

PIXO

| **Brand
Guidelines**

Agenda

Logo Identity

Spacing & Alignment

Logo Adaptations

Background & Placement

Brand Color Palette

Typography Standards

Logo Usage Rules

Brand Mockups

PIXO

Logomark

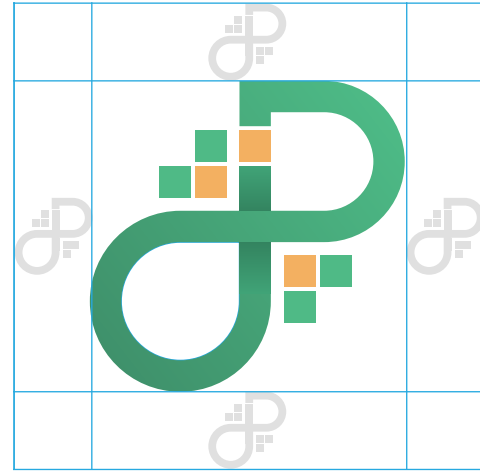
The Pixo logo is designed to reflect the essence of digital pixels and the strength of the brand name **PIXO**. It represents innovation, precision, and purpose in digital design.

Pixo Designs mission is to create impactful and user-centric digital experience



Clear space

To ensure the logo remains clear and impactful, maintain a surrounding space free from text or graphics. The required clear space is at least 50% of the logomark's height on each side.



Logo variation

The Pixo Designs logo is crafted to embody the precision, innovation, and strength of digital design. To ensure consistency across different use cases, the brand offers multiple logo variations.

Standard full-color version.



Full color with Dark background



One color

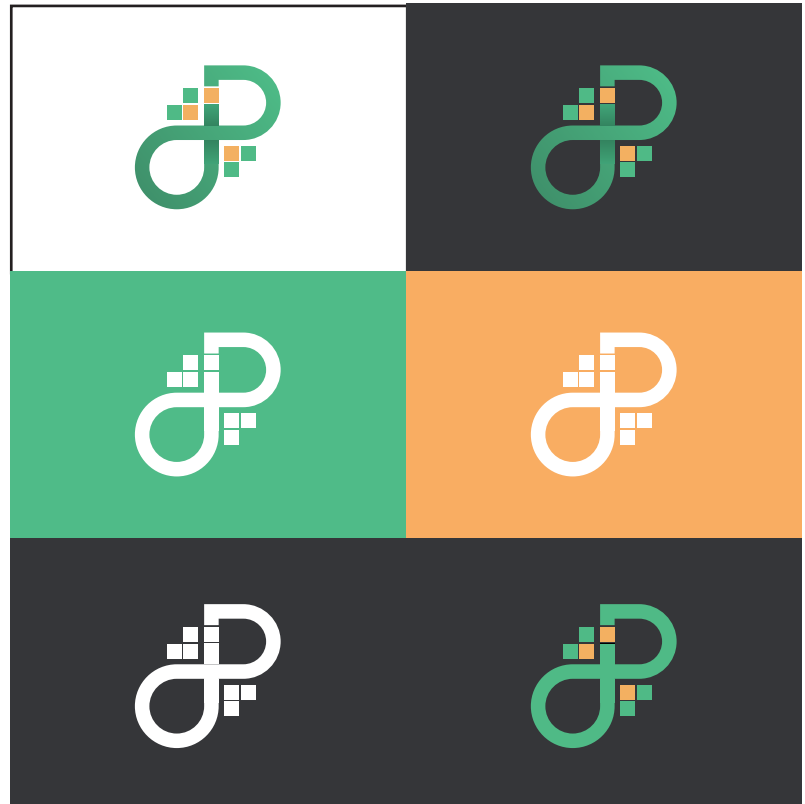


One color Reverse



Background

Place the logo on solid, neutral backgrounds for clarity. Avoid complex textures that reduce legibility. Use the inverted version only when contrast ensures brand recognition



Primary colors

The Color Specifications section defines Pixo Designs' official brand colors—Lush Green, Warm Sunset, Deep Charcoal, and Pure White. Each color represents a specific brand value, ensuring consistency and recognition across all media.



COLOR
LUSH GREEN

HEX
4FBC89



COLOR
WARM SUNSET

HEX
F4B262



COLOR
DEEP CHARCOAL

HEX
353639



COLOR
WHITE

HEX
FFFFFF

The Typeface Family

The typography choices for Pixo Designs reinforce the brand's bold, modern, and impactful identity. Anton serves as the primary font for the logo and titles, delivering strength and clarity in branding elements. Outfit, with its clean and contemporary style, is the main font for body text and other design elements, ensuring readability and a polished look.

Together, these fonts maintain a professional yet dynamic aesthetic, ensuring brand recognition across all mediums.

Primary Font

ANTON

Used for the logo and titles

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

Secondary Font

OUTFIT

For headings, body text, and UI design elements

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

Do Not Rearrange Elements

The logomark and typography must remain in their original layout.



Do Not Modify Fonts

The logo typography must remain in Anton.



Do Not Distort

Maintain proportions when resizing



Do Not Change Colors

Always use the official color specifications.



∞
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PIXO DESIGN AGENCY.

FOCUSED ON TWO ONGOING PROJECTS.



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