

pixely group: press kit

<https://pixely.group/press>

Boiler plate

Pixely is on a mission to help organizations transform digitally and innovate more rapidly by connecting applications, data, and devices. Pixely enables businesses across different sectors, like Moët Hennessy, Samsung, Camper, Castrol and L'Oréal, to continuously delight their customers and improve their bottom line.

Company profile

The pixely group (part of erteco technologies GmbH) provides complete off-the-shelf solutions, bespoke software, app, web, geospatial, blockchain development, and consultancy services. The pixely team has 50+ years of combined experience serving the retail & fashion, pharmacy, banking, agriculture, and insurance sectors across Europe.

In addition to helping businesses digitize their operations, pixely is a leader in providing signature PX (point-of-experience) solutions that can improve the customer experience, speed up purchase decisions, and positively impact results.

Contact

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<https://pixely.group>

Our story

The pixely group (part of erteco technologies GmbH) provides complete off-the-shelf solutions, bespoke software, app, web, geospatial, blockchain development, and consultancy services for the retail, insurance, and agriculture sectors across Europe and the DACH region.




Founded in 2014 in Munich (Germany), pixely helps organizations transform digitally and innovate more rapidly by connecting applications, data, and devices.







Pixely enables businesses across different sectors, like Moët Hennessy, Samsung, Camper, Castrol and L'Oréal, to continuously delight their customers and improve their bottom line.

Why pixely ?

- **pixely** (slavic), or **pixels** (eng), are the pieces that make a picture clear and complete.
- Similar to *pixely*, our PX (point of experience) solutions are comprised of distinct software & hardware modules and services that, together, make up entire points of experience for our retail customers.
- In our services division, adding *pixely* to a business makes the full picture clearer and better for the end user or consumer.
- **pixely** = software solutions and development services for the retail, insurance, and agriculture sectors

Graphic assets (larger files in zip)

- Logo: 
- Font: quicksand
- Icons:  
- Colors:

PRIMARY	DARK GRAY	LIGHT GRAY	WARNING	SUCCESS	ERROR
					
HEX: #0E93ED RGB: rgb(14, 147, 237)	HEX: #3E4756 RGB: rgb(62, 71, 86)	HEX: #8895AA RGB: rgb(136, 149, 170)	HEX: #E66834 RGB: rgb(230, 104, 52)	HEX: #00AA99 RGB: rgb(0, 170, 153)	HEX: #FA5351 RGB: rgb(250, 83, 81)

- Banner



Using pixely logo

Logo variations

- While our default logo is grey with a blue accent, you may use the black or white version on layouts where increased contrast is needed.

Logo usage

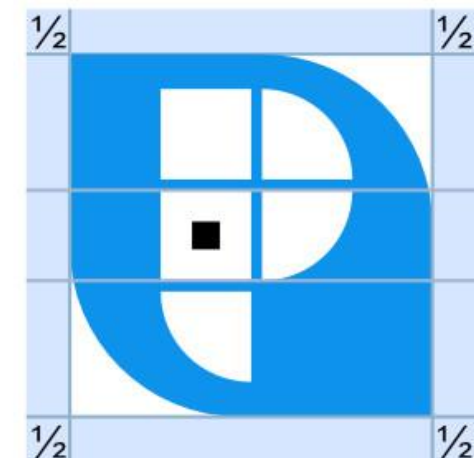
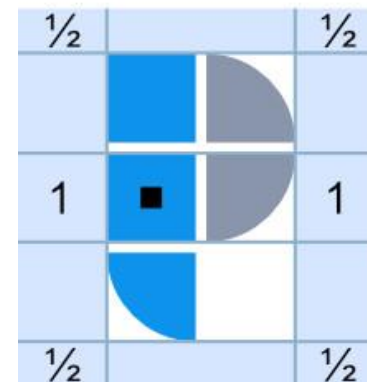
- We want to protect our logo, so follow the guidelines outlined in our brand policies. Do not modify or distort our logo. Do you have questions about how to properly use our logo or other brand features? Email us at support@pixely.group.



Using pixely logo (cont.)

Scale & clearspace

- To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of other elements. The minimum clearspace is a half of the width of the square in 'P'. In case of usage of the 'P' part only, keep the horizontal clearspace of full square.
- The minimum size of our logo and 'P' bug is 7.94mm in print, or 30px on screen, measured from bottom to top edge.
- The minimum size of 'P' symbol is 6.35mm in print, or 24px on screen, measured from bottom to top edge.
- On rare occasions, smaller sizes for print may be necessary. Legibility is a top priority.



Modular, customizable
solutions that fit your
business model
and needs

