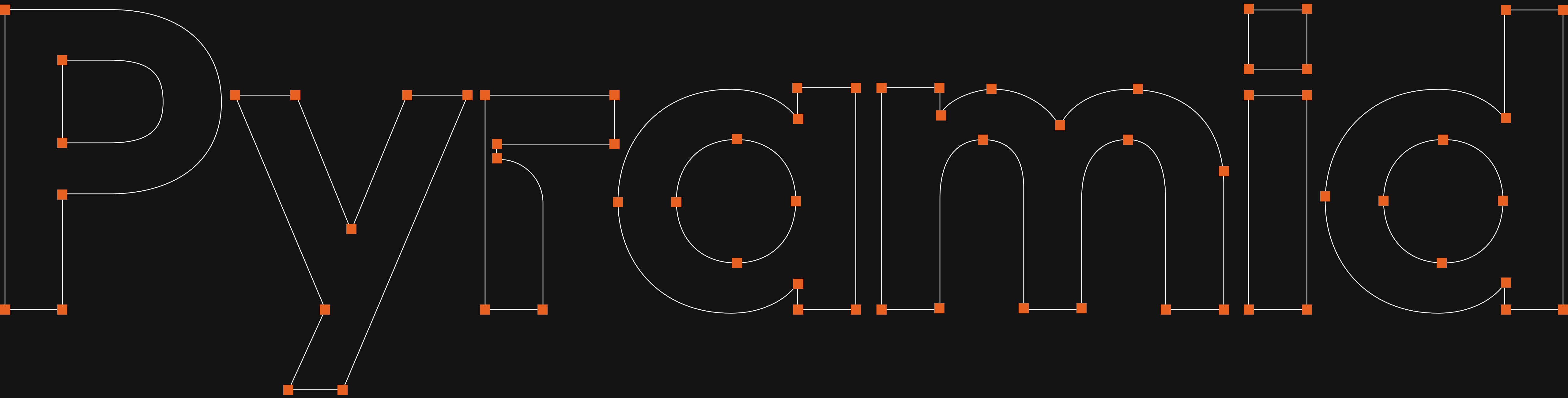


# Brand Guidelines



# Index.

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Intro

01

# Brand Story



Pyramid Systems was built around the idea of creating intelligent digital systems that solve complex business and technology challenges. Inspired by coding structures, system architecture, and scalable engineering, the logo symbol reflects connectivity, precision, adaptability, and continuous forward movement.

The brand combines modern technology expertise with a human centered approach to innovation. Through strategic thinking, agile execution, and scalable digital transformation, Pyramid Systems helps organizations modernize operations, reduce complexity, and build future ready solutions designed for long term impact.

# Brand Vision

To become a trusted leader in digital transformation by building scalable technology solutions that empower organizations to innovate, evolve, and create lasting impact in an increasingly connected world.

# Brand Mission

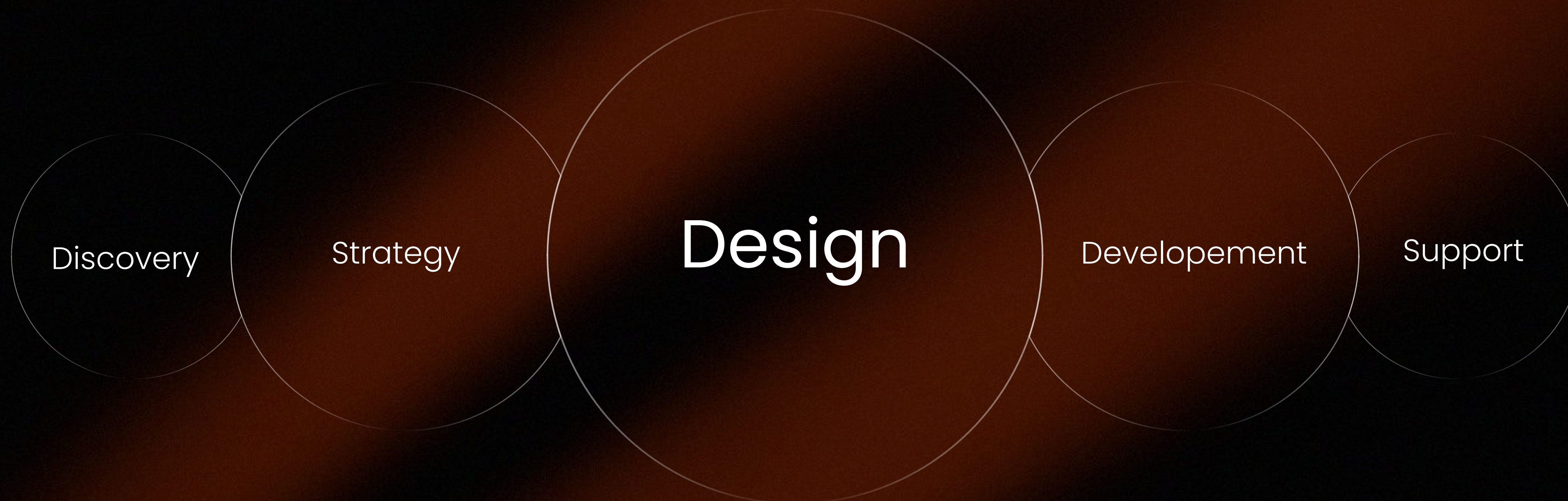
To deliver intelligent, secure, and future ready systems through innovation, collaboration, and strategic execution while supporting the growth of people, clients, and communities.



# Brand Core Values



# Strategic Process



Our process is built to transform ideas into scalable digital solutions through a clear and structured workflow. From discovery and strategy to design, development, and support, each stage is focused on delivering efficient systems with precision, reliability, and long term value.



 **Pyramid**<sup>™</sup>  
Systems

LogoType

02

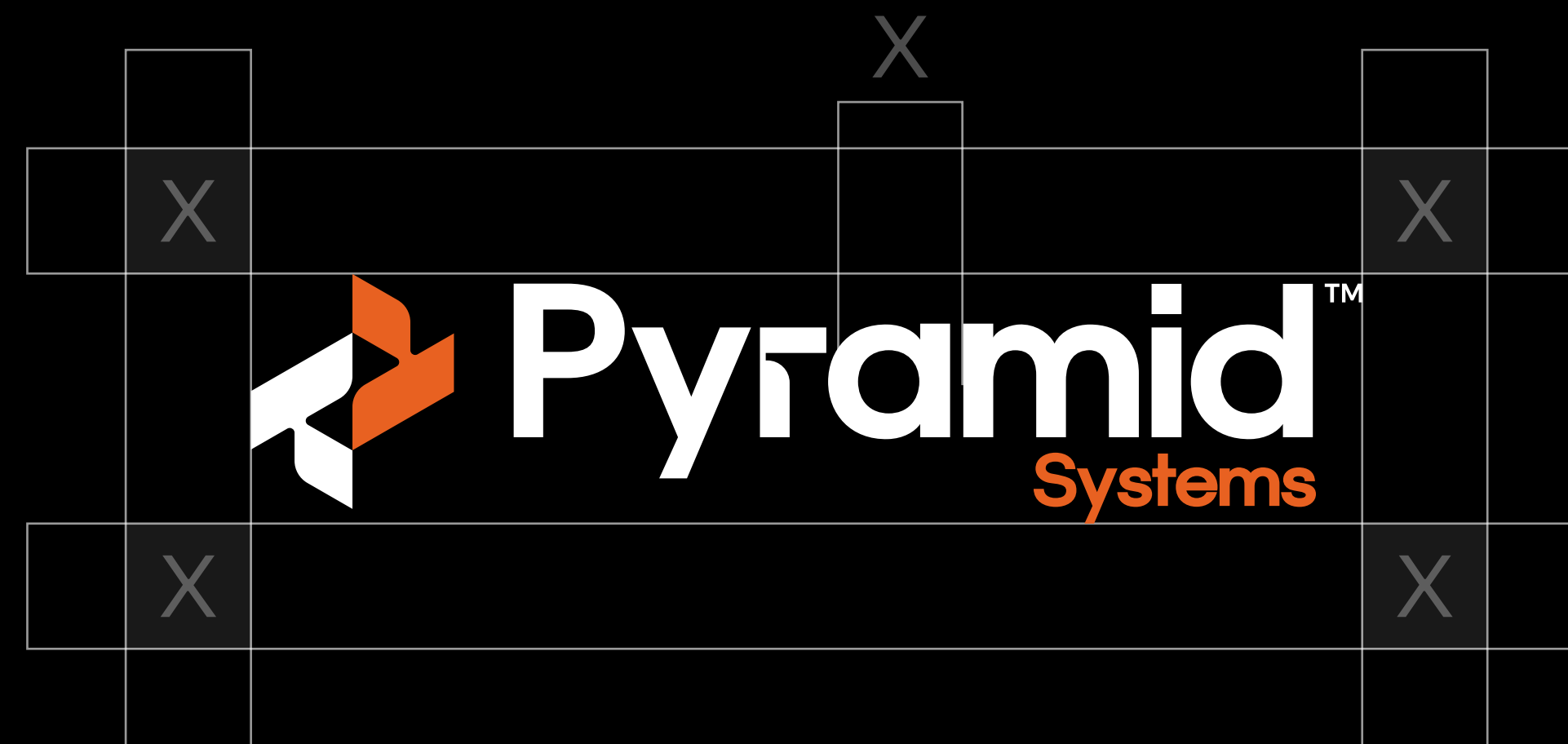
# Core Logo

The Pyramid Systems core logo combines a bold modern wordmark with a geometric symbol that represents connection, scalability, and forward movement. Its clean structure and strong visual balance reinforce the brand's commitment to innovation, technology leadership, and mission focused transformation.



# Spacing Zone

The clear space surrounding the Pyramid Systems logo is defined by the width of the letter “a” within the wordmark. This spacing rule protects the integrity, readability, and visual consistency of the logo across all branded communications and applications.



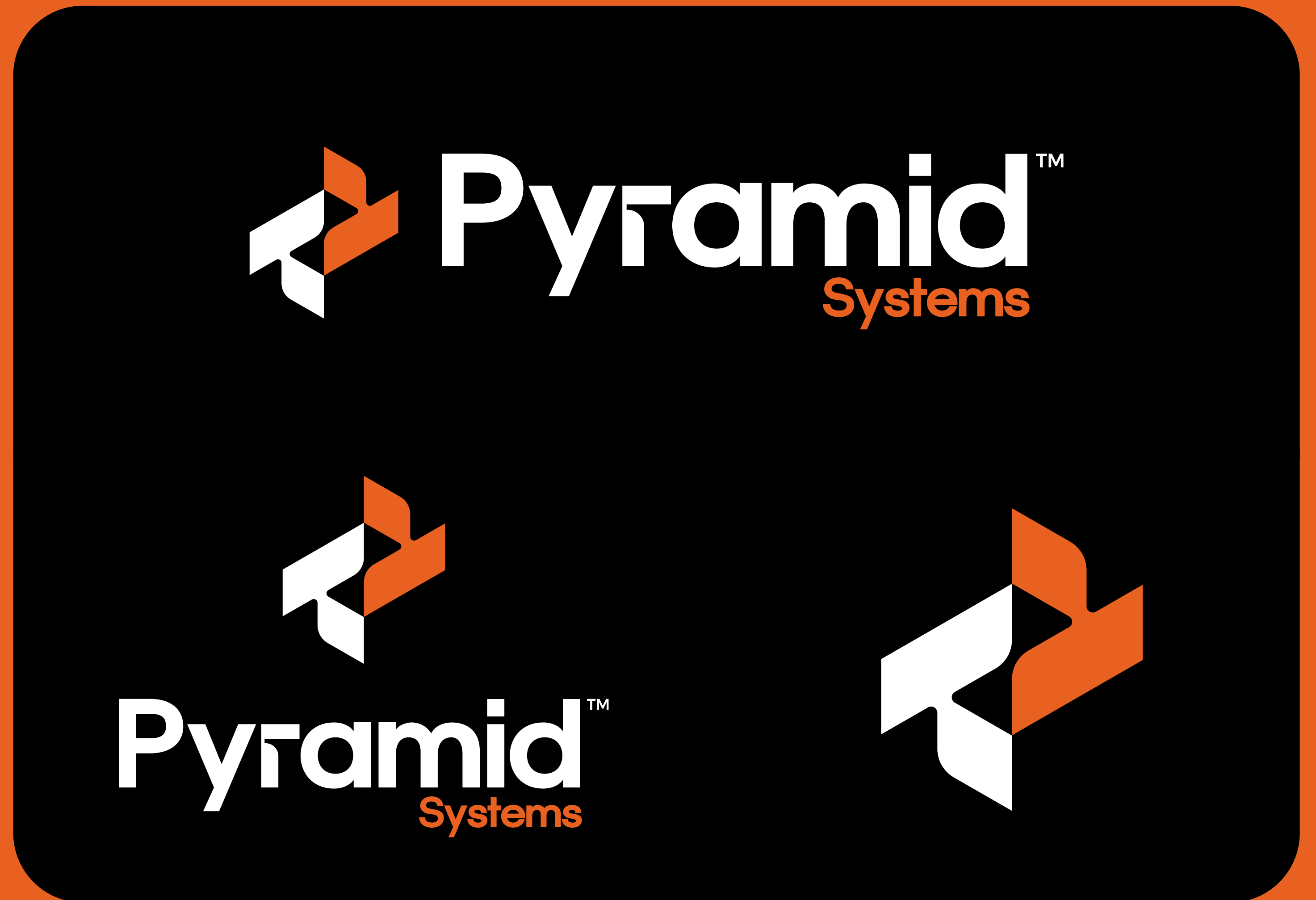
# Logo Grid

The Pyramid Systems logo is constructed using a precise geometric grid that ensures consistency, balance, and scalability across every application. The structured design system reflects the brand's foundation in innovation, technology precision, and reliable digital transformation.



# Variant Logo

The Pyramid Systems logo variants provide flexibility across different brand applications while maintaining a consistent and recognizable identity. Each version is designed to ensure clarity, balance, and strong visual impact across digital, print, and environmental use cases.



# Color Variant

The Pyramid Systems color variants ensure strong visibility and consistency across both dark and light backgrounds. The flexible application of color helps maintain a modern, recognizable, and professional brand presence across all touchpoints.



# Mono Variant

The monochrome logo variants provide a simplified and versatile version of the Pyramid Systems identity for single color applications. These variations ensure clarity, consistency, and strong brand recognition across minimal, print, and high contrast environments.



# Correct Usage

Correct logo usage ensures the Pyramid Systems identity remains clear, professional, and visually consistent across all applications. Using the approved variations maintains strong brand recognition while preserving the integrity and impact of the visual system.



# Incorrect Usage

To maintain brand consistency, the Pyramid Systems logo should never be rotated, distorted, blurred, or altered in proportion. Correct usage preserves the clarity, professionalism, and visual integrity of the brand across every touchpoint.

1. Don't Rotate



2. Don't Adjust Width



3. Don't Blur

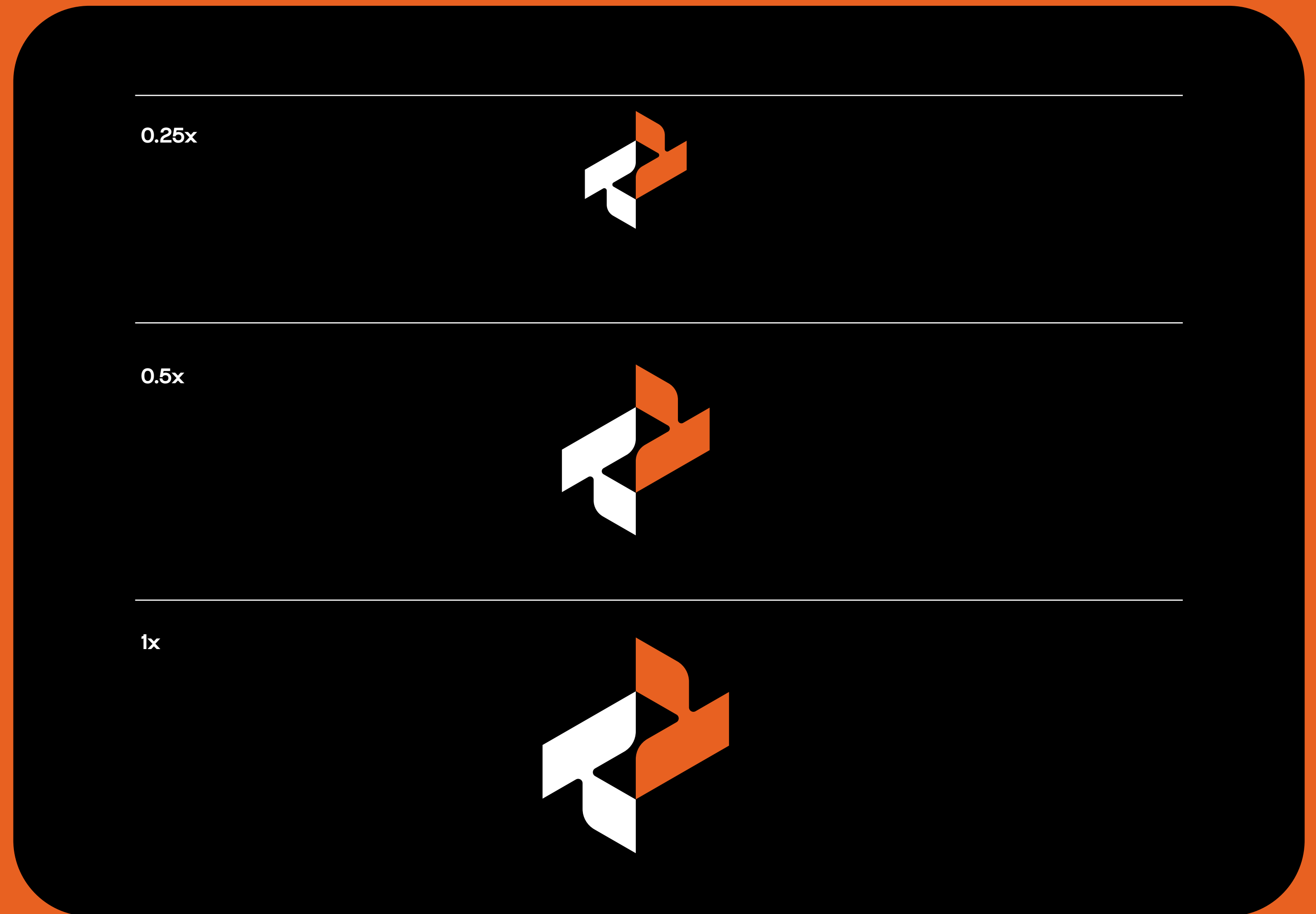


4. Don't Wrap



# Scale Guide

The scale guide ensures the Pyramid Systems logo maintains clarity and recognizability across different sizes and applications. Proper scaling preserves the visual balance, detail, and consistency of the brand identity in both digital and print formats.





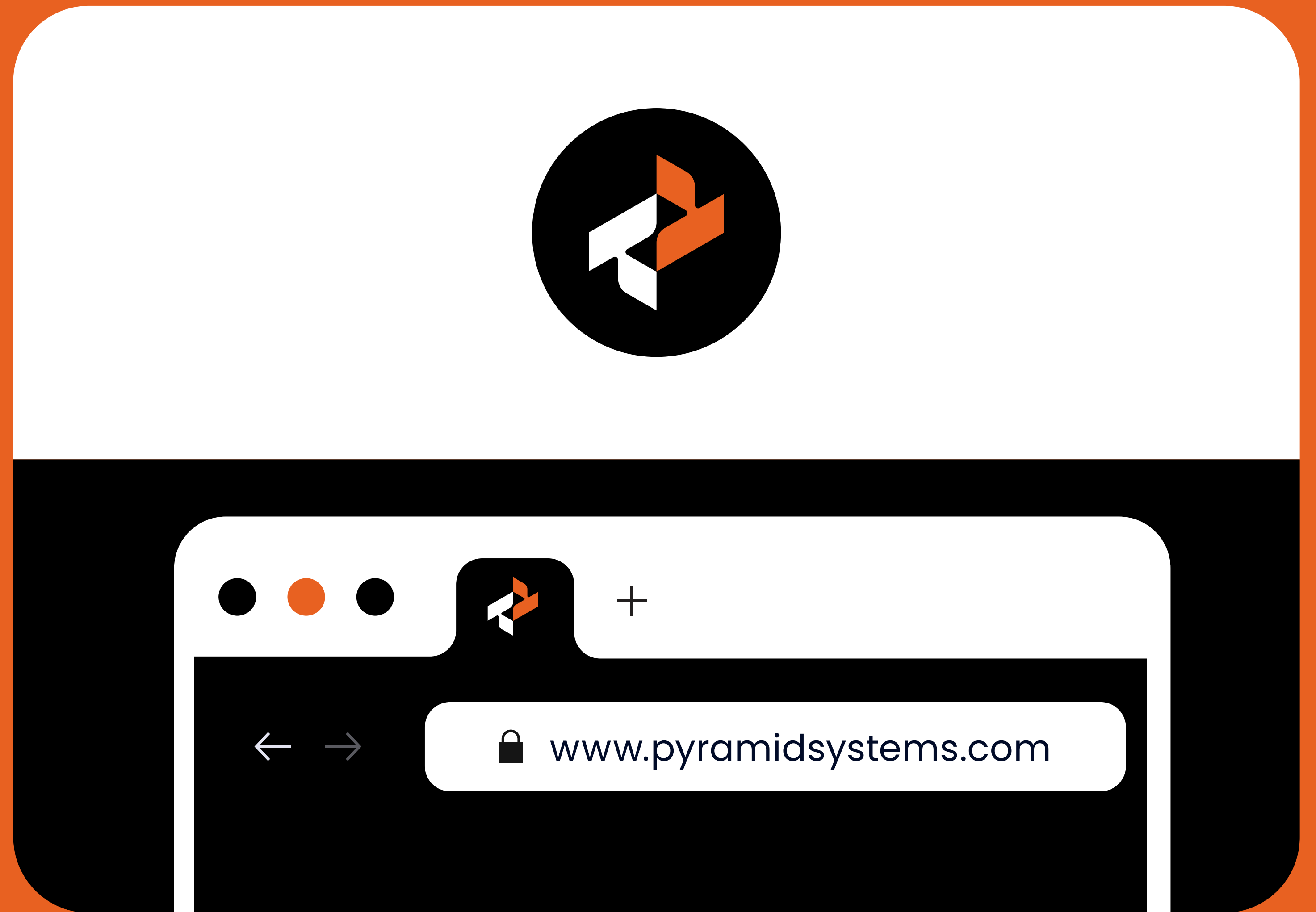
Secure.  
Scalable.  
Strategic.

Digital Use

03

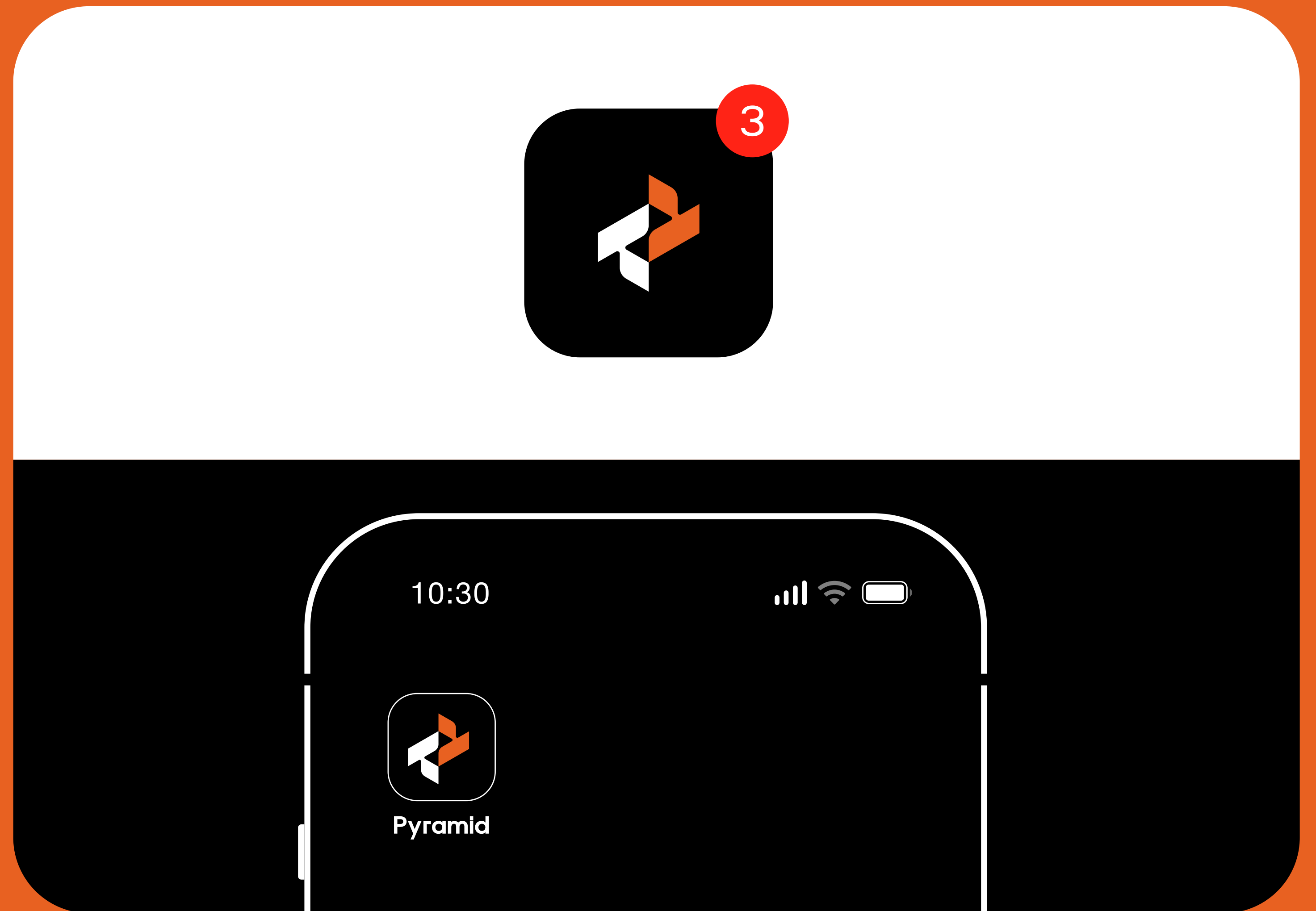
# Web Icon

The Pyramid Systems web icon is designed for clarity and recognition across digital platforms and browser environments. Its simplified geometric form ensures strong visibility while maintaining the brand's modern and technology focused identity.



# App Icon

The Pyramid Systems app icon is optimized for modern mobile platforms while maintaining a clean and recognizable visual identity. Its bold geometric design ensures strong visibility, scalability, and consistency across digital applications and user interfaces.





## Future Ready Technology Solutions

From strategy to development, we design reliable systems that help businesses grow with confidence and innovation.

[View Projects](#)

[Contact Us](#)

# Color Palette

# 04

# Core Colors

The Pyramid Systems core color palette combines bold black, vibrant Spanish orange, and clean white to create a modern and confident visual identity. Together, these colors communicate innovation, clarity, energy, and professional credibility across all brand applications.

**Black**

**Spanish Orange**

**White**

Hex - #FFFFFF  
RGB - 255, 255, 255  
CMYK - 0, 0, 0, 0

Hex - #E86222  
RGB - 232, 98, 34  
CMYK - 4, 76, 100, 0

Hex - #000000  
RGB - 0, 0, 0  
CMYK - 75, 68, 67, 90

# Secondary Colors

The secondary color palette adds depth, flexibility, and visual balance to the Pyramid Systems identity. These supporting tones enhance digital experiences and branded communications while maintaining a modern, professional, and technology driven appearance.

Soft Silver

Electric Blue

Steel Gray

Hex - #5F6B7A  
RGB - 95, 107, 122  
CMYK - 22, 12, 0, 52

Hex - #167DFF  
RGB - 22, 125, 255  
CMYK - 91, 51, 0, 0

Hex - #D9DEE3  
RGB - 217, 222, 227  
CMYK - 4, 2, 0, 11



# Smart Digital Systems Built To Scale

We help brands and businesses create efficient digital infrastructures with modern design and scalable technology.

[Our Process →](#)

[Get In Touch →](#)

Typeface

05

# Primary Typeface

Funnel Display is the primary typeface of Pyramid Systems, chosen for its modern structure, clarity, and strong visual presence. Its clean geometric forms reinforce the brand's innovative, scalable, and technology driven identity across all communications.

Funnel  
Display \_\_\_\_\_ Regular

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

1234567890

# Secondary Typeface

Poppins serves as the secondary typeface for Pyramid Systems, offering clean readability and versatility across supporting communications. Its balanced and contemporary design complements the primary typography while maintaining a consistent and approachable brand experience.

Poppins \_\_\_\_\_ Regular

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

1234567890

# Typeface Structure

Pyramid Systems' brand identity is reinforced through consistent, modern typography that ensures clarity, professionalism, and readability across all digital and print materials.

Headline Font 1

**Funnel Display** Regular

Minimum size: 36pt/43pt

Headline Font 2

**Poppins Bold**

Minimum size: 30pt/36pt

Subhead Font

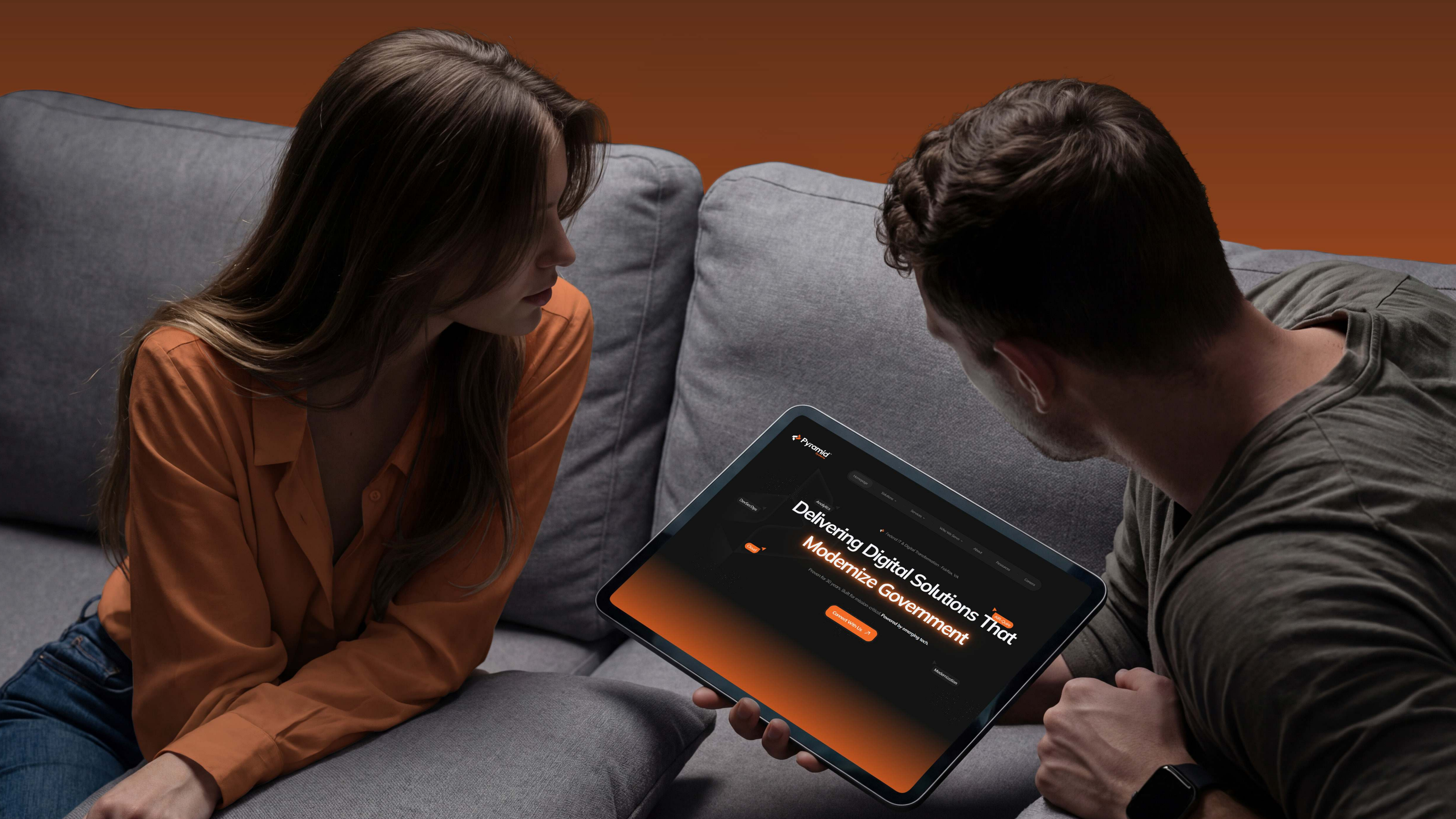
**Poppins SemiBold**

Minimum size: 12pt/14pt

Body Font

**Poppins Regular**

Minimum size: 8pt/12pt



Pyramid

# Delivering Digital Solutions That Modernize Government

Proven for 30 years. Built for mission-critical. Powered by emerging tech.

Contact With Us

# E-mail Signature

006

# E-mail Signature

Maintain a consistent and professional email signature across all communications to reflect Pyramid Systems' brand identity and ensure every message conveys clarity, trust, and credibility.



Mockups

07



# One System Endless Possibilities

Empowering businesses with secure, scalable, & high performance technology solutions tailored for modern growth.

[Explore Solutions](#) →

[Let's Talk](#) →


May I help you?



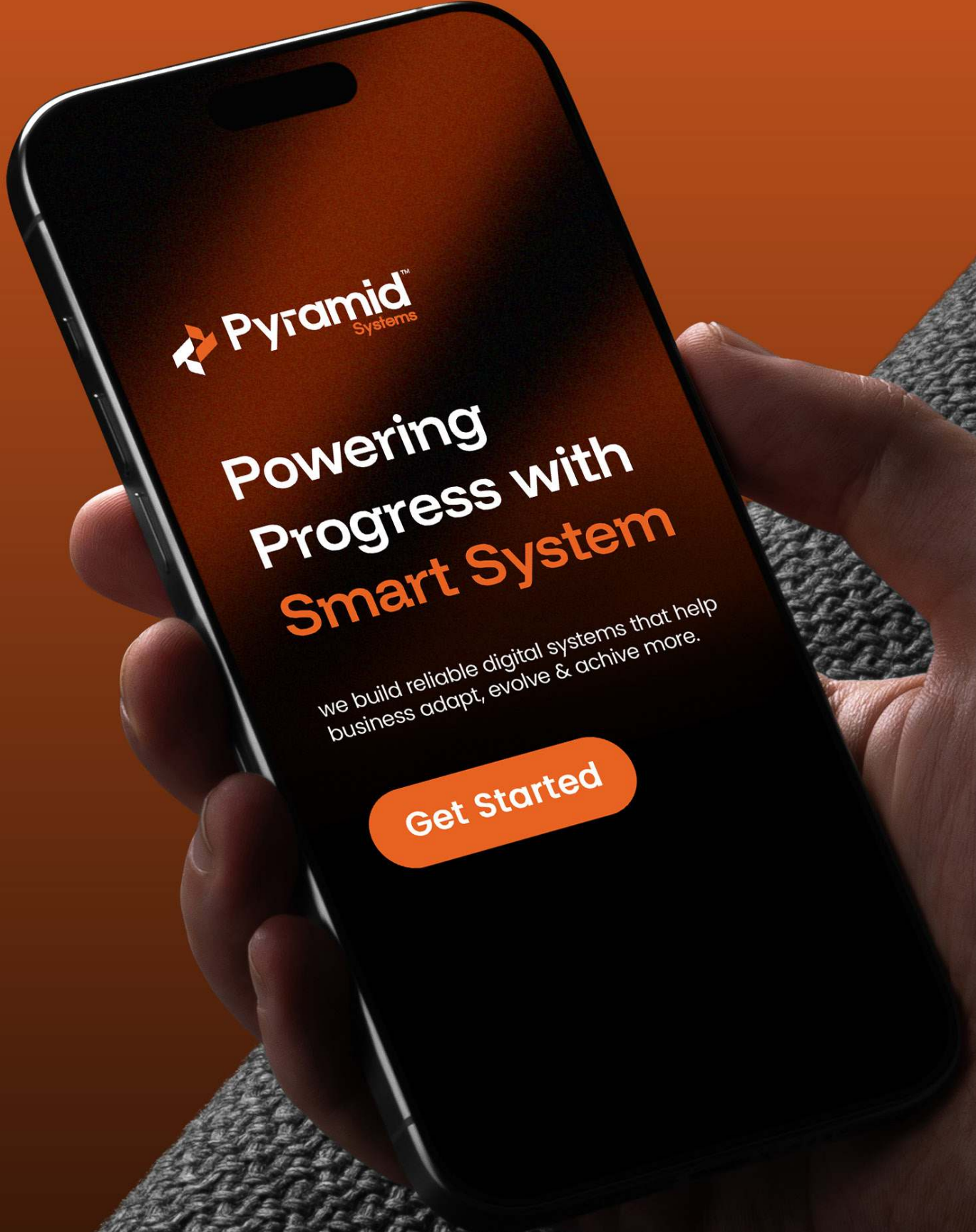


# Designing Systems That Drive Results

From strategy to development, we deliver reliable and modern digital solutions tailored for evolving businesses.

Discover What's Next 





Powering  
Progress with  
**Smart System**

We build reliable digital systems that help  
business adapt, evolve & achieve more.

Get Started



# Building Smart Systems For Modern Businesses

Scalable digital solutions designed to simplify operations,  
improve efficiency, & support long term business growth.

[pyramidsystems.com](https://pyramidsystems.com) ↗



**Thank  
You!**