# Brand Guidelines

bmit
technologies

Welcome to our visual identity guidelines, crafted to help us communicate the distinctive character of the BMIT Technologies brand in a consistent and compelling way.

Brand purpose.

A powerful brand purpose sets out how a
company intends to change the world for the
better. Its role is to unite customers and culture
alike in the pursuit of that intention. It's a
statement of belief, of hope and of pursuit.
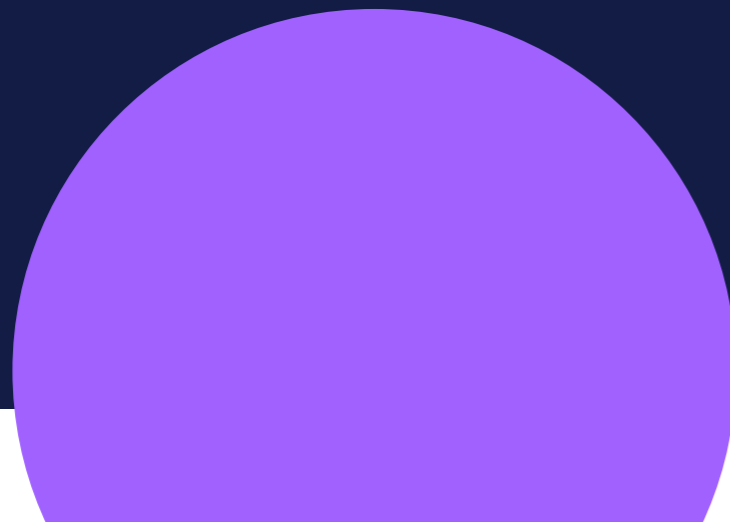
Brand purpose.

# Harnessing technology to power businesses.

# Brand identity.
Logo.

We exist because we want to offer the best digital solutions where our clients can experience a transformation in innovation through skill and products.

Our visual identity has been streamlined and perfected to make it more representative of the distinctive character and qualities of BMIT Technologies.

Our logo reinforces this connection.

It is constructed with a strong presence in mind which suggests trustworthiness and professionalism.

# Brand identity.

Logo.

The BMIT Technologies logo family consists of 2 variations that were meticulously designed for maximum impact in mind.

As a standard rule, our primary logo is used in full colour across multiple platforms and it can be applied on white backgrounds as well as the brand's Dark Blue background.

Our second variation was designed as an extension of the logo family with multiple usage in mind. 1. This variation is to be used as the corporate logo. 2. This variation was designed for instances where the logo needs to be used in one colour.

Variation 1

Variation 2



Full colour version



Full colour version



One colour

# Brand identity.
Clearspace.

The clearspace is the protective area around the logo and ensures no other elements come into contact with your logo.

The BMIT Technologies logo's clearspace is defined by the width of space marked by the icon – 'X'. This is a generic rule and should be applied at all times in either print or digital. Tight spaces, such as digital banners, are the exception.

The logo clearspace is also a valuable calculation as this provides us with effective visual presence across multiplatform.

Throughout this document the clearspace / margin is referred to as X.



Logo clearspace

## Brand identity.
### Clearspace.

To preserve the integrity of the BMIT Technologies brand, always maintain a minimum clearspace around the logo.

The clearspace isolates the logo from competing graphic elements such as other logos, text, copy or frames that may reduce the prominence of the logo.
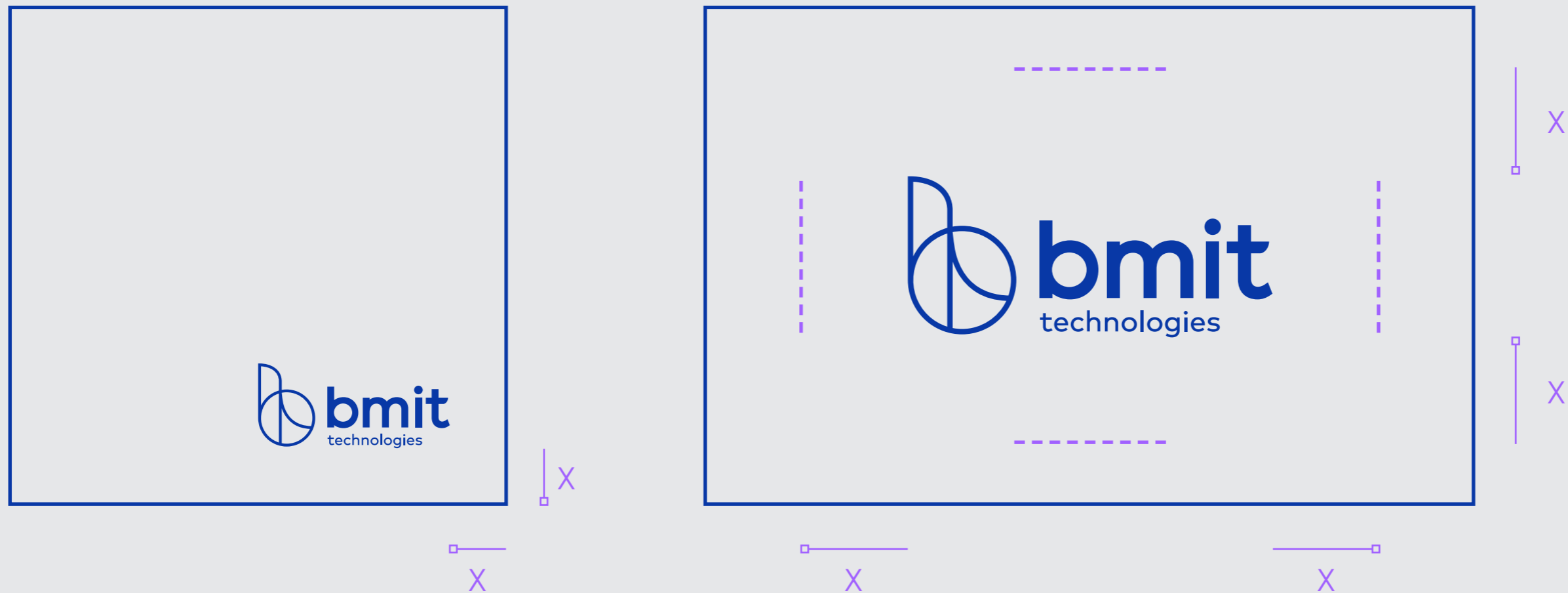
# Brand identity.
Icon.

This icon is unique to the BMIT Technologies brand. This mark is strong enough to be identified by its unique shape, and so it was created to co-exist in areas where the brand operates.



Full colour version



Full colour version



One colour

# Brand identity.
Logo applied.

This is how we apply the BMIT Technologies logo in different scenarios.

1. If the logo is to be applied on the brand's Dark Blue or White backgrounds, please use the full colour version of the logo.

2. If the logo is to be applied on an image, the logo to be used is the one colour option, which ensures maximum visibility.
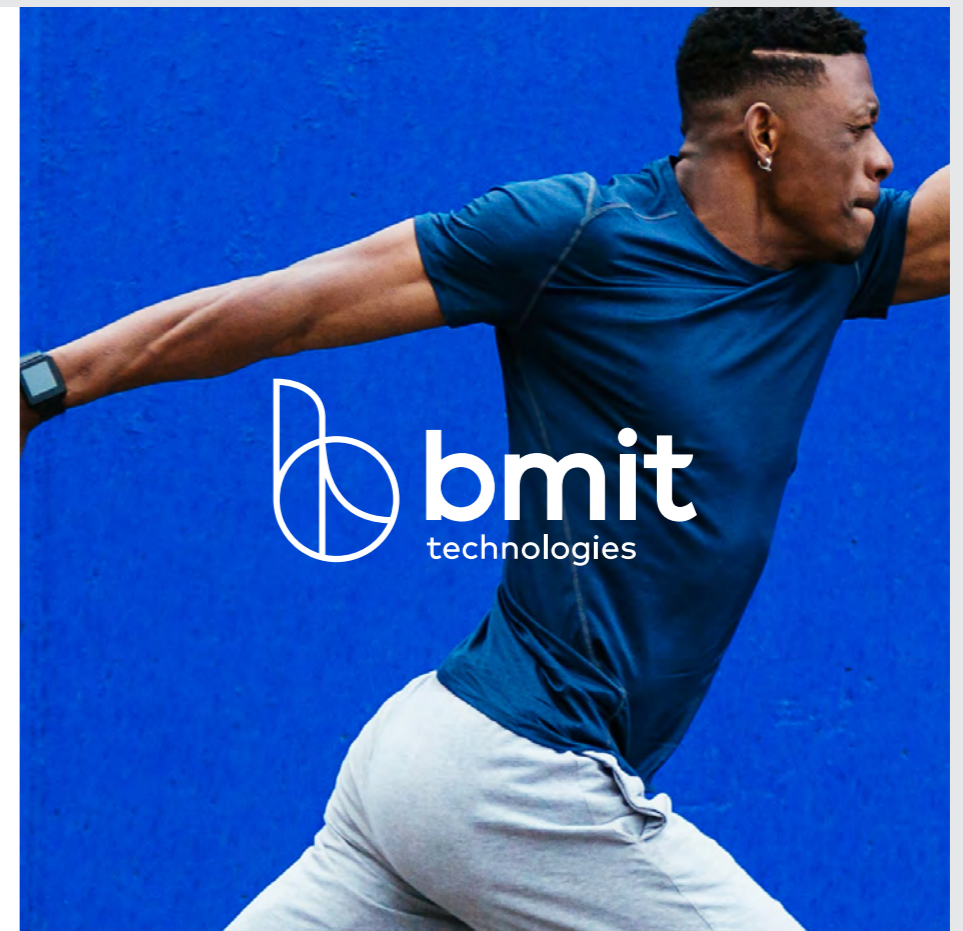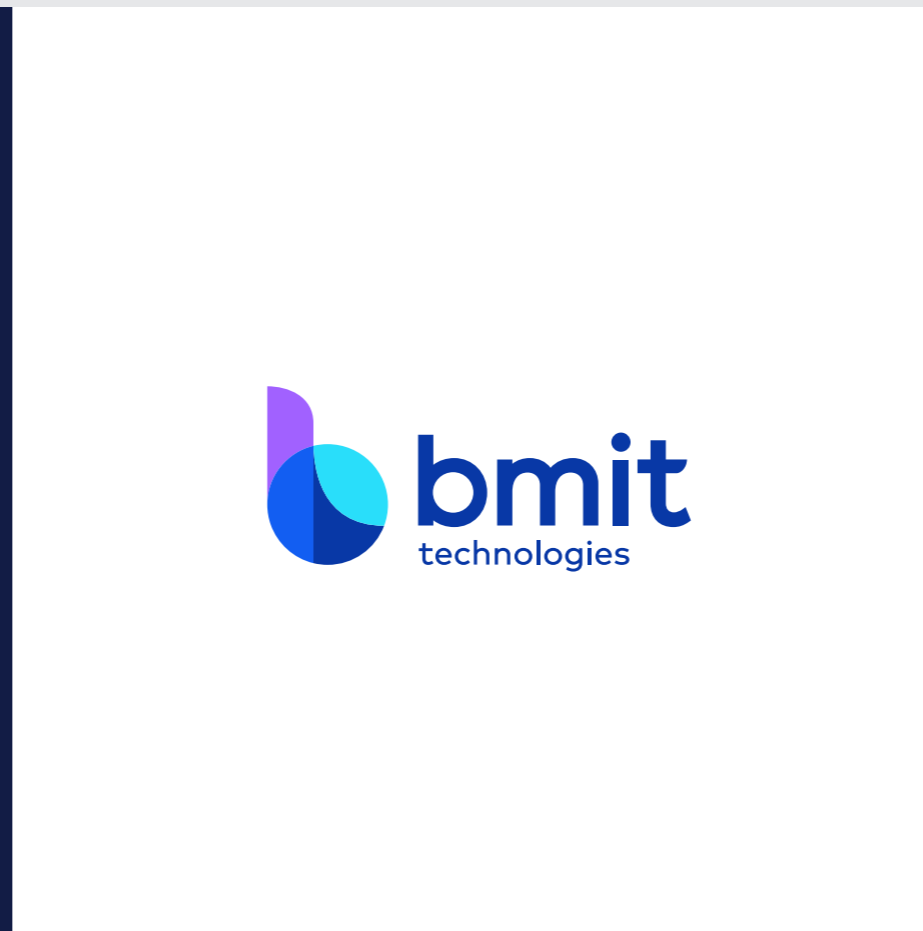
# Brand identity.
Logo misuse.

BMIT Technologies brand guidelines need to be followed consistently, and even small deviations can dilute the brand's impact.

It is essential that the logos are applied consistently across all media.

Do not attempt to recreate or alter the BMIT Technologies logos in any way. Here are some examples of possible violations.



Don't alter, recolour or create your own logos. Always use approved master artwork files.

Don't place the primary logo on images where it is not fully visible. Choose the secondary option for maximum visibility.

Don't recolour the logo in duotone. Always refer to the approved master files.
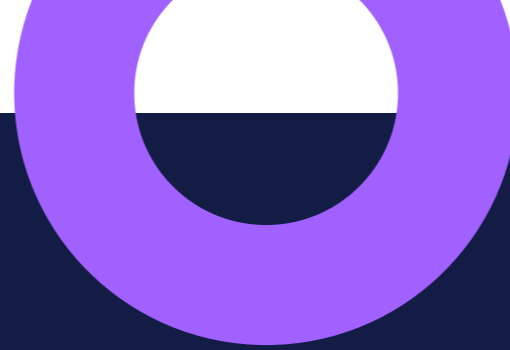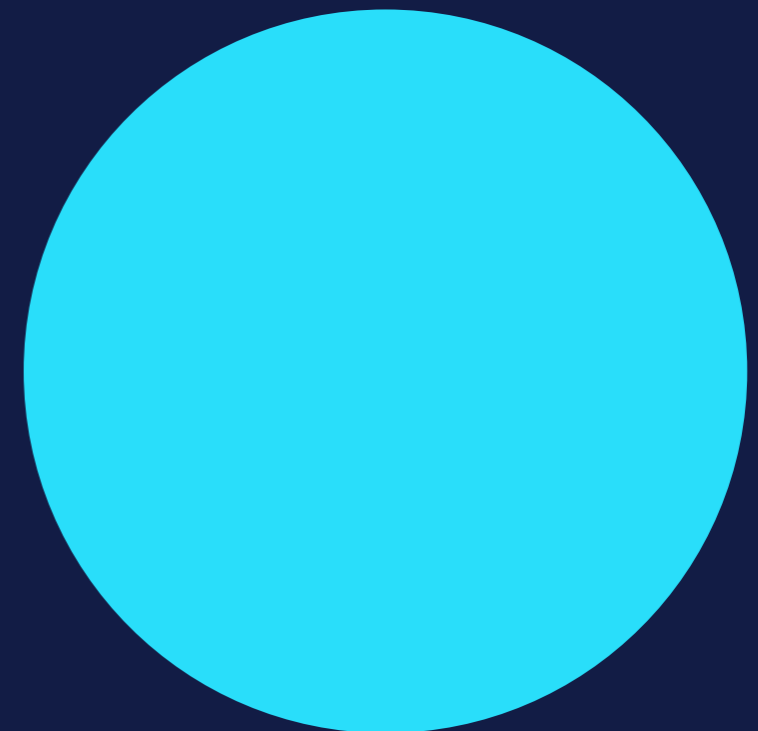
Don't add drop shadow in any situation, including images.

# Colour.

Our colour palette plays a vital part in how we present ourselves. It's what makes us feel distinctly different with a nod to digital. Our tones were built with impact in mind.

For all primary and secondary colours, the lead reference for print is CMYK.

Pantone references should only be used when CMYK is not achievable.

## Colour.
Palette.

Our colour palette plays a vital part in how we present ourselves. It's what makes us feel distinctly BMIT Technologies.

Our vivid palette exists to work in different environments. Whilst it represents a very digital presence, we made sure that it works with different applications and materials across the board.

| | Print | | Online | |
|---|---|---|---|---|
| Dark Blue | CMYK 95,80,00,50 | Pantone - | RGB 19,29,68 | Hex #131D44 |
| Purple | CMYK 55,68,00,00 | Pantone 2587C | RGB 160,96,255 | Hex #A060FF |
| Light Blue | CMYK 88,31,00,00 | Pantone 2727C | RGB 18,94,242 | Hex #125EF2 |
| Cool Blue | CMYK 94,79,00,00 | Pantone 2735C | RGB 08,57,165 | Hex #0839A5 |
| Turquoise | CMYK 57,00,16,00 | Pantone 3105C | RGB 41,221,251 | Hex #29DDFB |

# Colour.
Misuse.

Our palette guarantees maximum visibility for the BMIT Technologies brand.



Please ensure that the only blue colour used as background is the colour 'Dark Blue' from the palette.

Don't use colours that are not in our colour palette.

Please make sure you do not use additional tints in any application. Our palette is restricted to the tones we have.

Typography.

Our typography is an important element of our brand, it is an extension of our character. We write in a strong yet inviting style that works within our brand environment.

Our typographic style ensures a strong yet timeless presence.
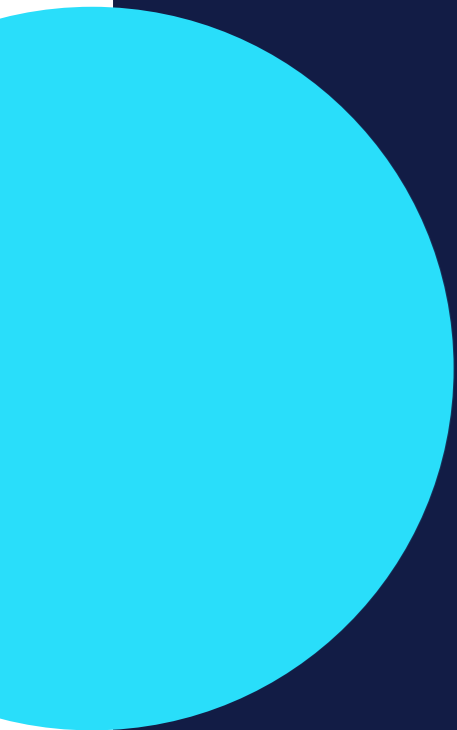
## Typography.
Gilroy - Arial.

To make sure our brand is interpreted equallyacross multiple touchpoints we selected Gilroy as our primary font.

Our font works in both small and large case, but it renders especially beautifully in big bold applications. We mainly use Gilroy regular, medium and extrabold.

In cases where Gilroy does not render on email signatures or mail in general, we encourage switching to Arial and using it as the alternative font.

**Gilroy ExtraBold**
Gilroy Medium
Gilroy Regular

# Gil-roy

Typography.
Overview.

**Gilroy**

**Gilroy ExtraBold**
Gilroy Medium
Gilroy Regular

Gilroy is a great mechanical font that works best in small spaces, body text and in different applications across multiple platforms.

**Arial**

**Arial Black
Arial Bold**
Arial Regular

Arial is the alternative system font used in rare cases where Gilroy is not applicable**.**