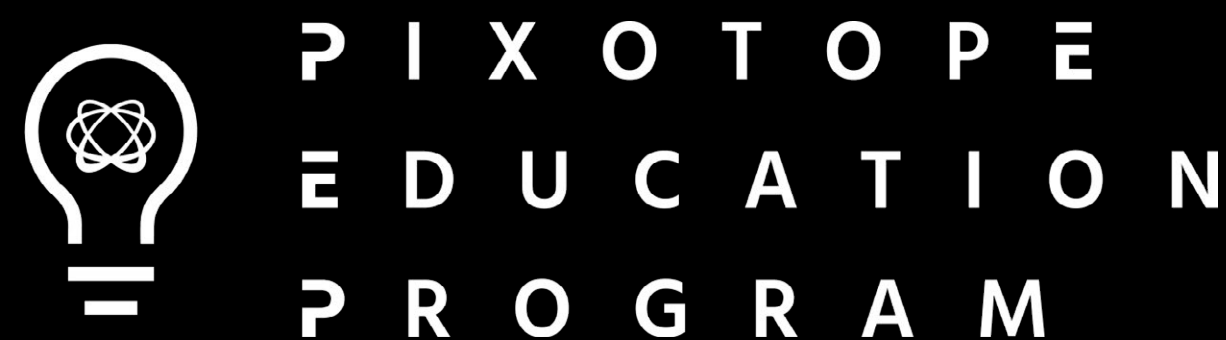
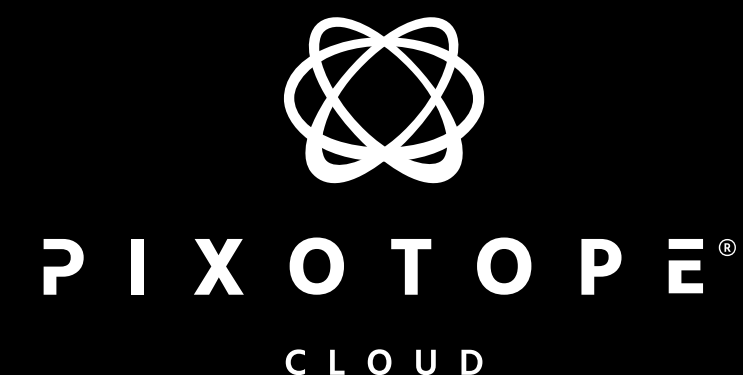
PIXOT  PE®

OTHER LOGOS

COLOR & USAGE

We have a number of other software and program specific lock-ups. These are available in both the primary (horizontal) and vertical variant.

The rules of usage are identical to those of the primary logo and are available in both black and white versions.



OUR
COLORS

03

COLOR PALETTE

PRIMARY COLORS

Our color palette includes a primary set of colors, a set of accent colors and a set of support colors to be used solely on web and UI applications.

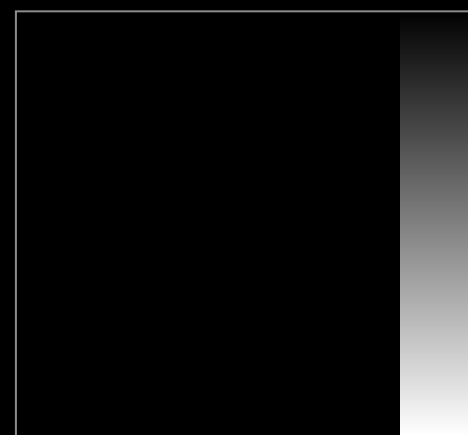
These provide a definite, solid and professional base for the Pixotope identity. The color palette should be used consistently across all brand communications. Tints of the primary and accent colors may be utilised and can be especially useful for designing information graphics, charts and tables.

The color values include the Pantone color reference, RGB and html values for on screen application and cmyk reference for printed material.

A primary color should be used for text content and this can be combined with one single accent color to highlight key statements / titles.

Call to action should only be used for action buttons on digital applications like the website and email campaigns.

PRIMARY COLORS



BLACK

R00 G00 B00
HTML 000000
C40 M40 Y40 K100



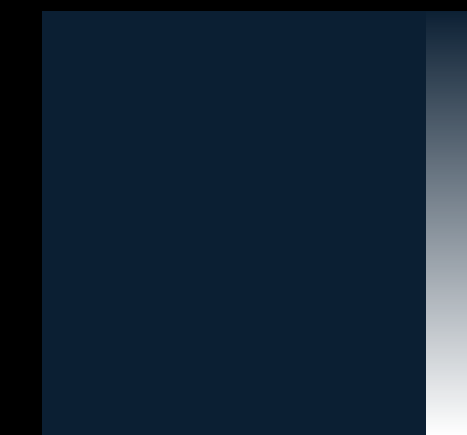
WHITE

R255 G255 B255
HTML FFFFFFFF
C00 M00 Y00 K00



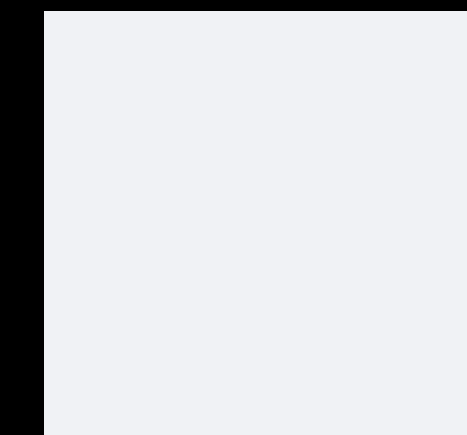
DAWN

PANTONE 2377
R34 G60 B88
HTML 223C5B
C82 M49 Y18 K35



DUSK

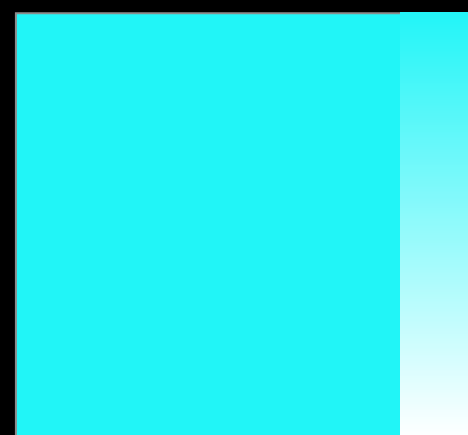
PANTONE 7546
R11 G31 B51
HTML 0B1F33
C88 M57 Y27 K65



CLOUDY

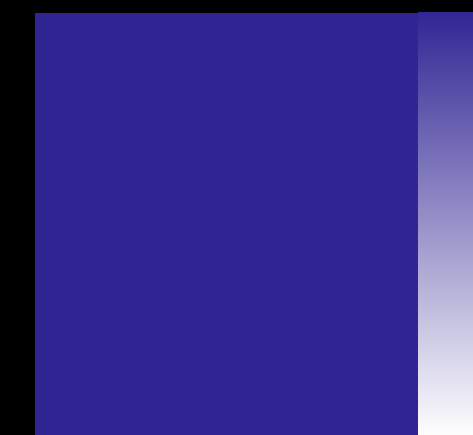
PANTONE COOL GRAY 1
R240 G242 B245
HTML F0F2F5
C10 M7 Y5 K0

ACCENT COLORS



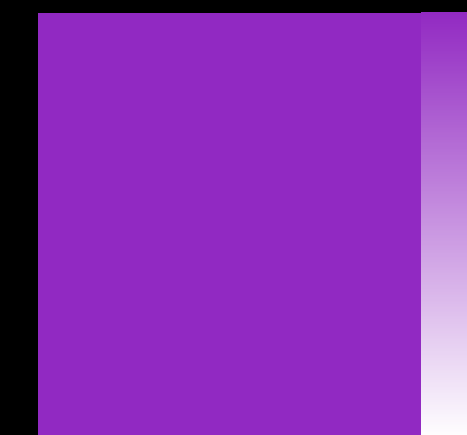
CYAN

PANTONE 3115
R32 G244 B247
HTML 20F4F7
C70 M00 Y13 K00



INDIGO

PANTONE 2756
R49 G37 B148
HTML 312594
C100 M92 Y00 K26



VIOLET

PANTONE 2593
R146 G42 B195
HTML 922AC3
C59 M94 Y00 K00

CTA COLOR



CALL TO ACTION

R255 G191 B0
HTML FFBF00

OUR GRADIENT

GRADIENTS

Our gradient (dawn/dusk) is created from our two greys within our primary palette. These are used on backgrounds to provide a sophisticated natural light effect to images and backgrounds. The gradient can be used as both linear and radial formats. The colors have been specifically developed to work with our celestial graphic elements.

The direction of the linear gradient can be either created light to dark or dark to light to suit the content of the design. The radial gradient should be created as a light centre point to dark outer points. The centre point of the radial gradient should be positioned to best suit the content of the design.



PANTONE 2377

R34 G60 B88

HTML 223C5B

C82 M49 Y18 K35



PANTONE 7546

R11 G31 B51

HTML 0B1F33

C88 M57 Y27 K65

LINEAR

RADIAL

LINEAR

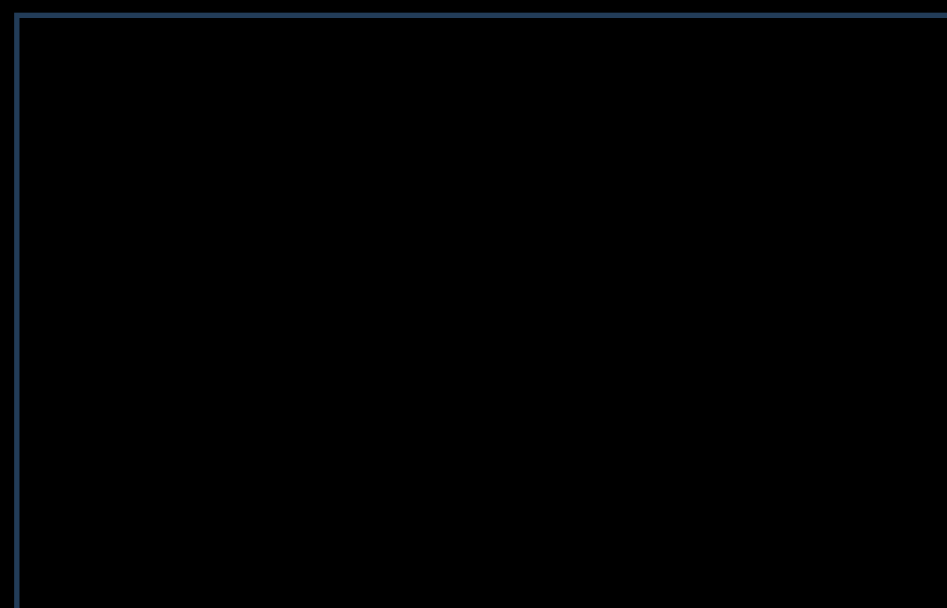
BACKGROUND COLORS

USAGE TIPS

Designs can be created using either a black or gradient background. The choice of background is determined by the purpose and content of the piece i.e. where the piece is intended to be seen, and also content and information being shown.

Our preferred background color is black. The gradient background can be used as a highlight area or 'call-out' block on a black background to emphasise specific information.

When using Dot, the gradient background is used to provide more definition with the black body parts. When combining Dot with the globe the black background can be used as there is sufficient glow around the globe to enable the body parts to stand out.



BLACK



GRADIENT



OUR
TYPOGRAPHY

04+

COMPANY FONT

PRIMARY TYPEFACE

We have two corporate fonts, these are Montserrat and Hind.

Monteserrat should be used for headings and subheadings. With it's clean, well proportioned and evenly spaced characters, Montserrat is an extremely versatile font, it has been designed with multiple weights providing great flexibility.

Hind is the font we use for body copy and large sections of type. It has been developed to provide excellent legibility for both on screen and print applications.

Both fonts are Google fonts, these are free to download and use on any machine and should be used in all marketing materials for print and on-screen.

Downloaded from the following links:-

<https://fonts.google.com/specimen/Montserrat>

<https://fonts.google.com/specimen/Hind>

Montserrat Light

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Montserrat Regular

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Montserrat Medium

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Montserrat Semibold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Montserrat Bold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Hind Light

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Hind Regular

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Hind Medium

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Hind Semibold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

Hind Bold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()

SOFTWARE FONT

SOFTWARE & APPLICATION TYPEFACE

We use the font IBM Plex Sans built in to our UI and software. It is a neutral, yet friendly Grotesque style typeface that has excellent legibility in on-screen and mobile interfaces.

It is available in many weights, a few of which are shown here, making it extremely versatile.

IBM Plex Sans can be downloaded from the following link:-

<https://fonts.google.com/specimen/IBM+Plex+Sans>

IBM Plex Sans Thin

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

IBM Plex Sans Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

IBM Plex Sans Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

IBM Plex Sans Medium

**abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()**

IBM Plex Sans Bold

**abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()**

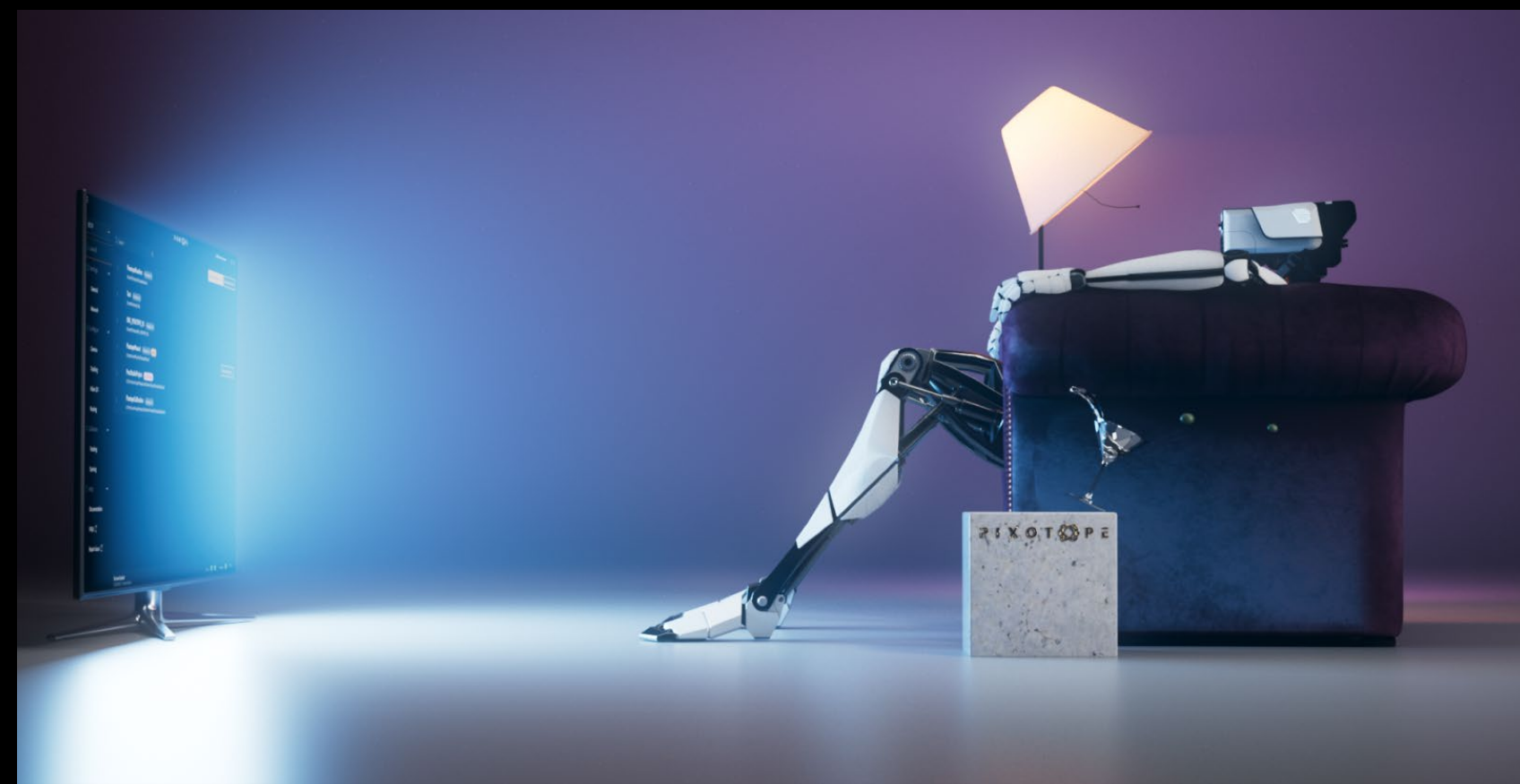
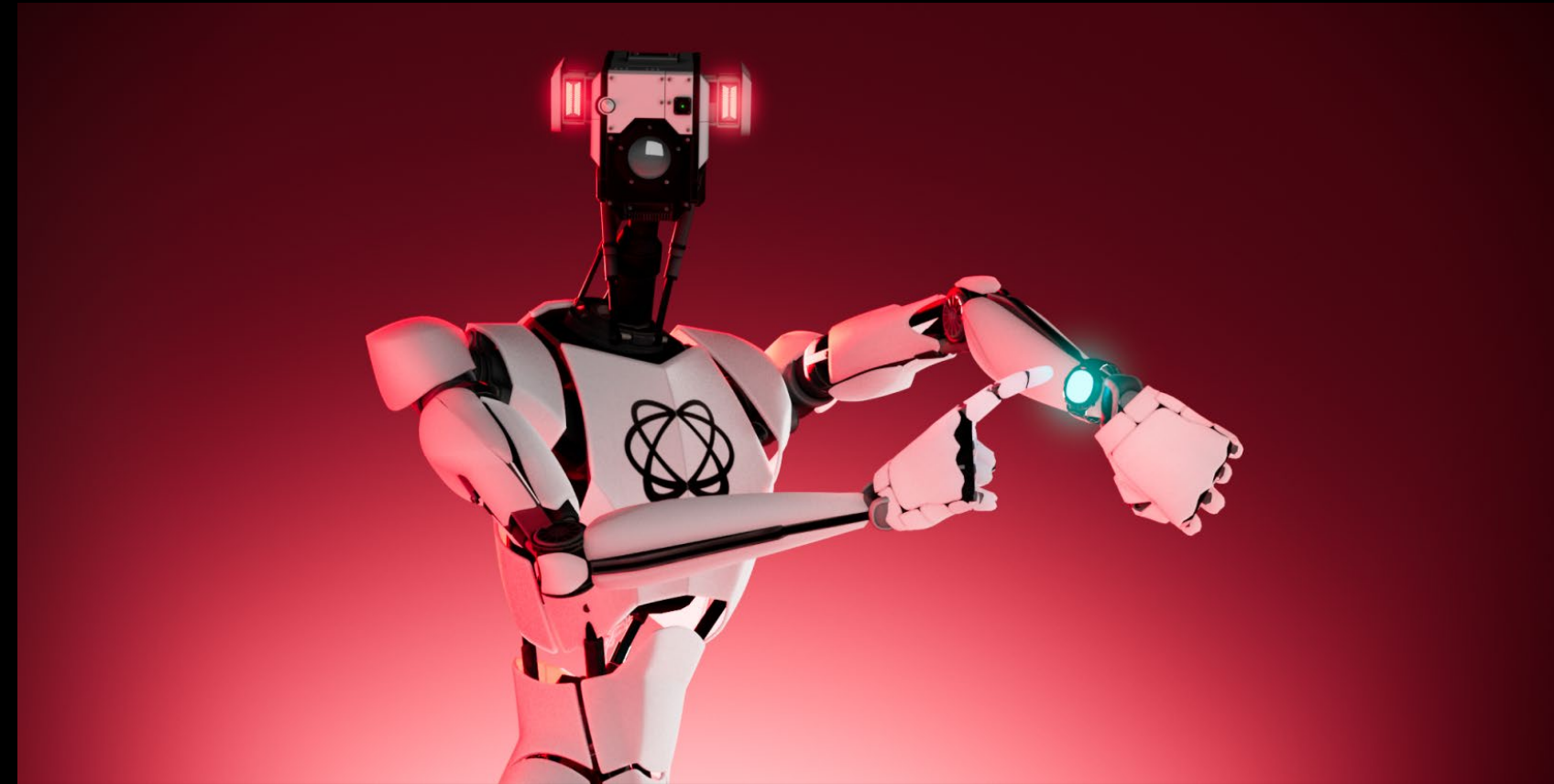


I AM DOT
05

INTRODUCING DOT

OUR COMPANY AMBASSADOR

Dot is our unique animated character. Dot embodies what we do and adds personality and fun into our brand. Being our own creation, Dot can be animated and posed in any way we like, we are only limited by our own imagination. The examples here show how we can create images and scenes to emphasize and connect Dot to the content and focus of the piece whether it's in an advert, for social media posts, software launches or as desktop wallpaper.



GRAPHIC ELEMENTS

006

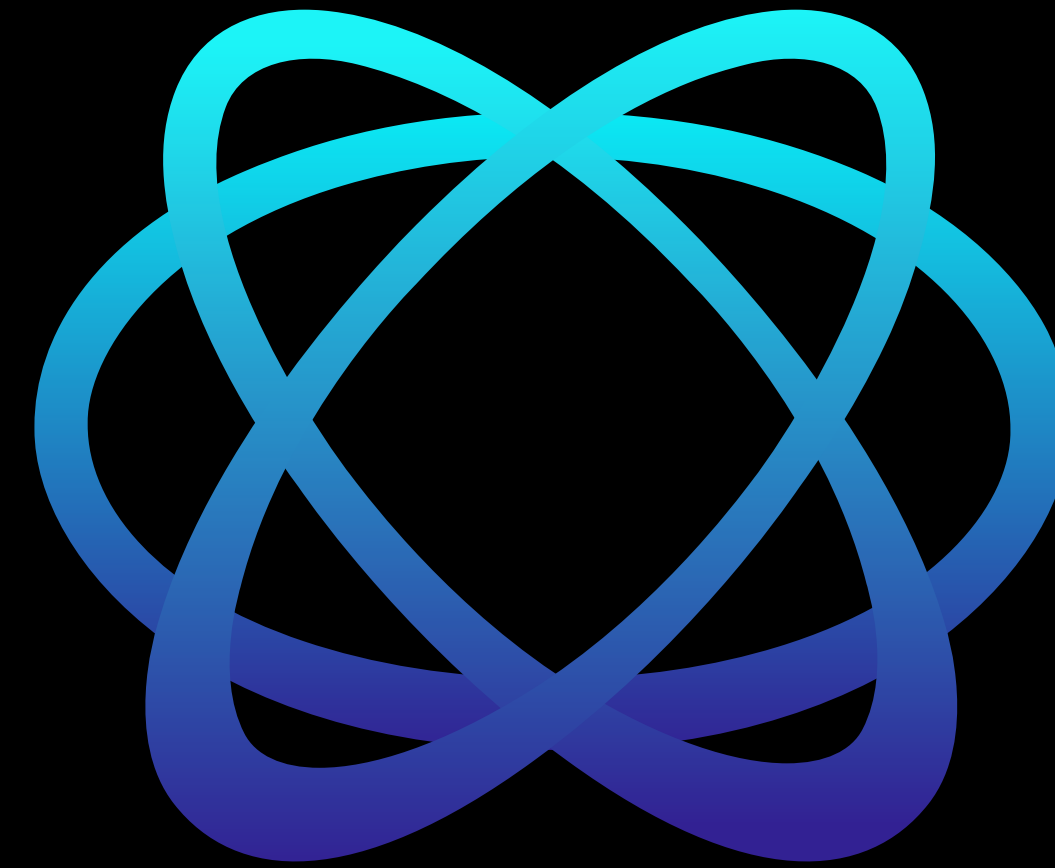
OUR MARK

INTRODUCTION

The mark encapsulates the structure of a multi-dimensional world - each ring representing a dimension or capability. The structure acts as a central nerve of operation for those dimensions.

USAGE

The mark can be used as a background design element in full color, white or as a watermark. It works best if it's a section of the full mark that runs off the edge of the art board rather than the full mark.



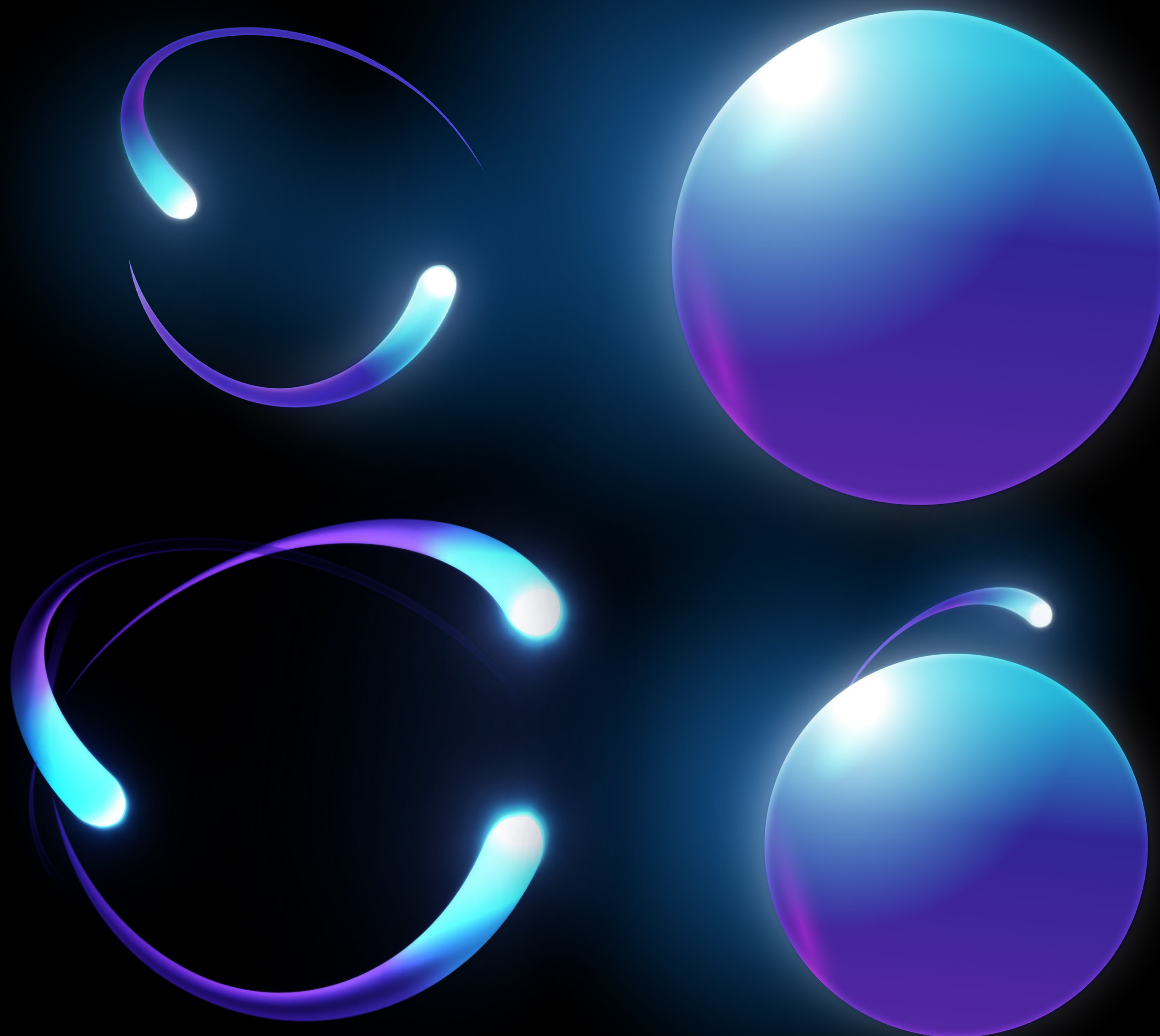
CELESTIAL BODIES

COMETS AND THE GLOBE

We have three celestial bodies and a globe that we use to create movement and interest within a design.

These portray a sense of movement like comets travelling through a dimensional space. They can be used in the following combinations:-

1. Two comet grouping
2. Three comet grouping
3. Globe
4. Globe plus single comet

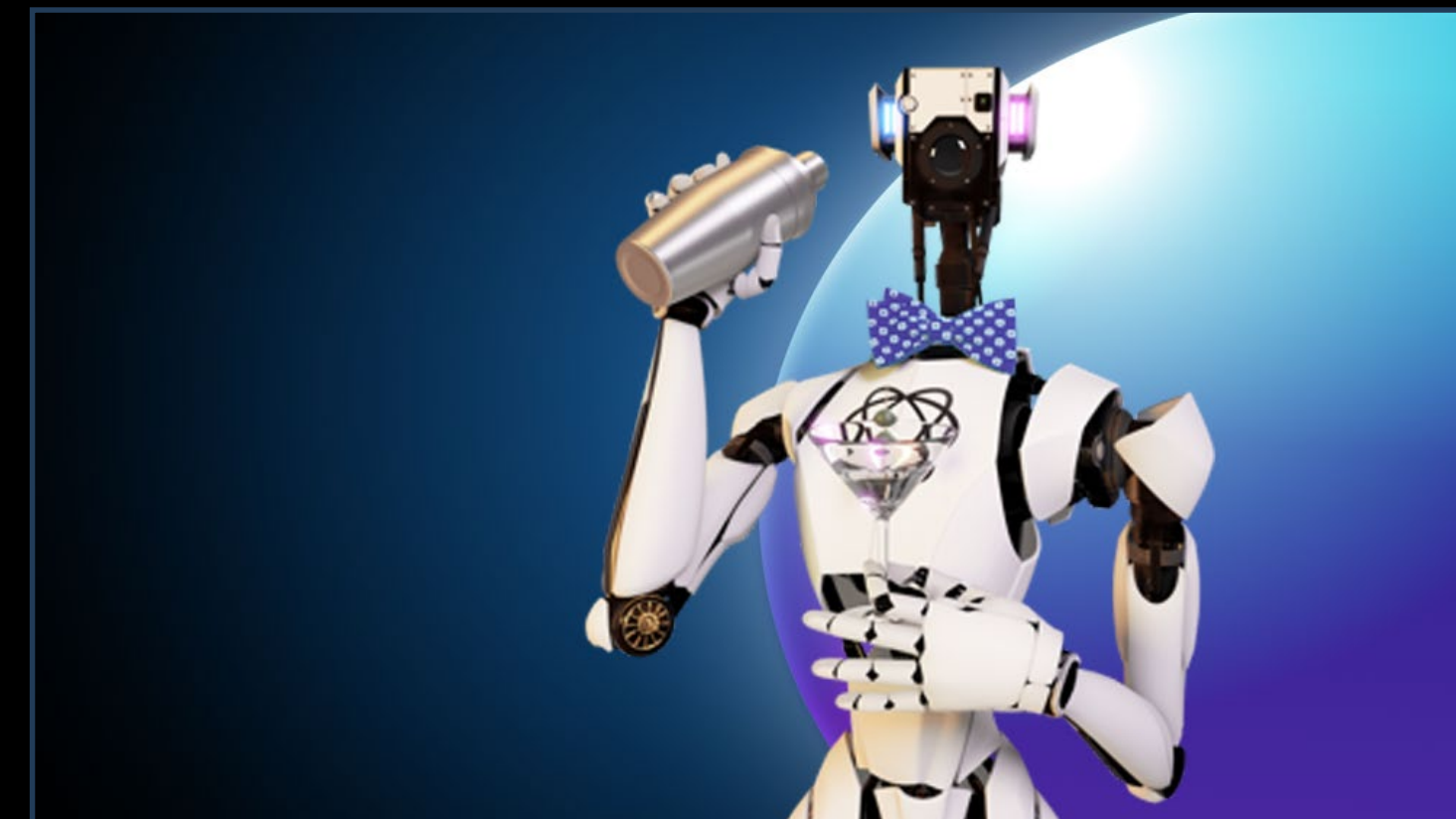


CELESTIAL BODIES

USAGE TIPS

Both our comets and globe can be used on their own or combined together. The following simple rules should be followed:-

1. When using the globe it should only be combined with one of the comets, not all three. The globe should be used on a black background only as the glow around it will provide sufficient depth to the image.
2. Our comets can be used as two or three together and combined with other elements, like Dot or staff images, or placed behind the main content.
3. Do not use a single comet on its own.
4. DO NOT distort, recolor or attempt to recreate any of the celestial bodies. Only official files should be used in designs.





CONTACT & SUPPORT

PIXOTOPE MARKETING DEPARTMENT

If you have any questions or require any clarification on the contents of this style guide, please contact marketing.

marketing@pixotope.com