

**PIVALE**

**Brand Guidelines**

# PIVALE

The Brand	3
Brand Message	4
The Logo	5
Logo Structure	6
Favicon	7
Incorrect Usage	8
Colour	9
Colour Meanings	10
Typography	11
Primary Typeface	12
Tracking Titles	14
Tracking Body Text	15
Suggested Typographic Structure	16
Incorrect Usage	17



# The Brand

# PIVALE

## Brand Message

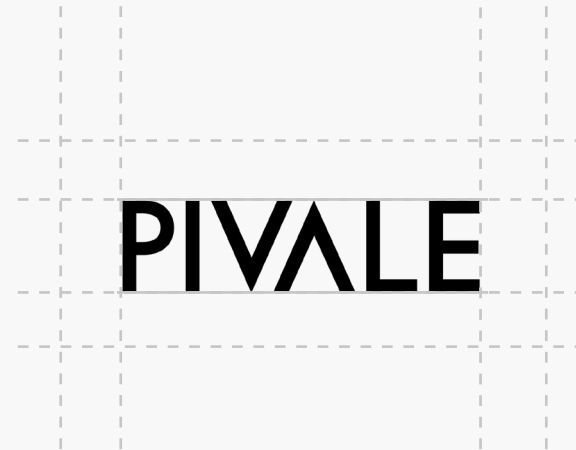
Pivale embodies and transmits the aspiration to be greater than one's current state. This becomes a reality through the vision and ability to pivot and scale.

# The Logo

# PIVALE

## Logo Structure

A balanced construction of distinguished symmetry. This simple logo discreetly communicates the brand concept and exudes unparalleled quality.



# PIVALE

## Favicon

For the favicon we play on the theme of 'greater than'. These symbols represent our approach and the fundamentals of who we are.





# PIVALE

## Incorrect Usage

1. Do not distort the logo.
2. Do not position the logo on an angle
3. Do not crop the logo






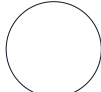
## Colour

Our colour palette reflects the minimal high value theme that is present across all of our brand assets.

Clarity White: For use on backgrounds and elements.

Efficient Black: For subtitles and block text.

White: Multiple uses

Colour	HEX	CMYK	RGB	Pantone
 Clarity White	F8DFD	C43 M0 Y1 K0	R248 G253 B253	Pantone P 75-1 U
 Efficient Black	243232	C79 M56 Y58 K66	R36 G50 B50	Pantone 433 CP
 White	#FFFFFF	C0 M0 Y0 K0	R255 G255 B255	-

# PIVALE

## Colour meanings

Black is associated with power, strength, authority, elegance, formality, and seriousness, rebellion, and sophistication. Black is required for all other colors to have depth and variation of hue.

Black is a formal, elegant, and prestigious color. Authoritative and powerful, the color black can evoke strong emotions.

White, an inherently positive color, is associated with purity, virginity, innocence, light, goodness, heaven, safety, brilliance, illumination, understanding, cleanliness, faith, beginnings, sterility, spirituality, possibility, humility, sincerity, protection, softness, and perfection.



Positive: Hygiene, sterility, clarity, purity, cleanness, simplicity, sophistication, efficiency.



Positive: Sophistication, security, emotional safety, efficiency, substance.

# Typography

# PIVALE

## Primary Typeface

Our primary typeface is Lexend Deca. This typeface is to be used in the following way:

Titles: Lexend Deca

Subtitles: Lexend Deca

Dates and captions: Roboto Regular

Body text: Roboto Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz

Lexend Deca

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz

Roboto Regular

# PIVALE

## Numbers & Characters

Illustrated on the right-hand side are some special characters and numbers for the selected fonts.

1234567890

1234567890

&+-%\*=@#?!.,”/{}[(

Lexend Deca

1234567890

1234567890

&+-%\*=@#?!.,”/{}[(

&+-%\*=@#?!.,”/{}[(

Roboto

PIVALE

## Tracking Titles

Titles should always be written in 'Title Case'. All titles must have the tracking stated on the illustration on the right.

Example

---

Size - 12pt

Example

---

Size - 18pt

Example

---

Size - 24pt

Example

---

Size - 30pt

Example

---

Size - 36pt

## Tracking Body

All body text should be written in 'sentence case' and adopt the same tracking as the right hand side example.

Size - 4pt

This is how the body text should be tracked.

---

Size - 5pt

This is how the body text should be tracked.

---

Size - 6pt

This is how the body text should be tracked.

---

Size - 7pt

This is how the body text should be tracked.

---

Size - 8pt

This is how the body text should be tracked.

---

Size - 9pt

This is how the body text should be tracked.

---

Size - 10pt

This is how the body text should be tracked.

---

Size - 12pt

This is how the body text should be tracked.

---

Size - 14pt

This is how the body text should be tracked.

---



## Suggested

The illustration to the right shows an example of how you can use the aforementioned typographic specifications to structure bodies of text

Lexend Deca  
regular

### Title

Roboto regular  
Point Size - 8pt

#### Sub-title

Ehento cones aut optame nonsedis etur si voloria quiderro quiaspicim eum fuga. Ut volupta tiorro volupta quas eum dolupta tistem. Nempor apistio repedis verum qui doluptati cum dollorio. Mus, seque mos ut ma coratempor mo enis venis excerumquias ea voluptatquae conecte mpellac ianitem re dolorep udignia niscim am exceped ulpa si adi ilitatae nonsequia volupit faci dolorrovid que liquist que verio to il es re dolupti omni ulla si ratem qui dis et modit etur, cum, cus sum erecearumqui apiciliat quistio. Ehent. Apelianda comniat empore sinveliam asperem quae nis corit

## Incorrect Usage

1. Do not use close leading. Leading should be at least 3pt above the font size.
2. Do not fully justify text.
3. Do not use larger or smaller tracking. This is specified on pages 20 and 21.



Accab isim rempore voles accum senis  
esti tet untotatur, aut destincius diam  
iunderrum, culparum hiciae pora volorem  
velesequam estotatet, tem aut aliquae  
repudam, simi, simi, illam quo bercid entiam  
volendeles rerfers pictaestis cus.

Cum, sit andanditem. Ferum que nistias  
pedis corum doluptatur?

Ugitemp erspis as ex et doluptaero  
blaceped ulloriati sequibus apedis di  
omniam aut volectem re sum quide illitatqui



Berum et aut essequi con reius.  
Ibus doluptatur? Laccae. Pore presti  
deribus ad earume nonsenis aspernam,  
sequis consent exercid que nobit excea  
sitas quis que volut laut in nus eosant  
aut aut excepuandam quis nem a nust  
excerem voluptatquo ipsapedit acius, susda  
natqui rerum eveliqui temporem volest,  
quibusd aeperibus magnis inctus, volupient



Odignimus eosti occum, net  
fugiantias eum quid quia  
volore pliquas enda nobitat  
que coribusape velic te expla  
dolorib ustions equiscitas id  
que maion renihillent.

Unt optatem porrumqui sitium  
incim dolorum lacestiam  
voluptat.Catis evelestis sime se

PIVALE