

The logo features a stylized, ornate letter 'P' in a dark blue color. The 'P' has a decorative flourish on its left side that extends downwards and to the left. To the right of the 'P', the word 'IVOTALL' is written in a gold, serif, all-caps font. The 'I' is a simple vertical bar, 'V' is a standard serif 'V', 'O' is a circle with a dot, and 'TALL' consists of a serif 'T' followed by three 'L's of varying heights and curves.

PIVOTALL

PivotAll, inc. Logo Guideline 2022

Primary Logo



Use for any purpose or when wordmark would be too small for use, i.e. social media icons and webicons

Wordmark



Use for merchandise or marketing materials



Letter "P" for PivotAll

Phoenix taking flight

Moon

Vesica piscis

Colors



#f9f07b



#4c2eae

DM SERIF DISPLAY

Wordmark is made up of this font, it's also great for titles. Don't Use another font for logo.



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Colors



#f9f07b



#2e157e

Primary Use



Alternate use





Slogan

“FEEL IN THE GAP”

There can be two sides to the brand, standard using the brighter and lighter brand colors the Pivotall yellow being the primary color and the other can be the premium especially when paired with a gold finish to the Pivotall purple colors.





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