



THE MOMENT IS THE PRODUCT.

PixDeel is a whitelabel marketplace for events. Our design system stays out of the way so the moment itself can do the talking. Black, white, and restraint. Use this guide when you partner with us, feature us, or build inside the platform.

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CHAPTER 01

THE FIVE RULES WE DESIGN BY.

Every pixel, word, and transition on PixDeel follows these five principles. When two principles conflict, the higher-numbered one yields.

01 · PRINCIPLES

FIVE RULES, IN ORDER.

01 THE MOMENT IS THE PRODUCT.

UI chrome stays out of the way. Black and white, never color-filtered chrome, so the content from the event is the only source of rich color.

02 INSTANT GRATIFICATION.

Every core interaction completes in seconds. No spinners over 2s without feedback. No friction the user doesn't see a reason for.

03 SMART DEFAULTS, POWER ON DEMAND.

Photographers ship an event with zero configuration if they accept defaults. Advanced controls are always reachable, never required.

04 TRUST THROUGH TRANSPARENCY.

Biometric data and payments. Clarity is non-negotiable. Pricing, consent, and privacy are inline and human-readable, never legal walls.

05 PREMIUM THROUGH RESTRAINT.

Quality comes from what we leave out: clutter, noise, decoration. Not from what we add.

CHAPTER 02

WORDMARK AND SYMBOL.

The PixDeel symbol is an eye. It is also a lens. The same shape, two readings: the one who sees and what is seen, the photographer's gaze and the recognition of the person finding themselves in the frame. A circle inscribed in another circle, with no trick. An event is exactly that, the meeting of two gazes over the same instant.



02 · LOGO · NAME AND WORDMARK

HOW WE ARE WRITTEN.

Two forms coexist. The logo commits to editorial lowercase with a period, because the mark itself is a signature. Prose uses camel case so the compound name stays legible. Slugs and URLs collapse to one lowercase word.

**THE MARK**

In the logo only. Lowercase with a terminal period. Never paraphrased in prose.

**IN PROSE**

Headlines, body copy, press, decks, contracts. Camel case keeps the compound structure readable.

**IN URLS**

Domains, email handles, social tags. One lowercase word, no punctuation.

NEVER

PIXDEEL · Pixdeel · Pix Deel · Pix-Deel · pix.deel

02 · LOGO · VARIANTS

FOUR OFFICIAL LOCKUPS.

Use the variant that matches the surface's lightness. When the background is a busy photo, choose the variant that keeps the mark readable at full contrast.

**WORDMARK · ON LIGHT**

Primary lockup on light backgrounds.

**WORDMARK · ON DARK**

Reversed lockup for dark backgrounds.

**SYMBOL · ON LIGHT**

Standalone eye for favicons, avatars, app icons.

**SYMBOL · ON DARK**

Reversed symbol for dark surfaces.

CLEAR SPACE

GIVE THE MARK AIR.

Maintain a minimum padding equal to the height of the eye symbol (X) on every side of the lockup. No text, UI, or imagery enters this zone.

UNIT (X)

Height of the symbol

MINIMUM SIZE

120px wide (digital), 30mm (print)

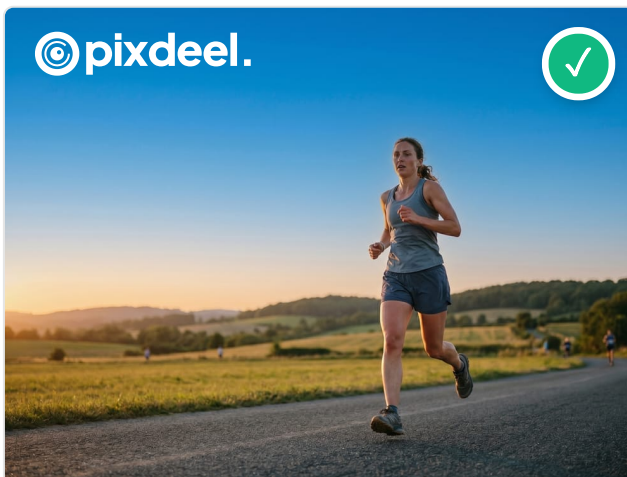


02 · LOGO · IN CONTEXT

THE REAL SURFACE IS A PHOTO.

Event photography is the brand's natural habitat. Preserve the mark's clear space, avoid busy zones, and prefer low-density areas that keep the subject intact.

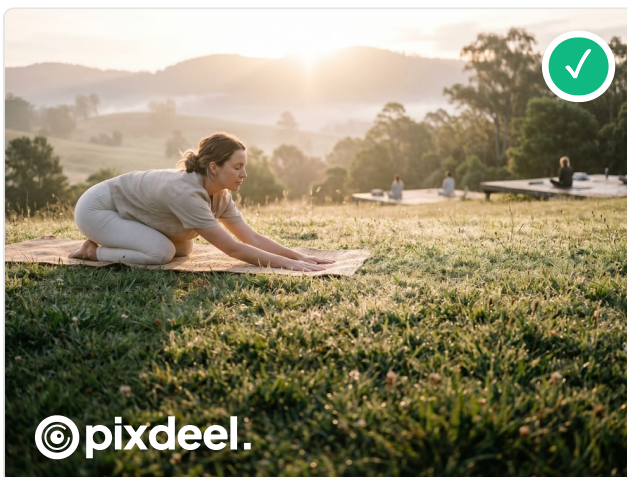
- Preserve the mark's clear space on every side.
- Avoid busy or high-detail areas of the frame.
- Prefer low-density zones that do not compete with the subject.



Clean sky, white mark top-left.



Shadow area, white mark bottom-left.



Neutral grass, white mark bottom-left.



No clean zone, the mark competes with the subject.

02 · LOGO · RULES

DO AND DON'T.

Protect the mark across every surface, partner deck, and press placement. These six rules cover the usage mistakes we see most often.

**DO****KEEP PROPORTIONS LOCKED**

Use official files. Scale uniformly. Preserve clear space on every side.

**DON'T****STRETCH OR SQUASH**

Never scale horizontally or vertically only. Never alter the aspect ratio.

**DON'T****RECOLOR THE MARK**

The lockup is black or white. No tints, gradients, or tenant brand fills on the mark itself.

**DON'T****PLACE ON LOW CONTRAST**

If the background is dark gray, a busy photo, or a texture, use the light or dark variant with full contrast.

**DON'T****ROTATE OR TILT**

The wordmark sits on a horizontal baseline. No tilt, no arc, no vertical stack.

**DON'T****DECORATE THE MARK**

No shadows, glows, outlines, or effects. The mark is flat by design.

CHAPTER 03

CHROME, INK, AND SIGNALS.

PixDeel uses a near-neutral palette so the content from the event is the only source of color. A single platform accent, Ink Blue, carries every link and active state. Semantic colors speak to system states, not decoration.

03 · COLOR · CHROME

THE CHROME PALETTE.

Two blacks, white, and six grays. Works across every surface on the platform. Use lighter grays for borders and subtle fills; use darker grays for text hierarchy.

CHROME CHROME BLACK #0A0A0A Primary CTAs, body text, dark surfaces	BLEED CHROME BLACK · BLEED #050505 Only when a photograph bleeds into the section background. Any other dark surface is Chrome Black	CHROME CHROME WHITE #FFFFFF Page backgrounds, card surfaces
GRAY 900 GRAY 900 #171717 Floating dark panels	GRAY 600 GRAY 600 #525252 Body text on light	GRAY 400 GRAY 400 #A3A3A3 Placeholder, captions, disabled
GRAY 200 GRAY 200 #E5E5E5 Borders and dividers	GRAY 100 GRAY 100 #F5F5F5 Secondary fills, neutral badges	GRAY 50 GRAY 50 #FAFAFA Subtle section backgrounds

PLATFORM ACCENT

INK BLUE.

Ink Blue is the single accent for links, match counts, and focus rings outside the storefront. It never appears on primary CTAs, and it never replaces Chrome Black as a dominant surface.

ACCENT	HOVER	PRESSED	LIGHT
INK BLUE #1D4ED8 Links, match counts, active states	INK BLUE · HOVER #1E40AF Hover on interactive ink surfaces	INK BLUE · PRESSED #1E3A8A Active and pressed ink state	INK BLUE · LIGHT #2563EB Ink strokes and rings on dark surfaces

SEMANTIC

SYSTEM SIGNALS.

Reserved for system states: success, warning, error, info. Never used to add color to a layout. On the public site the grammar is different: black and white is the photographer's layer, Ink Blue is the buyer, green is money. Always paired with an icon or text so color is never the sole indicator of state.

SUCCESS	WARNING	ERROR	INFO
SUCCESS #10B981 Sales, completed uploads, consent	WARNING #F59E0B Processing, approaching limits	ERROR #F43F5E Failures, validation, limit reached	INFO #0EA5E9 Informational states, tips

GUARDRAILS

HOW COLOR IS USED ACROSS PIXDEEL.

- Primary CTAs are always high-contrast neutral: Chrome Black on light surfaces, Chrome White on dark surfaces. Never tenant brand color.
- Event content is the only source of rich color. Never color-filter or tint event photos or videos.
- Tenant brand color lives only inside the storefront. Platform pages stay chrome and ink.
- Color is never the sole indicator of state. Always pair with icon, text, or pattern.

CHAPTER 04

TWO FAMILIES, ONE RHYTHM.

Plus Jakarta Sans for display and headings, uppercase with tight negative tracking. Inter for everything else: UI, body, forms.

04 · TYPOGRAPHY

JAKARTA AND INTER.

Both families are free and variable, available from Google Fonts. Keep usage inside the roles below — that is what gives PixDeel its typographic rhythm.

**PLUS JAKARTA SANS**

700 · 800

Display and headings. Always uppercase on the participant side. Tight negative tracking at large sizes.

The quick brown fox jumps over the lazy dog. 0123456789

fonts.google.com/specimen/Plus+Jakarta+Sans

**INTER**

400 · 500 · 600

Body, UI, navigation, forms. Normal tracking. Minimum 15px in digital forms to prevent iOS zoom on focus.

The quick brown fox jumps over the lazy dog. 0123456789

fonts.google.com/specimen/Inter

CHAPTER 05

WARM. BRIEF. HUMAN.

PixDeel talks like a thoughtful photographer, not a marketing team. Even consent copy reads like a person, not a contract.

05 · VOICE · PILLARS

FIVE VOICE PILLARS.

WARM, NEVER LEGAL

Even biometric and payment copy reads like a person. No legal walls in the critical path.

ENCOURAGING, NEVER BLAMING

When something fails, we own the moment and offer a next step. Never "invalid input."

CONFIDENT, NEVER TIMID

Short, direct verbs. "Find your photos," not "Click here to maybe find your photos."

BRIEF, NEVER WORDY

A clear sentence beats a clear paragraph. Cut half the words, then cut half again.

CONCRETE, NEVER YOUTHFUL

Texture comes from the nouns of their routine: Venmo, DM, bib number, QR code, the link. Adjective slang ages fast and sounds like a brand trying hard.

05 · VOICE · COPY PAIRS

SAY THIS, NOT THAT.

Four situations you will encounter when writing about PixDeel: an announcement, a description, a privacy note, and a team mention. Same message, very different feeling.

**PARTNERSHIP
ANNOUNCEMENT****SAY THIS**

We're teaming up with [Partner] to bring event photos to fans.

NOT THIS

[Partner] and PixDeel announce a strategic partnership to leverage synergistic value in event photography.

**DESCRIBING
PIXDEEL****SAY THIS**

PixDeel helps you find your photos from events, using a selfie or a bib number.

NOT THIS

PixDeel is a revolutionary AI-powered event photography marketplace solution.

PRIVACY**SAY THIS**

We use your selfie to find your photos, then throw it away.

NOT THIS

PixDeel is fully compliant with LGPD and GDPR regulations regarding biometric data processing.

ABOUT US**SAY THIS**

A team of photographers, engineers, and designers.

NOT THIS

A dynamic team of passionate innovators reimagining the event photography space.

06 · COLOPHON

ABOUT THIS DOCUMENT.

This guide is the condensed edition of the PixDeel design system, prepared for partners, press, and collaborators who need to place the PixDeel brand in their own surfaces. The living, engineering-facing design system is maintained internally at pixdeel.com/brand and evolves with each product sprint.

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Questions, asset requests, or partnership inquiries: brand@pixdeel.com.

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