

# INTO THE PURPLE PIXEL

Comprehensive Brand Book Guide

# Pixelated perfection

The basis of our logo design is a pixelated pie divided into nine equal parts, or "pixels." By moving these pixels in space, we have derived our unique "P" symbol.







SHAPING THE FUTURE OF  
TECH AND FINANCE

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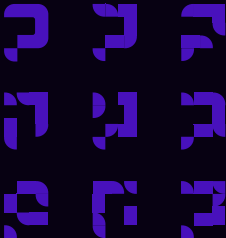
07 See our brand in action

# Brand story

We make global compliance straightforward and strategic. Our expertise with international companies has translated into a platform where regulatory processes, digital financial services, and integrity systems align effortlessly.

Designed to streamline your processes, our solutions make compliance a natural part of your operational excellence.

PixelPal is your trusted partner that converts regulatory demands into strategic strengths, one pixel at a time.



# Logo

- main version
- negative version
- other versions
- clear space and minimum size
- misuses

# Logo



main version

This is the primary version of our logo, featuring purple on both white and black backgrounds.

We will give preference to this version whenever possible.



black and white  
version

When the color version isn't an option,  
we should use the monochrome version  
of the logo.

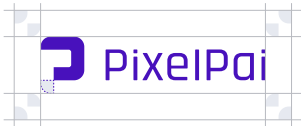


negative  
version

Our logotype is also available  
in a negative version.

This version can be used as  
needed to maintain legibility  
against varying background colors.

# Logo



## clear space

Our brand's safe area and visibility are defined by the "pixel" in our symbol "P".

This clear space should never be reduced or intruded upon by nearby elements.



# Logo

- Do not** rotate or flip the logo.
- Do not** resize the logo disproportionately.
- Do not** alter the logo's colors.
- Do not** change the logo's color scheme.
- Do not** modify the logo's arrangement.
- Do not** try to recreate the logo.
- Do not** change the logo's text.
- Do not** apply special effects to the logo.
- Do not** outline the logo or use it as an outline.
- Do not** create a line-drawing version of the logo.
- Do not** violate the specified clear space around the logo.
- Do not** crop the logo in any form.



logo  
key assets

misuses

To present the PixelPai logotype correctly,  
there are some common mistakes that  
we should avoid.

# App Icons



logo  
key assets

 basic guidelines

Each app icon is individually designed based on specific guidelines. It's important to remember that the gradient's light source should always consistently come from the top right to align with our UI gradients.

# Color palette

- primary
- secondary
- neutral colors
- dynamic gradient
- color worlds

our colors  
key assets

PRIMARY

SECONDARY

NEUTRAL COLORS

DYNAMIC GRADIENT

 basic guidelines

## colors

Color is how we tell stories and drawing glances. We're no thinking violet. Our purple stands out vividly even through a screen.

# Color worlds

our palette  
key assets

 basic guidelines

snow again

#E6E9F0 > #F9FAFB



We use this tone to clearly and  
invitingly discuss our business,  
culture, and teams.

# Color worlds

our palette  
key assets

 basic guidelines

## purple realm

#F09336 > #070112



Bold, atmospheric, and immersive—that's our Purple Realm. It's the color palette we use most often to show off our content.

# Color worlds

our palette  
key assets

 basic guidelines

pp gradient

#6501FF > #4811BC



Purple is our signature. It's the first color that comes to mind when you think of PixelPal.

# Typography

Typography is how we visually express ourselves- bringing depth, subtlety, and character to what we have to say.

typography  
key assets:



Wt



# Logotype

logotype  
key assets

red hat

PixelPal uses the Red Hat typefamily across all applications.

Our diversity allows us to express ourselves differently based on the context, which is why our typography includes multiple weights.

 basic guidelines

Red Hat S

# Imagery

- image treatment
- images for content

imagery  
key assets

# Image treatment

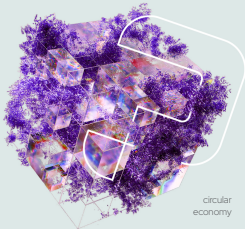
imagery  
key assets



basic guidelines

# Image for content

basic guidelines



imagery  
key assets

circular  
economy

Sustainable practices thrive with our platform, which facilitates meticulous tracking and tracing in supply chains. Our tamper-proof total resource accounting system is ideal for circular economies and future-proofed for digital product passports.

# Image for content



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350°

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110 000  
11111 111

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1001 1001  
1111 1111

imagery  
key assets

1001 1001  
1111 1111

1001 1001  
1111 1111

basic guidelines

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110 000  
11111 111

8000  
6000  
4000  
2000  
1000  
0000

1001 1001  
110000 1  
110 000  
11111 111

identity

Digital interactions are on the rise, and secure, transparent solutions for managing and monetizing digital identities and data are vital. We offer a platform that prioritizes privacy and regulatory compliance, allowing businesses to harness their data for new revenue streams.

Beyond encryption, PixelFai's Identity as a Service (IDaaS) delivers robust identity verification and credential management, guaranteeing both security and user control.

# Image for content

basic guidelines

imagery  
key assets

data  
monetization

Using advanced blockchain technology to ensure regulatory compliance, we enable the secure monetization of IoT devices and other digital assets while upholding the highest privacy standards.

This helps creators and enterprises efficiently capitalize on their digital content and data, converting them into valuable assets in the digital economy. By prioritizing security and transparency, we make data a powerful vehicle for new revenue streams.

# Image for content

 [basic guidelines](#)

imagery  
key assets

gaming

Facilitating in-game transactions, NFTs, and digital asset management with blockchain technology, PixelPay's infrastructure handles high volumes of microtransactions and cross-border payments smoothly, enhancing user trust and transparency in the gaming industry.



# Image for content

basic guidelines



imagery  
key assets

music

By streamlining royalty reporting and automatic payments for artists, using smart contracts, RiverPal handles complex royalty structures and guarantees timely fair compensation, giving artists control and peace of mind.

# Image for content

## digital creation

imagery  
key assets

To support content creators and influencers, our infrastructure can process the vast number of transactions generated by followers and subscribers. Secure transactions make for fair compensation, allowing creators to oversee their digital rights and revenue streams effectively.



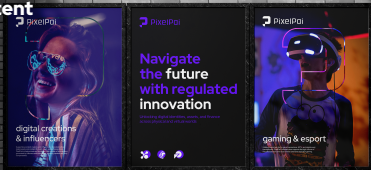
# See our brand in action

Here are some inspiring examples showing our brand principles in action.

designs  
key assets

# Image for content

PixelPoi basic guidelines



designs  
key assets

Image for  
content



**NAVIGATE  
THE FINTERNET**

Unlocking digital identities, assets, and finance  
across physical and virtual worlds

pixelpoi

pixelpoi guidelines

# Contact



Looking for some helpful pointers?  
Reach out- we're happy to lend a hand!

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