

Pencil

©Brand Book 2025

©Brand Book ✖ 2025

©Brand Book ✖ 2025

©Brand Book ✖ 2025

V1.0



Index

# Introduction

# Our brand

# Tone of voice

- Intent
- Manifesto
- Our journey
- Our brand
- Values
- Brand idea
- Brand family
- Creative expressions
- Language
- Tagline
- Our audiences
- Messaging house

# Visual identity

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications



# Introduction



This document exists **to inspire** a surprising,  
seamless and impressive expression of our company.



# Manifesto

If you are reading this you are probably exhausted.

Exhausted of fuelling an advertising industry that's ravenous for creativity.

Worn down from propping up a monstrous machine that lacks the tools its people need.

And this is a disaster.

Never before has advertising had so much power to lift us up.

To capture imaginations.

To inspire audiences.

To create culture.

To build businesses.

We have more data. More inspiration.

More technology.

And yet 90% of ads don't work.

An industry of overwhelmed people, instead of new ideas.

The result: wasted potential, on a gigantic scale.

Wasted time.

Mis-spent money.

Rushed ideas.

This wasted potential inspires us to make a difference.

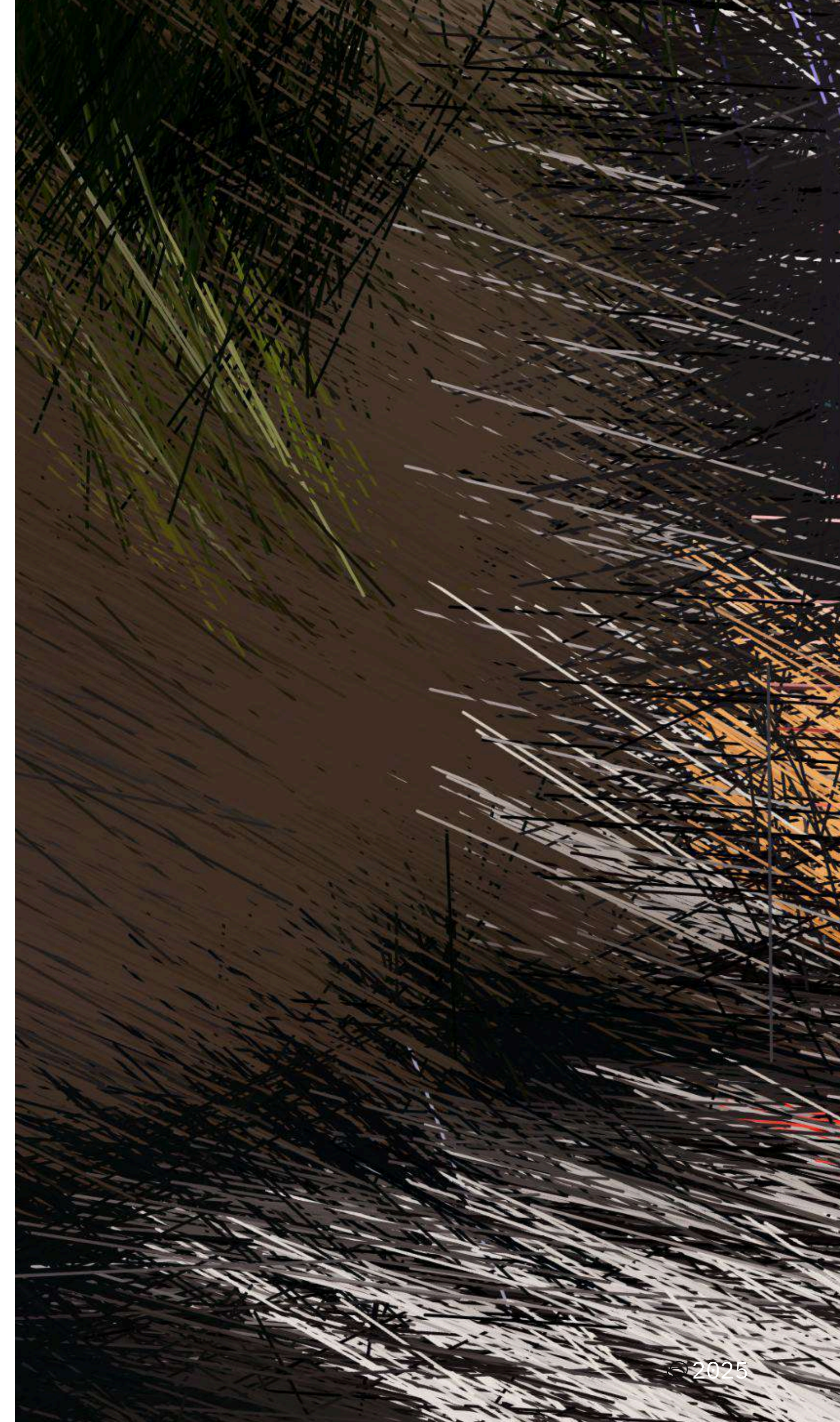
It motivates us to save creative people from long-broken processes.

And it drives us to unleash the full potential of an industry that's ready to be more creative than ever.

This is why we do what we do.

To act on behalf of your full potential.

To surprise you with what creativity can do.





# Our journey

Our new brand identity has been created in collaboration with creative users, brand leaders and our own Gen-AI tools.

When we began this journey we did so with the intention of stepping back from the now. Our company finds itself in the midst of so much excitement, fear, misinformation and uncertainty and while our ambition has always been clear to us, it has not always been easy to articulate to others.

So in early 2025 we set out to build a brand worthy of the great industrial revolution we are not just witnessing, but driving. Our goal has been to look beyond the current state of our business and the wider industry, and resonate as simply but powerfully with the wider landscape of Generative AI, creativity and advertising.

To do this we've engaged with champions and creatives. From writers, to designers, to engineers, business leaders and managers. And we've done this because it's fundamental we show a way forward for everyone.

What we discovered on this journey has guided us to the present:

- Capturing the scale of a new industrial revolution without threatening individuals
- Crafting our brand around people: from the CEO to a creative team.
- Finding common ground between users and buyers
- Making our impact tangible

Through our new brand book we hope to make it easier for everyone, internally and externally, to understand who we are, why we do what we do, and how we do it.



# Our brand



# Our brand



## Belief

AI can unleash and  
empower creative people

## Mission

to surprise you with  
what creativity can do

## Definition

AI for brands and the  
humans behind them

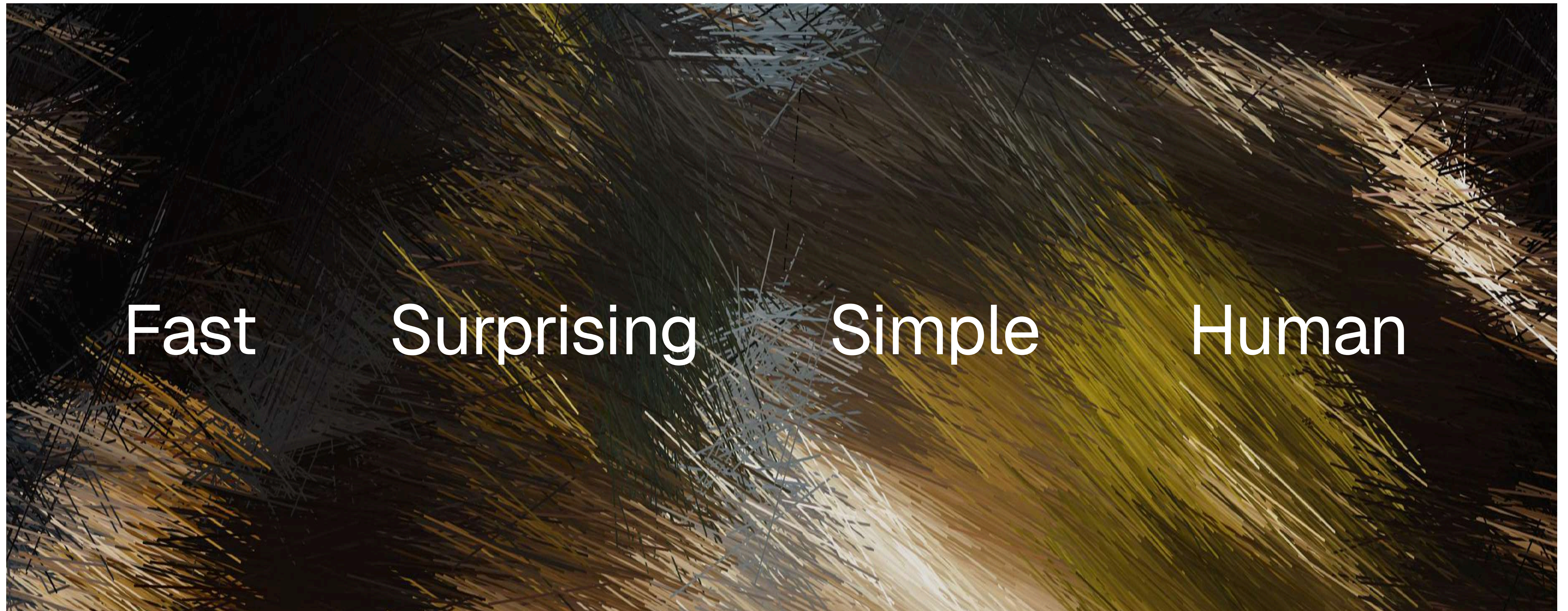
## Idea

The scribble



# Values

Non-negotiable, ever-present ways we act and express ourselves as Pencil.



Fast

Surprising

Simple

Human



# Brand idea

At the heart of our brand is a simple, yet surprising, idea that unites our buyers, creative users and wider family of associated brands and companies.

**This idea is the pencil scribble.**

Together with the wider Group, we are creating a future where the power of AI lives within everything the group does – an invisible creative force.

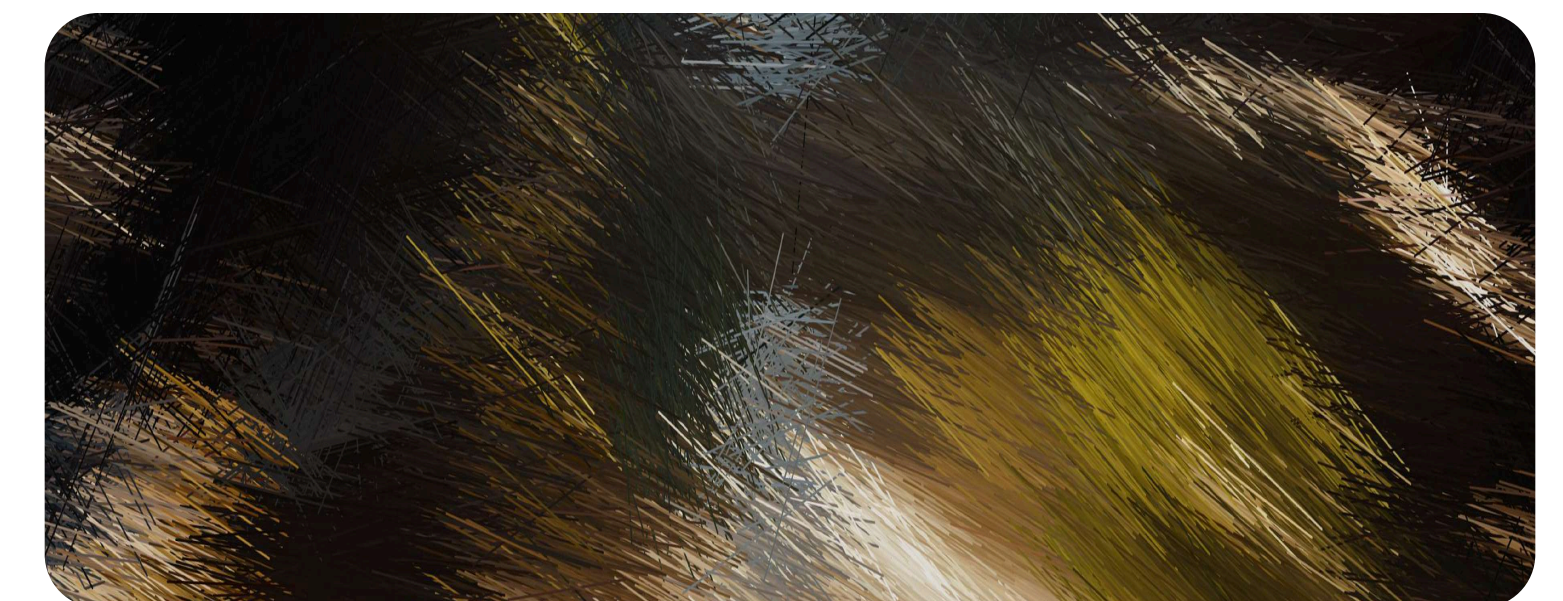
The scribble is about making this invisible force visible, revealing the power of our AI technology to the world.

As a visual symbol, our scribble comes to life in several ways:

Firstly, the scribble lives invisibly as a negative space within the P of the Pencil wordmark, the J of the Jellyfish wordmark and the ampersand – or & – in the logo of The Brandtech Group. This is a core part of our corporate-facing identity and represents the invisible but real power of AI that flows through our companies.

Secondly, the invisible becomes visible with our secondary brand symbol – the Scribble, created from the negative spaces mentioned above. This is how our brand idea shows up for creative users — those people that most closely collaborate with our tools. Wherever possible, the motion version of the Scribble should be used.

Thirdly, we can transform Pencil's best case studies into abstract sketch textures, where the idea of the scribble becomes an expressive suite of ownable brand imagery.





# Brand family



The Brandtech Group is a marketing technology group that helps brands do their marketing better, faster and cheaper using the latest technology

## Pencil

The world's #1 generative AI marketing platform and the only Gen AI marketing company named by Fast Company as a Most Innovative Company 2024.

## Jellyfish

Jellyfish is one of the world's leading digital and performance marketing companies with unparalleled levels of expertise and accreditation across all today's leading technology platforms.



# Tone of voice



# Language

## Sharp

Our language is sharp; not cold or harsh, but considered, confident, and intelligent. It reflects clarity of thought and purpose, cutting through noise with intention. Being sharp means choosing words that are clean and impactful. Where we can we use short words and sentences and always make sure our message is delivered with focus and clarity.

## Precise

Our language is precise; every word has a purpose. We avoid filler, fluff, or ambiguity. Being precise means communicating with efficiency and elegance, saying exactly what we mean in the fewest, most effective words possible.

## Open

We leave room for dialogue and collaboration. Where we can we open up our conversations to the perspectives of our users, channelling the spirit of our AI assistant. To do this we ask questions, check we're understood and provide a platform to the thoughts and ideas of others.



Tagline



AI

We lead beyond just advertising

Brands

We serve ambitious advertisers

Humans

We stand up for creative professionals



# Our audiences

We have two primary audiences:

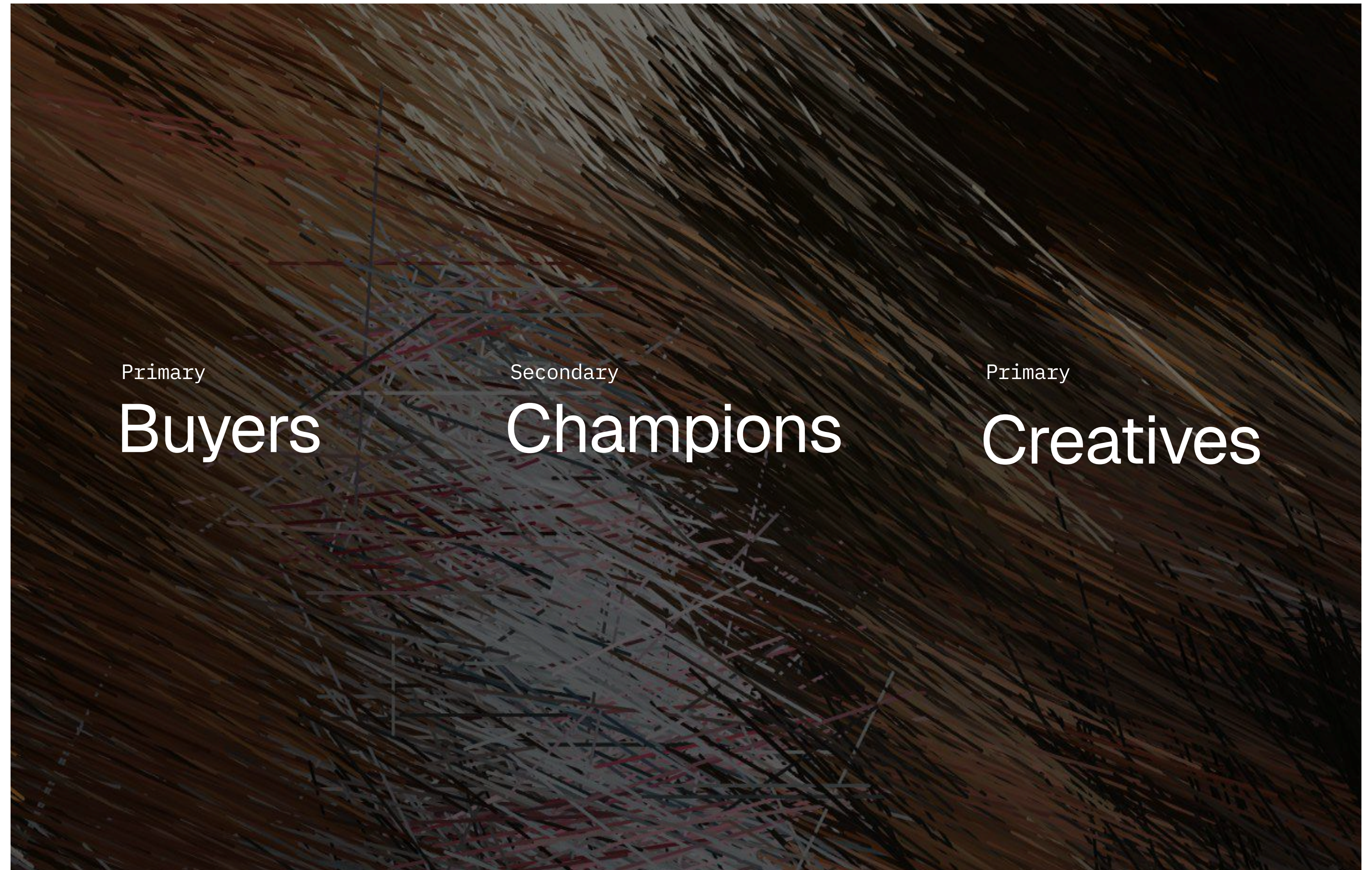
**Buyers:** senior leaders at large companies who are responsible for the effectiveness and efficiency of a business's marketing efforts.

**Creatives:** creative professionals who use our technology to unlock untapped potential and futureproof their careers.

We have one secondary audience:

**Champions:** managers tasked with implementing change and providing day to day leadership within creative, design and production teams.

For each of these audiences we have operative language that relates our proposition to their needs, and ensures we counter the wasted potential they encounter in their roles.





# Messaging house

## AI for brands and the humans behind them

Mission

To surprise you with what creativity can do

Buyers

Operative words

**Save / Reinvest**

(Time, budgets, energy)

When communicating with Buyers we should speak to, and demonstrate, our power to save people from the wasted potential of lost time, money and human energy.

We go further too, showing how Buyers are able to reinvest these savings into making better work, with more money, time and energy available for previously impossible ambitions.

Creatives

Operative words

**Release / Reinvent**

(Potential, creativity, skills)

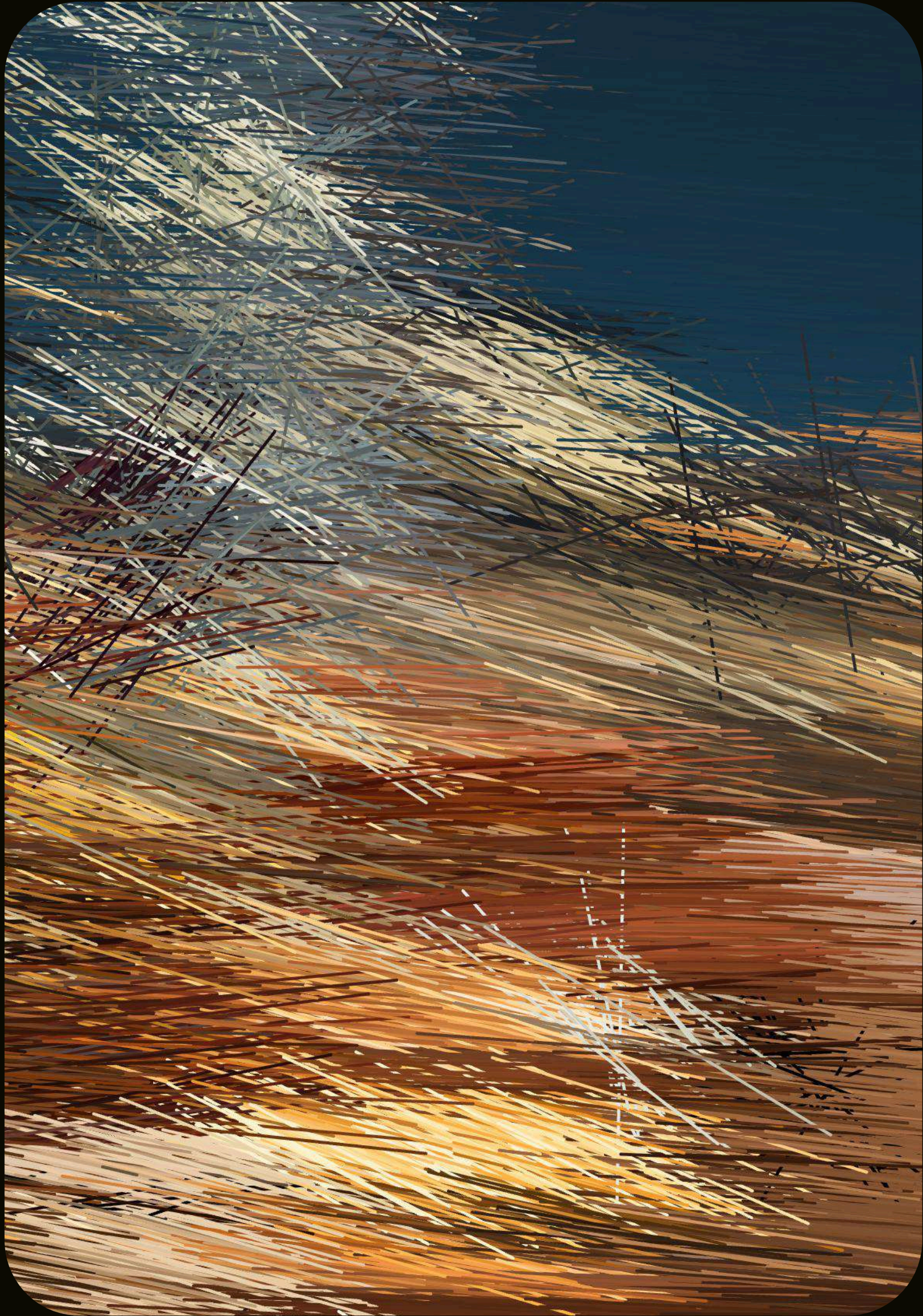
When communicating with Creatives we focus on Pencil's power to release their untapped creative potential and unlock more insightful and surprising solutions to creative briefs.

Beyond day-to-day benefits, we inspire Creatives to reshape their creative toolkit, allowing ambitious people to reinvent themselves as a next-generation creative professional.



# Visual identity

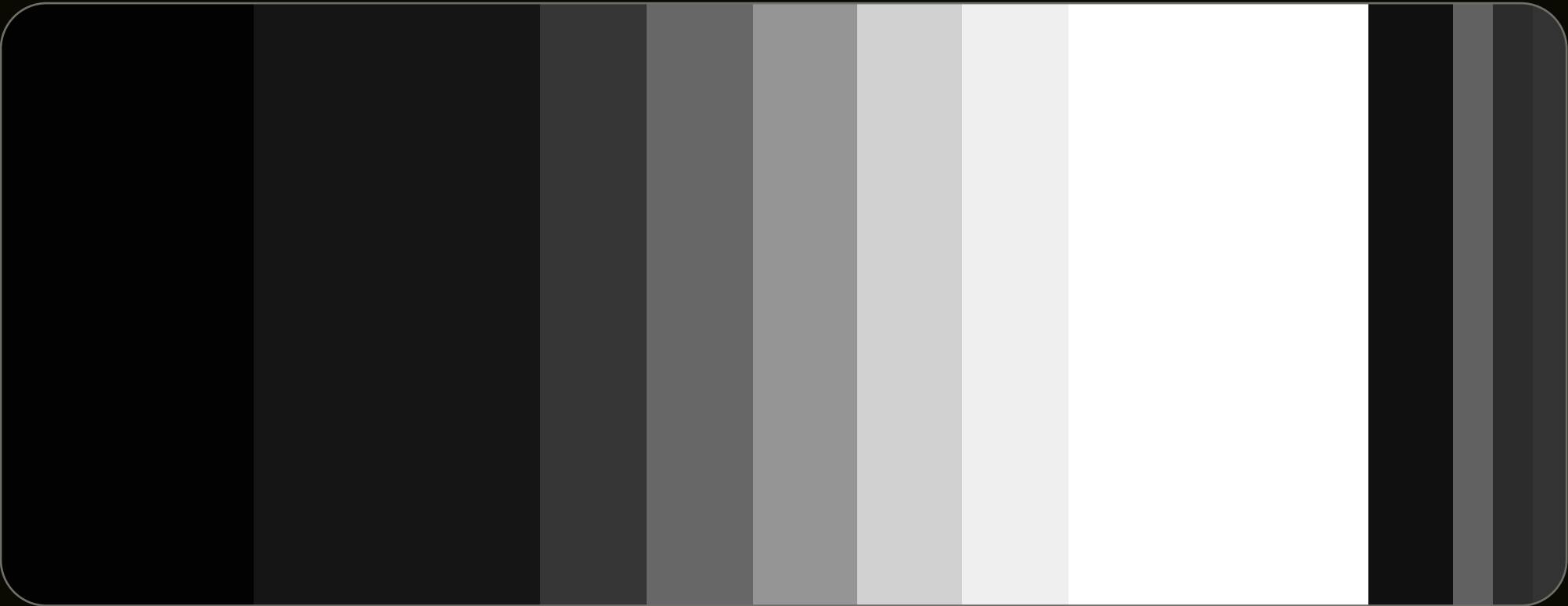




# IBM MONO Plex

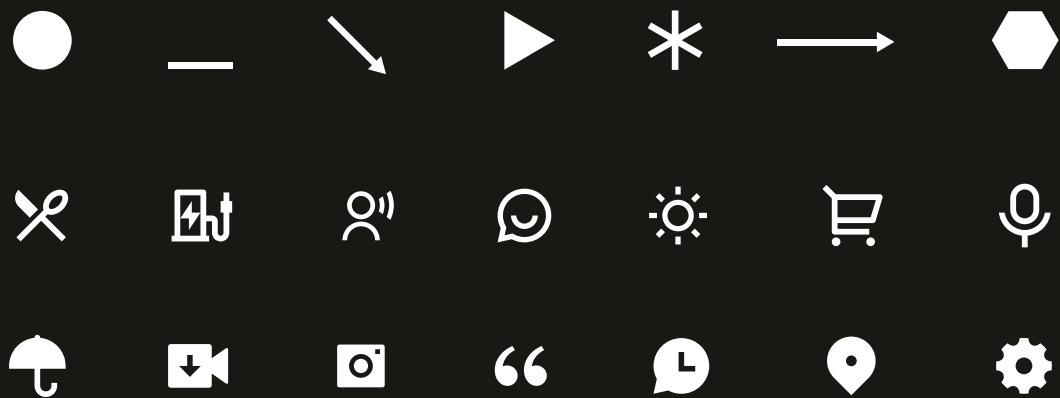
REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ % ? +



# Pencil

Surprise you with what creativity can do



# Geist

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Mm Nn  
Ll Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ € \$ % & \* = + { } ?

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Mm...

SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Mm...



# Two visual expressions

Our visual identity must work to inspire both corporate audiences and creative audiences, so we have two main expressions, with some important distinctions.

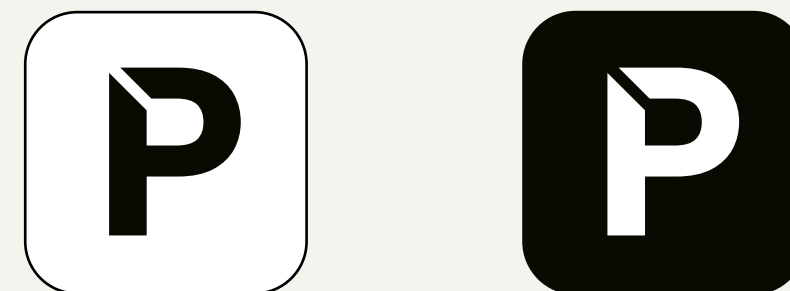
## Corporate expression:

When communicating in a corporate setting – for example with enterprise buyers, SMB owners, entrepreneurs and the industry, we rely on our logo which makes our name immediately clear. In placements with limited size and space we also use the capital letter P from the logo, on it's own within a box.

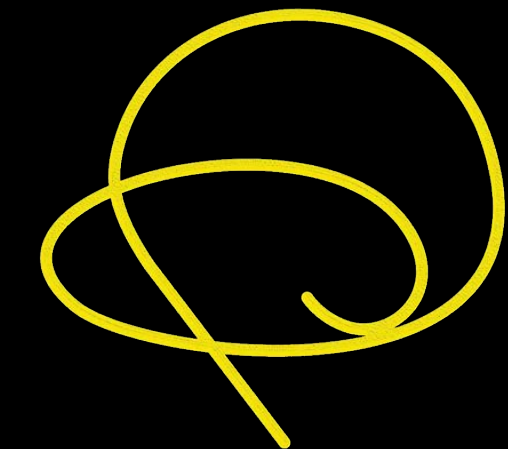
## Creative expression:

When communicating with creative users – for example in our product, or in these guidelines, we introduce our Scribble. Wherever possible this lives in motion and represents the collaborative spirit of our AI technology.

### Corporate expression



### Creative expression





---

Our **logo** represents a fresh start, embodying the tension between the imperfect yet expressive nature of a hand-drawn sketch and the precision of a machine-generated wordmark. This blend illustrates our belief that creativity thrives on contrasts thought and emotion, process and refinement, human input and machine precision.

Logo

Beyond being merely a logo, it celebrates creativity in all its forms, serving as a reminder that endless possibilities emerge from the initial pencil stroke.





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Construction

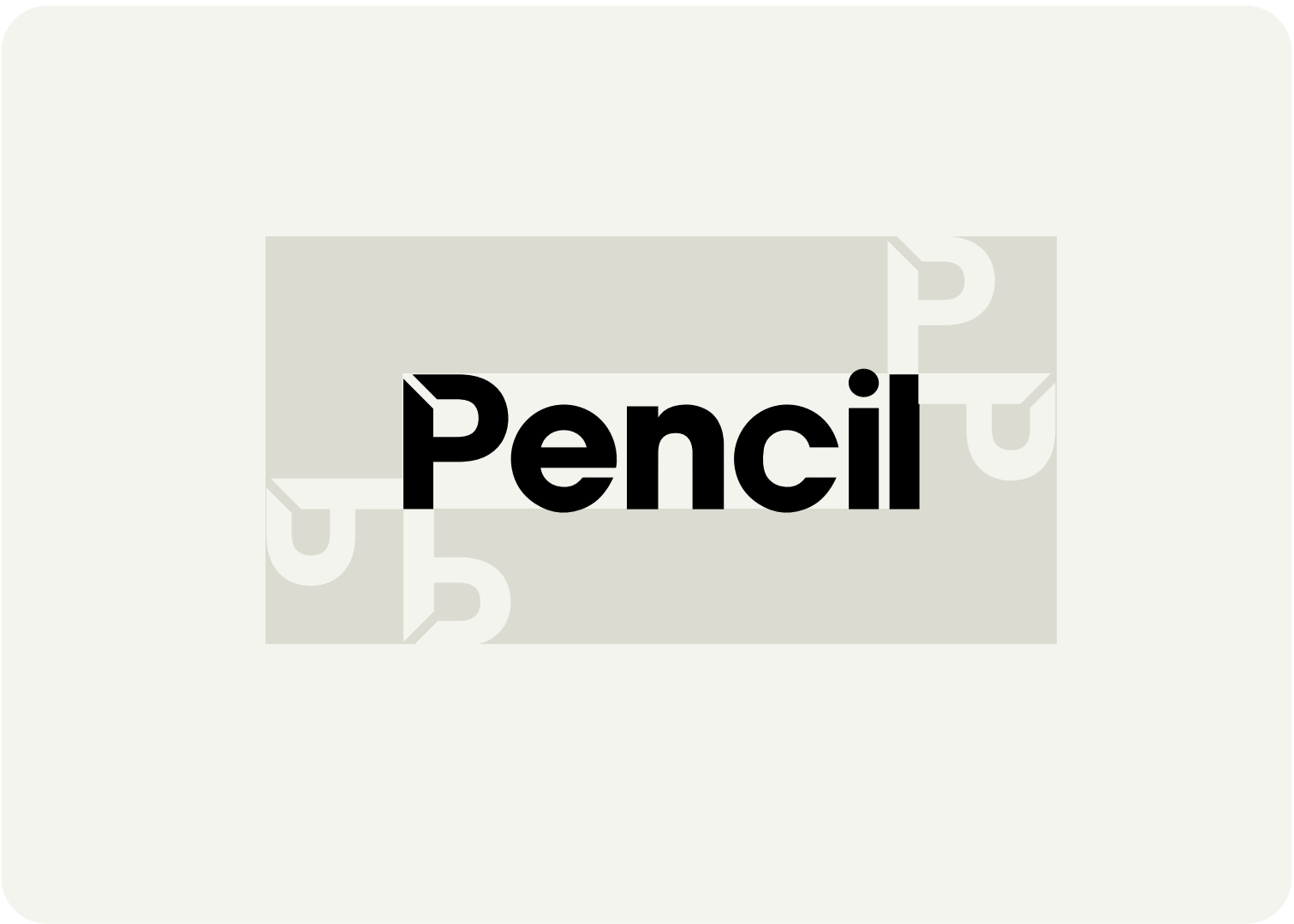
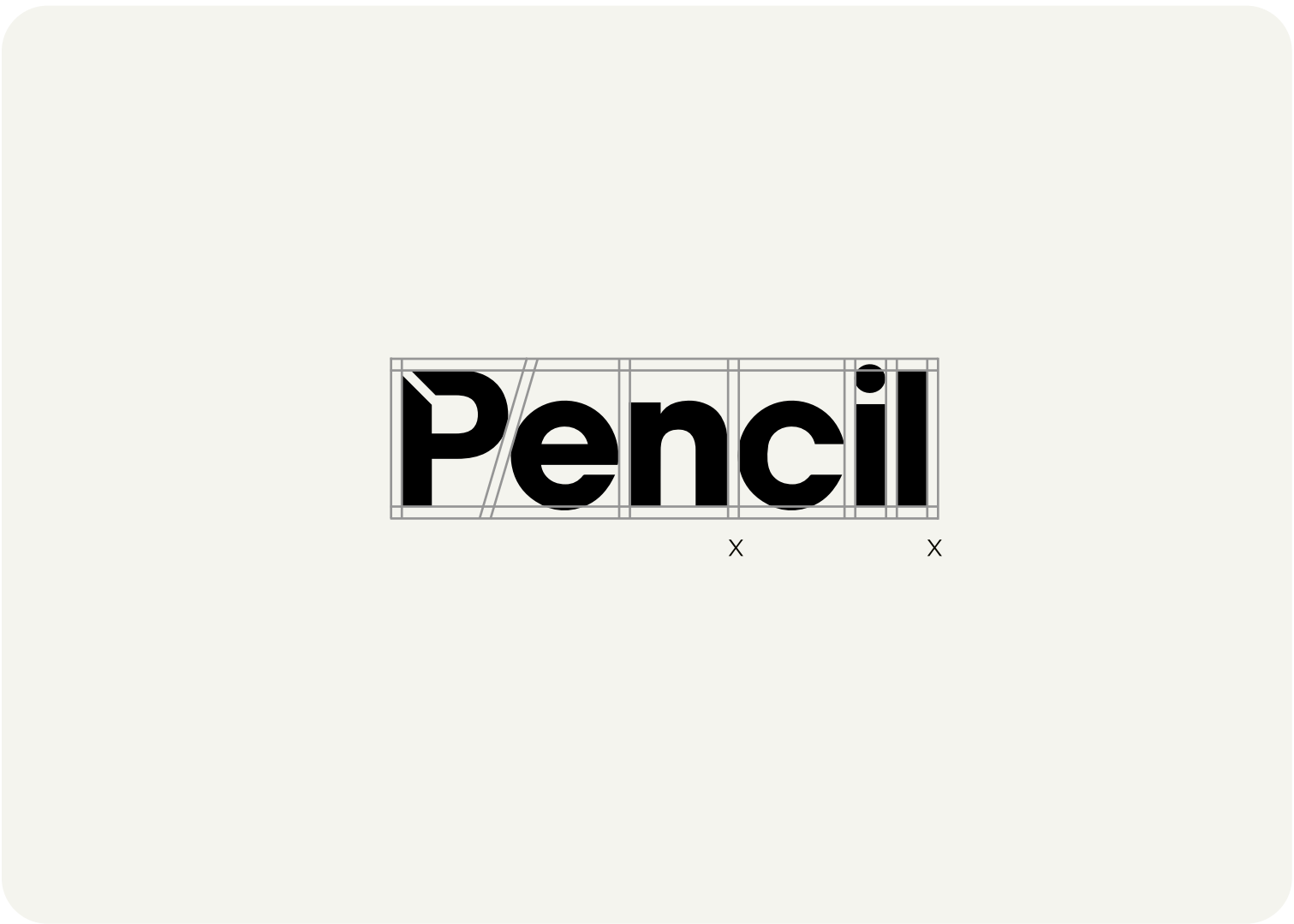
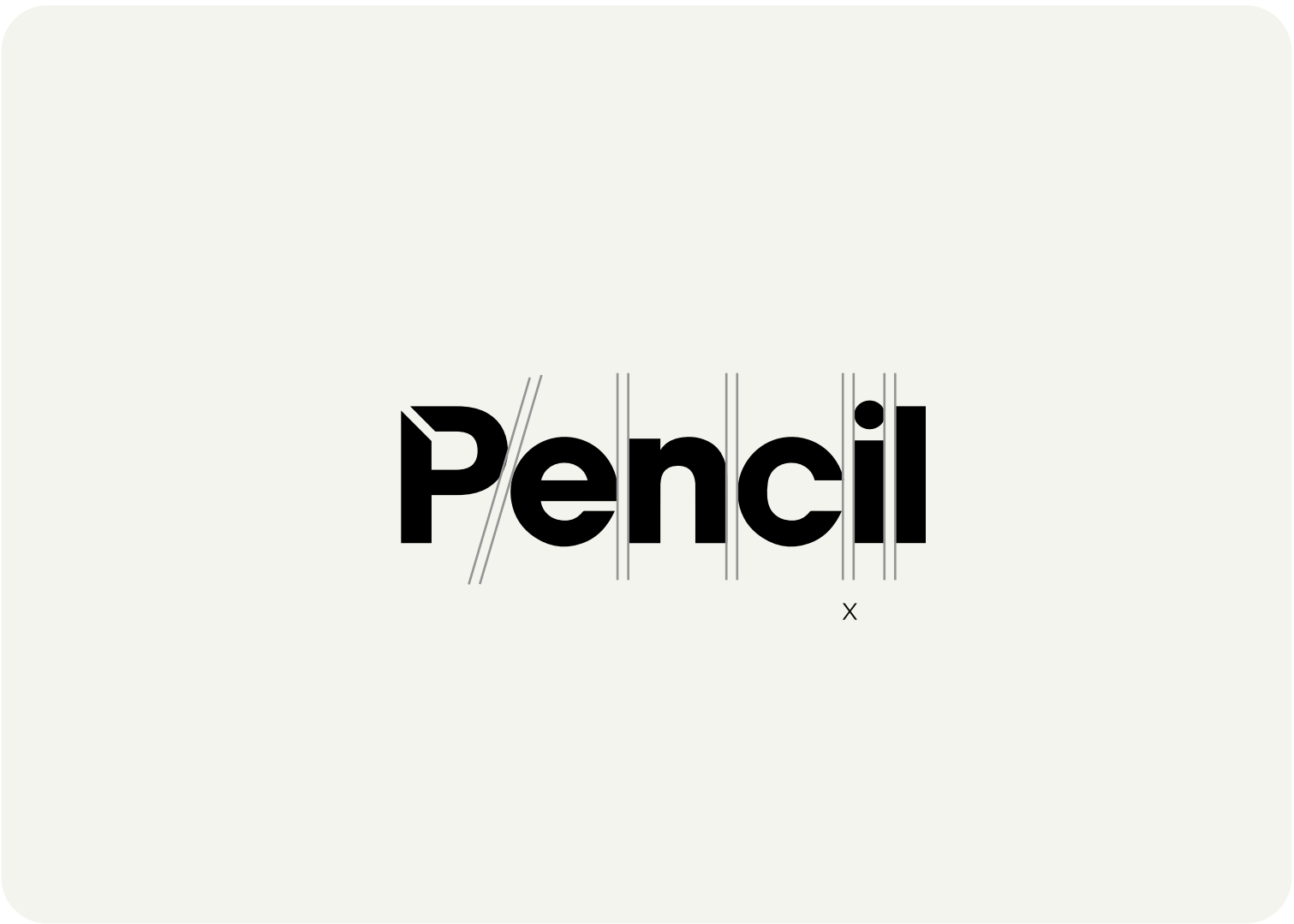
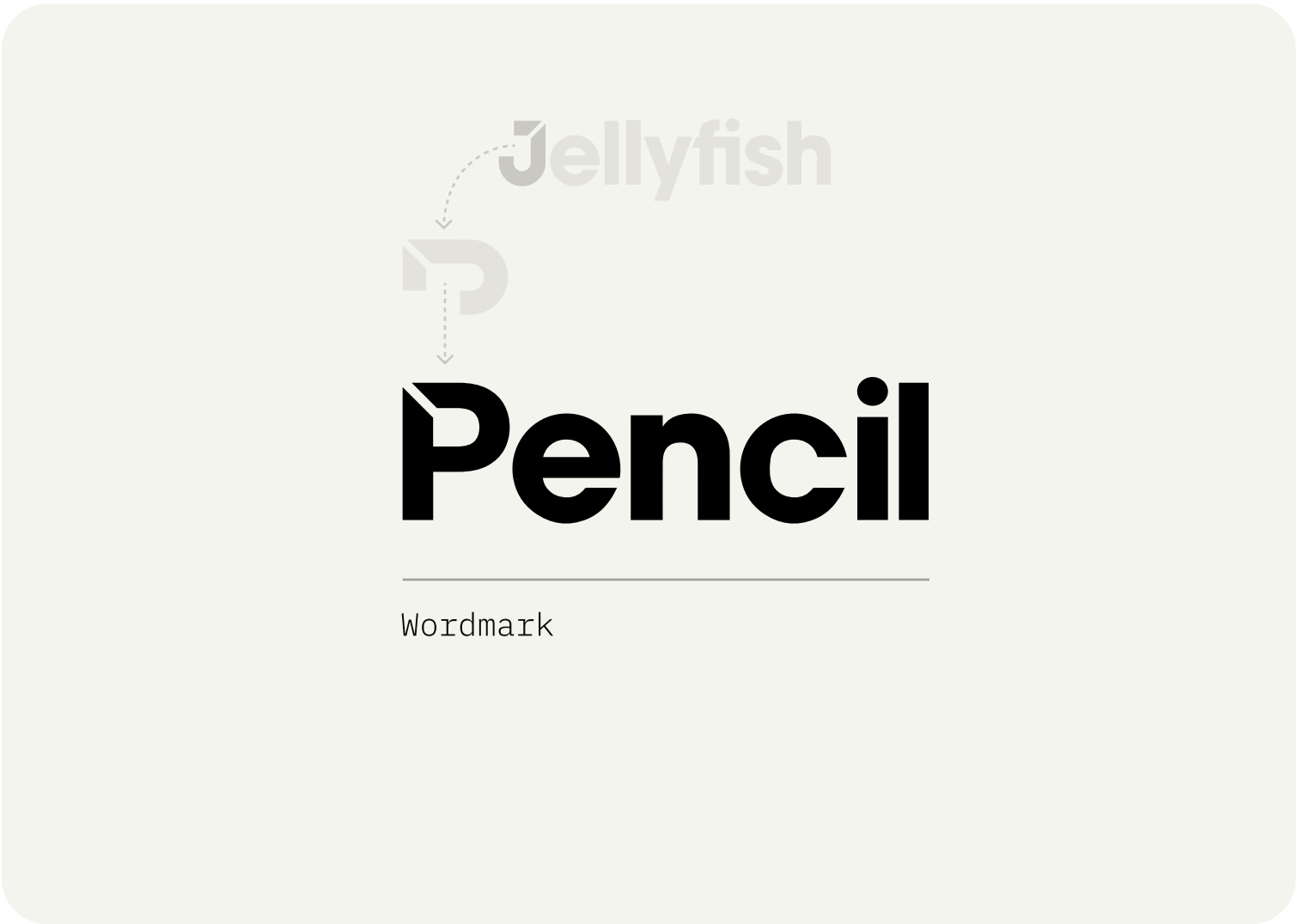
Pencil is part of The Brandtech Group family, and its visual identity has been thoughtfully designed to reflect this relationship.

The ‘P’ in the Pencil logo is built from the shape of the J in ‘Jellyfish’ and it features a subtle cut in the top-left corner of the ‘P’, directly echoing the distinctive cut of the ‘J’ of the Jellyfish logo, and the ampersand ‘&’ in the logo of The Brandtech Group.

This design detail creates a visual link between the two brands, reinforcing their shared DNA while allowing Pencil to maintain its own character within the group.

## Clear space

A clear space must be maintained around the logo, equal to the height of the P, to ensure visibility and impact.







# Colour versions

The Pencil logo is available in two approved colour versions: charcoal and white. These variations ensure versatility and clarity across a range of backgrounds and applications.

The charcoal version should be used on light or neutral backgrounds to provide strong contrast and legibility, while the white version is intended for use on dark or richly coloured backgrounds where the charcoal logo would be less visible.

To maintain brand consistency, no other colour variations are permitted. Always ensure sufficient contrast and use only the approved logo files provided.



**Pencil**



**Pencil**



**Pencil**



**Pencil**





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

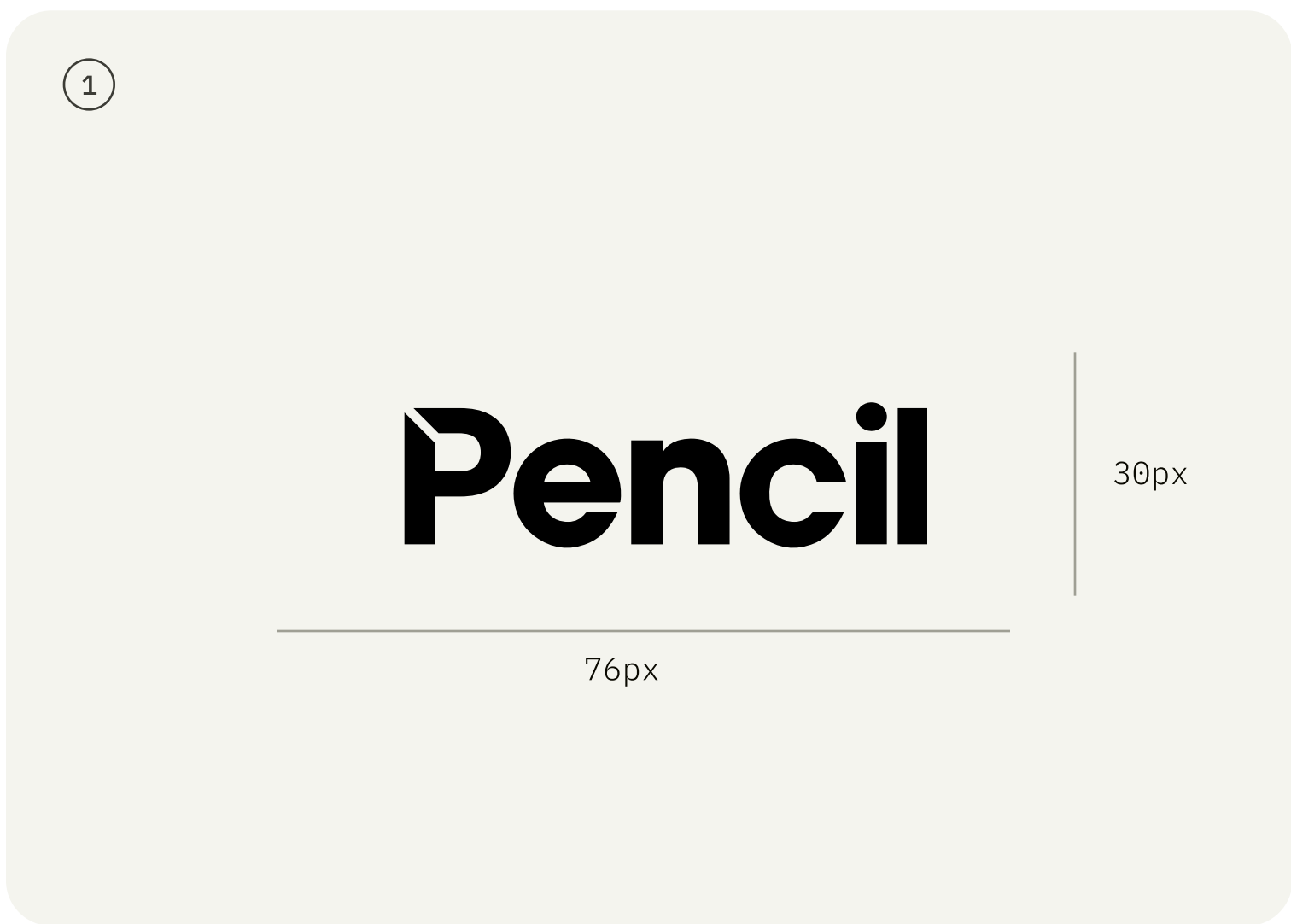
# Scalability

The Pencil logo has been designed to maintain its clarity and character at a wide range of sizes. Its construction ensures that the wordmark scale proportionally, retaining visual balance and legibility across all formats.

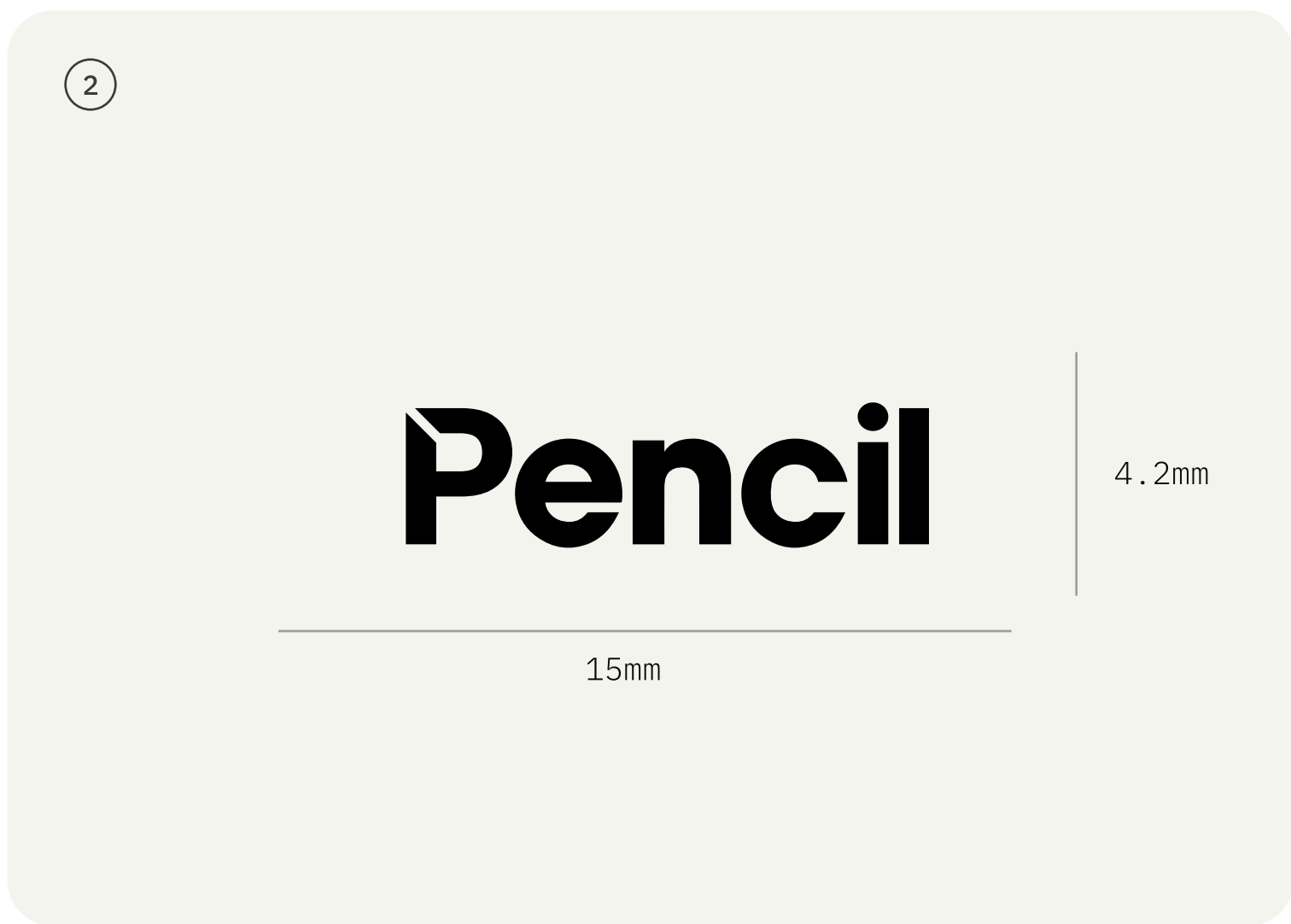
Whether applied at large scale on signage or reduced for digital use, the logo must always be resized proportionally and never stretched, compressed, or modified in any way.

Avoid using the logo at sizes below the sizes on the right, as the integrity of the design may be compromised. For smaller sizes, use the solo P.

Always use vector files (such as .EPS or .SVG) or high-resolution raster files to maintain sharpness at any scale.



**1. Digital Minimum Size:** The logo should never appear smaller than 76 pixels in width.



**2. Print Minimum Size:** For printed materials, the logo must not be smaller than 15mm in width.



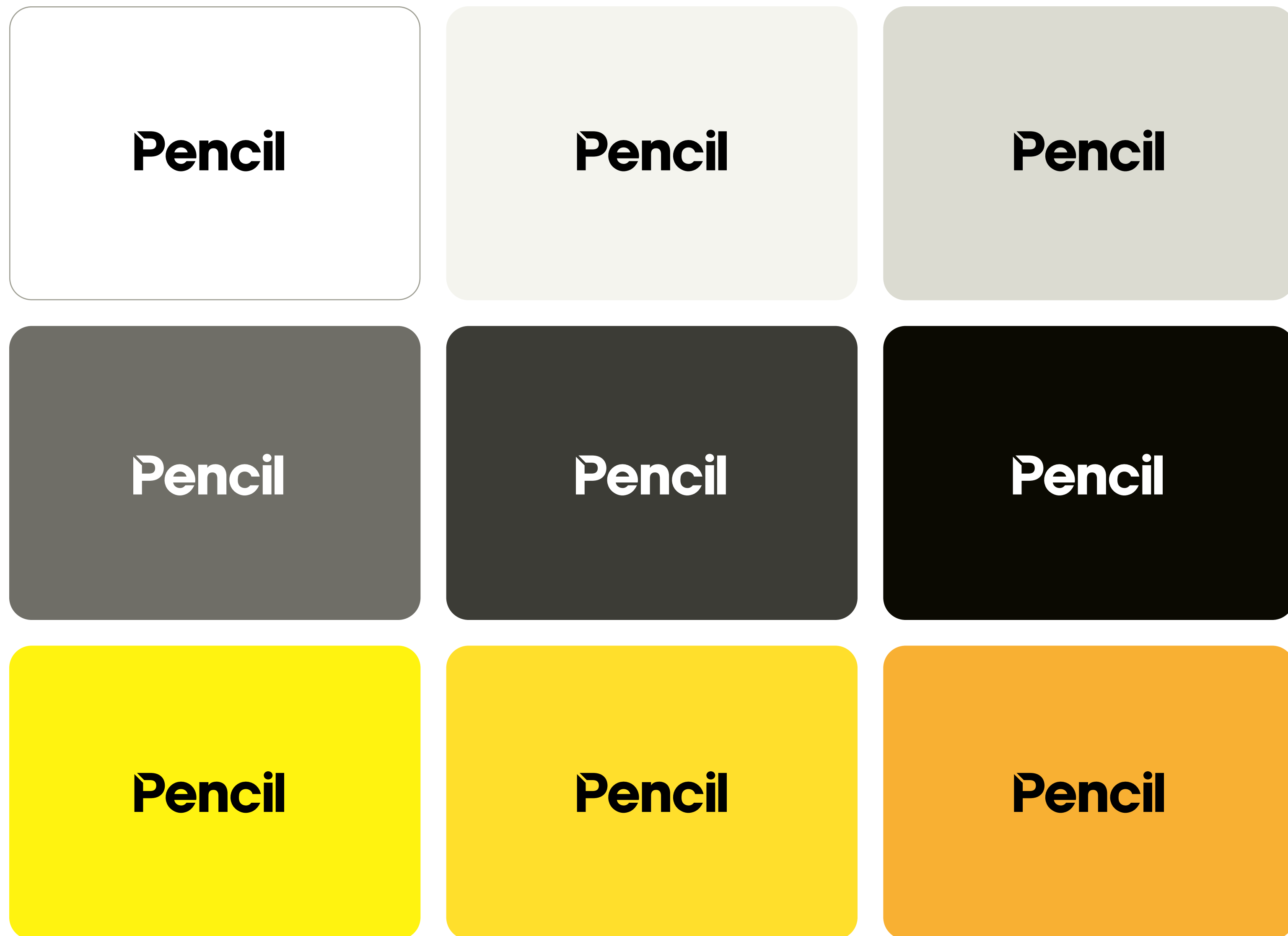


- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Accessibility

The Pencil logo must remain legible and recognisable in all contexts, including those involving accessibility considerations. This includes ensuring sufficient contrast between the logo and its background, especially for users with visual impairments.

Always select the appropriate colour version, charcoal on light backgrounds, white on dark, to maximise readability.

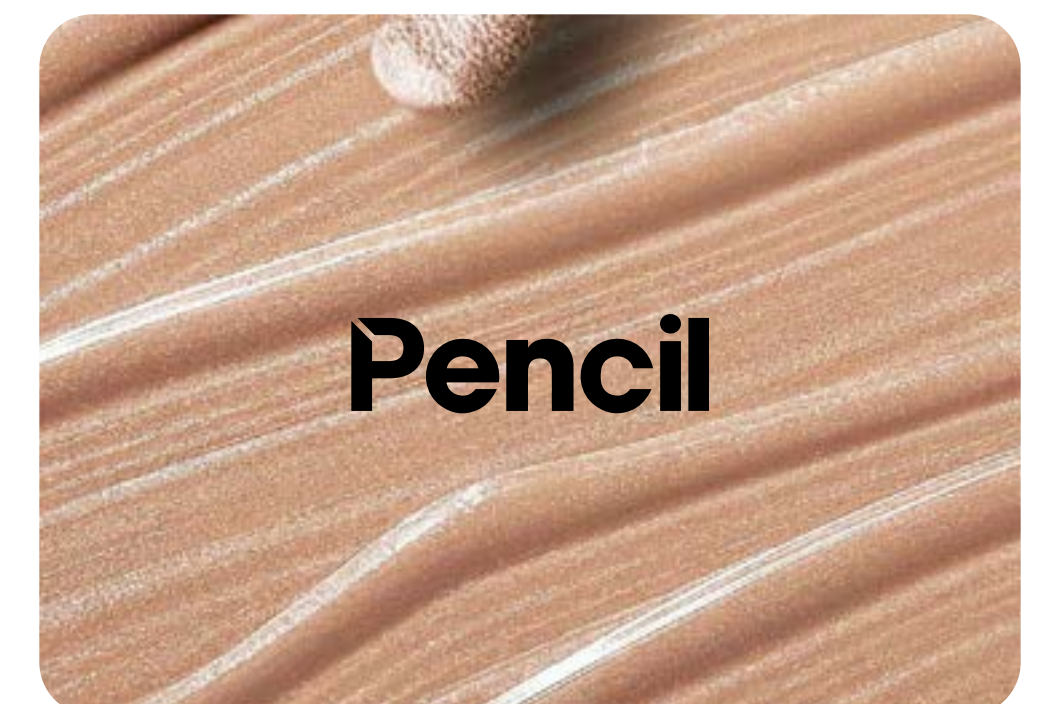
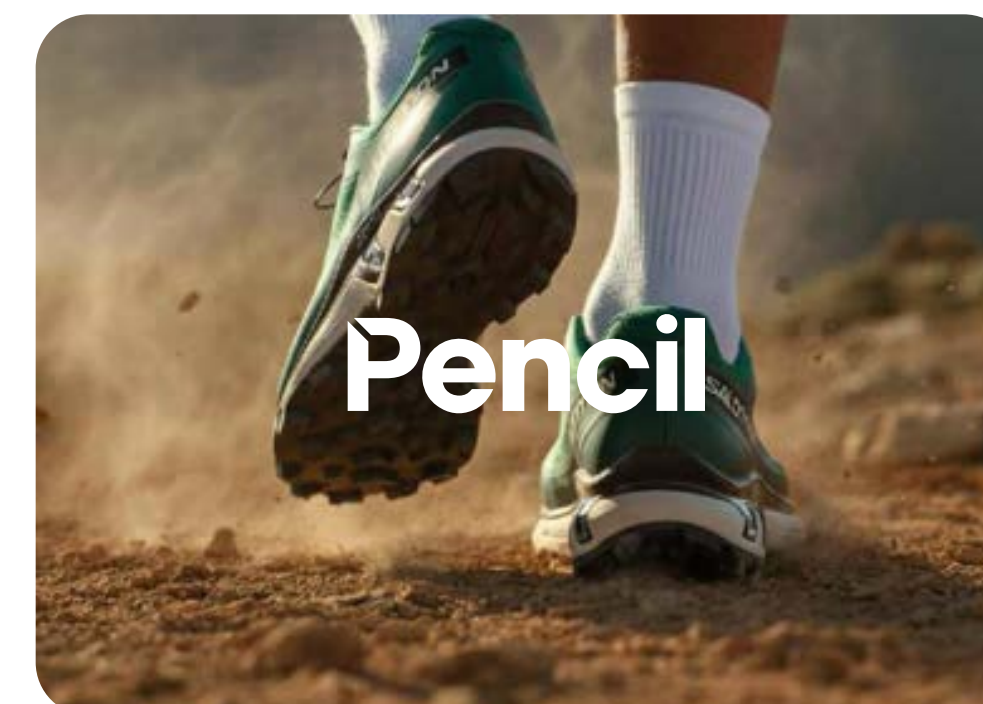
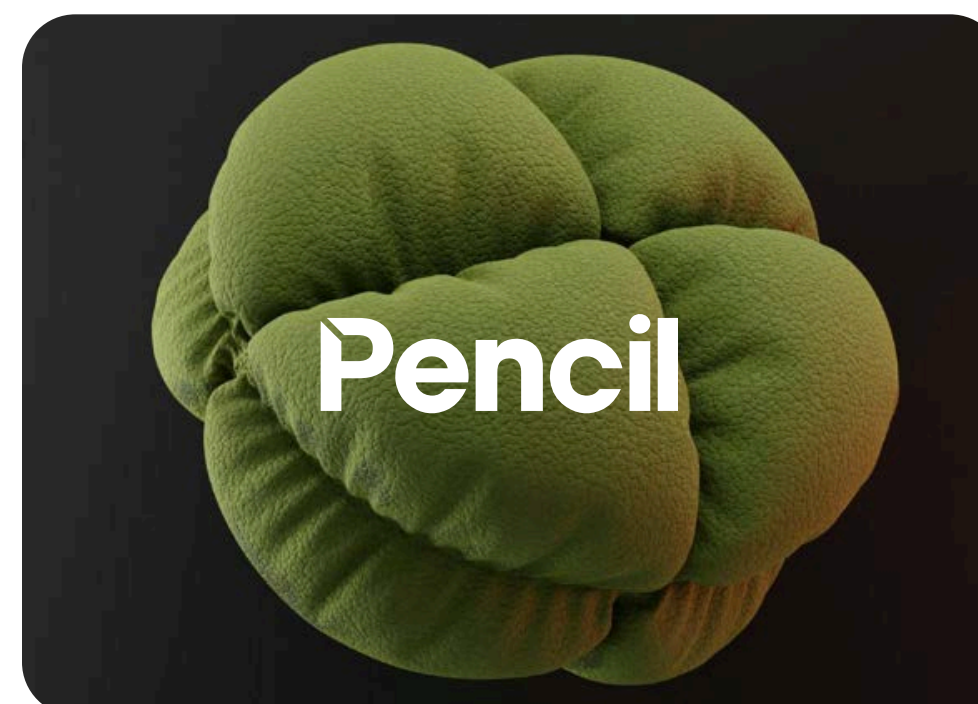
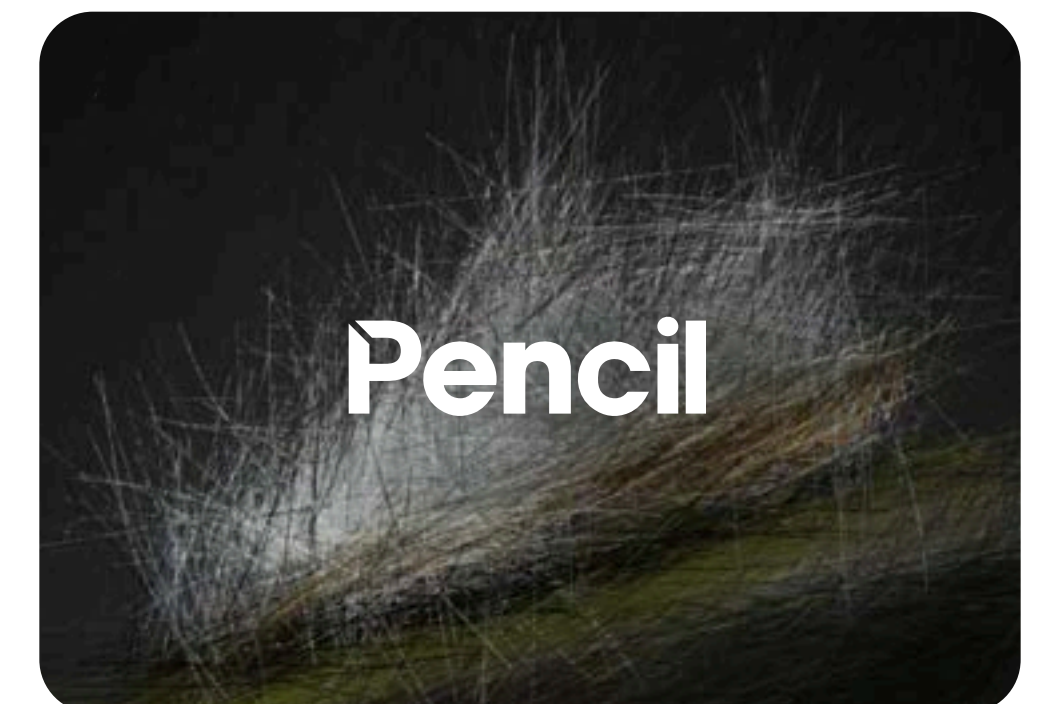
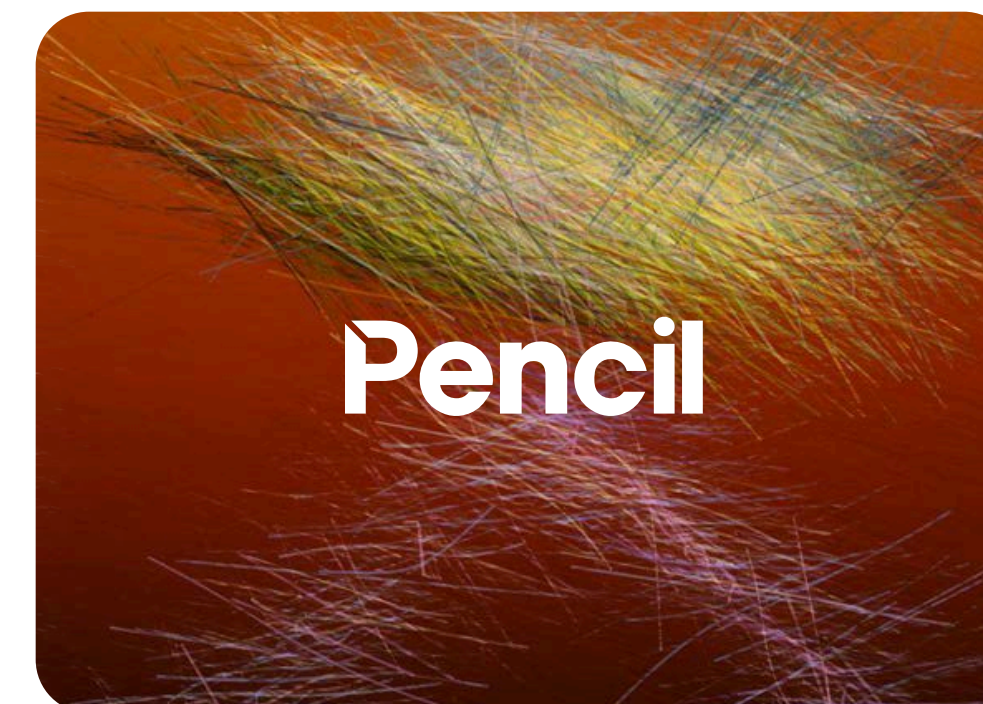
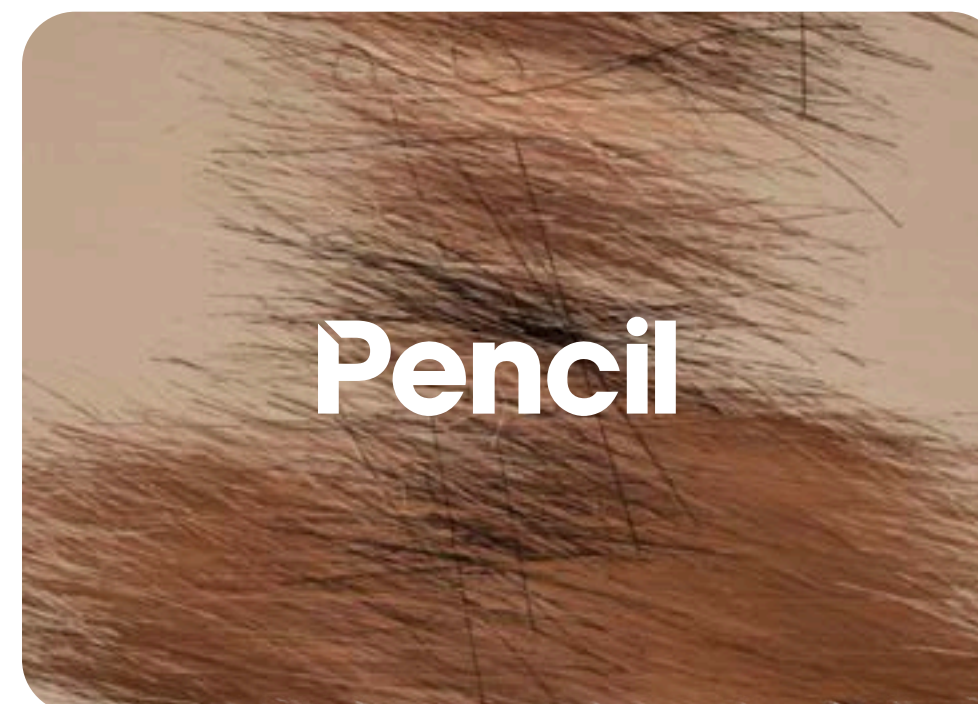
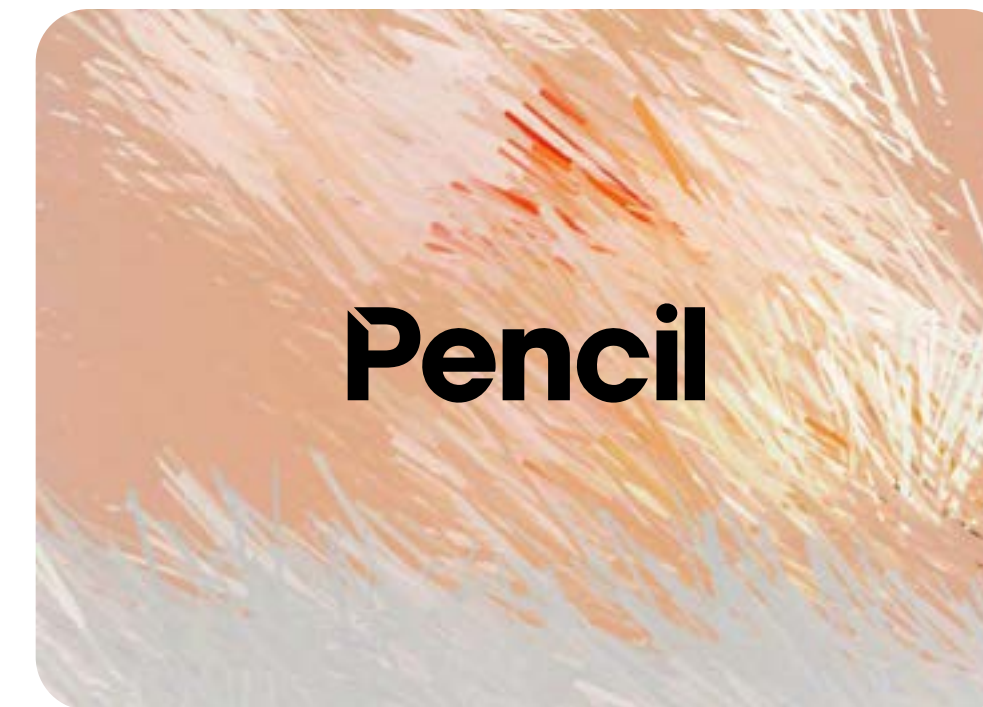
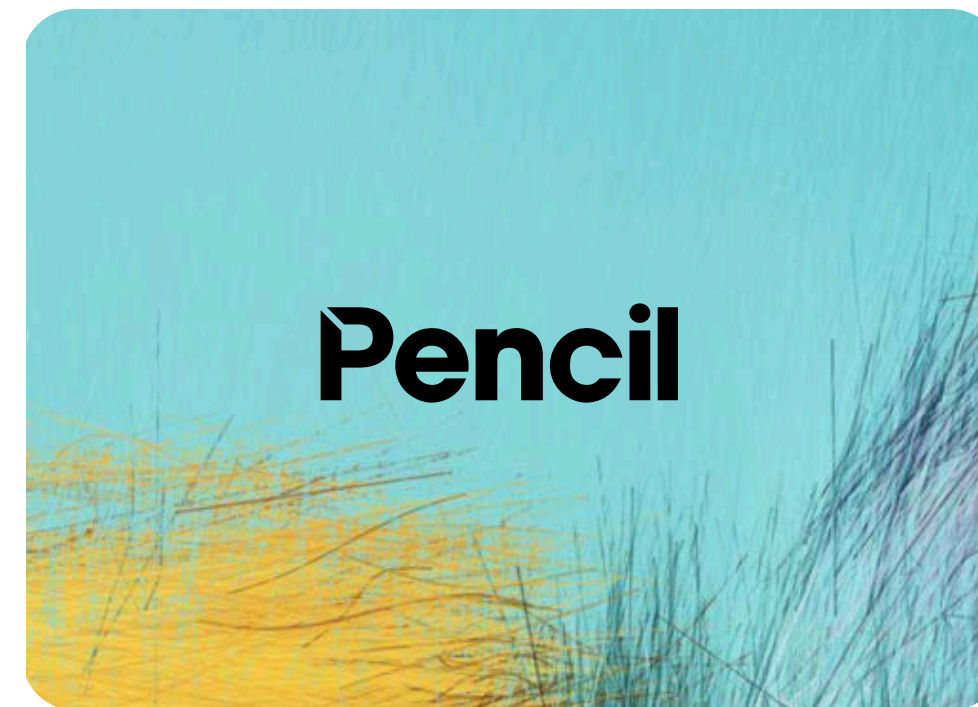






# Accessibility

Avoid placing the logo over busy imagery unless contrast and clarity are guaranteed.







# Positioning

When **placed horizontally**, the Pencil logo can be positioned in three key ways within the layout to maintain visual harmony and brand consistency:

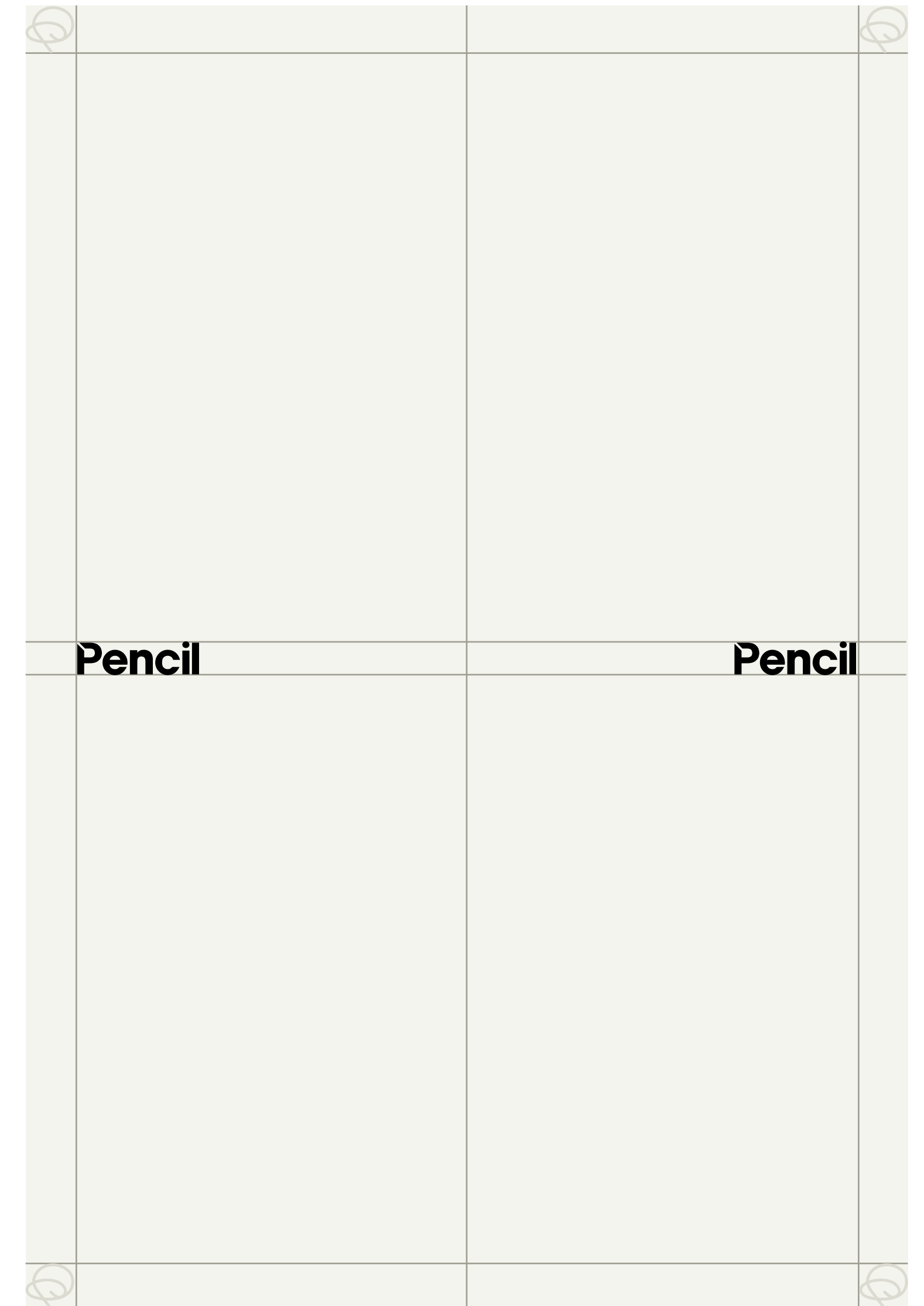
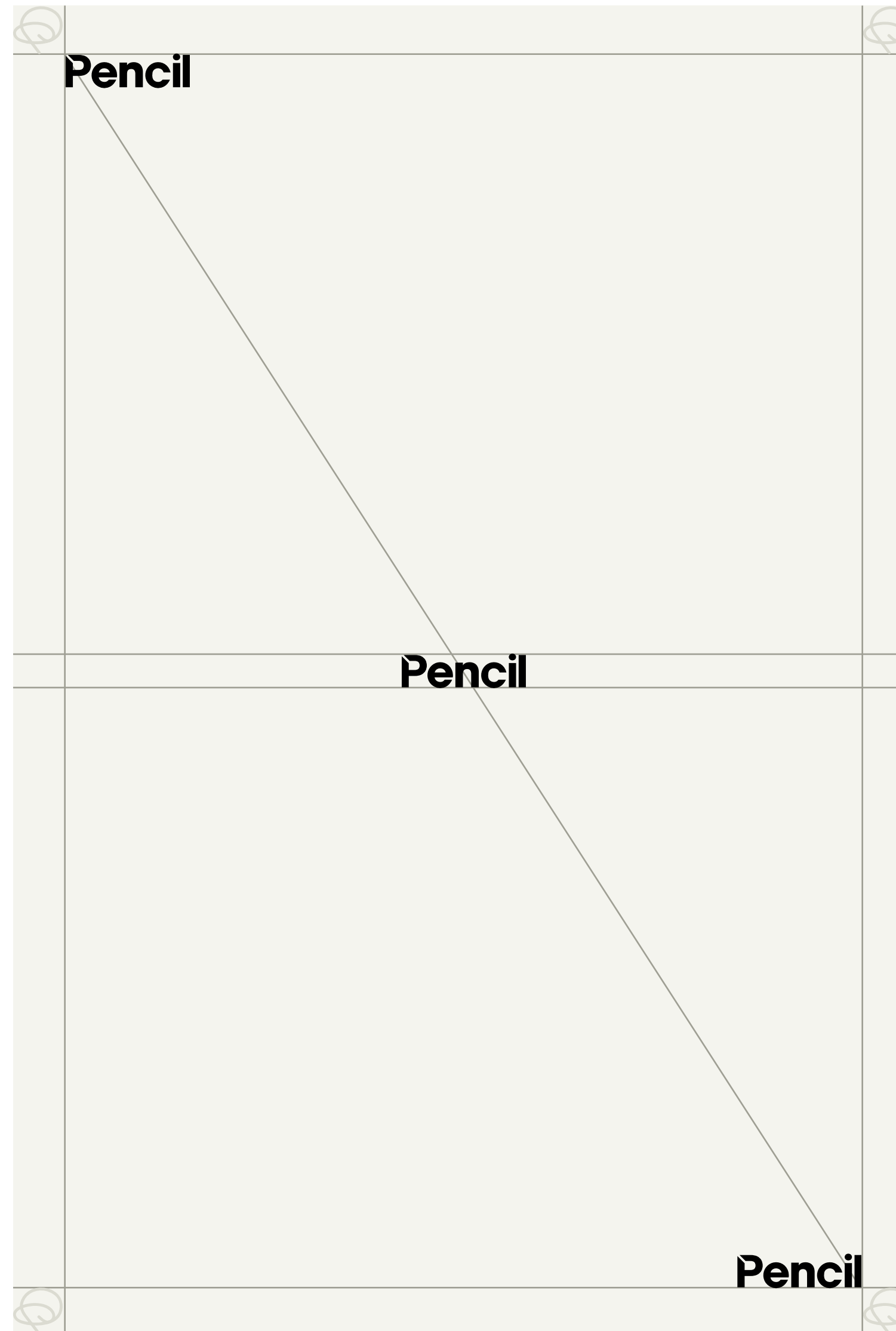
**1. Top left to bottom right corners:**

The logo may be placed in the top left, center or bottom right corner, following a diagonal axis from corner to corner. This creates a dynamic sense of movement and balance across the layout.

**2. Centered:** The logo can also be centrally placed aligned to the left or right of the composition when the design calls for a more specific presence.

Whichever option is chosen, ensure the logo maintains clear space on all sides and is not crowded by other elements.

Positioning should feel intentional and support the overall visual hierarchy of the layout.







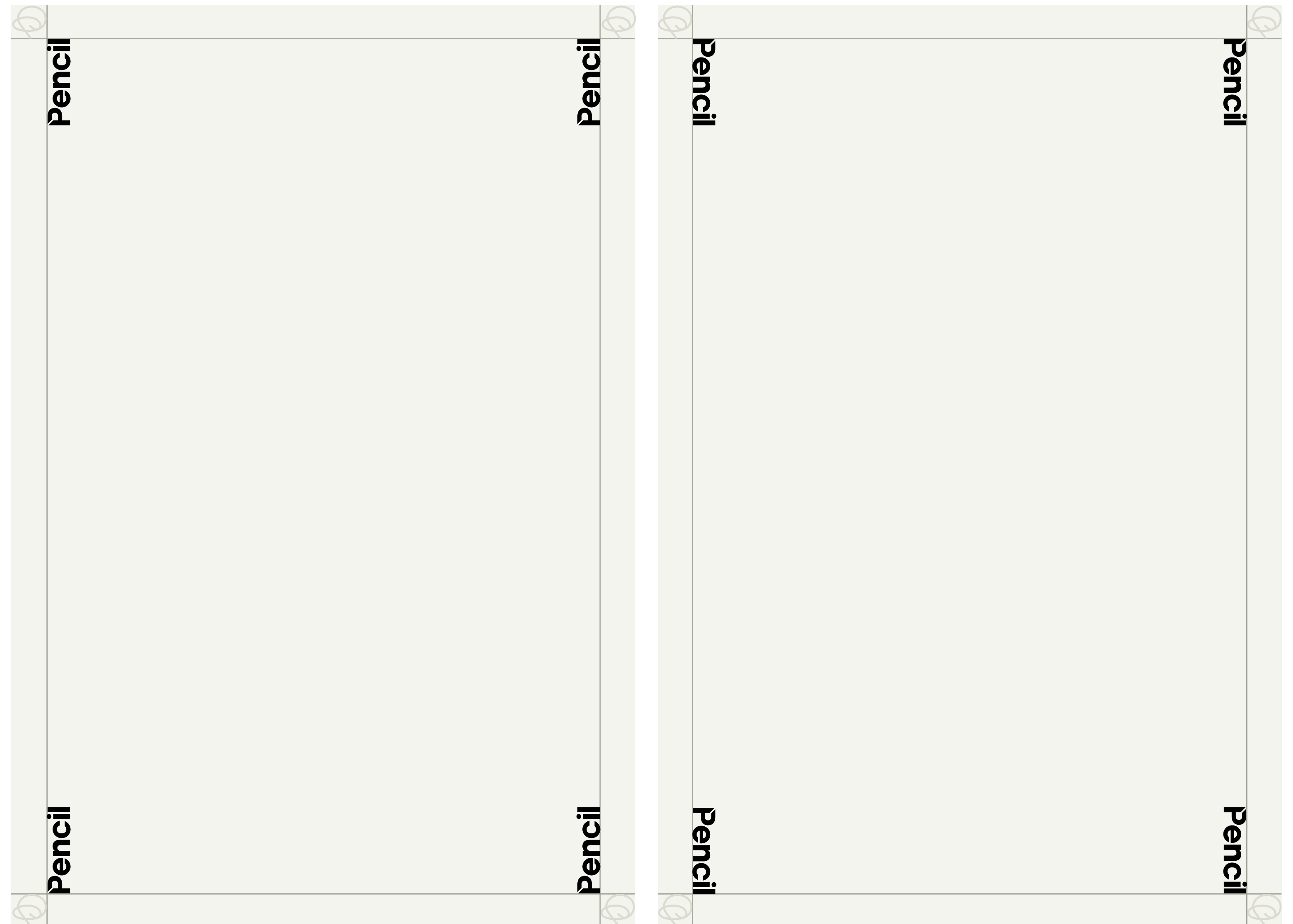
- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Positioning

When the logo is used in a **vertical orientation**, the logo can be positioned in any corner of the layout: top left, top right, bottom left, or bottom right, depending on the composition and visual flow.

This flexibility in placement allows the logo to adapt to various creative formats while maintaining a clear and intentional presence.

As always, ensure the required clear space around the logo and avoid placing it too close to other elements.







# Applications

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

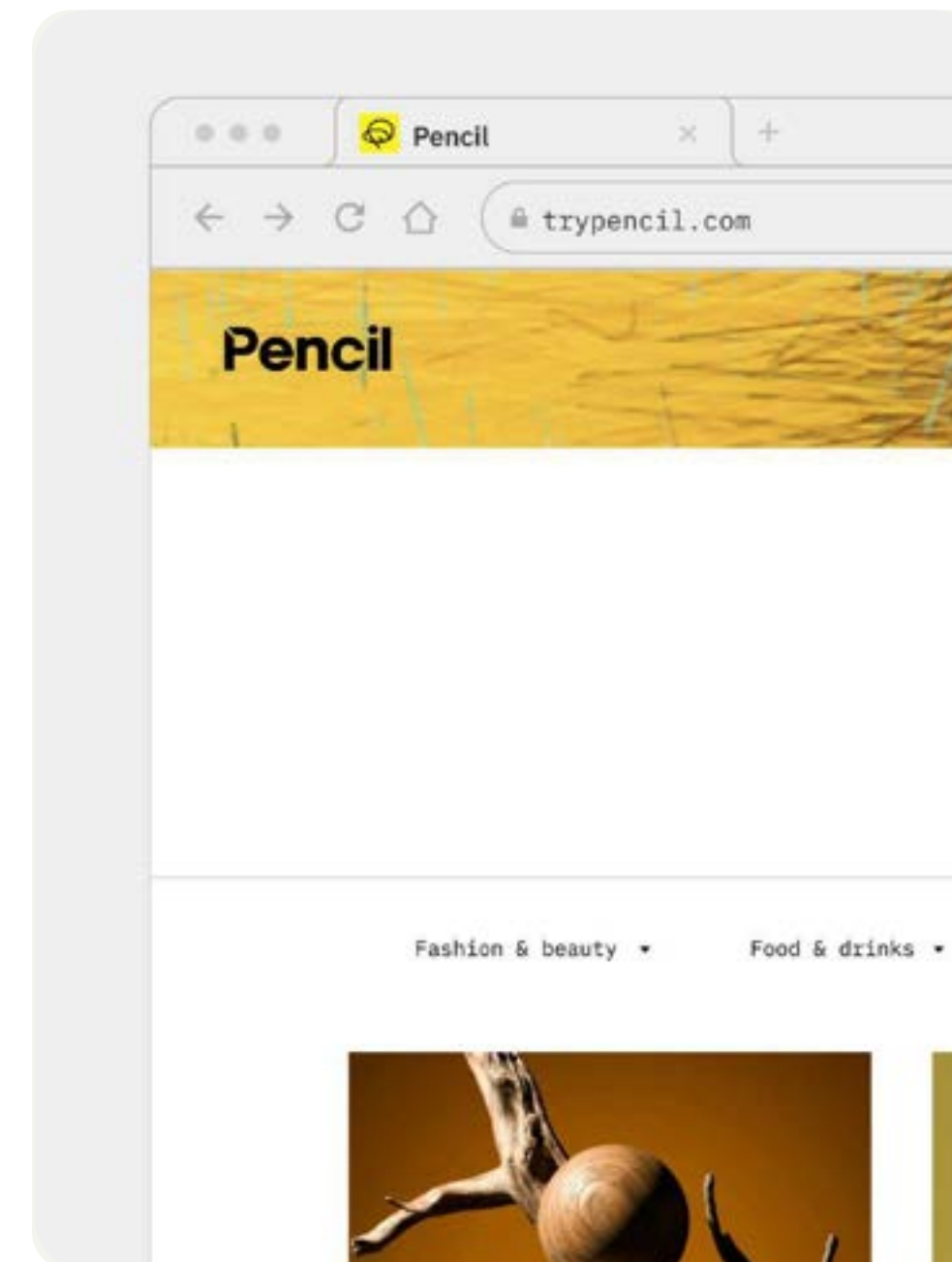
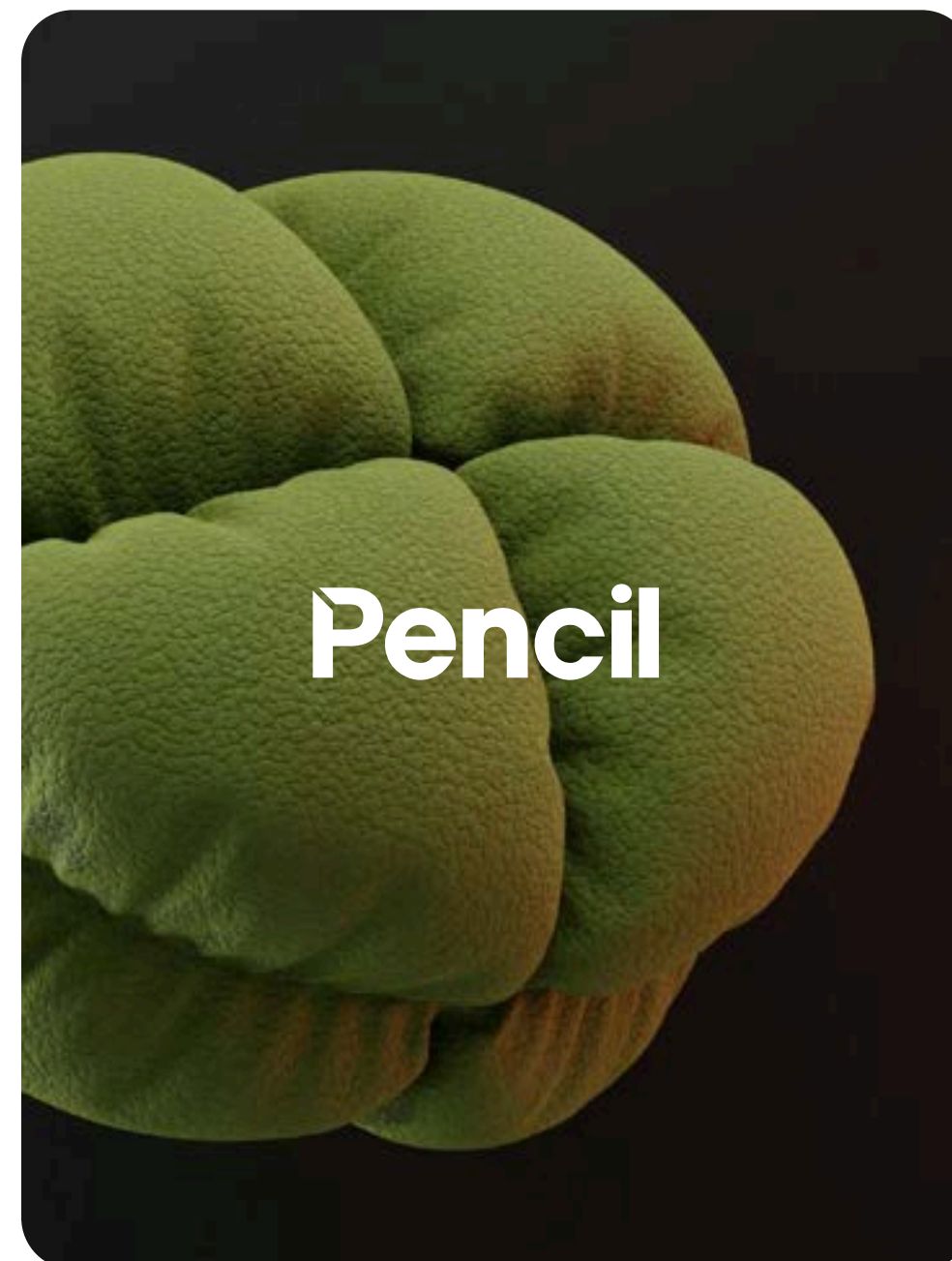
This section illustrates examples of the Pencil logo's application across various brand touchpoints, emphasizing proper usage of positioning, sizing, colour, and contrast.

Samples from both digital and print formats demonstrate how the logo adapts while maintaining consistency and visual integrity.

While these guidelines establish a solid foundation, they also provide creative teams the flexibility to explore and express the brand in their unique way, as long as the logo's core principles, visual aesthetic, and overall brand essence are honoured and maintained.

**Pencil**

The GenAI platform for brands and the humans behind them







- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

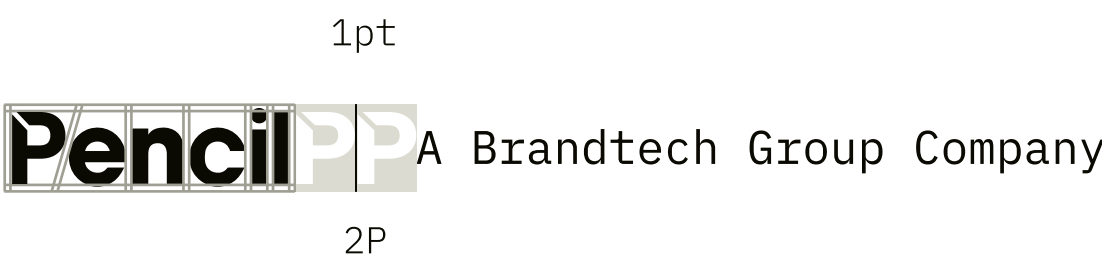
# Lockups

In **endorsed applications**, the Pencil logo is accompanied by the parent brand line: “A Brandtech Group Company.” This endorsement reinforces the connection to Brandtech Group while allowing Pencil to maintain its distinct visual identity.

The parent brand line should appear in a smaller, neutral type set in **IBM Plex Mono Regular** and be placed either beneath or beside the Pencil logo, respecting clear space and visual hierarchy.

The choice between horizontal and vertical lockups depends on the context, application, and available space, allowing for flexibility while preserving brand consistency.

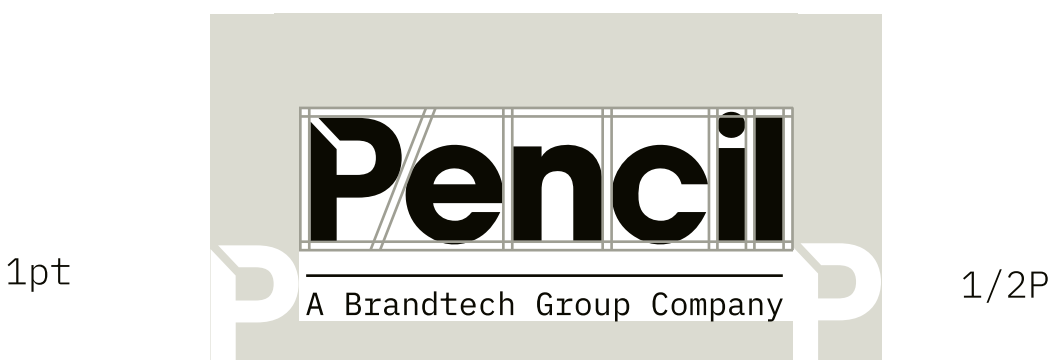
1



Pencil | A Brandtech Group Company

The endorsement text should be half the height of the wordmark and vertically centered with the Pencil logo to ensure balance and clarity.

2



Pencil  
A Brandtech Group Company

**2. Vertical format:** When placed below the Pencil logo, the endorsement spans the full width of the logo and is separated by a 1pt charcoal line.

Both the line and endorsement are vertically framed by a 2y space (y = width of the ™ symbol) above and below, ensuring clear structure and visual alignment.





## Logo

Scribble

Pattern

Colours

Typography

Icons

Imagery

Brand applications

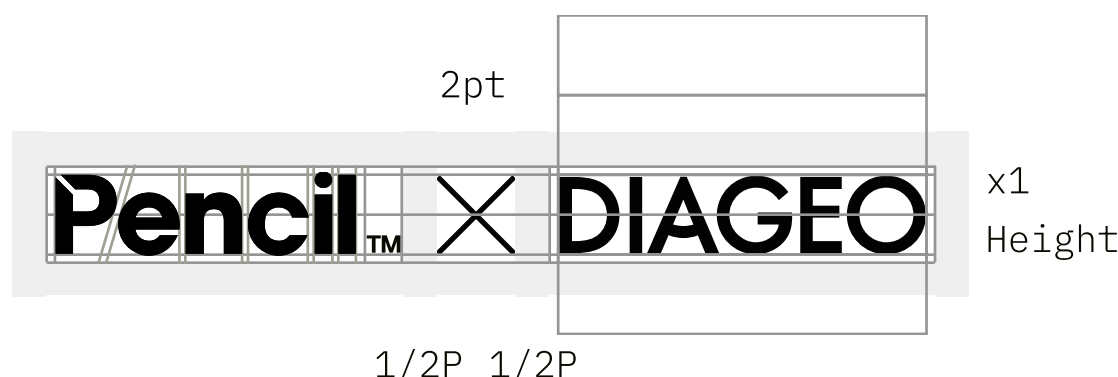
# Lockups

In **co-communications** or **co-branding** scenarios, the Pencil logo appears first, followed by a 2pt charcoal “x” line that spans the full height of the Pencil logo.

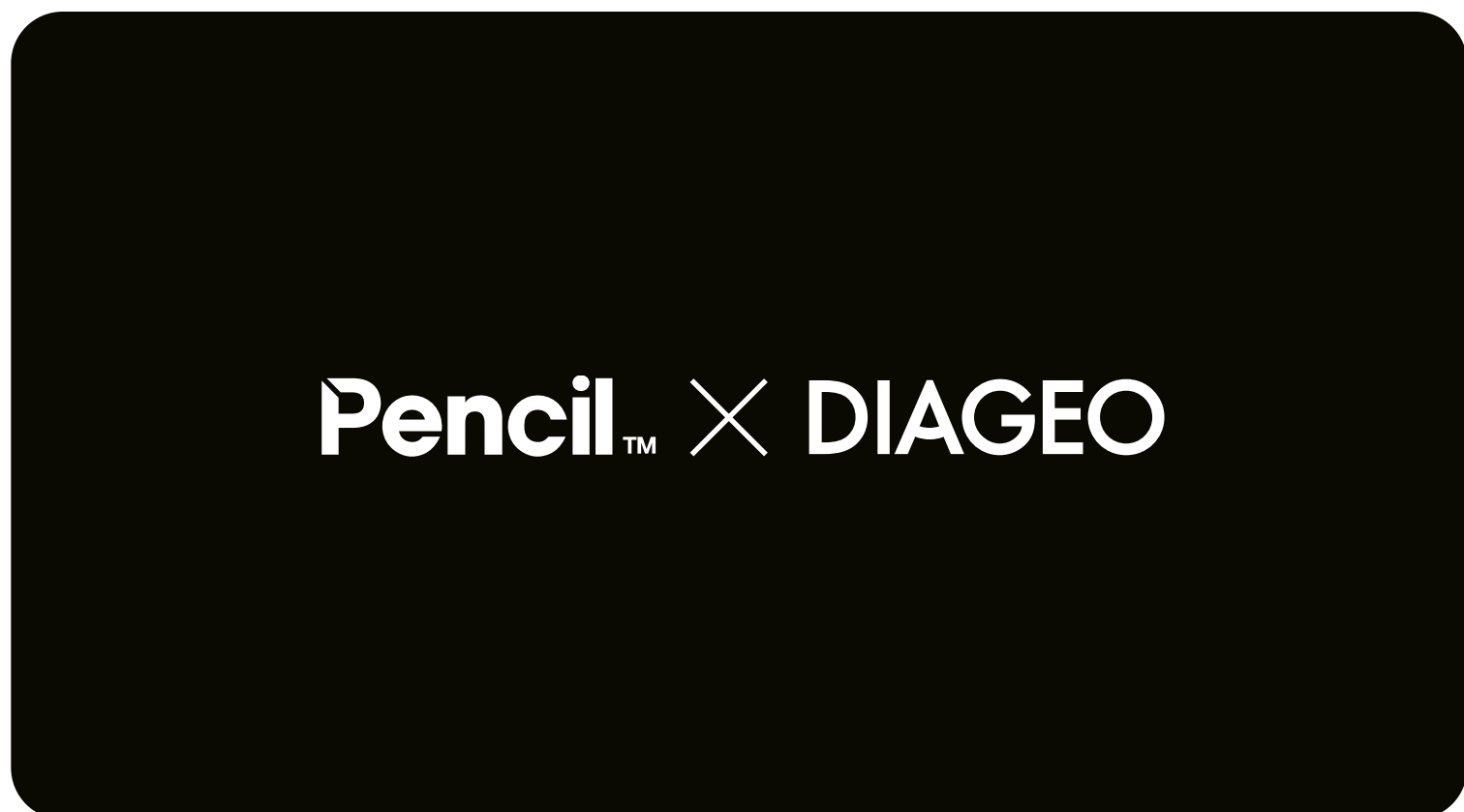
This “x” acts as a neutral divider and is placed at a distance of 1P from both the Pencil logo and the partner logo.

For the partner logo, two configurations are allowed depending if the partner logo is horizontal or vertical to allow visual balance, optimal legibility, and flexibility across different logo proportions and formats.

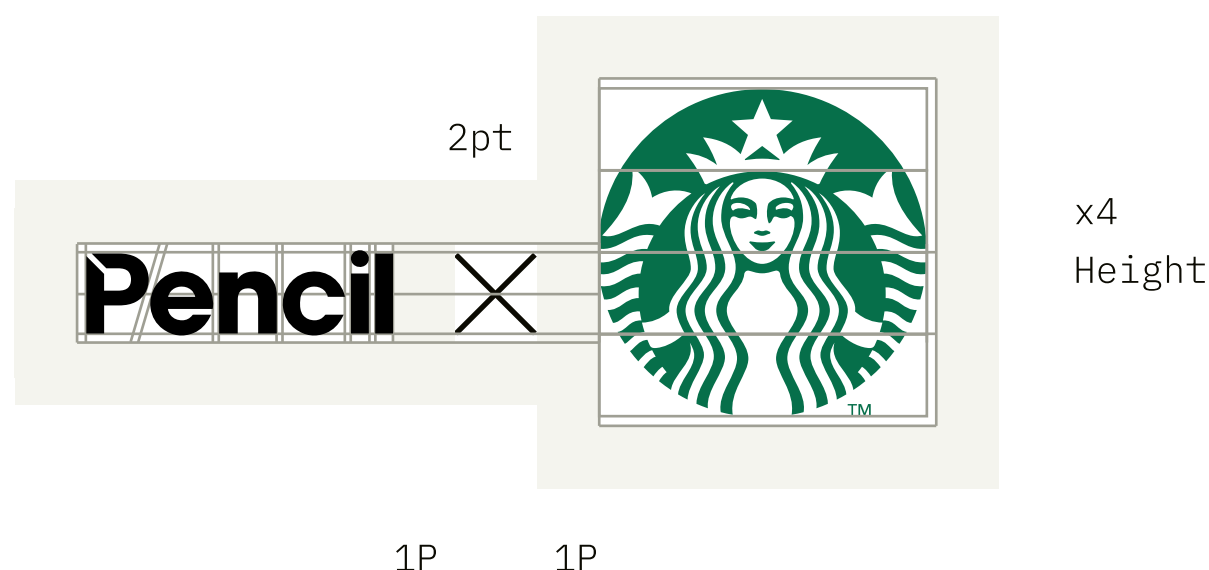
①



**1. Partner logo horizontal:** it should match the height of the Pencil logo or be scaled up to x2 its height.



②



**2. Partner logo vertical:** it may scale up to x4 the height of the Pencil logo to ensure legibility and balance.





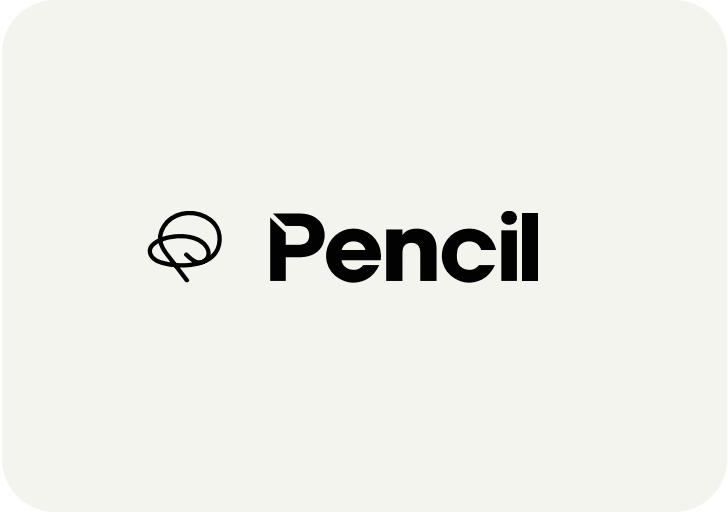


# We avoid

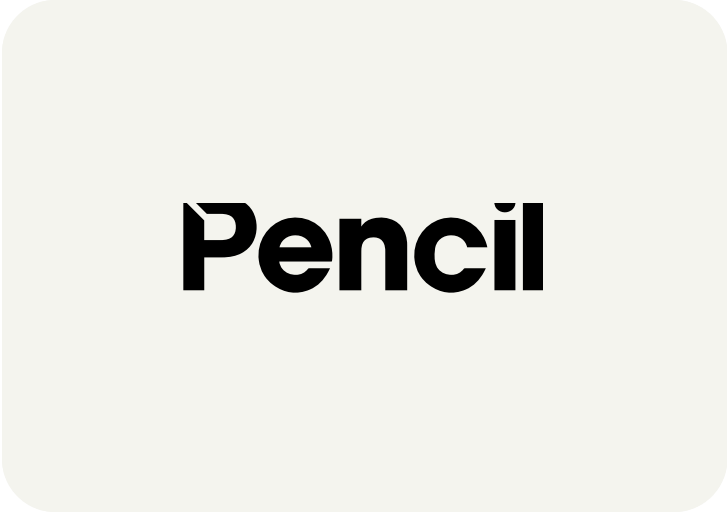
To maintain the integrity and consistency of the Pencil brand, it's essential that the logo is used correctly across all applications.

This section outlines common misuses to avoid, helping ensure the logo always appears clear, recognisable, and aligned with our brand standards.

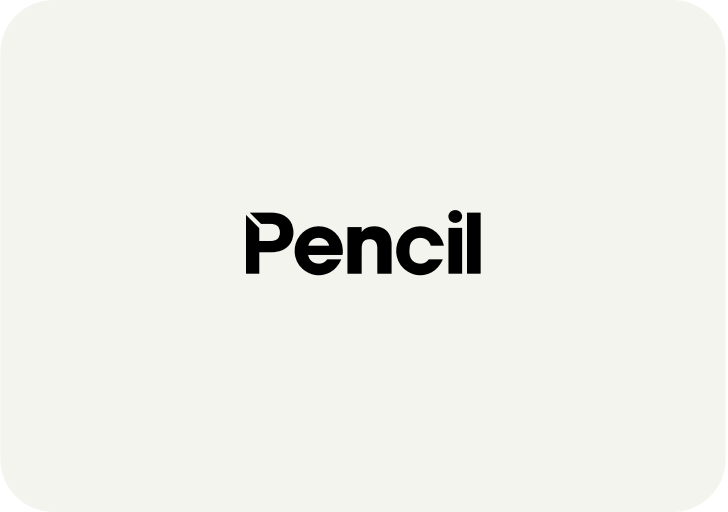
By following these guidelines, we protect the strength and impact of our visual identity.



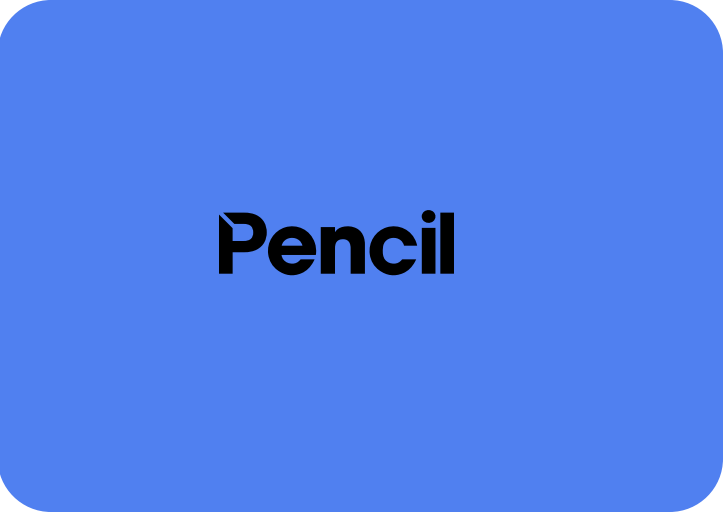
✗ Don't combine scribble with wordmark



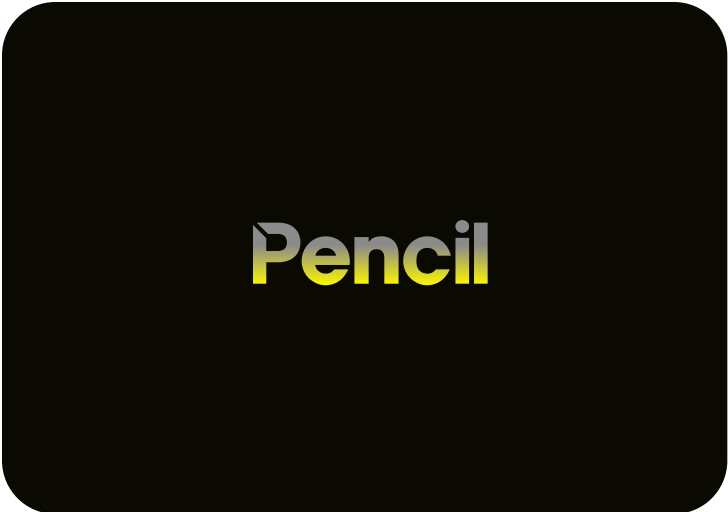
✗ Don't stretch, squash, or distort the logo's proportions



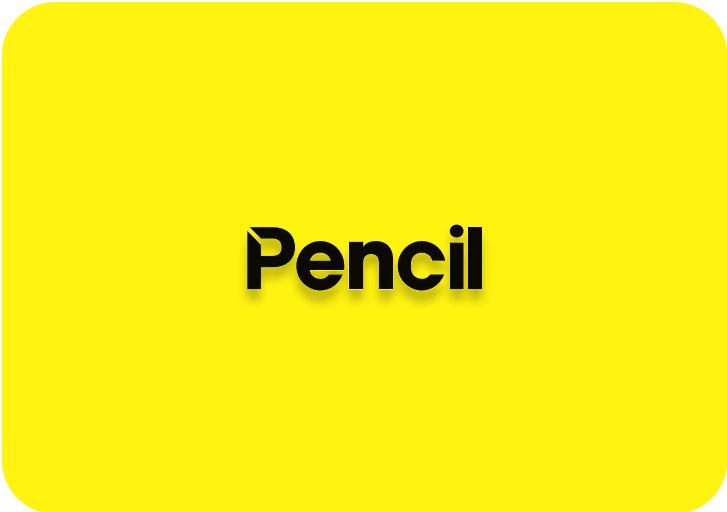
✗ Don't change the logo colours



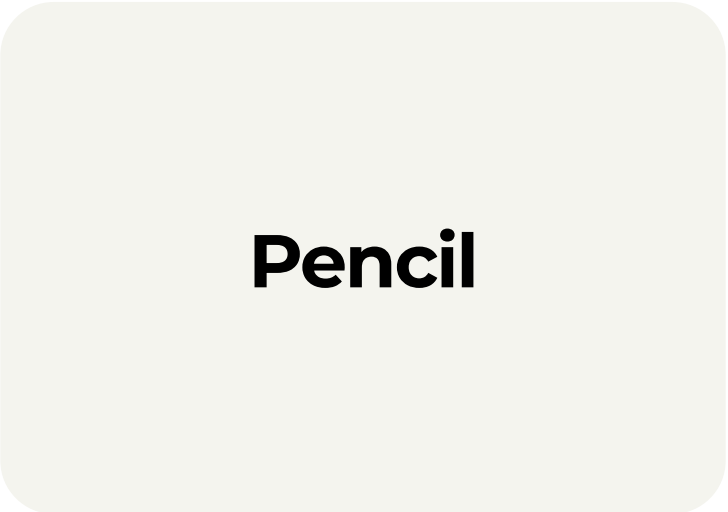
✗ Don't use unapproved background colours that reduce legibility



✗ Don't apply gradients or textures



✗ Don't apply shadows, glows, or other effects to the logo



✗ Don't recreate the logo with a different font



✗ Don't place the logo too close to other elements





# The P

In small placements, like a profile icon, we also use the P from our logo on its own.





---

**The Scribble** an independent symbol representing Pencil.

It's not a drawing.

It's not a pictogram.

It's not closed.

And it's not finished.

Scribble

It represents the beginning of anything, but never just one thing.  
Open-ended and open to interpretation.

It is a distinctive symbol of our brand that we use when  
communicating with creatives and users, wherever possible  
always in motion.





# Overview

Logo

► **Scribble**

Pattern

Colours

Typography

Icons

Imagery

Brand  
applications

**The Scribble** lives as a visual symbol created from the negative spaces that appear the wordmarks of The Brandtech Group companies. This is how our brand idea shows up for creative users — those people that most closely collaborate with our tools. Wherever possible, the motion version of the scribble should be used.

The standalone Scribble uses **Pencil yellow** on dark backgrounds for vibrancy and creative flow, while it pairs with **charcoal** on light backgrounds to maintain contrast.

The Scribble represents the power of creativity and is a trace of human and tool interacting with one another.

It comes in a Standard and Heavy weight to aid legibility in small contexts.





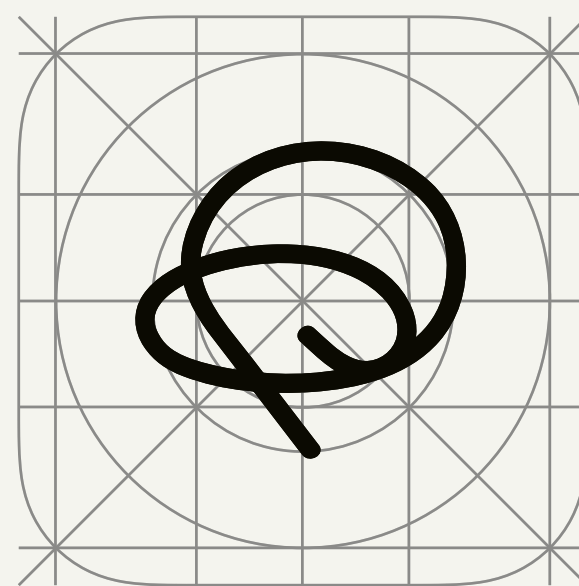


# App tile

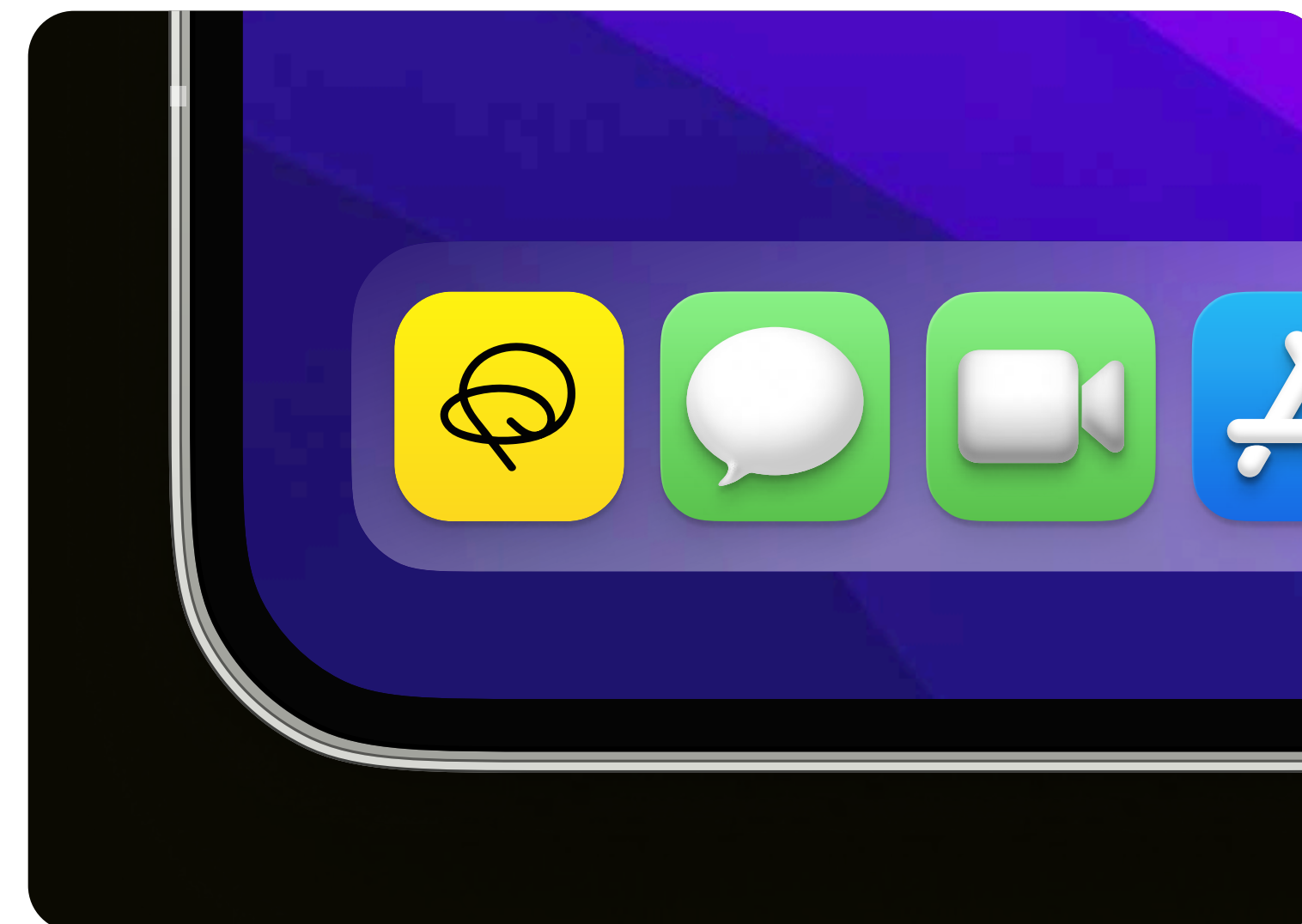
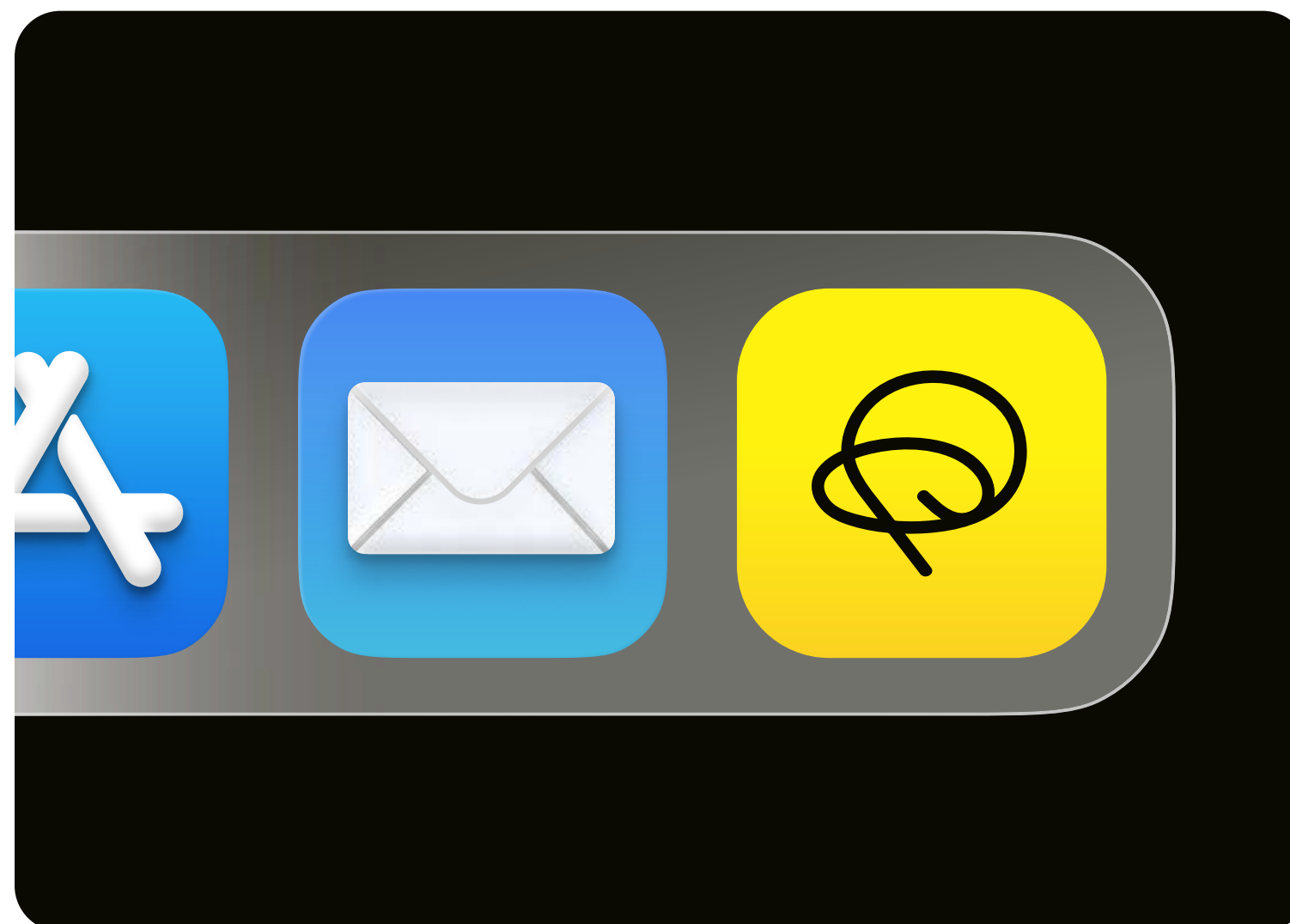
When used as an **app icon**, the Scribble becomes a bold, recognisable mark that captures the essence of the Pencil brand in its simplest form.

The icon's background may incorporate a gentle gradient to enhance depth. For a yellow background, we'll utilise Pencil yellow to match BrandTech Group's yellow. With a dark background, we'll apply a gradient ranging from charcoal to graphite or grey 900.

As an icon, it embodies the brand's creative spirit: open, dynamic, and full of possibility.



Colour versions







# Brand mark

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

When used as a **brand mark**, the Scribble serves as a subtle yet impactful signature. It is perfect for watermarking images, concluding important messages, or simply providing a trendy, recognisable detail.

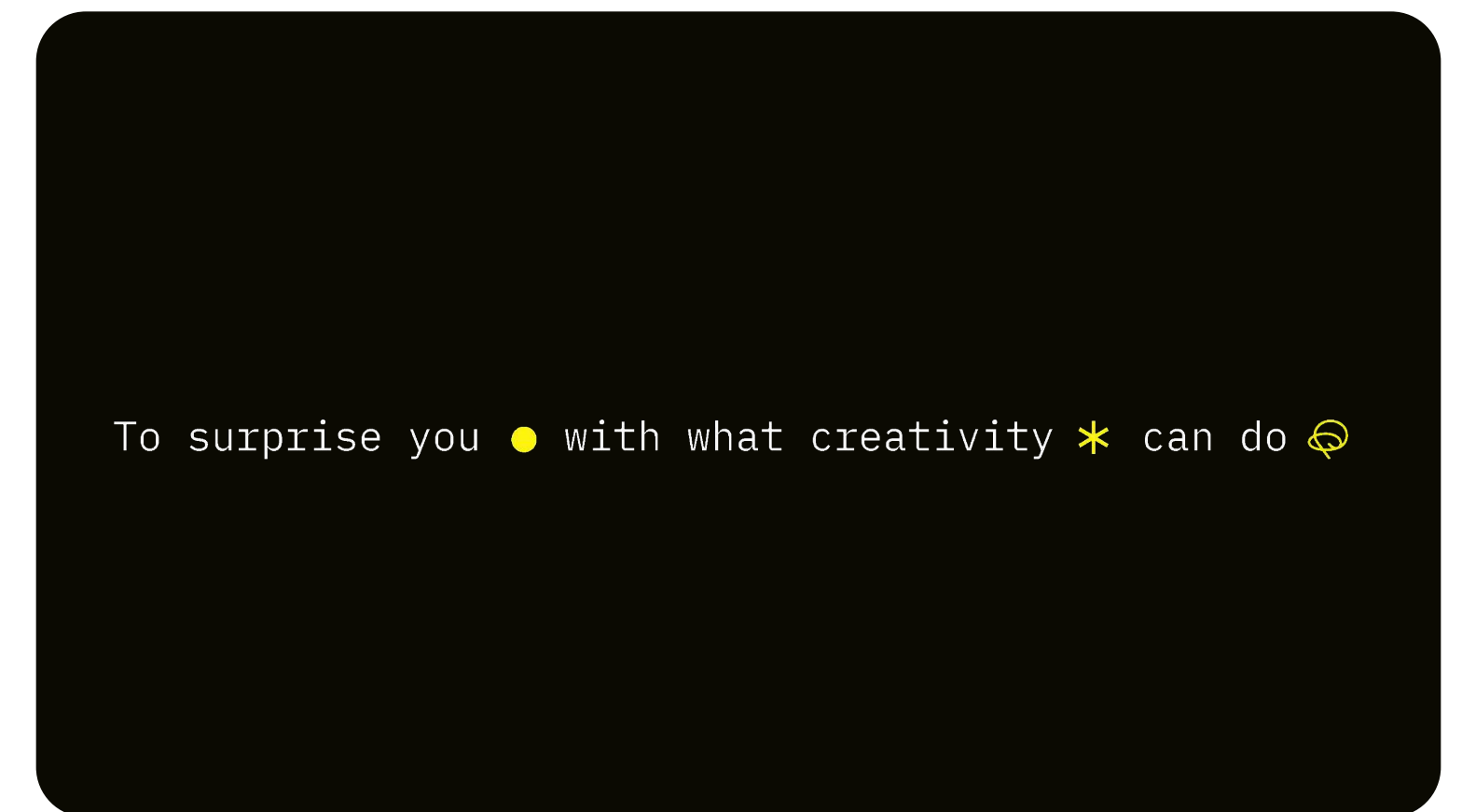
It is typically positioned in a corner of the layout or centered to maintain visual balance, unless placed inline with text, seamlessly following the message.

The stroke has a slightly increased thickness for clarity, and its colour adjusts to the background: Pencil yellow on dark and charcoal on the light.

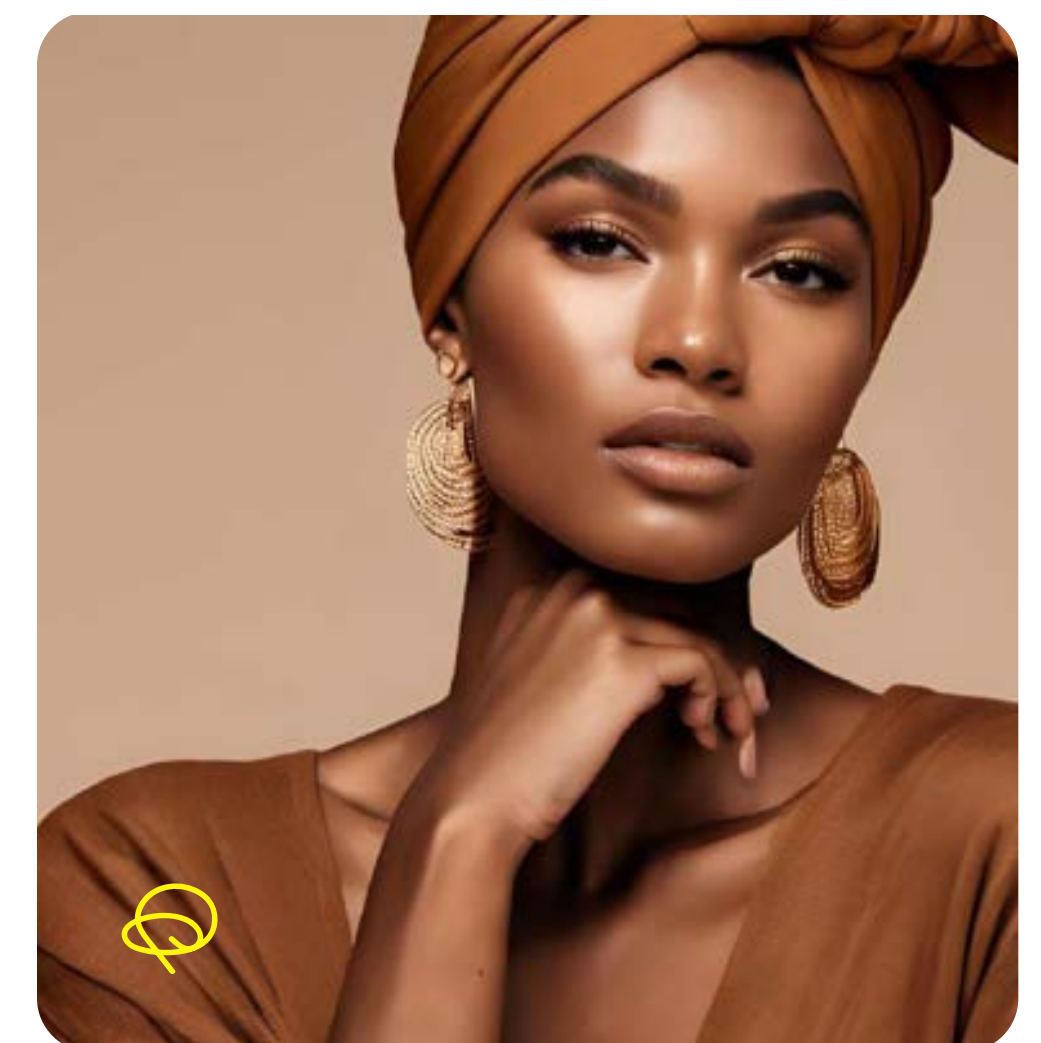
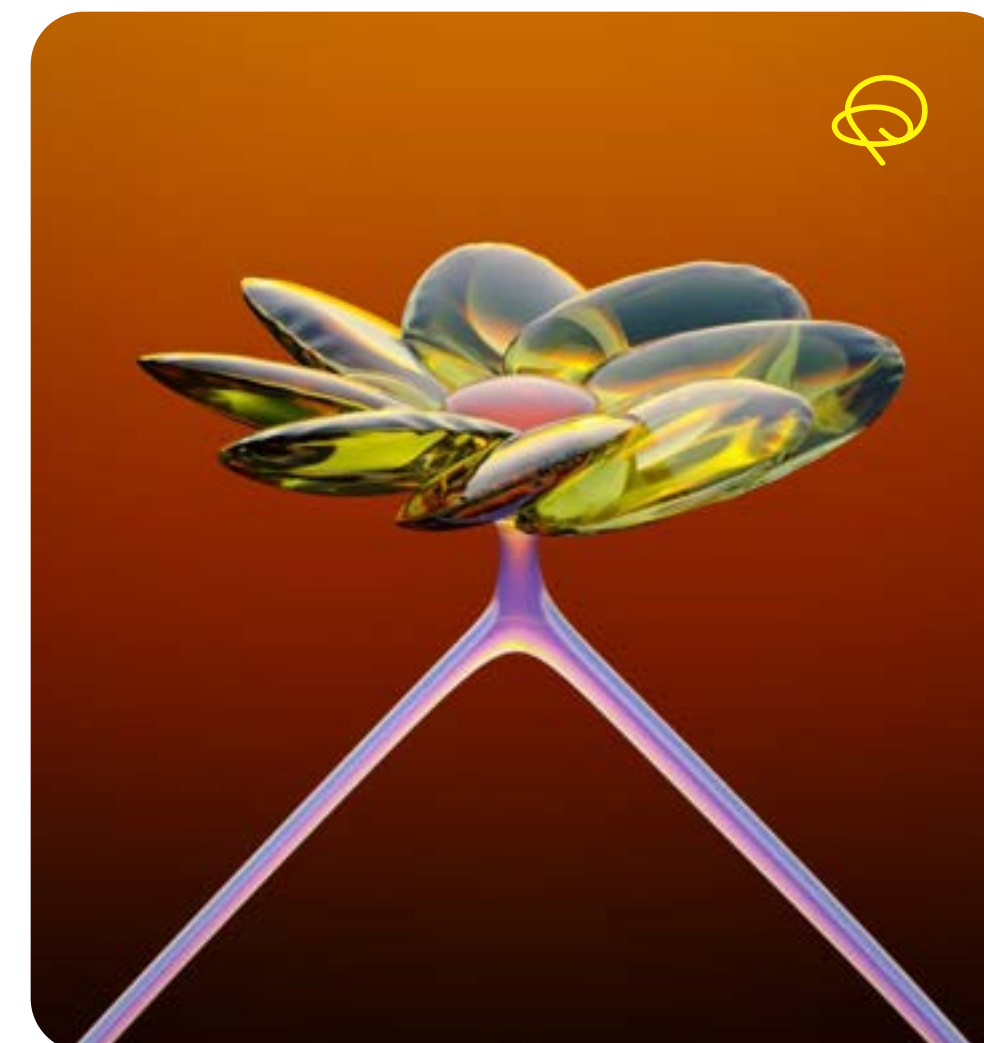
Whether enhancing a thought, mood, or visual space, the Scribble injects personality, consistency, and a distinctly human element into the brand.



We maintain a safe area matching the Scribble's size



When placed at the end of the message, the Scribble will match the full height of the sentence written in IBM Plex Mono, along with any other included icons







Logo

Scribble

Pattern

Colours

Typography

Icons

Imagery

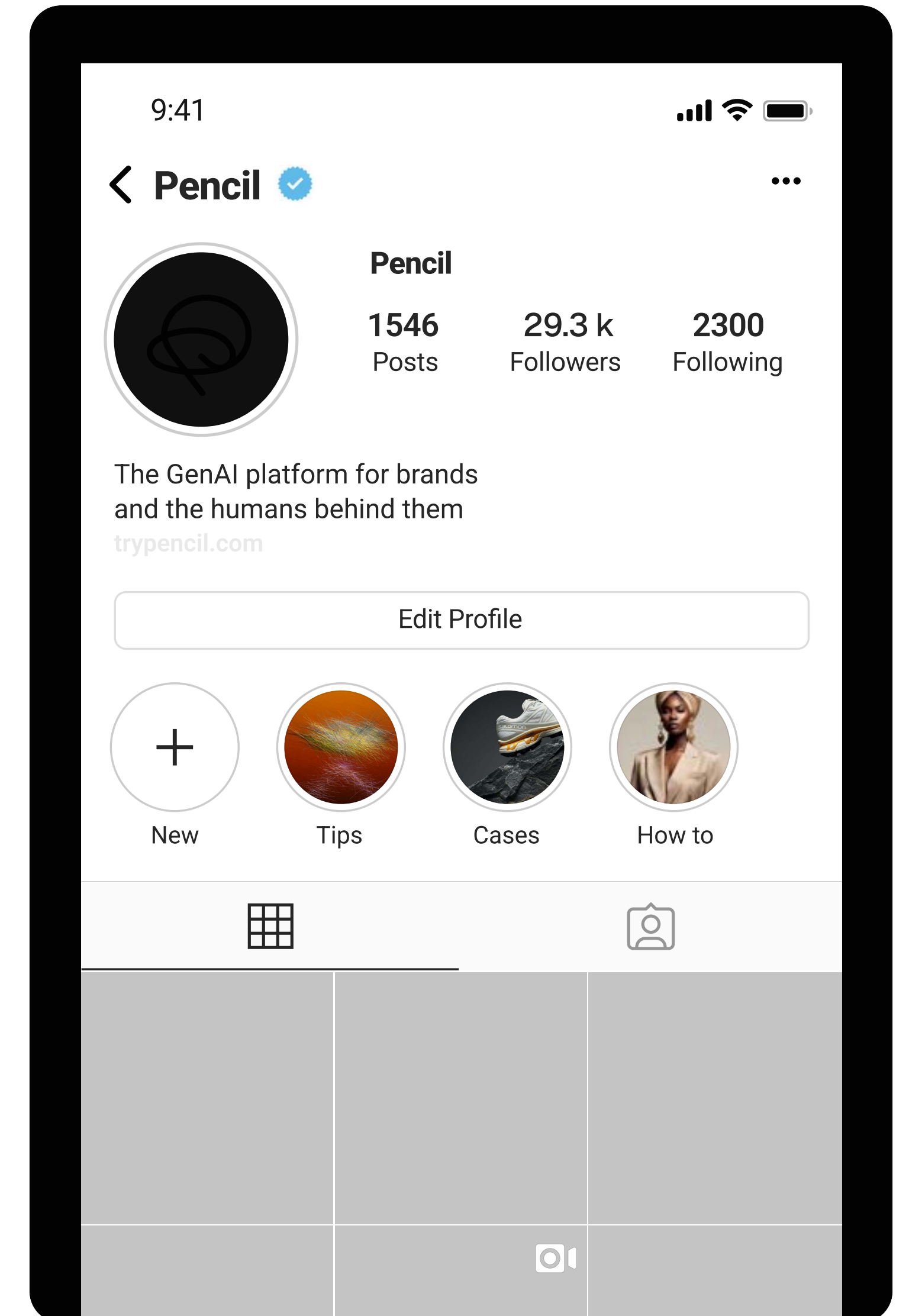
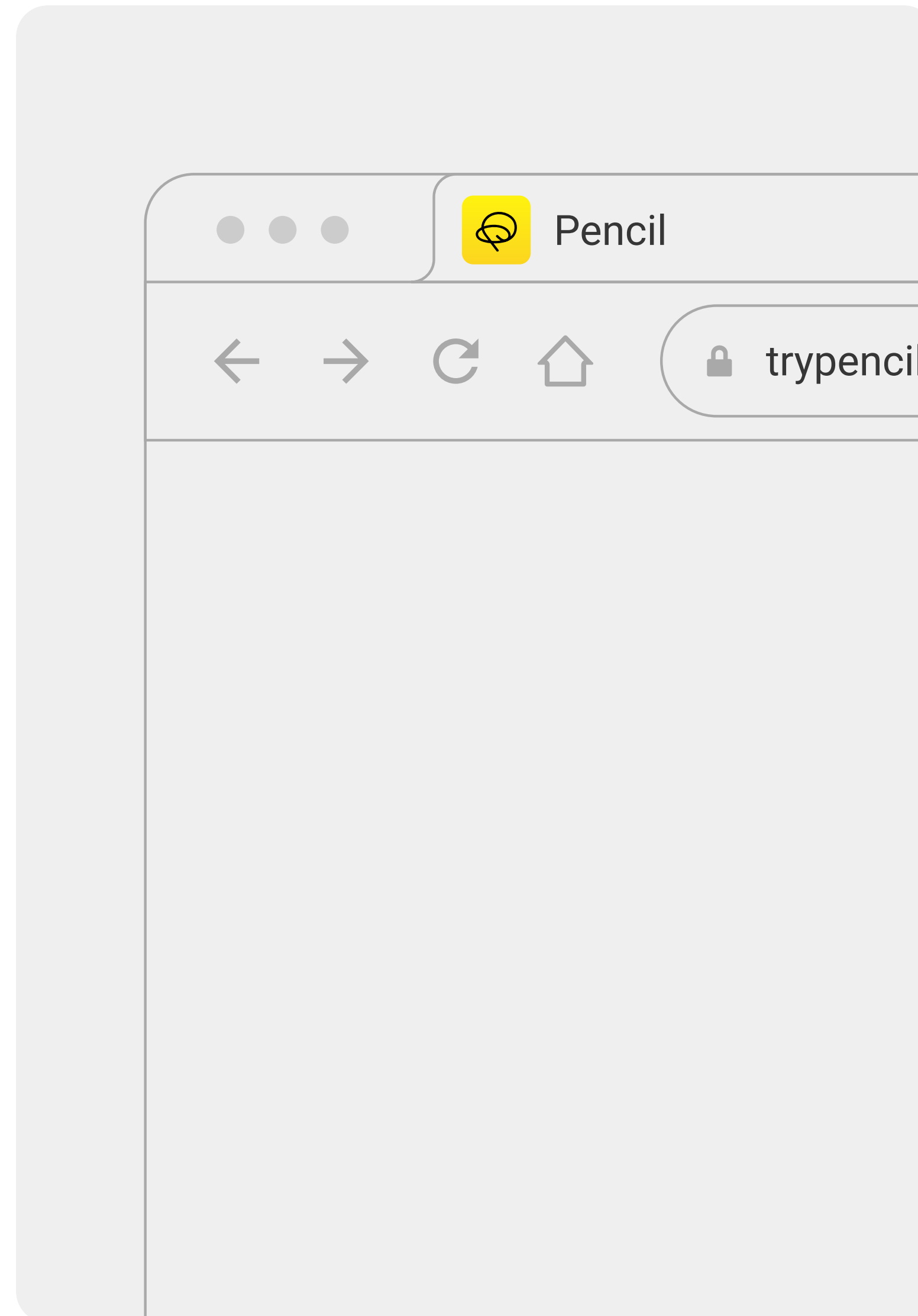
Brand applications

# Social avatar & favicon

Like its role as an app icon, the stroke is slightly bolder for enhanced clarity in smaller sizes, without any additional gradients or effects, maintaining a flat, clean, and easily readable appearance.

The Scribble is displayed in Pencil yellow on dark backgrounds and charcoal on light ones, providing strong contrast for immediate recognition across various platforms.

This straightforward yet impactful mark embodies the brand's essence in a compact and versatile form.







Logo

► **Scribble**

Pattern

Colours

Typography

Icons

Imagery

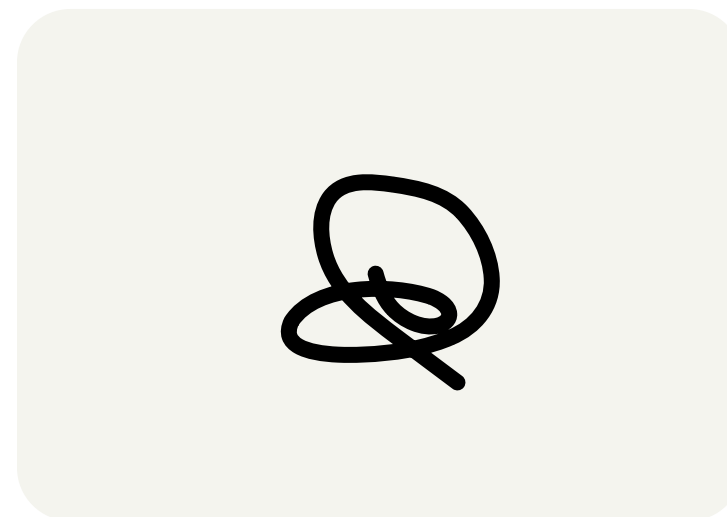
Brand  
applications

# We avoid

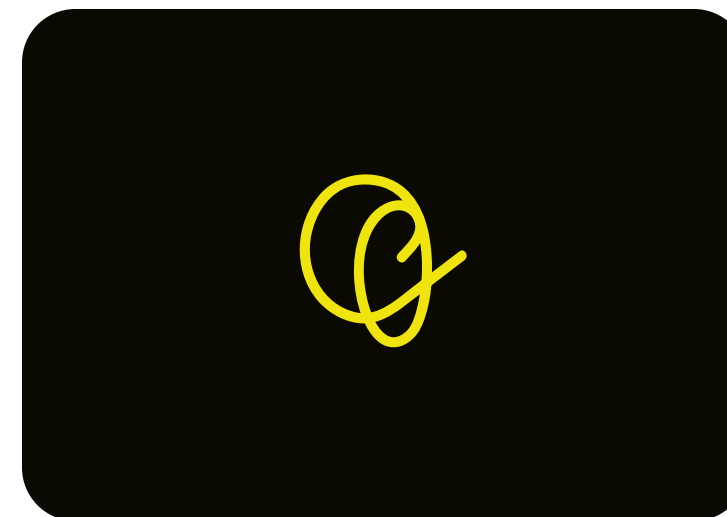
To maintain the integrity and meaning of the Scribble, it's essential to use it deliberately and consistently.

This mark isn't just a graphic; it symbolises creative potential, openness, and the process itself. Misusing it can weaken its effect and obscure its intent.

Here are some key examples to avoid when working with the Scribble, ensuring it consistently reflects the Pencil brand with clarity, personality, and strength.



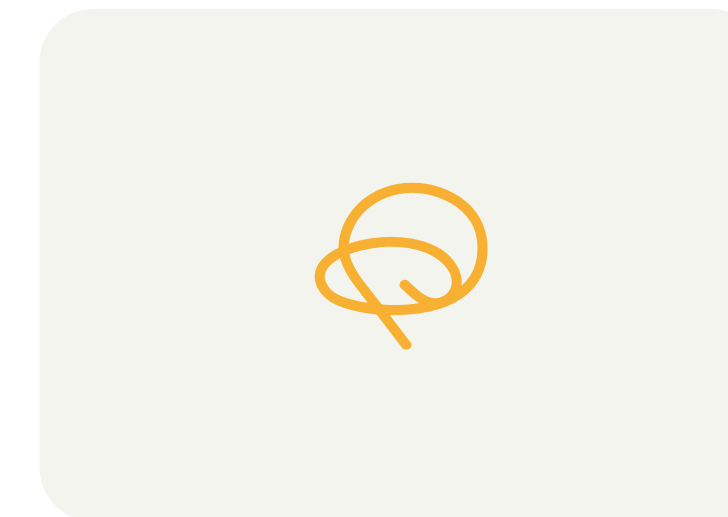
✗ Don't redraw or modify the Scribble's original form



✗ Don't rotate, flip, or mirror the Scribble



✗ Don't stretch, squash, or distort its proportions



✗ Don't use colours outside the approved palette-only



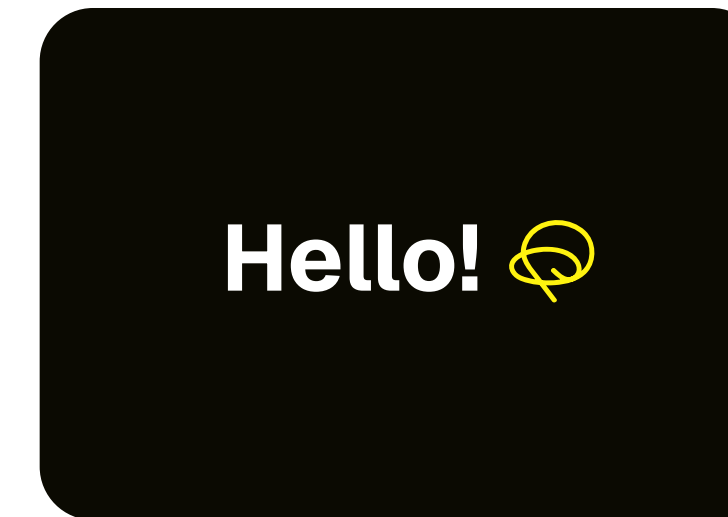
✗ Don't add gradients, shadows, or effects to the Scribble



✗ Don't use it as a decorative background element or pattern



✗ Don't use the logo version of the Scribble alone (use the adjusted brand mark version with thicker strokes)



✗ Don't combine the Scribble with typography unless following specific lockup or key message guidelines



---

Our **colour palette** is reduced: quiet, confident, and meaningful. We draw from materials that shaped our name: charcoal and graphite. Raw, tactile, and honest. Shades of grey reflect the depth of sketches, shadows of ideas, and traces of formation. Paired with white, they create space, clarity, and precision.

Then there's Pencil yellow: our spark. A color that breaks through the greyscale with vitality and energy, nodding to creative impulses: the highlight, the aha moment, the mark saying, "this is it."

Our colors are tools for expression, echoing the journey from thought to creation.





# Palette

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Charcoal

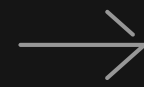
CMYK  
RGB  
HEX

```
80, 71, 67, 92
12, 11, 2
#0c0b02
```

# Graphite

CMYK  
RGB  
HEX

75, 66, 65,84  
25, 25, 21  
#191915



CMYK  
RGB  
HEX

```
64, 54, 61, 61
61, 61, 54
#3d3d36
```

CMYK  
RGB  
HEX

17, 11, 19, 0  
219, 219, 209

CMYK  
RGB  
HEX

6, 3, 7, 0  
244, 244, 239

CMYK  
RGB  
HEX

0, 0, 0, 0  
255, 255, 255

CMY  
RGE  
HEX

7, 8, 87, 0  
255, 243, 16

CMYK  
RGB  
HEX

```
7, 8, 87, 0
255, 243, 16
```

CMYK  
RGB  
HEX

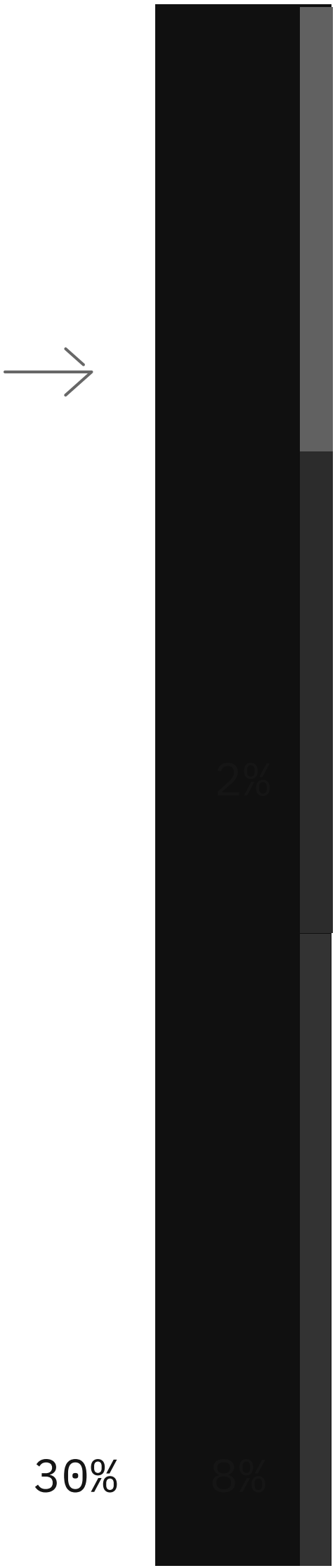
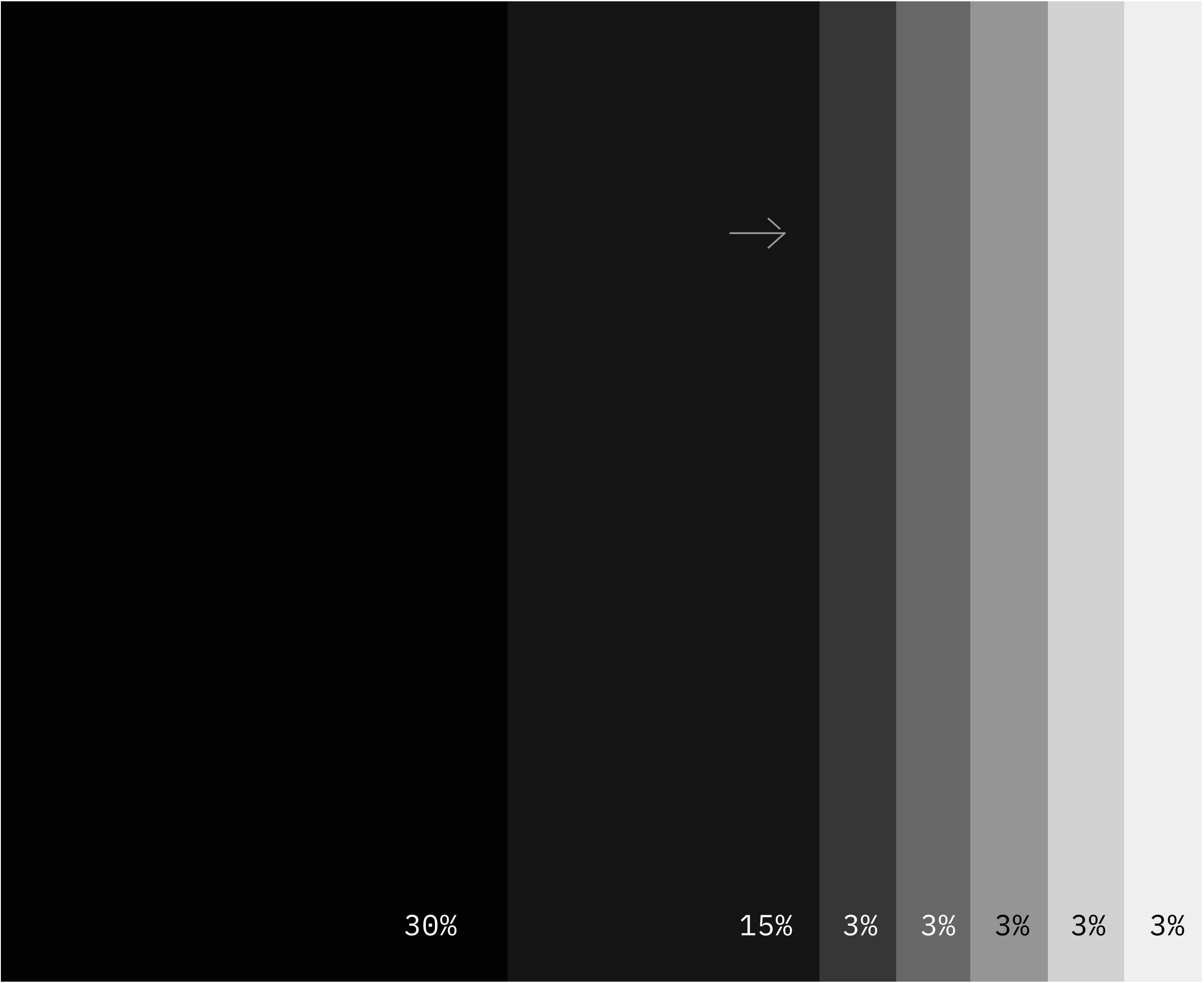
6, 0, 70, 0  
255, 247, 97





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Balance







- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Main uses

The following infographic outlines the full use of our colour palette demonstrating how each shade contributes to the brand’s identity while supporting accessibility and contrast.

From foundational greys to vibrant accents, this guide ensures consistency, clarity, and creative impact across all applications.







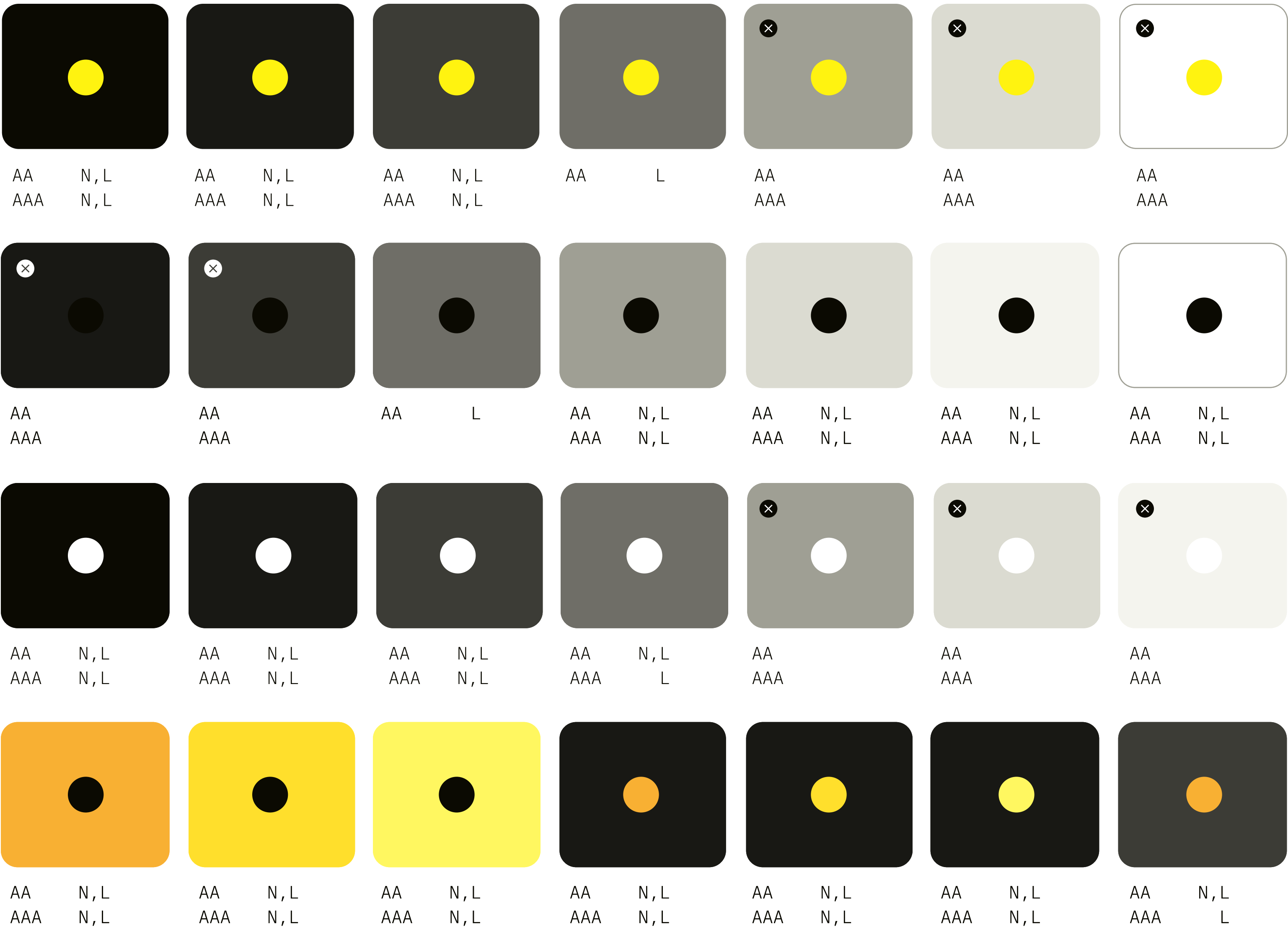
- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Accessibility

As a GenAI platform and digital-first brand, accessibility is fundamental to how we design at Pencil.

Our colour palette has been carefully selected not only for its visual identity but also to ensure strong legibility and contrast across all digital and screen-based environments.

Combinations of greys, white, and Pencil Yellow are tested against WCAG standards to ensure readability for all users, including those with visual impairments.







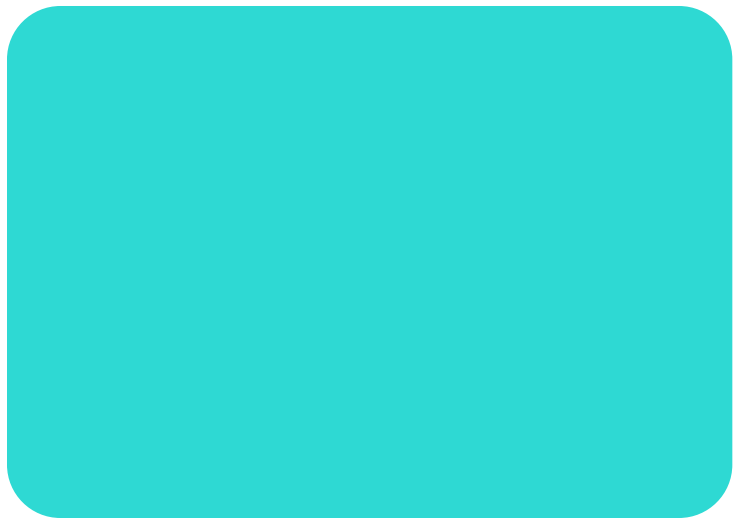
# We avoid

Colour is one of the most expressive tools in the Pencil identity used not just to style, but to signal energy, clarity, and intent.

Each tone plays a purposeful role, and using them with care ensures we preserve the brand's emotional and visual impact.

Misusing colour risks diluting our voice, confusing our presence, or compromising accessibility.

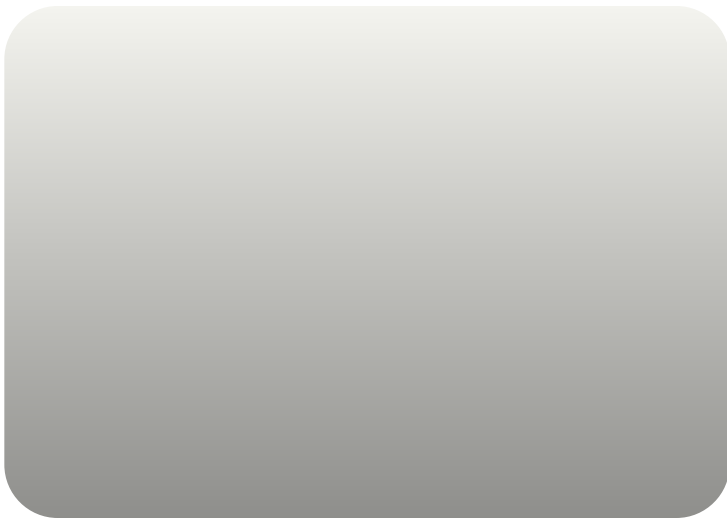
Here's what we avoid to keep our palette strong, smart, and true to who we are.



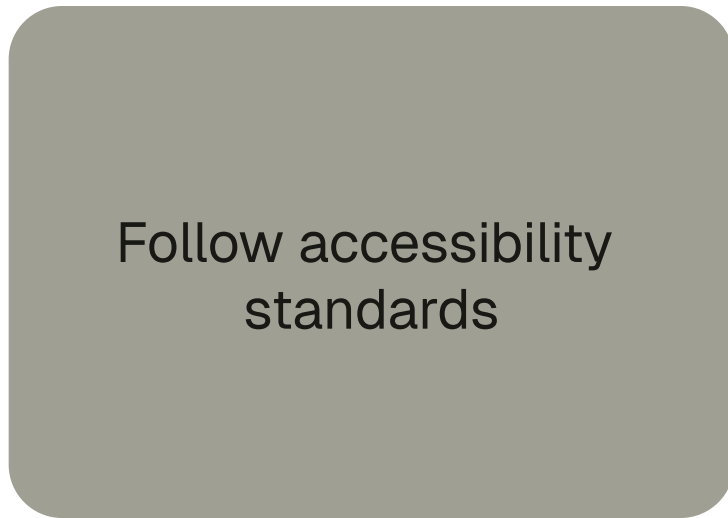
✗ Introducing new colours outside the palette



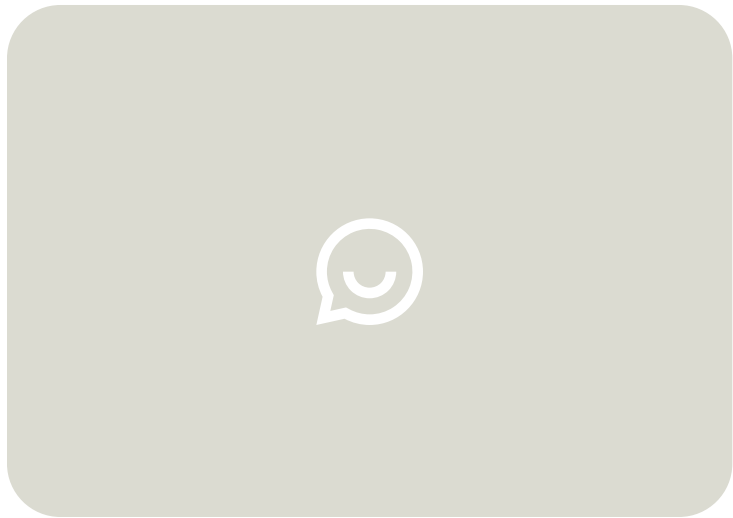
✗ Altering Pencil yellow's tone or brightness



✗ Using gradients, shadows, or effects on brand colours



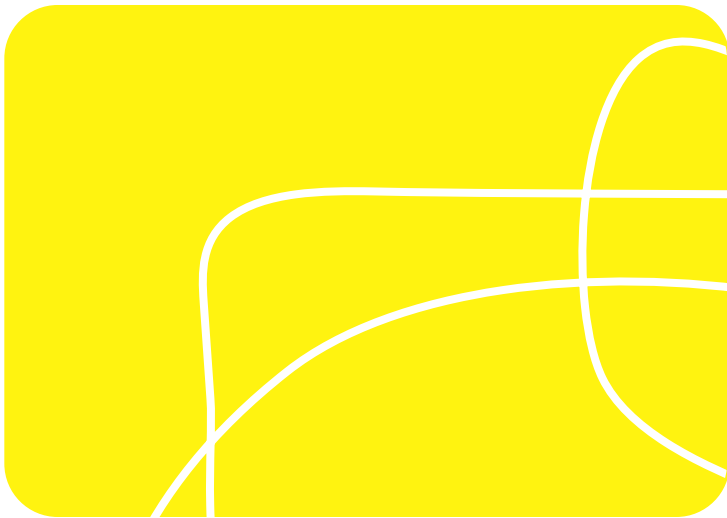
✗ Using medium scale greys as background for body text with poor contrast



✗ Applying colour combinations that fail accessibility standards



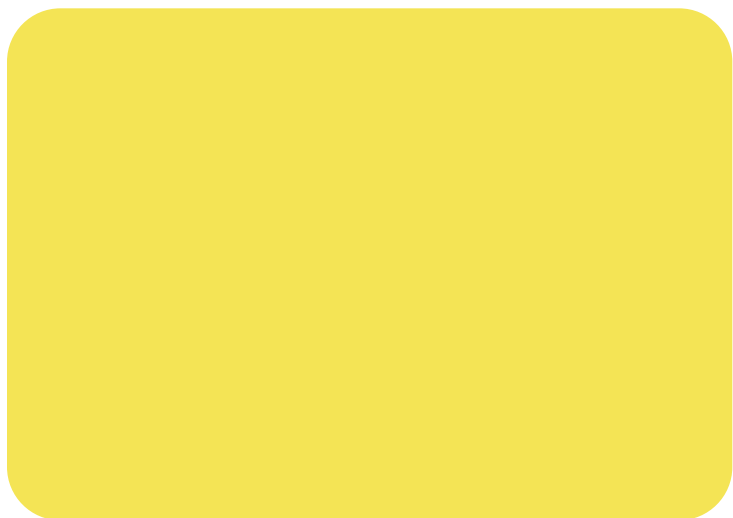
✗ Modifying brand colours to match third-party brand palettes



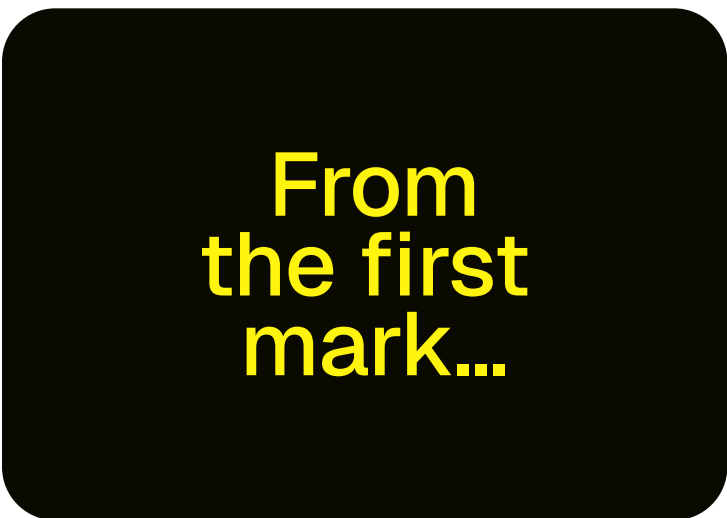
✗ Overusing Pencil yellow, making it lose its impact as an accent



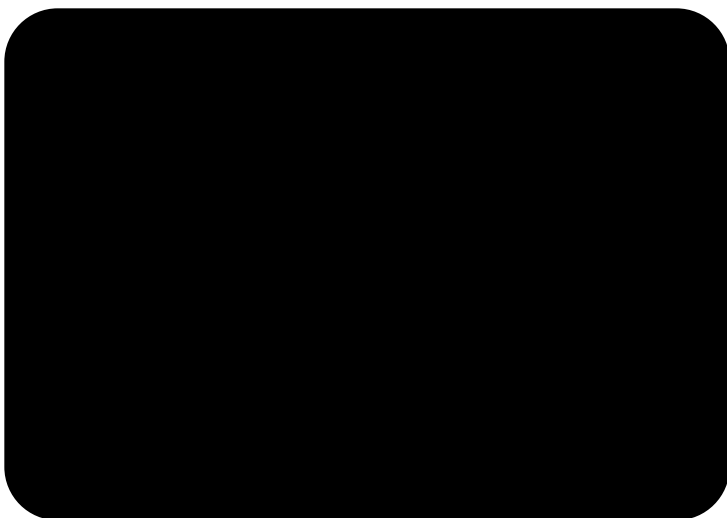
✗ Using the wrong colour for specific applications



✗ Using CMYK colours in digital



✗ Use Pencil yellow for bodycopy



✗ Replacing charcoal with pure black



✗ Using scribble as a pattern



---

**Typography** is essential for communicating our brand's essence and building trust. We choose our typefaces to align with our category: clean, confident, and familiar, while still enabling unique expression.

We combine two fonts to achieve the ideal blend of simplicity and character: **Geist**, our main typeface, imparts a modern, neutral tone that enhances clarity and readability. This is complemented by **IBM Plex Mono**, a technical, functional typeface that subtly references coding, structure, and precision.

Together, they establish a typographic system that exudes simplicity, intelligence, and trustworthiness, perfectly reflecting the Pencil brand.





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Geist

Geist is our **main typeface**. Modern, neutral sans-serif designed for clarity, digital functionality, and versatility, Geist achieves a balance of simplicity and character, making it an ideal foundation for the Pencil brand.

It conveys trust and familiarity while remaining fresh and flexible; a typeface that accommodates both utility and artistic expression. Its sleek geometry and harmonious rhythm are perfect for both digital and print applications, while its gentle curves and open letterforms introduce a soft warmth that resonates with our human-centered approach.

Geist embodies our core values: clarity, speed, and modernity, with just enough personality to distinguish it as our own. This typeface carries our messages with confidence, precision, and ease, from user interface elements to campaign headlines.

Geist is freely available and can be downloaded from [Google Fonts](#)

Google Fonts

Geist

	Weights	9
Aa	Glyphs	652
田	Stylistic sets	9
𐌆A	Languages	32

Geist Sans

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ \$ % & \* ( ) + = : ?

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ \$ % & \* ( ) + = : ?

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ \$ % & \* ( ) + = : ?

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ \$ % & \* ( ) + = : ?

THIN

EXTRALIGHT

SEMIBOLD

EXTRABOLD

BLACK





# Geist in use

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

Geist is the primary typeface of the Pencil brand. Clean, modern, and highly legible, it forms the typographic backbone of our visual identity. Besides being used in the logo, Geist brings clarity, balance, and approachability to all core communications.

Its main applications include:

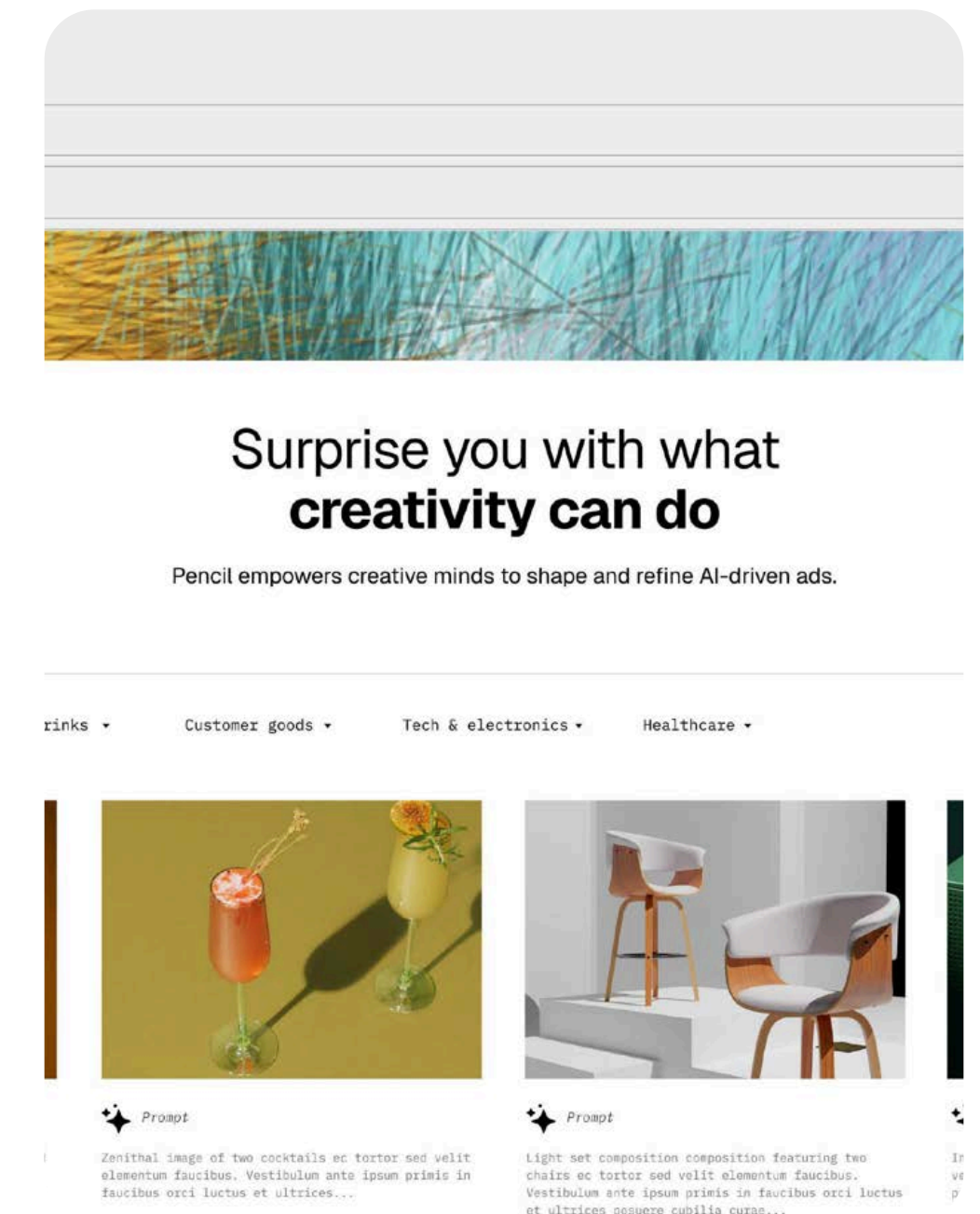
- 1. Headlines:** Geist should be the go-to typeface for all primary headlines across print and digital. Its neutral tone and geometric construction allow it to carry bold, impactful messages while remaining versatile and unobtrusive.
- 2. Body Copy:** Geist ensures readability and consistency in longer-form content. Its open letterforms and clean rhythm make it ideal for paragraphs, descriptions, and supporting text across web, print, and product communication.

## A scribble is...



From  
the first  
mark...

...to the final vision.







- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# IBM Plex Mono

IBM Plex Mono is our **complementary typeface**, a monospaced font developed by IBM within the IBM Plex superfamily. Designed to reflect IBM’s spirit of innovation, it balances human warmth with machine precision. Its structured form offers clarity, while the curves add approachability.

We chose IBM Plex Mono to enhance Geist by introducing a functional, expressive layer, especially when emphasizing creativity, coding logic, or system structure. It provides contrast and character, complementing Pencil’s digital-first nature.

Whether in smaller accents, straplines, system labels, or creative statements, IBM Plex Mono ensures clarity, rhythm, and intelligence, reminding us that creativity is design in motion.

IBM Plex Mono is available for free and can be downloaded via [Google Fonts](#)

Google Fonts

IBM Plex

	Weights	8
Aa	Glyphs	1,354
田	Stylistic sets	6
文A	Languages	191

Mono

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ # \$ % & \* ( ) + = : ?

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ # \$ % & \* ( ) + = : ?

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ # \$ % & \* ( ) + = : ?

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ # \$ % & \* ( ) + = : ?

THIN

EXTRALIGHT

SEMIBOLD





- Logo
- Scribble
- Pattern
- Colours
- **Typography**
- Icons
- Imagery
- Brand applications

# IBM Plex Mono in use

IBM Plex Mono enhances our typographic system with a technical, expressive layer, adding structure, contrast, and a unique personality when used purposefully. Main uses:

- 1. **Key messages and taglines:** enhances short, impactful statements, delivering a structured tone while retaining brand personality.
- 2. **Labels, prompts, and technical information:** Ideal for interface elements, instructions, data labels, and metadata, its monospaced structure enhances clarity and distinguishes secondary content.
- 3. **Infographics:** improving readability and consistency through alignment and precision.
- 4. **Artistic purposes:** used creatively introducing a digital, code-inspired aesthetic, effectively linking human expression with machine logic.

Key messages

To surprise you ● with what creativity ✱ can do 🖋

Tech/artistic

The GenAI platform ■  
for brands ● and the humans  
behind them 🖋

Labels / prompts

Fashion & beauty ▾ Food & d

✱ Prompt

Youtube video of a beauty arrangement ec tortor sed  
velit elementum faucibus. Vestibulum ante ipsum  
primis in faucibus orci luctus et ultrices posuere

Infographics

Ads generated using  
Pencil tool in EMEA

2024

1Q-2025

2026  
Forecast





- Logo
- Scribble
- Pattern
- Colours
- **Typography**
- Icons
- Imagery
- Brand applications

# Hierarchy

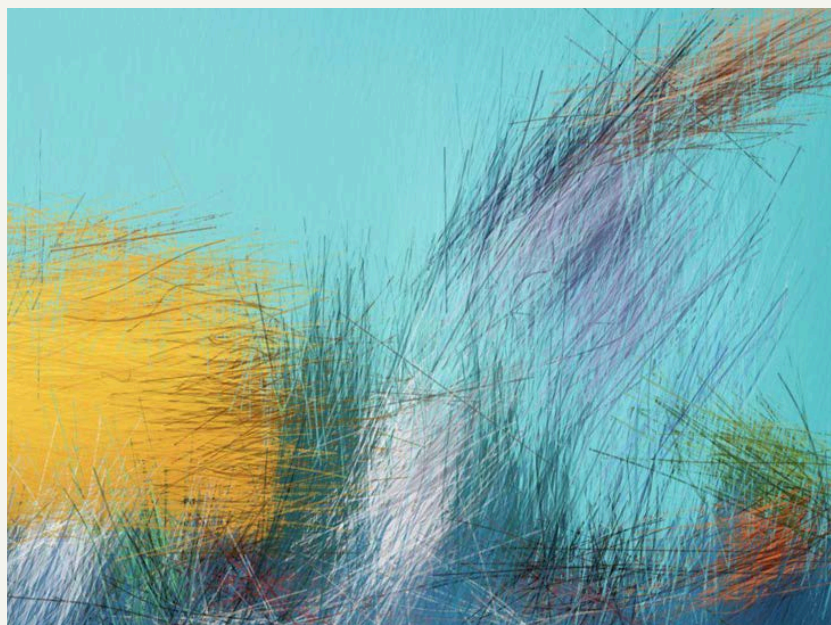
Geist: H1 / Intro

## AI for brands and the humans behind them

Pencil empowers creative minds to shape and refine AI-driven ads.

Geist: H2

IBM Plex: Label



Content References:  
Bringing Your Vision to Life

“ Articles

IBM Plex: Label / descriptive text



Youtube video of a beauty arrangement ec tortor  
sed velit elementum faucibus. Vestibulum ante  
ipsum primis in faucibus orci luctus et ultrices  
posuere cubilia curae...

IBM Plex: Key messages

To surprise you ● with what creativity ✨ can do 🌀

Geist: H1 / Body copy

IBM Plex: Data

## How Diageo use AI to Create Content for Every Occasion

One of the biggest advantages of AI in creative work is the ability to produce more specific, tailored content for different moments throughout the year. For a company like Diageo, with a portfolio of globally recognised drinks brands, this means being able to create campaigns that resonate with consumers during key seasonal and cultural moments, from Christmas and Lunar New Year to Day of the Dead and Oktoberfest. By using Pencil, Diageo explored how AI could help them create assets that not only fit these moments but also capture the emotions, traditions, and social occasions that go along with them.

60% time savings and a total cost reduction of £1260 for The Bar's seasonal content creation.





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Colours

Every one of our typefaces comes with specific color rules to maintain consistency and readability across various contexts.

For Geist, **graphite** is the main color on white or light backgrounds. **White** should be applied on dark backgrounds to guarantee strong contrast. In some instances (like secondary text, metadata, or to create a visual hierarchy) **greyscale** tones can be used judiciously to enhance readability.

For IBM Plex Mono, the **same guidelines** hold true, with one important addition: **Pencil yellow** can be utilized on dark backgrounds for highlighted elements, key messages, or creative emphasis. This provides a unique and vibrant contrast while strengthening the brand’s visual identity.

All color selections for type should focus on legibility, accessibility, and harmony with the overall design tone.

AI for brands and the humans behind them	AI for brands and the humans behind them	AI for brands and the humans behind them
AI for brands and the humans behind them	AI for brands and the humans behind them	AI for brands and the humans behind them
		AI for brands and the humans behind them





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

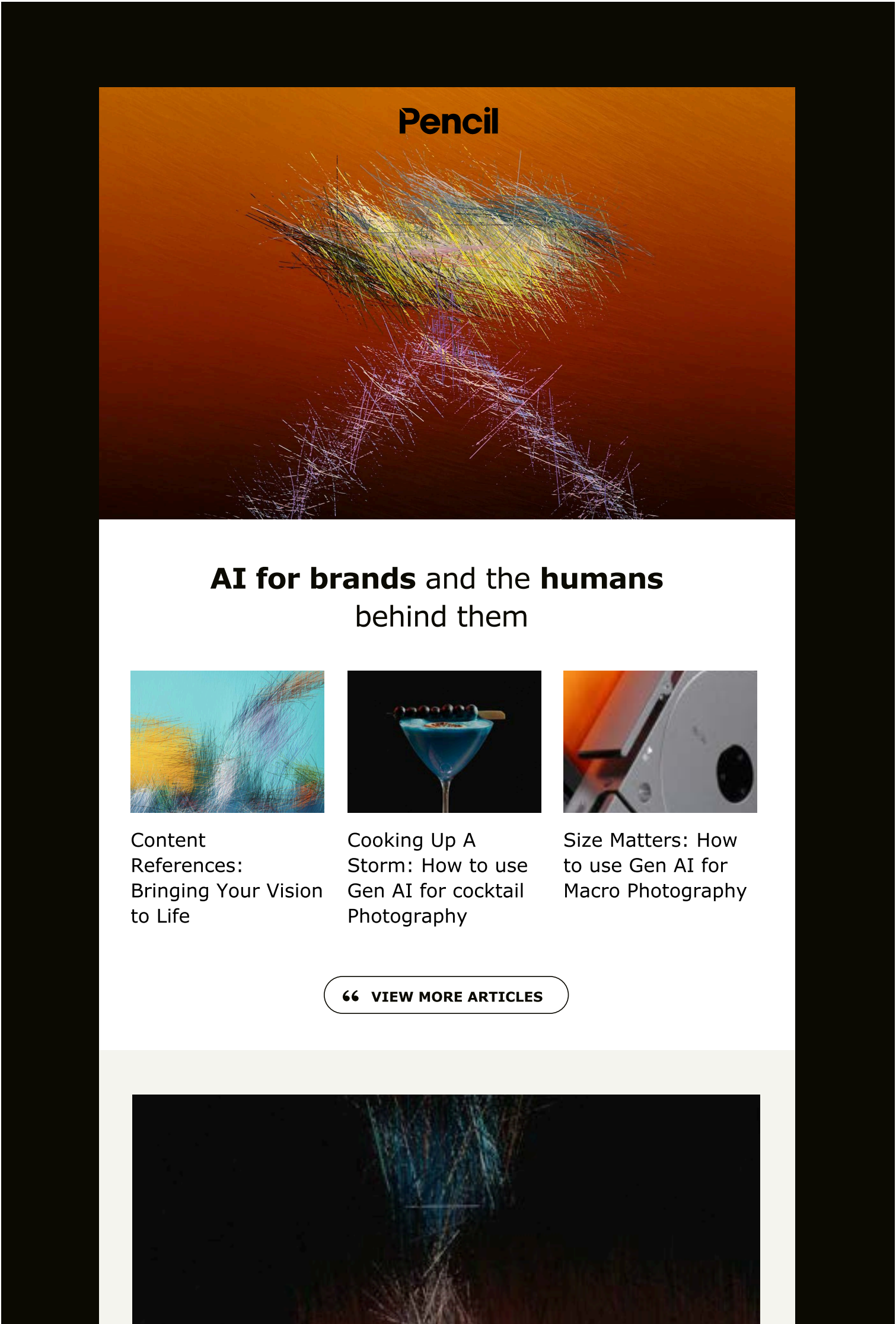
# Web safe

To ensure consistency and accessibility across all platforms, especially in environments where brand fonts aren't supported, we use **Verdana** as our web-safe fallback typeface.

Verdana was specifically designed for screen readability, with wide proportions and open letterforms that perform well across email clients and browsers. While it doesn't replicate the aesthetic of Geist or IBM Plex Mono, it maintains our commitment to clarity, simplicity, and legibility.

We primarily use Verdana in emails, system notifications, and fallback scenarios, where loading or compatibility limitations prevent the use of our core brand fonts.

It ensures that our communication remains clear, professional, and on-brand, no matter the platform.



System Font

Verdana

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ # \$ % & \* ( ) + = : ?

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Xx Yy Zz  
9 8 7 6 5 4 3 2 1 0 @ £ # \$ % & \* ( ) + = : ?





- Logo
- Scribble
- Pattern
- Colours
- ▶ **Typography**
- Icons
- Imagery
- Brand applications

# We avoid

Typography is key of the Pencil brand. When misused, it can quickly dilute the tone, disrupt visual harmony, or create confusion.

To ensure consistency and maintain the integrity of our type system, here's what we avoid.

## AI for brands and the humans behind them

✗ Using unapproved typefaces outside of Geist, IBM Plex Mono, or Verdana (for fallback use)

## AI for brands and the humans behind them

Pencil empowers creative minds to shape and refine AI-driven ads.

✗ Mixing too many weights or styles within a single layout

## AI for brands and the humans behind them

✗ Applying incorrect colours, such as Pencil Yellow on headers

## AI FOR BRANDS AND THE HUMANS BEHIND THEM

✗ Overusing all caps, especially in long headlines or body copy

One of the biggest advantages of AI in creative work is the ability to produce more specific, tailored content for different moments throughout the year. For a company like Diageo, with a portfolio of globally recognised drinks brands, this means being able to create campaigns that resonate with consumers during key seasonal and cultural moments, from Christmas and Lunar New Year to Day of the Dead and Oktoberfest.

✗ Setting long-form text in IBM Plex Mono, which is best reserved for short, technical content

## AI for brands and the humans behind them

Pencil empowers creative minds to shape and refine AI-driven ads.

✗ Inconsistent alignment or spacing in typographic layouts



## Icons

---

Our **icons** infuse the brand with technical clarity, establishing structure, precision, and intent. They are sleek, straightforward, and purposeful, taking inspiration from engineering and industrial design. These symbols anchor our expressive identity with a clear, minimal, and highly readable functional language.

Each icon serves as a tool, designed not merely for aesthetics, but to guide, inform, and assist.

Together, they create harmony in our visual system, emphasizing that creativity involves clarity and usability as much as it does expression.





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Style

Our icons are simple, intuitive, and scalable. They are selected for their ease of use across various formats and sizes, maintaining clarity and consistency throughout the brand experience.

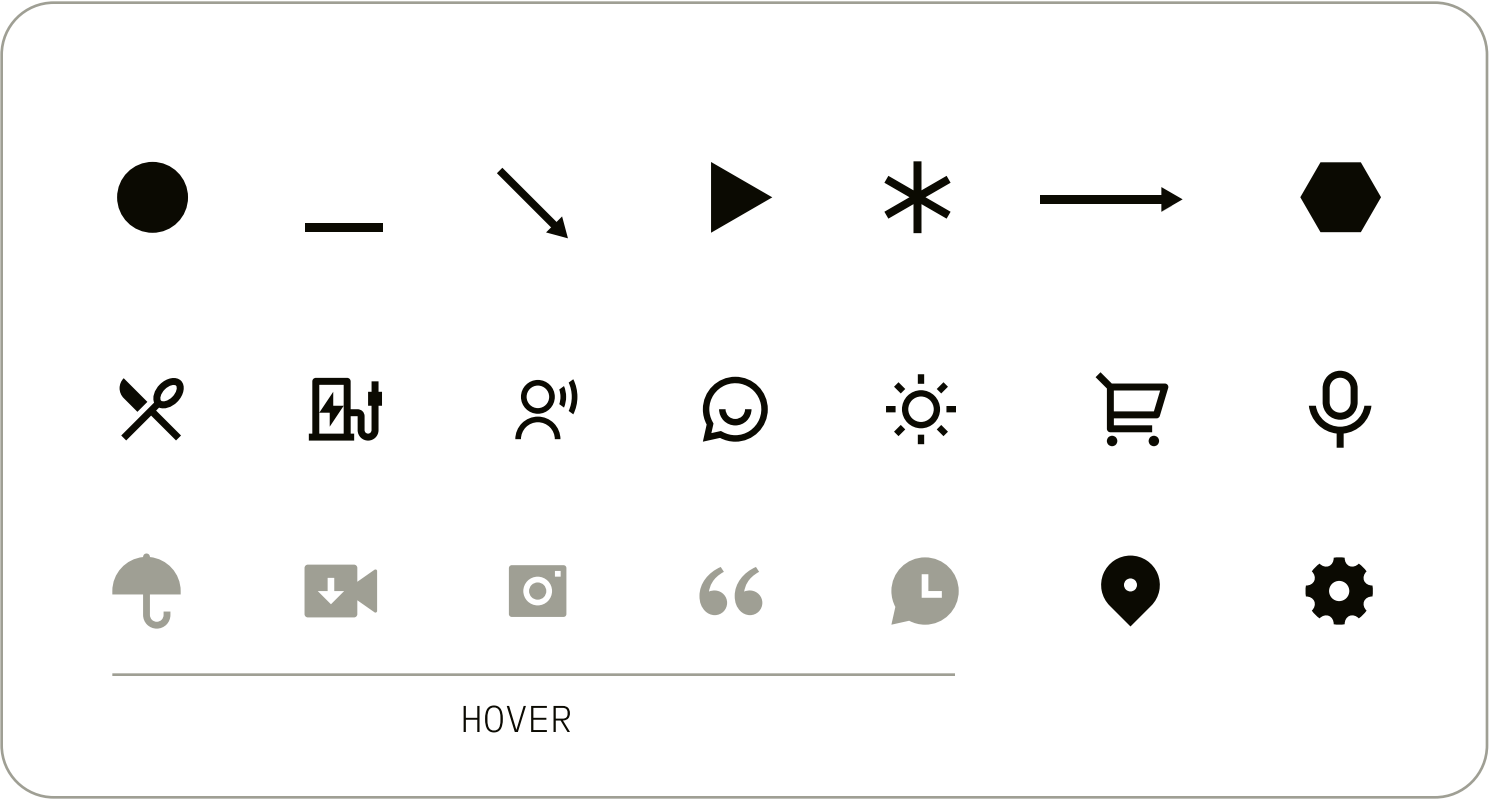
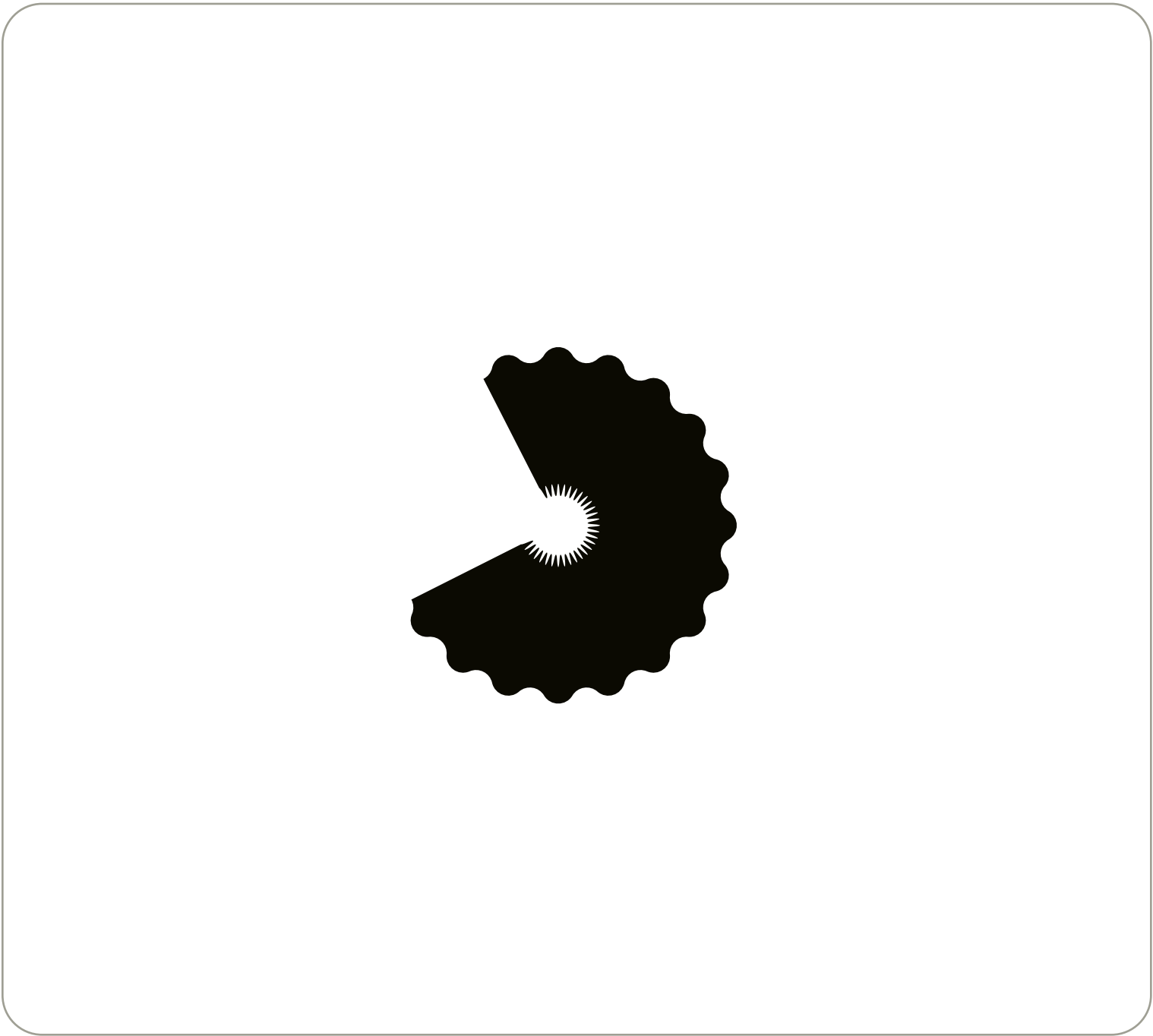
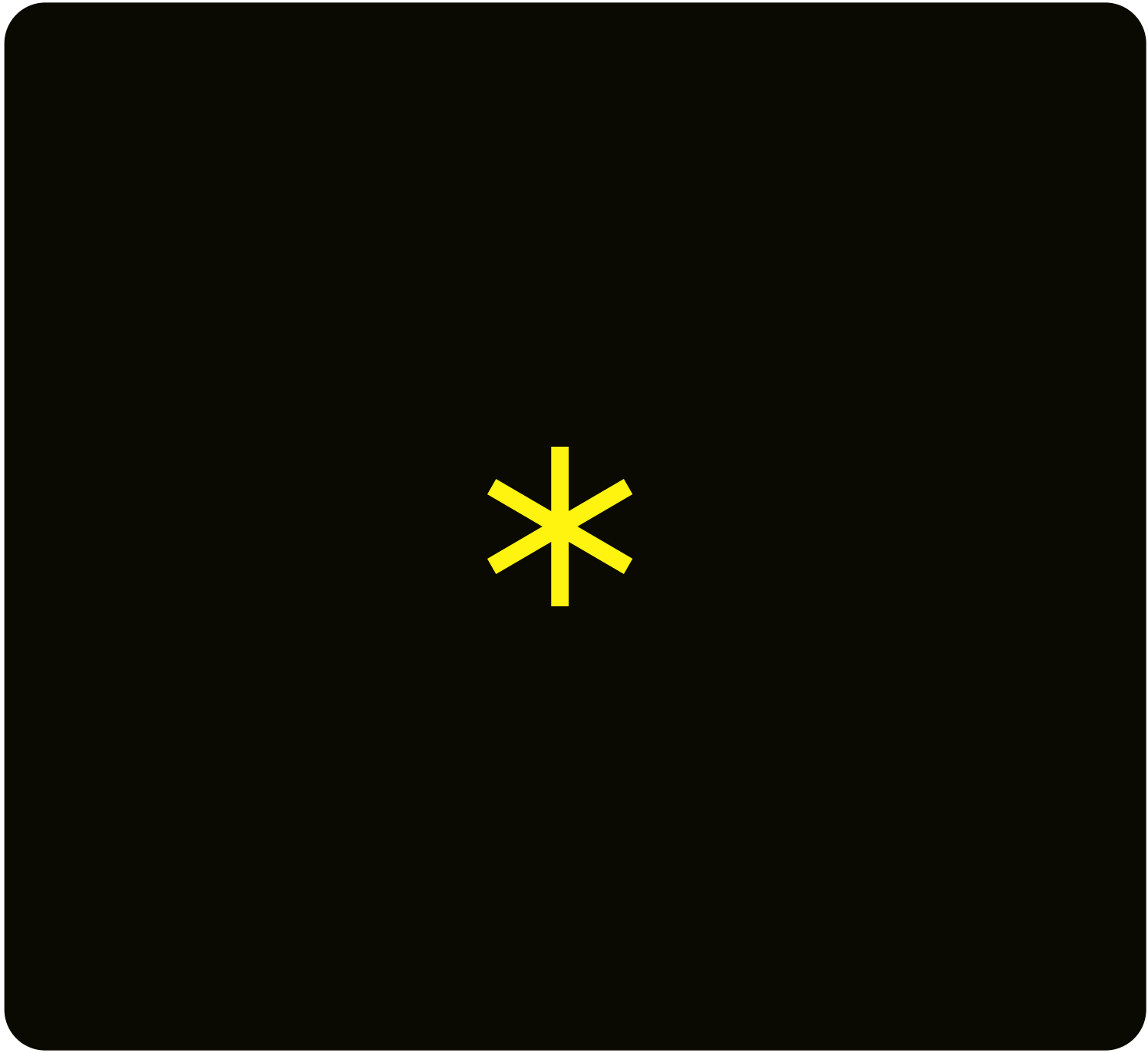
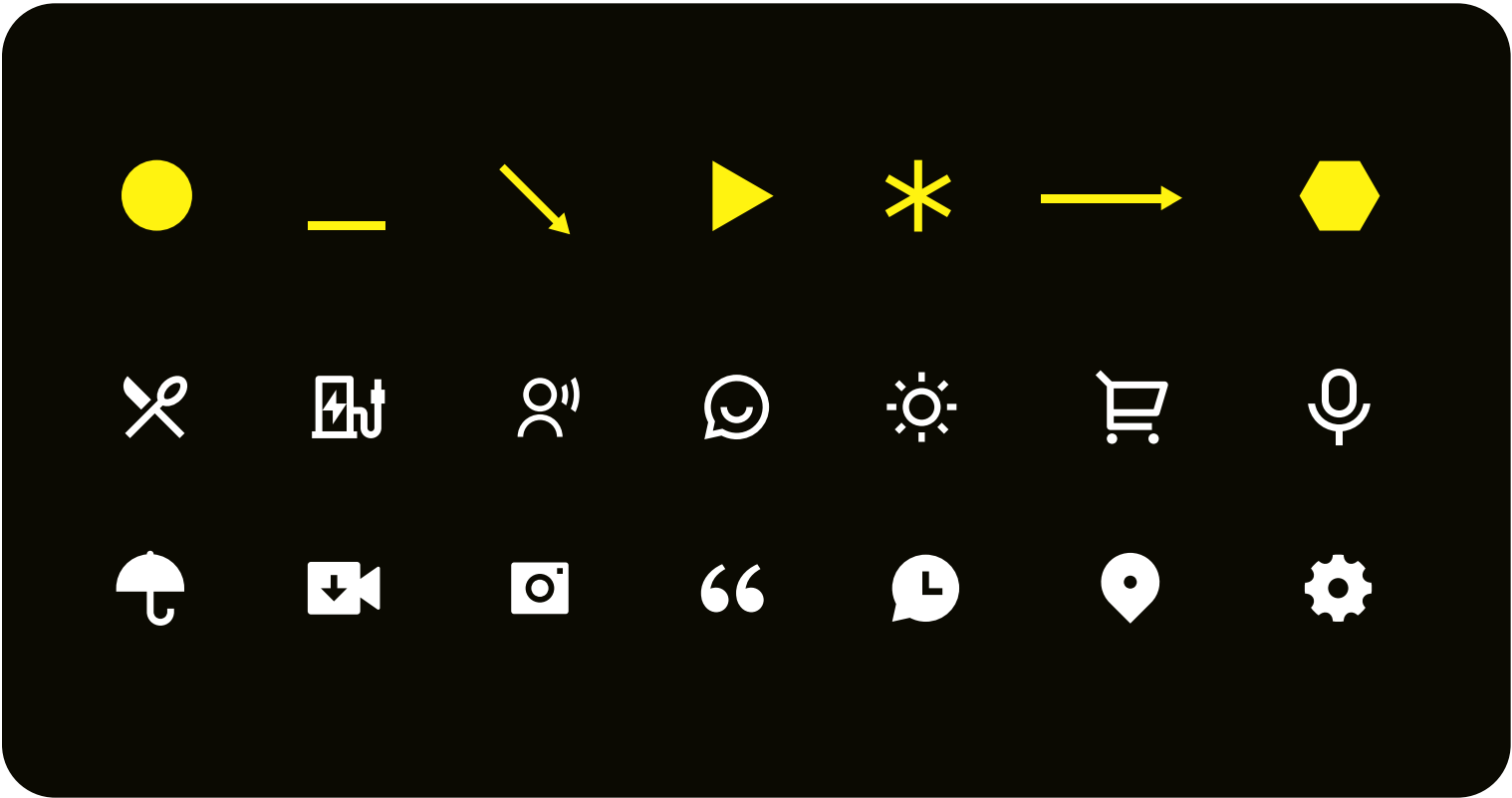
There are two visual styles:

- 1. **Stroke line icons:** minimal and lightweight, perfect for digital interfaces.
- 2. **Fill icons:** featuring solid shapes that provide greater impact and visibility when needed.

Both styles adhere to the same design logic to ensure coherence.

## Colours

Icons are used in charcoal, white, and Pencil yellow as primary colours, depending on background and contrast needs. A greyscale variation is allowed for interactive states such as hovers, maintaining accessibility while supporting dynamic use.







- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Uses

Our icons serve both functional and expressive purposes, depending on the context of use.

- 1. UX/UI & Infographics:** Icons serve as functional tools that enhance navigation, improve comprehension, and support content clarity in digital environments and data-driven layouts.
- 2. Creative Use in Straplines:** Icons can be combined with short phrases or key messages to visually emphasize meaning, adding a touch of creativity and helping to bring words to life without overwhelming the message.

### UI Geometric

Mixed angles and curves

●

—

↘

▶

\*

→

⬡

✂

📶

👤

🗨

☀

🛒

🎤

☂

📹

📷

“

💬

📍

⚙

### Micro interactions

Moments of “joy”

Loading...

From...

Creativity

⌂

🌀

A surprising \* and human ● brand scribble 🌀



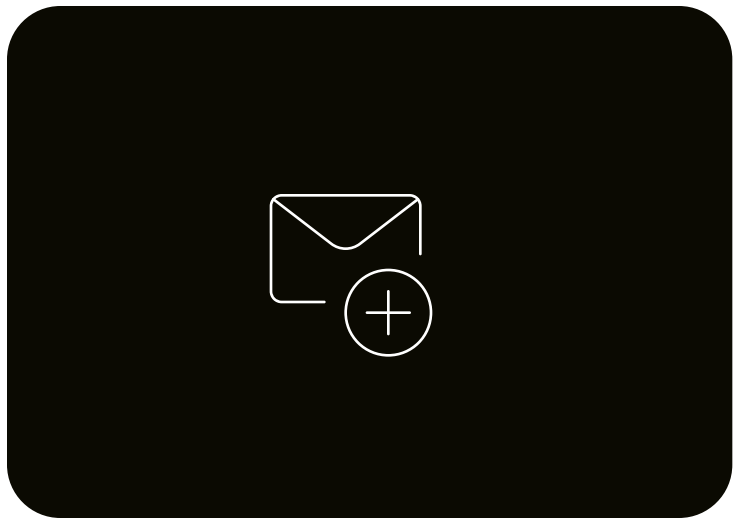


- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

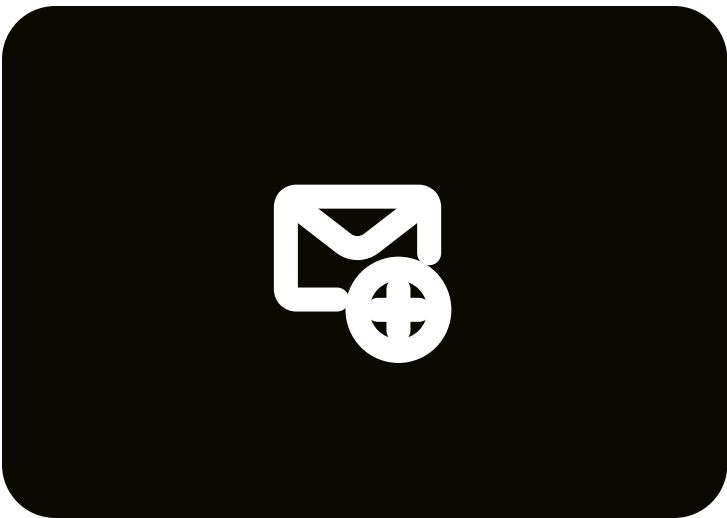
# We avoid

Our icon system is designed to be clear, functional, and cohesive, supporting the Pencil brand with precision and elegance.

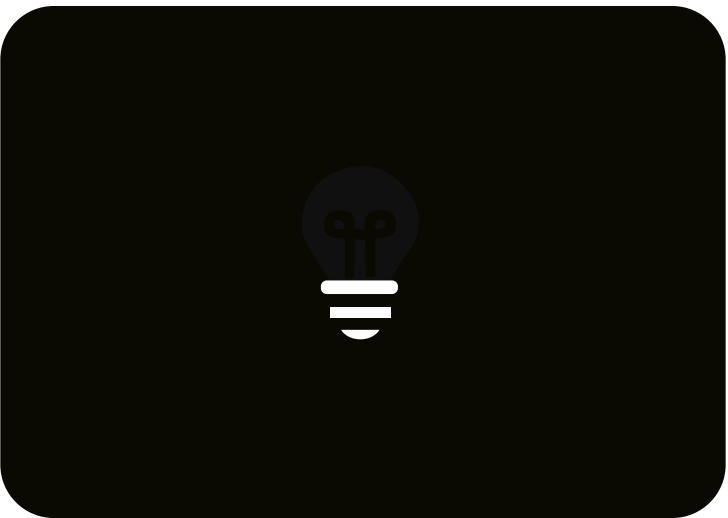
Misusing icons can undermine their purpose and weaken the visual consistency of the experience. To maintain impact and usability, here are the key things to avoid when working with icons.



✗ Changing the stroke thickness beyond the approved styles (thin)



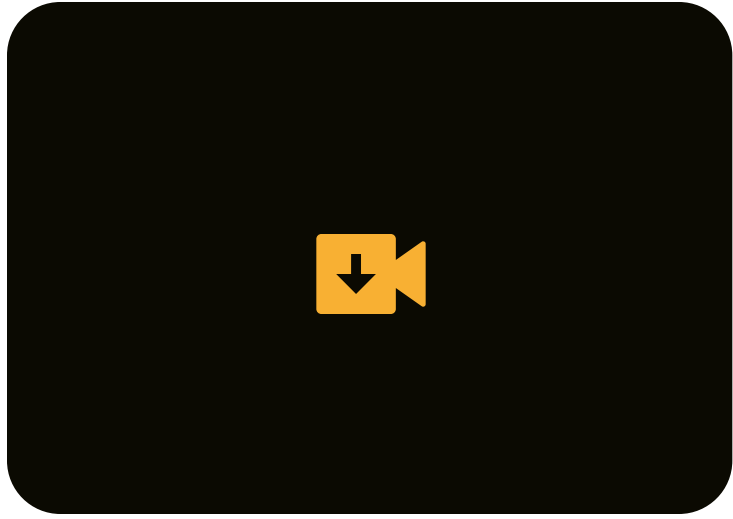
✗ Changing the stroke thickness beyond the approved styles (thick)



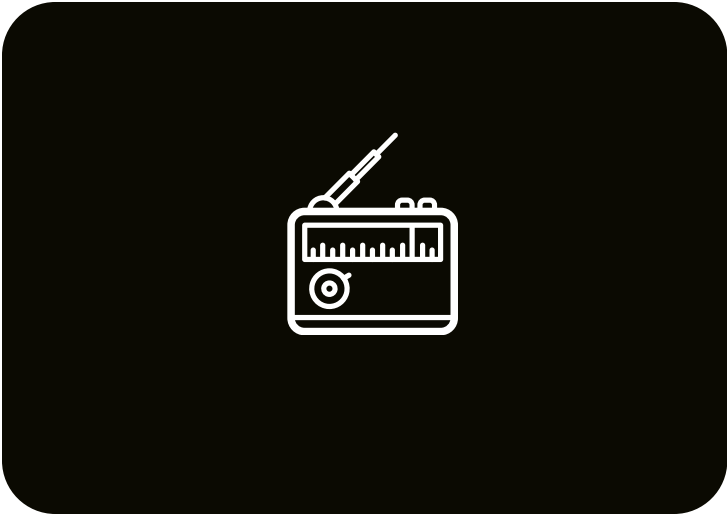
✗ Mixing colours



✗ Using unapproved colours, gradients and effects



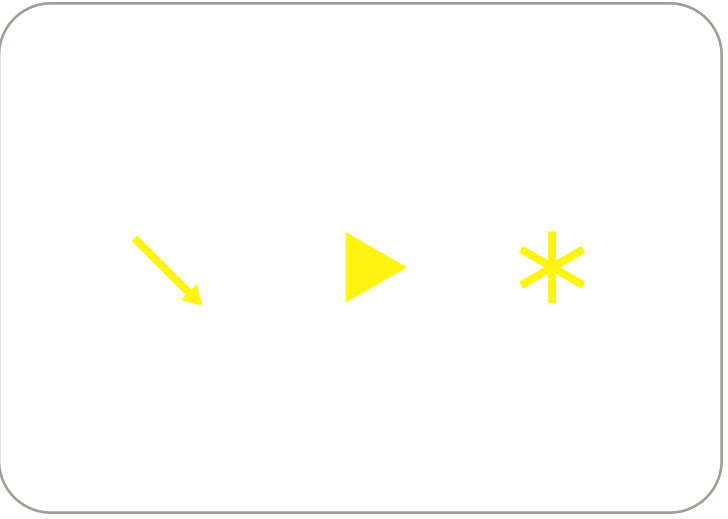
✗ Recolouring icons to match external or third-party brand palettes



✗ Creating overly complex icons that lack clarity or simplicity



✗ Combining icons with text improperly, such as poor alignment or spacing



✗ Using icons on backgrounds with low contrast



---

**Imagery** is central to showing what Pencil can do.

It goes beyond mere results; it serves as a medium to convey emotions, forge connections, and honour the creative journey itself.

Each image narrates a tale of transformation, beginning with the initial mark and culminating in the final visual. This process illustrates the process of ideation: beginning with unrefined stages and transforming into something refined and impactful.

Through texture, sketch, or quality output, our visuals convey emotion, intention, and human energy, capturing the essence of creativity's potential.



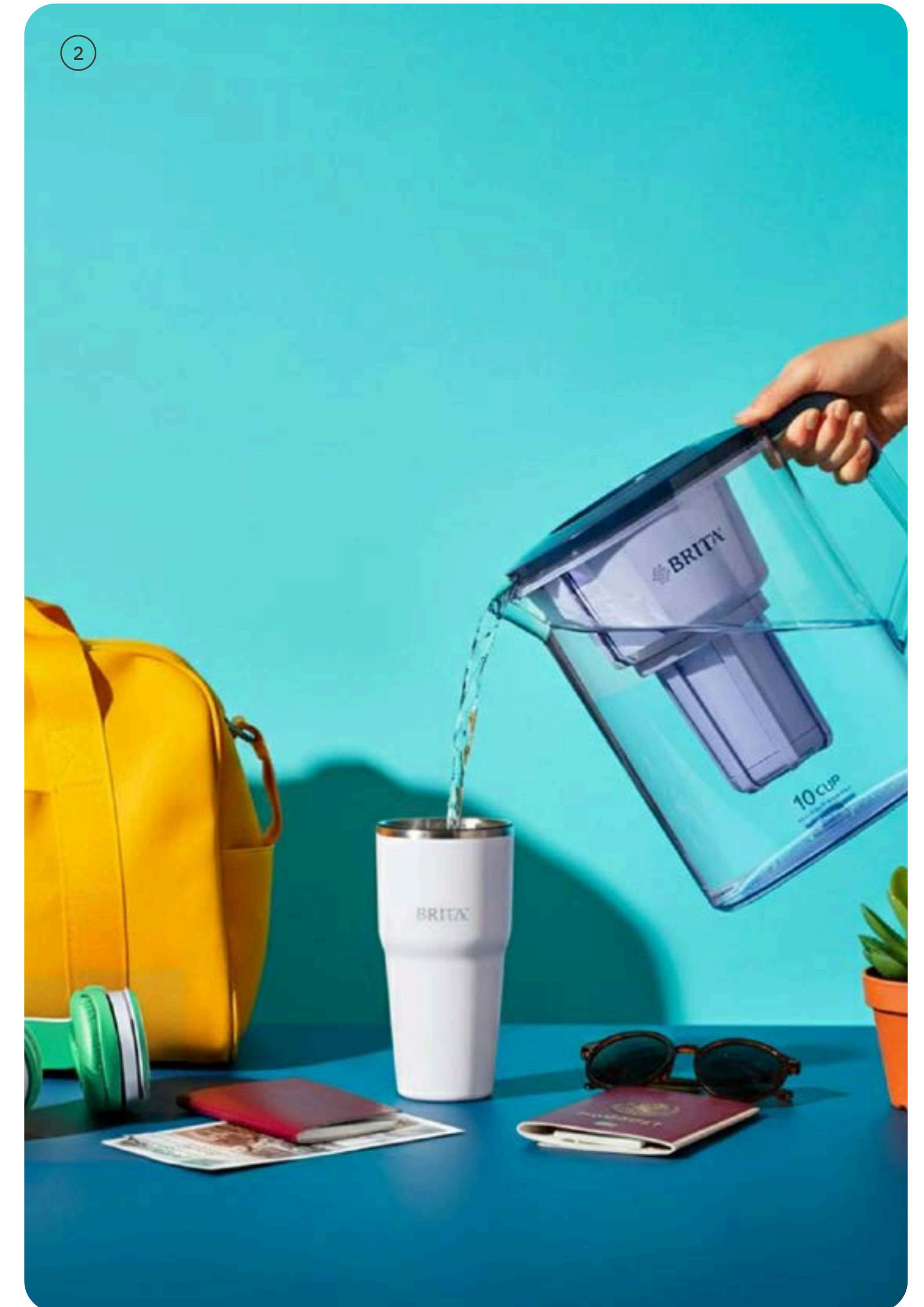
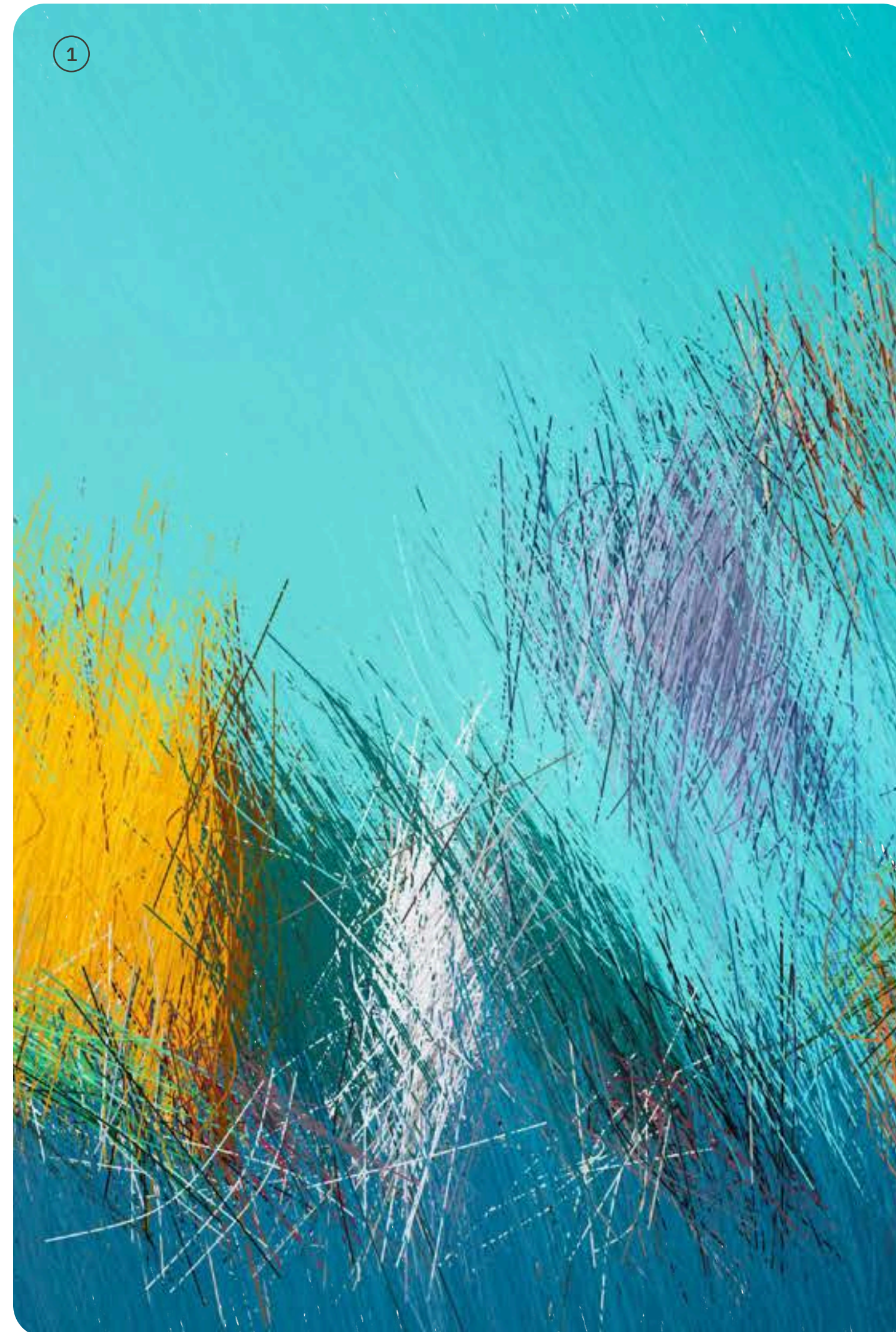


# Types

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

We differentiate between passive and active imagery to reflect the stages of the creative journey.

- 1. Passive imagery** represents the early, exploratory moments: textures, materials, and sketch-like visuals that capture the raw emotion and instinct of the ideation phase. These are subtle, atmospheric, and tactile, setting the mood and suggesting potential.
- 2. Active imagery** is the refined outcome of the creative process. It can be client-generated output from the Pencil platform or carefully curated visuals that embody the brand's creative spirit. Bold, polished, and intentional, active imagery celebrates what happens when ideas come to life.





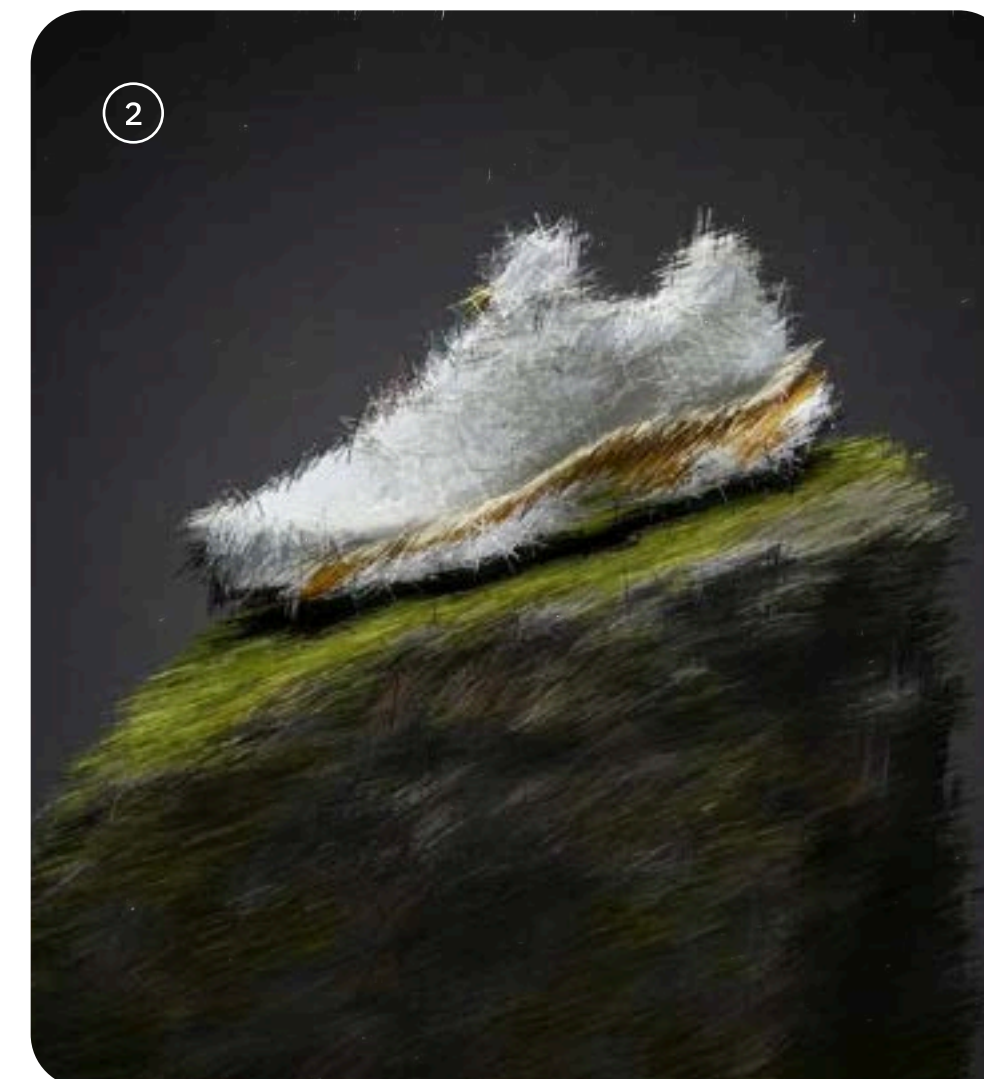
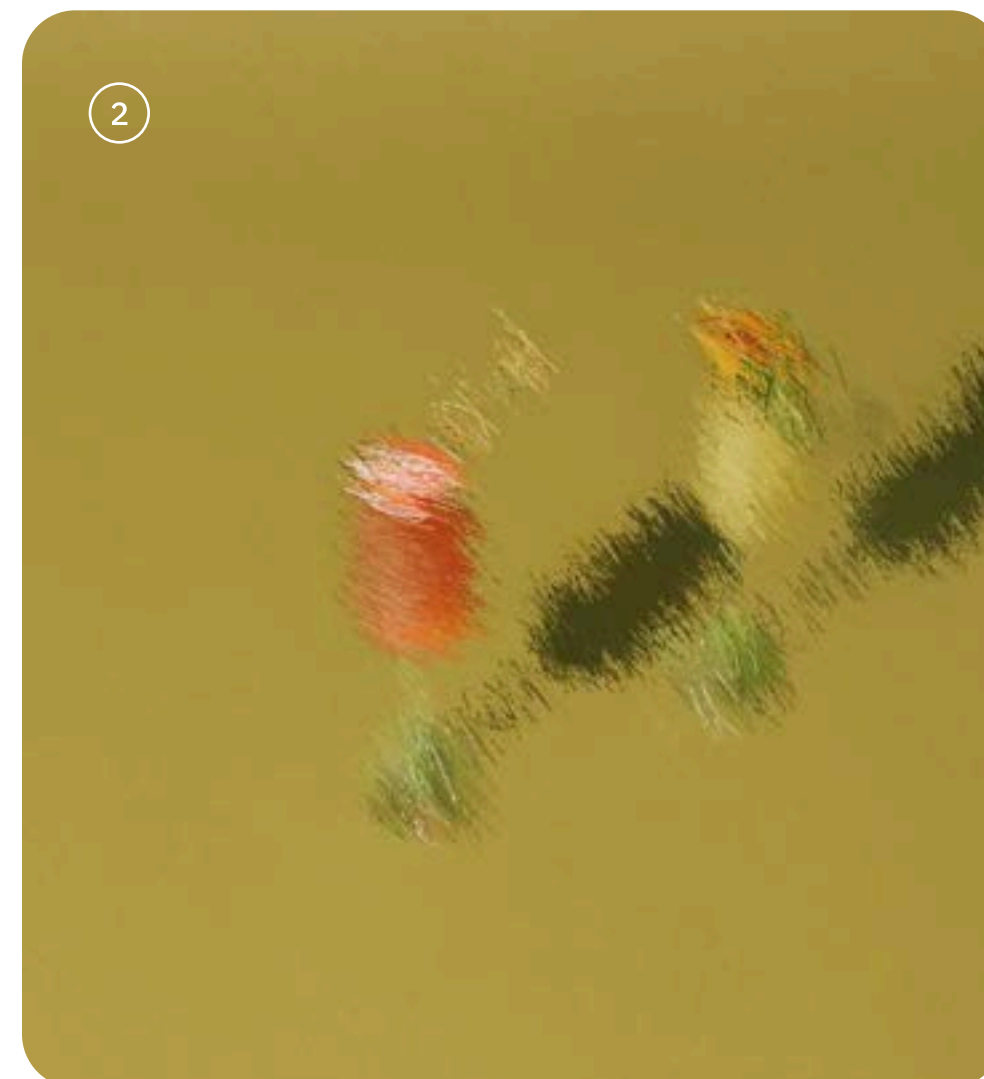
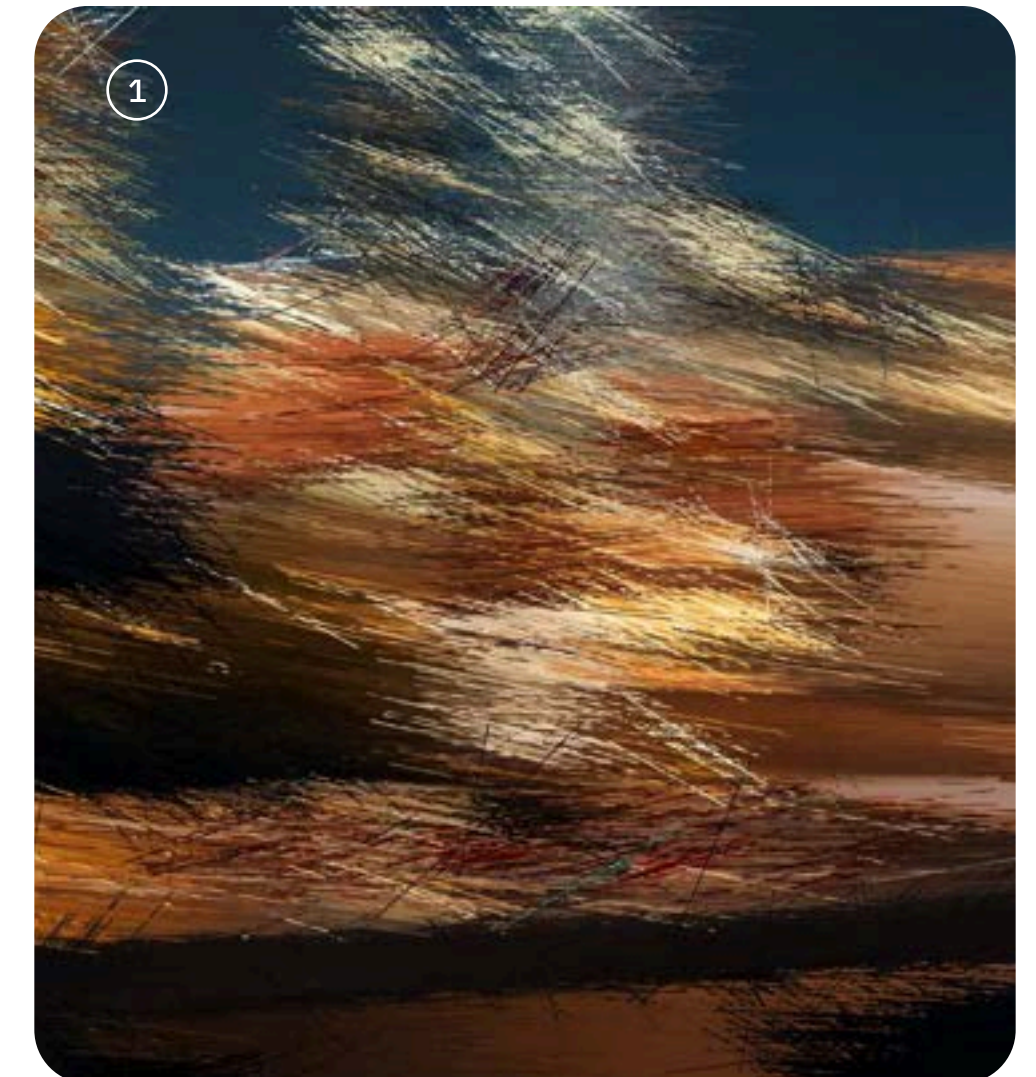
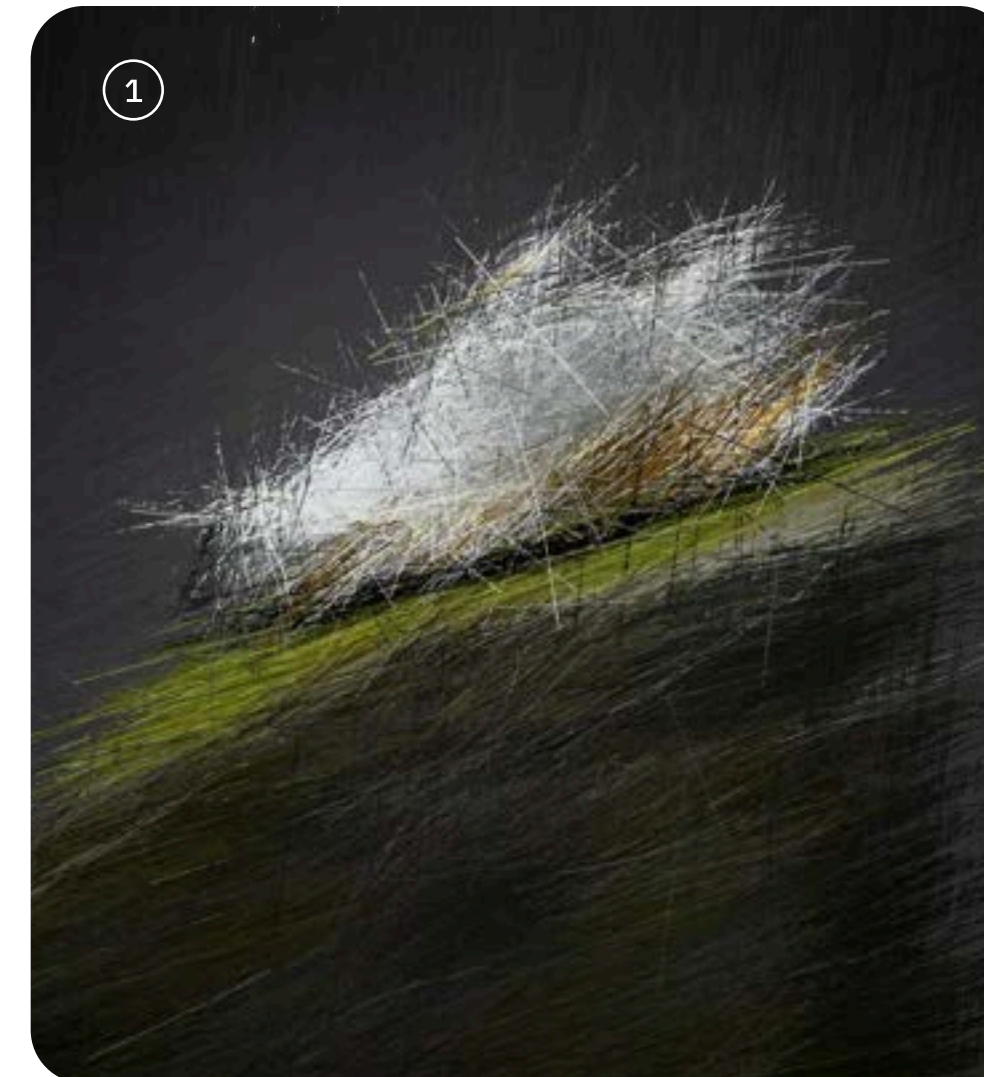
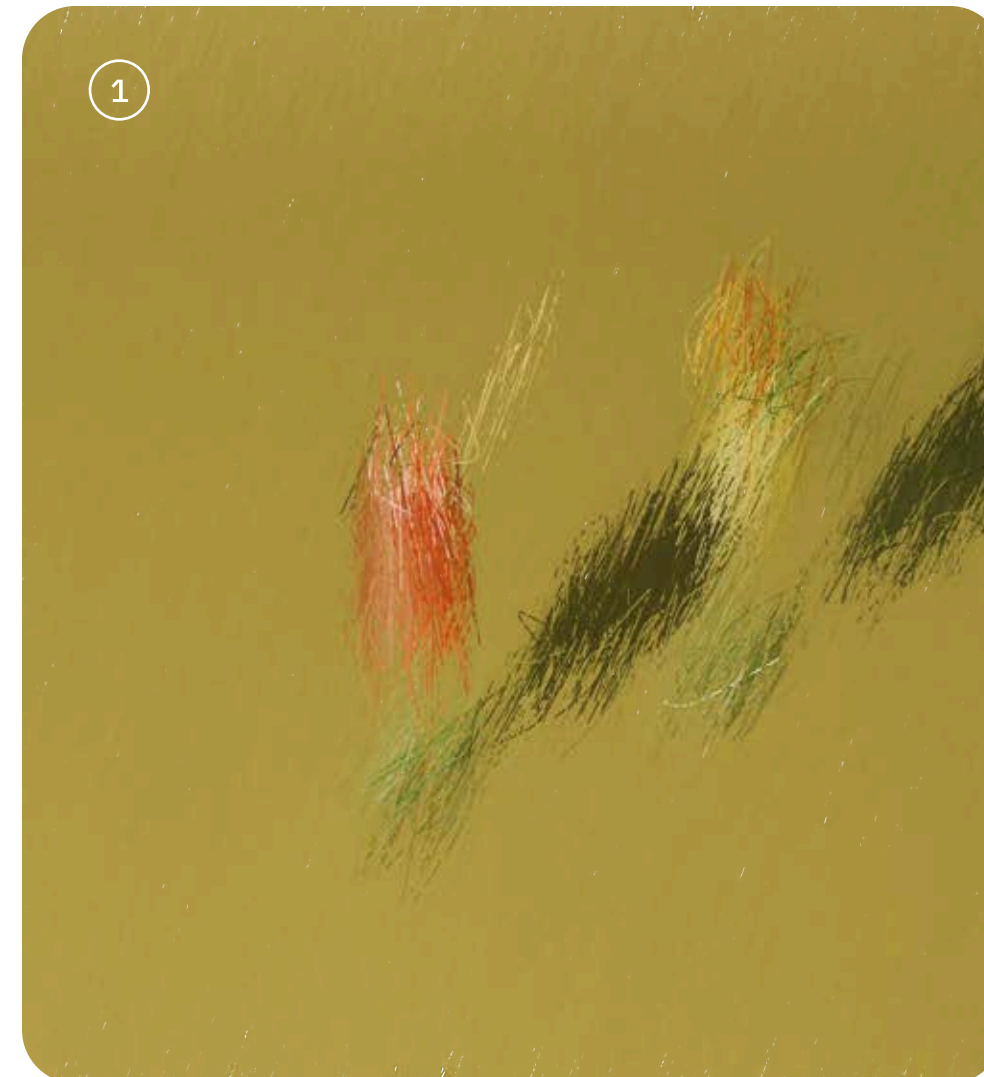


# Passive

Passive imagery embodies the initial and instinctive phases of the creative process.

**1. Textures:** represent the foundational stages, showcasing initial marks and materials where creativity begins. These abstract visuals serve as artistic canvases for brand applications like merch and motion sequences, illustrating the transition from concept to completion. Subtle yet impactful, they anchor the brand in authenticity and appeal.

**2. Sketches:** bridge the gap between textures and the finalized image. They indicate a more advanced stage of ideation, where form and intent start to take shape. These images are mainly utilized across digital platforms, particularly in hover states, banners, and interactive features, introducing dynamism, depth, and a feeling of continuous creative evolution.



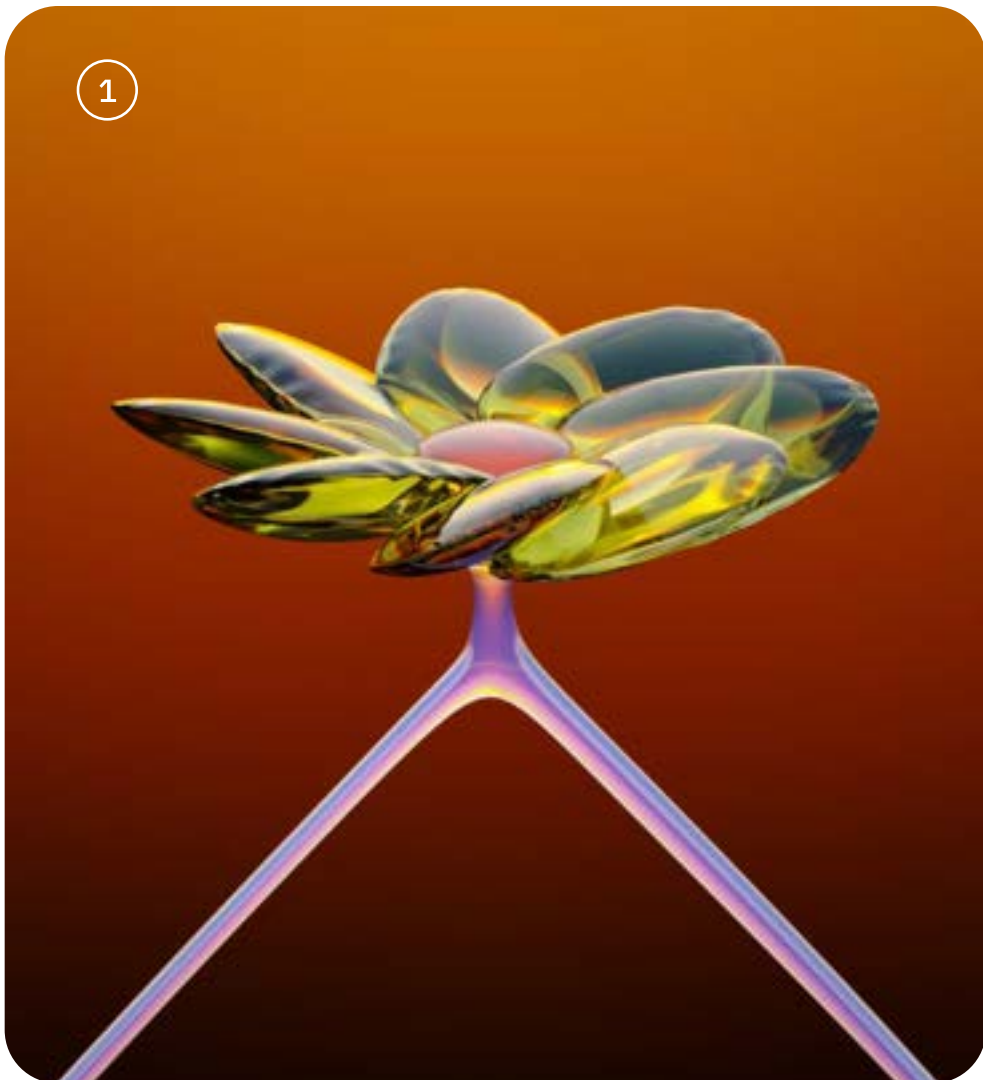




# Active

Our active imagery represents refined creative results where ideas take form, becoming visible. These visuals are polished and emotionally resonant, designed to inspire and showcase creativity's achievements. We use two types of active imagery:

- 1. **Generic / Mood imagery:** hyper-realistic, striking images evoke powerful emotional responses, captivating viewers with their beauty and precision. Utilized in campaigns and storytelling, they showcase the aspirational side of the brand, highlighting what's achievable with unleashed creativity.
- 2. **Best-in-class client work:** these real, platform-generated outputs showcase the quality of ideas developed with Pencil. Highlighted in case studies and presentations, they prove our value and celebrate our community's talent.







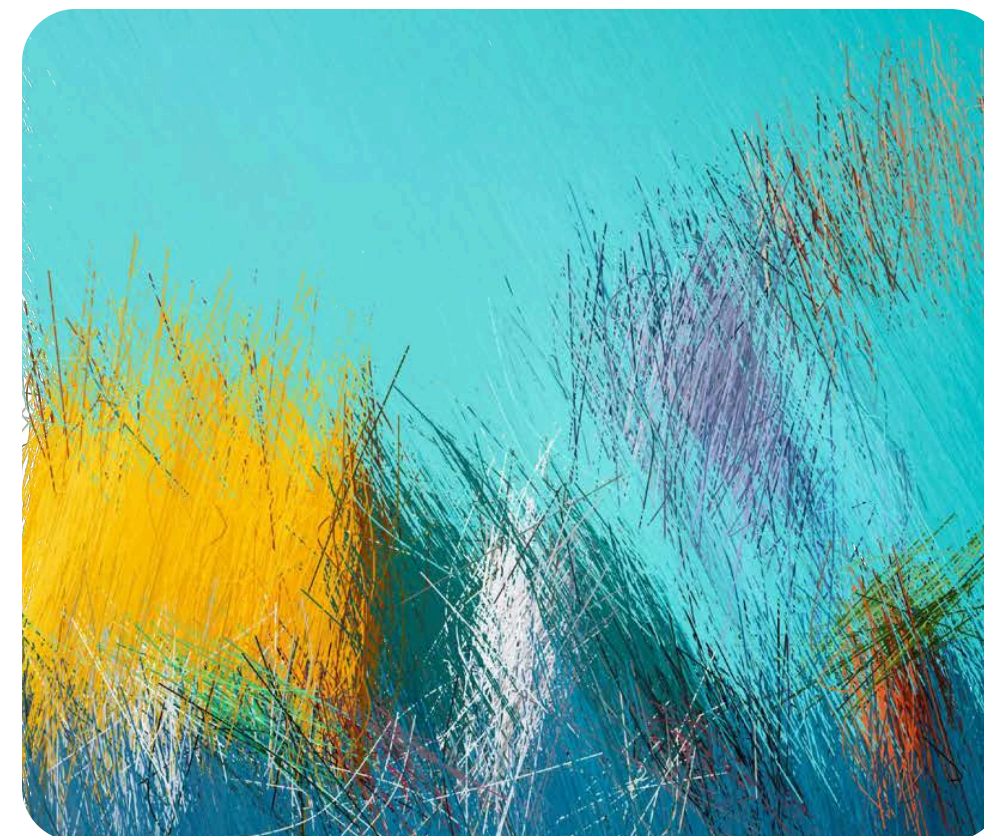
# Process

Logo  
Scribble  
Pattern  
Colours  
Typography  
Icons  
Imagery  
Brand applications

For end users, the experience might seem linear- from texture to sketch to final output. However, we approach imagery creation differently.

Instead of constructing from the ground up, we reverse-engineer the process, breaking down completed images into their earlier creative stages. Utilizing a custom-coded tool designed specifically for Pencil, we can disassemble high-resolution outputs into layered sketches and textures, visually reflecting the stages of the creative journey.

This reverse methodology goes beyond simply mimicking creativity; it uncovers it, showcasing the beauty of ideation in reverse- from the final product back to the intention, and ultimately to the initial mark. It celebrates not only the result but also the process itself, demonstrating that every refined idea is grounded in its expressive origins.



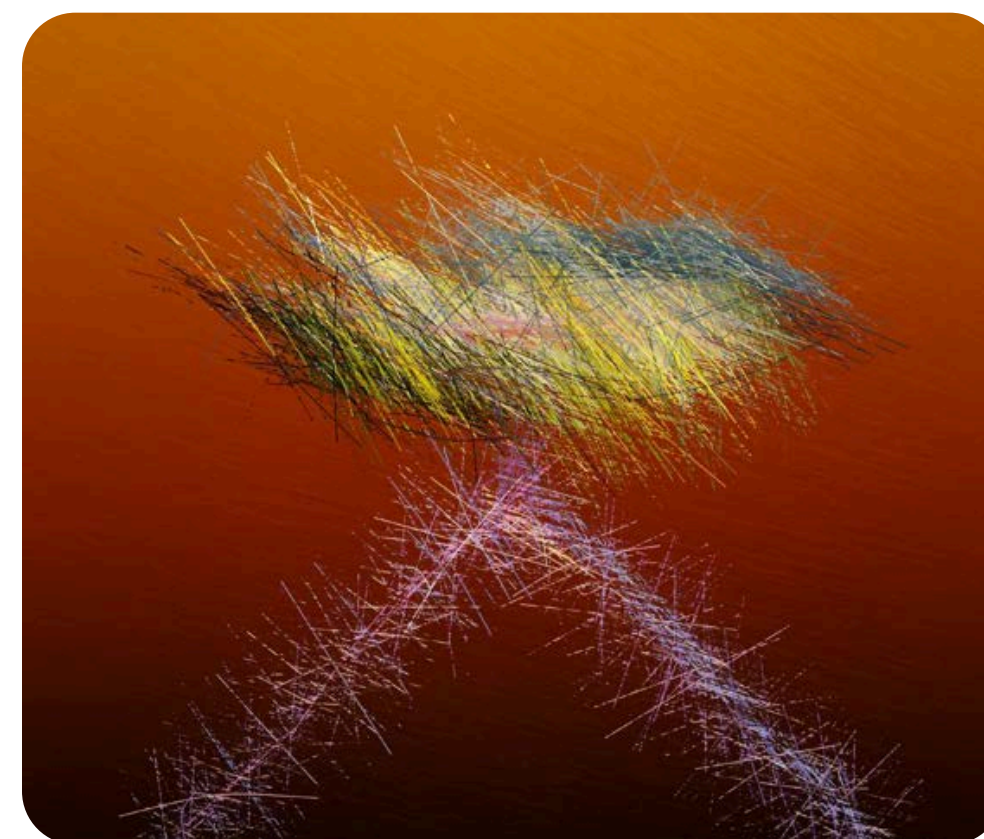
**Textures:** artistic images that celebrate creativity



**Sketch:** Refined version that give the sense of advanced stages of ideation



**Final image:** Refined creative result



Final stage



Intermediate stage



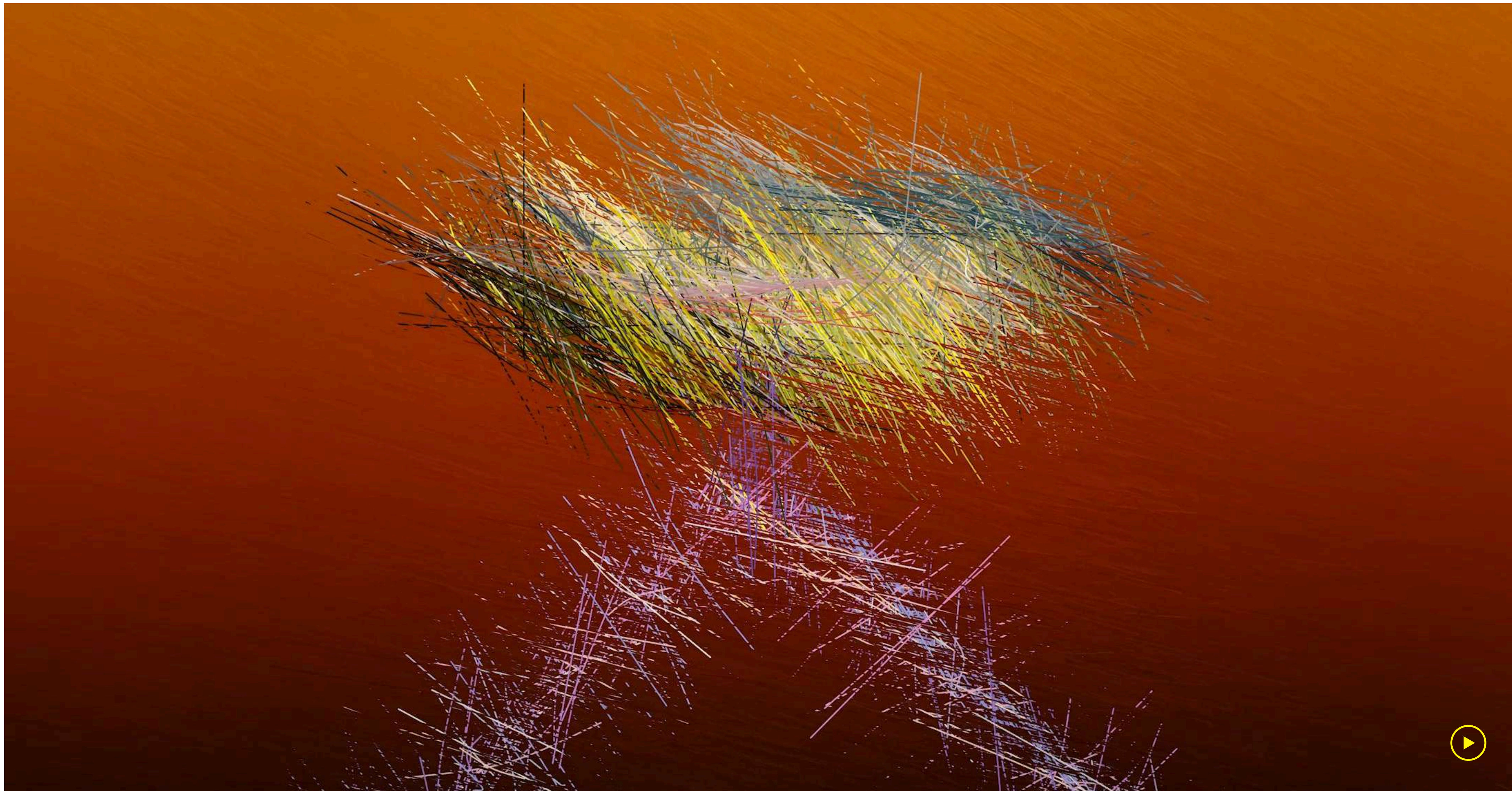
Starting point





# Process

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications







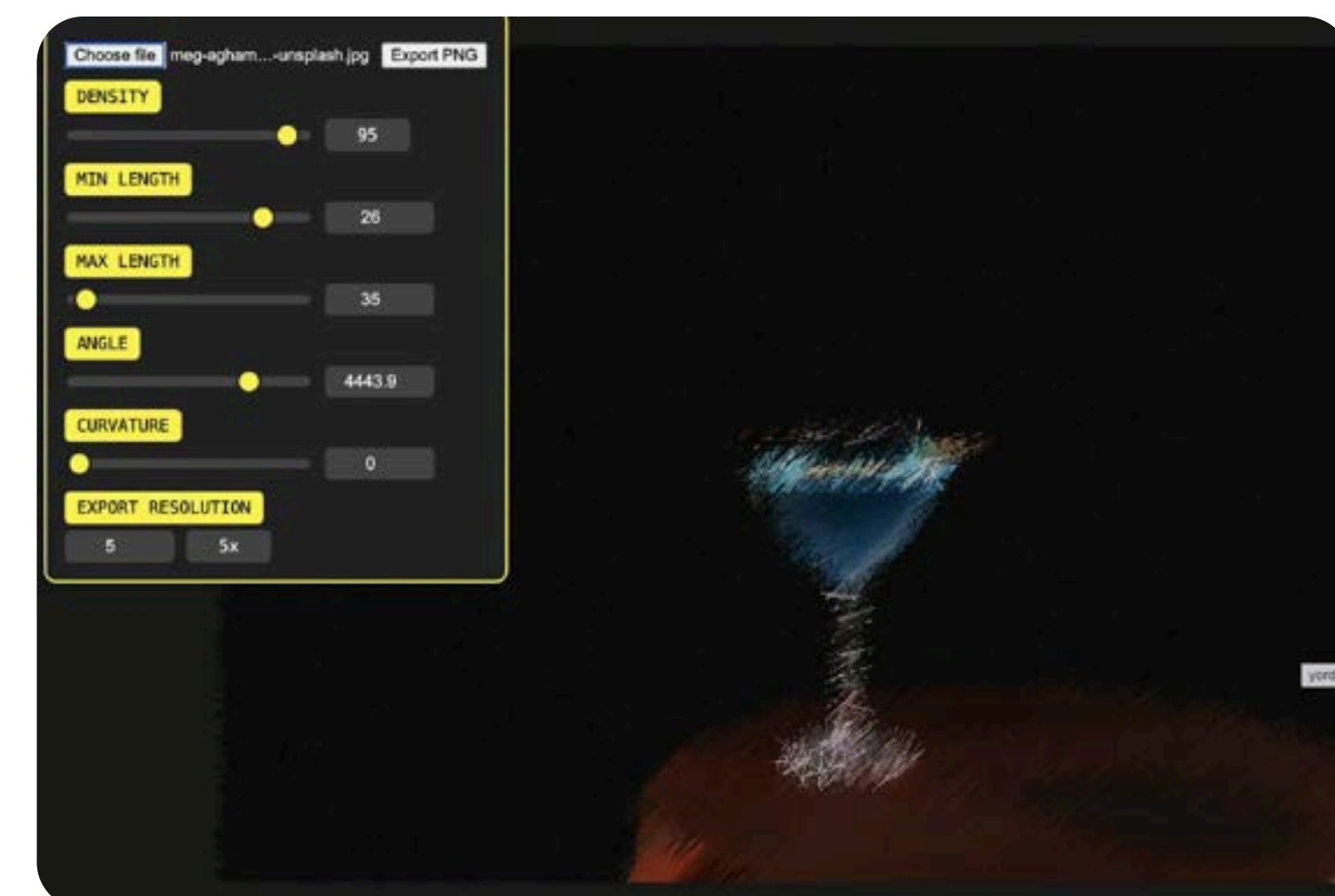
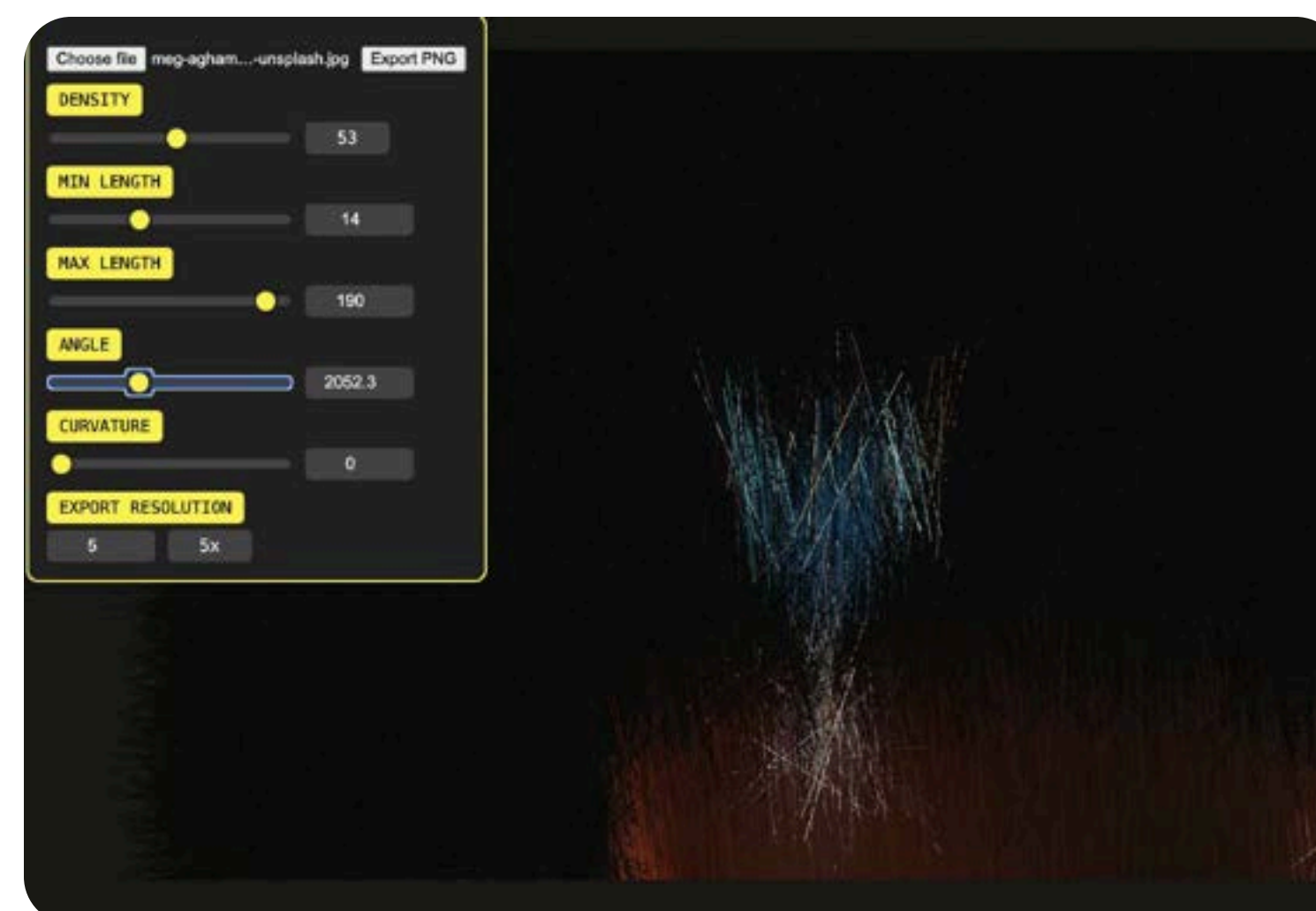
# How to...

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

To bring our creative process to life, we've developed a custom online tool designed for easy use by the entire Pencil team. This tool allows users to upload any final image and transform it into a sketch or texture by adjusting five specific parameters inspired by the qualities of pencil lines: density, minimum and maximum line length, angle, and curvature. These controls provide the flexibility to explore varying levels of abstraction, expression, and movement until you arrive at the perfect visual output.

Once satisfied with the result, the tool enables users to export the image in multiple resolutions tailored to its intended use, whether for digital, print, motion, or merchandising.

It's a simple, powerful way to enhance brand language, maintain consistency, and make the creative process visible across every touchpoint.

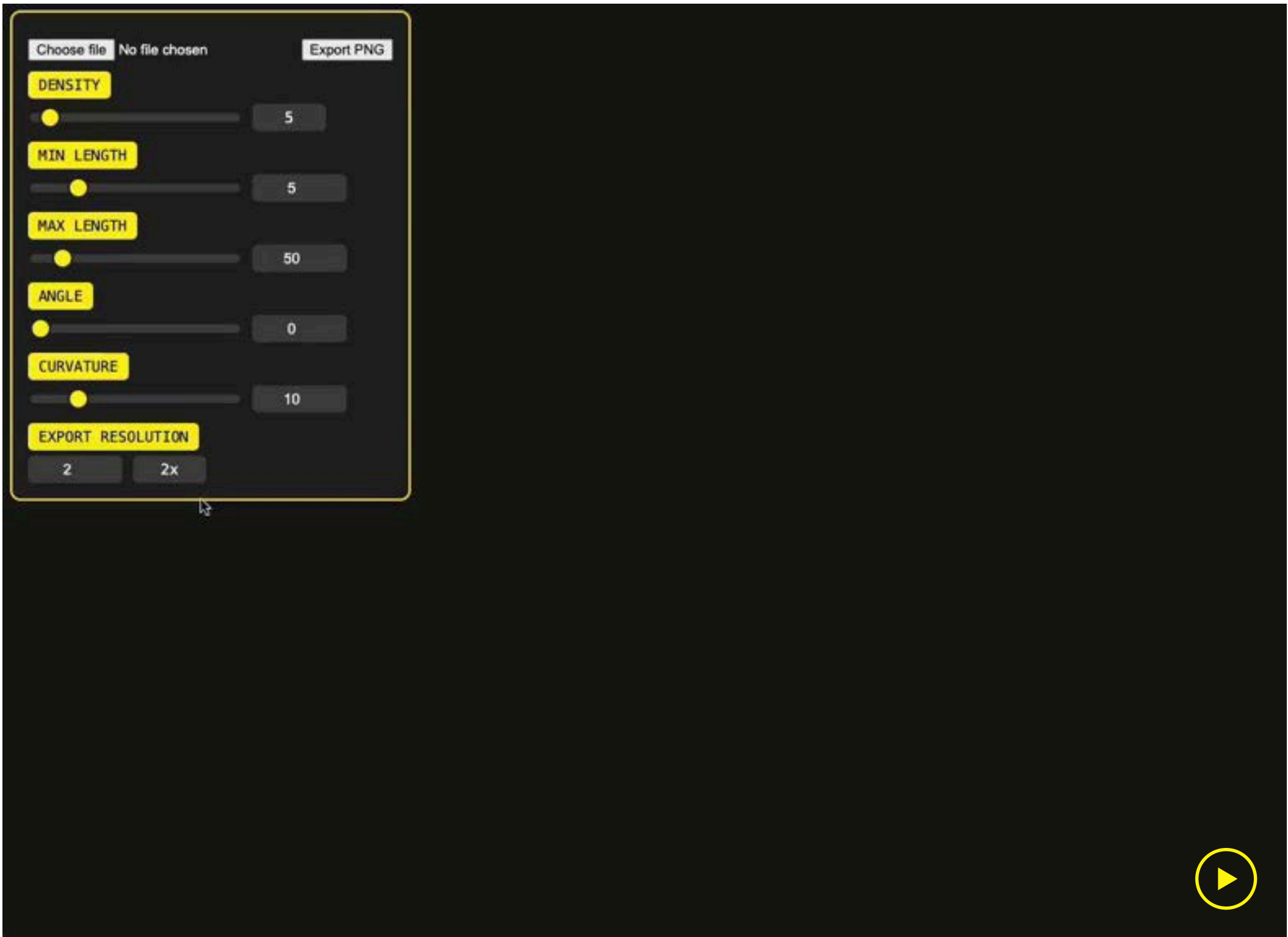
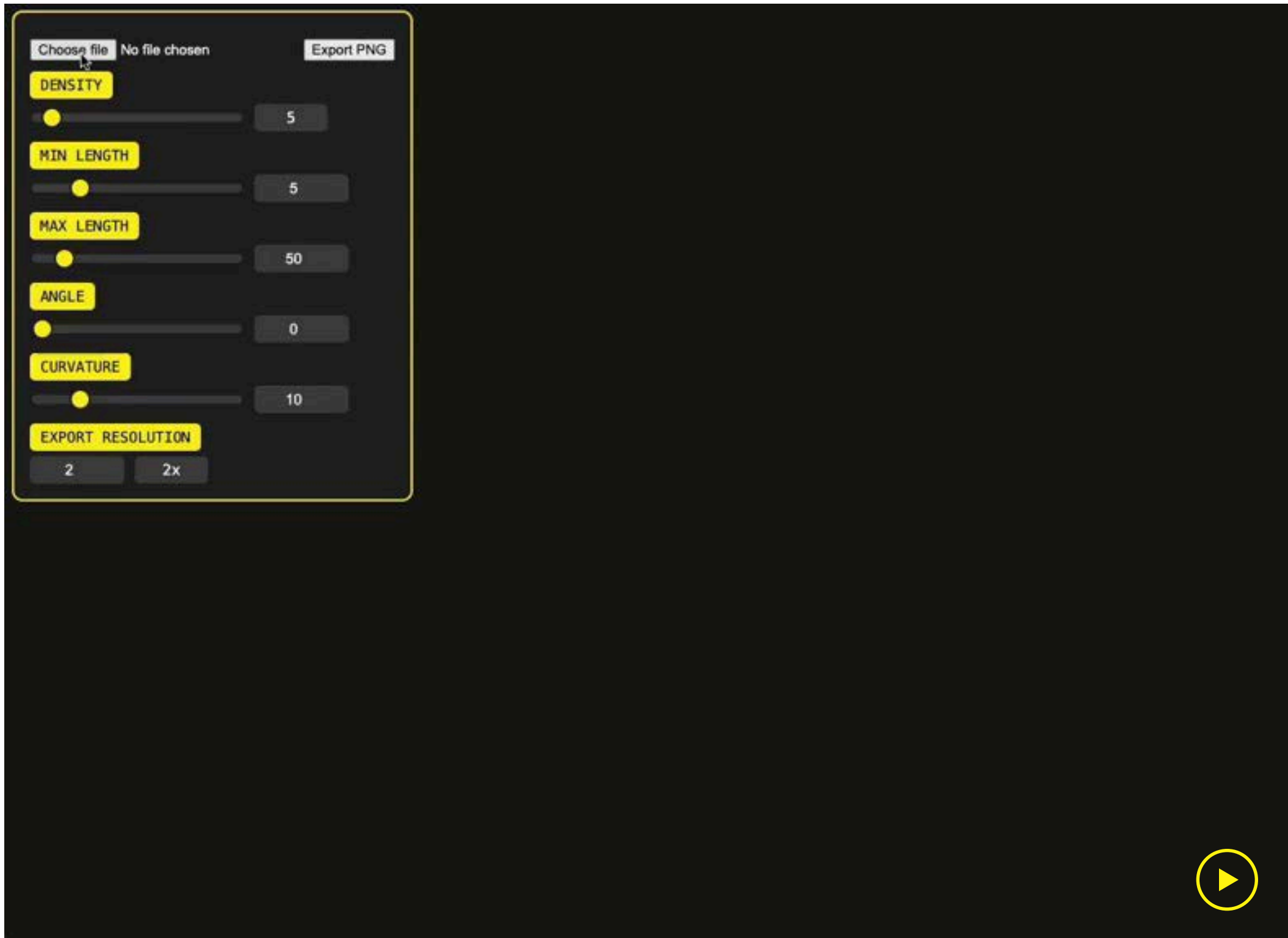






- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Demos



## STEPS TO CREATE YOUR IMAGE

- 1. Define the purpose:** Before you begin, be clear about what the image is for, where it will be used, and what emotion or message you want it to convey
- 2. Upload your image:** Select the final image from your laptop
- 3. Adjust the parameters:** Experiment with the available settings until you achieve the desired visual effect
- 4. Choose your resolution** based on the final output (digital, print, motion, etc.)
- 5. Download** the image

## TIP

Make a note of the final parameters you used when downloading the image; this will make it easier to revisit, edit, or refine the output later if needed.





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

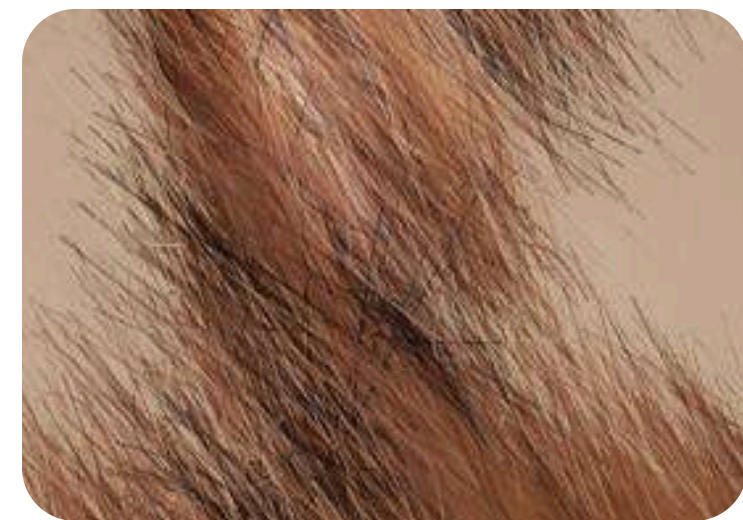
# We avoid

Imagery plays a key role in expressing the emotion, energy, and creative depth of the Pencil brand.

Whether passive or active, each image must serve a clear purpose: reflecting the brand's values, process, and aesthetic.

Misuse of imagery can dilute meaning, disrupt consistency, or confuse the message.

The following are key things we avoid to ensure every image speaks with clarity, impact, and intention.



✗ Using low-resolution or pixelated images



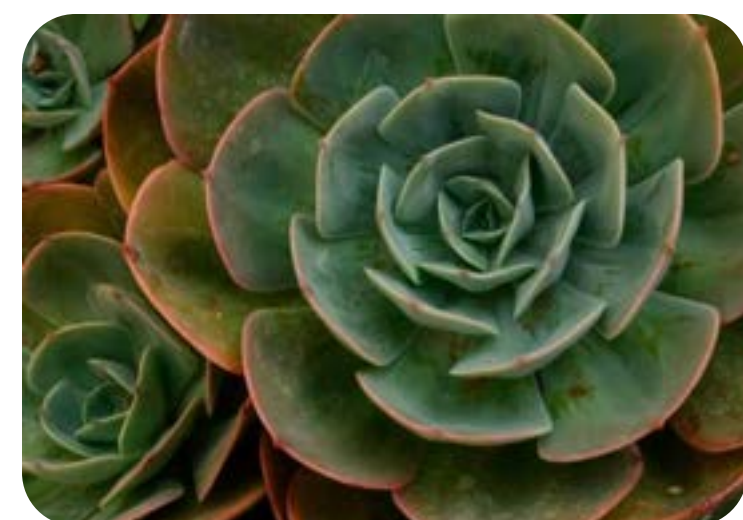
✗ Mixing passive and active imagery styles inconsistently



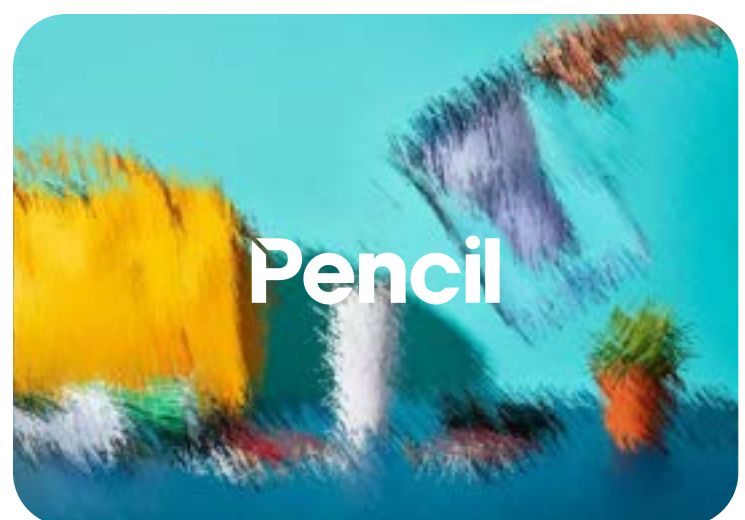
✗ Overediting textures or sketches. They should feel raw and natural



✗ Applying filters that distort the colour or tone of the image



✗ Using imagery that lacks emotional resonance or stylistic alignment



✗ Using textures in campaign visuals as final output



✗ Using generic stock imagery that doesn't reflect the brand's voice



✗ Cropping in a way that removes meaningful content



✗ Stretching, squashing, or distorting images



✗ Using cluttered images



✗ Using pattern overlays on passive imagery



✗ Using very low density passive imagery



## Brand applications

---

From striking key visuals to subtle details, physical to digital interactions, these **examples** demonstrate how our foundational elements come together to create a brand that feels dynamic, open, expressive, and distinctly Pencil.

Each application embodies our core values: simple and straightforward design, never overly complicated. Surprising execution that always leaves an impression. Fast in energy and presence, ready to move with the moment. Above all, it's human: honest, creative, and vibrant.

You'll see our identity flex and adapt while staying true to its essence.





- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# OOH

OOH is where we showcase the refined, polished outcomes of the Pencil brand, representing the confident results generated by the platform.

These spaces are bold and clear, designed to capture attention with precision and simplicity. In some instances, we introduce strategic crops of our pattern to add movement and energy, creating visual rhythm that supports the composition without overwhelming it; in others, we use our technical typeface to craft straplines or highlight the brand tagline, bringing structure and emphasis to the message.

Every element of our identity work together to deliver a message that's sharp, memorable, and unmistakably Pencil.







# OOH

Logo

Scribble

Pattern

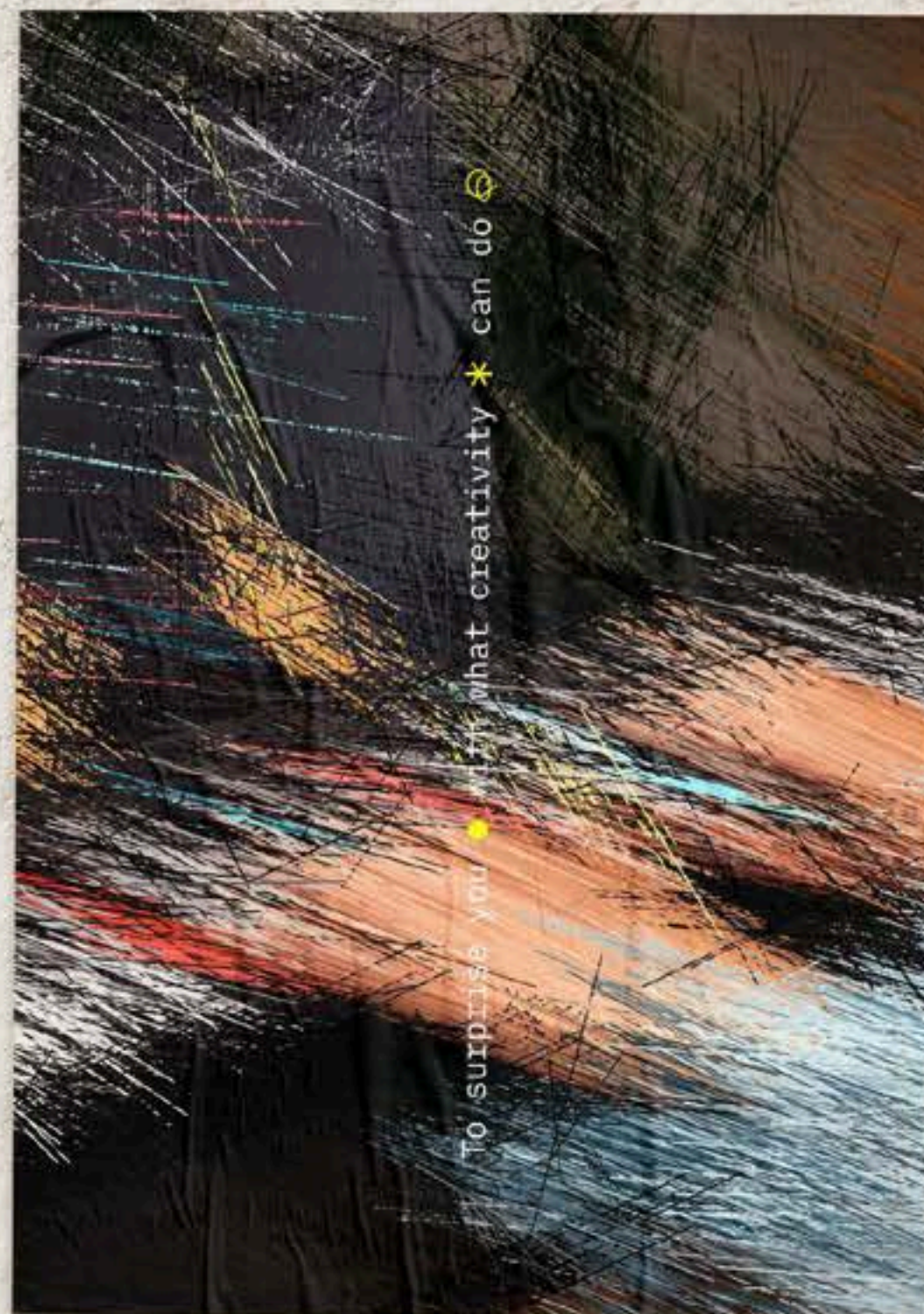
Colours

Typography

Icons

Imagery

► Brand applications







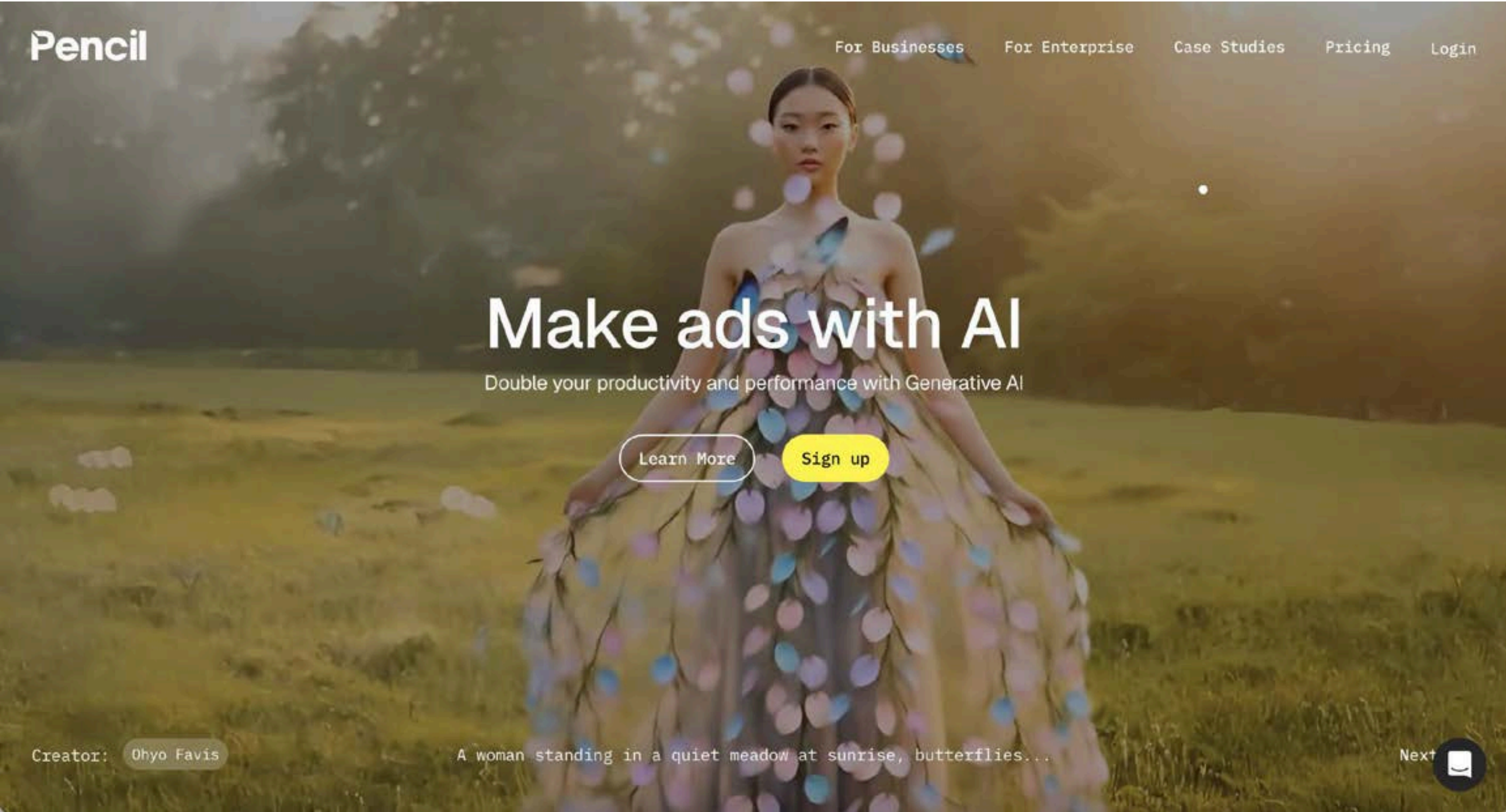
- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

# Digital

In our digital spaces, including the website and Pencil platform, we emphasize simplicity, clarity, and sleekness. The design features a neutral palette of charcoal to white, creating calm, focused environments that let the content shine.

Whitespace is used intentionally for breathing room and easy navigation. Imagery supports the content, used sparingly to surprise, delight, and showcase real outcomes. This balance keeps the experience refined yet human, aligning with our brand values while prioritizing creativity and results.

In other formats like ads, videos or social media, we adopt a more creative approach similar to our print executions, enjoying freedom with patterns, colors, imagery and messaging while adhering to the brand framework.







# Digital

Logo

Scribble

Pattern

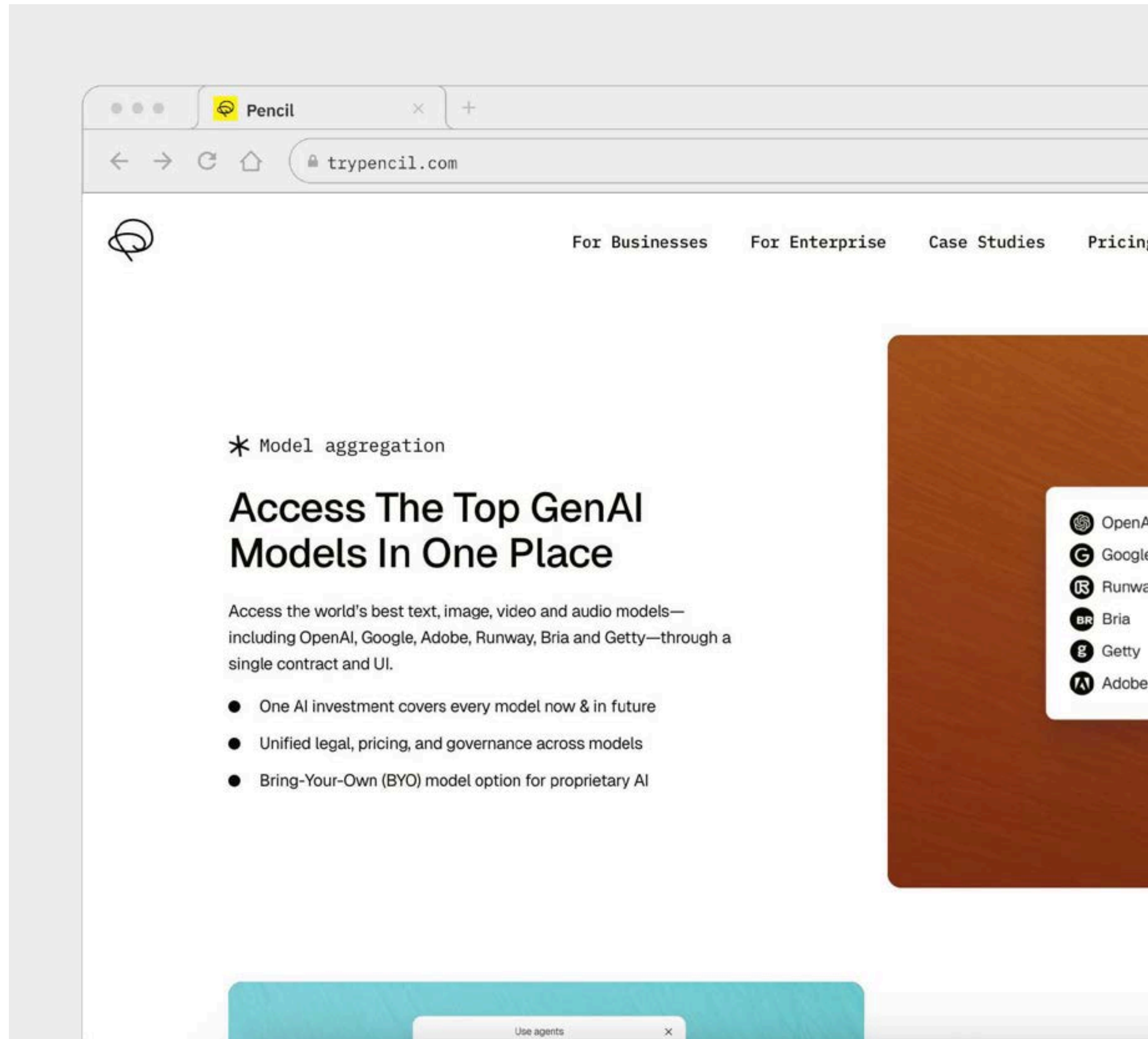
Colours

Typography

Icons

Imagery

► Brand applications







# Digital

Logo

Scribble

Pattern

Colours

Typography

Icons

Imagery

► Brand applications







# Merchandising

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications

Merch is where the Pencil brand becomes its most fluid and expressive. It's a playground for creativity, combining textures, patterns, smart, fun copy, and optic effects in unexpected ways. This is where we create space for playfulness and experimentation, pushing the brand into new, tangible forms.

From custom finishes to unique print techniques, merch offers surprising applications that transform everyday objects into artful brand expressions. Each piece is designed not just to be functional but to feel crafted, clever, and full of personality, making the brand something people want to wear, carry, and keep.







# Merchandising

Logo

Scribble

Pattern

Colours

Typography

Icons

Imagery

► Brand applications







# Merchandising

- Logo
- Scribble
- Pattern
- Colours
- Typography
- Icons
- Imagery
- Brand applications





Pencil

Got a question about our brand  
or these guidelines?

Feel free to contact Pencil team

---

● tobias@trypencil.com

▶ will@trypencil.com

\* sumukh@trypencil.com

◆ borja@trypencil.com

---



