

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 coherant 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.

AboutPiceasoft

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.



Piceasoft Logo



Logo



Piceasoft White / Blue Version





Piceasoft Black Version



Logo



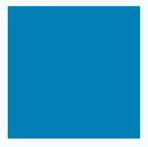
Piceasoft White Version



Logo



Piceasoft Colours



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



HEX: #000000 RGB: 0 0 0

CMYK: 70 50 30 100





Piceasoft ! Piceasoft

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.



Piceasoft

