



Brand Guidelines

Piceasoft

Brand guidelines

Building a strong and identifiable brand is a constant process that requires care and attention. It is helpful to think of a brand as a character in itself, one with opinions and purpose, and a set of ideals. It is important that these ideals are consistent throughout every internal and external experience of the brand, including what we say and how we act; every time someone comes into contact with any of their five senses, it should be coherent and consistent and carried out with pride.

This will help create a brand identity (or character) that is identifiable and dependable, differentiating it from other brands and standing out from the crowd.

About Piceasoft

Piceasoft is a Finnish company, located in Tampere. Since it was founded in 2012, Piceasoft has created a unique set of software solutions to cover the whole lifecycle of mobile devices. These solutions create new business opportunities and enable a cost-efficient service for mobile operators and retail chains. Our innovative products are disrupting mobile device buyback, repair and recycling business. Our software products are easy to use and offer added value to the end user, which means better ROI and user satisfaction. In short, we promise to Simplify Your Mobile Life.



Logo



Logo



Logo with Slogan



Logo



Logo with Slogan



Logo



Logo with Slogan



Logo



Logo with Slogan



HEX: #0080b4
RGB: 0 128 180
CMYK: 98 28 13 2



HEX: #000000
RGB: 0 0 0
CMYK: 70 50 30 100



Don't warp or scale elements of the logo.



Don't remove elements of the logo or change its appearance in any way.



Don't use other colours



Do not use the logo tinted or knocked back in a background, or use it cropped.



Don't place items over the logo.



Do observe the clear space surrounding the logo.



Product Logos



Diagnostics



Eraser



Volume



Trade-In



Reporting



Switch



Verify



History