LOGO

The cornerstone of Pikasiirto's visual identity is the logo. Never redraw or alter the logo, including the placement and size relationship of its letter or symbol.

PIKASIIRTO

USE RESTRICTIONS

MINIMUM CLEAR SPACE
Never place any graphic or Typographic element closer to The brand mark than the minimum clear space indicated here.

MINIMUM SIZE
The size of logo should be determined by the available space, aesthetics, function and visibility. However, the logo should never be reduced to a size that compromises its integrity and makes it indistinguishable.

PIKASIIRTO

S
x= the "S" height of the Pikasiirto logo

PIKASIIRTO

1.3 inch/125px

COLOR PALETTE

The signature color palette of Pikasiirto creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction.
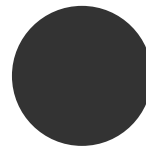
The logo should be placed on light backgrounds only. White and light gray are preferred for background color.
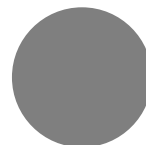
PMS: 7716C/7717U
CMYK: 69, 2, 0, 42
HEX: #2e9295

PMS: Coated and uncoated 3248
CMYK: 47, 0, 10, 22
HEX: #69c6b3

PMS: Solid Coated and Uncoated Black
CMYK: 0, 0, 0, 80
HEX: #323232

PMS: Solid Coated Cool Gray 925U
CMYK: 0, 0, 0, 50
HEX: #7f7f7f

TYPOGRAPHY

Pikasiirto typography is chosen around clarity and uniformity. Alleyn is the primary typeface on the brand.

Alleyn

AaBb

Alleyn Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!$¢*#

Alleyn Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!$¢*#

LOGO RULES

PLEASE DO NOT:

1. Tilt or rotate the logo and display it on an angle
2. use the icon as a bullet
3. use the icon as a part of a repeating pattern
4. incorporate the logo into text
5. place the logo on colors that are close in hue to the logo colors
6. alter the logotype
7. change the color of any component
8. change the proportional relationships between any of the components
9. change the spacial relationships between any components
10. crop the logotype
11. surround the logo with a border, add shadows, effects or strokes
12. change the logotype font