

LOGO



BRANDMARK



TAGLINE

Transforming
Tomorrow – Today

COLOR PALETTE



VERTICALS



BRANDMARK ACTIVATION



TYPOGRAPHY



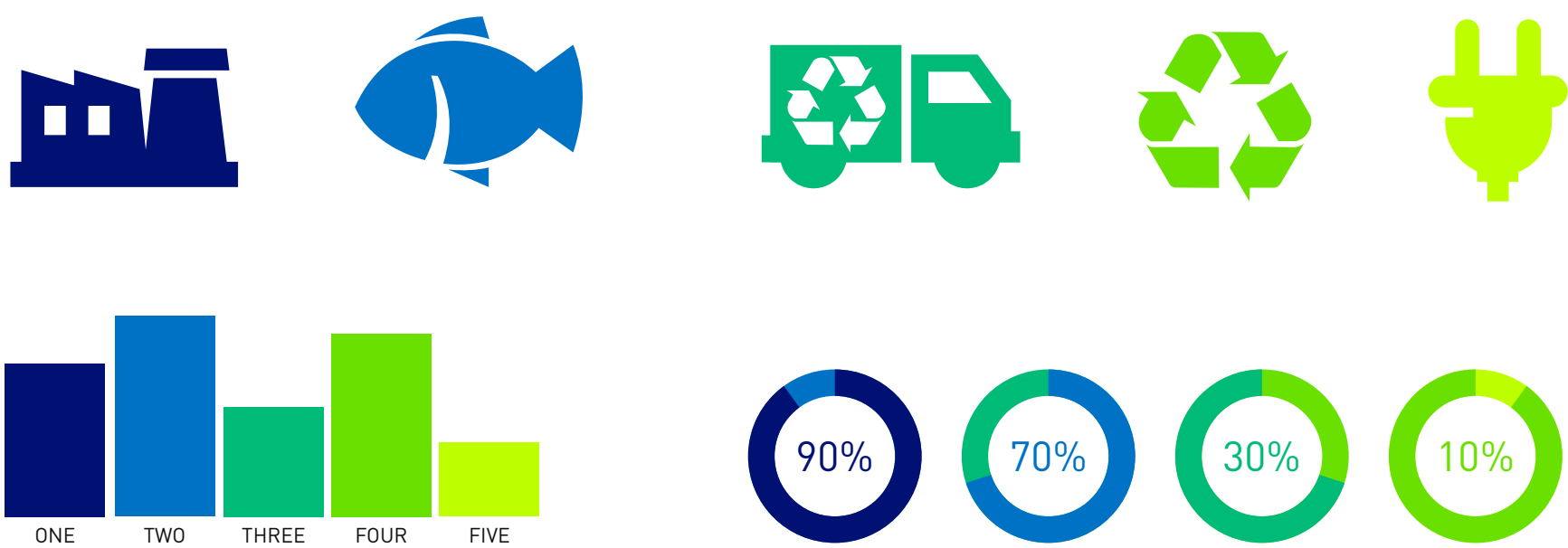
DIN Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ICONS & INFO GRAPHICS



PHOTOGRAPHY STYLE





A.

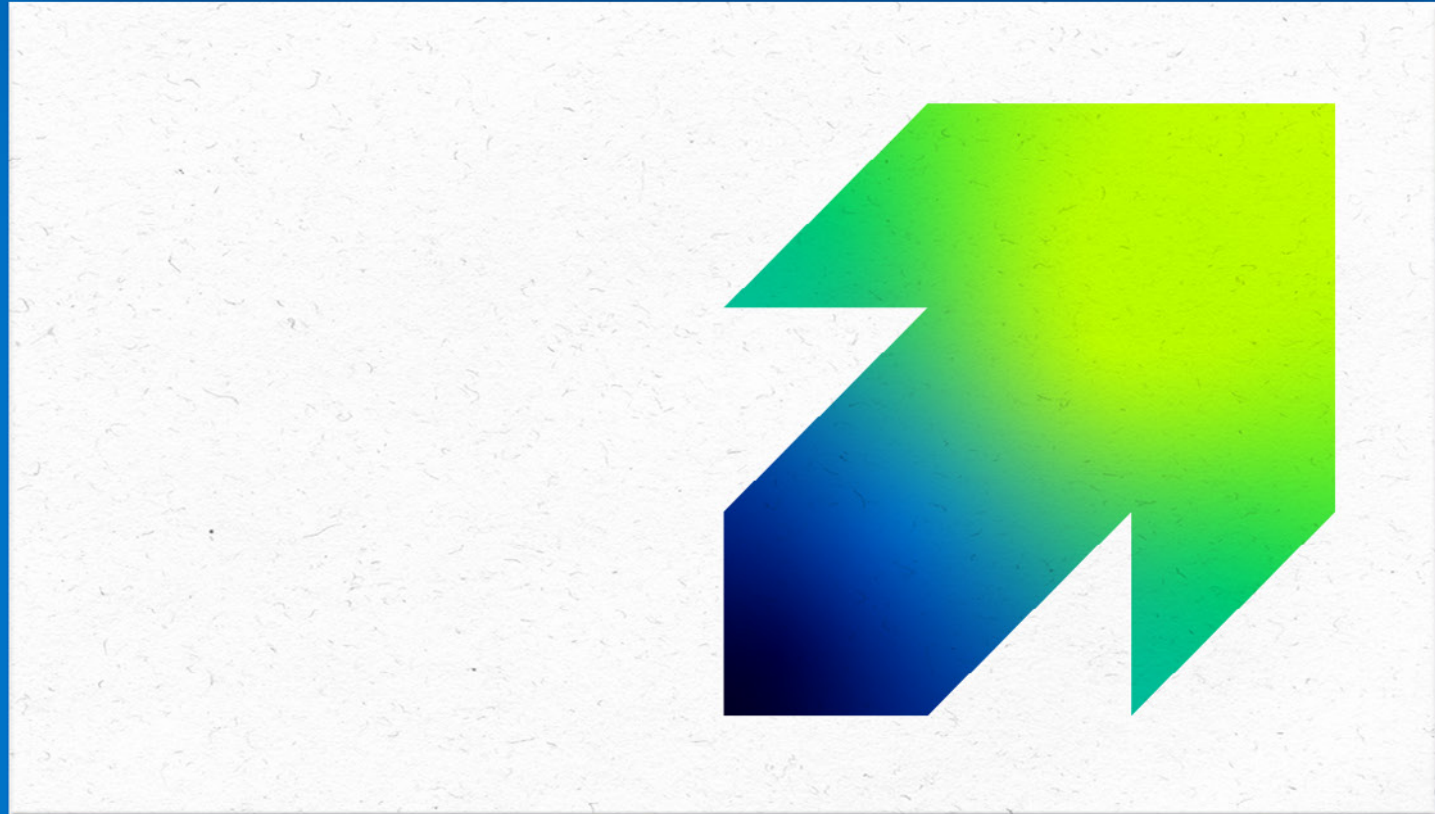
Verticals all in green.
Same design for each team member.



Alt 1



Alt 2



B.

Verticals & contact info assigned specific colors.
Verticals assigned specific arrow design for backside.



Alt



C.

Plastic card - with embedded NFC chip and embedded QR code
Universal design for all team members



Alt
Need to confirm if there
are any print restrictions
or color issues with
full gradient

Eco-friendly, COVID & pandemic fiendly (no hand to hand exchange).
<https://www.pxlabox.com/PXLA-CARD-info>





TRANSFORMING
TOMORROW - TODAY

