



Ping Me Happy![®]

Find Your Kindness

Brand Guidelines

Version 2.0 | September 2025

Who We Are

Ping Me Happy® is a digital messaging platform on a mission to make kindness instant, shareable, and global. Our platform spreads positivity through Pings, a unique, numbered digital messages combining text, images, animations, and AR experiences.

With the Wall of Kindness, we aim to disrupt outdated and harmful communication methods, offering a joyful alternative to traditional social media and greeting cards.

These guidelines provides the language, tools, and assets needed to create a consistent Ping Me Happy brand experience. Use only the elements provided, and note that, like Ping Me Happy, the system will evolve as we grow and innovate.





Ping Me Happy![®]

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Our Logo

INSPIRATION AND MEANING

The "Ping Me Happy" logo embodies joy, connection, and positivity. Its playful design and vibrant colors reflect our mission to spread happiness through simple acts of kindness, creating a ripple effect of good vibes in the world.

The Brand

Central to our identity is the "Ping," representing the joyful messaging exchanges that define our community. This Ping is embedded within our wordmark and the lowercase letters of our custom typeface, Ping Display. It also serves as a versatile graphic element, adapting seamlessly to different formats and content types, ensuring our brand remains consistent across all touchpoints.

MISSION

To spread joy, kindness, and connection through simple, everyday interactions that brighten lives and build a more compassionate world.

PURPOSE

To create meaningful connections and foster positivity, making every interaction a moment to uplift and inspire.

VISION

A world where kindness and joy are shared freely, transforming everyday moments into lasting connections that bring people together

VALUES

Genuine connections, spreading kindness, and making a positive impact on the world, one interaction at a time.

Our Colors

CORE COLORS AND ACCEPTABLE COMBINATIONS

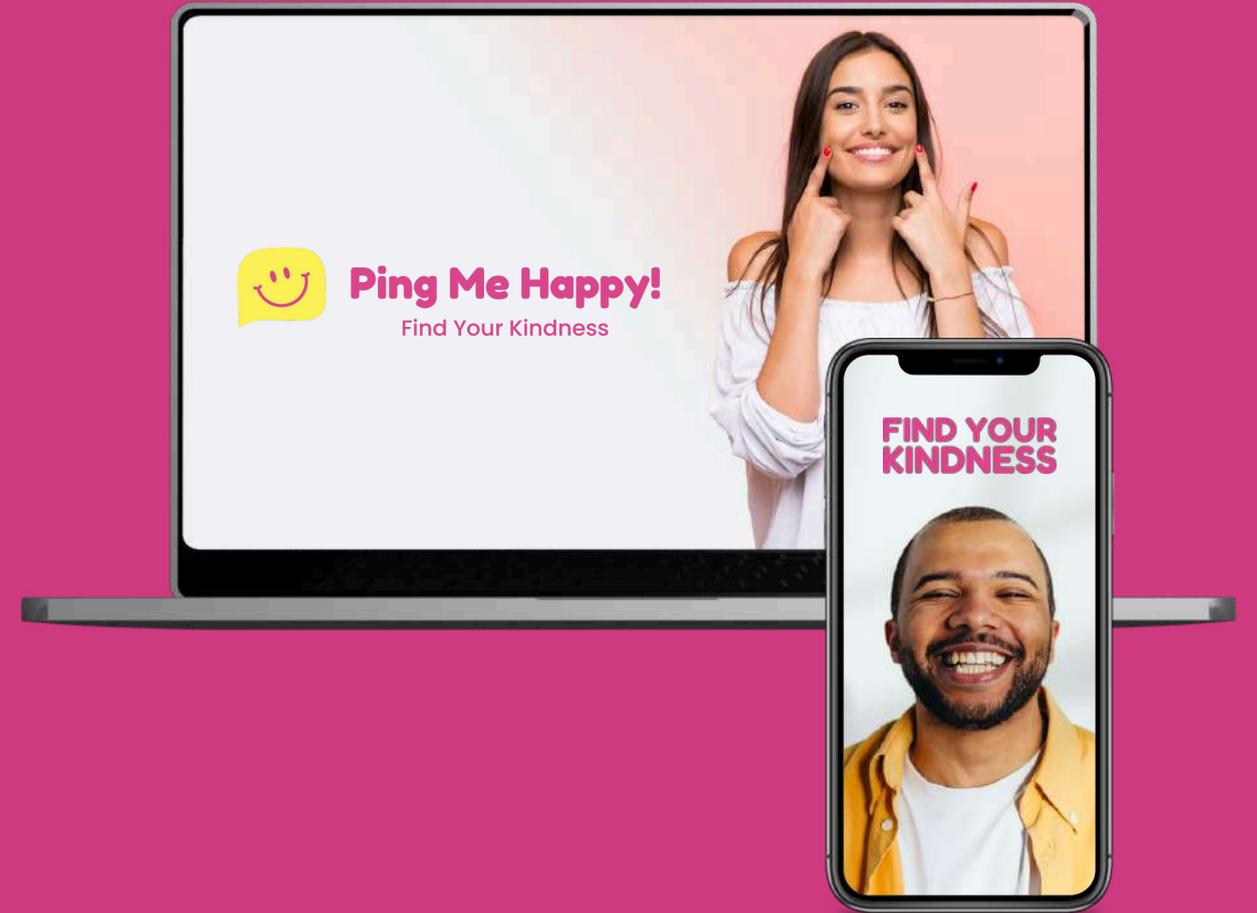
The brand colors, thoughtfully selected to evoke feelings of warmth, energy, and positivity, are consistently applied across all platforms. This deliberate use of color ensures a unified and recognisable visual presence that resonates with our audience and strengthens our brand identity.



Using Our Logo

SAMPLE APPLICATIONS

When using our logo, ensure it remains clear and prominent. Always use the provided high-resolution versions and adhere to the specified minimum size requirements to maintain legibility. Keep a generous amount of clear space around the logo to ensure it stands out and isn't cluttered by other elements. Avoid altering the logo's colors, proportions, or orientation, and do not place it on busy or low-contrast backgrounds. For consistent brand representation, follow these guidelines across all platforms and materials.

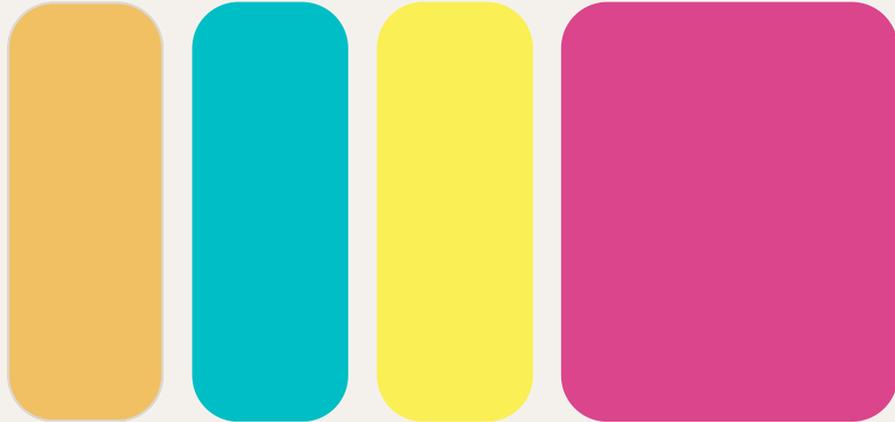


**FIND YOUR
KINDNESS**



Ping Me Happy!

Find Your Kindness



Typography

CUSTOM TYPEFACE

Known to us as "the typeface of positivity," Fredoka Bold embodies design traits optimised for universal use, legibility, and inclusivity.

As a result, the character dimensions remain contemporary—suitable for all future platforms, whether physical or digital—and appropriate for conveying joy and happiness through Pings.

FIND YOUR KINDNESS

Aa [Fredoka Bold]

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy	Zz	00	01	02	03
04	05	06	07	08	09				

Typography Rules



FONT STYLES AND SIZES

Headings

Fredoka **50pts**

Sub Headings

Poppins **34ts**

Body Text **14pts**

Poppins



SPACING AND COLORS

Consistent line spacing, letter spacing, and margin padding create a balanced and appealing layout. Ensure body text has enough line spacing for readability, while headings maintain impact without overwhelming the design. White space is equally important, giving content room to breathe and keeping our tone clean and professional.

Contact Information

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