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# PIXEL DREAMS **FIELD MANUAL**

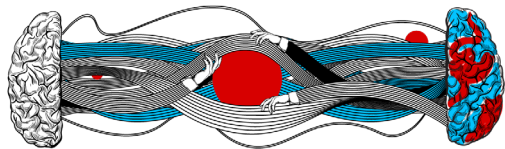
VERSION 5.0

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**“Culture is  
our #1 strategy**

**Teamwork is  
our #1 advantage.”**

PDT



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*We are as good as*  
**the company we keep,**  
*and as strong as*  
**the choices we make.**

The PD Field Manual is a handy guide to who we are as a company, what we are here to do, and how we present ourselves to the world. This Field Manual exists to remind us of our growing potential and the choices we can make to become our best selves.

**BUILD  
TO LAST.**

## Why do we exist?



**RAISE I+A**

### **Intelligence (I) alone is not enough.**

There are intelligent people who build weapons of mass destruction, pollute the environment, wreak havoc on the economy, or live emotionally distraught lives. Some may not be aware of the consequences of their choices, or choose to ignore their awareness entirely.

### **Awareness (A) alone is not enough.**

There are people who are conscious of the world's problems, but not of their own. Some may mindfully balance their daily asanas but not their monthly finances. Others may have enough awareness to avoid adding to a problem, but not enough intelligence to take part in creating the solution.

### **How we uncovered our purpose.**

Seeing persisting problems in the world, we built PD to take part in designing the future. We rolled up our sleeves and dug deep for pursuits greater than fame and fortune. Years later, a profound insight inspired our purpose.

**“We cannot solve the significant problems in our lives with the same level of thinking we used when we created them.”**

ALBERT EINSTEIN

This perspective led us to our Massive Transformative Purpose (MTP) to raise I+A. Because the purpose is grand, it can transform both the pursuers and the world. We focus on what we believe to be the most consequential in solving problems from personal and social to global levels.

### **How might we raise I + A in our daily lives and work?**

Here are some reflective questions to guide your day-to-day towards actualizing our MTP.

- What did I learn today?
- What did I teach today?
- What problem did I help solve today?

## Who are we?

Born on the World Wide Web, raised with love and grit amid Toronto's immigrant hustle, our creative agency is young at heart and old in values. Diverse by nature and unified by purpose, we seek ways to help raise intelligence and awareness in our lives and work, starting with ourselves and expanding into our communities.

As professional creatives, we aim to be fluid and nimble in bringing together insights and ideas, art and design, story and strategy, film and video, digital and interactive — to create work that moves.

**Move the audience.**  
**Move the needle.**  
**Move the world.**

We are here to play the long game, setting sights on celebrating our 100<sup>th</sup> anniversary in September 2109.

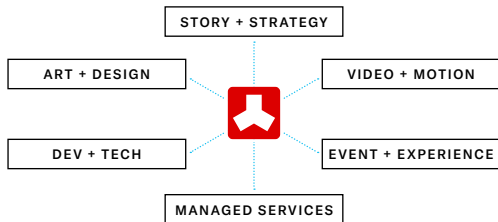
*It'll be a legendary party. You and your loved ones are invited.*

## What do we do?

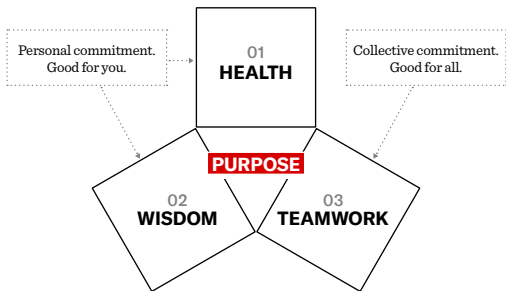
**Pixel Dreams is an atypical creative agency, one with very few conventional boundaries in terms of what we do and how we do it.**

Clients work with us to solve problems and achieve goals. As we deliver more than deliverables, we become valuable partners to clients, including some notable B2B enterprises.

Clients value our *no-job-too-big-no-task-too-small* attitude, our ability to turn ambiguity into clarity and make things happen with creative thinking and nimble doing.



## How do we behave?



### 01. Improve Health

We prioritize health – physical, mental, and emotional – to strengthen resolve for everyday challenges and opportunities.

### 02. Seek Wisdom

We look for wider and deeper perspectives from inside and out to guide our thinking, doing, and being.

### 03. Cultivate Teamwork

We choose *we* before *me*, showing up with curiosity, honesty, humility, vulnerability, and accountability.

## How do we live and work?

### CREATIVE DNA

HOW WE DO GREAT WORK TOGETHER

#### Creative Philosophy

*Create work that moves.*

Move people to feel something, learn something, and do something to become healthier, wiser, and happier. Good work moves the needle. Great work moves the world.

#### Creative Methodology

*Solve the real problem.*

Take time to identify the real problem before working on solutions. Ask the essential questions. Look at the problem from diverse angles to find possible paths to solutions.

#### Creative Culture

*Do the teampossible.*

True teamwork can transform the impossible. Magic happens when you bring together sharp skills, bold ideas, strong backbones, open minds, and kind hearts.

## 5 DYSFUNCTIONS MODEL

### HOW WE CULTIVATE TEAMWORK

We practice Patrick Lencioni's recommendations to continue pruning these 5 team dysfunctions. Find more details in Lencioni's book, *The Five Dysfunctions of a Team*.

#### 01. Absence of Trust

The fear of being vulnerable with team members prevents the building of trust within the team.

#### 02. Fear of Conflict

The desire to preserve artificial harmony stifles the occurrence of productive ideological conflict.

#### 03. Lack of Commitment

The lack of clarity or buy-in prevents team members from making decisions they will stick to.

#### 04. Avoidance of Accountability

The need to avoid interpersonal discomfort prevents team members from holding one another accountable.

#### 05. Inattention to Results

The pursuit of individual goals and personal status erodes the focus on collective success.

## A-PLAYER PROFILE

### HOW WE DEVELOP AN A-TEAM

We apply Patrick Lencioni's framework to assess and coach team players. Find more details in Lencioni's book, *The Ideal Team Player*.



#### Humble

Ideal team players seek collective success over individual gain. They are quick to highlight the contributions of others and slow to seek personal recognition.

#### Hungry

Ideal team players are self-motivated to learn more and do more. They frequently think about the next step, challenge, and opportunity to take on.

#### Smart (EQ)

Ideal team players can sense the subtleties of people's emotions and group dynamics. They tend to be aware of the impact of their words and actions on others.

**MUTUAL AIMS**

HOW WE STRIVE TO LIVE OUR BEST LIVES

**Growth-minded**

*Be our best selves.*

We aim to be gritty and make choices to become the best possible versions of ourselves. Striving for excellence, we continue investing time and energy to develop our whole selves, personally and professionally.

**Result-driven**

*Do our best work.*

We aim to take charge, cross lanes, take on new challenges, hone new skills, and drive better results. We are free to challenge each other and debate when disagreeing, but we always commit to decisions that advance the work.

**Light-hearted**

*Have our best fun.*

We aim to take our duties seriously and ourselves lightly. We bask in the wonderful camaraderie of quirky personalities. We hug, we laugh, and make fun together. Even when things get tough, we find things to laugh about.

**DESIGN  
WITH  
INTENT.**



NAME

## What does it mean?



Our name embodies the interconnected duality of who we are, what we do, and how we do it.

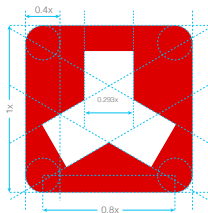
**Dream big.**  
*Start small.*

**Think ambitious.**  
*Do meticulous.*

**Lead with imagination.**  
*Follow through with execution.*

LOGO

## What does it symbolize?



### **Brightest Pixel**

Every pixel is formed with three colour components — RGB (red, green, and blue) or HSI (hue, saturation, and intensity). When all three reach their maximum values, the pixel becomes white. The white pixel represents the aim for our brightest potential.

### **Boldest Dreams**

The human eye sees the colour red at the end of the visible light spectrum. Red is associated with intense emotions such as love, passion, and ambition. This vibrant colour represents the fire of our boldest dreams.

# How do we look?

## PALETTE



### PD HEAT

HEX: #D70000  
RGB: 215, 0, 0

### PD COOL

HEX: #00C3FF  
RGB: 0, 195, 255



### SPACE BLACK

HEX: #000000  
RGB: 0, 0, 0

### INFINITE WHITE

HEX: #FFFFFF  
RGB: 255, 255, 255



## IMAGERY

Our visual style expresses who we are: young at heart and old in values. Our brand image is a playful mix of new and old, past and future, modern and classic.

Like our name, our style embodies the interconnected duality of our being. Old insights spark new ideas. Timeless wisdom guides timely decisions. Deeply rooted values support the branching out of ambitions.

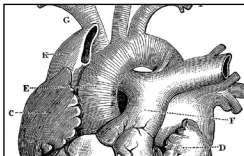
### Modern

Bold. Sexy. Clean. Crisp.

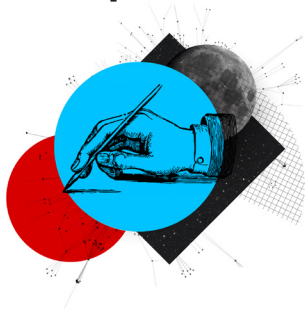


### Classic

Vintage. Timeless. Artistry.



## How do we speak?



**The PD brand personifies the ideals we aim at, the best selves we strive to grow into.**

As a business-to-business brand, we speak *business casual*. We mean business while being personable. We aim to be *thoughtful and tactful* with our words and actions. Overall, we practice Dale Carnegie's golden rule:

**“Don't criticize, condemn, or complain.”**

DALE CARNEGIE

### VOICE

**Voice is what we choose to say. It is characteristic.**

- Humble, not timid
- Hungry, not greedy
- Confident, not arrogant
- Curious, not judgmental
- Teaching, not preaching
- Optimistic outlook, realistic assessment

### STONE

**Tone is how we choose to say it. It is situational.**

- Vivid when telling a story.
- Brief when time is short.
- Clear when understanding is crucial.
- Curious when not understanding.
- Quiet when listening.
- Sincere when showing appreciation.
- Considerate when giving feedback.
- Sensitive when a situation is emotionally charged.
- Fun when entertaining or socializing.
- Cheeky when levity is welcome.

**“ Not finance.  
Not strategy.  
Not technology.  
It is teamwork that  
remains the ultimate  
competitive advantage,  
both because it is so  
powerful and so rare.”**

PATRICK LENCIONI

**PD FIELD MANUAL**  
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