



PIXONIC

LOGO

AND GRAPHIC ELEMENTS

USAGE FOR WEBSITES, BANNERS, AND MERCHANDISE

Logo Usage: Sizes



PIXONIC

Large

For printing and other uses that require this much detail



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Medium

For smaller printing formats



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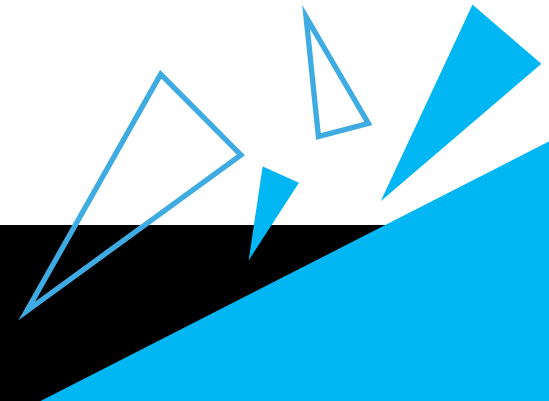
Small

A smaller logo without much detailing



Logo Usage: Colors

Don't change the colors of our logo. It should remain black and white at all times. In some cases, using shades of grey is allowed, if required by layout.



Logo Usage: Background

Use suitable contrasting backgrounds.

✓



✓



✓



✗



✗



✗



Logo Usage: Don't Do This



Stretch



Squeeze



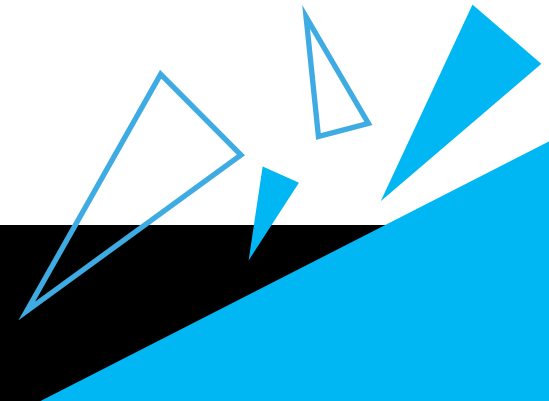
Change orientation



Add extraneous effects

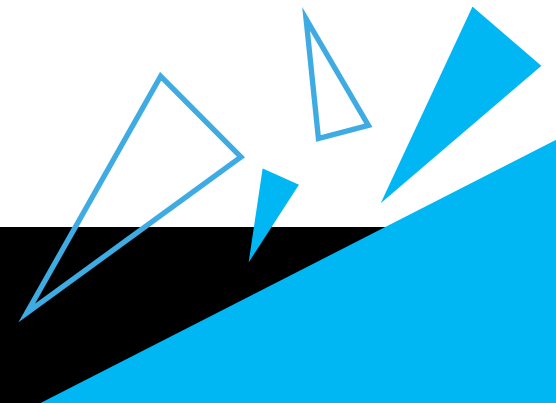
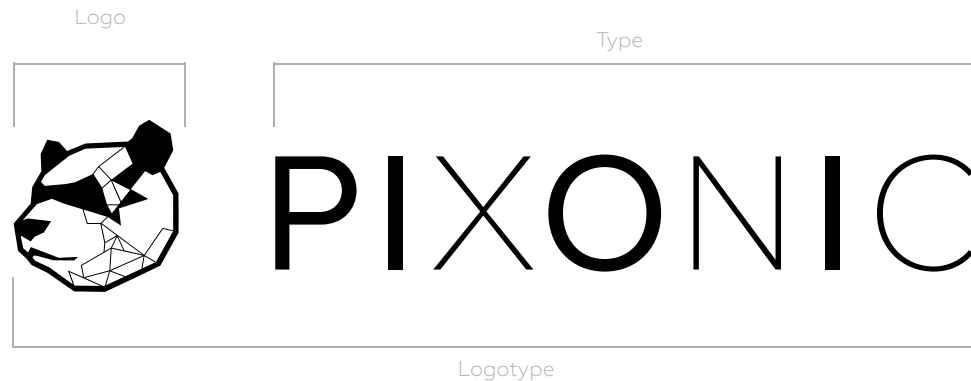


Change positions of the elements



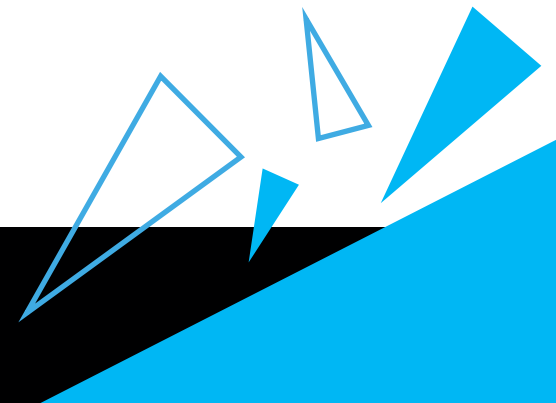
Logo Usage: Elements

Our logo consists of two parts: graphic symbol (panda head) and lettering. The two parts are to be used together in all company communications. If you want to use the elements separately, contact pr@pixonic.com.



Logo Usage: Clear Space

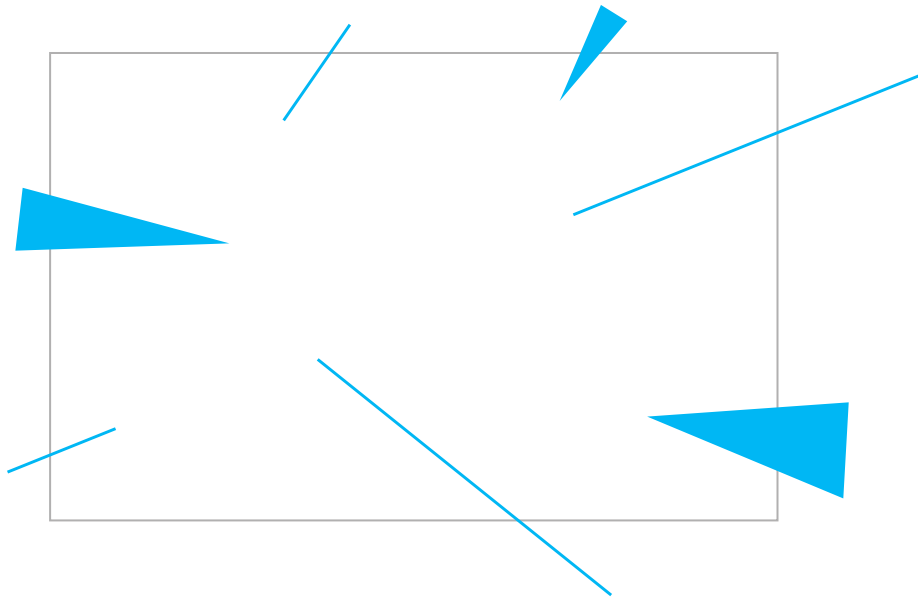
Leave a clear space around the logo that equals the height of capital "P".
Don't place any graphic elements in the clear space.



Brand Style Elements and Brand color

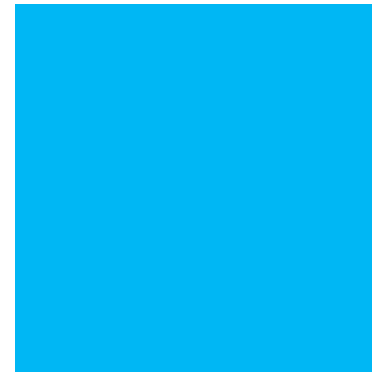
Brand Style Elements

To emphasize our brand identity use our “digital camouflage” pattern that consists of triangles and lines aiming outside the printing space.



Brand color

Use for highlighting brand style elements and headlines.



CMYK: 100 0 0 0
RGB : 0 159 227
009fe3

