Pikmykid

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ABOUT PIKMYKID

Pikmykid is your all-in-one safety and dismissal platform that empowers schools to transform their daily and emergency operations.

Over two million people have benefitted from using the Pikmykid platform to pick up their kids, communicate with schools, and feel confident their kids are safe, even during an emergency.

Schools in all 50 states and several countries have adopted this platform and experienced:

• Daily & emergency operations that are quick & stress-free
• Built in safety measures that give everyone peace of mind
• Communication in real-time between staff, schools & parents
• Being equipped with safety & dismissal insights to prevent mishaps

OUR FOUNDERS

Our belief that students deserve safety at school no matter their zip code started from the very beginning at Pikmykid.

Our founder and CEO, Pat Bhava, was just another parent picking up his daughter from school the day he realized just how vulnerable kids can be.

After waiting in car line traffic for 40 minutes, he pulled away from the school frustrated. Looking in the rearview mirror, he was shocked to see a teacher had put an unknown boy in the backseat of his car.

Where was his daughter?
How did the school so easily make this mistake?

There had to be a solution.
He and his wife, Chitra Kanagaraj, decided to build one.

Mission

Pikmykid is all about School Safety Reimagined. Building a passionate, egoless team is a responsibility we take seriously.

Our mission is to ensure the safety of kids and drive a positive change in their communities by empowering schools with affordable technology.

We know achieving this requires dedication and adaptability. And we're committed to seeing it come to life. Everything we do is driven by our mission. Every one of our actions answers the question **"Does this influence a positive change in school safety?"**.

Journey

When we launched Pikmykid in 2014, we saw firsthand that schools were struggling with their school safety and dismissal processes so much that long car lines, frustrated parents, and communication gaps were just part of the normal school day.

Not only were staff wasting valuable time on outdated processes, but there was an even greater issue going unaddressed. Chaotic daily and emergency operations were leading to major safety vulnerabilities for students during and after school.

That's when we looked into the current solutions. We discovered only expensive hardware not every school could afford or faulty technological workarounds that didn't address the core issues. Worst of all, none of the options involved parents directly, which we found is the key element to ongoing student safety.

We knew there had to be a better way for schools to streamline their daily operations and ensure the safety of their students. **Enter the Pikmykid platform.**

Vision

Pikmykid is School Safety Reimagined. We developed our platform to work with the technology parents and staff already have in their pockets and classrooms so every school can deliver a stellar experience in safety and efficiency.

Many schools struggle with stressful safety and dismissal processes that cause confusion and leave students vulnerable. **We empower schools to transform their daily and emergency operations with an easy-to-use, all-in-one platform.** That way, everyone has peace of mind that students are safe throughout the entire school day and can focus on what really matters – learning.

Promise

We are dedicated to seeing schools transform their safety and work diligently to innovate and provide the highest quality products for our customers.

We're committed to **walking alongside our customers** every step of the way as they **customize the experience to their specific realities** and get everyone on board.

That way parents and staff can truly enjoy a transformed experience in school safety and dismissal, and ultimately, the learning experience.

Personality

Pikmykid is here to transform your life by **bringing efficiency, ease & organization to your daily responsibilities**.

We believe in our mission and are compelled to help our customers transform their experience. To do that, we **create real connections by acknowledging our customers' pain points**. We stay up to date on school safety news, policies and studies – doing our best to become your trusted experts in school safety and best practices.

We want our customers to feel:

· Understood
· Educated
· Included
· Supported
· Empowered

We want our customers to say things like **"I want to experience that"** and **"I'm confident we're set up for success"**.

Brand & Logo

There are three ways you'll see our brand logos visually represented. These are our classic **wordmark**, our **logomark**, and our **app icons**. Brief descriptions & use-cases for each are provided on the following pages.

You'll also notice we have two brand logos – **Pikmykid** (*our parent company*) & **Visitu: A Pikmykid Brand** (*a Pikmykid micro-brand, parent of our visitor management & attendance management products*).

Visitu: A Pikmykid Brand logo should only be used when referencing our visitor management or attendance management products. All other instances will use our classic Pikmykid logo.

Download Our Logos

WORDMARK

Our wordmark is our full, classic logo. Wordmarks can be used in ads, slides, documents, email signatures, guides & ebooks. Full wordmarks should be used on solid color backgrounds only, *never* layered over textures, patterns, or photos.

The **Pikmykid** wordmark should only appear in Bright Blue or White. The **Visitu: A Pikmykid Brand** wordmark may only appear in Visitu Orange with Bright Blue. Both logos can be used in Black & White when necessary.

A comprehensive overview of acceptable background colors can be found on the following pages.

PIKMYKID WORDMARK

VISITU WORDMARK

LOGOMARK

Our logomark is frequently used to represent our brand. Logomarks can be used in the corner of slides, PDFs and sales slicks, in email signatures, in social media, and can be layered over photos.

Logomarks should only be used in the colors shown to the right (*Bright Blue, Navy, Visitu Orange*) or Black & White when necessary.

The Visitu logomark can be seen with surrounding stars as an accent. When including star accents the logomark should be used *only* as the lockup displayed on the right.

A comprehensive overview of acceptable background colors can be found on the following pages.

PIKMYKID BLUE

PIKMYKID NAVY

VISITU BLUE

VISITU NAVY
shown with star accents

APP ICONS

App Icons are displayed here for both Pikmykid & Visitu: A Pikmykid Brand products. Pikmykid has Parent & Staff App versions, while Visitu: A Pikmykid Brand has Mobile & Kiosk App versions.

The **Pikmykid Parent App** icon is Bright Blue, the **Pikmykid Staff App** icon is Navy. The **Visitu Mobile App** & **Visitu Kiosk App** are both White with Visitu Orange icons.

These icons should not be used outside of designs made for the Apple App Store, Google Play, or within product design.

PMK PARENT APP

PMK STAFF APP

VISITU MOBILE APP

VISITU KIOSK APP

Logo & Color

The next few pages include instructions for using our wordmarks & logomarks on color.

Wordmarks can be used on a limited amount of background colors, while our **Logomarks** can be used on the majority of our color palette.

Please note that all wordmarks & logomarks can appear in black and white when used in a limited printing context. Black & white examples are displayed in upcoming pages.

WORDMARK BACKGROUND COLORS

Pikmykid Bright Blue
Black, White, Navy

Pikmykid White
Black, Navy, Bright Blue

Visitu
Black, White, Navy

LOGOMARK BACKGROUND COLORS

Pikmykid Bright Blue
All *except* Bright Blue

Pikmykid Navy
All *except* Navy

Visitu Bright Blue
All *except* Bright Blue, Visitu Orange

Visitu Navy
All *except* Navy, Visitu Orange

PMK WORDMARK

PMK LOGOMARK

VISITU WORDMARK

VISITU LOGOMARK

Tagline

Our brand tagline is "**School Safety Reimagined**". Proper logo & tagline lockup is displayed to the right. School Safety Reimagined should always be in Raleway Black, and should not exceed the width of the Pikmykid wordmark. Lockups can displayed in the following colors: White, Black, Bright Blue, or Dual Color (*Bright Blue with Navy*).

Lockups are available to download in EPS, PNG & SVG versions by clicking the link below.

Download Our Tagline Lockup

TAGLINE LOCKUP IN DUAL COLOR

TAGLINE LOCKUP IN BRIGHT BLUE

Brand Colors

PRIMARY PALETTE

The primary color palette gains the most coverage throughout our designs & is seen most commonly as background colors.

SECONDARY PALETTE

Secondary colors are meant to be used less frequently as highlights, accents or backgrounds. Our stars or other icons are often used as accents in our secondary palette colors.

TERTIARY PALETTE

Our tertiary color palette is mostly used for Visitu: A Pikmykid Brand assets. These colors can be used as highlights or accents *only* & usually refer to emergency situations or Visitu products (*visitor management, attendance management*).
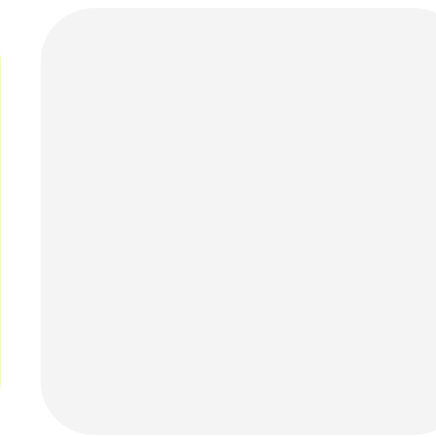
PRIMARY
Navy
#2d3d56

PRIMARY
Bright Blue
#63c5ff

PRIMARY
Light Blue
#c2e8ff

SECONDARY
Light Purple
#eed8ff

SECONDARY
Light Green
#e0fda6

SECONDARY
Gray
#f4f4f4

TERTIARY
Light Orange
#fcd777

TERTIARY
Visitu Orange
#f56600

COLOR PALETTE BALANCE

Most Pikmykid designs should follow the color ratio depicted here. The background color of choice will always be dominant, with accents & highlights used in smaller proportion.

When using color outside of your background, **Primary Colors** should not exceed more than 20% of your design, **Secondary Colors** should not exceed 10% of the design, and **Tertiary Colors** should not exceed 5% of the design.

As a general rule, no more than 3-5 colors should be used in any single design (*excluding Black & White*). This includes background & text colors. *Most* designs should not use more than 3 colors, instances including charts or infographics are exceptions.

COLOR USE SAMPLES

To the right are sample page from our **Visitor Management Buyer's Guide**, demonstrating proper color use & balance.

Page A

Bright Blue background, Navy, White & Black text, and Light Purple accents (*totaling three Pikmykid colors, not including B&W*).

Page B

White background, Navy & Black text, and Navy, White & Light Blue icons and accents (*totaling two Pikmykid colors, not including B&W*).

Page C

White background, Navy, Bright Blue & Black text, and Bright Blue & Light Blue icons and accents (*totaling two Pikmykid colors, not including B&W*).

Page D

White background, Navy, Bright Blue & Black text, and Gray, Light Blue & Light Purple chart (*totaling five Pikmykid colors, not including B&W*).
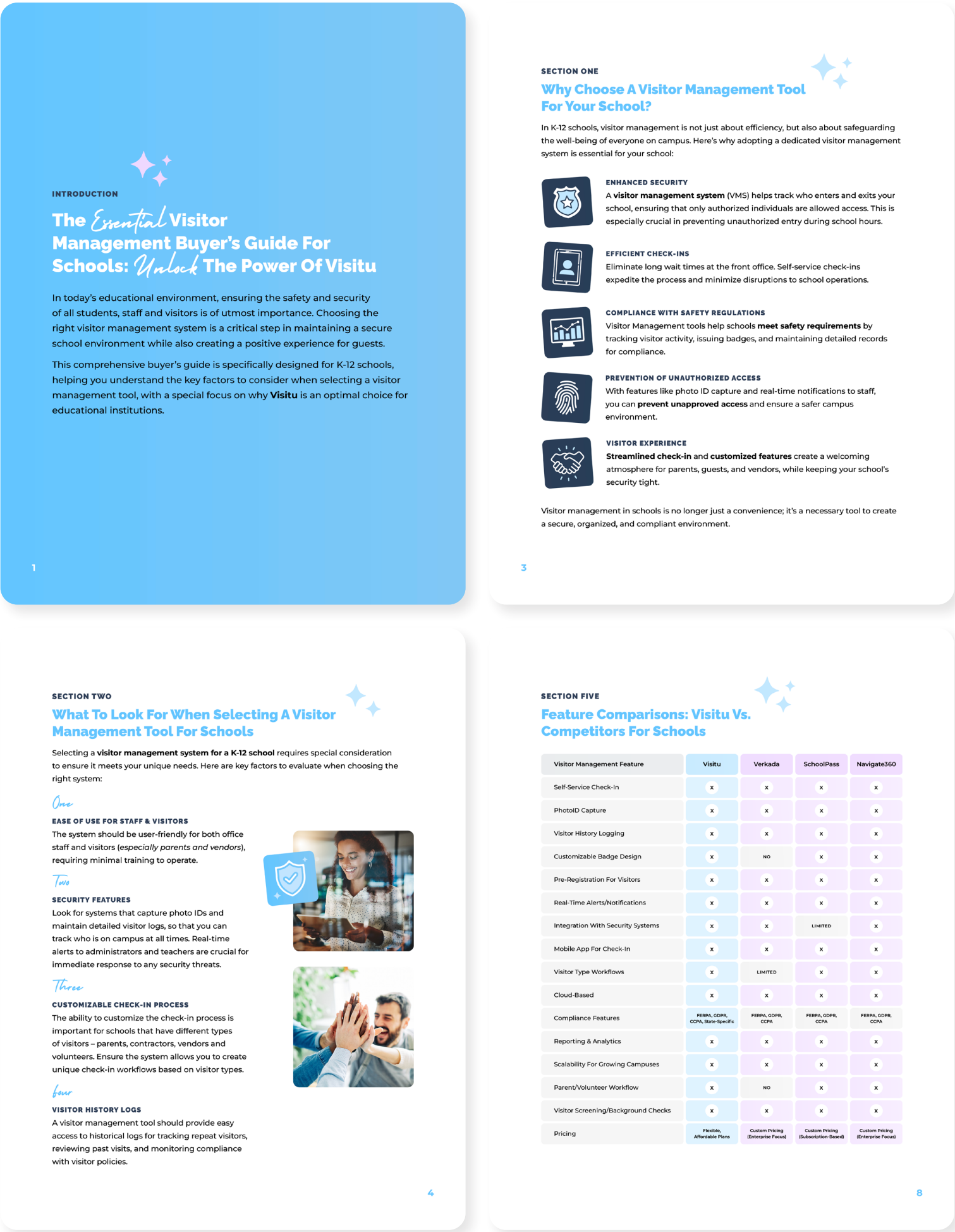
Typography

Our type stack uses a combination of Raleway, Montserrat & Holiday fonts, with the hierarchy displayed to the right. Sizing & spacing changes depending on type use case. When neither Raleway or Montserrat are available we use Verdana.

KERNING & TRACKING

Holiday will occassionally need to be hand-kerned.

Tracking for Titles, Subtitles, Highlights, and Body Copy will always be 0. Section Breaks & Subheadings will always be All Caps with tracking of 60.

COLOR

Title, Subtitle, Highlight or Subheading text can be used in Black, White, Navy or Bright Blue. Body copy can appear in Black or White.

Download Our Fonts

Raleway Black

TITLE

Montserrat Medium

SUBTITLE

Holiday Script

HIGHLIGHT

RALEWAY BLACK

SUBHEADINGS

MONTSERRAT MEDIUM

SECTION BREAKS

Montserrat Regular

BODY COPY

TYPOGRAPHY SAMPLES

Case Study Social Post

This post uses a Navy background with a combination of Bright Blue & White text. Heading & Subheading fonts are used, with Highlight font accents.

Bright Blue Guide Page

Several background colors are used with Navy Subheader font, White Highlight & Title fonts, and Black Body Copy in all sections.

Customer Support User Guide

This example shows a White background using Bright Blue Subheader font, Navy Highlight & Title fonts, and Black Body Copy.

Visitor Management Social Post

This post uses a Navy background with a combination of Bright Blue & White text. Heading & Subheading fonts are used, with Highlight font accents.
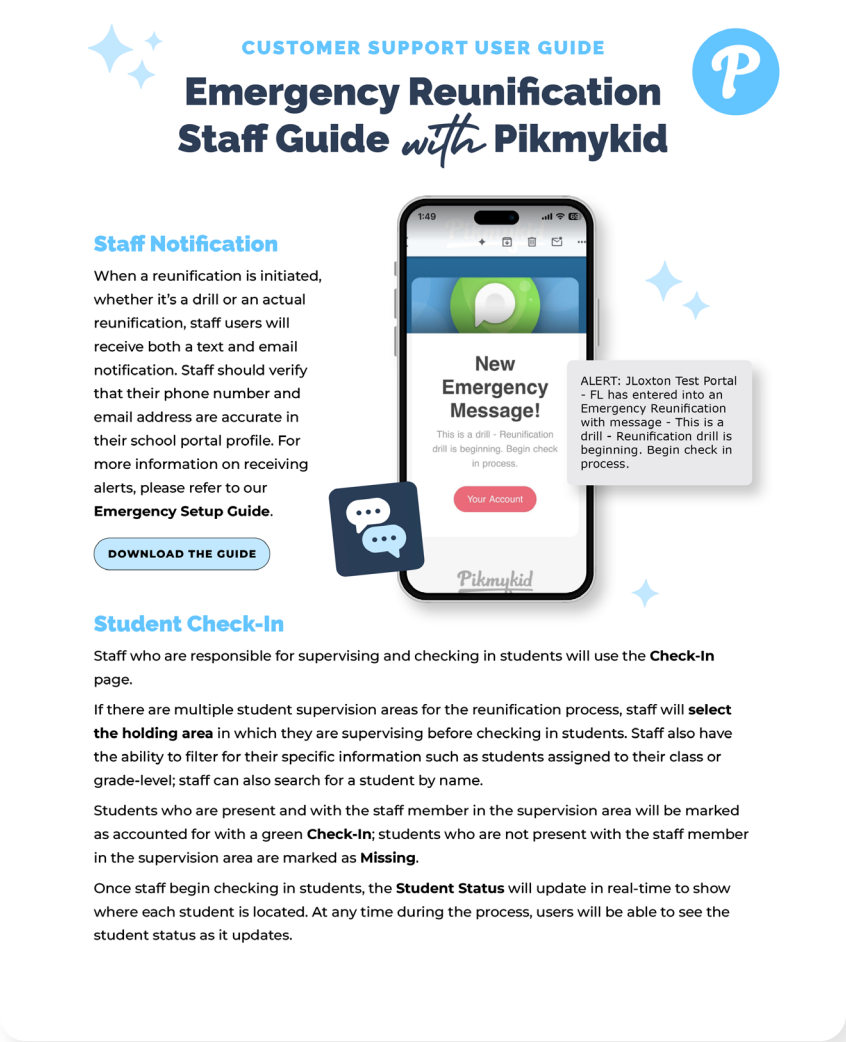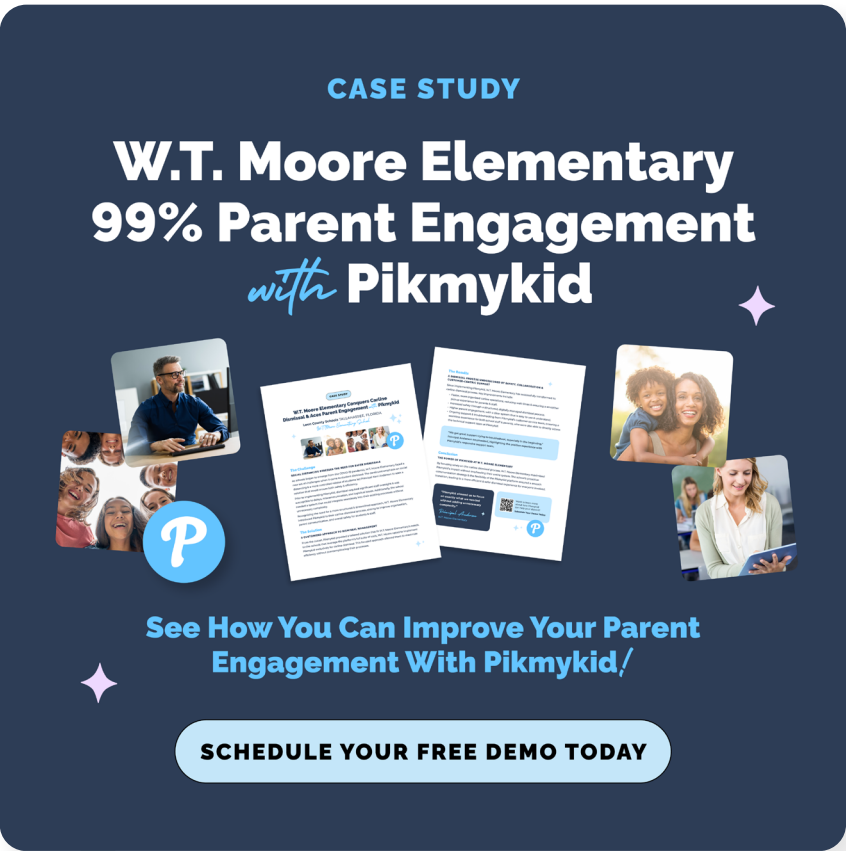
Iconography

We've taken the time to develop an Icon Library built to visually support Pikmykid products. Some of our most used icons are displayed here, with full access to PNG, EPS & SVG files below.

ICON COLOR USE

Our classic stars and arrows can be displayed in any of our Pikmykid branded colors. All other icons can be displayed in white, black, navy or bright blue.

Some additional ways you'll see our icons used is within bright blue or navy boxes with rounded edges. Icons should be used in white against these background colors with an option to include light blue accents or stars. Light orange may also be used as an accent color when referencing emergency or Visitu products.

Download The Icon Library
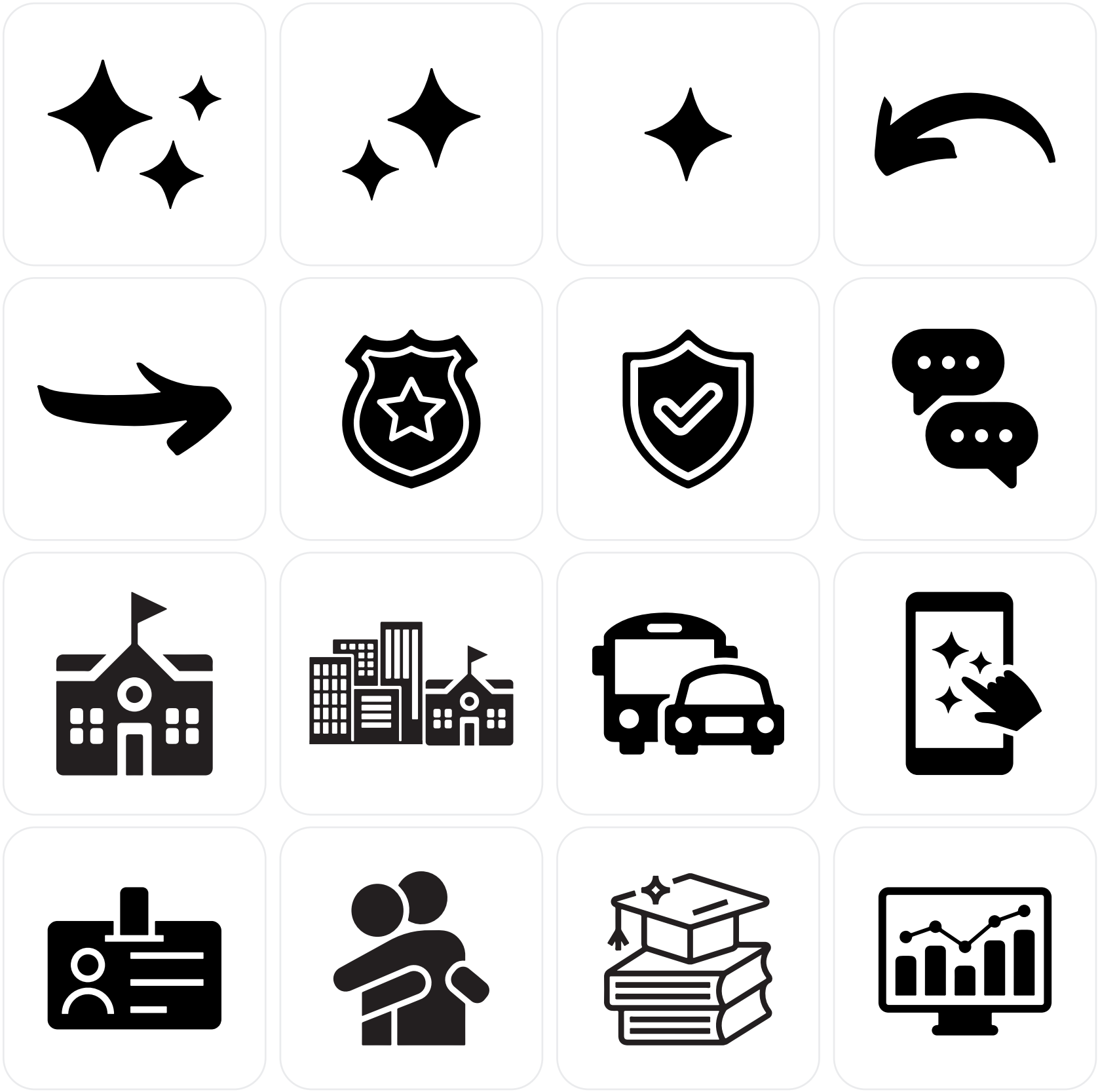
| ATTENDANCE MANAGEMENT | VISITOR MANAGEMENT | DIGITAL HALL PASS | DISMISSAL MANAGEMENT | AFTERSCHOOL MANAGEMENT | SCHOOL MESSAGING | SCHOOL SAFETY DRILLS | EMERGENCY ALERT SYSTEM | EMERGENCY REUNIFICATION |

Photography

We've built out a library full of stock photography available to use in any of our social media, presentations, promotional or print materials. Our stock photo library is separated out into situational folders and is linked below.

We aim to portray safe and happy settings, **demonstrating a positive experience** when using Pikmykid. Most of our images include a parental or staff figure with children, though some situations call for images of children alone.

Included to the right is a selection of images from our stock library that we feel fits the Pikmykid brand well.

(**Visit The Stock Photo Library**)

LOGOMARK

Our **logomark** should be used when placing Pikmykid branding on any photography. The Pikmykid & Visitu: A Pikmykid Brand **wordmarks** should *not* be placed over a photo.

Logomarks can be placed in upper or lower corners, or can be seen overlaying edges of images or photos.

ICONOGRAPHY

Iconography can often be seen overlapping photos on our website, in presentations, guides & ebooks, and on social media.

In this case, icons should always be placed in Navy or Bright Blue boxes with rounded edges & are usually angled slightly. Icon boxes should always be overlapping the edge of a photo (*never fully within the square image*), with at least two edges of the icon box not touching the photo.

Examples of proper logo & icon use shown to the right.

Writing Voice & Tone

When writing for Pikmykid we aim to sound:

- Genuine
- Knowledgeable & Researched
- Friendly
- Optimistic
- Practical & Efficient
- Dedicated

We prioritize listening & researching rather than knowing it all. We take time to educate ourselves on concerns about school safety, so we're able to speak & help to the best of our ability. We engage in current conversations surrounding safety without taking political stances or sides. We aim to be inclusive & induce excitement, using phrases like "join us" to encourage engagement, collaboration & a desire to learn. We offer our expertise with confidence & respect.

Contact Us

We have several ways you can reach Pikmykid. Please feel free to get in touch, especially if you have any questions regarding the usage & implementation of this guide.

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