

# Brand Guidelines

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IDENTITY MANUAL

# Overview

A powerful brand purpose sets out how a company intends to change the world for the better. Its role is to unite customers and culture alike in the pursuit of that intention. It's a statement of belief, of hope, of pursuit. Our purpose is to inspire loyalty, convince our customers to trust and relate to our core values

PSCEDO's brand vision highlights where we want to end up as a business. A timeless mark that will stand for operational excellence, product development and outstanding communication.

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# 02. Mission Statement



**We provide smart,  
ultra-secure  
communication solutions  
to smart people and smart  
businesses.**

# 03. Brand Values

# 01.

# Trustworthy

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Shows the honest and truthful aspects of the brand. Creates an entrusted relationship with the user.

# 02.

# Reliable

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Complementary trustworthy value, with an emphasis on quality and performance characteristics.

# 03.

# Transparent

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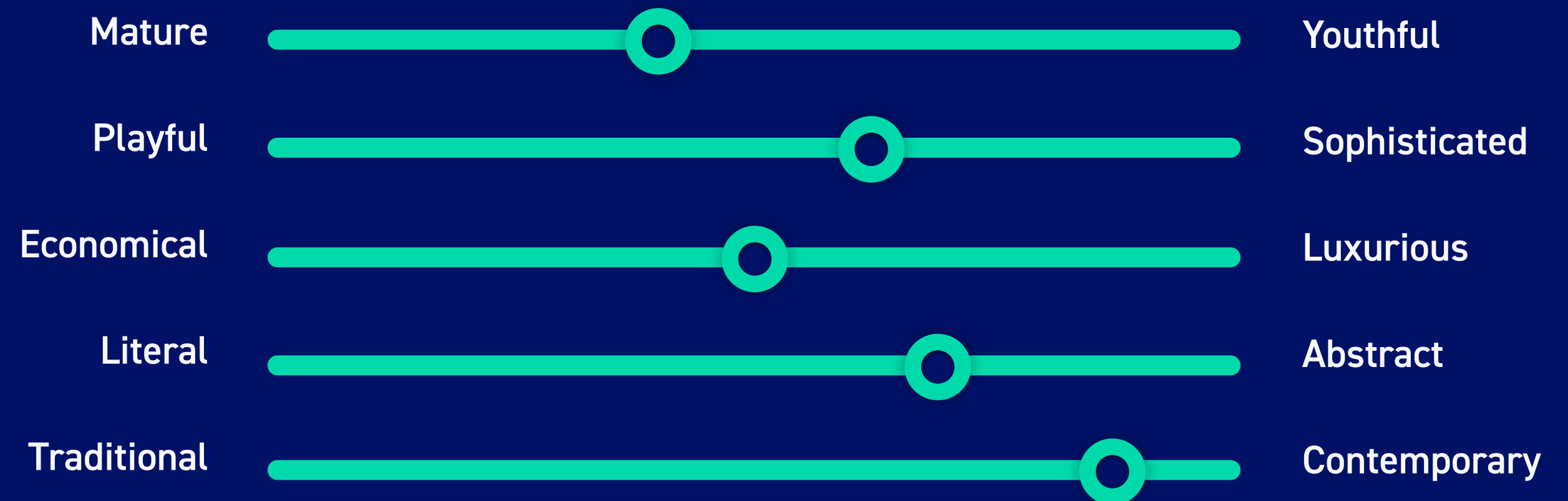
Shows the unambiguous and unequivocal intentions of the brand and how it should be related in human encounters.

# 04. Brand Personality

# Brand Characteristics

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The core values and fundamentals that showcase the true essence of the brand. They are a set of attributes that are identified as the physical, distinctive, and personality traits of the brand similar to that of an individual.

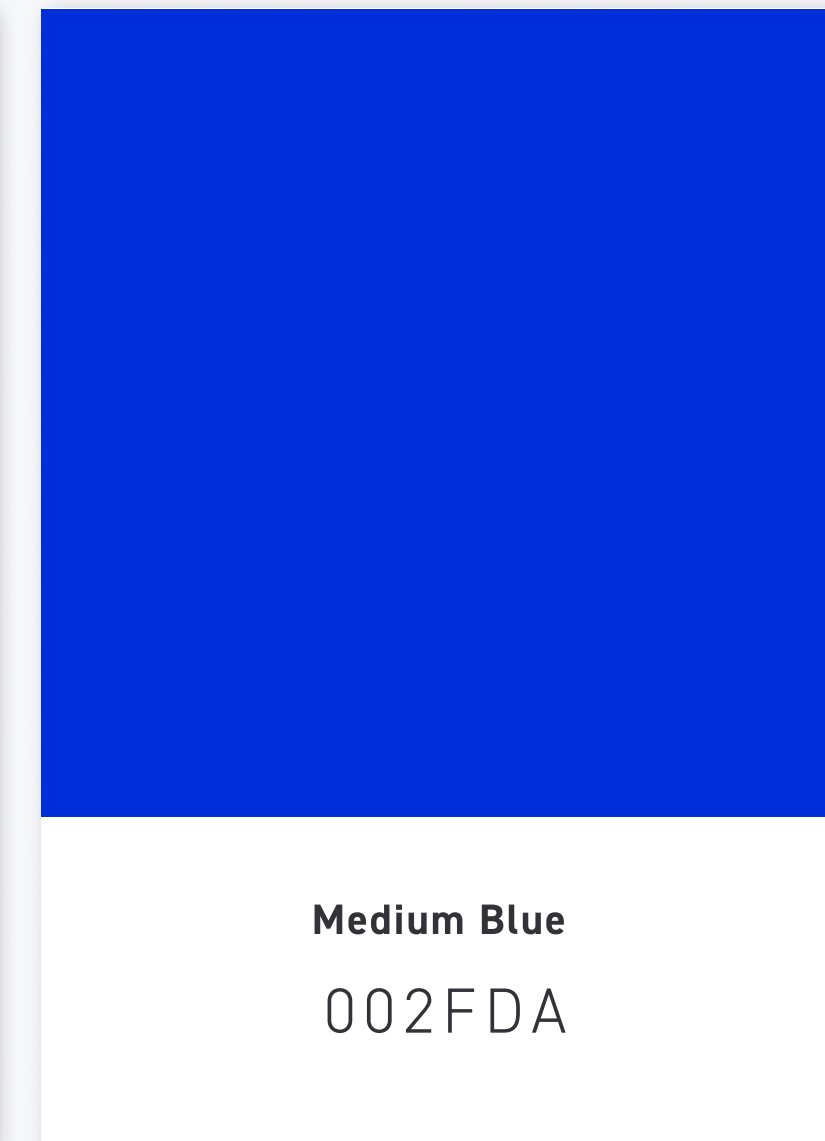
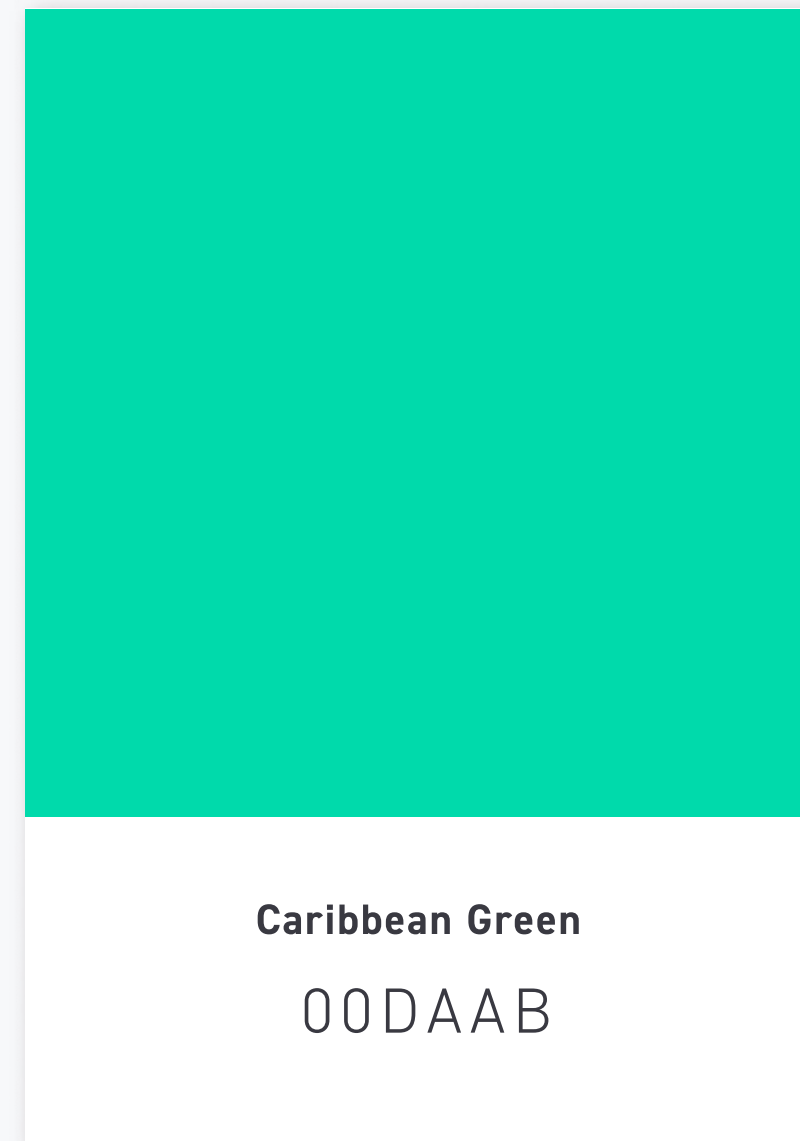


# 05. Brand Colours

# Primary Colours

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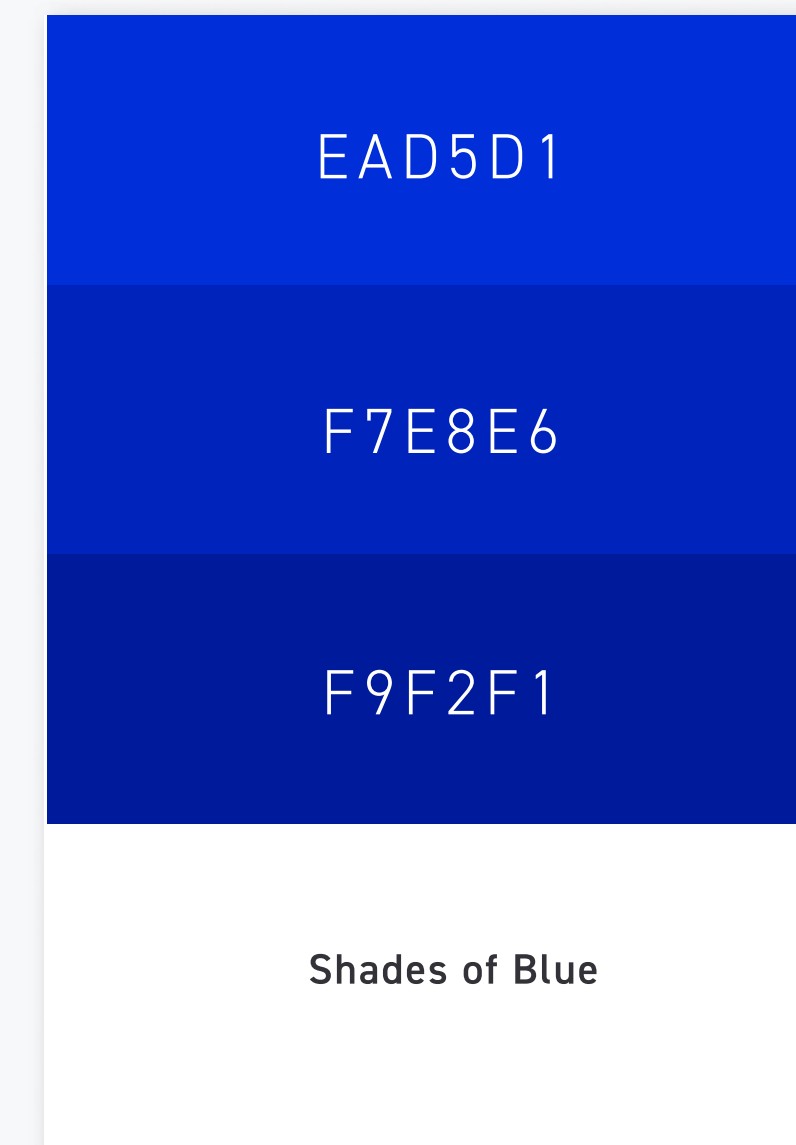
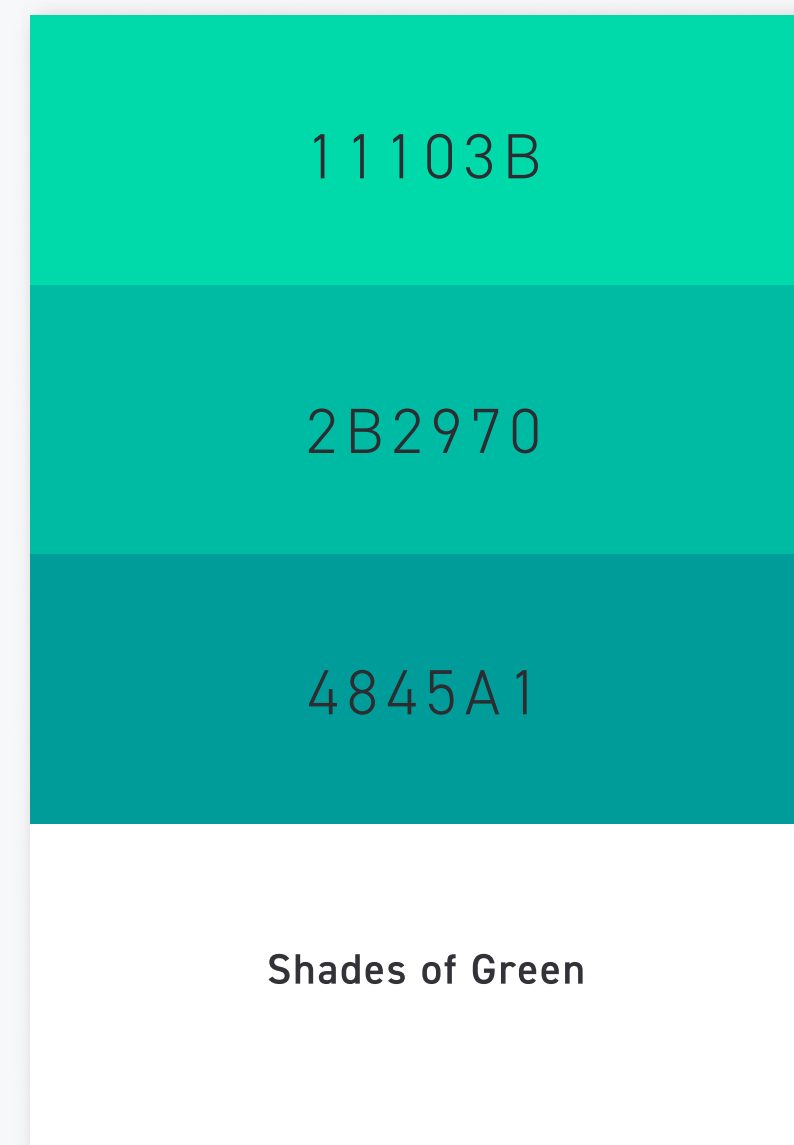
The primary colours are a Caribbean Green set against the nuances of Navy and Medium Blue. The result is a mix of energy with trustworthy notes.



# Secondary Shades

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Each primary color is accompanied by two shades that allow for versatility in application. These are to be used in situations when added contrast is needed.



# Alternate Values

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Various colour shades used to display necessary information and to provide the needed contrast and harmony for graphic elements.

Burnt Orange  
FF7F31

White  
FFFFFF

Solitude  
F7E8E6

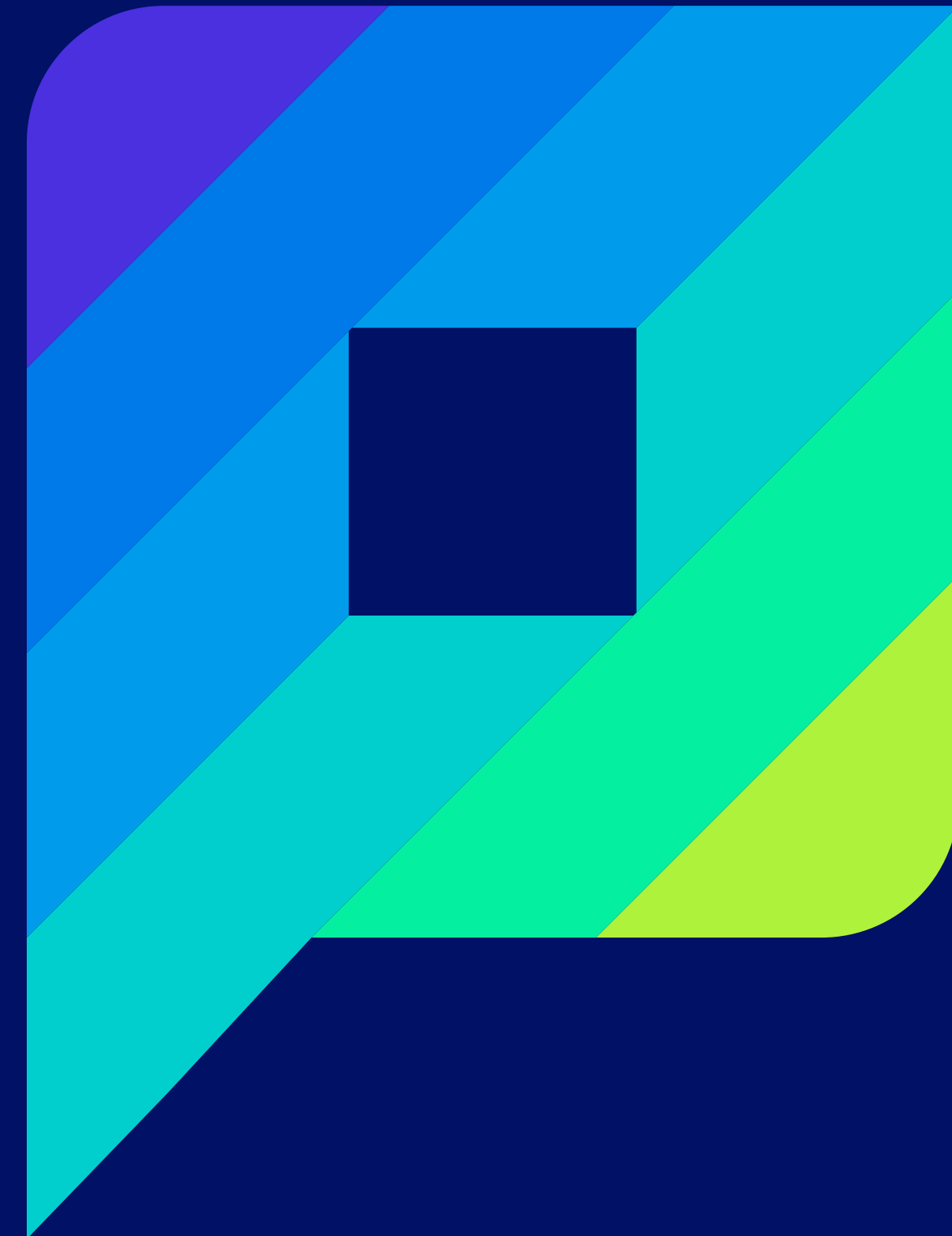
# 06. Logo & Usage

# The PSCEDO Symbol

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The PSCEDO symbol came to realization from slicing and shading a circle. The circle as a round plane figure whose boundary (the circumference) consists of points equidistant from a fixed point represents the notions of totality, wholeness, original perfection, timelessness, and cyclic movement.

The slice and shading bring character and a motion feeling, representing the constant run for making things function and feel in sync.



# Symbol + Lettermark

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The PSCEDO symbol is completed by a custom typeface wording. The chosen style is modern and minimalistic having readability as the main thing to focus on.



PSCEDO

# Logo Spacing

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When it comes to designing a logo, the successful elements all come from the details of the design. This is especially the case when it comes to font and typography of the words on a design where every specific aspect of the wording will create a particular impression and will send a certain message as being harmonious with all the graphic elements as a whole.



# 07. Business Cards



# Typographic Scale

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The classic typographic scale is a harmonious progression of font sizes, like the notes of a musical scale.

# Header 1

96px - Line height 100px

## Header 2

72px - Line height 82px

### Header 3

64px - Line height 72px

#### Header 4

36px - Line height 48px

#### Header 5

24px - Line height 32px

#### Header 6

16px - Line height 24px

#### Paragraph

16px - Line height 24px

# 08. ■ Font Pairings

Aa

# DIN 2014

DIN 2014 is a contemporary version of a well-known DIN typeface. The Regular performs well in long text settings, while Light and Bold faces are extremely legible at large sizes. Type family spans 18 faces: 6 Upright with the matching Italics of normal width and 6 Narrow ones. The typeface was designed by Vasily Biryukov and released by Paratype in 2015.

01. Extra Light

02. Light

03. Regular

04. Medium

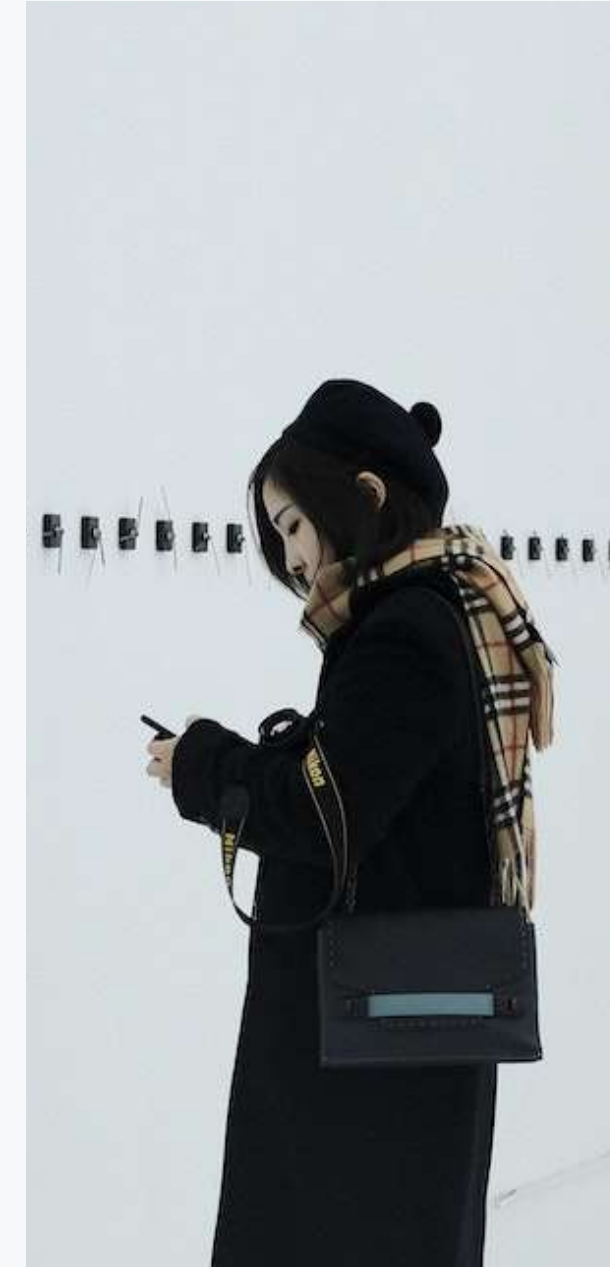
05. Bold

06. Extra Bold

# 09. Image Guidelines

# 01

## Discrete & minimal



# 02

## Abstract & repetitive



# 03

## Colour Overlay



# 10. Illustrations Style

# 01

## Isometric Style



# 02

## Flat Geometric Style



# 1 1 . Iconography Use

# Iconography

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The icon style for PSCEDO is being defined as resembling minimalism, as much as possible. Line icon style is preferred to a filled or solid approach.

The chosen accent colour makes for the icons to blend with the backgrounds no matter if used on a light or dark theme.

