The Symbolism of PIAPI

Little things. Big meanings.

A LITTLE SOMETHING EXTRA | PRETTY IS A PRACTICE INITIATIVE

A heart. A brushstroke. A pebble. A splash of color. Sometimes the simplest things have the most interesting stories to tell.

Symbols are everywhere—in art, fashion, literature and everyday life. A key might represent opportunity. A tree might suggest growth. A star could symbolize hope or ambition.

But symbols don't always mean the same thing to everyone. Their meanings can come from history, culture, personal experiences or simply our imaginations.

Sometimes meaning is something we discover.
Sometimes it's something we create.

The Symbols of PIAPI

Our visual identity has its own little language. Here's what some of our favorite elements mean to us.



The Brushstrokes

MAKE YOUR MARK.

Bold, expressive and wonderfully imperfect. They celebrate individuality, creativity and the freedom to do things your own way.



The Hearts

CARE LOOKS GOOD ON EVERYONE.

Our painterly hearts represent kindness, compassion, affection and connection. No perfect shapes required.



The Overlapping Shapes

THERE'S ROOM FOR ALL OF YOU.

Serious and silly. Thoughtful and adventurous. Stylish and substantive. We're wonderfully complex, and that's worth celebrating.



The Botanical Forms

KEEP GROWING.

Leaves and organic shapes remind us that growth takes many forms. Sometimes we branch out. Sometimes we rest. There's no single way to bloom.



The Pebbles

SMALL WONDERS. REMARKABLE STORIES.

Shaped by time and experience, our pebbles celebrate individuality, resilience and connection.



And those little rocks have more to say than you might imagine...

www.piapipretty.com

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