

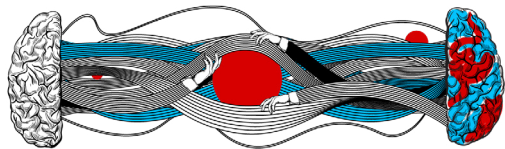


PIXEL DREAMS **FIELD MANUAL**

VERSION 6.0

**“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. Some 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 yoga 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 founded 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 core 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 PD to our MTP (Massive Transformative Purpose) 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 on any level – personal, organizational, social, and global.

How might we Raise I + A in our daily lives and work?

Here are some reflective questions to guide our 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, Pixel Dreams is a creative agency with the inner fire to tackle the impossible. We believe anything is possible with teamwork.

Nimble. Unconventional. Dependable. Our team tackles every challenge with creativity, ingenuity, and enthusiasm to co-create solutions that move.

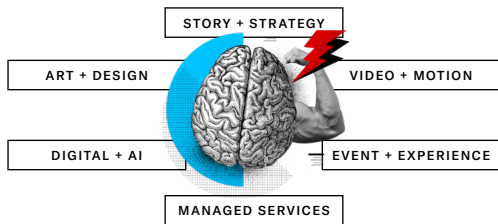
**Move the audience.
Move the needle.
Move the world.**

Pixel Dreams is diverse by nature and unified by our core purpose to raise intelligence and awareness. Young at heart and old in values, we are here for the long game, setting sights on celebrating our 100th anniversary in September 2109.

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

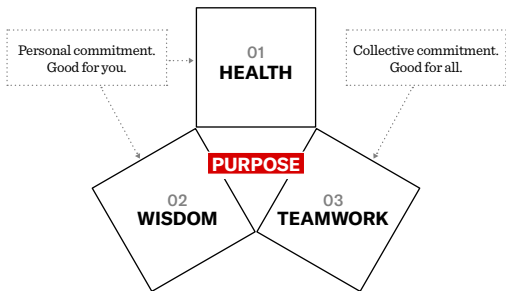
What do we do?

Pixel Dreams serves clients beyond many conventional boundaries. Creative-minded and digital-powered, our team covers a spectrum of creative capabilities from strategic to tactical.



Turning ambiguity into clarity, we co-create solutions for our clients to clear obstacles, crush goals, and make impact. As we deliver more than deliverables, we become valuable partners to clients, who appreciate our “no ask too big, no task too small” attitude. **Our secret sauce? A blend of unconventional thinking, nimble doing, and dependable teamwork.**

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 impossible.

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.

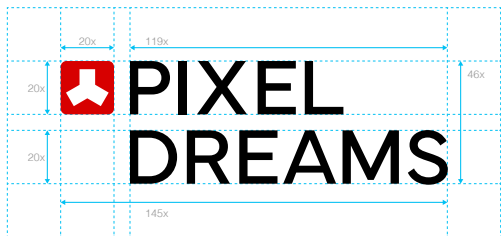
Light-hearted

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.**

What does it mean?



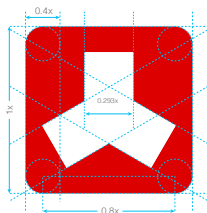
Our name embodies the interconnected duality of who we are, what we do, and how we do it.

Dream big.
Start small.

Think ambitious.
Do meticulous.

Lead with imagination.
Follow through with execution.

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

Our palette is dominantly black and white, reflecting boldness and duality. PD Heat and PD Cool are our primes. As accents, PD Win+, PD Grow, and PD Light are used sparingly and never alone. The sizing below shows preferred colour ratios.

SPACE BLACK

HEX: #000000
RGB: 0, 0, 0

INFINITE WHITE

HEX: #FFFFFF
RGB: 255, 255, 255

Primes



PD HEAT

HEX: #D70000
RGB: 215, 0, 0



PD COOL

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

Accents



PD WIN+

HEX: #1EE1CD
RGB: 30, 225, 205



PD GROW

HEX: #009632
RGB: 0, 150, 50



PD LIGHT

HEX: #FFD700
RGB: 255, 215, 0

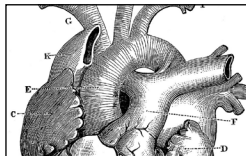
IMAGERY

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. CRISP.



CLASSIC
VINTAGE. TIMELESS. ARTISTRY.

How do we look?

SYMBOLISM

The red chili pepper embodies the inner fire of Pixel Dreams. The image of chili pepper evokes a universal sense of hot, spicy, and fiery. Even a tiny chili pepper can unleash an abundance of heat.

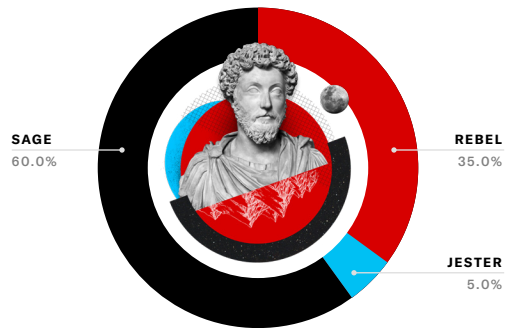


In the founding days of PD, we carefully chose the above image to represent our small yet mighty team. This distinct picture of two chilli peppers leaning on each other symbolizes our dependable partnership and teamwork.

Today, we treat the red chili pepper as a repeatable visual motif to symbolize PDT's inner fire to tackle the impossible.



What is our voice?



VOICE CHARACTERISTICS

The PD voice is a unique blend of three universal archetypes. Sage embodies the voice of wisdom. Rebel embodies the voice of independence. And Jester embodies the voice of levity. The ratio of each ingredient is what gives the dish its unique flavour and substance.

SAGE VOICE OF WISDOM

Speak with clarity and wisdom.

Clear • Calm • Thoughtful • Not Passive

REBEL VOICE OF INDEPENDENCE

Challenge conventions with purpose.

Bold • Provocative • Unapologetic • Not Antagonistic

JESTER VOICE OF LEVITY

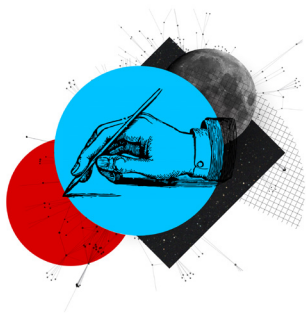
(En)lighten with jest and wit.

Playful • Witty • Clever • Not Goofy

VOICE PRINCIPLE

**We speak with clarity,
challenge with purpose,
and (en)lighten with wit.**

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 in 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 in 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
VERSION 6.0 / 2025-08

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