Pingup

BRAND GUIDELINES

VISUAL IDENTITY GUIDELINES

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01 INTRODUCTION
02 LOGO
03 COLOUR
04 TYPOGRAPHY
05 PHOTOGRAPHY
06 VISUAL ASSETS
07 CORPORATE ASSETS
08 PROMOTIONAL & DISPLAYS
09 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, Pingupmakes every interaction feel personal and authentic.

LOGO

Icon

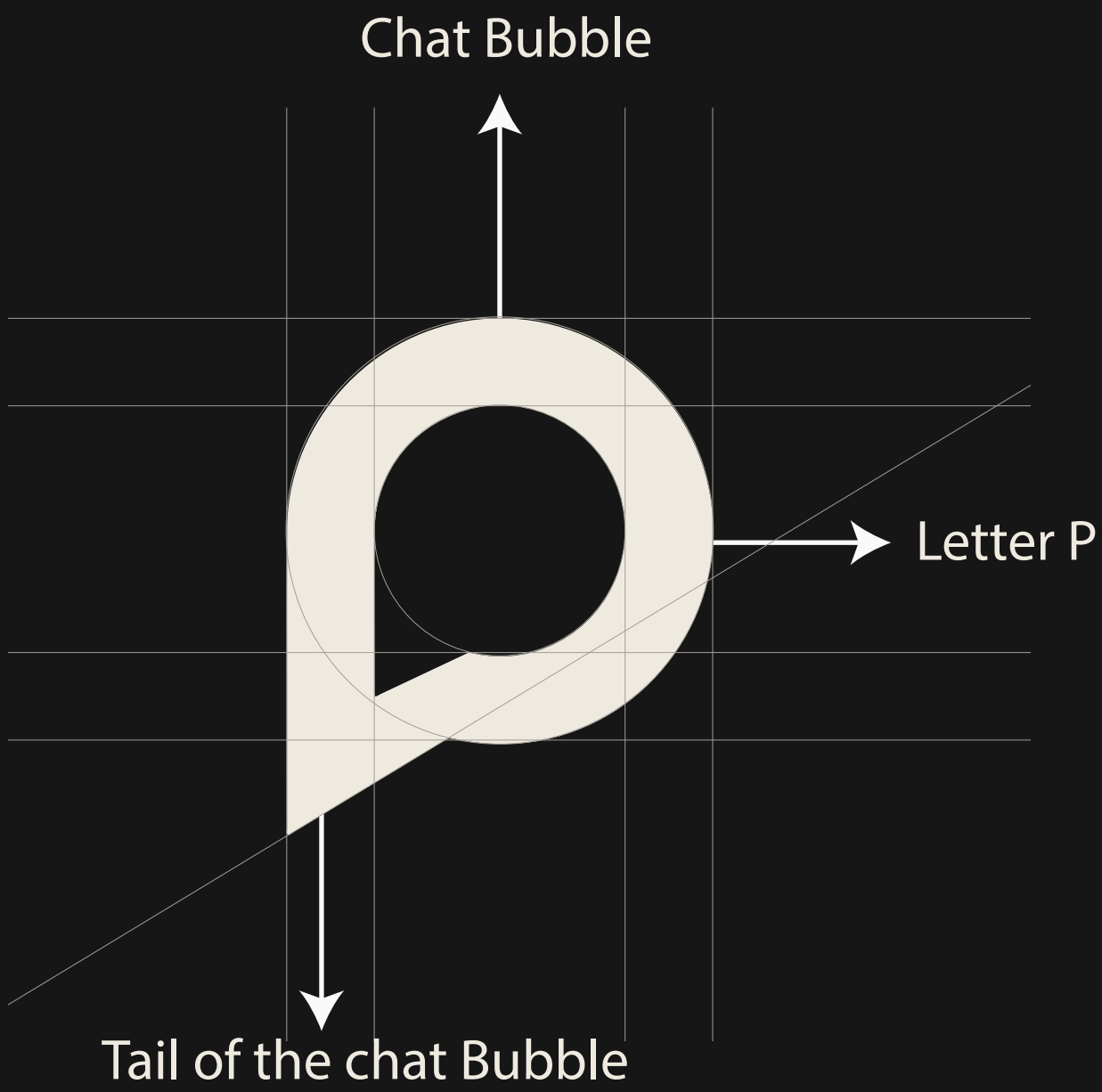
The icon reflects structured care, clean, stable, and purpose-driven.

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



logo 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


Pingup

Clearspace

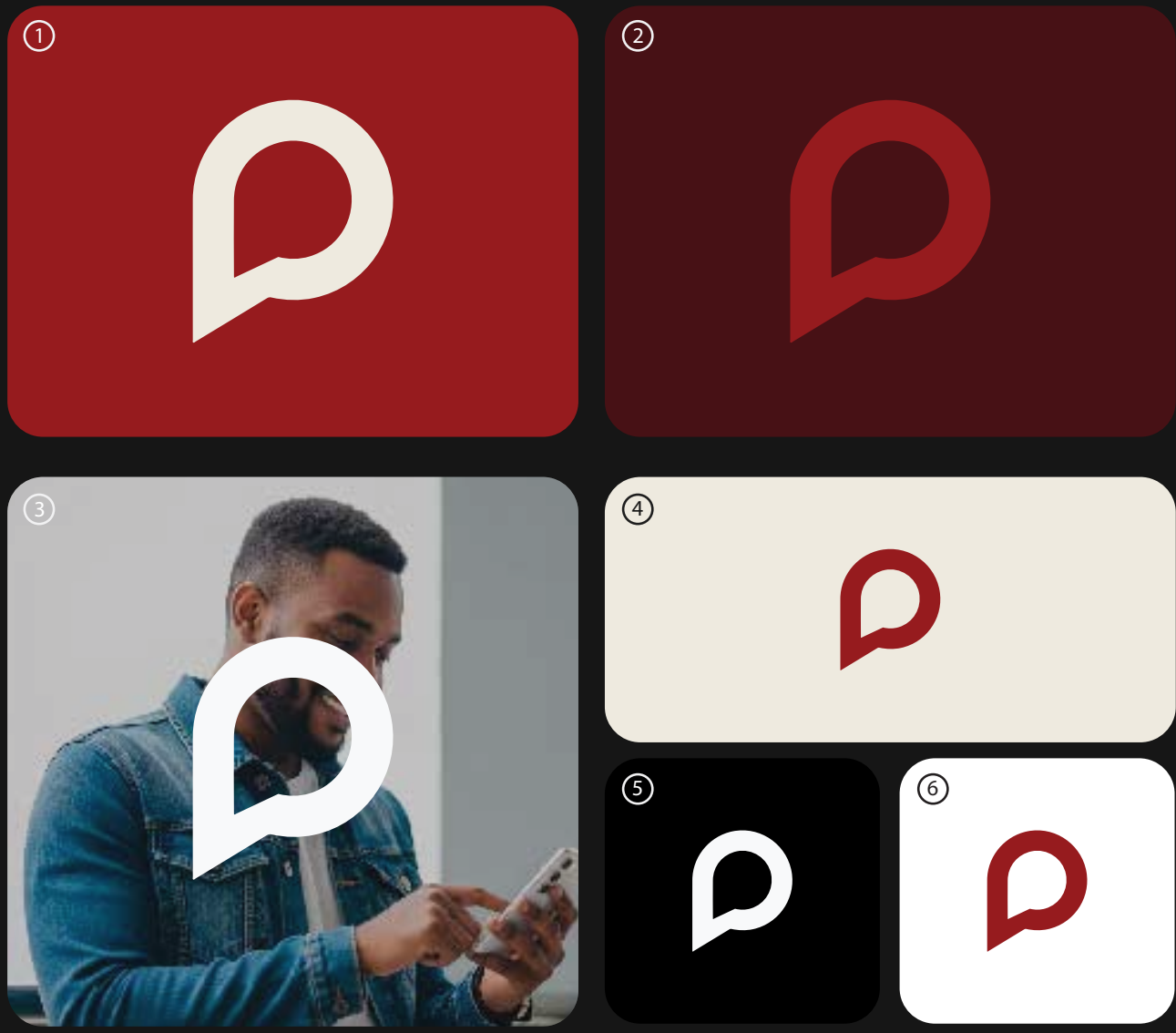
To ensure our logo maintains its visual impact, it needs sufficient space to stand out. The clear space around the logo is determined by half of the logo's height (1/2H).

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.

① Pingup

② Pingup



④ Pingup

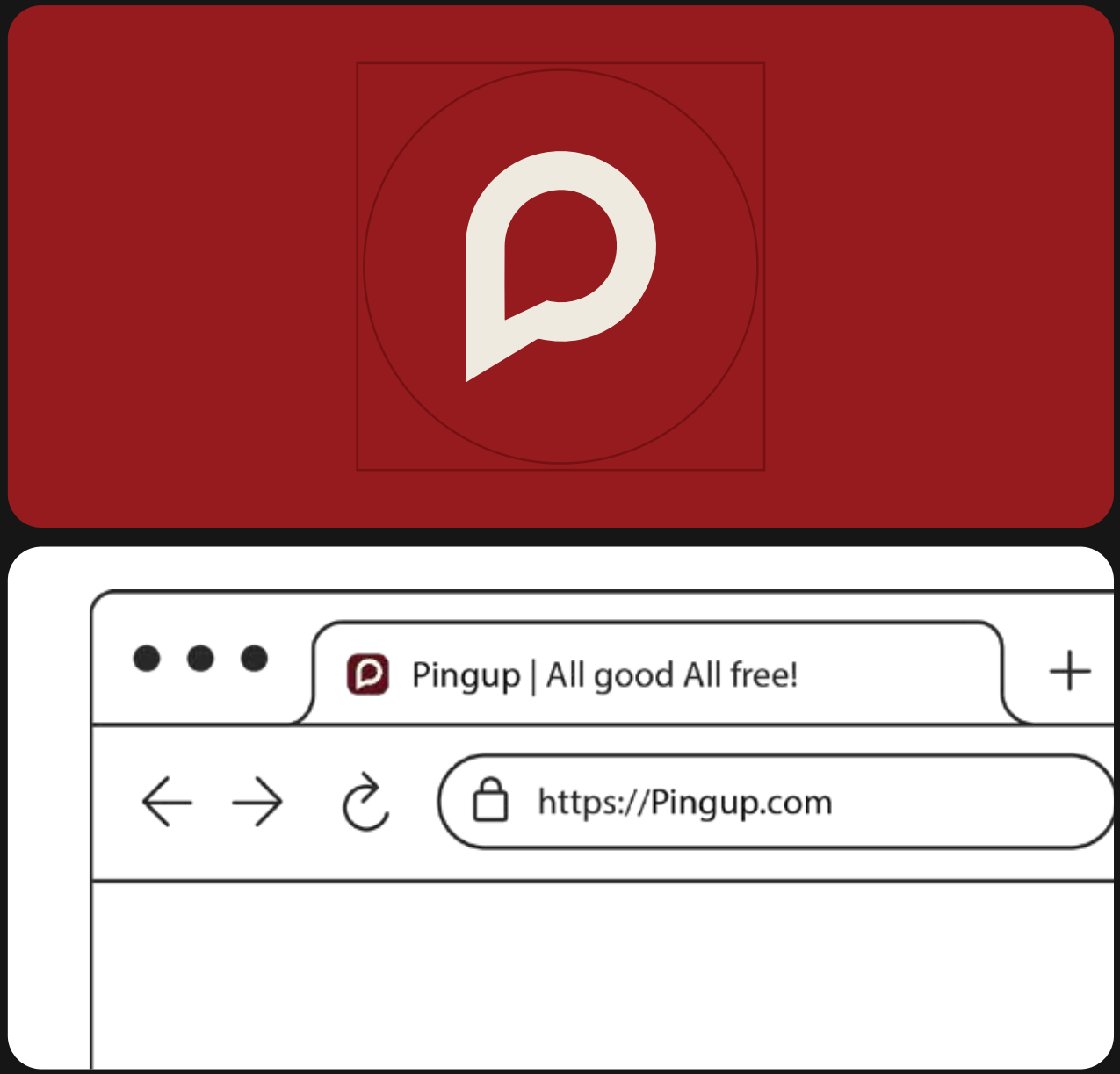
⑤ Pingup

⑥ Pingup

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

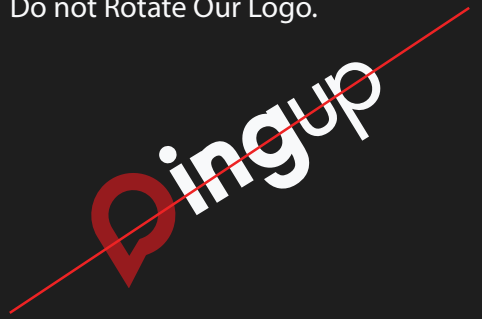
Our logo is our most sacred asset.
Please treat it with the utmost
respect. Thank you.

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.



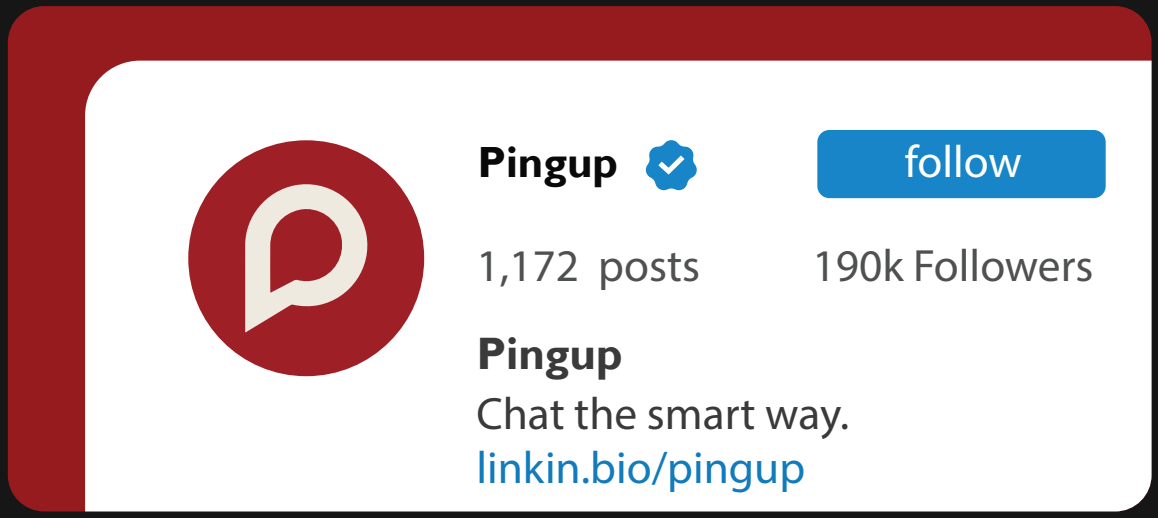
Do not use unapproved color
combination our logo.



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 icont







Colour

Our Coluors

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

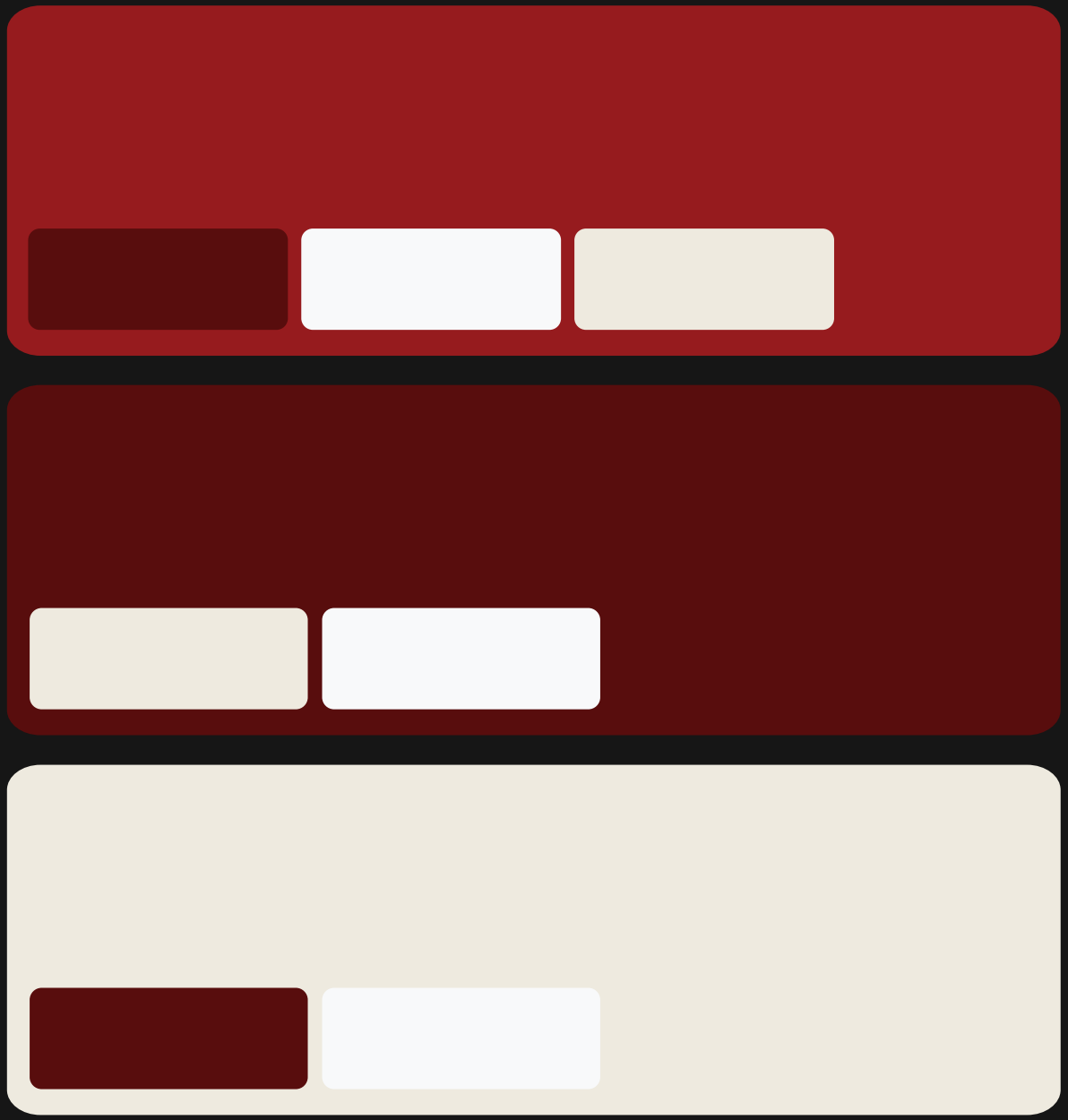
RGB: 239, 236, 225
HEX: #EF ECE1
CMYK: 0, 1, 6, 6

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 consisten-



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 Rehular

Designed for the way you talk every day.

Body copy: Gill Sans MT Rehular

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

Button: Gill Sans MT Rehular

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 torms, 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

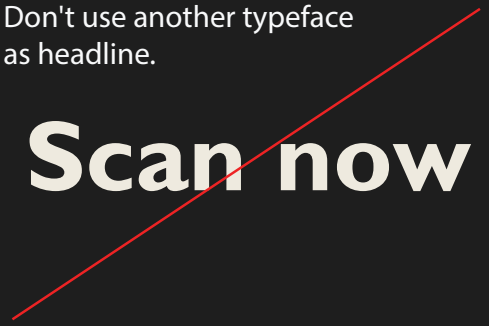
S t a y c o n n e c t e d , i n s t a n t l y .

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.



Don't make the letter spacing
too tight.



Don't make the letter spacing
too loose.



Don't use any other fonts.

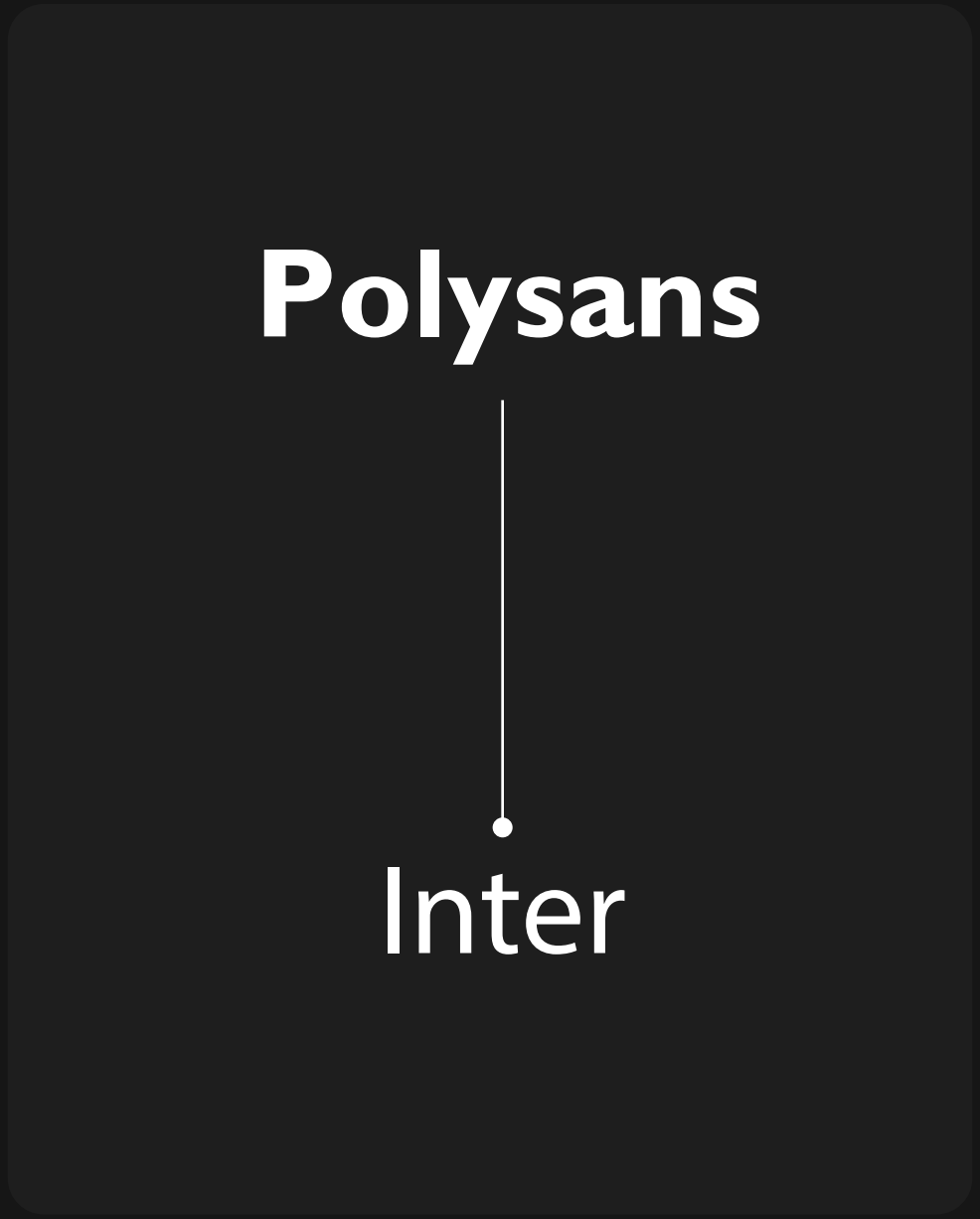


Don't right align texts.



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.



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

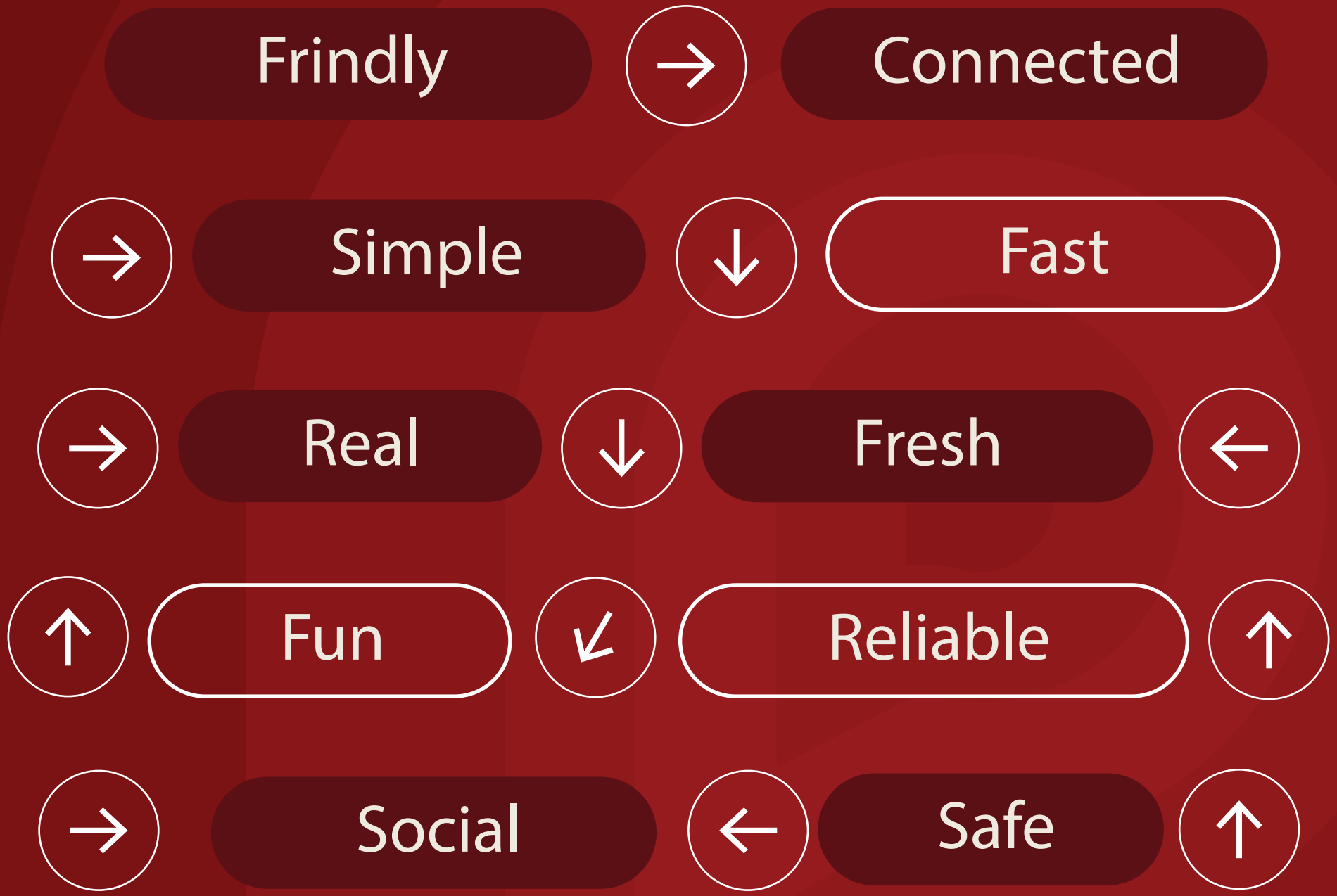
The pattern is an extension of the logo used in a creating a Depth field looking texture to be used as the brand asset



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

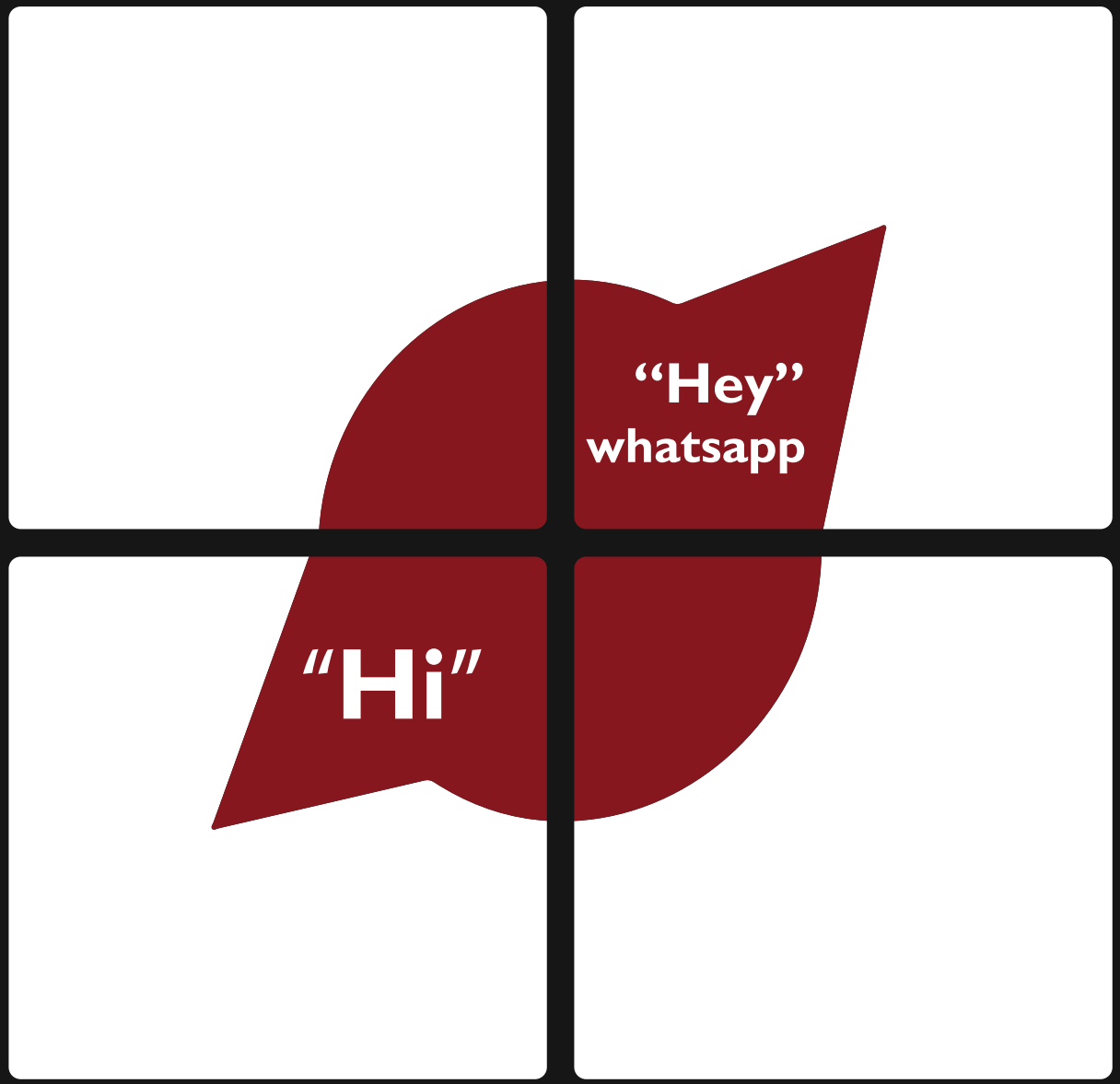



Frindly
Connected
Simple
Fast
Real
Fresh
Fun
Reliable
Social
Safe

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.

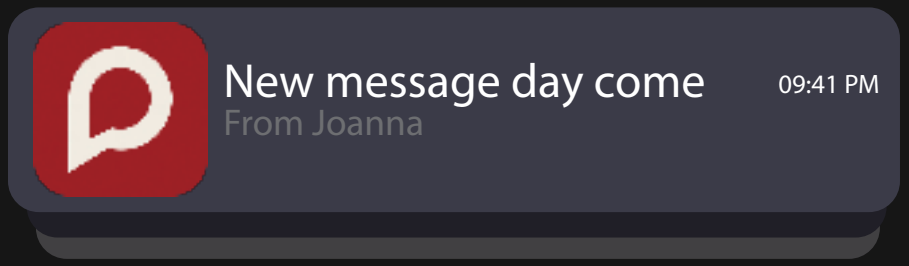
Use them to add subtle, recognizable touches across designs without overwhelming the content.










New message day come
09:41 PM
From Joanna


9:41
MON
6
Cale
Pingup
Mail

Corporate Assets

Business Card

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

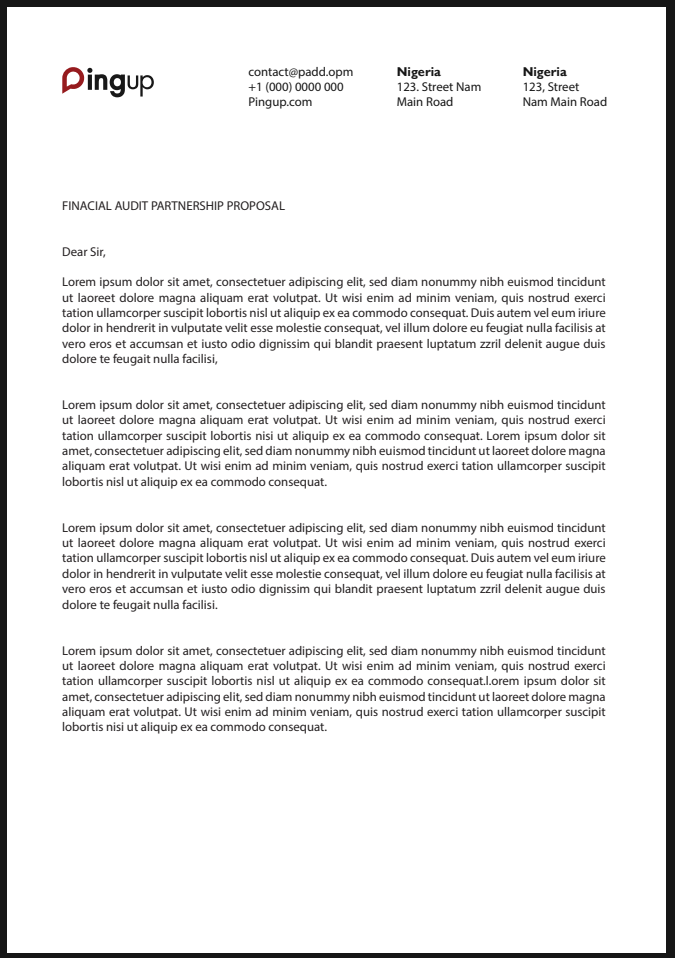




Folder & Letterhead

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





Pingup

contact@padd.opm
+1 (000) 0000 000
Pingup.com

Nigeria
123. Street Nam
Main Road

Nigeria
123, Street
Nam Main Road

FINACIAL AUDIT PARTNERSHIP PROPOSAL

Dear Sir,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi,

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.l.orem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat.

Envelope


Pingup
contact@padd.opm
+1 (000) 0000 000
Pingup.com
Nigeria
123. Street Nam
Main Road
Nigeria
123, Street
Nam Main Road

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.

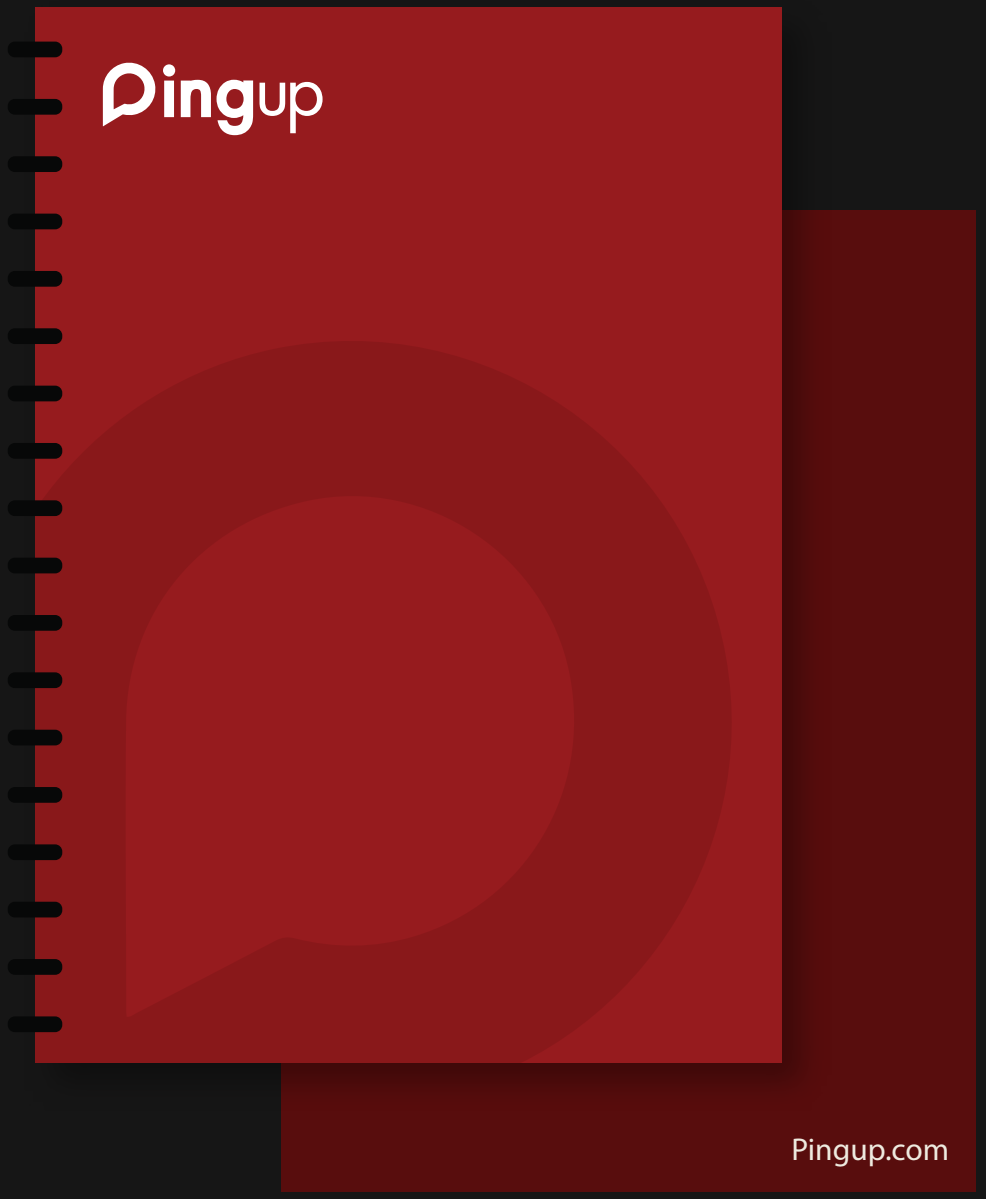
Keep the card in good condition; avoid bending. scratching, or exposing it to magnets or extreme heat.

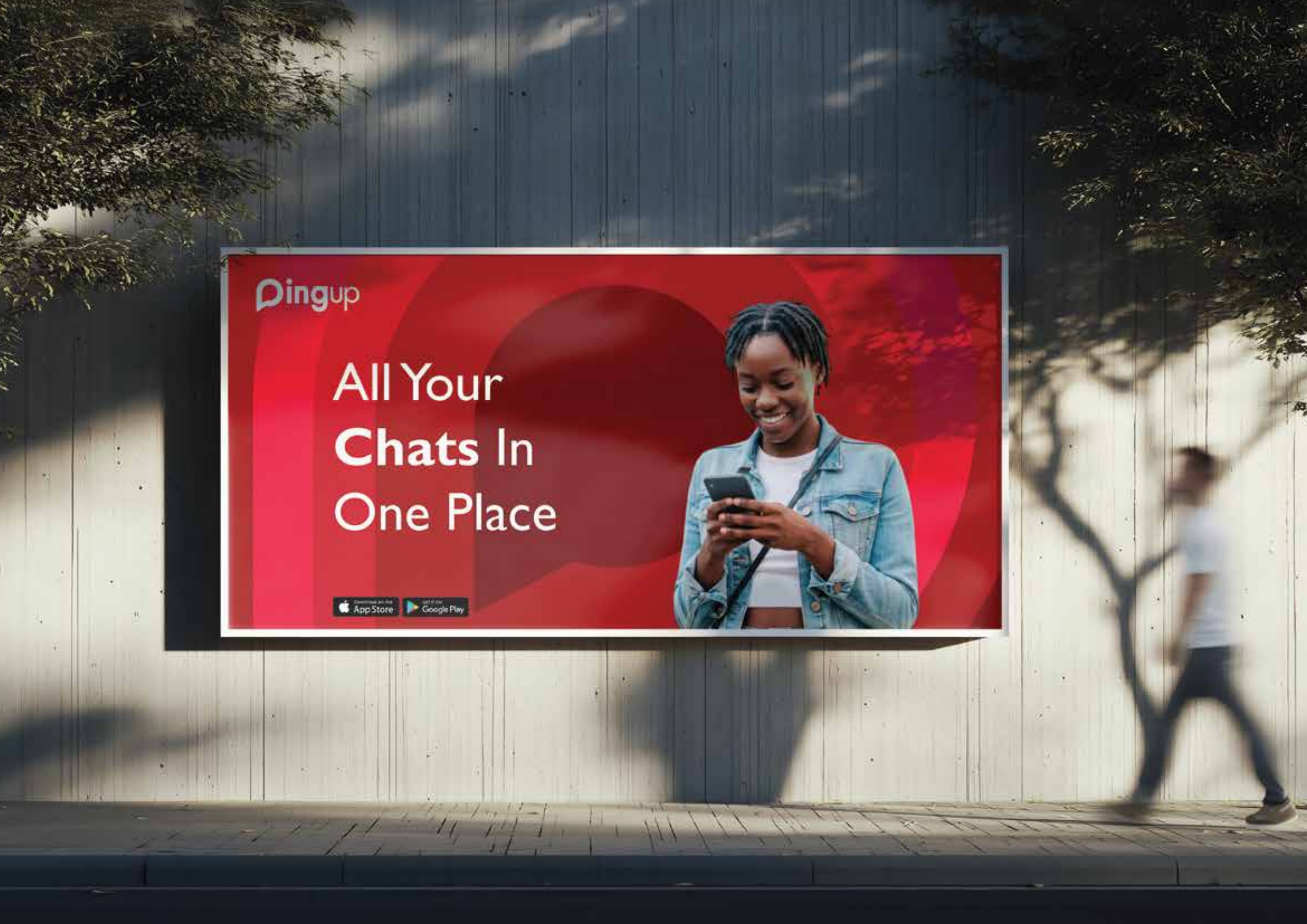
Pingup

Promotional & Displays

Notepads

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




Pingup
All Your
Chats In
One Place
App Store
Google Play


Pingup


Pingup
Pingup


Pingup
Pingup

Social Media

Social Media Avatar

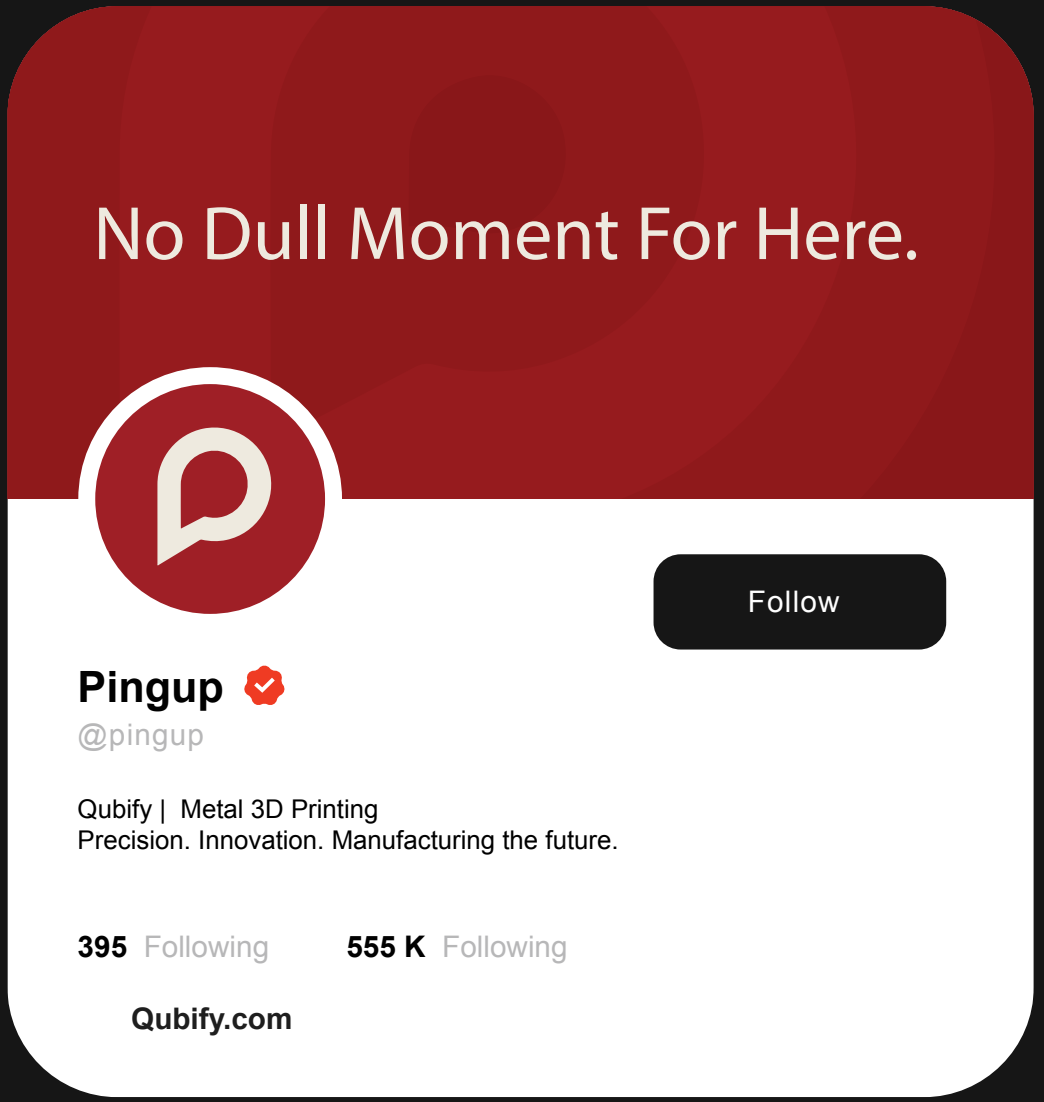
For social media avatars, we can use our logo and our icon with a background colour of the appropriate contrast and pairing.





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

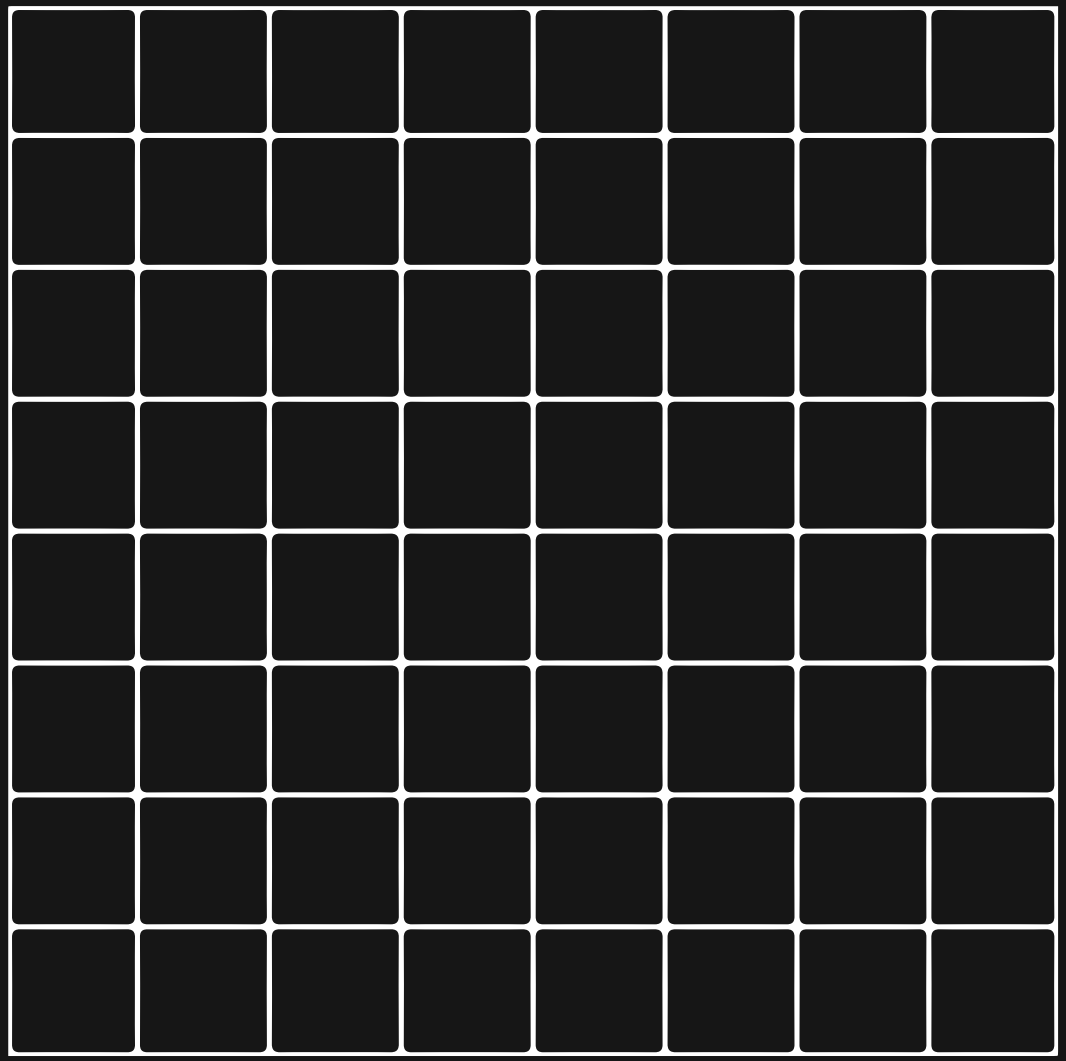
To maintain a consistent and polished appearance across all social media posts, we utilize a 16 x 16 pixel grid. This grid system ensures that all visual elements are aligned properly and adhere to a structured layout.

Instagram/Twitter Post
080 x 1080px

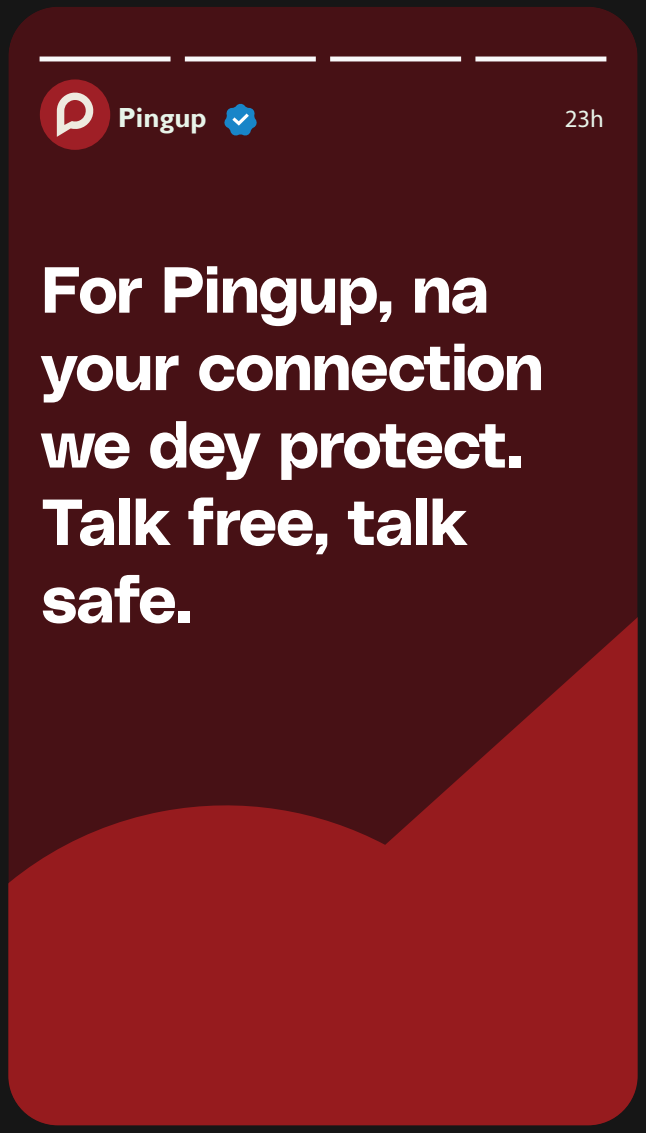
16 ROW X 16 COLUMN GRID

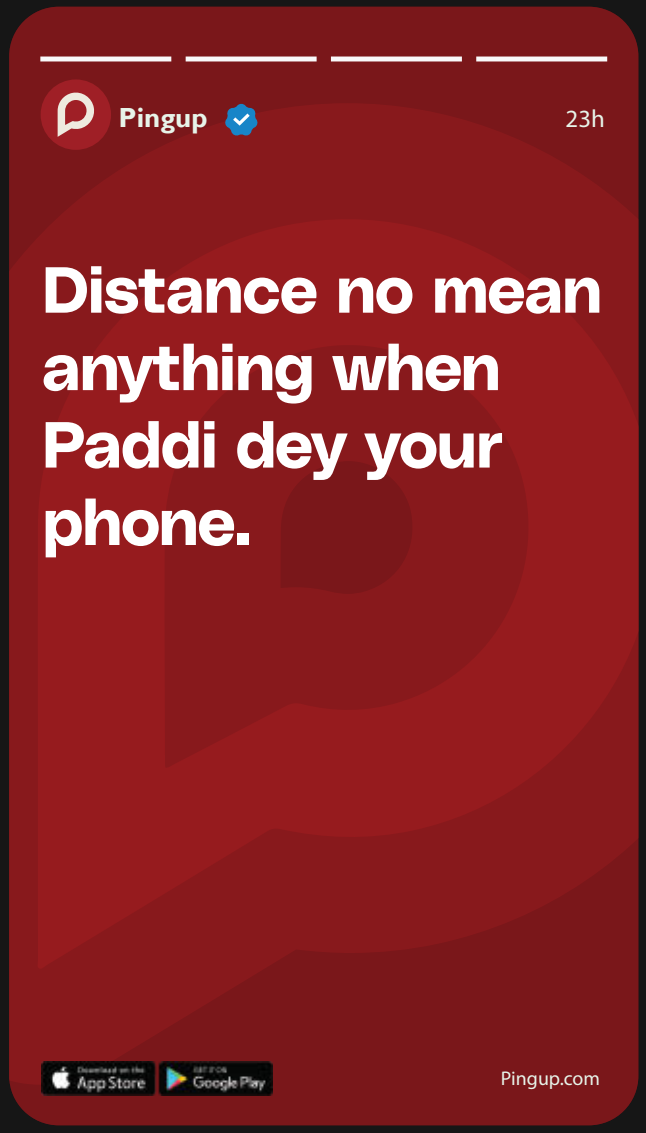
65 PX MARGIN

0 PX GUTTER



Instagram Stories Template





Pingup

THANK YOU