

Visual  
Identity



**BITEIGEN**

# Logo Concept

This logo is the combination of three elements

- The letter B in the name BitEigen
- The symbol of Bit
- The symbol of Layer



Letter B



Bit



Layer

# Logo Variants

BitEigen has several logo variants, such as logogram, logomark, and logotype



Logogram



Logomark

**BITEIGEN**

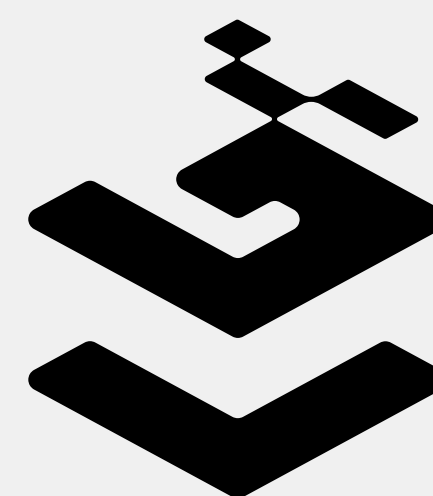
Logotype

# Logo Clear space

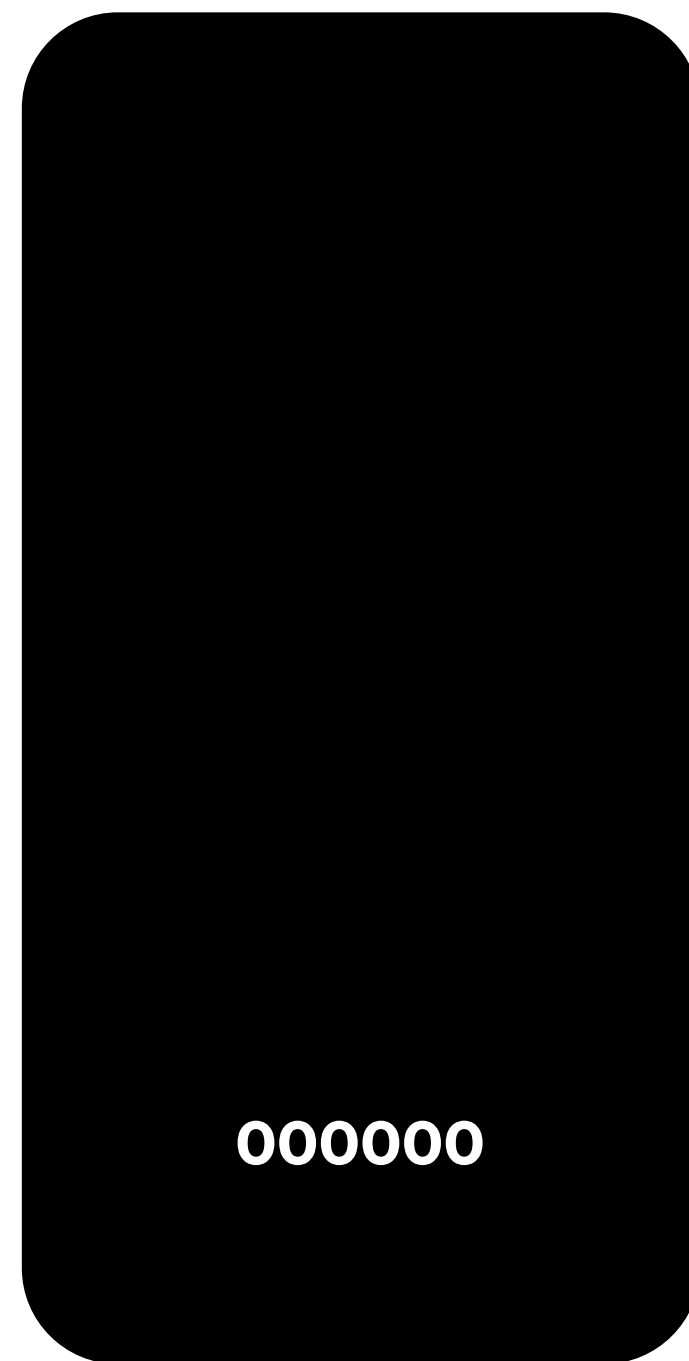
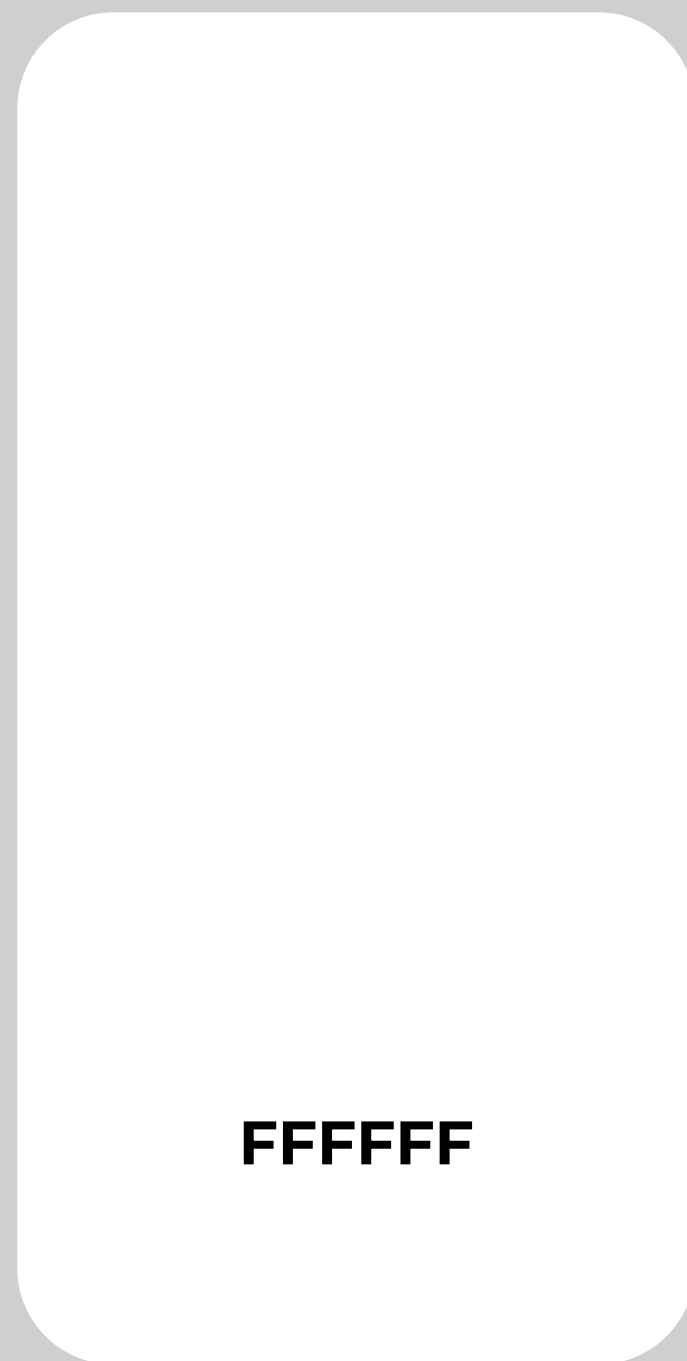
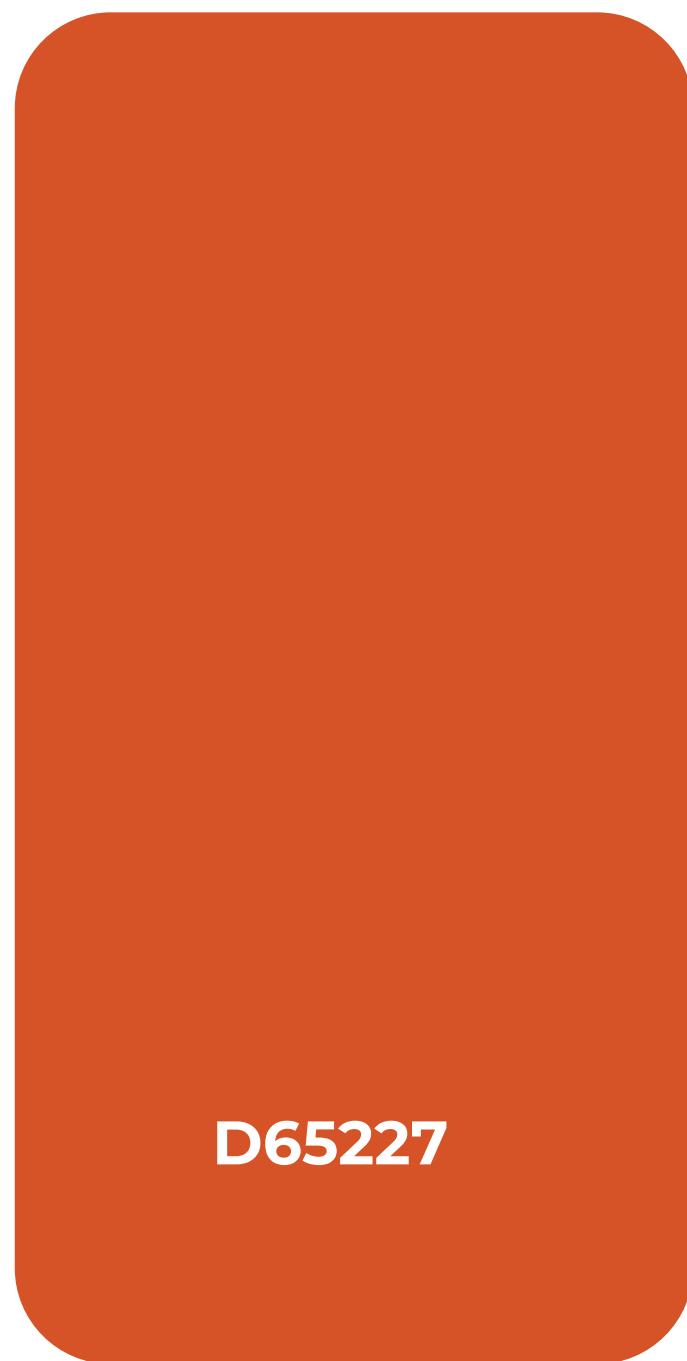
The use of clear space around a logo is very important in order for the logo to visually stand out and function as intended



# Logo Color Variations



# Color Palette



# Typography

## Orbitron Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Orbitron Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Montserrat Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0



Icon





# Favicon

