



Take a selfie. Get **spotted.**

The PixieMatch brand book. How we look, sound and show up for photographers, organizers and every guest at the event.

Version 1.0 18 Oct 2026 Source: docs/design.md

Your event photos, found with one selfie.

Photographers and organizers create an album before the event. Guests scan a QR code, take a selfie after, and see only the photos they are in. Free photos download at once; paid ones are bought with M-Pesa or card, and the money goes to the photographer's wallet.

PHOTOGRAPHERS

Get paid, save hours

Sell every shot in KSh without chasing anyone on WhatsApp.

ORGANIZERS

One album for everyone

Guests upload too. Optionally pay once so every photo is free.

GUESTS

Find me, fast

No account needed. A selfie and an email is all it takes.

Quick, warm, a little playful. Never careless with faces.

Bright, energetic~~Loud, gimmicky~~**Plain-spoken**~~Technical, AI hype~~**Trustworthy**~~Corporate, cold~~**Celebratory**~~Party only, unserious~~

SAY Take a selfie. We'll show you every photo you're in.

NOT Our AI-powered facial recognition engine matches your biometrics.

SAY Your selfie is used to search, then deleted.

SAY KSh 500 for all your photos. Pay with M-Pesa.

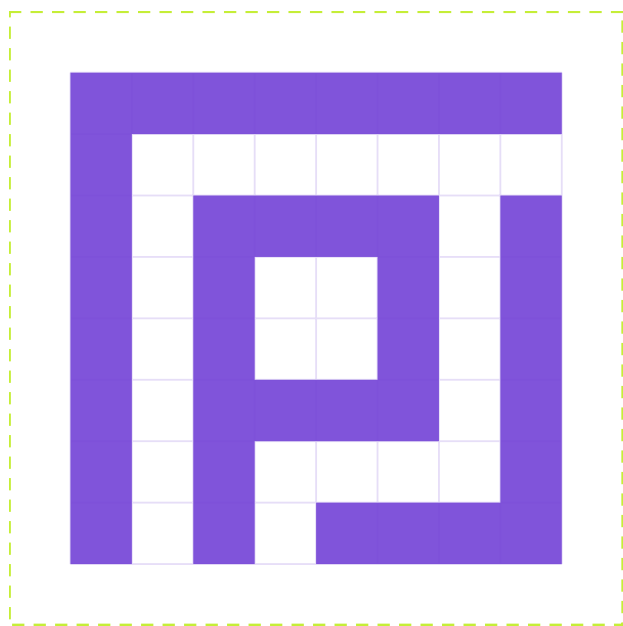
NOT Unlock premium content bundles today!

Buttons are verbs: *Find my photos*, *Create album*, *Withdraw*. Headlines in sentence case.

Legal pages use precise terms; marketing never says "AI" or "biometric".

A P drawn in pixels, framed like a viewfinder.

The mark sits on an 8×8 grid: an outer corner, the P with its square counter, and an inner corner that closes the frame. It reads as a letter, a camera frame and a match bracket at once. The wordmark is Bricolage Grotesque SemiBold, all caps, tracked 0.3em.



Construction: 8×8 units

Clear space: 1 unit



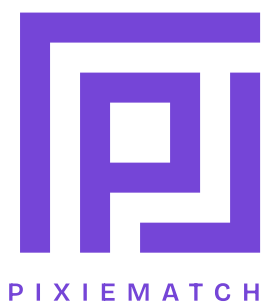
Horizontal

Header, email, docs · min 120px



Reversed

White on violet, photos, dark



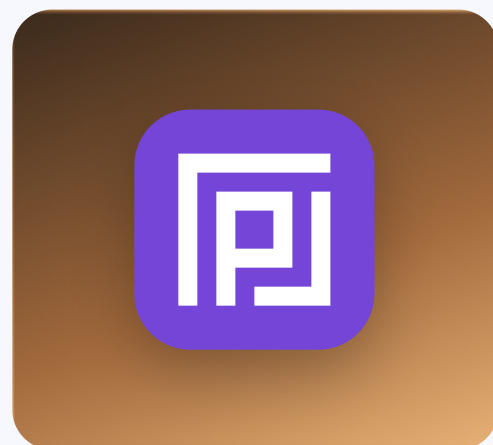
Stacked

Posters, splash



Campaign

Lime on deep violet only



App icon

Mark at 62.5% of tile

Don't



✗ Rotate it



✗ Outline it



✗ Lime on white



✗ Add shadows

✗ Pixiematch

✗ Re-letter the
wordmark

COLOUR

Tap a swatch to copy its hex.

Pixie Violet is the brand. Flash Lime is the moment you're found.

PRIMARY

Pixie Violet

#7545D7

oklch(53% 0.21 293)

Logo, primary actions, links

HIGHLIGHT

Flash Lime

#C5EE37

oklch(89% 0.2 122)

"Spotted", selection, one key word

CAMPAIGN

Night Sky

#35109B → #633BC8 → #A99CEB

Social, posters, QR cards

PROPORTION

70 neutral

20

5

Brand and neutrals

Pixie Violet

#7545D7

Violet strong

#6530C2

Violet soft

#F0EDFF

Violet ink

#6231BA

Flash Lime

#C5EE37

Lime strong

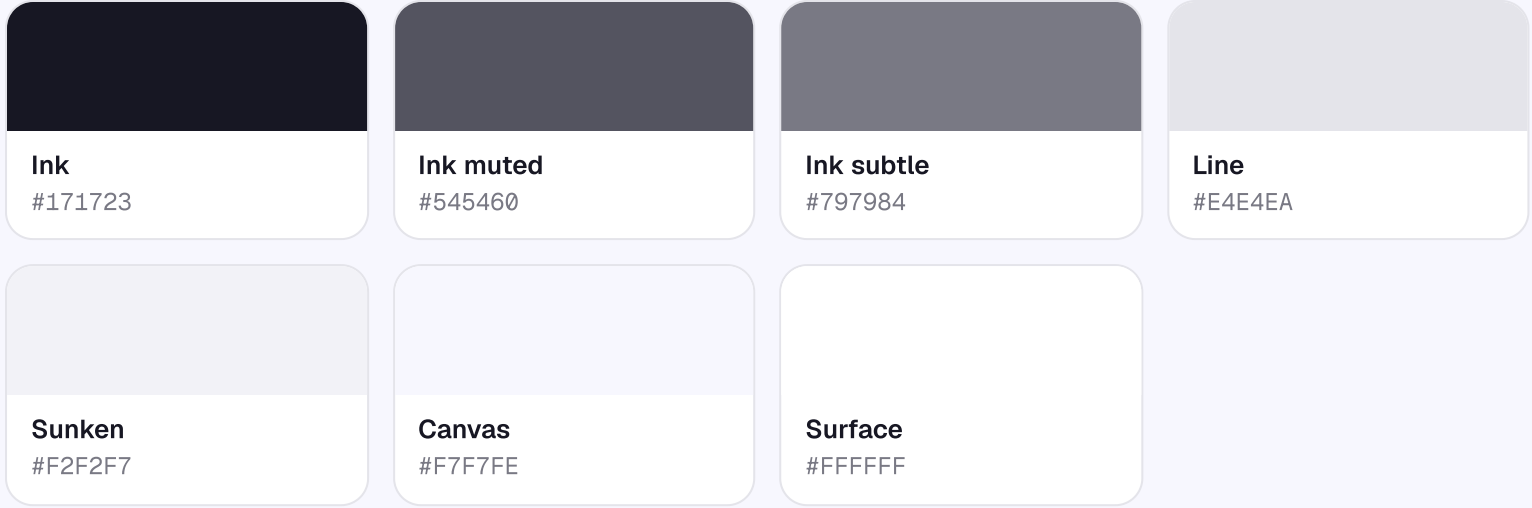
#B5DE00

On lime

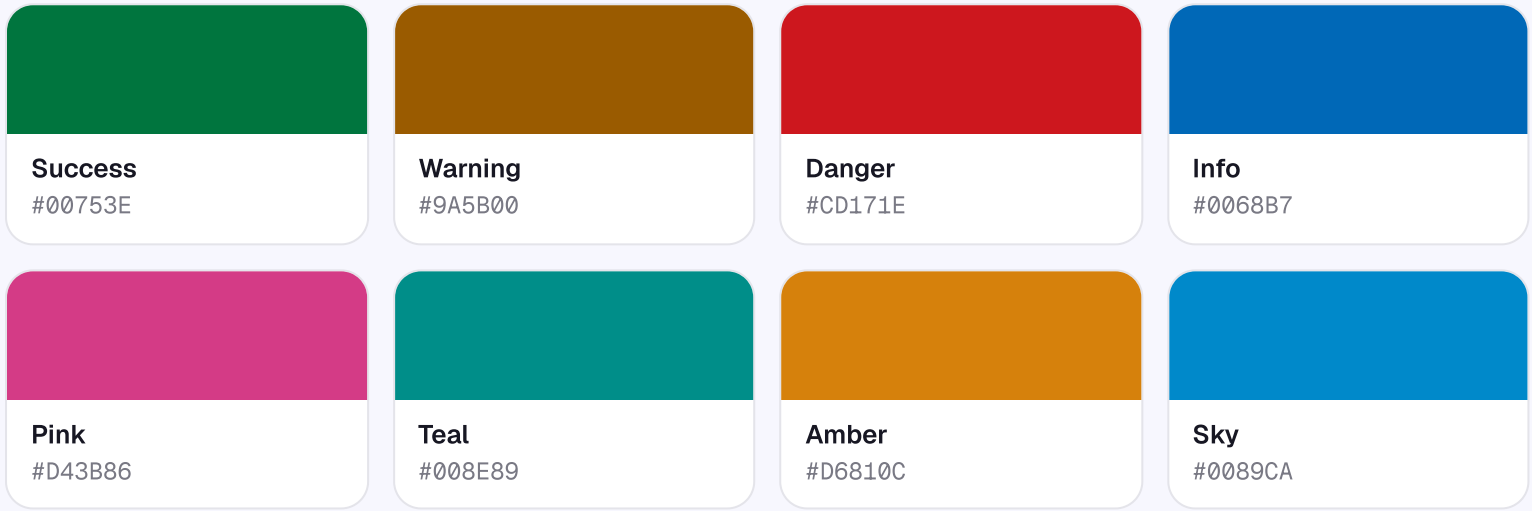
#1B2602

Night

#35109B



Status and supporting hues



Supporting hues are for icons, charts and tiles only. Every token also has a dark-theme value; see `docs/design.md`. `OKLCH` in `app.css` is canonical.

**A grotesque with a grin, and a
workhorse that stays out of the way.**

DISPLAY

Aa Gg 26

Bricolage Grotesque

600, 700, 800. Headlines and the
wordmark. SIL Open Font License.

TEXT AND UI

Aa Gg 26

Geist

400, 500, 600. Body, forms, tables, prices.
SIL Open Font License.

Hero · 56/60
Bricolage 700

Found you.

H1 · 40/44
Bricolage 700

Kamau & Wanjiru's wedding

H2 · 28/34
Bricolage 600

48 photos with you in them

H3 · 20/28
Geist 600

Strathmore graduation, 12 Dec

Body · 16/26
Geist 400

Take a selfie and we'll show you every photo you're in. Your selfie is used to
search, then deleted.

Small · 14/20
Geist 400

KSh 150 per photo · KSh 500 for all of yours

Eyebrow · 12/16
Geist 600, caps

LIVE NOW

Soft corners around a square mark. Motion that settles.

RADIUS

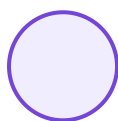


8

12

16

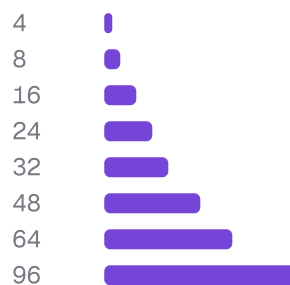
24



full

Inputs, buttons, cards, sheets, pills. The mark itself stays square.

SPACING, 4PX BASE



MOTION

ease-soft cubic-bezier(0.22, 1, 0.36, 1). 150ms
hovers, 300ms UI, 700ms rise on entrance. The
lime spotted pulse marks a match. Reduced
motion turns it all off.



Neutral canvas, violet to act, lime only for "found you".

BUTTONS

Find my photos

Share album

You're in 12 photos

Delete album

Email for alerts

you@example.com

MATCH RESULT

Reception, table 4

Shot by Lens Hub Studios

KSh 150

First dance

Shot by Lens Hub Studios

Free

Buy all 12 for KSh 500

Where everything lives in the repo.

ASSET	PATH	USE
Design spec	<code>docs/design.md</code>	Source of truth for this book
Tokens	<code>assets/css/app.css</code>	OKLCH colours, fonts, motion
Horizontal lockup	<code>images/brand/pixiematch-horizontal-{violet,white,ink}.svg/.png</code>	Header, email, documents
Stacked lockup	<code>images/brand/pixiematch-stacked-{violet,white}.svg/.png</code>	Posters, splash, QR cards
Mark	<code>images/brand/pixiematch-mark-{violet,white,ink}.svg/.png</code>	Favicon, avatars, watermark
App icon	<code>images/brand/pixiematch-app-icon.svg/.png</code>	Stores, home screens
Campaign mark	<code>images/brand/pixiematch-mark-lime-on-deep.svg/.png</code>	Social, events
Fonts	<code>priv/static/fonts/*.woff2</code>	Geist, Bricolage Grotesque (variable)
Social card	<code>images/pixiematch-social.svg/.png</code>	1200×630 link previews

Image paths are under `priv/static/`. Lockup SVGs have the wordmark converted to outlines, so they render without the font installed.