



Piniverse

Brand guidelines

“Rep that travels with you.”

One mark, one wordmark



The mark

Night sky, a four-band ribbon, the P and its star

Piniverse

The wordmark

Space Grotesk Bold, outlined. Pin + iverse

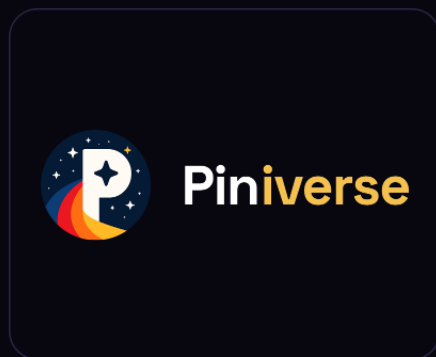


Stacked lockup

For square and portrait spaces

The horizontal lockup is the primary logo. Use the supplied files: never redraw the mark, retype the wordmark, or set the two parts side by side yourself.

Five colourways, one shape



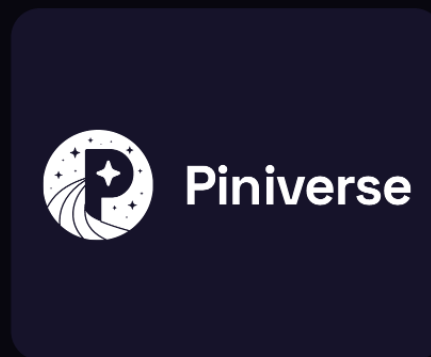
Full colour

Primary. Dark backgrounds



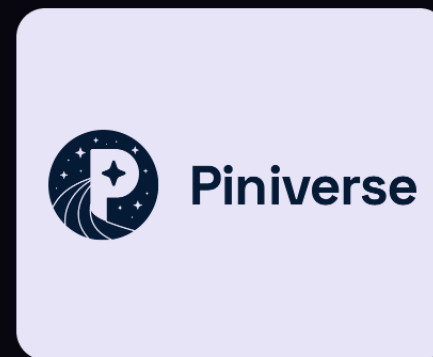
Full colour, light

White and Moon backgrounds



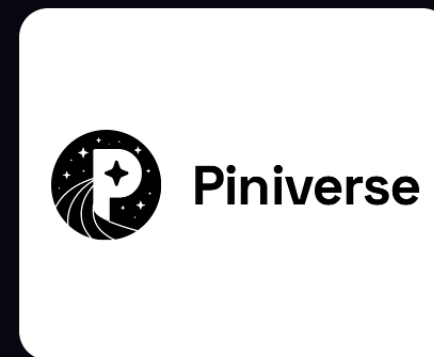
White

One colour, on dark



Night

One colour, on light



Black

Only when colour is not available

The one-colour logos cut the P and the stars out of the disc, and the band edges out as fine gaps. Use full colour wherever you can; use one colour only when the medium has one ink.

Where the logo can sit



Void

#08070F · full colour



Ink

#0E0C1A · full colour



Panel

#16132A · full colour



Night

#051A35 · full colour



White

#FFFFFF · full colour, light



Moon

#E8E4F8 · full colour, light

Never on Gold, Flare, Nova or any mid-tone, and never straight onto a busy photo: darken it first.

Give it room



- Clear space: x on every side, where x is a quarter of the mark's diameter. Nothing else goes inside the dashed line.
- Minimum size: the horizontal logo 120 px or 30 mm wide; the mark 24 px or 6 mm.
- At 48 px and below, use the small mark: the same drawing without its four smallest stars and the two dots, which turn to noise.



96 px



48 px



32 px



24 px

Never do this



× Never stretch or squash it



× Never rotate it



× Never recolour the bands



× Never add glows or shadows



× Never retype the wordmark



× Never on mid-tones

Small spaces



Rounded square



Round



Square

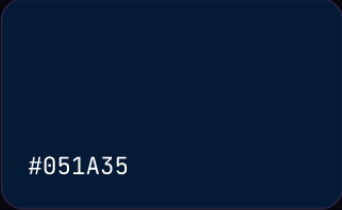
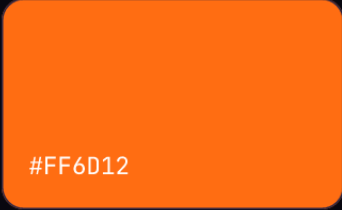
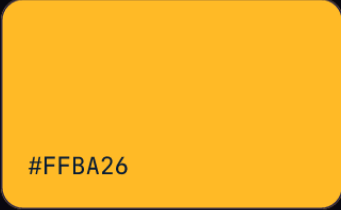


Favicons

In the icons the sky fills the whole shape and the ribbon runs to its edge. Pick the shape you need; never round, crop or border an icon yourself. The square is the one to upload wherever an app icon is asked for.

COLOURS

The mark's colours

 #051A35	 #FFFBF4	 #0C3D74	 #EB1721	 #FF6D12	 #FFBA26
Night RGB 5 26 53 CMYK 91 51 0 79 The sky in the mark	Starlight RGB 255 251 244 CMYK 0 2 4 0 The P and the stars	Orbit RGB 12 61 116 CMYK 90 47 0 55 Outer band	Comet RGB 235 23 33 CMYK 0 90 86 8 Second band	Ember RGB 255 109 18 CMYK 0 57 93 0 Third band	Sunburst RGB 255 186 38 CMYK 0 27 85 0 Inner band, gold star

Fixed. They only ever appear together, in the mark; they are not an interface palette.

The interface palette

								
#08070F	#0E0C1A	#16132A	#2A2545	#9B93C0	#E8E4F8	#F5C14E	#8B5CF6	#EC4899
Void	Ink	Panel	Line	Fog	Moon	Gold	Nova	Flare
RGB 8 7 15 CMYK 47 53 0 94	RGB 14 12 26 CMYK 46 54 0 90	RGB 22 19 42 CMYK 48 55 0 84	RGB 42 37 69 CMYK 39 46 0 73	RGB 155 147 192 CMYK 19 23 0 25	RGB 232 228 248 CMYK 6 8 0 3	RGB 245 193 78 CMYK 0 21 68 4	RGB 139 92 246 CMYK 43 63 0 4	RGB 236 72 153 CMYK 0 69 35 7
Page background	Footers, deep panels	Cards	Borders, dividers	Body text on dark	Headings on dark	Accent; "iverse"	Accent	Warnings and errors

On light backgrounds, "iverse" is Deep Gold  #A9700B, because Gold itself is 1.7:1 on white.

Three faces

Aa

Space Grotesk

Bold headlines · Medium UI · Regular body

Every trade you've made, in one link.

Aa

Instrument Serif Italic

Taglines and pull quotes only

“Rep that travels with you.”

Aa

JetBrains Mono

Labels, numbers, codes

REP 98 · 214 TRADES

All three are free under the SIL Open Font License 1.1, from Google Fonts. Headlines are short, in sentence case, tracked -0.025em.

Piniverse, written right

- Always Piniverse: capital P, the rest lower case, one word. Never PINIVERSE, PiniVerse, Pin-iverse, Pinverse or Pin Universe.
- The two colours of the wordmark belong to the logo. In running text the name is never split or coloured.
- Piniverse is independent. Never use Disney characters, castles, parks or Mickey silhouettes in Piniverse material, and never suggest Disney endorses it.

NOTICE LINE • USE AS WRITTEN

Piniverse is not affiliated with The Walt Disney Company. Disney artwork, copyrights, and trademarks belong to their respective owners or licensors.