

Pikmykid

The logo for 'Pikmykid' is displayed in a white, cursive script font against a solid blue background. The word 'Pikmykid' is written in a fluid, handwritten style. A thick, white, slightly wavy horizontal line is positioned below the text, starting from the left and extending to the right, with the final letter 'd' of 'Pikmykid' overlapping the line.



Purpose of This Guide

This guide illustrates how the Pikmykid visual identity is meant to be portrayed. Following these guidelines will assure we maintain consistency everywhere our brand is experienced.

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Brand Identity



Brand Ethos

Our Mission

Building a passionate, egoless team is a responsibility we take seriously. Our mission is to ensure the safety of kids and drive a positive change in their communities by empowering schools with affordable technology. We know achieving this requires dedication and adaptability. And we're ready and committed to see it come to life.

Our Mission:

**Pikmykid is all about
school safety reimaged.**



Brand Identity

Our Journey

When we launched Pikmykid in 2014, we saw first-hand that schools were struggling with their school safety and dismissal processes so much that long car lines, frustrated parents, and communication gaps were just part of the normal school day.

Not only were staff wasting valuable time on outdated processes, but there was an even greater issue going unaddressed. Chaotic daily and emergency operations were leading to major safety vulnerabilities for students during and after school.

That's when we looked into the current solutions. We discovered only expensive hardware not every school could afford or faulty technological workarounds that didn't address the core issues. Worst of all, none of the options involved parents directly, which we found is the key element to ongoing student safety.

We knew there had to be a better way for schools to streamline their daily operations and ensure the safety of their students.

Enter The Pikmykid Platform.





Brand Identity

Our Founders

Our belief that students deserve safety at school no matter their zip code started from the very beginning at Pikmykid.

Our founder and CEO, Pat Bhava, was just another parent picking his daughter up from school the day he realized just how vulnerable kids can be.

After waiting in 40 minutes of car line traffic, he pulled away from the school frustrated as he glanced in the rear view mirror shocked to see a teacher had put an unknown boy in the back seat of his car.

Where was his daughter? How did the school so easily make this mistake? There had to be a solution. He and his wife, Chitra Kanagaraj, decided to build one.

Brand Identity

Our Vision

Pikmykid is school safety reimagined.

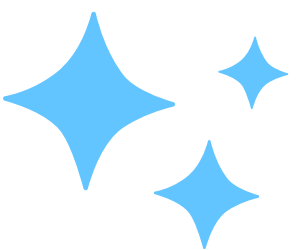
We developed our platform to work with the technology parents and staff already have in their pockets and classrooms so every school can deliver a stellar experience in safety and efficiency.

Many schools struggle with stressful safety and dismissal processes that cause confusion and leave students vulnerable.



We empower schools to transform their daily and emergency operations with an easy-to-use platform.

That way, everyone has peace of mind that students are safe throughout the entire school day and can focus on what really matters – learning.





IDENTITY GUIDELINES

Brand Identity

Our Promise

We are dedicated to seeing schools transform their safety and work diligently to innovate and provide the highest quality products for our customers.

We're committed to walking alongside our customers every step of the way as they customize the experience to their specific realities and get everyone on board.

That way parents and staff can truly enjoy a transformed experience in school safety and dismissal, and ultimately, the learning experience.

Brand Identity

Leadership Principles

Principle #1

Keep a strong sense of purpose

We are all here to make a difference. That purpose drives us each day to make schools safer and in turn to create a better workplace for all of us. We work towards bettering ourselves while building a great team. Embodying these values is how we accomplish our mission. Our purpose is what ultimately binds us together.

Principle #2

Create a culture of trust and respect

Taking risks is vulnerable and necessary to innovate. We all do our part to build a culture of trust and respect to make that possible. We ask for help and admit mistakes to bring resolution quickly. We keep our ego in check when conflicts arise and remain tolerant and respectful towards one another. We choose to believe the best and rely on our common purpose.

Principle #3

Be the guide to our customers

Our customers are the hero of the story and we are the guide who gives them a plan to solve their problem. We always put our customers first no matter our role and seek continuous feedback. This is how we bring them value and help them succeed.

Principle #4

Embrace diversity and inclusion

We believe that having a variety of opinions is integral to a strong decision making process. Diversity within our team makes us more innovative and our solution more resilient. We make it a point to value our differences and embrace inclusivity.

Brand Identity

Leadership Principles

Principle #5

Focus on measuring results

The only way we succeed is by ensuring that the schools we serve succeed. Instead of measuring the amount of work we do, we measure our results so we can identify areas to improve on and places where we are excelling. Even though we are always refining our process, we celebrate progress along the way.

Principle #6

Raise the bar for quality

We want to create a brand that our customers love! We dive into the details to produce a better solution for our schools. Obsessing over the small parts makes the user experience exponentially better. We may not always get things perfect, but we stay committed to improving consistently in every area.

Principle #7

Seek feedback to move us forward

We seek feedback to get to the best outcomes and to move us forward. We believe challenging each other moves our company towards better decisions and achieving more together. We value hearing a variety of insight, but when a decision has been made, the team commits to support it fully. We can disagree and commit.

Brand Identity

Brand Personality

Pikmykid is the inspiring friend who helps you transform your life. Everything we do and communicate comes from a place of sincerity.

We believe in our mission and are compelled to help our customers transform their experience.

To do that, we create real connections by acknowledging our customer's pain points. We share the “normal” parts of our lives with them as well as the latest trends. We even help define new ones.

We make customers feel...

understood, included, taken care of, and empowered.

We want customers to say...

"I want to experience that." & "I'm on the cutting edge."



Brand Identity

Brand Voice & Tone

Our Voice Sounds:

Friendly
Genuine
Playful

Optimistic
Practical
Dedicated

When writing for Pikmykid...

- ✓ We use humor to inspire, not to be snarky.
- ✓ We prioritize listening rather than knowing it all.
- ✓ We refer to students, kids & staff, not children & faculty.
- ✓ We offer expertise with confidence and respect.
- ✓ We engage in current conversations around safety without taking political sides.
- ✓ We refer to insights and reporting rather than data and tracking.





IDENTITY GUIDELINES

Brand Identity

About Pikmykid

Pikmykid is the school safety and dismissal platform that empowers schools to transform their daily and emergency operations.

Over a million people have benefited from using the Pikmykid platform to pick up their kids, communicate with schools, and feel confident their kids are safe, even during an emergency.

Schools in all 50 states and several countries have adopted the platform and experienced...

- + Daily & emergency operations that are quick & stress-free.
- + Built in safety measures that give everyone peace of mind.
- + Communication in real time between parents & schools.
- + Being equipped with safety & dismissal insights to prevent mishaps.

Contact Our Marketing Team
marketing@pikmykid.com

Brand Visual Guidelines



Pikmykid

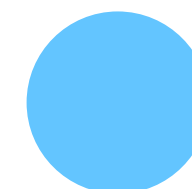
Logo & Brandmark





Logo

This is the primary Pikmykid logo and is used for all purposes of displaying the company's brand. It is only used in Bright Blue or full White.



BRIGHT BLUE

HEX: 63C5FF

RGB: 99 197 255

CMYK: 0.61 0.23 0.00 0.00

Logo Misuse

The logo needs to remain consistent. Its composition, colors, and orientation must be consistent with the instructions in this guide. Under no circumstances should it be altered in any way.

Do not use old versions



Do not rotate the logo



Do not change the typeface or recreate the logo



Do not distort the logo



Do not change the logo color outside of the approved white and bright blue



Do not use the logo in a sentence

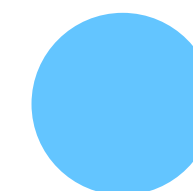
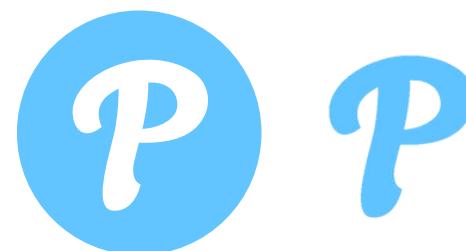


Icon

This is the Pikmykid favicon and icon to be used when representing the brand at small sizes. It can also be used as an icon or graphic element. It is only to be used with the circle in Bright Blue and P in white when used as the favicon.

The P may be used as an icon or graphic element, but not to be used more than the wordmark.

FAVICON



BRIGHT BLUE

HEX: 63C5FF

RGB: 99 197 255

CMYK: 0.61 0.23 0.00 0.00



Usage Guidelines

Clear Space

The distribution of space around the logo is meant to be double on the vertical sides and half on the horizontal sides of the wordmark.

Sizing

We want the logo to be legible at all times. The minimum size is 1 inch in print and 96px on screen.

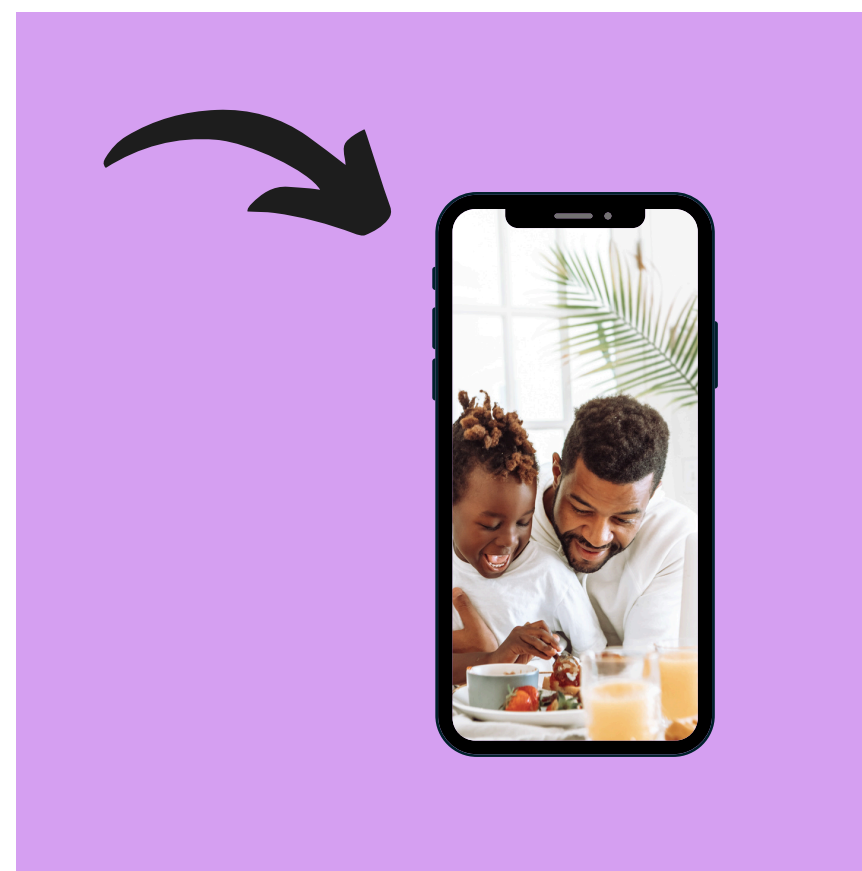


IN PRINT: 1 INCH
ON SCREEN: 96PX

Graphic Elements

The P, sparkles, bullseye, and arrow are all a part of our common graphic elements. The P is meant to be used in the primary color palette colors. The arrow is to be used primarily in black or navy. The sparkles may be used in any color from our palette. The bullseye is primarily to be used in the neutral gray.

Elements in the secondary color palette may only appear on white, gray, navy or black backgrounds.



Graphic Elements Misuse

Elements in the secondary color palette may only appear on white, gray, navy or black backgrounds.



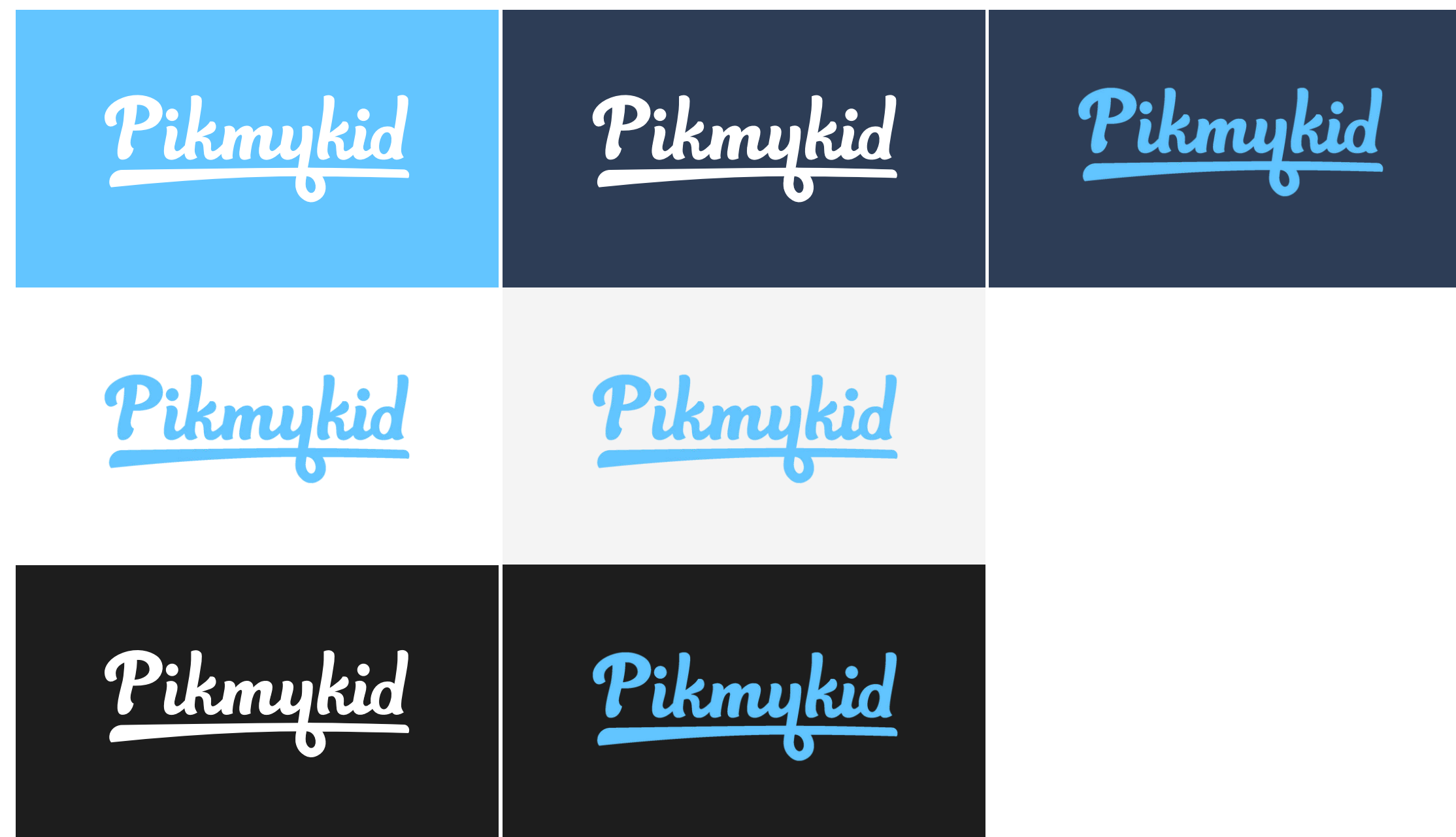


Logo on Color

The primary Pikmykid logo is always in either Bright Blue or White. The background color is used to determine which of the two logos may be used.

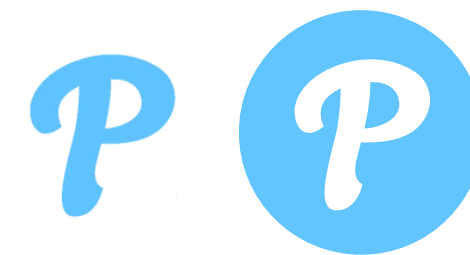
When the logo is on a Bright Blue, it must be set in White. When it's on Navy, it may appear in White or Bright Blue. When appearing on White or Gray, it must be set in Bright Blue. When the logo is on Black, it may appear in White or Bright Blue.

When using the logo on any of the secondary colors, it must always appear in White.



Icon on Color

The favicon is always in White with a Bright Blue circle. The P icon may be either Bright Blue or White prioritizing visibility depending on the background.



Pikmykid

Typography





Type Stack

We use the sans serif typeface
Raleway for headings and
Montserrat for body copy.

We mainly use Raleway Black for
larger headlines and Raleway Bold
for subheads. Montserrat Regular
is used for all body copy.

When neither Raleway or
Montserrat are available, we use
Verdana.

Raleway

Bold	The quick brown fox
Black	The quick brown fox

Montserrat

Regular	The quick brown fox
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Verdana

Regular	The quick brown fox
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Type Scale

Headlines should be set in Raleway Black. The case is sentence or title. **Subheads** are in Raleway Bold, in sentence or title case.

Body copy is set in Montserrat Regular.

All caps copy headers are mainly used for headers and buttons.

Our company name must always appear in the same caps as the logo with an upper case P and lower case text following.

VISUAL GUIDELINES

TYPOGRAPHY

TYPE STACKS

Headline

This is an example of text that would go below this typeface.

Subhead

This is an example of text that would go below this typeface.

Header

This is an example of text that would go below this typeface.

Body Copy

EXAMPLES

School Safety Reimagined

We empower schools to transform their daily and emergency operations with an easy-to-use platform.

School Safety Reimagined

How We Help

We empower schools to transform their daily and emergency operations with an easy-to-use platform.



Pikmykid



PikMyKid

Pikmykid

Colors



Brand Colors

Color Palette

Our palette is broken down into primary, secondary and tertiary palettes with specific use cases for each palette.

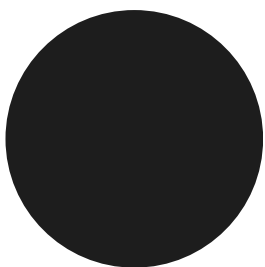
Our primary color palette gains the most coverage throughout our designs. Our secondary color palette contains colors used sparingly or for specific purposes, such as for minimal graphic elements. Our tertiary palette is used mostly within the framework of app, platform and website design – used minimally as buttons, highlights or backgrounds.

VISUAL GUIDELINES

BRAND COLORS

Primary Color Palette

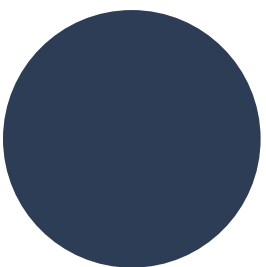
Our palette is friendly, clean and positive. It's used to represent ourselves cohesively across all parts of the brand.



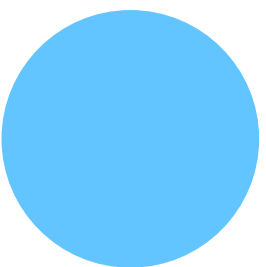
Black
Hex #000000



White
Hex #ffffff



Navy
Hex #2d3d56



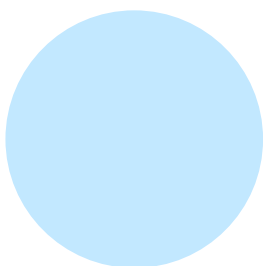
Bright Blue
Hex #63c5ff

Secondary Color Palette

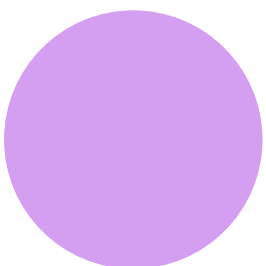
Secondary colors are meant to be used sparingly as an accent or call to action. Gray and light blue can typically be found as backgrounds.



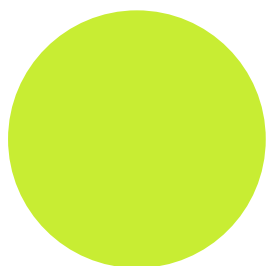
Gray
Hex #f4f4f4



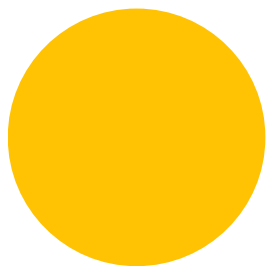
Light Blue
Hex #c2e8ff



Perfume Purple
Hex #d59ff1



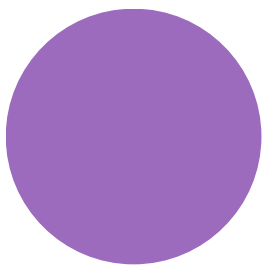
Pear Green
Hex #c8ed33



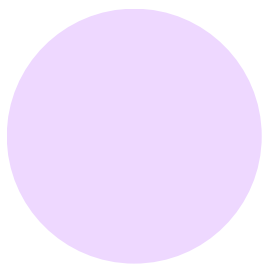
Tangerine Orange
Hex #ffc303

Tertiary Color Palette

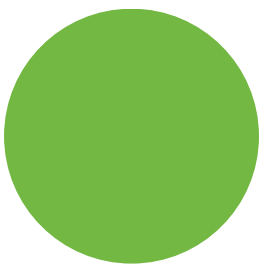
Tertiary colors include higher and lower saturation versions of our secondary colors. These colors are used minimally as highlights, or backgrounds.



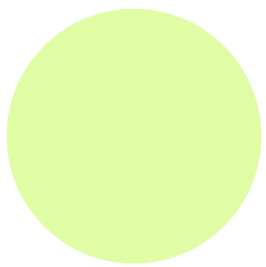
Dark Purple
Hex #9c6bbd



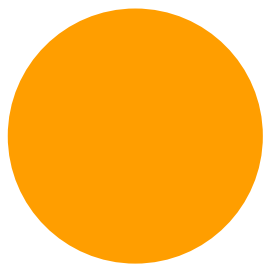
Light Purple
Hex #eed8ff



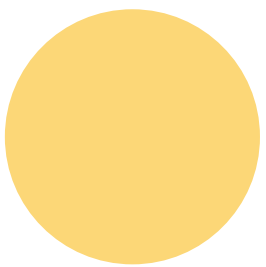
Dark Green
Hex #73b843



Light Green
Hex #e0fda6



Dark Orange
Hex #ff9e00



Light Orange
Hex #fcd777



Color Codes

What They Are

There are different uses for colors within design. Each use has a different formula or code, which is outlined for you below.

Color Code Uses

HEX

This code is used mostly for website design and coding.

RGB

This is the ideal color code to use for screens. Use RGB when designing elements or images to be added to a website, or for materials that will be viewed on screens rather than printed.

CMYK

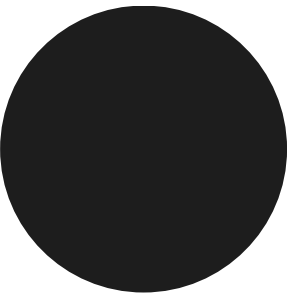
This is used for print jobs where PMS matching isn't necessary or available.

PMS | Pantone Matching System

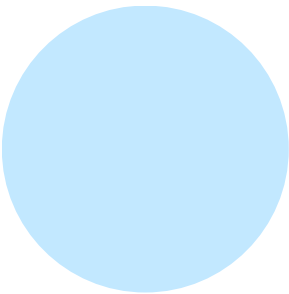
Used for print items only. This color code is used to match Pantone swatch colors.

VISUAL GUIDELINES

BRAND COLORS



Black
Hex #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
Pantone Match
PMS #Black C



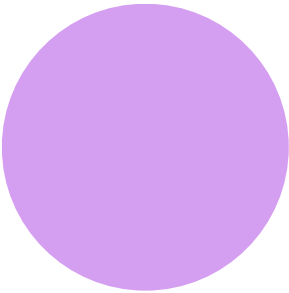
Light Blue
Hex #c2e8ff
RGB 194, 232, 255
CMYK 24, 9, 0, 0
Pantone Match
PMS #290C



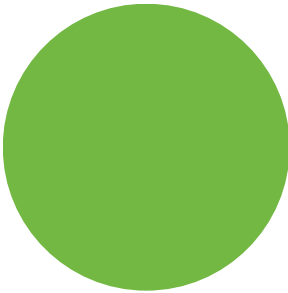
Light Purple
Hex #eed8ff
RGB 238, 216, 255
CMYK 7, 15, 0, 0
Pantone Match
PMS #263C



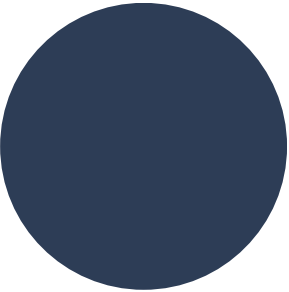
White
Hex #ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0
Pantone Match
PMS #11-0601 TPG



Perfume Purple
Hex #d59ff1
RGB 213, 159, 241
CMYK 12, 34, 0, 5
Pantone Match
PMS #2572C



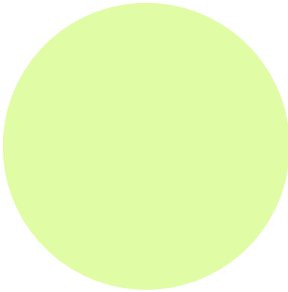
Dark Green
Hex #73b843
RGB 115, 184, 67
CMYK 38, 0, 64, 28
Pantone Match
PMS #360C



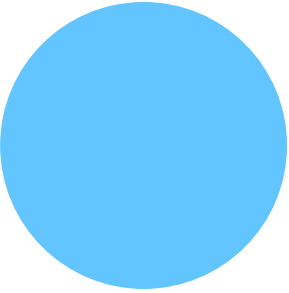
Navy
Hex #2d3d56
RGB 45, 61, 86
CMYK 48, 29, 0, 66
Pantone Match
PMS #533C



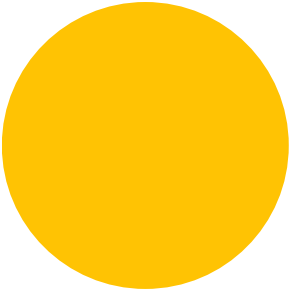
Pear Green
Hex #c8ed33
RGB 200, 237, 51
CMYK 16, 0, 78, 7
Pantone Match
PMS #389C



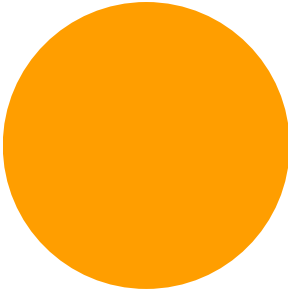
Light Green
Hex #e0fda6
RGB 224, 253, 166
CMYK 14, 0, 45, 0
Pantone Match
PMS #372C



Bright Blue
Hex #63c5ff
RGB 99, 197, 255
CMYK 61, 23, 0, 0
Pantone Match
PMS #2915C



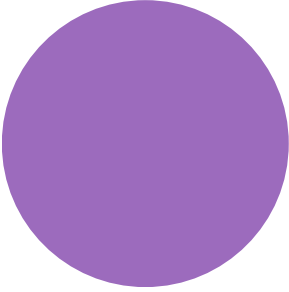
Tangerine Orange
Hex #ffc303
RGB 255, 195, 3
CMYK 0, 24, 99, 0
Pantone Match
PMS #7548C



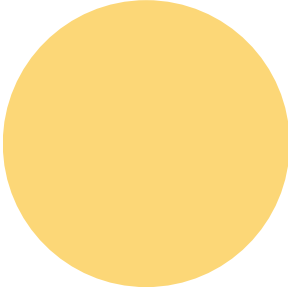
Dark Orange
Hex #ff9e00
RGB 255, 158, 0
CMYK 0, 38, 100, 0
Pantone Match
PMS #137C



Gray
Hex #f4f4f4
RGB 244, 244, 244
CMYK 0, 0, 0, 4
Pantone Match
PMS #7541C



Dark Purple
Hex #9c6bbd
RGB 156, 107, 189
CMYK 17, 43, 0, 26
Pantone Match
PMS #7441C



Light Orange
Hex #fcd777
RGB 252, 215, 119
CMYK 0, 15, 53, 1
Pantone Match
PMS #1215C

Brand Colors

Our primary color palette gains the most coverage throughout our designs. Our secondary color palette contains colors used sparingly or for specific purposes, such as for minimal graphic elements.



- Bright Blue
- White
- Navy
- Black
- Gray
- Perfume Purple
- Tangerine Orange
- Pear Green



Primary Use

Our type may be set in Black when appearing on White, Gray, Bright or Light Blue.

Navy text can be used on White, Gray, Light or Bright Blue.

White text may be used when appearing on Navy or Black. Additionally White text can be used as a header or sub-header when placed on a Bright Blue background.

Bright Blue text can be used as a header or sub-header when placed on a Navy or Black background.

VISUAL GUIDELINES

BRAND COLORS

<div>School Safety Reimagined</div> <div>We empower schools to transform their daily and emergency operations with an easy-to-use platform.</div>	<div>School Safety Reimagined</div> <div>We empower schools to transform their daily and emergency operations with an easy-to-use platform.</div>	<div>School Safety Reimagined</div> <div>We empower schools to transform their daily and emergency operations with an easy-to-use platform.</div>	<div>School Safety Reimagined</div> <div>We empower schools to transform their daily and emergency operations with an easy-to-use platform.</div>
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Secondary & Tertiary Use

Secondary Color Palette
Tangerine Orange, Perfume Purple and Pear Green colors may be used as headers only when placed on Navy or Black backgrounds. Gray & Light Blue colors should not be applied to text.

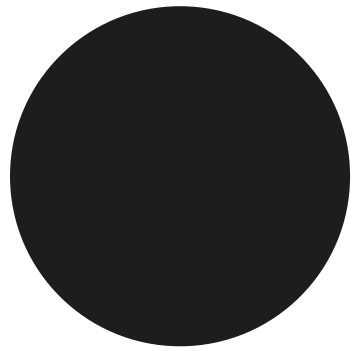
Secondary colors should not be used as sub-header or body text.

Tertiary Color Palette
Tertiary colors should not be used as header, sub-header or body text.

White text should be used on Dark Orange, Dark Purple and Dark Green backgrounds.

Black text should be used on Light Orange, Light Purple and Light Green backgrounds.

<div>School Safety Reimagined</div> <div>We empower schools to transform their daily and emergency operations with an easy-to-use platform.</div>	<div>School Safety Reimagined</div> <div>We empower schools to transform their daily and emergency operations with an easy-to-use platform.</div>	<div>School Safety Reimagined</div> <div>We empower schools to transform their daily and emergency operations with an easy-to-use platform.</div>	<div>School Safety Reimagined</div> <div>We empower schools to transform their daily and emergency operations with an easy-to-use platform.</div>
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Black

Hex #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

Pantone Match

PMS #Black C
Hex #000000
RGB 0, 0, 0



Gray

Hex #f4f4f4
RGB 244, 244, 244
CMYK 0, 0, 0, 4

Pantone Match

PMS #7541C
Hex #d9e1e2
RGB 217, 225, 226

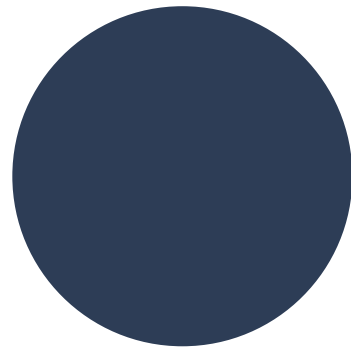


White

Hex #ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Pantone Match

PMS #11-0601 TPG
Hex #ffffff
RGB 255, 255, 255

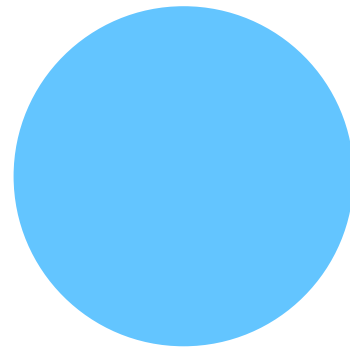


Navy

Hex #2d3d56
RGB 45, 61, 86
CMYK 48, 29, 0, 66

Pantone Match

PMS #533C
Hex #1f2a44
RGB 31, 42, 68

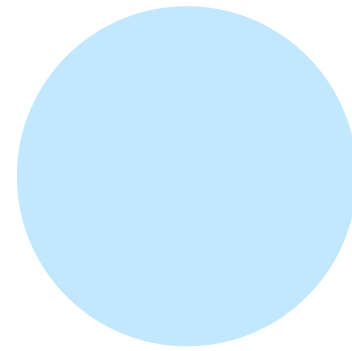


Bright Blue

Hex #63c5ff
RGB 99, 197, 255
CMYK 61, 23, 0, 0

Pantone Match

PMS #2915C
Hex #62b5e5
RGB 98, 181, 229

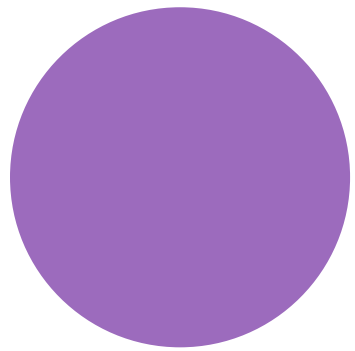


Light Blue

Hex #c2e8ff
RGB 194, 232, 255
CMYK 24, 9, 0, 0

Pantone Match

PMS #290C
Hex #b9d9eb
RGB 185, 217, 235

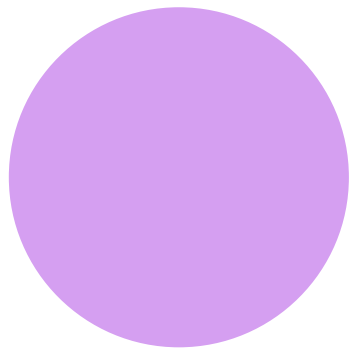


Dark Purple

Hex #9c6bbd
RGB 156, 107, 189
CMYK 17, 43, 0, 26

Pantone Match

PMS #7441C
Hex #9f5cc0
RGB 215, 198, 230

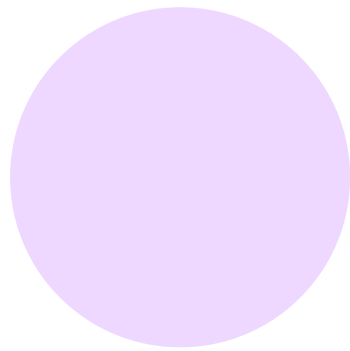


Perfume Purple

Hex #d59ff1
RGB 213, 159, 241
CMYK 12, 34, 0, 5

Pantone Match

PMS #2572C
Hex #c98bdb
RGB 201, 139, 219

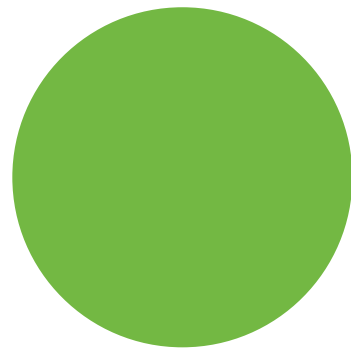


Light Purple

Hex #eed8ff
RGB 238, 216, 255
CMYK 7, 15, 0, 0

Pantone Match

PMS #263C
Hex #d7c6e6
RGB 215, 198, 230

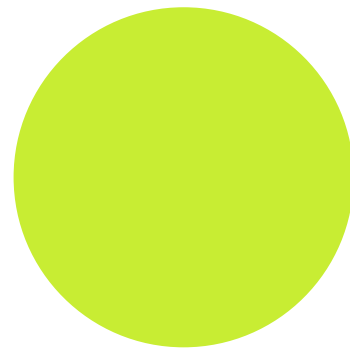


Dark Green

Hex #73b843
RGB 115, 184, 67
CMYK 38, 0, 64, 28

Pantone Match

PMS #360C
Hex #6cc24c
RGB 108, 194, 74

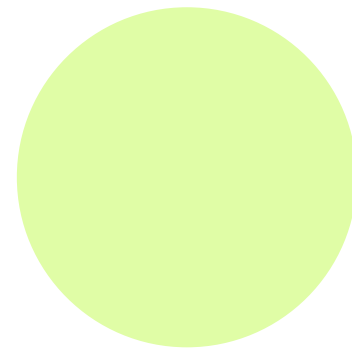


Pear Green

Hex #c8ed33
RGB 200, 237, 51
CMYK 16, 0, 78, 7

Pantone Match

PMS #389C
Hex #d0df00
RGB 208, 223, 0

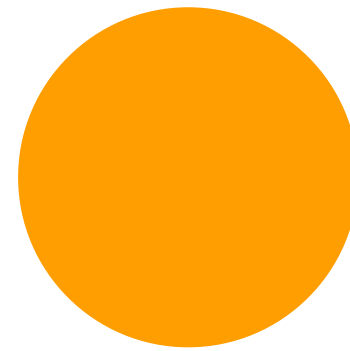


Light Green

Hex #e0fda6
RGB 224, 253, 166
CMYK 14, 0, 45, 0

Pantone Match

PMS #372C
Hex #
RGB

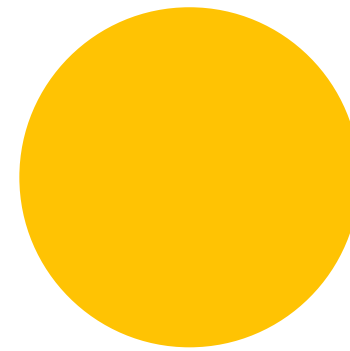


Dark Orange

Hex #ff9e00
RGB 255, 158, 0
CMYK 0, 38, 100, 0

Pantone Match

PMS #137C
Hex #ffa300
RGB 255, 163, 0

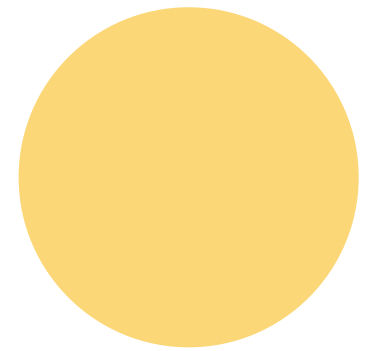


Tangerine Orange

Hex #ffc303
RGB 255, 195, 3
CMYK 0, 24, 99, 0

Pantone Match

PMS #7548C
Hex #ffc600
RGB 255, 198, 0



Light Orange

Hex #fcd777
RGB 252, 215, 119
CMYK 0, 15, 53, 1

Pantone Match

PMS #1215C
Hex #fbd872
RGB 251, 216, 114

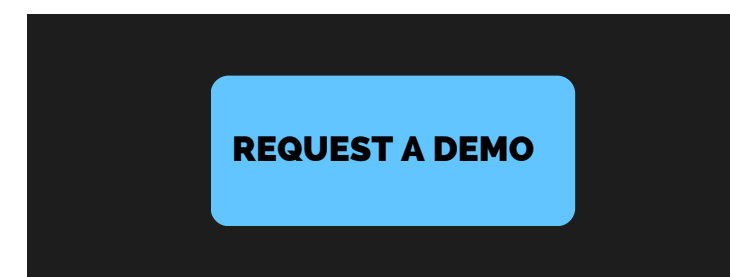
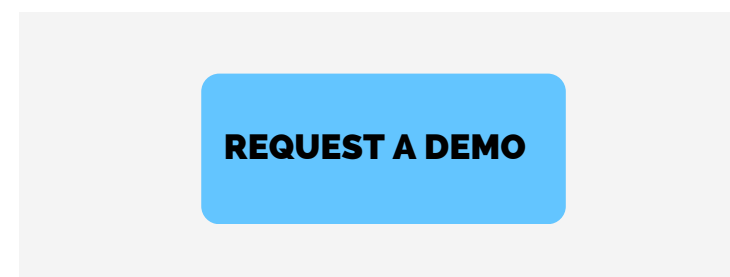
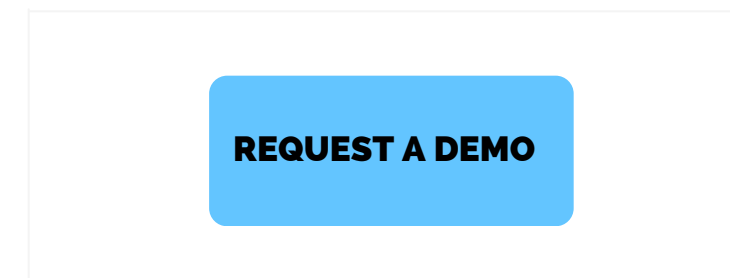
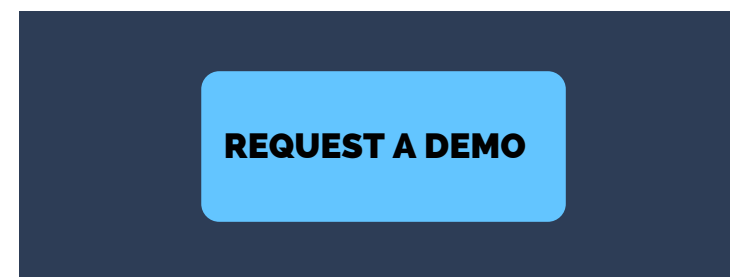
Buttons

Solid Bright Blue buttons are our primary CTAs. Use these when creating an interaction with the company. Our secondary colors are used everywhere else across the website appearing in Perfume Purple, Tangerine Yellow, and Pear Green.

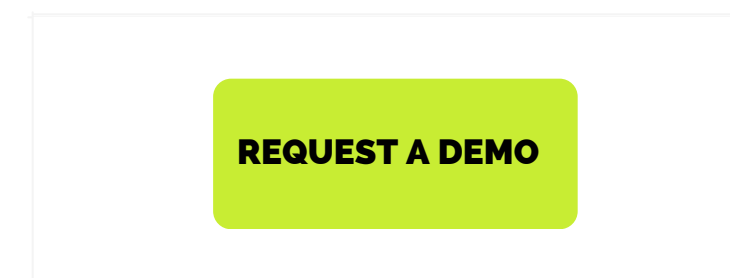
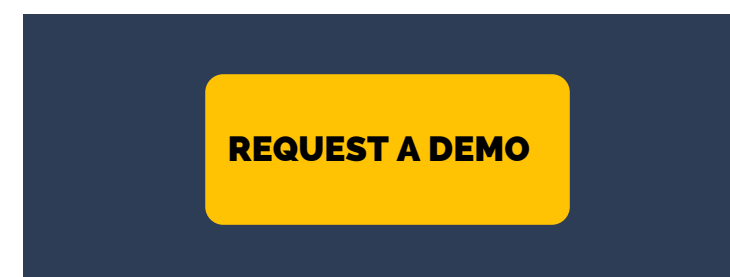
Buttons are meant to be in a rounded rectangular shape when possible. An oval is the second alternative.

Secondary color buttons may not be used on an secondary color background or Bright Blue.

PRIMARY BUTTON COLOR



SECONDARY BUTTON COLORS



Pikmykid

Photography



Photography

Our photography is highly people focused, specifically showing happy people. They are either looking at the camera or happily in the process of what they are doing. Photos may show either groups of people working together or individuals as well as a diverse representation of students, families, and staff.

All photography is to match our brand personality elements of sincerity, friendly, optimistic, playful, and dedicated.

We mainly focus on photos of parents, teachers, school administrators, and students. Students can be elementary through high school age and are mainly featured alongside adults. Most photos need to portray a positive experience.





Logo on Photography

The Pikmykid logo should be used in White when appearing on darker photos and Bright Blue when used on lighter images. The logo may be positioned horizontally only.

Make sure not to place the logo in a place that obstructs the main subject of the image.

VISUAL GUIDELINES

PHOTOGRAPHY





Contact Info

We have several ways you can reach Pikmykid. Please feel free to get in touch, especially if you have any questions regarding the usage of this guide.

Contact

Marketing Team

marketing@pikmykid.com

Sales Team

dee@pikmykid.com

PR Team

marketing@pikmykid.com

Address

5005 W Laurel St
Ste 204
TAMPA, FL 33607-3836
United States



BRAND VISUAL GUIDELINES

Version 02

2023

Pikmykid

Old Assets >>



Brand Colors

Primary Color Palette

Our palette is friendly, clean, and positive. It's used to represent ourselves cohesively across all parts of the brand. The Pikmykid primary colors are Bright Blue, White, Navy, and Black.

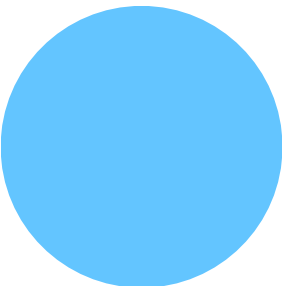
Secondary Color Palette

Gray, Perfume Purple, Tangerine Orange, and Pear Green are our secondary colors. Tangerine Orange and Pear Green are meant to be used sparingly as an accent or call to action, and gray will typically be found on backgrounds.

VISUAL GUIDELINES

BRAND COLORS

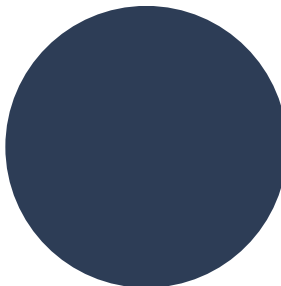
PRIMARY COLOR PALETTE



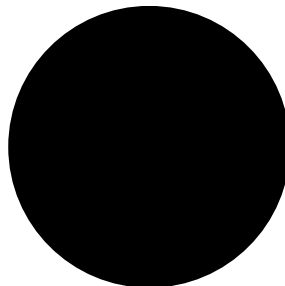
Bright Blue
HEX: 63C5FF
RGB: 99 197 255
CMYK: 0.61 0.23 0.00 0.00



White
HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0.00, 0.00, 0.00, 0.00



Navy
HEX: 2D3D56
RGB: 45, 61, 86
CMYK: 0.48, 0.29, 0.00, 0.66

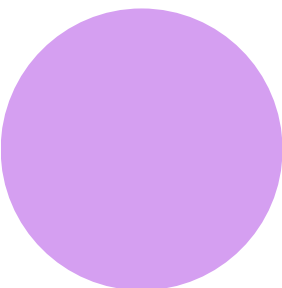


Black
HEX: 000000
RGB: 0, 0, 0
CMYK: 0.00, 0.00, 0.00, 1.00

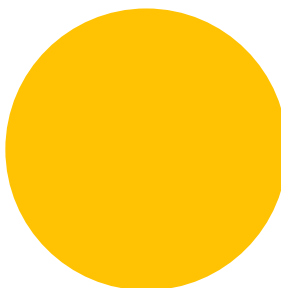
SECONDARY COLOR PALETTE



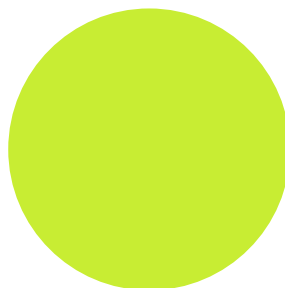
Gray
HEX: #F4F4F4
RGB: 244, 244, 244
CMYK: 0.00, 0.00, 0.00, 0.04



Perfume Purple
HEX: #D59FF1
RGB: 213, 159, 241
CMYK: 0.12, 0.34, 0.00, 0.05



Tangerine Orange
HEX: #FFC303
RGB: 255, 195, 3
CMYK: 0.00, 0.24, 0.99, 0.00



Pear Green
HEX: #C8ED33
RGB: 200, 237, 51
CMYK: 0.16, 0.00, 0.78, 0.07



Usage

For our type, it may be set in Black when appearing on White or Gray, and in White when appearing on Navy or Black. Type can be displayed in White, Black, or Navy when appearing on Bright Blue.

It may be displayed in White on Bright Blue only when used as a header or sub-header.

Our type may appear in black on a background of any secondary color. Type cannot be displayed in any of our secondary colors.

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Additional Usage

When our type is used as a header or sub-head, it may also be set in Tangerine Yellow when appearing on Navy and in Bright Blue when appearing on Navy, Black, White, or Gray.

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