



Digital Brand Guide

MAY 2016

### Company

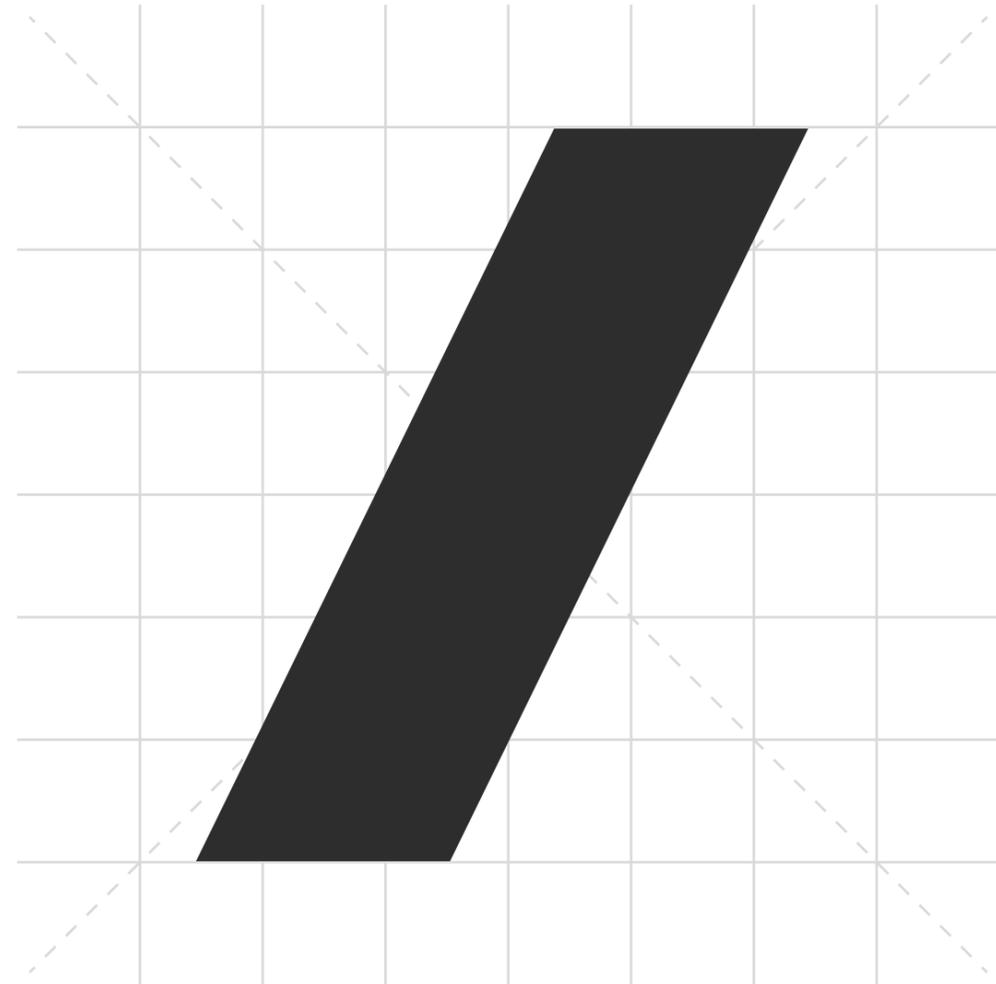
When everything started back in 2012, with just two people and an office in the heart of Bucharest, we had one plan — to use our talents to create something, both for ourselves and for others. We knew first-hand how difficult it can be to bring your vision to life, so we decided to help others do just that.

Since then, we've worked with our clients to build innovative products, delight customers and widen their business horizons. We've expanded internationally, achieving our dream of working with clients whose work we admire, from Fortune 500 companies to research labs. Want to build the next big thing? Maybe we can do it together.



### Brand components

- The brand has two components: mark and logotype.
- The mark can be used by itself for elements such as icons.
- The logotype must never be used without the mark.



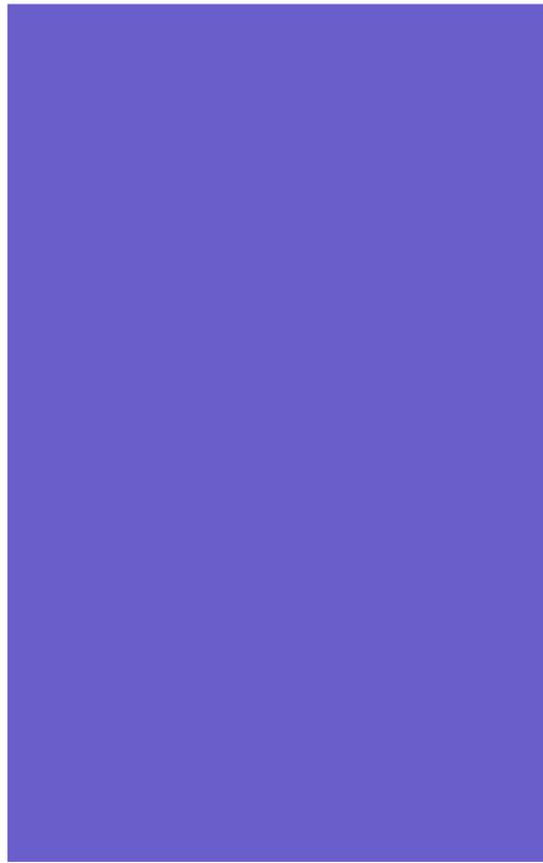
## SLATEBLUE

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RGB: 106, 94, 202

CMYK: 68%, 69%, 0%, 0%

HEX: 6A5ECA



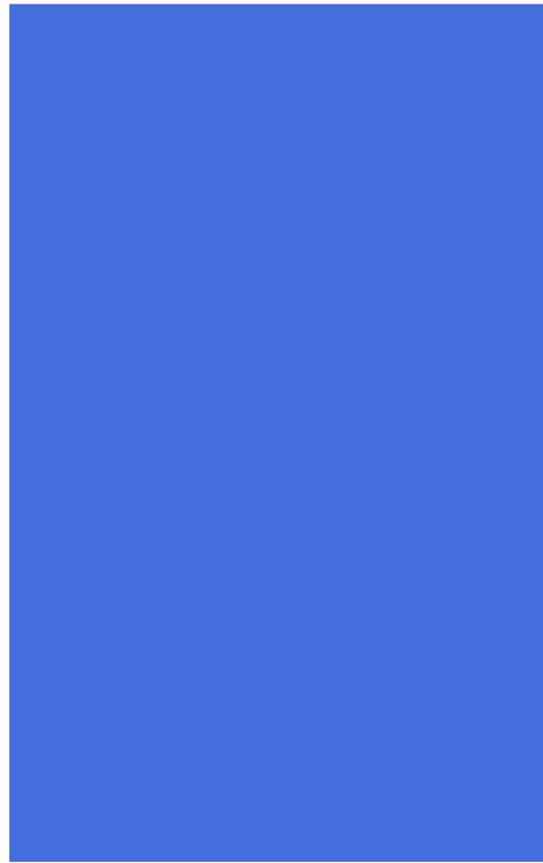
## ROYALBLUE

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RGB: 68, 109, 222

CMYK: 76%, 60%, 0%, 0%

HEX: 446DDE



## CRIMSON

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RGB: 217, 31, 66

CMYK: 9%, 100%, 74%, 1%

HEX: D91F42



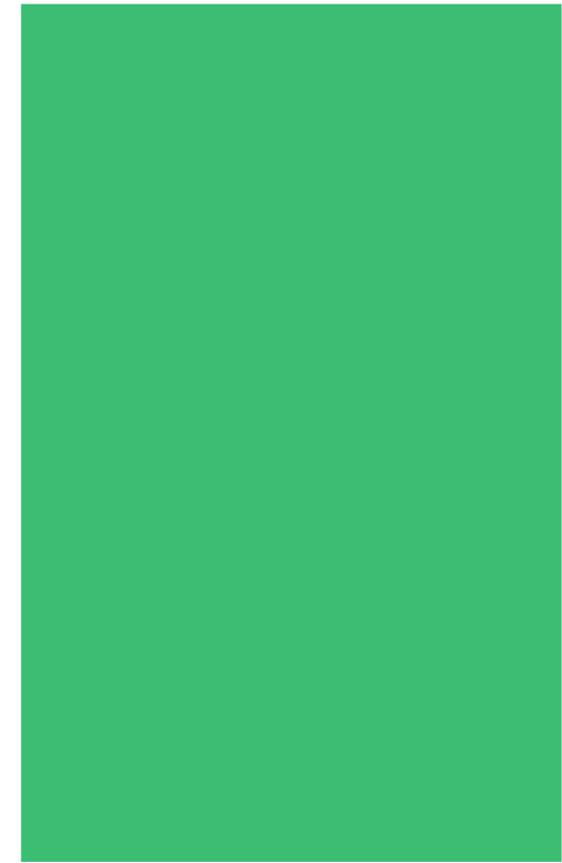
## MEDIUMGREEN

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RGB: 59, 189, 116

CMYK: 71%, 0%, 75%, 0%

HEX: 3BBD74



 PHYRAMID

 PHYRAMID

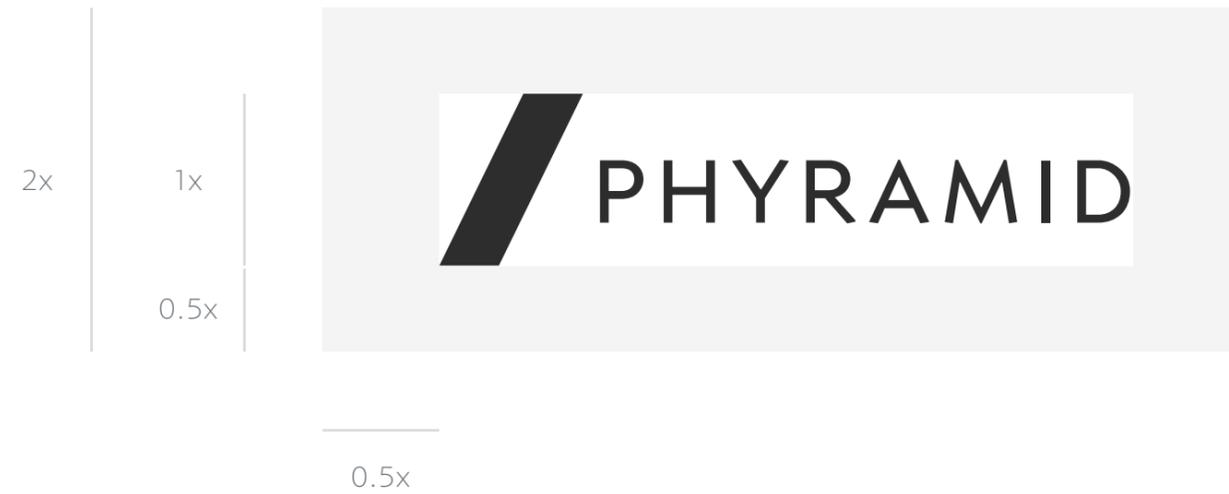
 PHYRAMID

 PHYRAMID

## Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on half of the height of the mark.



## Alignment

The center of the mark should align to the center of the Logotype.

The distance between the mark and the logotype should always be 70% of the horizontal distance between the top left and bottom right corners of the mark.

The mark should never be placed above or below the logotype. The lockup should never be rotated.



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LOCKUP

## Meaning & Pronunciation

The name “Phyramid” is a portmanteau of “phi” ( $\Phi$ , the golden ratio) and “pyramid”.

It is pronounced like “pyramid”, but with an “f” sound in the first syllable.

*/ 'fir.ə.mɪd /*

PHYRAMID SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?{}|\

PHYRAMID SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?{}|\

Phyramid Sans (an entirely small-caps font) is used for headings and display text.

Georgia Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?{}|\

**Georgia Bold**

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()\_+<>?{}|\**

Georgia Pro is used for body copy. On the web, the Georgia system font is used.

Questions?

Reach us:

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