A considered digital identity.

Independent app development for iOS and Android.

PizzaPug brings a distinctive character to a clear, useful studio identity. Keep the neon in the mark; let the surrounding design breathe.



TRANSPARENT LOCKUP

Transparent PNG artwork. The page surface shows through behind the mark.

DISPLAY NAME

PizzaPug

LEGAL NAME

PizzaPug LLC

SYSTEM STATUS

Proposed digital guidance

One identity. Three brand assets.

Transparent PNGs for the combined lockup, wordmark, and corrected slice from the original lockup.



01 COMBINED LOCKUP

512 x 512 px / primary introduction



Proposed clear space: x = width / 8

02 WORDMARK

430 x 113 px / compact header



03 SYMBOL

320 x 328 px / extracted from 01

KEEP SPACE AROUND THE FULL IMAGE

Set x = 1/8 of the image canvas width. Leave at least x of empty space on every side. Measure from each asset boundary, including its transparent margin.

PROPOSED DIGITAL SIZE RANGE

Asset	Minimum	2x ceiling
Lockup	192 px	256 px
Wordmark	120 px	215 px
Symbol	64 px	160 px

PRESERVE THE SOURCE

Use these transparent PNGs with normal compositing. Keep proportions and linework intact. Do not stretch, trace or recolor. Dark surfaces give the best contrast.

CSS widths: wordmark 120 px minimum / 160 px desktop. At 1x, do not exceed source width. Validate on real screens.

Dark foundations. A precise accent.

These solid colors are proposed interface tokens, inspired by the artwork. They are not a replacement logo palette.

Ink	Midnight	Electric	Cyan	Cloud	Slate
#06121E	#0B1D2D	#238BFF	#3BD9EE	#F3F8FC	#A8BCCB
Foundation	Raised surface	Secondary emphasis	Primary action / focus	Primary text	Secondary text

TEXT PAIRINGS

Foreground / background	Contrast	Normal text
Cloud / Ink	17.65:1	AA pass
Cloud / Midnight	16.00:1	AA pass
Slate / Midnight	8.73:1	AA pass
Cyan / Midnight	10.05:1	AA pass
Electric / Midnight	5.06:1	AA pass

Ratios use opaque sRGB solids and the WCAG relative-luminance formula. Rounded here; pass/fail uses full precision. Recheck opacity, gradients and states in context.

ACTION COLOR RULE

Explore our work

Use Ink on Cyan for primary actions: 11.09:1. Ink on Electric passes at 5.58:1. Keep Cloud text off both bright fills.

AA targets: 4.5:1 for normal text; 3:1 for large text (24 CSS px regular or about 18.7 px bold). Relevant UI boundaries and meaningful graphics require 3:1.

W3C WCAG 2.2: Text contrast / Non-text contrast

Clear words. Confident hierarchy.

Use Space Grotesk 500 for headings and Inter 400 / 600 for body copy and interface text.

SPACE GROTESK

Made with intention.

INTER

PizzaPug is an independent app development studio building for iOS and Android. We are currently developing SideBets.

Illustrative copy. No launch date or availability implied.

PROPOSED WEB TYPE SCALE

Role	Desktop / mobile (px)	Line / weight
Display, fluid	64-88 / 40-64	1.05 / 500
Section heading	40 / 32	1.15 / 500
Card heading	24 / 22	1.25 / 500
Body	18 / 16	1.65 / 400
UI label, minimum	14 / 14	1.40 / 400-600
Secondary metadata	12 / 12	1.40 / 400

VOICE

Thoughtful and direct. Use active verbs, concrete nouns and short sentences. Let warmth come through once the message is clear. Save playfulness for small moments.

Build with intent. A useful statement of approach; avoid unsupported superlatives or promises.

PDF specimens use Rubik and Arial as local substitutes. Intended web faces remain Space Grotesk and Inter.

A quiet structure for useful work.

Use generous space, crisp type and a single clear action. The identity provides the character.

EXPORTED FOUNDATION TOKENS

`--pizzapug-ink`	#06121E
`--pizzapug-midnight`	#0B1D2D
`--pizzapug-electric`	#238BFF
`--pizzapug-cyan`	#3BD9EE
`--pizzapug-cloud`	#F3F8FC
`--pizzapug-slate`	#A8BCCB
`--pizzapug-radius`	6 px controls
`--pizzapug-space-unit`	8 px
`--pizzapug-body-size`	1 rem
`--pizzapug-body-leading`	1.65

LAYOUT & BEHAVIOR

Max width: 1280 px. Gutters: 56 px desktop, 32 px compact, 20 px mobile. Panel radius: 8 px. Use an 8 px spacing unit, with 4 px half-steps where needed.

ILLUSTRATIVE COMPONENT

Work in progress.

SideBets is currently in development at PizzaPug.

Use a clear status label and one next step. Keep product details specific to what is confirmed.

Explore SideBets

STATES & MOTION

Use a 3 px Cyan focus outline with 6 px offset on dark surfaces. Pair status color with text. Keep motion subtle and honor reduced-motion preferences.

A studio brand that makes room for apps.

PizzaPug is the parent identity. Each app can have its own purpose and expression, with a clear connection back to the studio.

PARENT / STUDIO

PizzaPug

Independent app development for iOS and Android

PRODUCT / IN DEVELOPMENT

SideBets

by PizzaPug

SideBets retains its independent identity. This diagram describes relationships; its typesetting is a label, not a proposed product logo.

Product status reference: sidebets.me / September 2026

NAMING & ENDORSEMENT

Use PizzaPug in conversation, navigation and editorial copy. Use PizzaPug LLC in legal attribution and formal company references. Preserve the capital P in each part.

On a product page, introduce SideBets by name and use the light endorsement "by PizzaPug." Link the studio name to the corporate presence when appropriate.

CURRENT TRUTH

SideBets is in development for iPhone; Android is deferred. The studio platform statement is broader than the roadmap of any one app. Do not imply an unconfirmed launch.

ASSET HANDOFF

Use transparent PNGs for digital layouts. Keep original raster references separately. Symbol 03 follows the corrected slice from the combined lockup. No blend mode is needed.

The palette, type scale, spacing, size limits and voice guidance in this guide are proposed implementation rules. They are separate from the original raster references.