



# Brand Guidelines

# Introduction

Welcome to the brand guideline of Poixel. In this document, a clear illustration will be delivered to teach you the methods of how Poixel brand should be used and established within the market, including the usage of the visual identity, supported by its brand strategy and materials.

Using our brand should be done according to what is documented in the guideline, as it is extremely important to follow the instructions written to establish it effectively.

We hope you enjoy learning more about our brand.

Marketing Team

# Table of Content

## <sup>1</sup> Brand

Who we are  
Positioning  
Brand Values  
Tone of Voice

## <sup>2</sup> Mark

Master Logo  
Applications  
Logo Misuse  
Size & Spacing

## <sup>3</sup> Color

Primary Palette  
Secondary Palette  
Color Principle

## <sup>4</sup> Typo

English Typo  
Arabic Typo  
Size & Spacing

## <sup>5</sup> Layout

Printed Officials  
Display Screen  
Social Identity

## <sup>6</sup> Visuals

Imagery  
Iconography  
Illustrations

# Brand

# Who we are

Poixel is a branding and marketing creative company based in Kuwait specializing in developing business strategies and assisting entrepreneurs in implementing their brand strategy in the market.

Poixel crafts interactive strategies to humanize brands by creating a relationship with the targeted audience through marketing research, data analysis, strategy development, branding, and strategic planning.

Poixel empowers the market with creative and original visual communication to attract the market demand, aiming to build a successful portfolio based on case studies and data analysis.

# Positioning

## Mission

Advance pioneers with strategic branding and marketing services.

## Vision

Craft a well-design insightful data hub to provide credible business solutions.

## Proposition

Assisting decision makers with a structured business solutions developed by authentic data to forecast their brands' positioning and its future.

# Brand Values

## Behavior & Traits

Poixel is **committed** to delivering the best **quality** of its services, considering the client's time and goals, and building mutual **respect** between stakeholders within its workspace.

## Business Practices

A design firm that brings **Attention to detail** defines a fine piece of art and establishes **expertise** due to insightful & well-researched data.

## Company Culture

A firm that supports **creativity** in all different work aspects within its workspace; crafting **entrepreneurial** mindset framed within a **collaborative** team seeking to define learning methodology as a critical component of its development among youth.

# Tone of Voice

## Fromal

Using the tone of professionalism by emphasizing formality by choosing a communication methodology to establish a well-structured and comfortable customer purchasing cycle.

## Insightful

We speak numbers that are the future of any industry by sharing & presenting insights and figures that shall build credibility to our thoughts and marketing philosophy.

## Story-teller

A story based on an existing case study stands for authenticity, which decision makers perceive by a challenge & executed call to action in the market.

# Mark

# Master Logo

Main logo is consisted of word mark, with a ratio of 1:3.5. The word mark should always be visible in each marketing material to expose the brand, and with no modifies in coloring or letter spacing.

The minimum usable size for digital screen and presentations is 40px:140px. And the minimum usable size for printed officials is 0.5cm:1.75cm.

 [Download Logo Files](#)



# Applications

Poixel operates multiple programs under its brand, which are developed internally with the collaboration of certain entities. The symbol mark “X” is mainly used for the brand’s sub-applications for internal usage.

An official collaboration with a official brand shall be represented by word mark, which shall be on the right of the presentation and the other party on the left.



# Logo Misuse

Do not change opacity



Do not change letter spacing



Do not try to recreate using other typeface



Do not Distort the logo



Do not add drop shadow or any effect



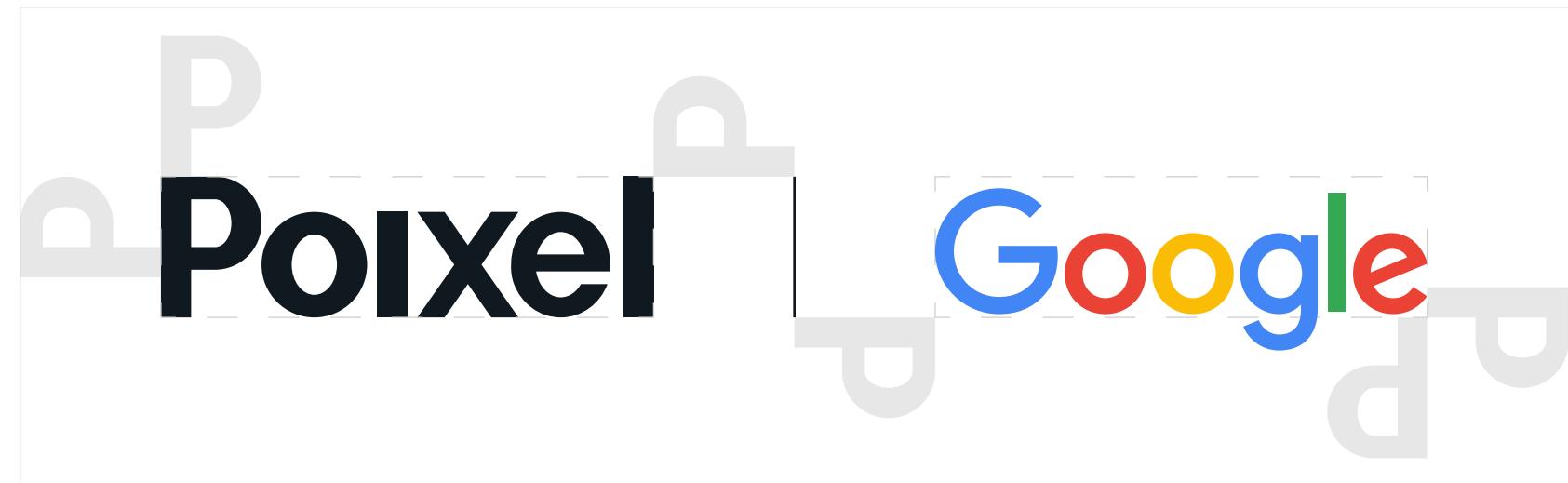
Do not use any other color than black



# Size & Spacing

The word mark is a measurement tool for any marketing material of the brand. The height of the word mark represents margins & spacing of artboards, posters & official papers.

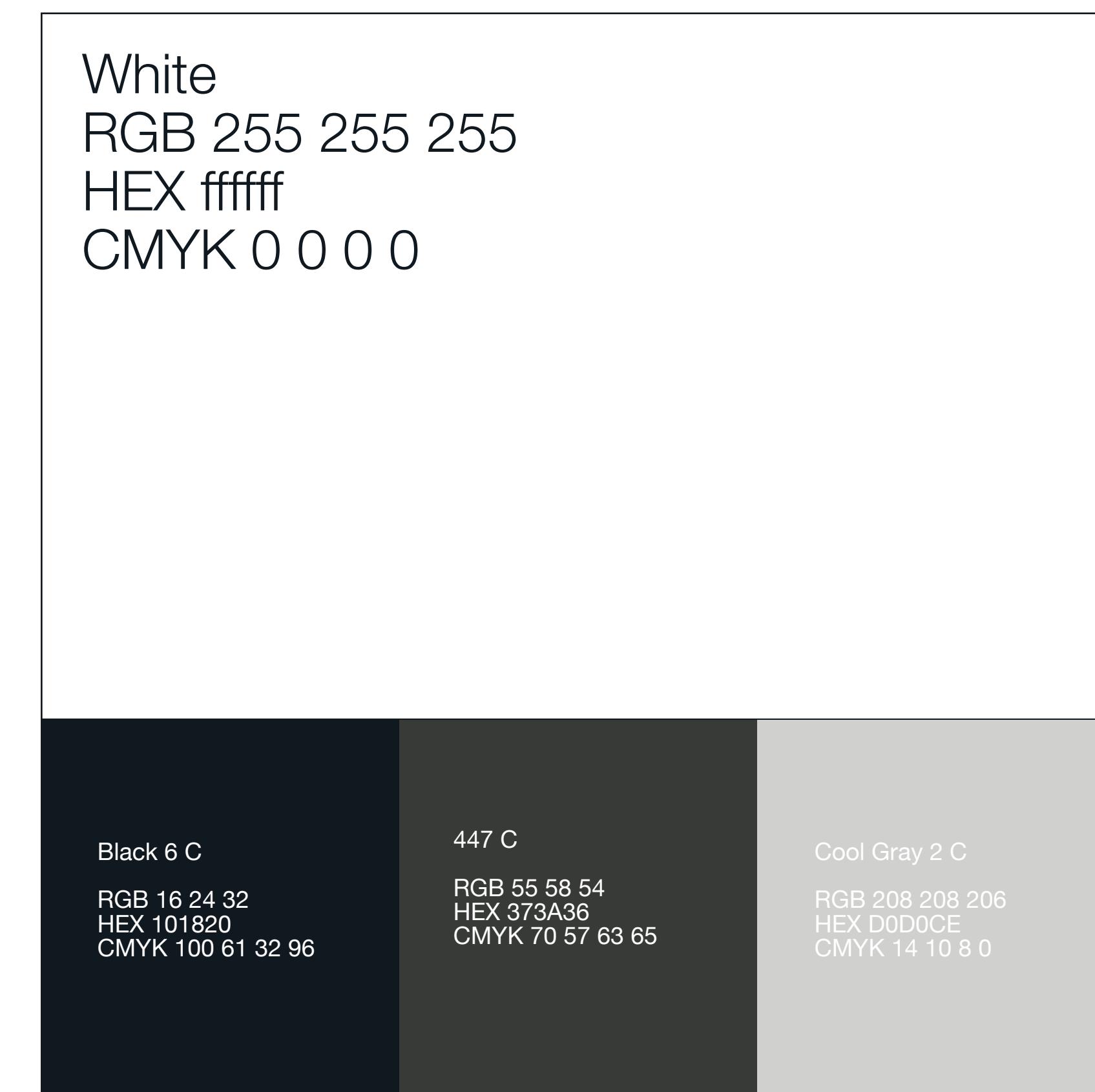
The letter “P” is a margin measure between any visual element, including images, icons, illustrations & context.



# Color

# Primary Colors

The brand's primary colors are a white background with black context or vice versa, representing formality & conveying certainty.



# Secondary Colors

Poixel uses blue color for titles and page breakups. The blue represents the professionalism and credibility that a client shall perceive.

Blue 072 C  
RGB 16 6 159  
HEX 10069F  
CMYK 100 90 0 7

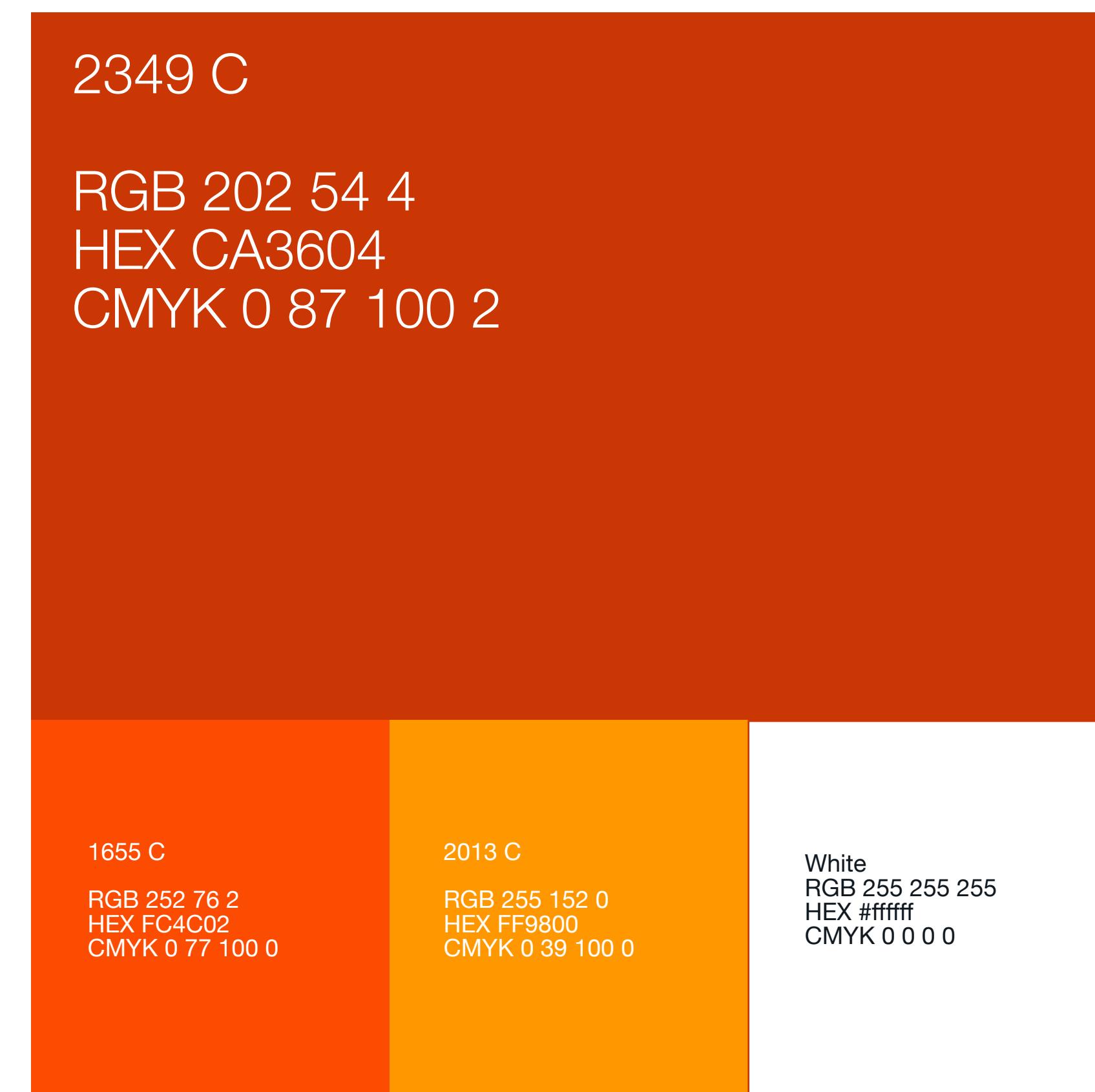
Black 6 C  
RGB 16 24 32  
HEX 101820  
CMYK 100 61 32 96

447 C  
RGB 55 58 54  
HEX 373A36  
CMYK 70 57 63 65

White  
RGB 255 255 255  
HEX #ffffff  
CMYK 0 0 0 0

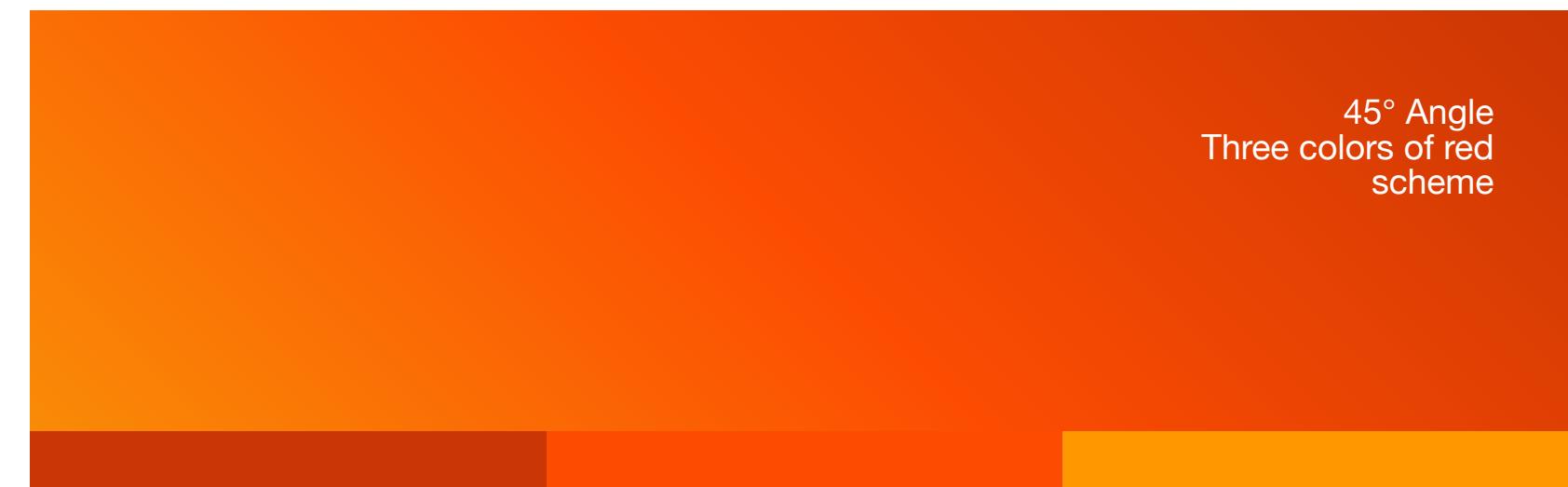
# Secondary Colors

Poixel uses orange and red to highlight a certain unique element, such as charts and phrases. It is used to reflect energy and risk takers.



# Gradients

Poixel uses gradients in marketing materials such as social media platforms posts and engaging graphics with a certain target audience, to represent creativity.



# Typography

# English Typo

 [Download Font](#)

## **Helvetica Neue**

UltraLight - Helvetica Neue

Thin - Helvetica Neue

Light - Helvetica Neue

Regular - Helvetica Neue

Medium - Helvetica Neue

**Bold - Helvetica Neue**

**Condensed Black - Helvetica Neue**

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Ll  
Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

# Arabic Typo

[!\[\]\(0a023d01ac3b7c728c29528b0758e35e\_img.jpg\) Download Font](#)

## Helvetica Neue LT

Light - Helvetica Neue LT Arabic

Roman - Helvetica Neue LT Arabic

**Bold - Helvetica Neue LT Arabic**

أ ب ت ث ج ح خ د  
ذ ر ز س ش ص ض  
ه ط ع غ ف ق ك ل  
م ن ه و ي

# Size & Spacing

## Heading 1

Size: 140pt - Line Spacing: 140pt

## Heading 2

Size: 80pt - Line Spacing: 120pt

## Heading 3

Medium Size: 64pt - Letter Spacing: - 64

### Paragraph 1

Medium Size: 32pt - Line Spacing: 34pt

### Paragraph 2

Light Size: 32pt - Line Spacing: 34pt

Reference

Regular Size: 14pt - Line Spacing: 14pt

# Layout

# Printed Officials

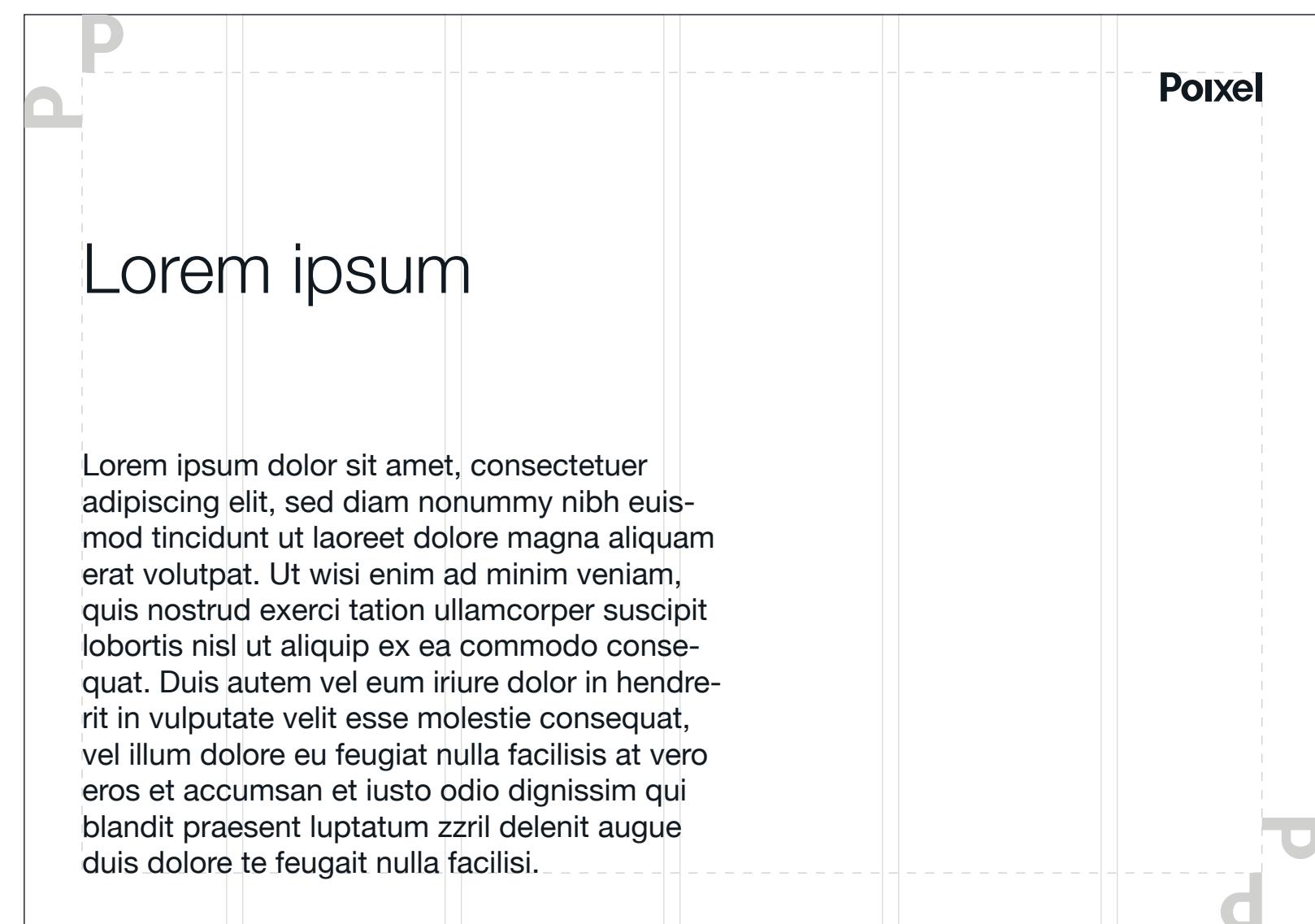
Marketing materials for printed papers, such as letterhead, business card, memos, etc.

Printed Officials shall have six (6) columns breakdown to justify-content properly with a margin of at least 24px or 0.5 cm.

The size of the logo shall be equal to the column width and the page margin shall be equal to the logo height.

In some areas, the size of logo only can change to half size of the column width, which shall be the minimum size of use; without changing the original margin size.

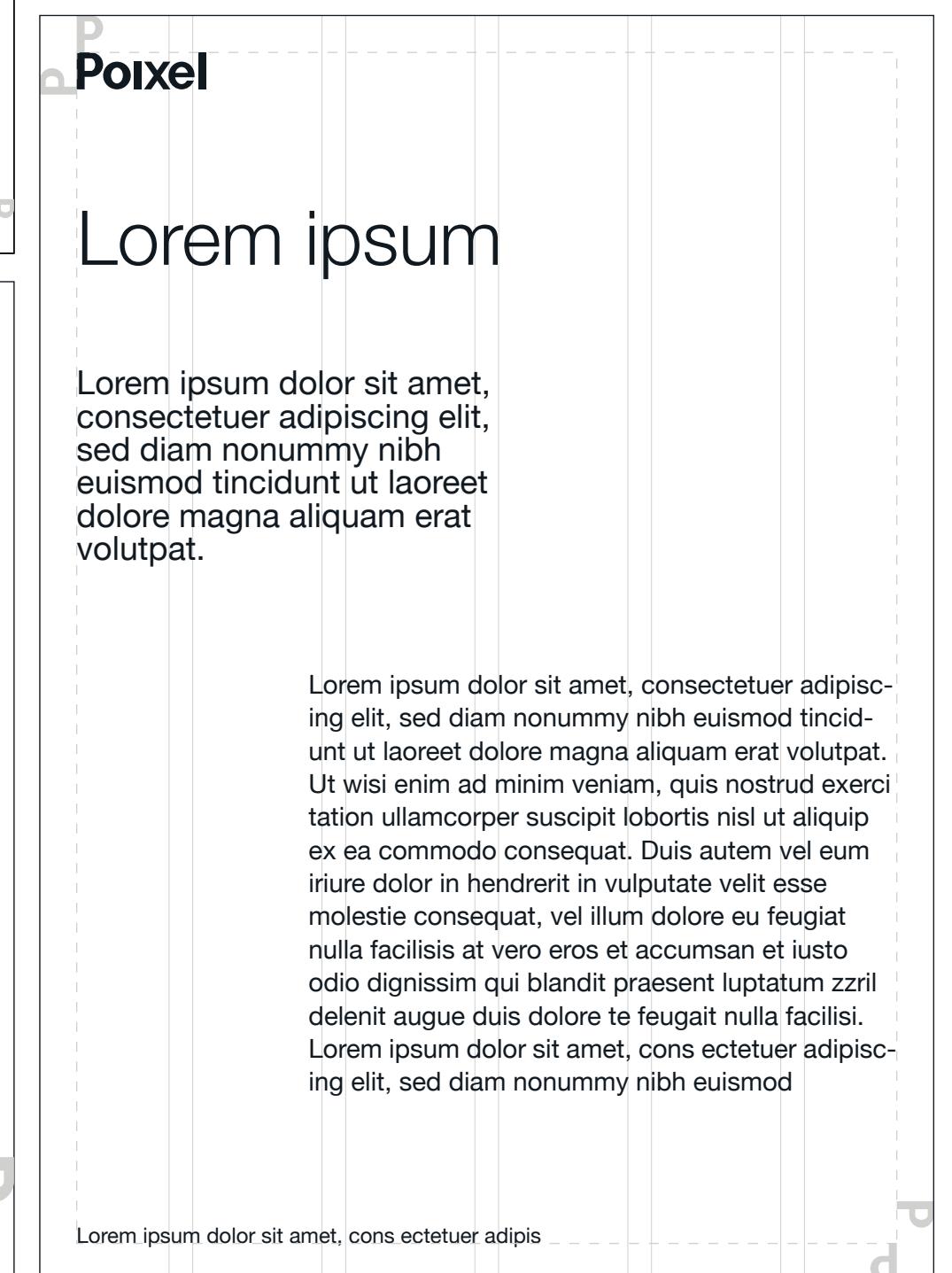
A4 Landspace Presentation



Business Card



A4 Official Letter



# Digital Screens

For digital presentations, it shall have six (6) columns breakdown to justify-content properly with a margin of at 24px.

The size of artboard shall be width: 1920px & height: 1280px, with page margin equals to logo hight.

The size of the logo shall be equal to the column width and the page margin shall be equal to the logo hight.

In some areas, the size of logo only can change to half size of the column width, which shall be the minimum size of use; without changing the original margin size.



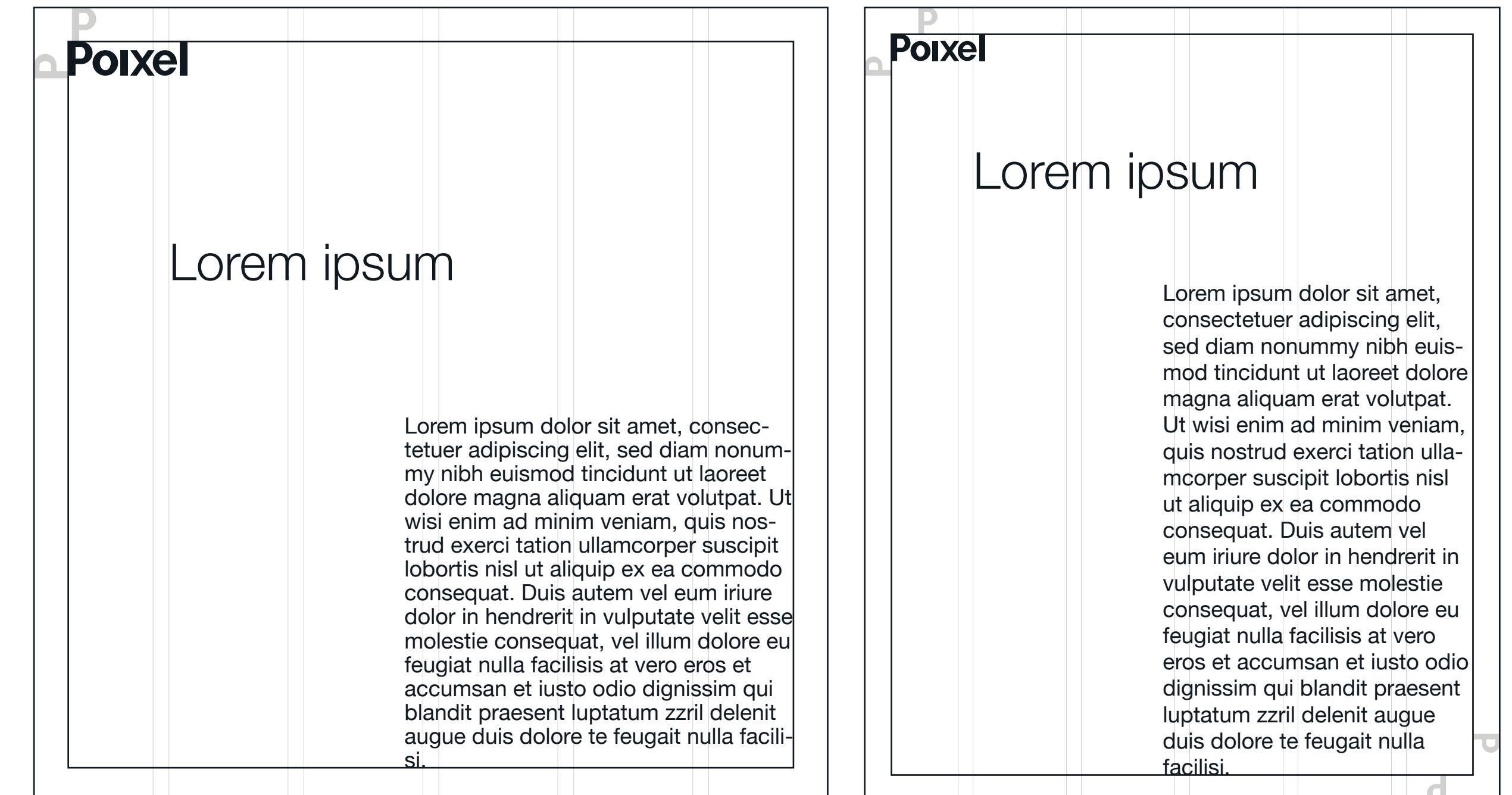
# Social Identity

For social media posts, it shall have six (6) columns breakdown to justify-content properly with a margin of at least 24px.

The artboard ratio shall be either 1:1 or 4:5 with a size of not less than 1000px height, and a page margin equals to logo height.

The size of the logo shall be equal to the column width and the page margin shall be equal to the logo height.

In some areas, the size of logo only can change to half size of the column width, which shall be the minimum size of use; without changing the original margin size.

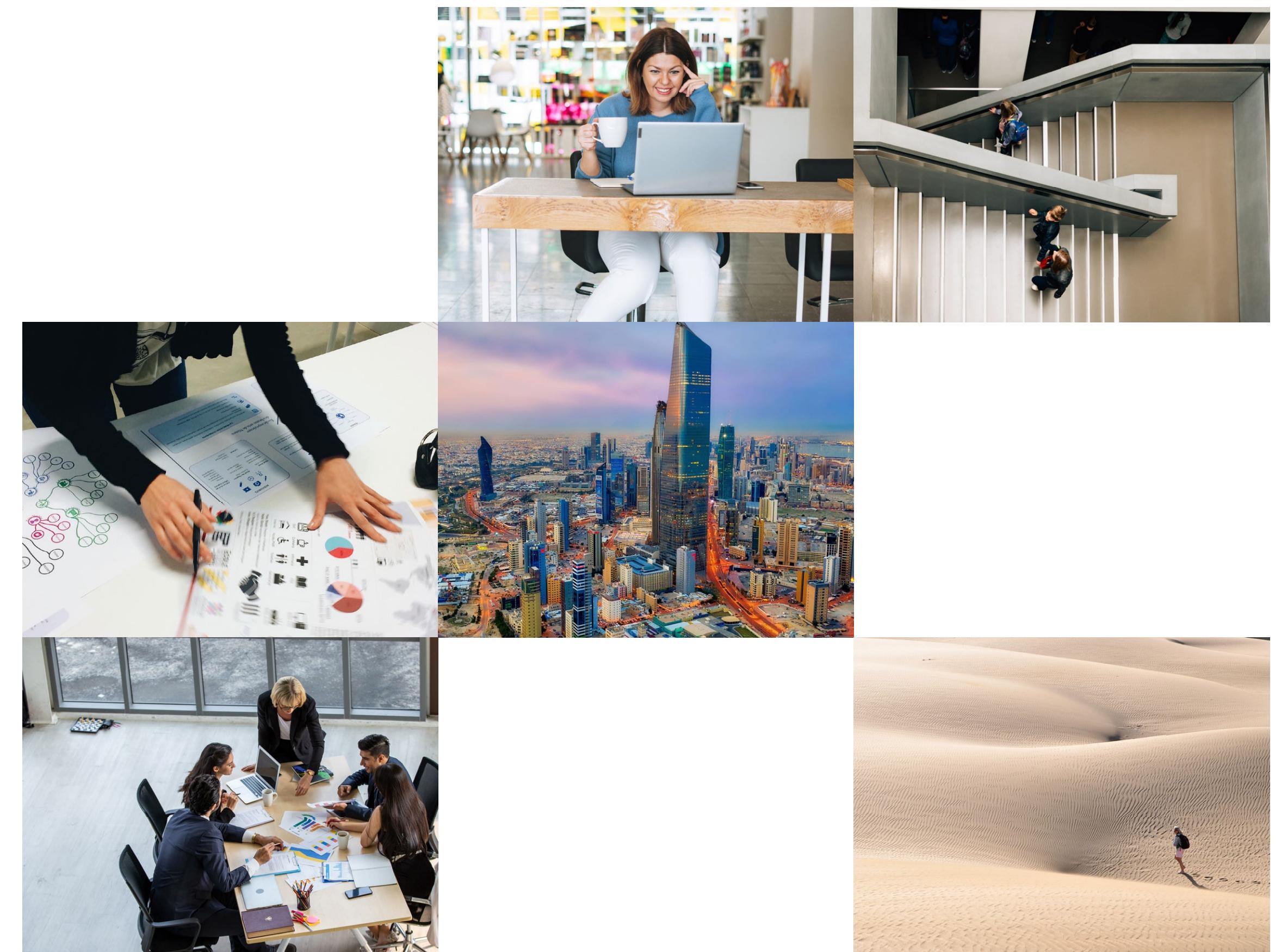


# Visuals

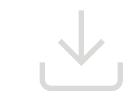
# Imagery

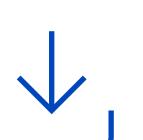
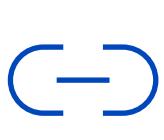
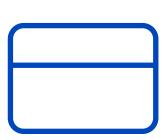
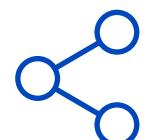
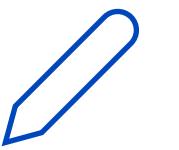
Poixel communicates professionalism and formality with its audience using imagery that focuses on the workplace, story-telling, and collaboration between stakeholders.

In addition, to capture the audience's attention with related visuals, Poixel emphasizes its location by pointing at Kuwait and its surrounding environment.



# Iconography

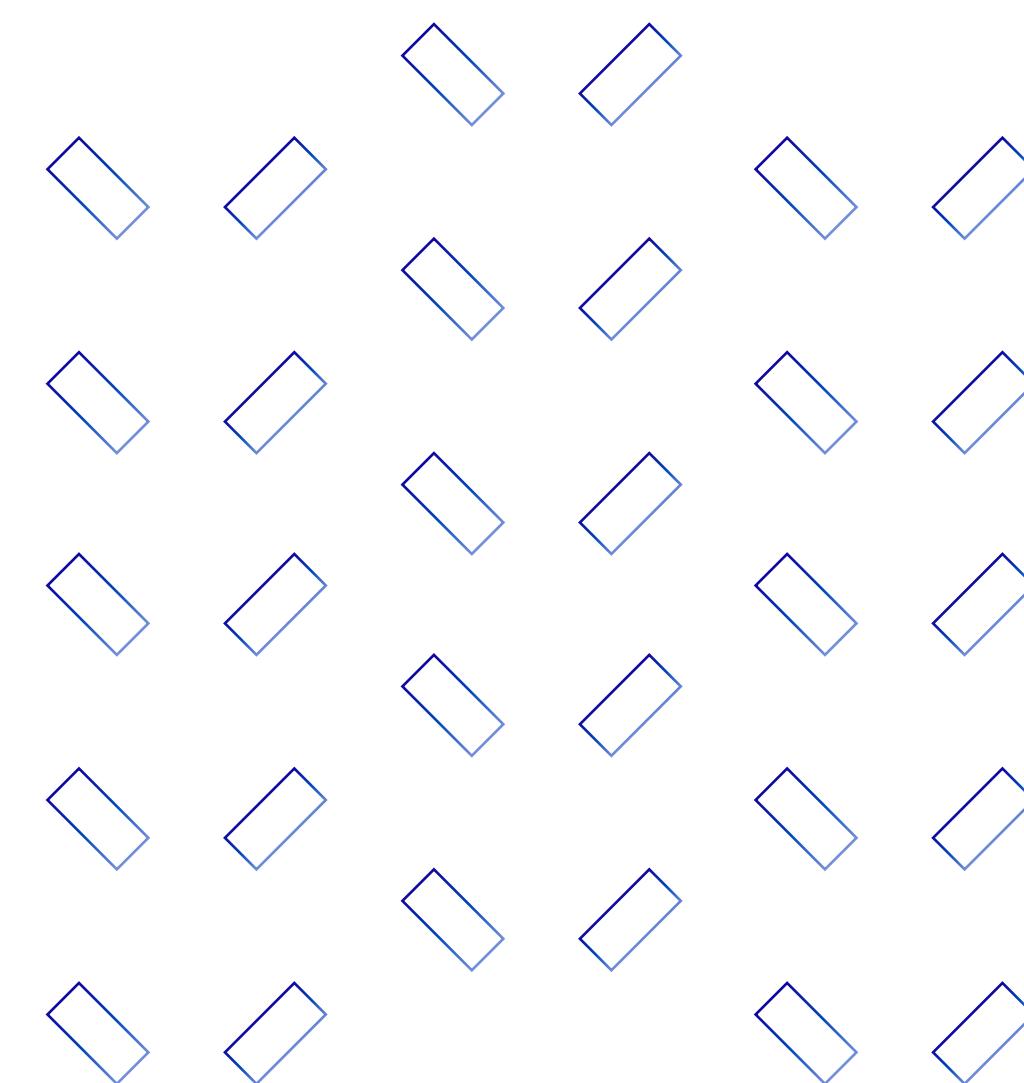
 [Download Icons](#)



# Illustrations

Illustrations and patterns are rarely used in a presentation or marketing material. Still, if used, Poixel shall use it in strokes; and in the background only without focusing on it.

In addition, Poixel do not use any illustrations from online platforms, such as evanto. All illustrations and patterns must be original and unique to Poixel.



Thank You