



# Brand Guidelines

**01.**

Logo

**02.**

Fonts

**03.**

Colours

**04.**

Iconography

**05.**

Social Media

**06.**

Character

01.

# About the Logo



## **LOGO USAGE**

---

The logo is composed of the brand name inside 2 slanted boxes. This horizontal logo should be considered as the main logo format. Alteration of this logo is not allowed and should be taken from the main source files.



## **SMALL SCALE**

---

For small scale usage, the main logo should not scale down below 50px.

Please use the monogram example if logo is smaller than 50px.



## MONOGRAM

---

A shorter version of the main logo was designed to use in restricted spaces such as the app icon. The monogram logo consists of the letters P and the S from PickStreet. The monogram is used when logo is smaller than 50px.



## CLEAR SPACE

---

Breathing space for our logo is necessary. Use the same size of the letter P as a guide to measure the amount of space between the margins and our main logo as shown in this example.

The logo consists of the words "PICK" and "STREET" in a bold, italicized, sans-serif font, separated by a vertical bar. The text is white with a black outline, set against a solid black background.The logo is centered on a solid yellow background. The text "PICK" and "STREET" is white with a black outline, maintaining the bold, italicized, sans-serif font style.The logo is centered on a background with a vertical gradient from light green at the top to a darker green at the bottom. The text "PICK" and "STREET" is white with a black outline, in the same bold, italicized, sans-serif font.The logo is centered on a background with a vertical gradient from light grey at the top to a slightly darker grey at the bottom. The text "PICK" and "STREET" is white with a black outline, in the same bold, italicized, sans-serif font.

## **BACKGROUND USAGE**

---

Only the dark grey version should be used in solid light coloured or gradient backgrounds. The logo in green is mainly for dark backgrounds.



**PICK / STREET**

02.

# About the fonts

# How we turned \$500 to **\$14,000** within six months using our AI strategy

Subscribe now and win with us.

**0 1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

## OUR LOGOMARK & PRIMARY FONT

---

Termina typeface is our main font for both our logo and as our primary font.

Termina is bold, sporty and very energetic. Please apply either black or bold for headers and CTAs and regular or medium for body text.

**How we turned \$500 to  
\$14,000 within six months  
using our AI strategy.**

Subscribe now and win with us.

**0 1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

## **SECONDARY FONT**

---

Alexandria typeface is our secondary font. This font is also highly recommended as a web font. Please use black or bold for headers and CTAs and medium for body text.

03.

# About the colours

### **Shadow Matrix Grey**

HEX: #1A1A1A

RGB: 26, 26, 26

CMYK: 73%, 67%, 65%, 78%

Pantone: Black 3 C / 3 U

### **Neural Neon**

HEX: #CDFF05

RGB: 205, 255, 5

CMYK: 25%, 0%, 100%,0%

Pantone: 2297 C / 388 U

### **Off White**

HEX: #FOF2FO

RGB: 240, 242, 240

CMYK: 4%, 2%, 4%,0%

Pantone: 7541 C/U

## **OUR COLOURS**

---

Please use these colour codes to represent our brand. Neon on grey is our preferred placement. In special cases, grey type on neon can be used to highlight bold information. Do not use this format for heavy text information.

### **Neural Neon**

HEX: #CDFF05

RGB: 205, 255, 5

CMYK: 25%, 0%, 100%,0%

Pantone: 2297 C / 388 U

### **Aqua Green**

HEX: #79F79F

RGB: 121, 247, 159

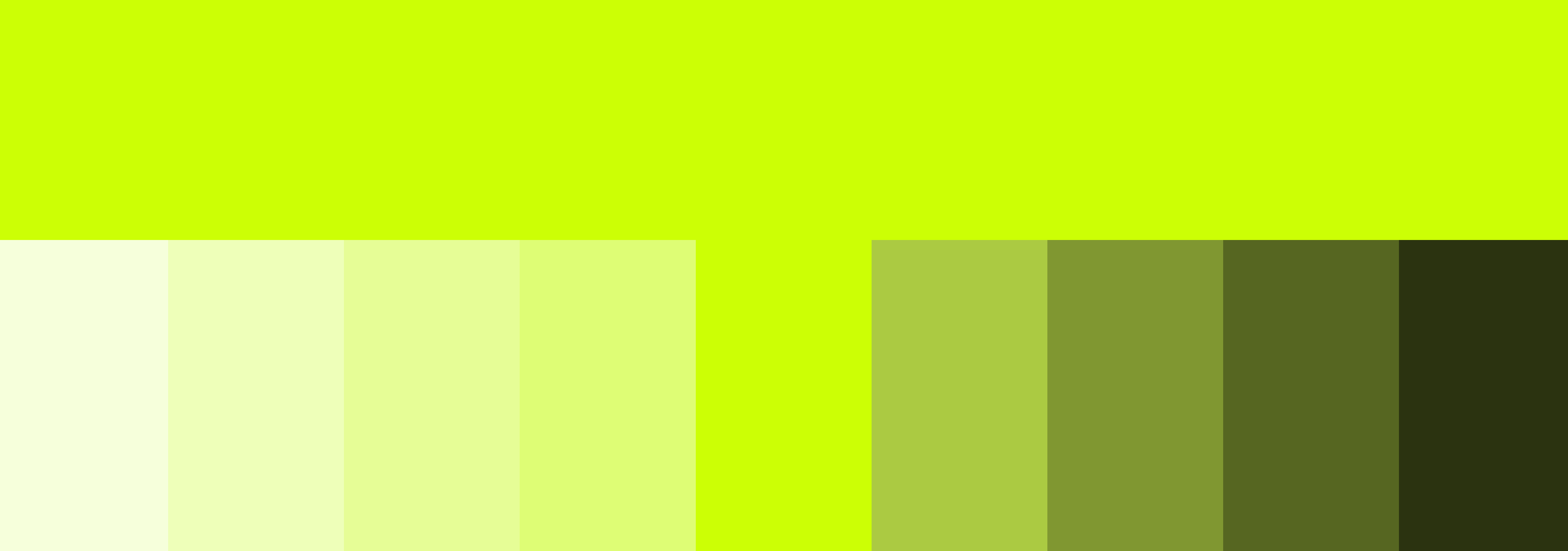
CMYK: 44.95%, 0%, 56.18%, 0%

Pantone: 3245 C / U

## **THE GRADIENT**

---

The gradient consists of our Neural Neon and Aqua Green. Please do not add more than these 2 colours in the gradient. Gradient usage should be minimal and not over-used. Gradient angle placement should be from top left to bottom right.



**SHADES FOR UI**

---