



Brand Identity and Style Guide

VERSION 1.1 | APRIL 2018

INTRODUCTION

02

The ByteMotion logo is intended for member use as an indicator of membership with the ByteMotion Group. The logo can be used on member web sites and collateral documents to note that the company is a member of the organization. No other meaning is currently tied to this logo.

The logo must be reproduced from the authorized reproductions and cannot be redrawn, re-proportioned, or modified in any way. The size and spacing in the logo may not be changed.

These guidelines form the building blocks of our brand. They enable us to be consistent in everything we do, so that we always give people the same brilliant experience.

If you have any questions about the use of the logo or its elements, please don't hesitate to contact ByteMotion Administration. We're happy to help with any graphic or web design questions or assistance you may need.

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INDEX

03

These guidelines outline the elements which make up the Byte Motion brand. The intent of these guidelines is to ensure that the Byte Motion is promoted with a common look and feel across the industry. The impact of the Byte Motion logo will be maximized if all participants use the logo in a consistent and easily recognizable manner.

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LOGO MARK

04

The ByteMotion logo mark is the core visual symbol of the brand. Its abstract geometric form represents motion, innovation, and the seamless flow of digital technology. The mark is designed

to communicate forward-thinking solutions while remaining simple, recognizable, and versatile across all applications. To maintain brand consistency, the logo mark must always be reproduced from approved

master artwork. It may not be altered, redrawn, stretched, rotated, or modified in any way. Consistent use of the logo mark strengthens recognition and reinforces the ByteMotion brand across all touchpoints.

Abstract logo mark



LOCKUP

05

The primary ByteMotion lockup combines the logo mark and the wordmark into a unified signature. This configuration should be used as the default representation of the brand across all

marketing, digital, and corporate communications. The relationship between the logo mark and wordmark has been carefully designed to achieve visual balance and optimal legibility. These

elements must always appear together in the approved proportions and alignment shown in this guide. No part of the lockup may be repositioned, resized independently, or recreated.



MINIMUM SIZE

06

To ensure clarity and readability, the ByteMotion logo must never be reproduced below the minimum sizes specified in this guide. For printed materials, the full logo lockup should not

appear smaller than 40 mm in width. When using the logo mark independently, the minimum width is 12 mm. These dimensions ensure that all visual details remain clear and recognizable.

For digital applications, equivalent pixel dimensions should be used to maintain legibility across screens and devices. Always verify logo visibility and readability before final production or publication.



W = 40mm



W = 12mm

EXCLUSION ZONE

07

To preserve the visibility and impact of the ByteMotion logo, a clear space must be maintained around all sides of the logo. This protected area, known as the exclusion zone, prevents visual

interference from surrounding text, graphics, images, or other brand elements. The minimum exclusion zone is defined by the measurement “X”, as illustrated in the diagram. No graphic elements, typography,

borders, or page edges may enter this space. Whenever possible, additional clear space is encouraged. Consistent application of the exclusion zone ensures that the logo remains legible.



PRIMARY COLOR PALETTE

08

The ByteMotion color palette reflects the brand's commitment to innovation, reliability, and technological excellence. The primary colors have been selected to create a professional and modern visual identity while providing flexibility across digital and print applications. The palette consists of a core set of brand colors supported by complementary accent colors. Together, they create a cohesive visual system that supports brand recognition and consistency. Always reproduce colors using the approved CMYK, RGB, and HEX values specified in this guide.

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COLOR APPLICATION

09

Correct color application is essential for maintaining a consistent and recognizable brand identity. The ByteMotion logo should always be displayed using approved brand colors and in

combinations that provide sufficient contrast and legibility. The full-color logo is the preferred version and should be used whenever production methods allow. On dark backgrounds, approved reversed

or monochrome versions may be used to ensure visibility. Consistent color application strengthens brand recognition and ensures a professional appearance across all media.



PRIMARY TYPOGRAPHY

10

Roboto is a neo-grotesque sans-serif typeface developed by Google. A geometric and friendly font with a mechanical skeleton and natural width. It is a part of a superfamily set that includes

Roboto Slab and Roboto Mono. The first typeface was created as the system font for its Android operating system, and released in 2011 for Android Ice Cream Sandwich. The entire font family has been

licensed under the Apache license. In 2014, Roboto was redesigned for Android 5.0 "Lollipop". Most variants of Roboto have been licensed or re-licensed under the OFL.

Aa 01

Regular

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Medium

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Bold

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TYPOGRAPHY STANDARD

11

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their

letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	Š	T	U	W	V	X	Y	Z	Ž	À
a	b	c	č	ć	d	đ	e	f	g	h	i	j	k	l	m
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