

The studio, beyond the website.

A practical identity for social posts, newsletters and product updates.



PX7 Digital is a small Danish studio building thoughtful software for the way people live, work, create, and connect.

The original studio mark stays. Jørgen and Bob bring the workshop into the things you share.



Jørgen and Bob.

45 artworks: 10 poses, 15 scenes and 20 reactions. Full catalogue on pages 7-10.



Welcome

Introductions and covers



Presenting

Place a product beside his hand



Curious Bob

Small callouts and footers



Workshop

Labs and making-of updates

Keep the handmade clay and yarn texture, complete silhouettes, the PX7 jacket mark and Bob's readable name tag. No stretching, extra limbs, mirrored lettering or text across faces.

Color with warmth and contrast.

Fraunces for headings. Inter for the detail.

Cream

#FFF3DF

Navy

#233A4B

Honey

#F4C66C

Terra

#E8A077

Olive

#BECB83

Blue

#D0DEE1

Your record collection, on your Mac.

Use navy text on cream, honey, terracotta, olive and blue. Use cream text on navy. Honey is an accent on dark panels, not small text on cream.

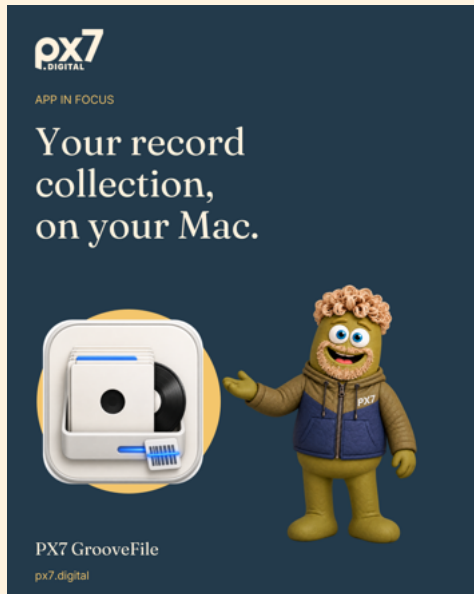
Use one main color and one accent per post. Leave room around the mascot and the product. The mark needs clear space of at least a quarter of its height.

Original logo geometry. Navy and cream color variants.



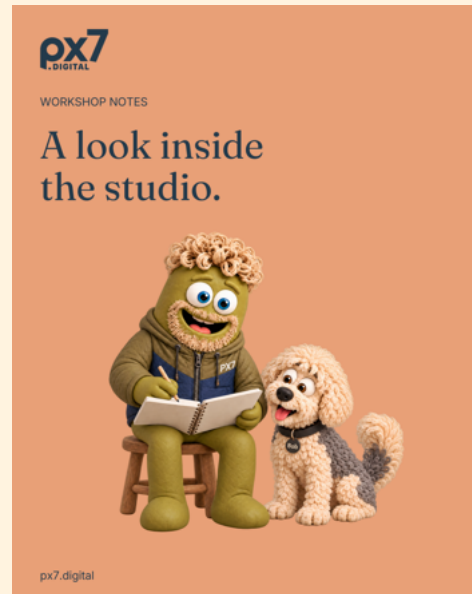
Ready-to-share layouts.

Finished PNGs and self-contained SVGs with editable copy and shapes.



App spotlight

1080 × 1350



Workshop update

1080 × 1350



Vertical story

1080 × 1920



Shared link

1200 × 630

Also included: square studio introduction, PlayerSignal portrait, four-slide carousel, wide banner, newsletter header, and two avatar choices. Check the upload crop before publishing.

From the studio.

An email template with real text, descriptive links and a plain-text companion.



From the studio.

Apps. Experiments. Workshop notes.

px7.digital



Suggested subject

From PX7 Digital: a look inside the studio

newsletter.html uses inline styles and a 600px content table. newsletter.txt provides the text-only version. Provider setup and actual sending are separate.

Newsletter setup

- Upload the header image and logo to your email provider.
- Replace asset URL, postal address, unsubscribe and preferences placeholders.
- Edit the issue copy, title and product link. Keep one main topic.
- Send a test to yourself on mobile and desktop, with images disabled and in dark mode.

Say what the app does.

Specific words. Useful products. Good company.

The studio voice

PX7 Digital uses English by default. Personal Jørgen posts can speak in first person and follow their channel's language.

Describe a real task: importing a record collection, following a fixture, organizing files.

Use one short headline. Put details in the caption. Bob adds warmth without a catchphrase on every post.

Avoid hype, invented metrics, fake urgency, unverified dates and generic "journey" language.

The complete library and downloads are available at px7.digital/branding/.

Start here

`index.html`

Visual library and download links

`exports/`

Finished graphics for upload

`templates/`

Editable self-contained SVGs

`mascots/ + logos/`

Full-resolution source assets

`README.md`

Copy, usage and delivery notes

`reactions/`

Twenty transparent reaction stickers

Ten transparent poses.

Full-resolution PNGs in mascots/. Place the figures beside your own copy or product image.



Welcome



Presenting



Curious Bob



Sketchbook workshop



Coffee welcome



Record discovery



Thinking Jørgen



Playful Bob



Bob with a letter



A small celebration

Fifteen illustrated scenes.

Coffee, records, music, photography, app building, football and time with Bob.



Newsletter studio



Coffee outside



At the coffee bar



Listening to a record



At the record shelf



A melody in the workshop



Out with the camera



Sorting the photographs



Building an app



A Labs experiment



Writing from the studio



Reading in the studio



Following the match



A walk with Bob



Rain at the studio window

Browse and download the full-resolution artwork at px7.digital/branding/.

Ten reactions with Jørgen.

Transparent PNGs, 1254 × 1254 pixels. Use over your own background in posts and newsletters.



Dance



Kiss with a heart



Toothy grin



Laughing with tears



Melting



Cheeky grin



Raised eyebrow



Peeking



Sunglasses



Spiral eyes

Ten reactions with Bob.

Transparent PNGs, 1254 × 1254 pixels. Use over your own background in posts and newsletters.



Dance



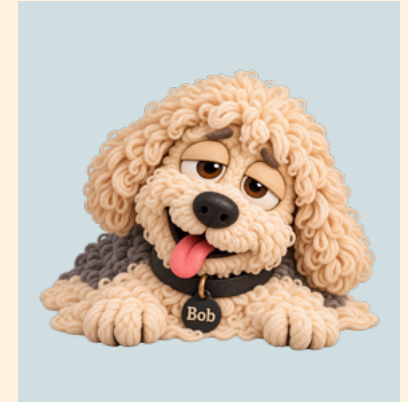
Kiss with a heart



Toothy grin



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Sunglasses



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