



Brand and Logo Guidelines

Please follow these guidelines to deliver on-brand designs and keep the integrity of our brand.

Our mission

It's rather simple, really: we will always strive to empower people. We wish to provide you with the right tools so you can build and participate in the social networking experience, just the way you always envisioned it.



Who is PeepSo?

PeepSo is a super-light, free, social network plugin for WordPress that allows you to quickly and effortlessly add a social network or an online community, similar to Facebook right inside your WordPress site.



Logos

The full PeepSo logo is our official one and is used in all of our and our partners consumer-facing marketing materials. Download links include logos in .PNG, SVG, and .EPS formats.



Red/logo

For light backgrounds



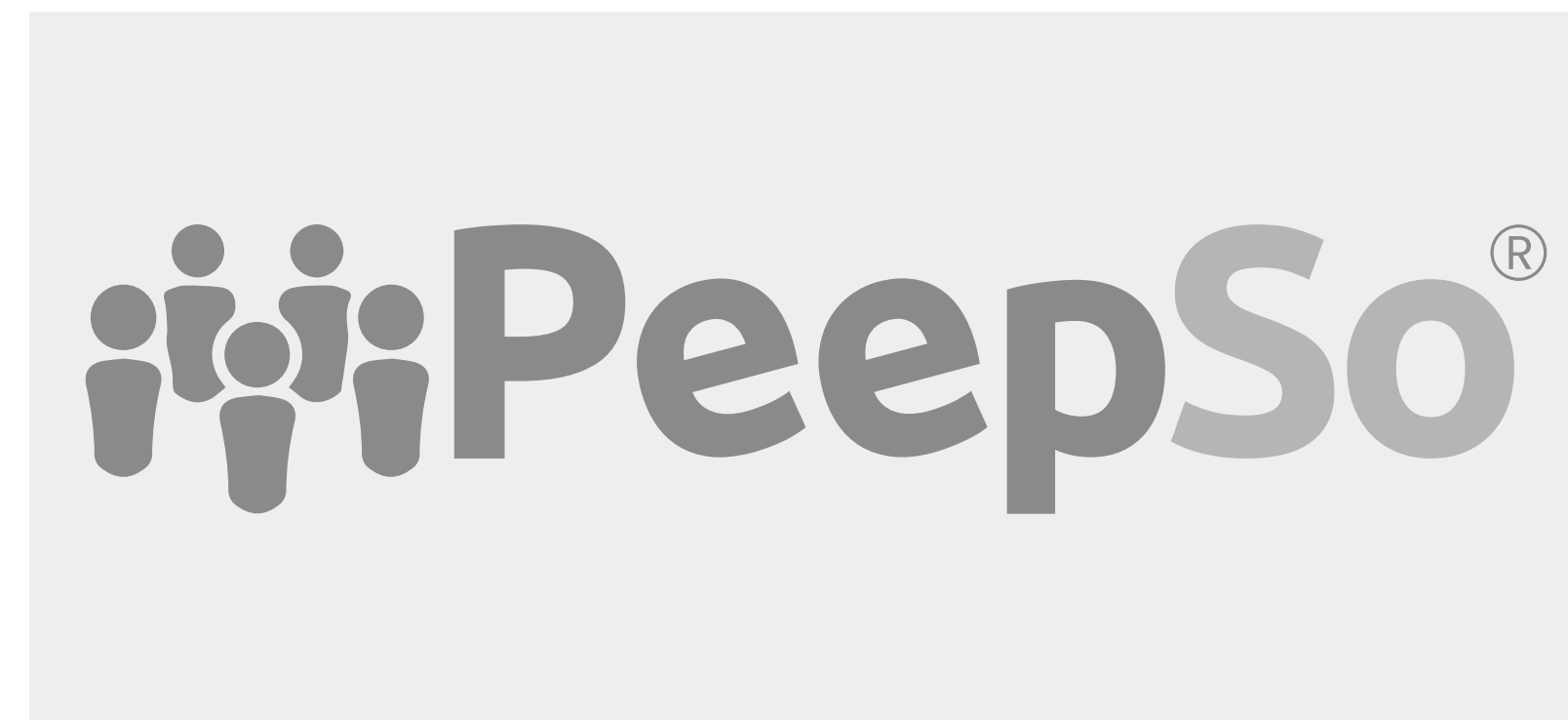
White/logo

For dark backgrounds



Black/logo

For complex backgrounds

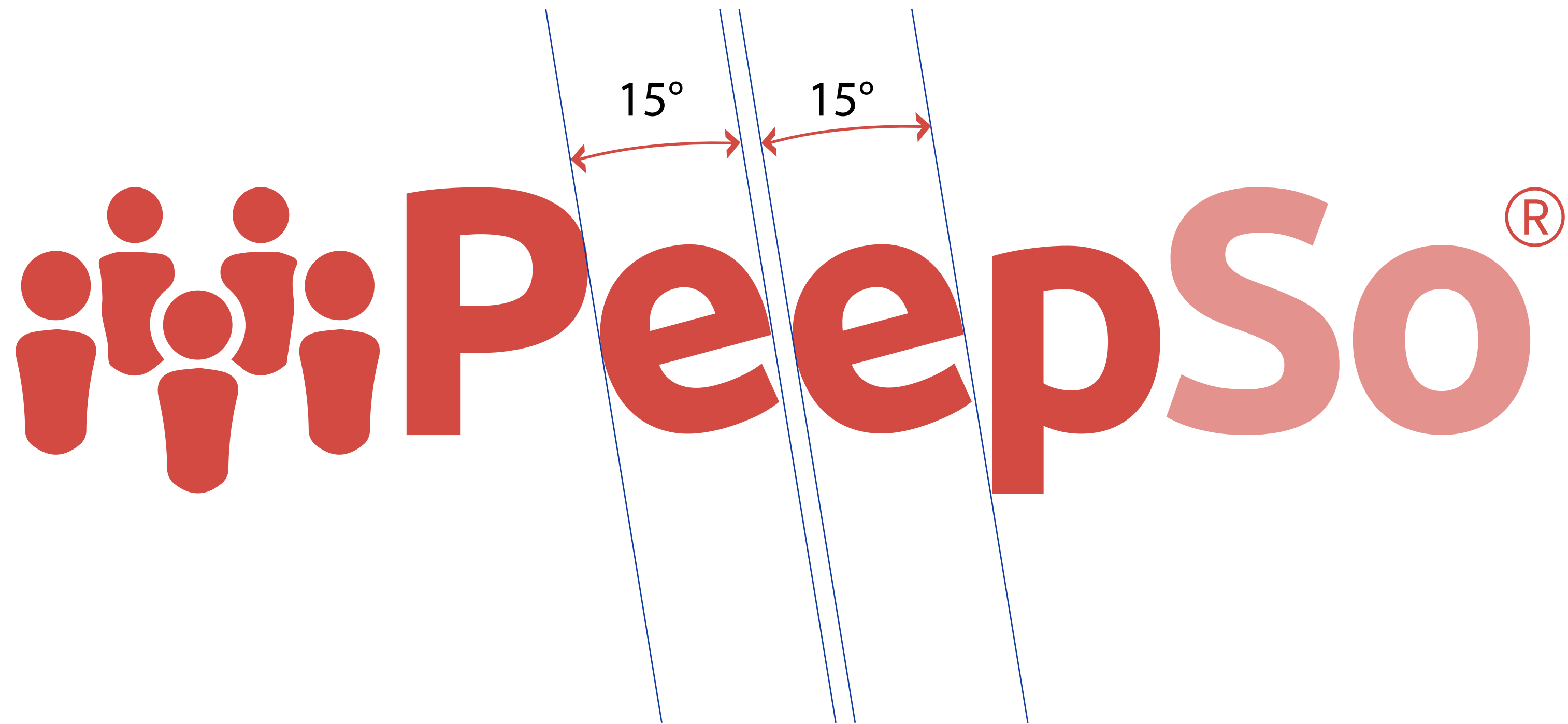


Gray/logo

For complex backgrounds

'e' Logo rotation

The letter 'e' rotates 15° CCW.

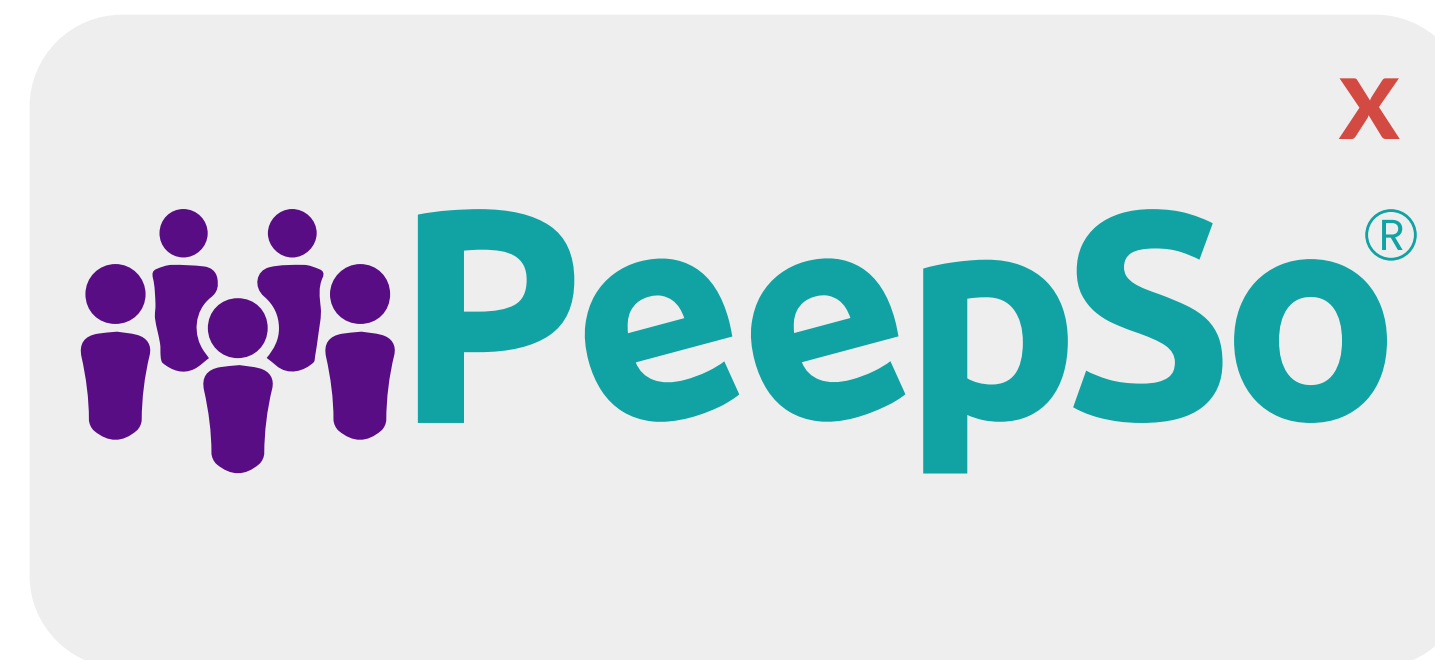


Logo best practices

The consistent application of the PeepSo logo is essential for building and maintaining brand recognition.



Don't change the shape or the layout.



Don't make color modifications.



Don't distort, skew, or rotate the logo.

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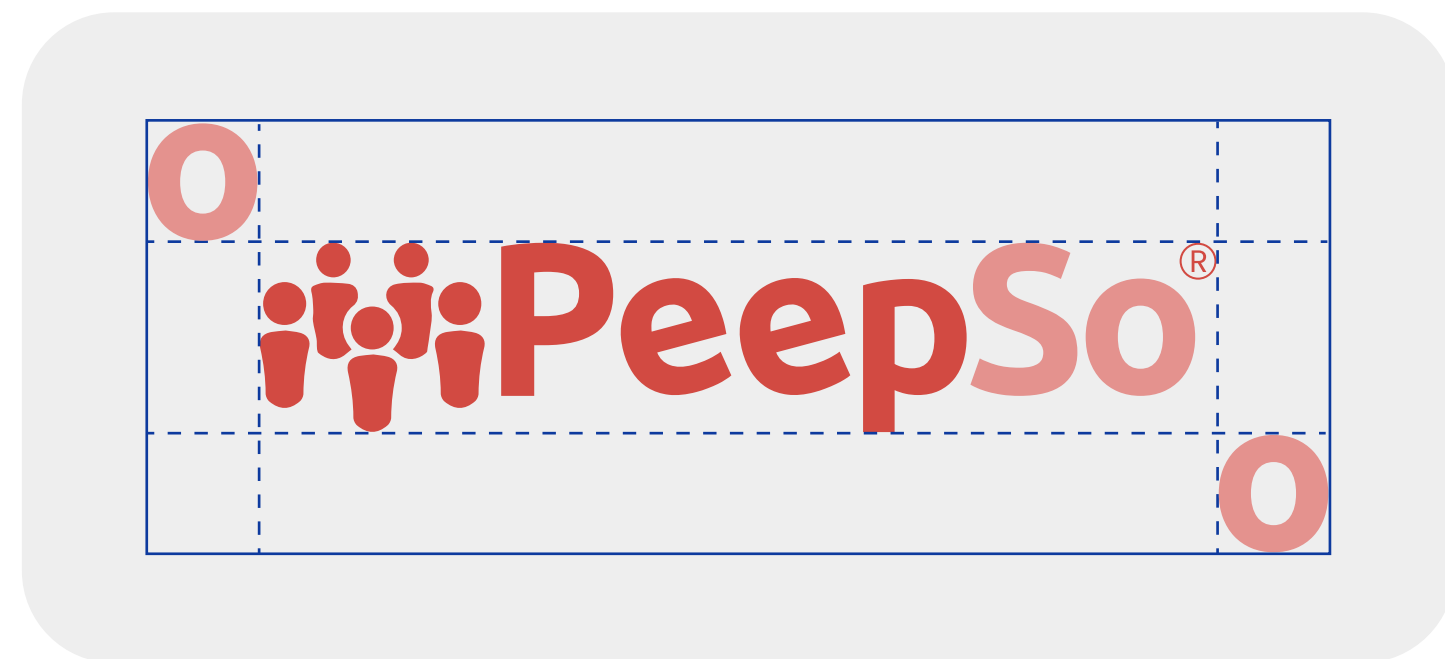
Recreate the brandmark with another typeface.



Don't use color logo versions with low-contrast backgrounds.



Don't decrease the legibility of the logo.



Optimal clear space around the logo.



High-contrast background colors.



High-contrast background colors.

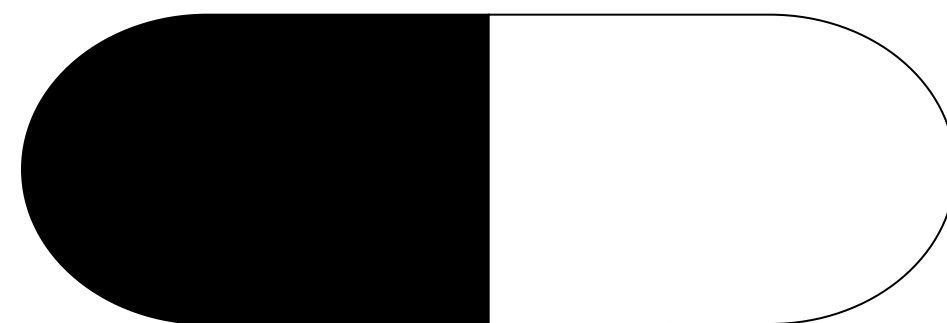
Colors

Our primary palette is at the core of our brand identity and should be used for any static or one-off, brand-focused executions (such as business systems, app icons, press materials).



Main PeepSo brand color.

C0 M66 Y69 K18
R210 G72 B66
HEX #d24842



Black and white.



You can also use 60% opacity on Main color instead this swatch.

C0 M37 Y45 K12
R225 G141 B123
HEX #e18d7b



Secondary color for use in specific graphic elements, shapes, and decorative elements.

C0 M31 Y100 K0
R255 G175 B0
HEX #ffaf00

Typography



Ubuntu Bold

Typography of the

"Your community. Your way."

Lato Light

Tagline

PeepSo logo evolution

01.

First logo



02.

Second logo



03.

Third logo



04.

Current logo

