Logo Design Brief for **BITOPIA Technology**

Company name is “**BITOPIA Technology**” and it provide web technological services and solution.

The word “Technology” doesn’t necessary have to be in logo e.g. optional.

The brand name is mainly a play on the two words ‘BIT’ and ‘UTOPIA’.

*A* ***bit*** *(short for binary digit) is the smallest unit of data in a computer. A bit has a single binary value, either 0 or 1. Although computers usually provide instructions that can test and manipulate bits, they generally are designed to store data and execute instructions in bit multiples called bytes.*

*A* ***utopia*** *(*[*/juːˈtoʊpiə/*](https://en.wikipedia.org/wiki/Help:IPA_for_English)[*yoo-TOH-pee-ə*](https://en.wikipedia.org/wiki/Help:Pronunciation_respelling_key)*) is an imagined* [*community*](https://en.wikipedia.org/wiki/Community) *or* [*society*](https://en.wikipedia.org/wiki/Society) *that possesses highly desirable or nearly perfect qualities. Technological utopianism (often called techno-utopianism or technoutopianism) is any* [*ideology*](https://en.wikipedia.org/wiki/Ideology) *based on the premise that advances in science and technology will eventually bring about a* [*utopia*](https://en.wikipedia.org/wiki/Utopia)*, or at least help to fulfil one or another utopian ideal. A techno-utopia is therefore a hypothetical ideal* [*society*](https://en.wikipedia.org/wiki/Society)*, in which laws, government, and social conditions are solely operating for the benefit and well-being of all its citizens, set in the near- or far-*[*future*](https://en.wikipedia.org/wiki/Future)*.*

In that sense, we believe in using building blocks of technological BITS in creating solutions and services that result in a better (highly desirable) place for people and the world.

The logo should probably have clean modern lines without too many wavy unstructured shapes or lines. **It doesn’t have to incorporate the word ‘Technology’ e.g. optional**. There should be clear distinction between the word BIT and OPIA, either by different colour scheme or any design methods deemed suitable.

Blue is generally a preferred colour although we are open to the introduction of other colours if necessary.

Refer to attached samples which we selected as references.