

Pimu Studio Design

Brand Identity & Web Design

→ <https://pimustudiodesign.it>



Overview

PIMU is a creative studio born from the union of two minds: Samuela, UX/UI designer, and Piero, front-end developer.

The name comes directly from us: (PI)ero + sa(MU)ela.

But **Pimu is also our guiding little planet**, the one you see in the logo: **a symbol of our desire to grow, learn, and aim for ever higher goals, all the way to space.**

We created Pimu to build something of our own, but also to help others. Our goal is to support small businesses, freelancers, and independent projects in entering (or evolving within) the digital world, in a simple, accessible way, centered on real needs.

We are a **young, creative, and transparent reality**: no complicated jargon or prohibitive costs, just care, listening, and the will to do things well.

Our values



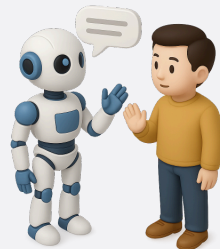
Continuous Growth

We learn, improve, and always aim higher: like a journey through space.



Originality & Creativity

We love to experiment and pay attention to detail. Every visual or technical choice has a purpose; nothing is left to chance.



Accessibility & Inclusivity

We believe in a web open to everyone. We create websites that are not only beautiful but also intuitive, functional, and accessible to all.



Listening & Collaboration

We listen carefully and build every project together with our clients. For us, collaboration is an essential part of the creative process.

Problem statement

The real challenge was **turning a personal idea into a concrete, professional, and recognizable project**, capable of speaking directly to our target.

- Build a consistent yet unconventional brand identity.
- Communicate with a tone that feels approachable, accessible, and reassuring, without losing authority.
- Stand out from traditional agencies, positioning ourselves as a young, simple, and dynamic reality.
- Create a website that was functional, detail-oriented, and technically solid, even on mobile.

My contribution

In this project, I took care of every stage of the **visual identity** and **user experience design**. From defining the tone of voice to creating the logo, from color palette to mockups, I worked to give the brand consistency, personality and recognizability.

My role included:

- Target research & analysis, to understand who we were speaking to and how to connect effectively.
- Brand identity development, translating our values into distinctive visual elements.
- UX/UI design, crafting accessible, responsive, and intuitive interfaces.
- Creative direction, coordinating the overall look & feel of the project across all touchpoints.

I worked in close synergy with Piero (Front-end Developer), transforming every idea into a functional, polished and authentic digital product.

Desktop designs

The desktop version designed for usability, aesthetics and technical reliability.



Hero section

A bold introduction: our mission and services highlighted right away.



Our Projects

A selection of projects that showcase our approach and vision.

About Us

The story behind Pimu: two minds, one shared vision and a strong drive to grow.



I nostri valori



Crescita continua

Impariamo, miglioriamo e puntiamo sempre più in alto: come un viaggio nello spazio.



Originalità e Creatività

Ci piace sperimentare e avere cura per i dettagli, ogni scelta visiva o tecnica ha uno scopo, niente è lasciato al caso.



Accessibilità e Inclusività

Crediamo in un web aperto a tutti. Realizziamo siti che siano belli, ma anche intuitive, funzionali e accessibili a ogni persona.



Ascolto e Collaborazione

Ascoltiamo con attenzione e costruiamo ogni progetto insieme al cliente. Il confronto per noi è parte essenziale del processo creativo.

Contatti

Email: pierosamuella@gmail.com

DM: [pimu.studiodesign](https://www.instagram.com/pimu.studiodesign)

Social



Legale

[Cookie e Privacy](#)



Designed by Piero e Samuela

Our values

The principles that guide every choice and shape our identity.

Footer

The connection point: info, useful links and ways to stay in touch with us.

Light & Dark Mode

Two modes for a flexible and accessible design, tailored to each user's preferences and visual comfort.



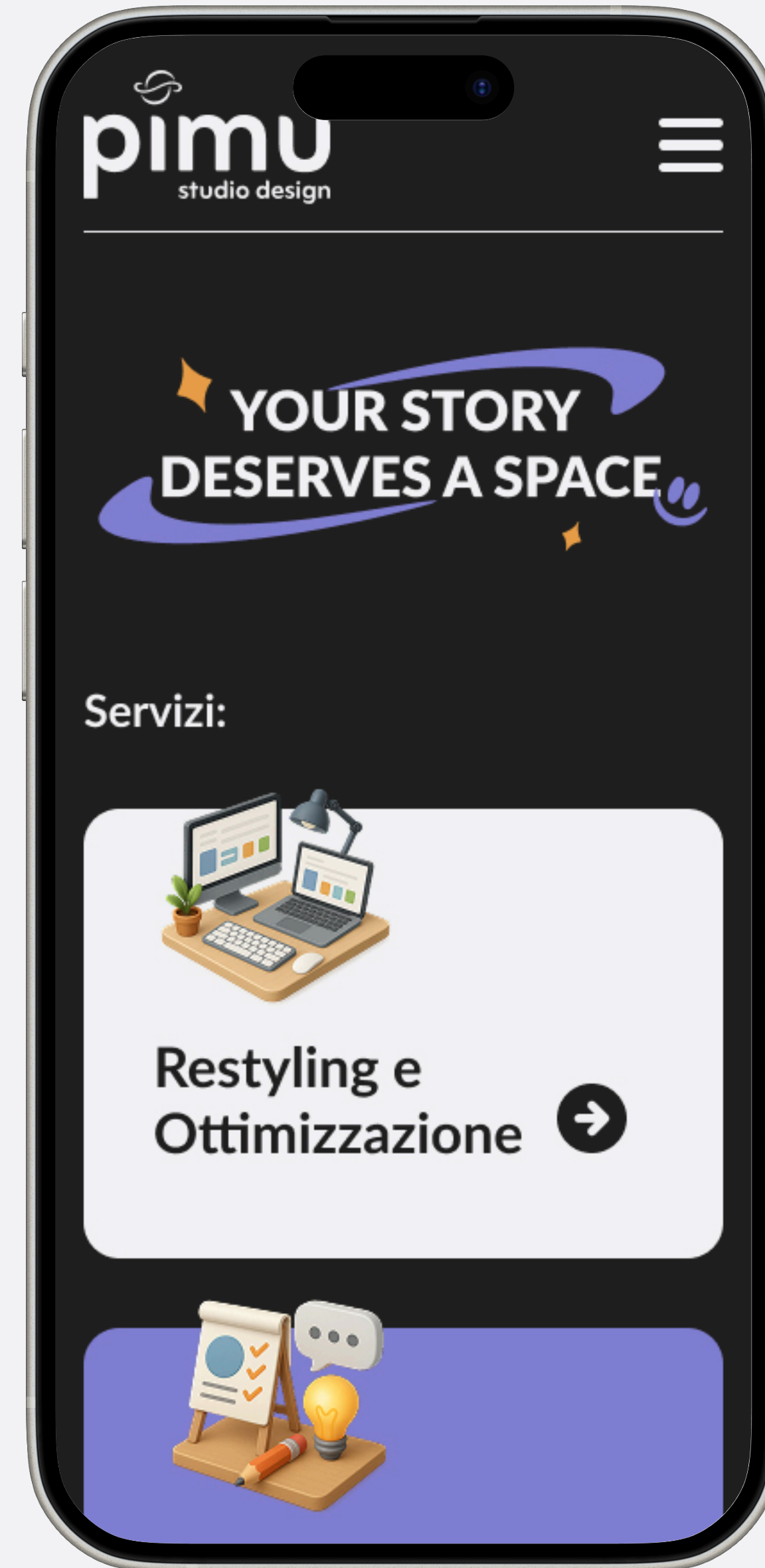
Dark mode

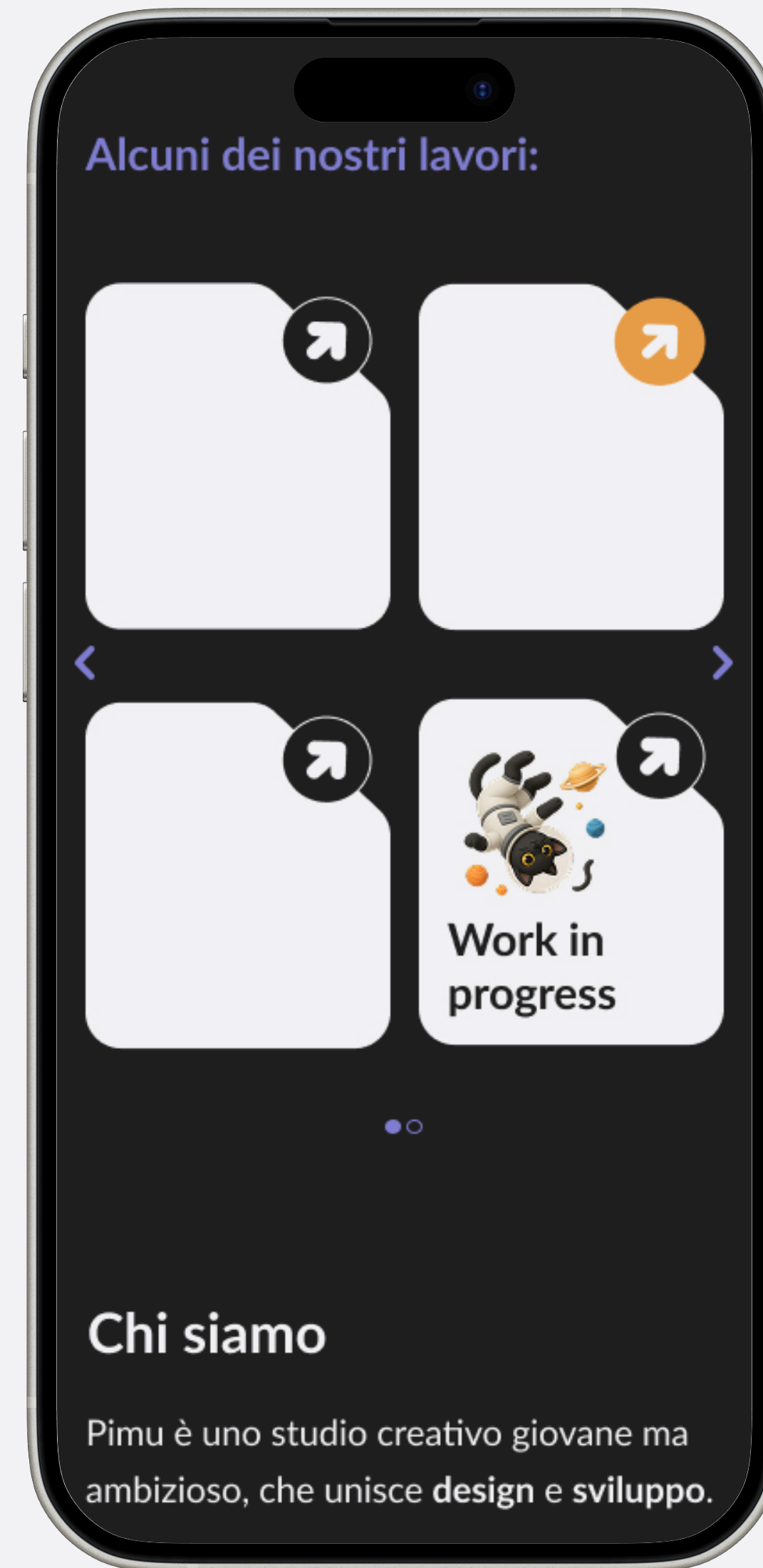


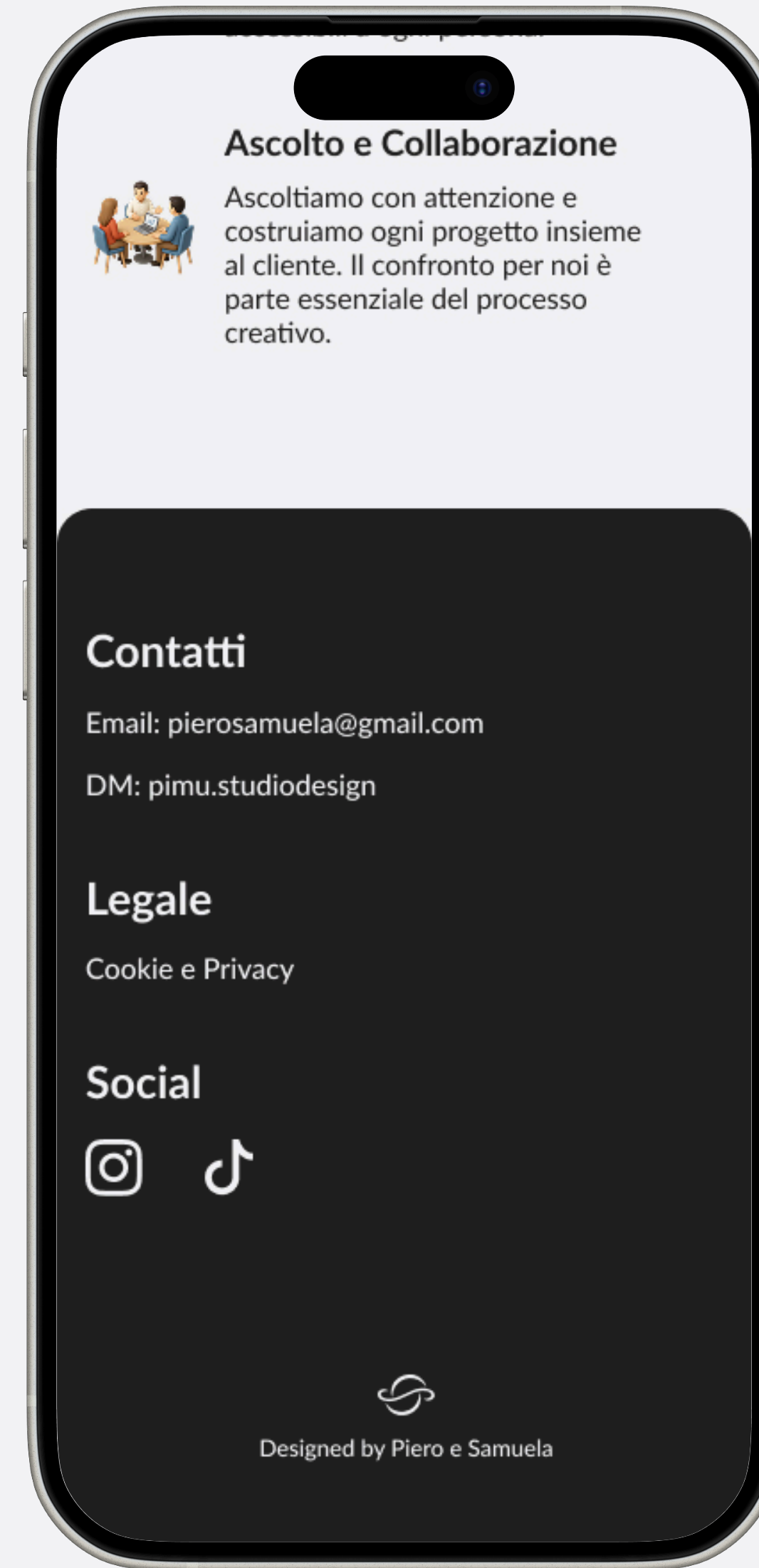
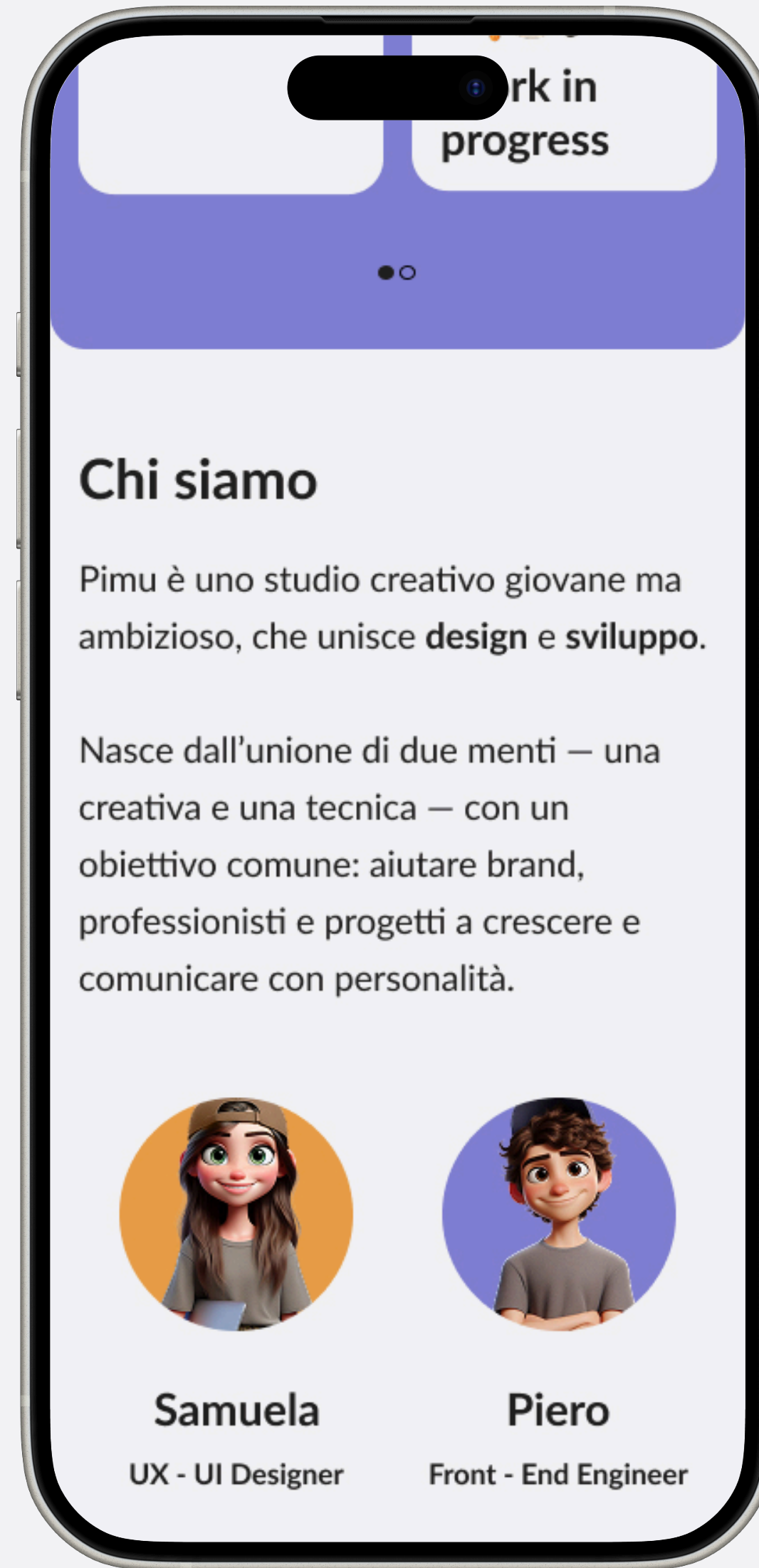
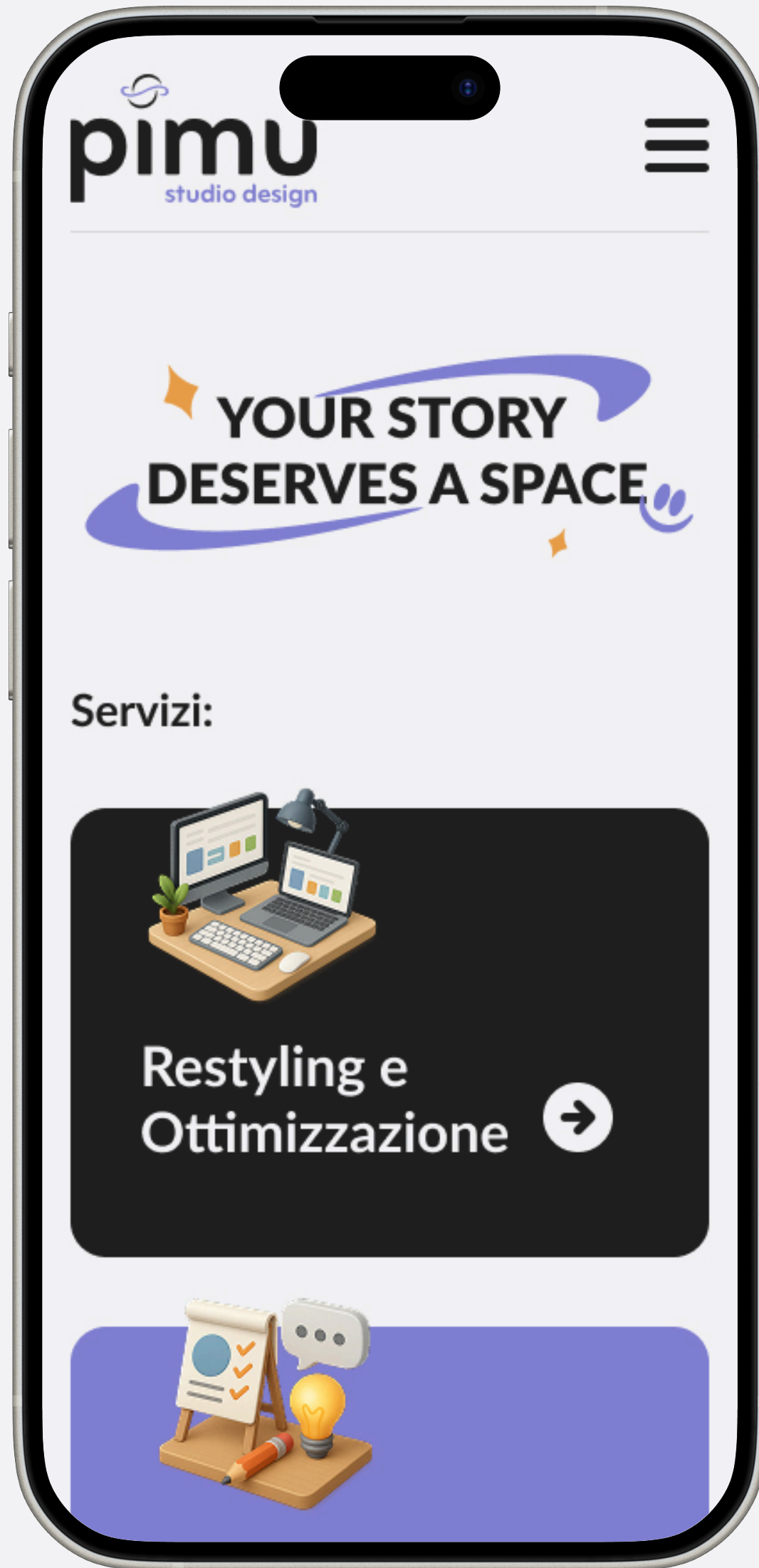
Light mode

Mobile designs

A design crafted with a mobile-first approach: optimized for speed, usability and accessibility on any device.







Brand guidelines

Primary logo

A rounded typographic logotype paired with our guiding little planet: a symbol of growth, ambition and creativity.



Logo variations



Secondary logo



Submark



Logo mark

Color palette

Pimu's color palette was designed to balance **professionalism** and **creativity**. Off-white and charcoal black provide a solid, readable foundation, while violet/lilac conveys imagination and vision. The muted orange adds energy and warmth without being overwhelming.



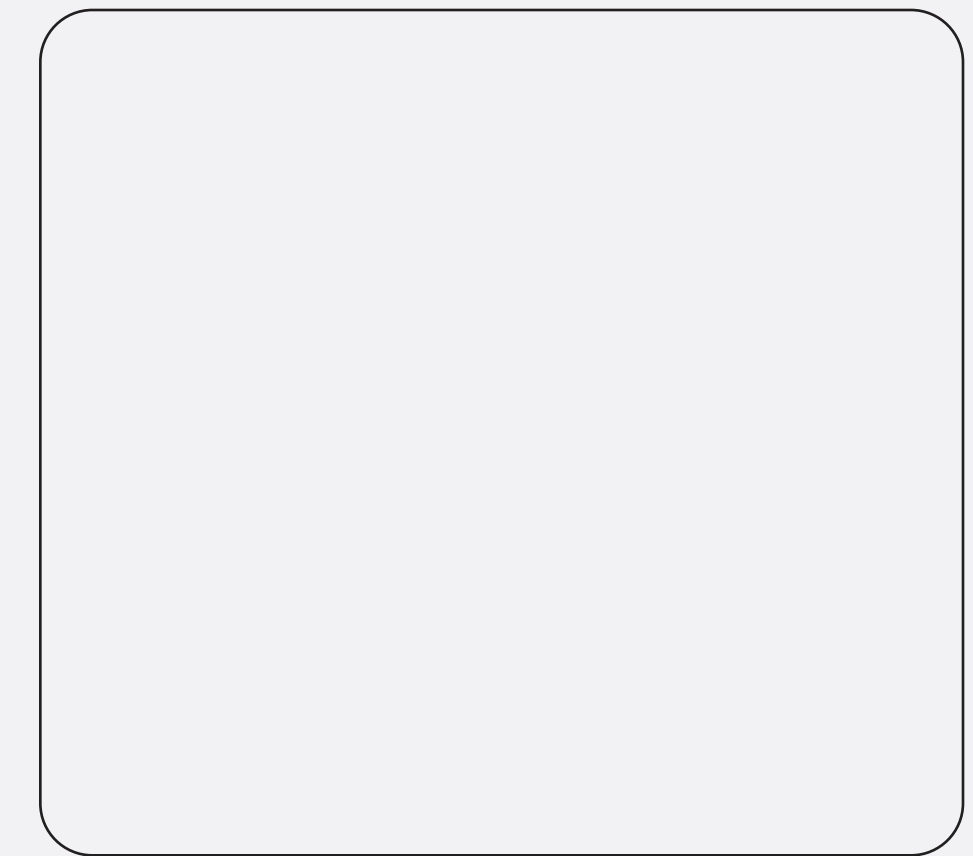
#222020



#817FD1



#E89E47



#F2F3F4

Typography

I chose Lato for its clarity and modern feel: a typeface that is accessible, professional, yet versatile.

Font - Lato

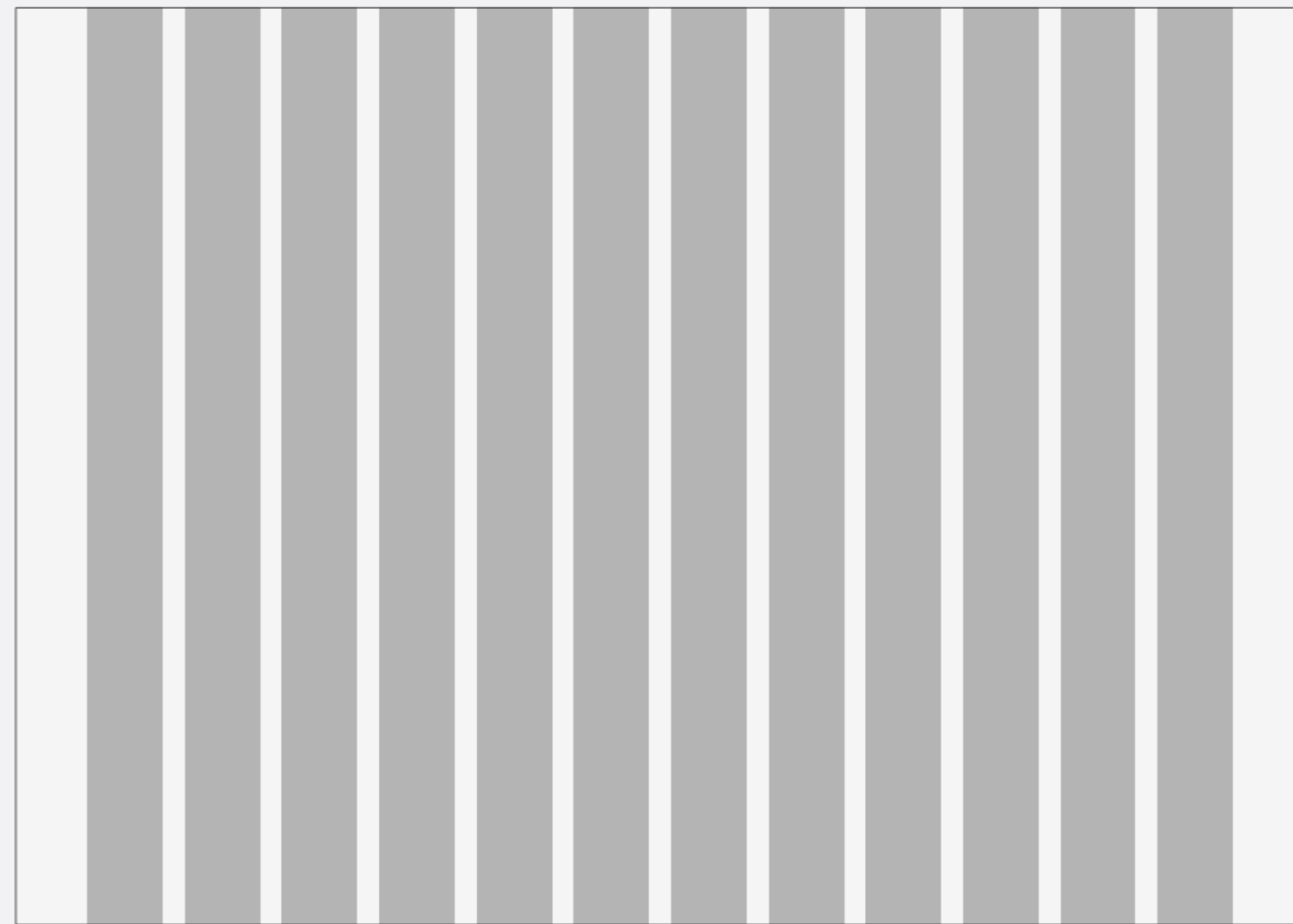
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Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 .,:?!@#\$%&()[]{}

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
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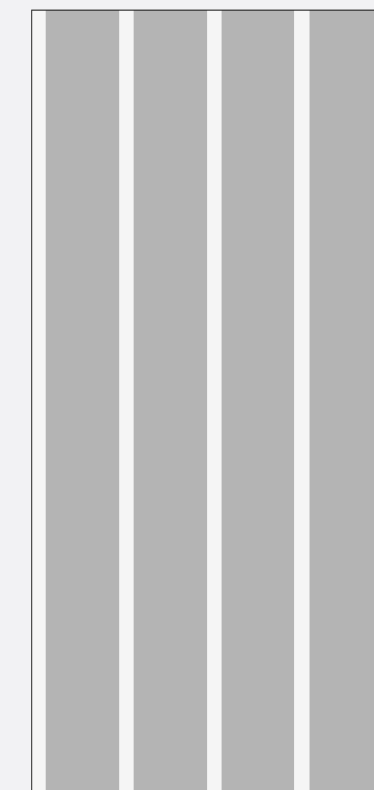
Aa

Design system

Grids

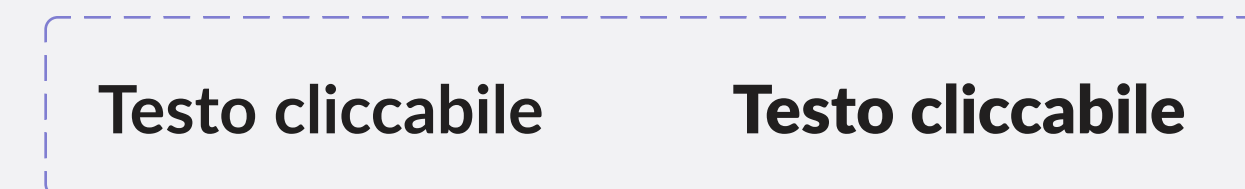
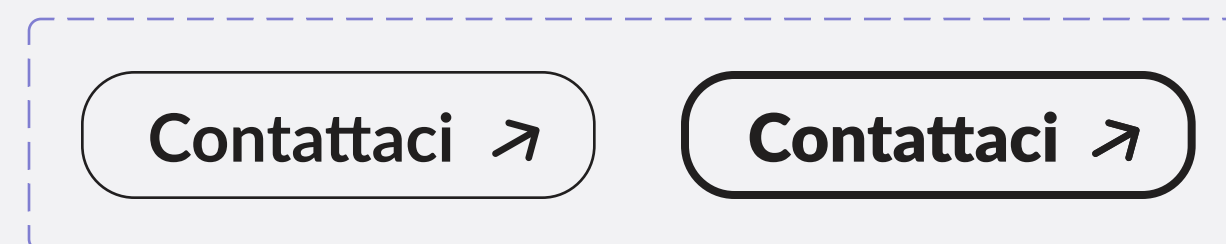


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Margin: 80px
Gutter: 24px

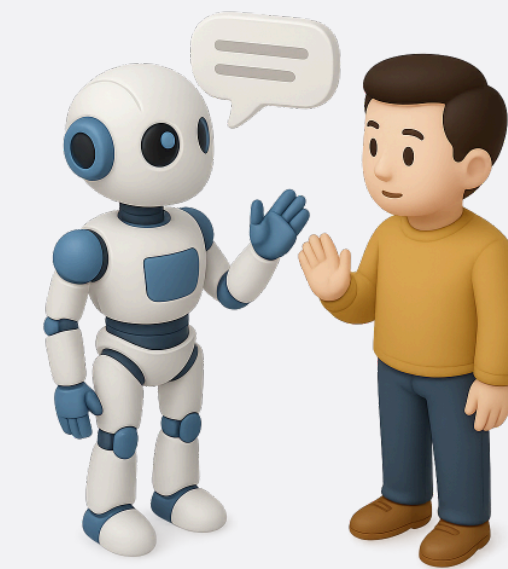


Columns: 4
Type: Stretch
Margin: 16px
Gutter: 16px

Components



3D illustrated icons





THANK YOU

Samuela Buttini