PIXIS BRAND GUIDELINES

Pixis

Introduction

This guide has been specially crafted to help you understand the basics of our brand identity system. Following the guidelines mentioned in this document will ensure consistent application of visual, written and verbal elements in all our communications, internally and externally.

Table of Contents

01

Meet Pixis

Our Mission

Our Mission is what we steadfastly work towards every single day. It is the conviction in our mission that reminds us to keep going on days that seem tough.

Pixis is sculpting tomorrow with Artificial Intelligence today.

Change is the only constant. We believe recognizing this simple fact is half the battle won.

Pixis is simplifying how companies integrate Artificial Intelligence into business growth without ever needing to know a single line of code. Our codeless AI infrastructure enables customers to deploy and leverage complex artificial intelligence models across marketing channels and devices in seconds.

We enable augmented decision-making in all aspects of marketing, allowing customers to leverage completely data-backed AI-recommended strategies and optimize growth beyond what thought possible.

Our Values

Our Values define who we are and must be reflected in everything you do.
It is these values that must reflect when you discharge your duties and interact with
your team, our customers, prospective customers, or any external stakeholder.

Speed

At Pixis, we value speed with direction. We are deft on our feet and agile in our actions. Striding with speed in the right direction is at the core of the Pixis culture.

Innovation

We believe nothing is impossible to do or achieve. Innovation comes naturally to us and we are committed to being innovative in every thought and action.

Freedom

At Pixis, we believe innovation stems from freedom. Freedom to think, express, create, problem-solve and most importantly; freedom to disagree if you disbelieve in an idea.

Empathy

People are our greatest strength. We are thoughtful, genuine, interested and understanding in our interactions with employees, customers, and business partners.

Collaboration

We work together, uplift each other, and build in collaboration as a team. Every endeavor provides equal opportunity to all, and teamwork precedes the success of each endeavor.

Our Personality

Our Brand Personality defines the tone that must manifest in how we articulate
our thoughts in all verbal, written, auditory and visual communication.

Bold

As a company, it is in our DNA to push the boundaries of technology as we know it today, for the world. Being bold in our communication to articulate our never-done-before ideas is a cornerstone of our brand personality.

Clear

Being clear and concise in our communication is indicative of the value we hold for our and others' time. Clean design aesthetics and crisp written communication is indicative of clarity in thought and action.

Effortless

Our design and aesthetic language make bold look effortless. Clean design aesthetics and crisp written communication is indicative of clarity in thought and action.

Contrived design language is telling of something being amiss and our end users will immediately spot it as being uncharacteristic of Pixis.

Compelling

Our designs and language must spark intrigue and compel prospects, customers, and team members to want to know more. Through our communication, we articulate compelling, story-driven narratives that are personal and relatable.

Be it communication about our technology and its benefits or announcements about the company, our teams and culture, events, and activities - every word, design, and sound must be compelling.

Futuristic

Everything we do today is done with the aim of making lives simple. The desire to think ahead and our appetite for complex problem statements drive us to build technology that can make lives comfortable, today and well into the future.

Our communication efforts must articulate this clearly. As a tech company, it is our duty to be strikingly innovative.

02

Brand Name & Logo

Please follow the guidelines in this chapter when using the brand name and logo.

DOWNLOAD THE LOGO

Brand logo

Denoting a core value, *speed with direction*, our logo consists a forward-slanting symbol of **P** along with the word mark **Pixis**.

Brandmark

The Pixis brandmark is a distinctive blue, forward slanting P.
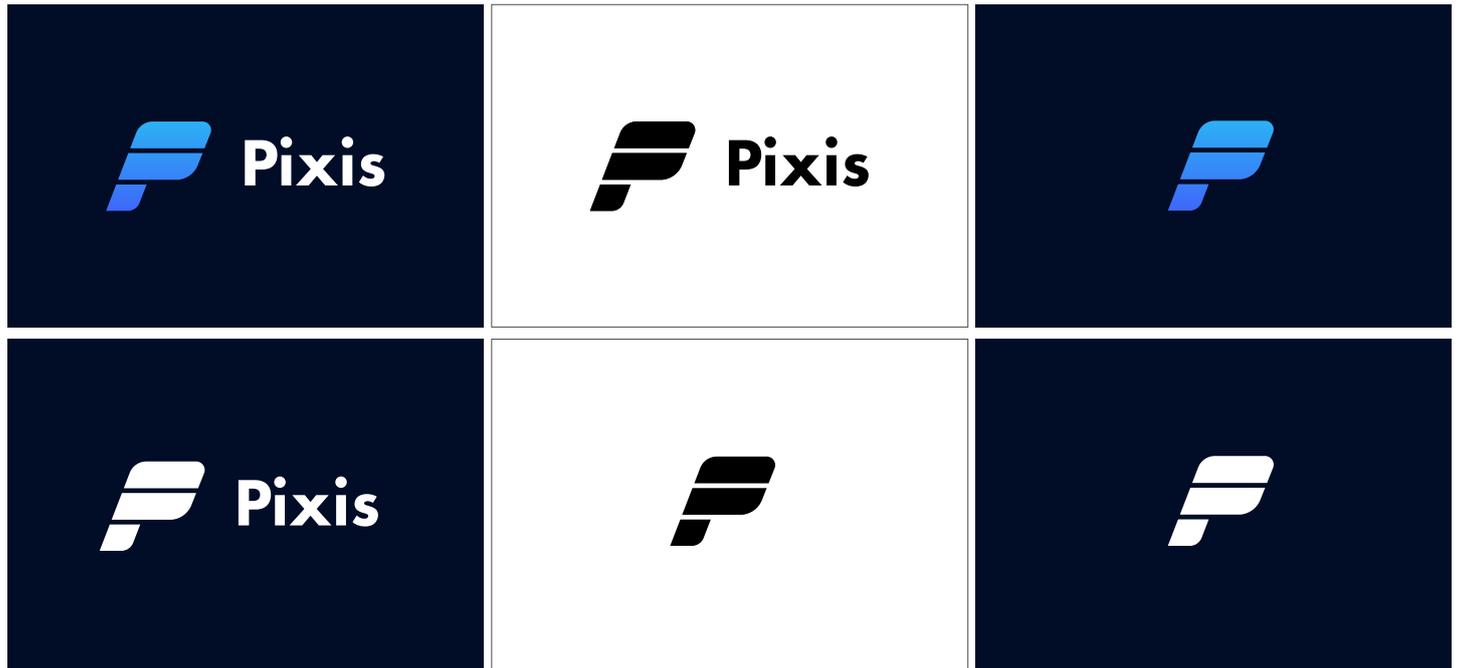
Wordmark

Our wordmark is an effortlessly simple and minimal.

Logo Lockup

A logo lockup is a combination of both a Brandmark and a Logotype.

Logo appearance

Logo usage: Minimum size

To ensure the visibility of the logotype, never use it in smaller sizes than recommended here.

Logo Lockup
Minimum height

40px

Pixis

Brandmark
Minimum height

20px

Logo usage: Clearspace

Clear space refers to the exact amount of space that must be maintained on all sides of our logo, regardless of where it's used. Adhering to the clear space guidelines is important to ensure maximum logo visibility and impact.

The amount of clear space around the logo is defined by the height of the letter P in our word mark.

Logo usage: Cobranding

Co-branding here refers to the guidelines to be followed while collaborating with another brand.

Example

Note: The Pixis logo must always appear first.

Logo usage: Placements

These recommended positions help create consistent visual expression while providing flexibility for individual use cases. These placements apply for any type of size and media. Exceptions can be made when it comes to digital formats which call for specific treatments. In such a situation, please ensure you follow the logo clear space and lock-up guidelines.
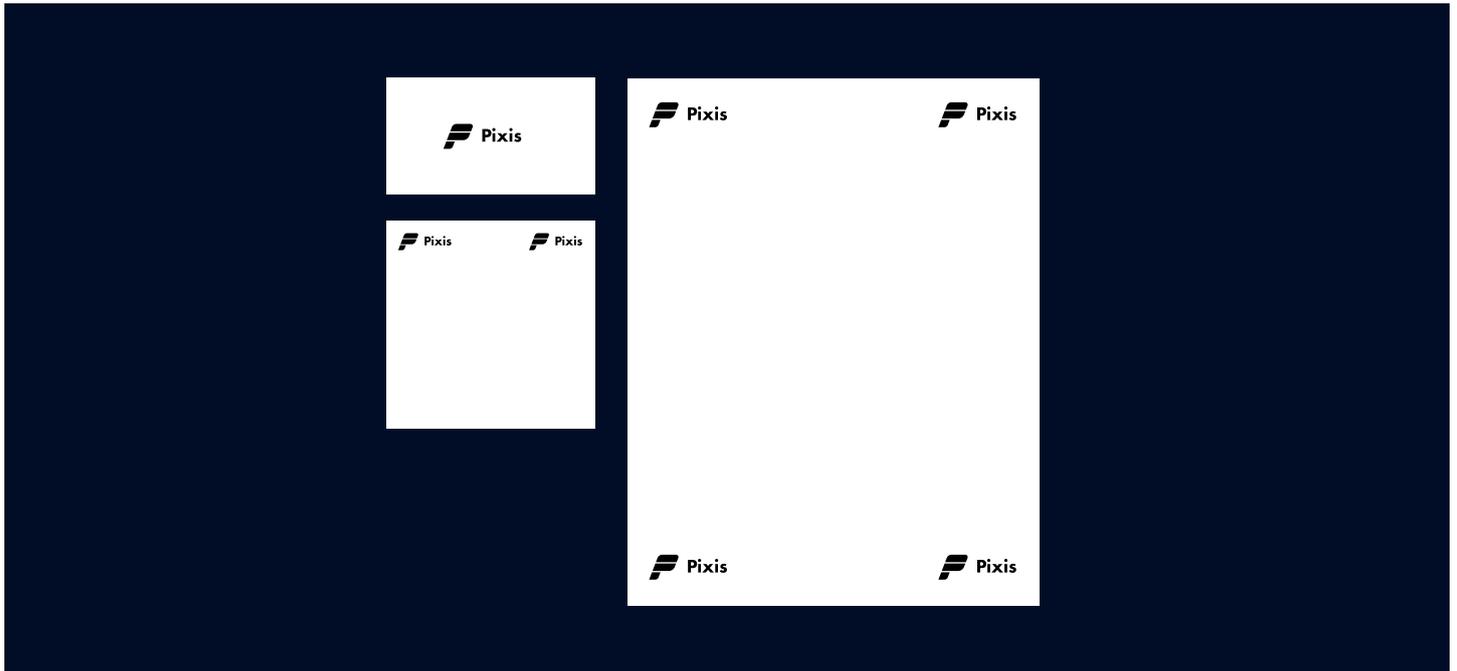
Incorrect logo usage

The logo must never be altered or distorted in any way. The effectiveness of the logo depends on consistent correct usage as outlined in this guideline. Below are some examples of incorrect logo usage that must be avoided at all costs.

Don't distort or stretch the logo.

Don't change the colour of the logo.
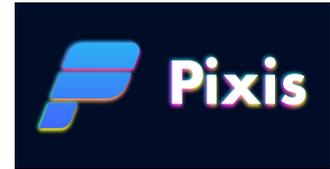
Don't apply any visual effects on logo lockup.

Don't twist and turn the logo.

Using logo against image with low contrast.

Do not change the proportion ratio.

03

Our Family of Fonts

Lato Font

DOWNLOAD LATO

Lato

Sample Paragraph

Pixis is a tech company that develops accessible AI technology, helping brands scale all aspects of their marketing and augment their decision-making in a world of infinitely complex consumer behavior.

Font Weights

Light   Medium   **Black**

Regular   **Bold**

Inter Font

Inter fonts are licensed under the Open Font License.
Inter is our **Secondary font** .You can use them in Pixis products.

DOWNLOAD INTER

Inter

Sample Paragraph

Pixis is a tech company that develops accessible AI technology, helping brands scale all aspects of their marketing and augment their decision-making in a world of infinitely complex consumer behavior.

Font Weights

Light   Medium   **Black**

Regular   **Bold**

Font Guidelines

	Lato	Inter
Font Usage	Website, corporate presentations, marketing, sales and event collaterals, ads, social media	Inter font can only used for Pixis product UI's.
Minimam Size	For Print : 7 pt, For Digital : 12 px	For Digital : 12 px

04

Colours

Primary Colours

Primary colours help customers to quickly identify a brand. These are the core colours of the brand. Our primary brand colours are **Pixis Cyan, Pixis Black** and **Pixis Blue**. They are used to provide simplicity, clarity and consistency across brand communications.

Pixis Cyan

Pixis Cyan is associated with liveliness, speed, and energy.

Hex Code	RGB	CMYK
#2bb3f4	43,179,244	80,08,00,00

Pixis Black

Pixis Black is associated with power, elegance, and sophistication

Hex Code	RGB	CMYK
#000000	43,179,244	100,100,00,100

Pixis Blue

Pixis Blue is associated with open spaces, freedom, intuition, imagination, and inspiration.

Hex Code	RGB	CMYK
#3f64fa	63,100,250	87,62,00,00

Pixis Blue

Pixis Black is associated with power, elegance, and sophistication

Hex Code	RGB	CMYK
#010C27	01,12,39	90,80,00,90

Secondary Colours

Secondary colours highlight and compliment the primary colours

Secondary Colours

Cold Purple	#9FA5D8	CMYK	36,30,00,00
Warm Blue	#4A4AD3	CMYK	80,75,00,00
Palatinate Blue	#322FD3	CMYK	100,90,00,00
Midnight Blue	#052E68	CMYK	100,90,20,20

Secondary Colours   Usage

Tertiary Colours

Tertiary colours are only used for additional colour support.
Like, Visual Colour effects, Soft gradients etc.)

Tertiary Colours

#00F7F1	#00B2A9
#832CF2	#5A22B2
#B45A5C	#FF8389
#005AF9	#0049B2

Note: Do not use this colours for print purpose.
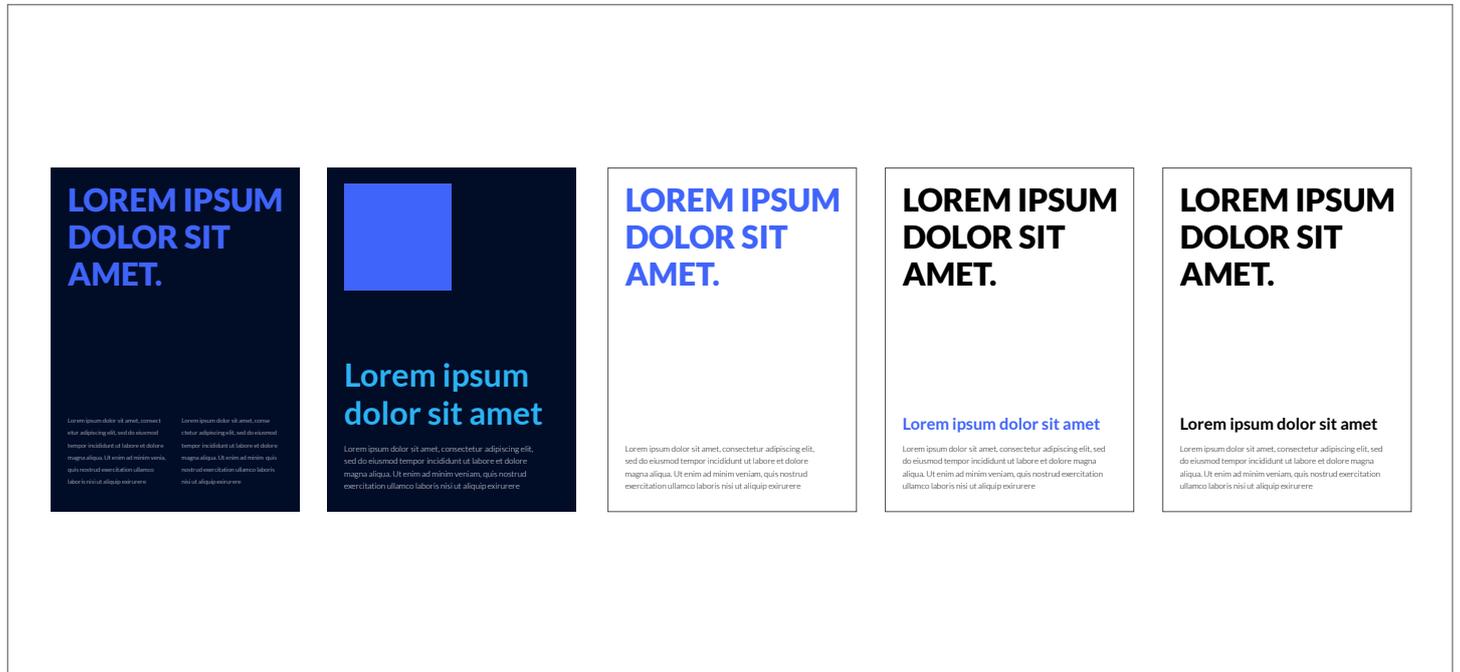
Tertiary Colours Usage

Colour Combinations

When our brand colors work together, they create a unique sense of color harmony specific to our brand.

Colour Combinations

These are some examples of possible color combinations you can use for Pixis.

LOREM IPSUM DOLOR SIT AMET.

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05

Editorial Guidelines

Always communicate succinctly

The Editorial Guidelines are a set of simple norms to follow while writing. They are meant to help you articulate coherently and consistently.

At Pixis we are in the business of pushing the boundaries of technology and succeeding where no one has succeeded before. Therefore, our editorial voice and tone always reflect our five brand personality attributes.

It is **bold** and **effortless**; rooted in, and, stemming from the cutting-edge work we do.

It is **clear** and **compelling**; reflecting our clarity of thought and appetite for the future.

Overview: Voice & Tone

The common thread stitching our five brand personality attributes together is humility. Our voice, while reflecting our brand personality, must never lose sight of our humility.

Communicate succinctly

Never say in ten words, what can be said in five.

An assortment of famous personalities apologized for committing the same
mistake - not having enough time to write a shorter letter.

Here's how two of them said it:

Blaise Pascal

"I'm sorry I wrote you such a long letter.
I didn't have time to write you a short one."

Winston Churchill

"If I had more time I would have written
a shorter letter."

Here's how we could say it:

Apologies for the long letter, I was short on time.

Communicate simply

If you wouldn't say it, don't write it.

We are passionate about making lives simple through technology.
However, if we don't communicate the technology's capabilities in a simple
manner, customers will not understand how they can benefit from it.

For example

This

The Pixis AI infrastructure is compatible with multiple marketing platforms, such as; Facebook, Google, Instagram, and LinkedIn.

Instead of this

The Pixis AI infrastructure can be integrated with different platforms such as Facebook Ad account, Google Ads, Instagram, Linked In, and other channels.

This

Deployed through the Pixis AI Optimizer plugin, our AI takes 8 seconds to activate.

Instead of this

The Pixis AI Optimizer plugin deploys the AI and it can be instantly activated within 8 seconds without any need for set up or integrations.

Punctuate your communication.

Punctuations speak

Punctuations help by behaving like universally comprehendable symbols for expressions.

Some good-to-follow editorial practices.

	Comma	Period
Website headlines	If required	Only with a comma
Website sub-headings	Yes	Yes
Email subject	If required	Only with a comma
Marketing collaterals - Headlines	No	No
Marketing collaterals - Sub-headings	Yes	Yes
Buttons & calls to actions	No	No
Social media content	If required	Only with a comma

06

Brand Imagery

Brand imagery refers to the end result produced when the elements of our brand's visuals come together. It is more than just visuals - it conveys an emotion that is invoked in the viewer.

Corporate Imagery

Our corporate imagery refers to how we appear to the public. It is an amalgamation of our values and personality articulated to the public at every point of interaction; both digitally and on-ground.
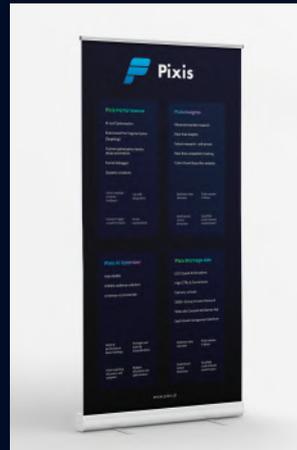
Corporate Imagery   Events

Stall layouts

Backdrop

Backdrop 1   Backdrop 2

Stall design

Standee

Dart

Corporate Templates   Email Signature

Default Email Signature

YOUR NAME
Designation
+903 434 333 4689

in Linkedin
🌐 www.pixis.ai

Email Signature with Partner Logos

YOUR NAME
Designation
+903 434 333 4689

G Google Partner
∞ Meta Business Partner

in Linkedin
🌐 www.pixis.ai
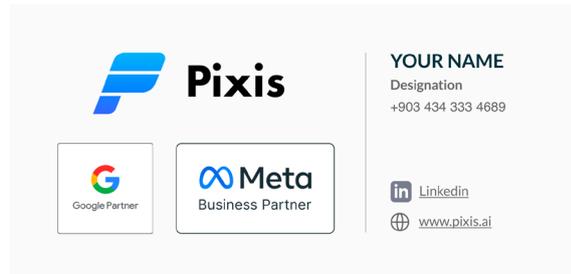
⬇ DOWNLOAD EMAIL SIGNATURES

Corporate Templates   Business Card

Linkedin QR Code Business card

KATE MORRISON
Head of Sales

+1 415 277 3229
katemorrison@pixis.ai

Pixis

www.pixis.ai

Non QR Code Business card

KATE MORRISON
Head of Sales

+1 415 277 3229
katemorrison@pixis.ai

Pixis

www.pixis.ai
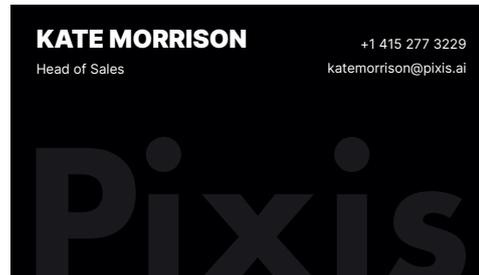
DOWNLOAD BUSINESS CARD

Corporate Templates   Letter Head

Pixis

Leapus Technologies Private Limited
Registered Address: 'Sai' No. L-172, 5th Main, Service Road,
Sector -6, HSR Layout, Bengaluru- 560102
CIN - U72900KA2020FTC132592

help@pixis.ai | www.pixis.ai

Pixis

A Brand by Aiquire

625 W Adams St Chicago, Illinois 60661

hr@pixis.ai, help@pixis.ai | www.pixis.ai
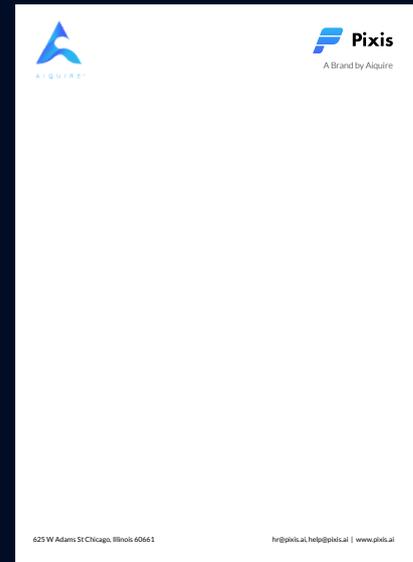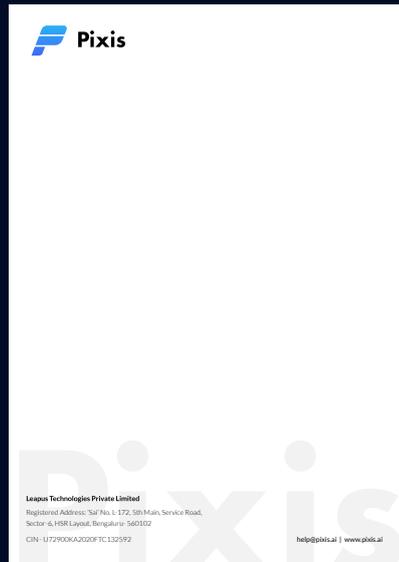
DOWNLOAD LETTER HEAD

Corporate Templates   Envelope
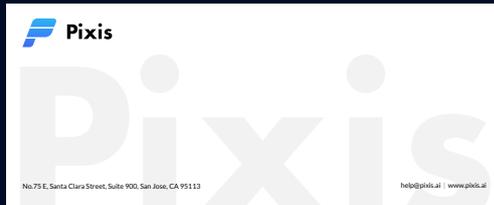
DOWNLOAD ENVELOPE

Corporate Templates   Offer Letter

Conceptual Imagery

Conceptual imagery here refers to the visual representation of complex technical concepts at Pixis.
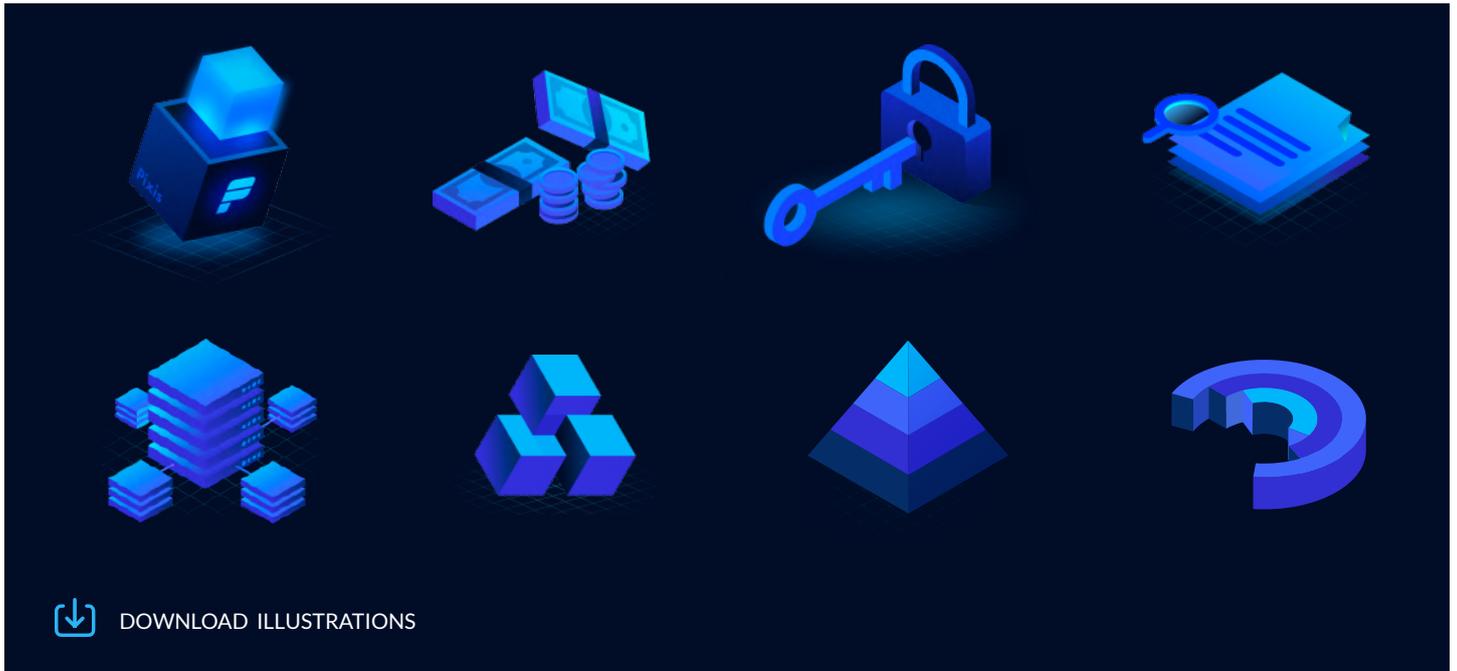
Images

We can use 3D images as the conceptual purposes, This can appear in a variety of forms.


⬇ DOWNLOAD IMAGES

Illustrations

An illustration is an interpretation or visual explanation of a text, concept or process, designed for integration in print and digital medias.

DOWNLOAD ILLUSTRATIONS

Infographics

Infographics are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.

DOWNLOAD INFOGRAPHICS REPOSITORY
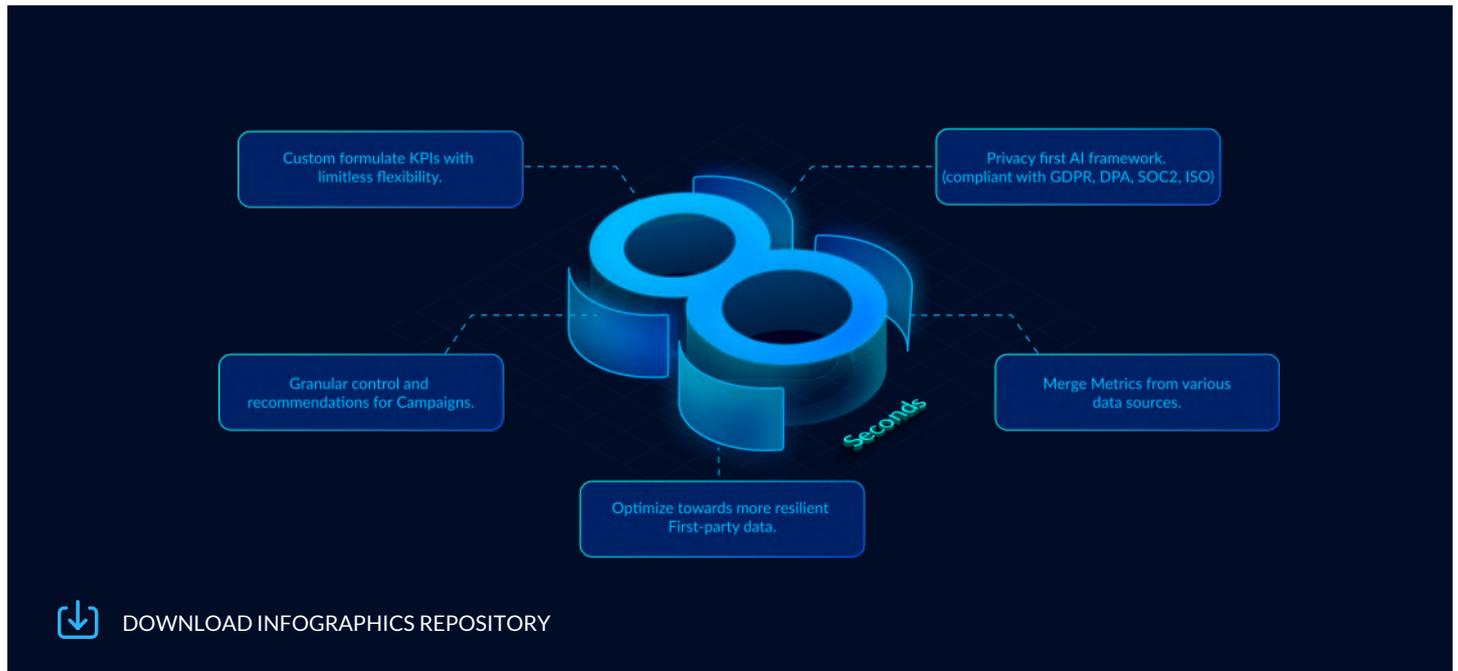
Brand Icons

Iconography

Iconography refers to all of the symbols that will appear on Pixis website, products and across all Pixis marketing paraphernalia. When used correctly, icons are a highly effective way to convey big ideas without using a single word.

DOWNLOAD ICONS

Brand Patterns

Patterns

Patterns complement the brand and extend its visual language. Pixis patterns are inspired by elements of the logo, they express speed, direction, connectedness, and spirit.
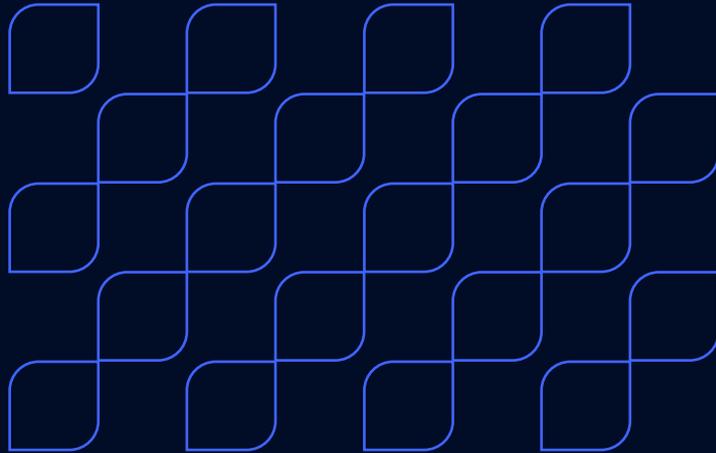
DOWNLOAD PATTERNS

07

Legal Guidelines

It is mandatory to follow all legal guidelines where necessary unless specified otherwise. Protecting our trademarks and symbols is always a priority for the company.

Group Structure

Aiquire Inc.
is our parent holding company located in the United States.

Pixis
is the name of our brand, our DBA, that will reflect prominently in all our external-facing materials (marketing, sales, events delegation, sponsorships, and more).

Subsidiaries

Aiquire Colombia S.A.S

Location: Colombia
Address : Carrera 26 A 9 A 22 APT 1402, Medellín, Antioquia, Colombia

Aiquire Japan G.K.

Location: Japan
Address: W22F, Shibuya Mark City, 1-12-1, Dogenzaka, Shibuya-ku, Tokyo, 150-0043, Japan

Leapus Technologies Private Limited

Location: India
Address: 2, 1st B Main Rd, Sector 5, Sector 6, HSR Layout, Bengaluru, Karnataka 560102

Our principal place of business is: **625 W Adams St Chicago, Illinois 6066.**

All formal and official documents must carry this address.

Trademarks & Symbols Usage

All agreements, offers, and certificates (anything that has binding value) issued to parties in a location apart from India must use **Aiquire Inc.**

All agreements, offers, and certificates (anything that has binding value) issued to parties within India should use **Leapus Technologies Private Limited.**

All marketing material must refer to the group as **Pixis.**

08

Branded Merchandise

Pixis-branded merchandise is a powerful way to connect with prospects and customers. More importantly, it builds significant appeal with the wonderful humans who take Pixis forward everyday.

Overview

Our selection of Pixis merchandise reflects our brand and holds functional value to its recipients. While curating products for merchandising, we must always ask ourselves if it's something we personally like and would use. If, and only if, the answer is yes will the product make its way to the catalogue of Pixis-branded merchandise.

Customization

Creating any Merchandise that falls outside the existing catalogue must pass through brand review. Please create and send a proof of the product mock-up and design to brand@pixis.ai for review before sending it into production.

Wearables   T-shirts
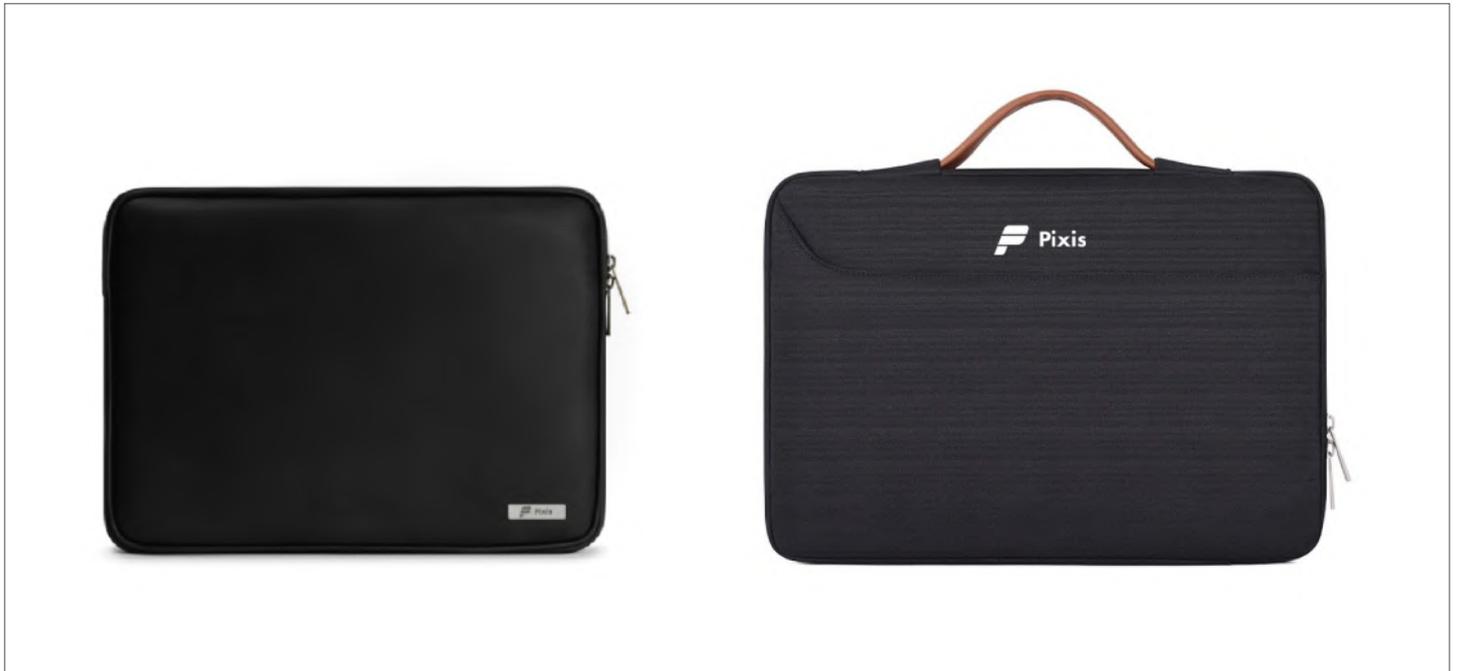
Gifts & Novelty   Suction Mug

Gifts & Novelty   Notebook

Gifts & Novelty   Laptop Sleeve & Bag

Gifts & Novelty Pen

Gifts & Novelty Lapel pin

Gifts & Novelty   Bottle

Gifts & Novelty   Sweatshirt

Gifts & Novelty   Keychain

Gifts & Novelty   Transparent Sticker

Gifts & Novelty   Backpack

That's all, folks!

For any queries or for further understanding
of the brand book, please email **brand@pixis.ai**

www.pixis.ai