

# Brand Guide

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Brand Guidelines  
July 2022



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# Introduction

## Brand

BAMITS provides professional IT support services for businesses throughout the Latrobe Valley and greater metropolitan areas of Melbourne, operating since 2013 throughout Gippsland in regional Victoria. We pride ourselves on our highly responsive approach to service delivery and our innovative solutions. also providing technical, advisory, and managed service solutions to the greater metropolitan areas.

## Business Values

**Staying Competitive**  
**Relationship**  
**Innovative Technology**  
**Expertise**  
**Peace of Mind**

## Logo History - 2013



# Official Logo

Logomark

Wordmark



## The basics

The brandmark is a design element, such as a symbol, logo, a character that provides visual recognition for the product. The Bamits brandmark consists of an icon and a wordmark and has one fixed configuration, as shown here

# Typography

## Corporate typeface

Nexa family includes 4 very unique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning etc. Nexa is most suitable for headlines of all sizes, as well as for text blocks that come in both maximum and minimum variations.

## Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890áçêñöùê?!&@\$€

Light  
Regular

## Correspondence typeface

The Ubuntu Font Household are a set of matching new libre/open fonts in improvement for the duration of 2010-2011. The improvement is being funded by Canonical Ltd on behalf the wider Free of charge Software neighborhood plus the Ubuntu project. The technical font design and style work and implementation is being undertaken by Dalton Maag.

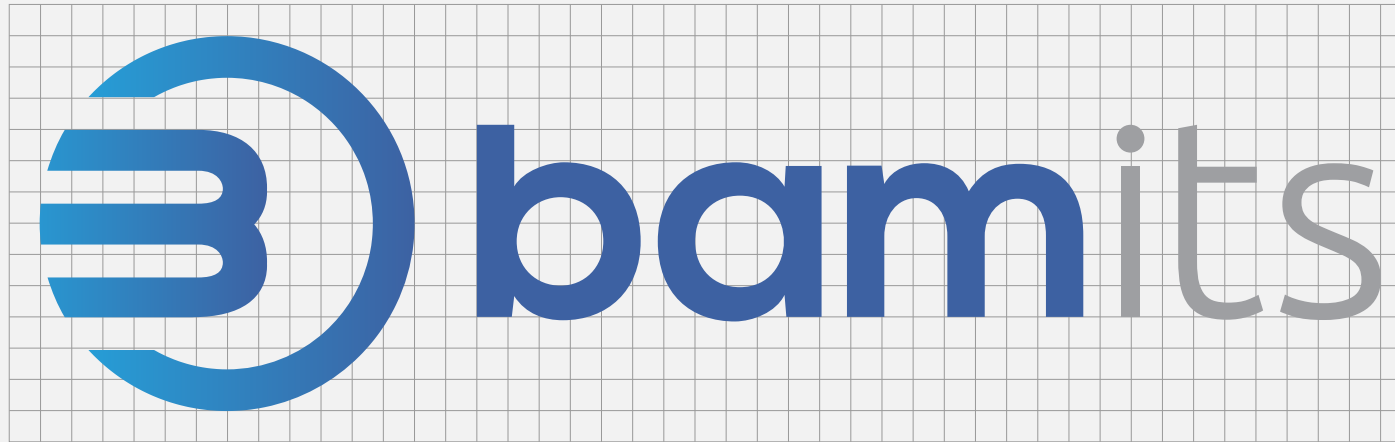
## Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890áçêñöùê?!&@\$€

Light  
Regular  
*Italic*  
Medium  
Bold

# Proportions

Guideline position is the most important thing to maintain our brand's integrity, consistency, and legibility, we always keep the Bamits logo as it is.



# Clear space

For legibility and consistency across all our materials, a minimum clear space around our brandmark (as indicated here) has been established. This will ensure our branding is free from clutter. Wherever possible the space should be more than this.

When reversed out of photography, the minimum area around the identity should be a simple, flat area of photography in order to maintain clear legibility. The same applies to the brandmark when being reproduced in solid colors onto pale or light areas of photo or illustration backgrounds.



## Minimum size

We've defined our brandmark elements' minimum sizes. Stick to these or any shown in this document to make sure we always look our best and maintain the integrity of our brandmark. Please note: the brand marks shown here are not to scale



# Variations

Although our brandmark has one fixed color configuration, at times it can also appear on a solid color background in scenarios where the usage of white is not an option. At all times, the brandmark should only be used on the supplied brand colors and should not be used on any other color. The brandmark will appear only in white on either of the solid colors.

If any print collateral is required to be designed and produced in black & white, then in such cases the brandmark will appear in either 100% white (darker backgrounds) and/or 100% black (lighter backgrounds).

Primary logo



Greyscale logo



One color reverse logo



B/W logo

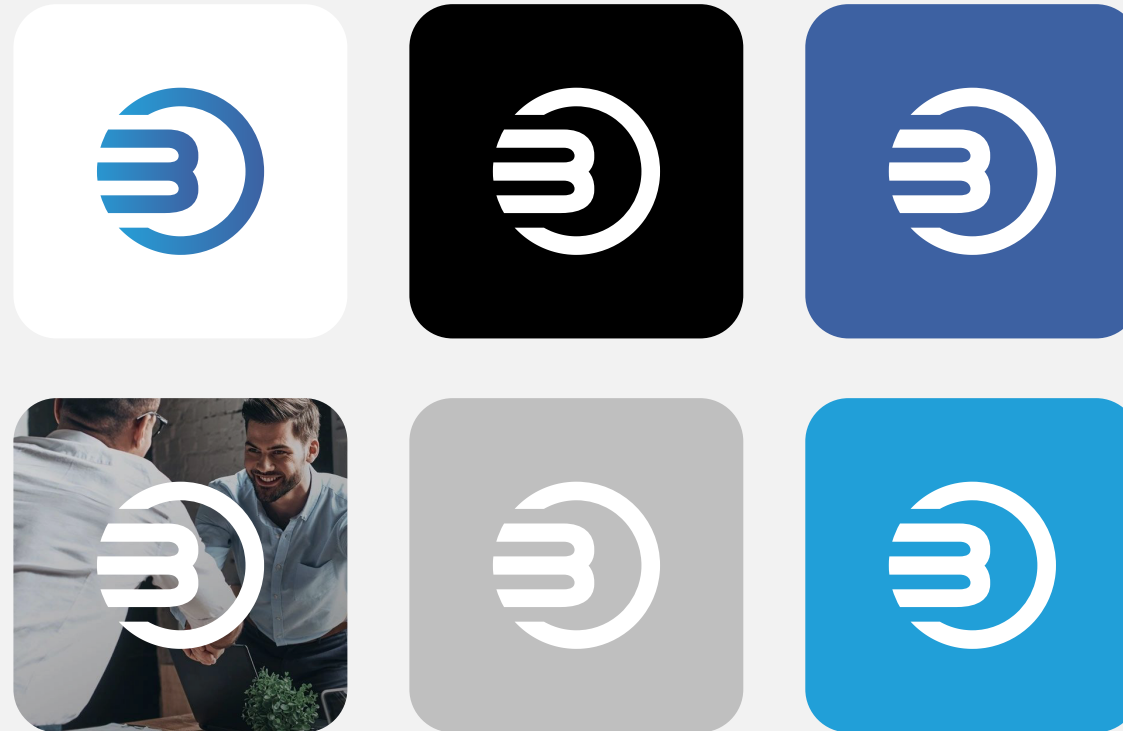




# Backgrounds

**Full-color configuration** The full-color configuration is our first preference to be used in most communications. The full color (positive) configuration is used whenever the Bamits logo is placed on a light background. The Bamits logo can be used on colored background and images however it must be in white (negative) as shown on the right.

**One color configuration** When full-color production is restricted the one-color configuration should be used.



# Colour palette

## Print and Web

Our brand color palette comprises three simple colors - Dark Blue, Light Blue and Grey.

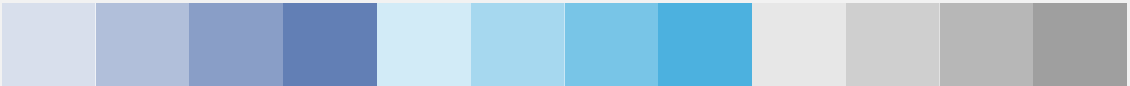
Our colors are bold and championing, distinctive and spirited. Individual color breakdowns are provided for both print and digital applications. All communications should appear on a predominantly white background.

The correct color values for our color palette are specified here, make sure to use them.

## Primary colors

Hex code #3C60AB	RGB 60   96   171	Hex code #21A7E0	RGB 33   167   224	Hex code #888888	RGB 136   136   136
CMYK 84   67   0   0		CMYK 70   17   0   0		CMYK 0   0   0   46	

## Secondary colors



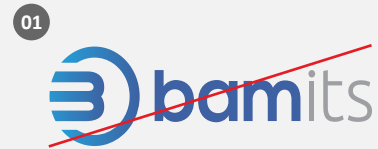
# Unacceptable use

To avoid inconsistent reproduction, use the brandmark artwork provided. Do not recreate any aspect of the wordmark or icon. Always use the brandmark artwork provided for accurate reproduction.

To maintain our brand's integrity, consistency and legibility, we always keep the BAMITS logo as it is.

**Please do not:**

- 01 Disproportion scale
- 02 Rotate the brandmark
- 03 Apply effects, shadows & overlays
- 04 Add an alternate color
- 05 Keyline around the brandmark
- 06 Render the brandmark in gradients
- 07 Add a strapline to the brandmark
- 08 Add opacity to the brandmark
- 09 Change the brandmark elements



# Photography

## Corporate/ People

### Print and Web

Photography is an essential element of our brand. Our photography style focuses on the vibrancy and positive change Bamits brings to people's lives. Corporate and People are the 2 categories that cover the core photographic style for the Bamits brand. They bring our story's authenticity and develop our brand's visual strength.

Our image library captures a wide plethora of subjects and moods that reflect the dynamic aspects of our society and culture. The images should expose 'Bamits' business divisions as catalysts, representing positive aesthetics and the values that define us. For Corporate shots, close-ups should be engaged using a shallow depth of field. For People shots, whenever possible, capture people with genuine expressions.

### Advisory

Consultants / IT / Administration  
The way we work together



### Relationships

Partnerships / Family Business / Executives  
Individuals/ Family



### Outcomes

Goals / Unforgettable experience / Authenticity  
Peace of mind / Possibility

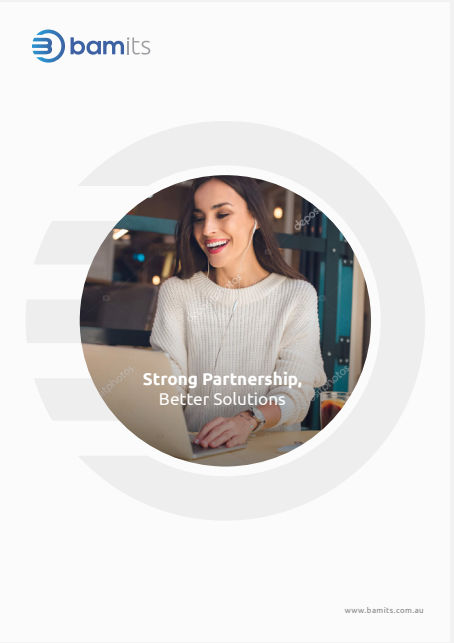


# Applications

## Print/ Document Covers

Here are examples of how the primary fluid devices can be applied to integrate color, imagery, typography and brand pathway story.

**Note:**  
Always ensure that when reversed out of photography, the minimum area around the brandmark should be a simple, flat area of photography in order to maintain clear legibility.





Digital Mastheads & Forms



Digital Branding



Promotional  
Metarials

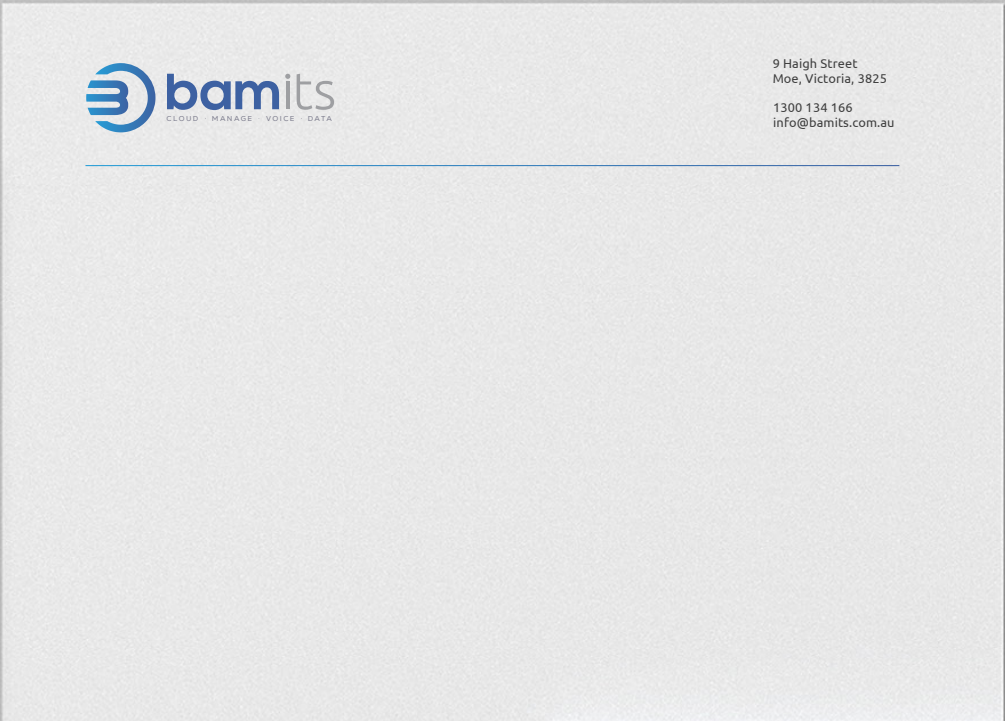




# Stationery

When to use the co-type fonts:  
The fonts used for names, designations, addresses, and contact numbers on corporate and subsidiary stationery. It is also recommended for all official and general communications, including letters and electronic mail.

The 'B' logomark:  
The watermark enhances the visual dynamism of the Corporate Signature. It is a powerful supplementary visual device that must be used in all corporate stationery and official communications. Using the watermark in promotional material is also recommended.





# Thank you

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Contact to request artwork assets or  
more information:



1300 134 166

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[www.bamits.com.au](http://www.bamits.com.au)