

Pickit Visual Guidelines

Interim Version



Pickit

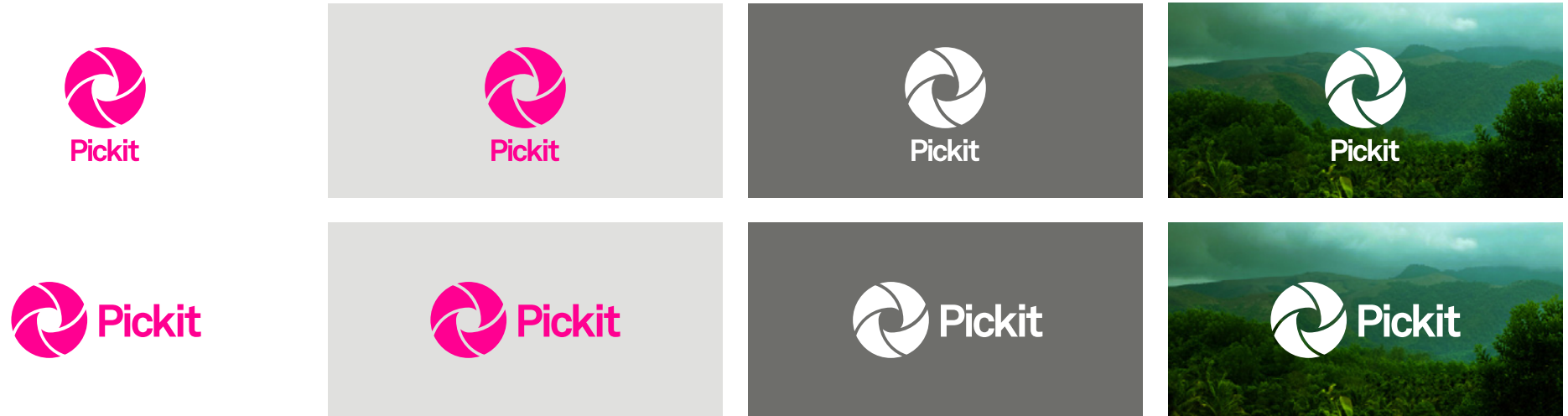


The Pickit logotype comes in both horizontal and vertical lock-ups. Use the version most appropriate for each application.

Make sure the logo has plenty of clear space around it. Use the examples on this page as a guideline.

Pickit logotype

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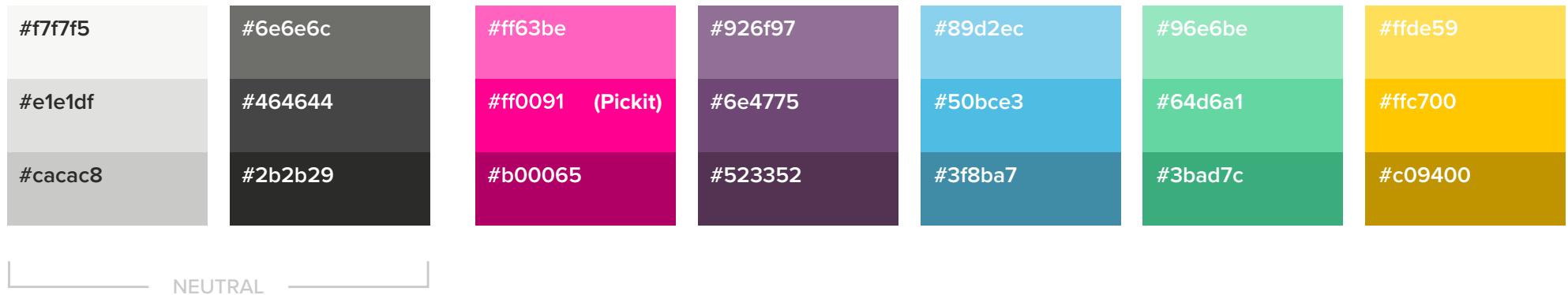
Color

The Pickit logotype can be used in either Pickit Pink (#ff0091) or white. Use the version most appropriate for each application.

Always make sure the logo is clear and legible. Avoid distracting backgrounds and tonal clashes. Use it, don't abuse it.

Pickit color palette

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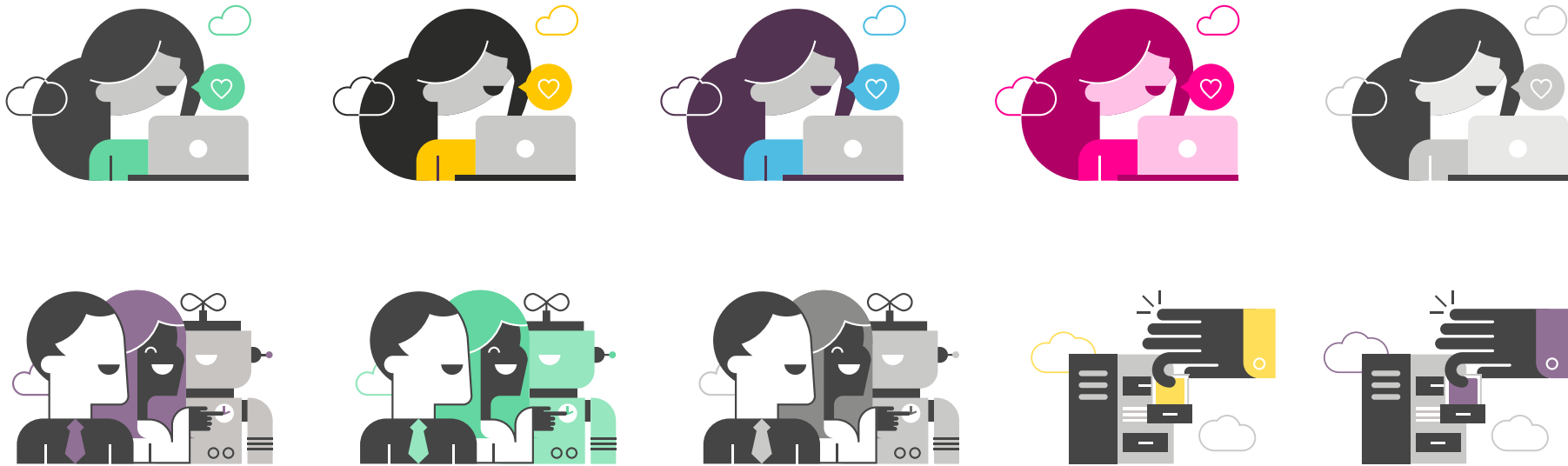
General guidelines for color use

Pickit Pink #ff0091 is used exclusively for the Pickit logo and as a highlight ie. buttons. To be used sparingly.

Try to use one or maximum two colors at a time plus one or two neutrals.

Tints in 10% increments can be used (except Corp Pink #ff0091) but avoid pastels and prioritize existing colors where possible.

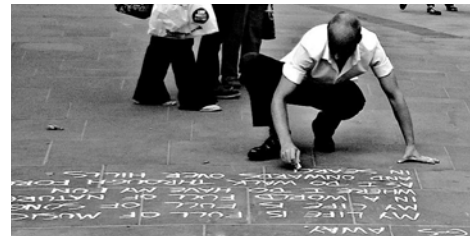
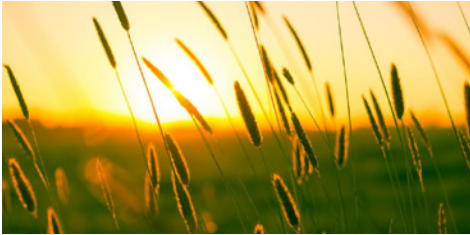
Text is never black. Use the three darker neutrals - default is #464644 with the other two used according to need/legibility.



To help us in our communication we have developed a lighthearted, playful illustration style which we extend as needed. In combination with our color palette this gives us a lot of visual flexibility.

Photography

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What you see here is a tiny sample of the vast amount of photos that Pickit has to offer. You can access them at pickit.com/market

When using photos, try to support and/or complement the message as much as possible. Avoid using clichéd and over-used, obvious images. Look for an interesting angle. Focus on one idea.



We also use our huge collection of icons to complement our visual communication. Many are available here: <https://pickit.com/market>
Others are created as needed.

Icons are used to support and enhance messages. They are always used discreetly, and care should be taken not to mix styles to avoid creating visual noise.

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&/**

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&/**

Some guidelines for use of type

We use Proxima Nova, a highly versatile, and simple, modern font with a geometric feel.

Headlines are always in Extrabold, as well as details such as occasional highlights in text. To be used judiciously.

Light is used for body copy wherever possible. In cases where improved legibility is needed Regular can be substituted.

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&/**

Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&/**

Medium and Bold are used strictly as complementary weights, for example web buttons or to highlight words or phrases in longer texts.

Use the minimum number of weights necessary to achieve your objectives. This gives a cleaner overall appearance and results in clearer communication.

Avoid the use of drop shadow. Legibility and readability issues should be solved in a way which does not compromise the integrity of our typographic style.

Hero Desktop, 2000 x 500 px
Margins
L&R: 50px
Top: 45px
Bottom: 60px
Logo size: 50px

Hero Mobile, 1000 x 500 px
Margins
L&R: 40px
Top: 40px
Bottom: 60px
Logo size: 50px

Featured, 500 x 500 px
Margins
L&R: 32px
Top: 40px
Bottom: 60px
Logo size: 40px

These are the logo sizes and margins for our Collection covers. Type and logo should always be placed inside these margins.

Typography for covers can be interpreted freely. We can always use our official font, Proxima, but it isn't a must.

The default colour for text and logo on covers is white, but there are

no restrictions on colour use. Choose a colour based on the image used. Keep the contrast high to ensure good legibility and make sure the logo and text are in the same colour.

Keep text and logo aligned left, right or centered.



Pickit