

Peachy in the Media

While the Peachy team is ecstatic that you want to highlight us in your publication, we do want to layout some guidelines on how to represent Peachy in the media. Like with any guidelines, your artistic preference takes precedence, but we ask that you adhere to these, just so there's some uniformity in how Peachy is represented throughout multiple sources. This will really help our brand growth. At least follow the italicized ones.

App Name

- Peachy should always be capitalized, just like Facebook, and Apple are always capitalized.
- *Do not translate Peachy into any other languages.*
- When written inline with text, Peachy should either match the font and style of the publication, or match the style of how titles are written in your publication.
- When written outside of a paragraph, it should be in a sans-serif font, preferably Helvetica Neue, or Arial. The only text decoration may be an underline if necessary.

Logo

- *The Peachy peach logo should not be altered in any way whether in aspect ratio, color, or design*
- *No designs may overlay the Peachy peach.*
- The transparent Peachy peach must be on top of a background color of either hex value #FFFFFF, **or** between #505050 and #000000.
- The Peachy peach should have sufficient padding from other content so it is distinguishable as a logo, and not part of other content.
- Please use the image named "header.png" when using the logo as a header for an article, or something similar. "header.png" also works great as an Open Graph "og:image".

Representation

While we do want your candid, and honest opinion about Peachy, and the company, please don't relentlessly bash us. We are a small, gung-ho team, and we're honestly doing our best. If we do something wrong, please bring it up to us before publishing an article that might irreparably hurt our relation with our customers. In the end, we can't stop you from publishing what you want about us, but let this serve as our attempt at hearing your concerns.

Approaching the Subscription

It is understandable that the subscription model that Peachy uses may be a deterring factor for many potential users, and therefore we suggest that you approach the topic of the subscription model in a certain way. Of course your candid, and **honest** opinion is what matters most. We ask that when mentioning the subscription model please include a mention that buying a yearly subscription yields a discount (around 20%).

Equating the Peachy subscription to something familiar to your audience, like a Starbucks drink, or a Netflix subscription will help users understand how little the price will change their budget. Please also mention that the app is growing and more features will be added that will be included in the subscription.

Contact and More

Feel free to direct any questions, comments, or concerns to support@peachyapp.io. We would love it if you sent us your articles so we can feature them on our website! Please take a look at our Press Kit included in this packet.

Happy writing,
Peachy Team