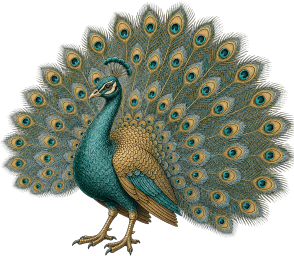


PEACOCK DISPLAYS

Digital signage and visual communications | by Souza Hub

Brand Identity			
Official name	Peacock Displays	Promise	Vibrant, high-impact digital displays that command attention.
Mascot	Peacock	Rationale	Vibrant showmanship and the ability to capture visual focus in any public environment.

Visual Language	
Pattern	Peacock feather eye-patterns, screen tiles, visual panels, and display-grid rhythm.
Service cue	Show attention, visual impact, brightness, menu boards, signage screens, and public display clarity.

Mascot Assets	
	
Approved mascot	Favicon / icon candidate

Color Palette				
Primary		Peacock teal	#0F766E	Main identity: expressive word, key CTAs, dividers, mascot color, and recognition accents.
Dark		Ink	#101820	Primary text, outlines, navigation, footer text, diagrams, and high-contrast single-color use.
Light		Soft mint	#EAF8EF	Quiet backgrounds, covers, email sections, and cards where contrast remains strong.
Accent		Display gold	#D9A441	Sparing emphasis: badges, alerts, icons, highlights, pattern details, and callouts.
Neutral		Screen grey	#F3F5F6	Support surfaces, secondary panels, table backgrounds, separators, and low-emphasis UI.

Typography			
Expressive	Syne ExtraBold	Weight 800	Brand personality word in the split wordmark and selective brand-led headlines.
Practical	Red Hat Display Bold	Weight 700	Service/category word, clear labels, CTA text, and practical headings.
Body	Source Sans 3	Regular / Semibold	Paragraphs, proposals, emails, web UI, and longer guidance copy.
Technical	IBM Plex Mono	Regular / Semibold	Asset labels, file names, specs, status tags, and technical annotations.

Usage Guidance	
Website	Lead with visual examples and screen/display outcomes. Use teal confidently but keep layouts professional.

Documents	Use teal headers, display-gold highlights, and screen-layout diagrams for proposals or specs.
Flyers / social	Use strongest visual offer first: menus, promotions, announcements, and high-impact screen messaging.
Email	Use a teal divider and concise visual-communication copy. Avoid oversized mascot art in service emails.
Favicon / icon	Use the peacock mark crop; full fan detail must be tested at small sizes.

Restrictions	
Rule	Do not use old generated logo mockups or active placeholder logo files.
Rule	Do not use Inter or Inter Tight for production wordmarks.
Rule	Do not use cartoon mascots, mascot jokes, gradients, scenery, shadows, or O'Reilly-like cover layouts.
Rule	Do not use the low-color peacock as the primary review image.
Rule	Do not let showmanship become decorative clutter.
Rule	Show in profile with tail feathers displayed in a structured fan.
Rule	Emphasize elegant feather geometry and crown crest.
Rule	Use deep charcoal contours, sepia field-guide body treatment, and Peacock teal covering about one third of the visible mascot on transparent background.