

BRAND GUIDELINES

VISUAL IDENTITY GUIDELINES

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SOCIAL MEDIA

OUR LOGO IS THE HEART OF OUR BRAND IDENTITY.

Pingup is a modern social media platform designed to help people connect, share, and build meaningful friendships. Inspired by the Nigerian slang "Ping" which means close friend, Pingup focuses on creating a safe and engaging space where users can freely express themselves, interact with communities, and stay connected with the people who matter most.

With its simple, clean, and user-friendly experience, Pingup goes beyond just social networking, it is about conversations, companionship, and community building. Whether it's chatting, sharing updates, or joining groups, Pingup makes every interaction feel personal and authentic.

The background is a solid dark red color. It features several large, overlapping, curved shapes in a slightly lighter shade of red, creating a layered, organic effect. These shapes are primarily located in the upper left and middle sections of the frame.

LOGO

Icon

The icon reflects structured care, clean, stable, and purpose-driven.

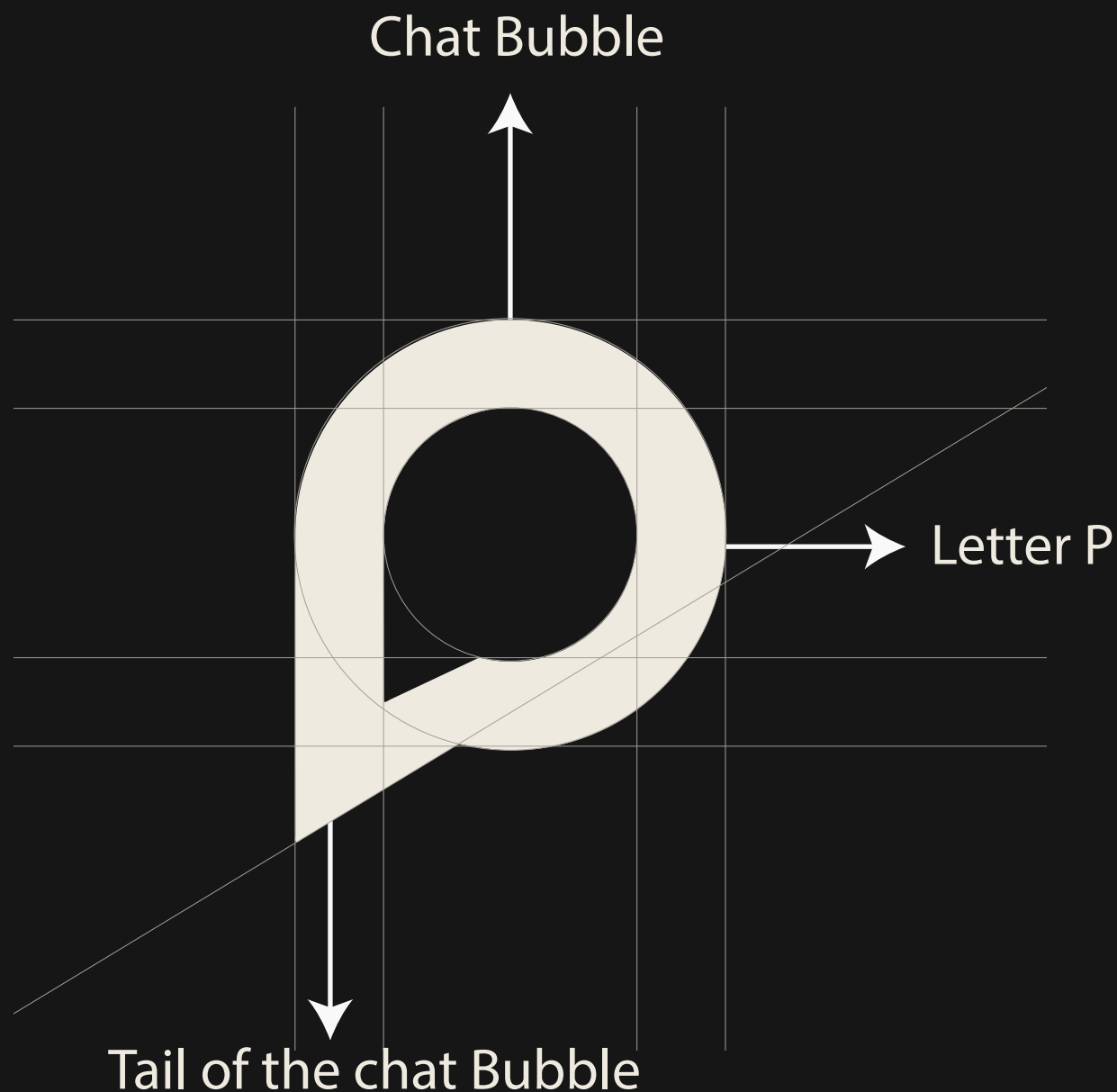
It should be applied consistently across brand environments to reinforce reliability and trust in every interaction.

logo



logo Ractionale

The letter "P" is crafted to contain a speech bubble in its negative space, instantly symbolizing conversation and connection. The subtle curve at the bottom extends as the tail of a chat bubble, making the brand's purpose immediately clear and memorable.



 pingup

A photograph of a young Black man with a beard, wearing a blue denim jacket over a white t-shirt. He is smiling and looking down at a white smartphone he is holding in both hands. The background is a blurred outdoor setting with a light-colored wall and some greenery. The word "pingup" is overlaid in a large, white, sans-serif font across the center of the image.

pingup

Clearspace

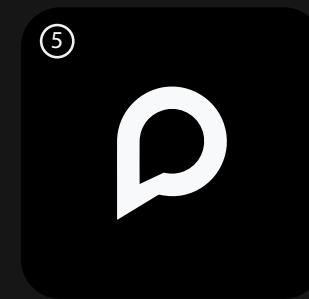
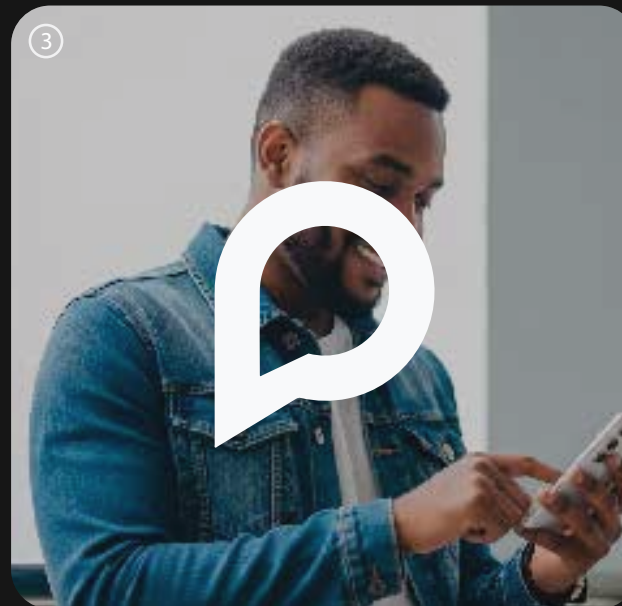
To ensure our logo maintains its visual impact, it needs sufficient space to stand out. The clear space around the logo is determined by half of the logo's height ($1/2H$).

This ensures that no other elements encroach upon the logo, keeping it clean and easily recognizable in all applications.



Icon on Color

The Paddi Logo serves as the heart of our brand identity and should be applied with care to maximize its impact and clarity.



logo on Color

The Paddi Logo serves as the heart of our brand identity and should be applied with care to maximize its impact and clarity.



App Favicon & webclip

The favicon uses only the symbol to ensure clarity at small scale.

Always placed on the First primary blue colour for consistency and instant recognition.



Partnerships

In partnership settings, position the Paddi logo first and align partner logos to the baseline of our logotype..

Maintain spacing equal to the width of our icon between each logo to preserve balance and clarity.

Clear space equals with the size of the logo icon



Partners logo should always be aligned to the baseline of the logotype



Logo Misuse

Our logo is our most sacred asset.
Please treat it with the utmost
respect. Thank you.

logo

Misuse

Do not Stroke Our Logo.



Do not Rotate Our Logo.



Do not add effect on our logo.



Don't add gradients,



Do not stretch the logo
horizontally or vertically.



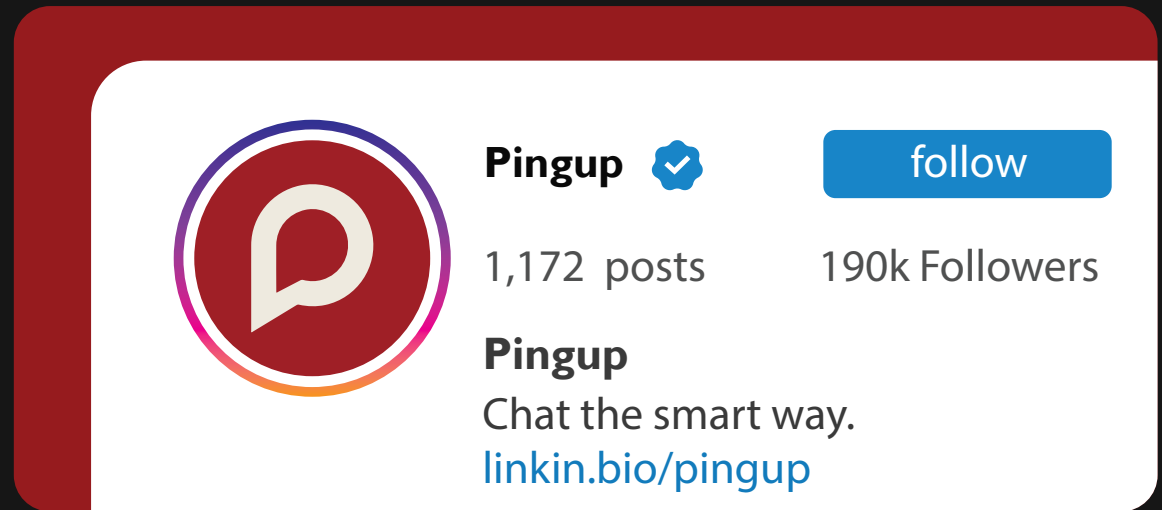
Do not use unapproved color
combination our logo.



In Use

We use our brand icon as our primary symbol on social and across other digital touch-points. Our icon is designed to work successfully in whatever shape it is required to fit within, whether it be circle or square.

- ① App icon
- ② App icon
- ③ Twitter icon
- ④ Instagram icon



The background is a solid dark red color. It features several overlapping, semi-transparent shapes in a lighter shade of red. These shapes include a large, curved form on the left side and a more angular, triangular shape on the right side. The word "Colour" is written in a white, bold, sans-serif font, positioned in the lower-left quadrant of the image.

Colour

Our Colours

Our colour palette embodies the essence of who we are precise, restorative, and

These colours Green Haze, Burnham, Cumulus reflect growth, human connection, clarity, trust and strength.

They form the core of our identity and should lead in most brand applications, representing care backed by expertise, and calm

Dark Crimson Red

RGB: 158, 28, 34

HEX: #9E1C22

CMYK: 0, 82, 78, 38

Warm Ivory / Soft Cream

RGB: 239, 236, 225

HEX: #EF ECE1

CMYK: 0, 1, 6, 6

Off White / Soft White

RGB: 250, 251, 252

HEX: #FAFBFC

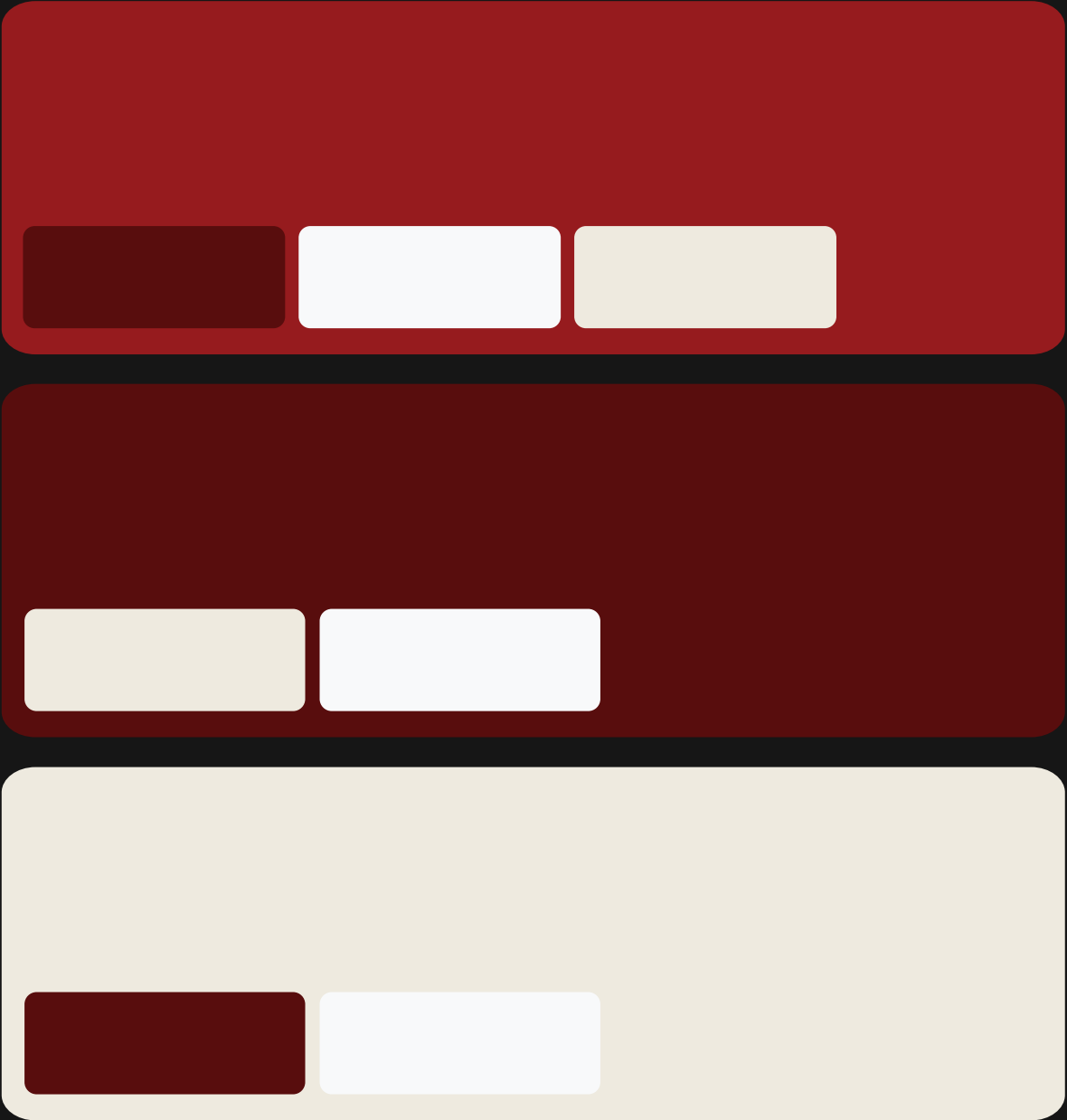
CMYK: 1, 0, 0, 1

Colour Pairings

Pair colors thoughtfully to create contrast and harmony. Prioritize combinations that enhance visibility while maintaining brand consistency.

Colour

Pairings colour



The background is a solid dark red color. It features several overlapping geometric shapes in a slightly lighter shade of red. These shapes include a large semi-circle on the left side, a vertical rectangle on the right side, and a large, irregular polygonal shape in the lower half of the image. The word "Photography" is centered horizontally and partially overlaps the bottom of these shapes.

Photography

Type Hierarchy

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: Gill Sans MT Bold

The Modern Messaging Platform.

Subline: Gill Sans MT Regular

Designed for the way you talk every day.

Body copy: Gill Sans MT Regular

Stay focused on the people that matter. Pingup keeps your conversations neatly organized without the hassle.

Button: Gill Sans MT Regular

Download App

Tracking, Kerning & Leading

Tracking is the overall spacing between groups of letters, and kening is the spacing between Individual letter forms. The tracking of body text can usually be left as it was designed: 0 units of tracking.

Leading is the difference between the baseline of the types. In simple forms, the distance between the two lines of text.

These layout restrictions are intend- ed to maintain a consistent and recognizable BiyaBot brand identity across various design materials, while ensuring a visually appealing and cohesive presentation.



The tracking & leading are just right

**Stay
connected,
instantly.**

This is a sample text: Our primary typeface is Rethink Sans bold, modern, and clean look that perfectly reflects our brand's confidence and clarity

In this example - Tracking is at;

- 80 UNITS ON CAPTION
- 0 UNITS ON TITLE
- 0 UNITS ON BODYCOPY

and Leading is at

- 20 PTS. ON THE SIZE OF BODY AT 16 PTS. FOR CAPTION
- 40 PTS. ON THE SIZE OF BODY AT 40 PTS. FOR TITLE
- 24 PTS. ON THE SIZE OF BODY AT 21 PTS. FOR BODYCOPY



The tracking & leading are too tight

**Stay
connected,
instantly.**

This is a sample text: Our primary typeface is Rethink Sans bold, modern, and clean look that perfectly reflects our brand's confidence and clarity.



The tracking & leading are just right

**S t a y
c o n n e c
t e d ,
i n s t a n t
l y .**

This is a sample text: Our primary typeface is Rethink Sans bold, modern, and clean look that perfectly reflects our brand's confidence and clarity.

Type Misuse

Our logo is our most sacred asset.
Please treat it with the utmost
respect. Thank you.

Don't use another typeface
as headline.

Scan now

Don't make the letter spacing
too tight.

**TOO
TIGHT**

Don't make the letter spacing
too loose.

**TOO
SPACE**

Don't use any other fonts.

**DON'T USE
NEW FONTS**

Don't right align texts.

**DON'T
RIGHT
ALIGN
TEXTS**

Alternate Typefaces

For word processors such PowerPoint or cases where our typeface; PolySans might be unavailable or rendered differently, the fallback typeface is Inter and should be used for body or paragraph.

Polysans



Inter

The background is a solid dark red color. It features several overlapping geometric shapes in a slightly lighter shade of red. These shapes include a large semi-circle on the left side, a vertical rectangle on the right side, and a complex polygonal shape in the lower center that resembles a mountain range or a stylized 'A'.

Photography

Photography Overview

At Pingup, our visuals reflect clarity, reliability, and seamless connection. Every interaction and screen is designed to showcase the advanced technology behind effortless messaging. By highlighting the intersection of innovation and user-friendly communication, we create a visual story that builds trust and makes every conversation feel simple, secure, and meaningful.

Photography Direction

We capture the authentic moments of every conversation. Our visuals focus on genuine interactions, seamless connections, and the diverse community using Paddi. Bright, clean imagery and minimal backgrounds highlight the simple, reassuring experience of staying connected and sharing messages with clarity.



Visual Assets

Iconography

The pattern is an extension of the logo used in a creating a Depth field looking texture to be used as the brand asset



Patterns

The pattern is an extension of the logo used in a creating a Depth field looking texture to be used as the brand asset



Frindly



Connected



Simple



Fast



Real



Fresh



Fun



Reliable



Social



Safe

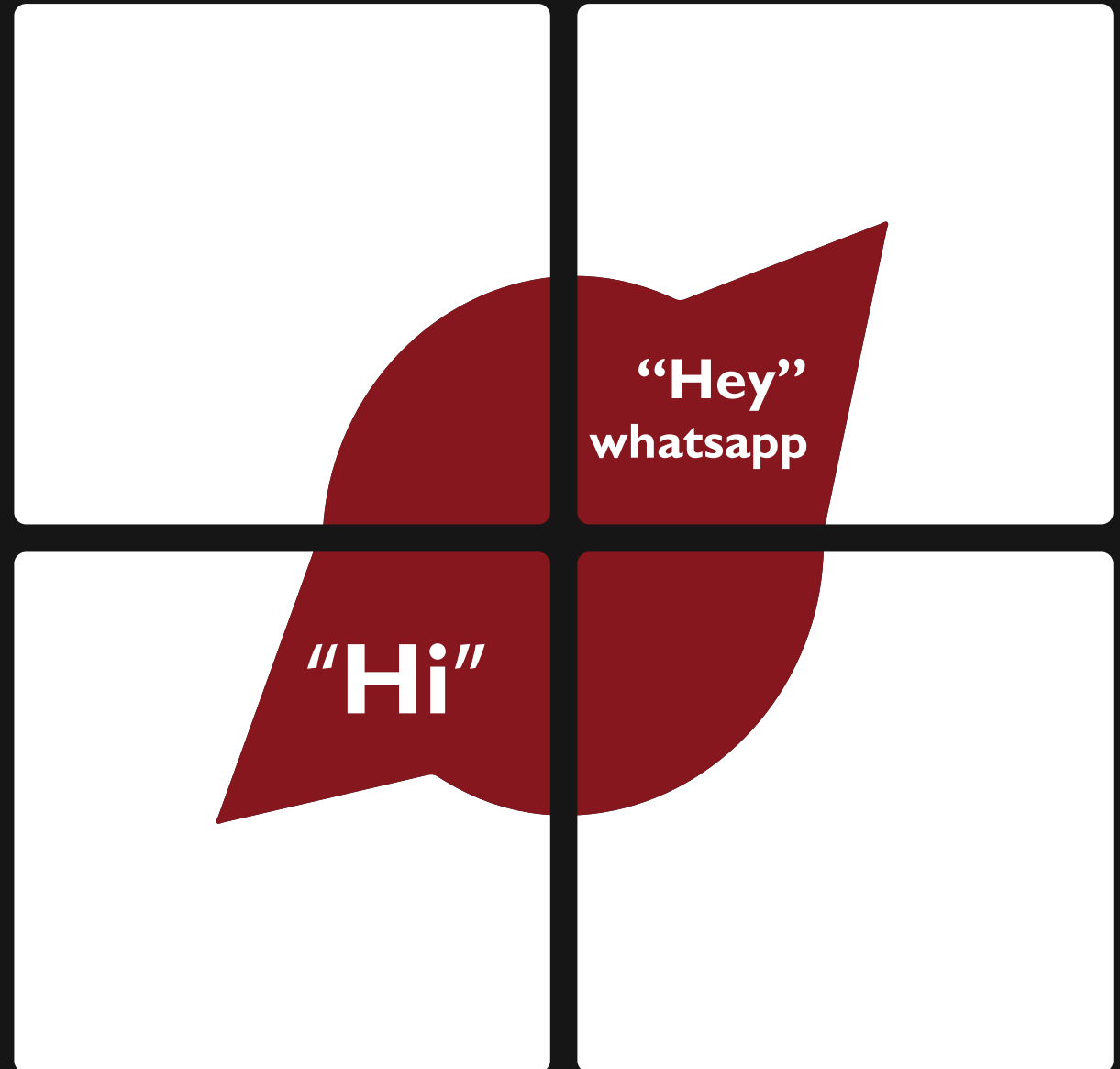


Chat Bubble

The Bubbles can be dynamically cropped to create versatile patterns and visual interest.

These cropped variations bring a sense of movement and adaptability while maintaining brand consistency.

Use them to add subtle, recognizable touches across designs without overwhelming the content.



Chat Bubble Visual Usage

The Bubbles can be dynamically cropped to create versatile patterns and visual interest. These cropped variations bring a sense of movement and adaptability while maintaining brand consistency.

Use them to add subtle, recognizable touches across designs without overwhelming the content.



“Hey”
whatsapp



“Hi”





New message day come
From Joanna

09:41 PM



Corporate Assets

Business Card

For business carta, keep details clear, minimal, and anchored with the icon in a consistent spot

The image shows the front of a red business card. In the center, the 'Pingup' logo is displayed in white. The logo consists of a speech bubble icon with a white dot inside, followed by the word 'ingup' in a sans-serif font. The background of the card is a solid red color with a subtle pattern of concentric circles in a slightly darker shade of red.The image shows the back of a white business card. The text is arranged in a clean, minimalist layout. At the top, the name 'Deniel Terhemen' is written in a large, black, sans-serif font. Below it, the title 'Brand Designer' is written in a smaller, red, sans-serif font. At the bottom left, there is a block of text in a small, black, sans-serif font. At the bottom right, the 'Pingup' logo is displayed in red. The card has rounded corners and is set against a dark red background.

Deniel Terhemen

Brand Designer

Daniel Terhemen (Terdan Concept):
Identified as a Brand Identity & Visual
Designer based in Abuja, Federal
Capital Territory, Nigeria.

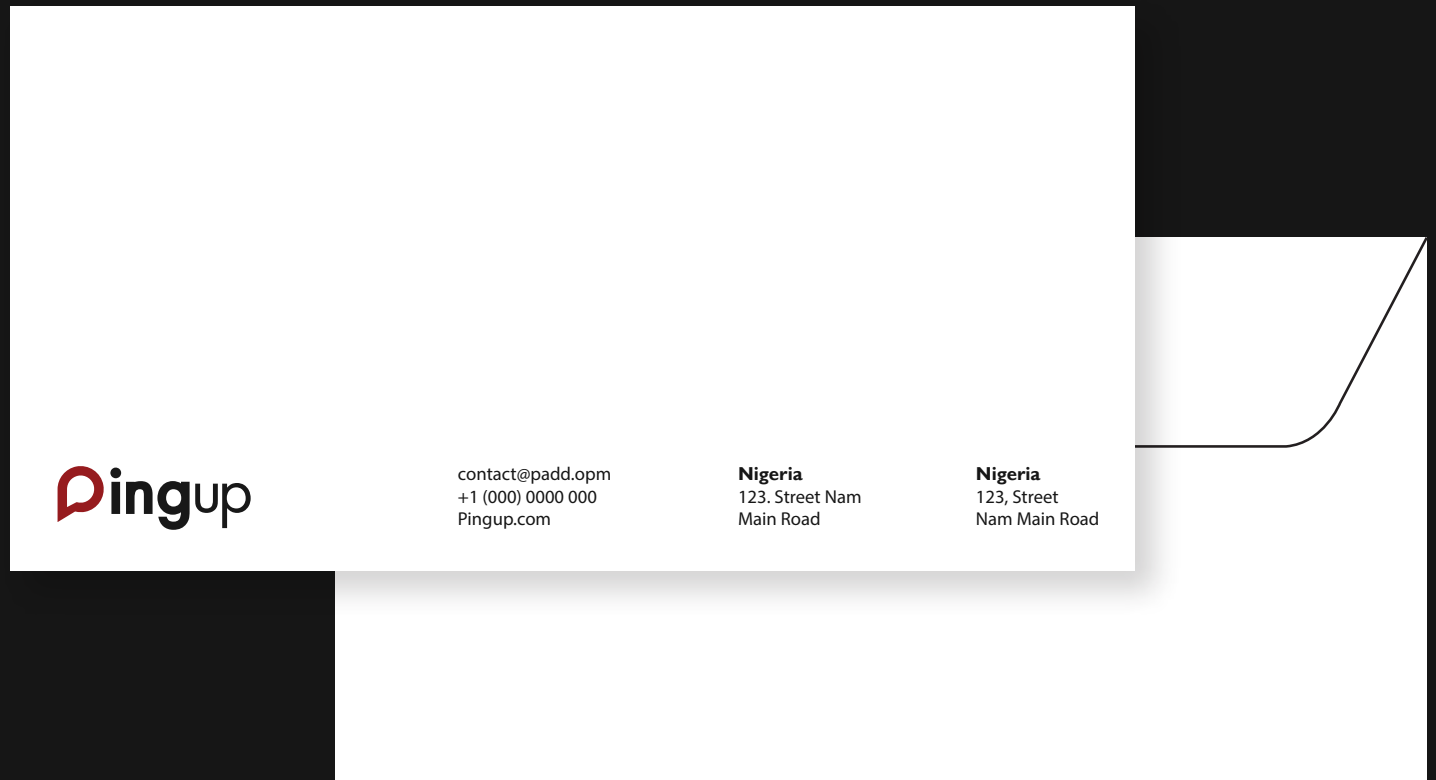
The image shows the 'Pingup' logo, which consists of a red speech bubble icon with a white dot inside, followed by the word 'ingup' in a red, sans-serif font.

Folder & Letterhead

Always place the logo in the top left corner of the letterhead.



Envelope



ID Card



Cardholder Responsibility

This card is personal and non-transferable.
Do not share or lend it to others.

Access Restrictions

Only authorized areas can be accessed using this card.
Unauthorized access is strictly prohibited.

Lost or Stolen Card?

Report lost or stolen cards immediately to the security office at
(Address) or call (123) 456-7890.

Misuse Penalty

Misuse of this card, including tampering or fraudulent use, will
result in disciplinary action and possible legal consequences.

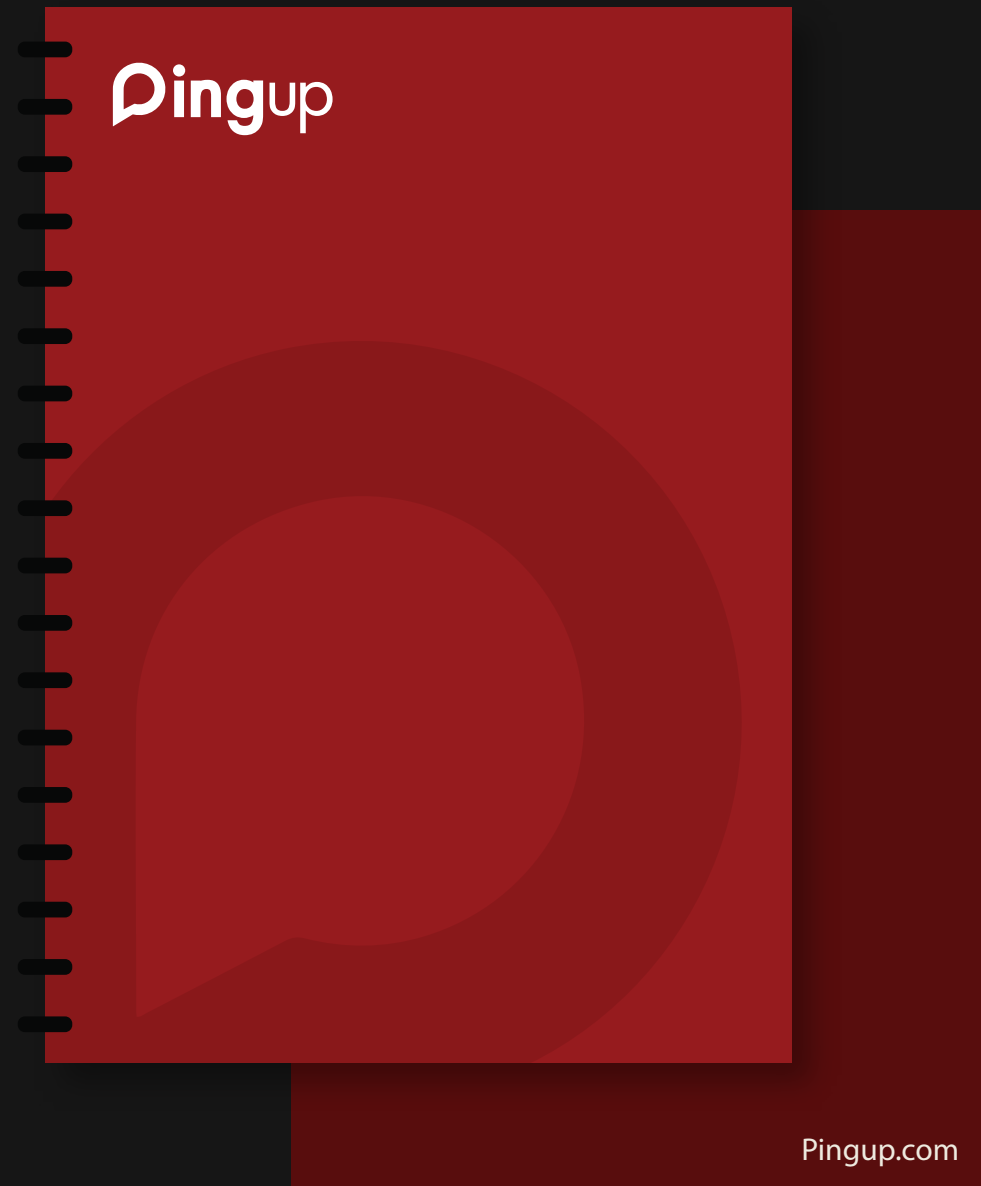
Keep the card in good condition; avoid bending, scratching, or
exposing it to magnets or extreme heat.



Promotional & Displays

Notepads

Thoughtfully designed notepads that blend functionality with brand expression, making every note a reflection of our identity.



Dingup

All Your
Chats In
One Place









Social Media

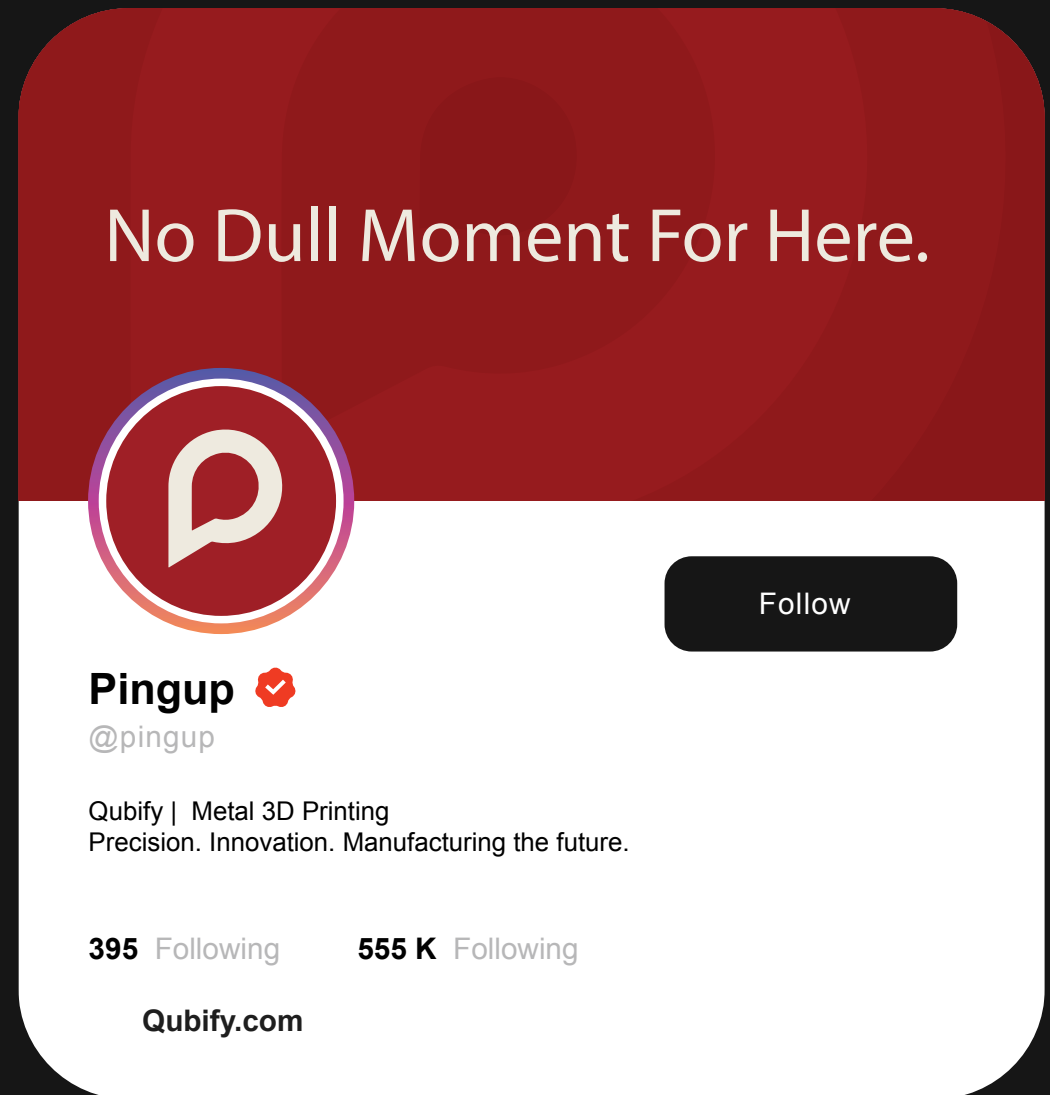
Social Media Avatar

For social media avatars, we can use our logo and our icon with a background colour of the appropriate contrast and pairing.



Social Media Header

This is designed and tailored for use in social media banners, ensuring that our visuals are both eye-catching and perfectly suited for digital platforms



Social Media Grid

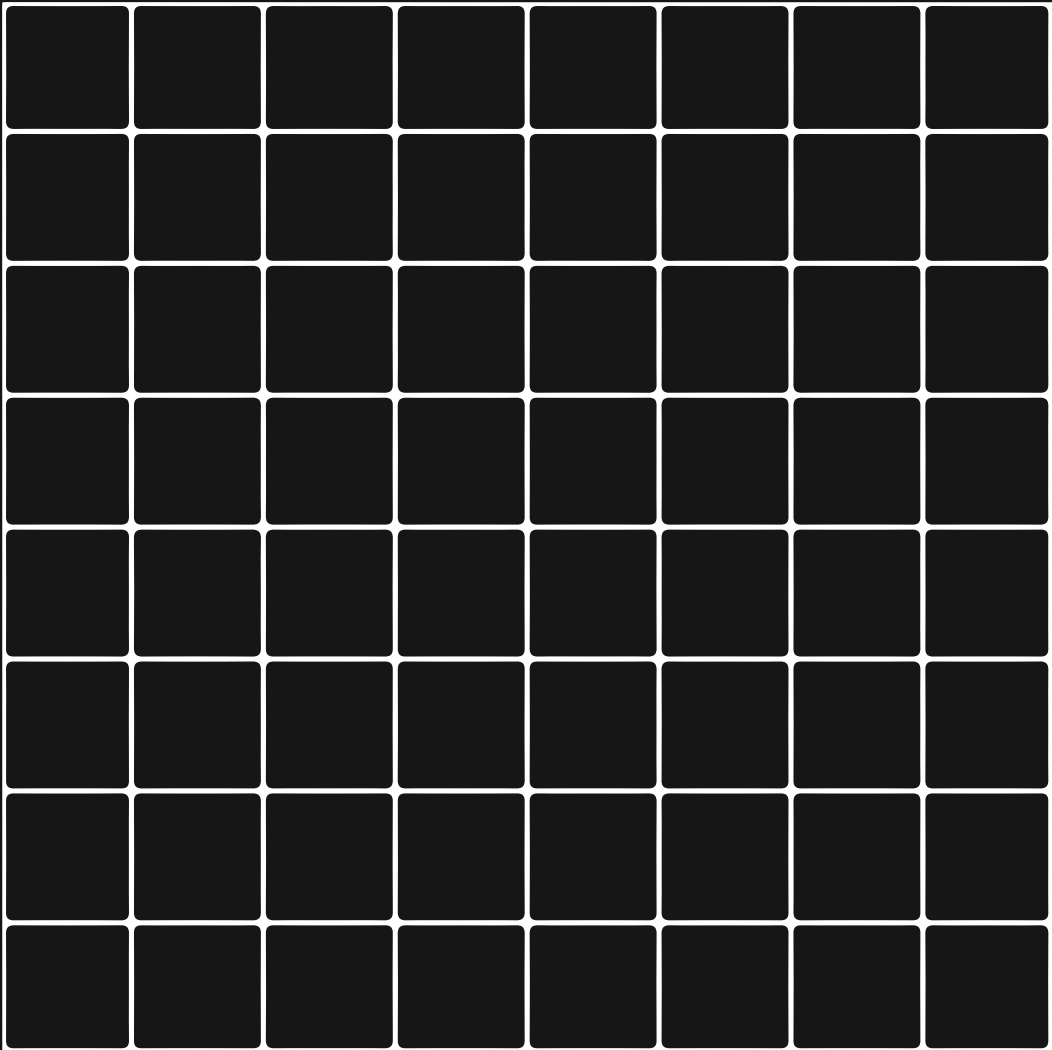
To maintain a consistent and polished appearance across all social media posts, we utilize a 16 x 16 pixel grid. This grid system ensures that all visual elements are aligned properly and adhere to a structured layout.

Instagram/Twitter Post
080 x 1080px

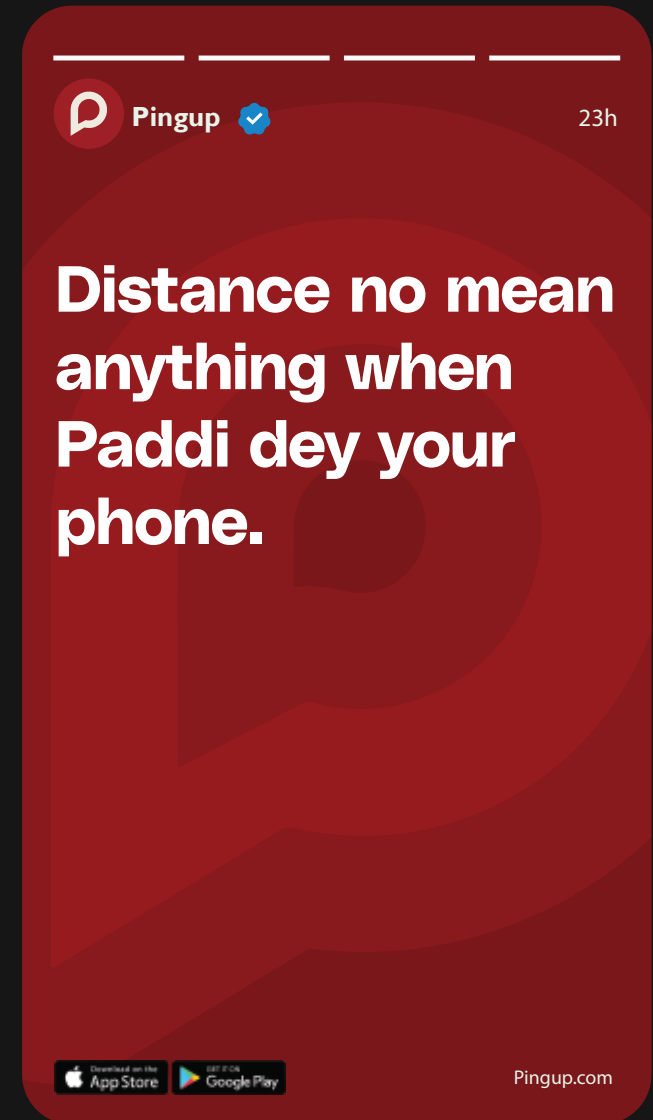
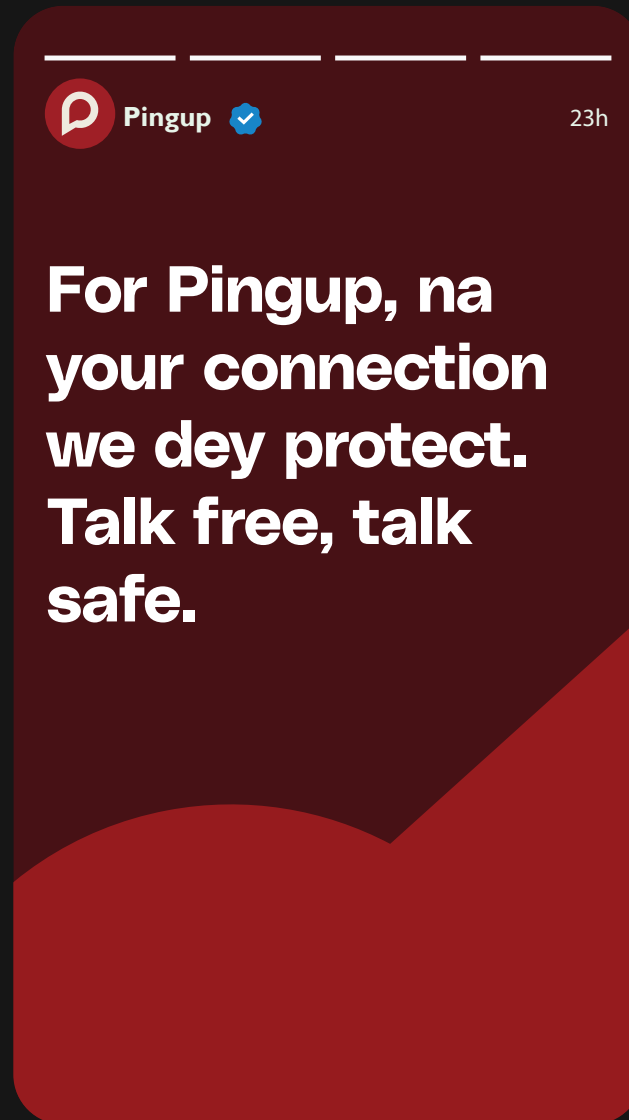
16 ROW X 16 COLUMN GRID

65 PX MARGIN

0 PX GUTTER



Instagram Stories Template



THANK YOU