



PIVX

Brand Identity Guide

2020 Revision

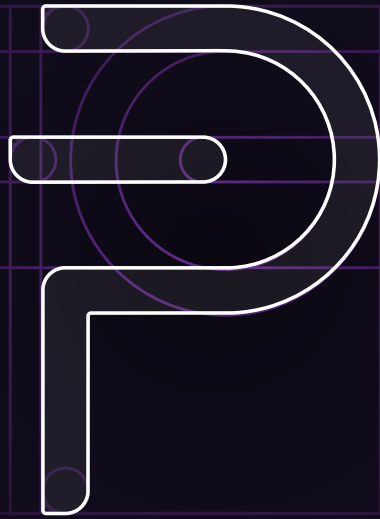




Table of Contents

Page	Content
1-5	Logo
1	Icon
2	Full Logotype
3	Full Color
4	One Color
5	Two Color
6-8	Styles
6	Color Palette
7	Typography
8	Spacing & Placement
9-10	Application & Use
9	Brand Application (Proper)
10	Brand Application (Improper)

Icon



Full Logotype



Primary Display



Secondary Display

Full Color

Formula for Display

Light Background + Dark Text

Dark Background + Light Text

The PIVX logo should always include the PIVX wordmark next to the icon (full logotype). When displaying the PIVX logo, utilize the contrast between dark and light colors to improve visibility and legibility. For printing purposes, use the CYMK version (.eps). When using the logo on screens, use the RBG version (.png or .svg). Reference proper displays of the full color logotype below.



Single Color

Formula for Display

Light Background + Dark Text

Dark Background + Light Text

The PIVX logo should ideally always be used in full color, how it was originally designed. If color options are not available, use the following single color tone examples on this page. Follow the same formula display, as this is a general rule of contrast in most design. This also applies to the secondary display of the logo shown on page 3.



Two Color

Formula for Display

Light Background + Dark Text

Dark Background + Light Text

The same rules apply for the two color version as the single color. The PIVX logo should ideally always be used in full color, how it was originally designed. If color options are not available, use the following two color tone examples on this page. Follow the same formula display, as this is a general rule of contrast in most design. This also applies to the secondary display of the logo shown on page 3.



Color Palette

The color palette used for the PIVX brand is made primarily with different tones of purple. When applied correctly, the logo will be easily recognized and legible from a distance on both light and dark backgrounds. Always use the full color PIVX logo when displaying or representing the brand, unless there are print restrictions or other unavoidable scenarios.

Highlight

Used to Emphasize Content

Core Colors



HEX#: 662D91

CMYK: 75 98 1 0

HEX#: 4D3077

CMYK: 85 97 20 8

HEX#: 2a1b42

CMYK: 88 94 42 47

HEX#: 130d1e

CMYK: 80 77 56 76



Full Spectrum



Gradients



Primary Gradient



Secondary Gradient

Typography

The PIVX brand primarily uses different variations of the Montserrat typeface. This typeface comes with a wide range of styles that can be used to create a clear sense of direction in the design and draw attention to the key areas. This font was also chosen due to the fact it is very clean and legible for all ages, along with different demographics.

Primary Fonttype Aa Bb Cc Dd Ee

Montserrat - Regular 01 23 45 67 89

Headers & Titles <H1>

Montserrat - Regular

Header Style 2 <H2>

Montserrat - ExtraBold

Subheader Style 1 <H3>

Montserrat - Bold

Subheader Style 2 <H4>

Montserrat - Extra Light

Body / Paragraph (Main Text) <p> <body>

Montserrat - Regular

Spacing & Placement

Spacing helps to create padding between the logo and surrounding content. The purpose of proper spacing is for the logo to clearly stick out and not be over-cluttered or overlapping any other surrounding content. Proper positioning will also help to display the logo in a manner that doesn't make it look cramped or crowded. Please use the following formula below, when placing the PIVX logo.



Brand Application

When using the PIVX brand or assets, it is imperative to apply them properly as demonstrated in this Brand Identity Guide. Below are examples of both verbal and visual representations of proper application. For printing purposes, use the CMYK version (.eps). When using the logo on screens, use the RGB version (.png or .svg). The PIVX wordmark should always be present when displaying the logo.

1. Apply the Light Logo with a Dark Background.
2. Apply the Dark Logo with a Light Background.
3. Allow for proper spacing, when placing the logo.
4. Apply the logo on backgrounds that are simple (not busy).
5. Only use brand assets provided by Official PIVX channels.

Proper Use ✓



Brand Application

This page of the guide is dedicated to showcasing improper use and application of the PIVX brand and assets. Below are examples of improper application and uses that infringe upon the PIVX brand. In general, these uses and examples will be considered poor practice and unacceptable for most professional brands.

Improper Use ✗



Stretching
Disproportionate Resizing



Angle



Changing Proportions
Disproportionate Logotype



Special Effects
Glow & Shadow



Light Logo on
Light Background



Dark Logo on
Dark Background



Logo on
Pattern Background




Logo on Busy
Background



For more information, please visit:

pivx.org

Thank you for using the PIVX Brand Identity Guide. If you have any questions regarding the proper use of the brand and brand assets, please join the Official PIVX Discord server and ask in the appropriate channel(s). Special thanks to all collaborators and Rhubarb Media for the PIVX brand blueprints.

Official PIVX Brand Guide (2017) designed by Rhubarb Media (rhubarbmedia.ca) 

PIVX Brand Identity Guide (2020) designed by YuurinBee 