

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

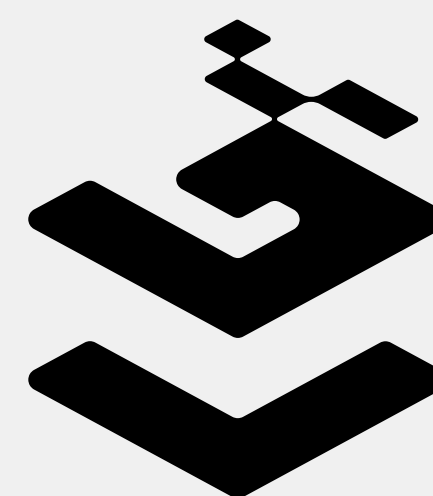
Logotype

Logo Clear space

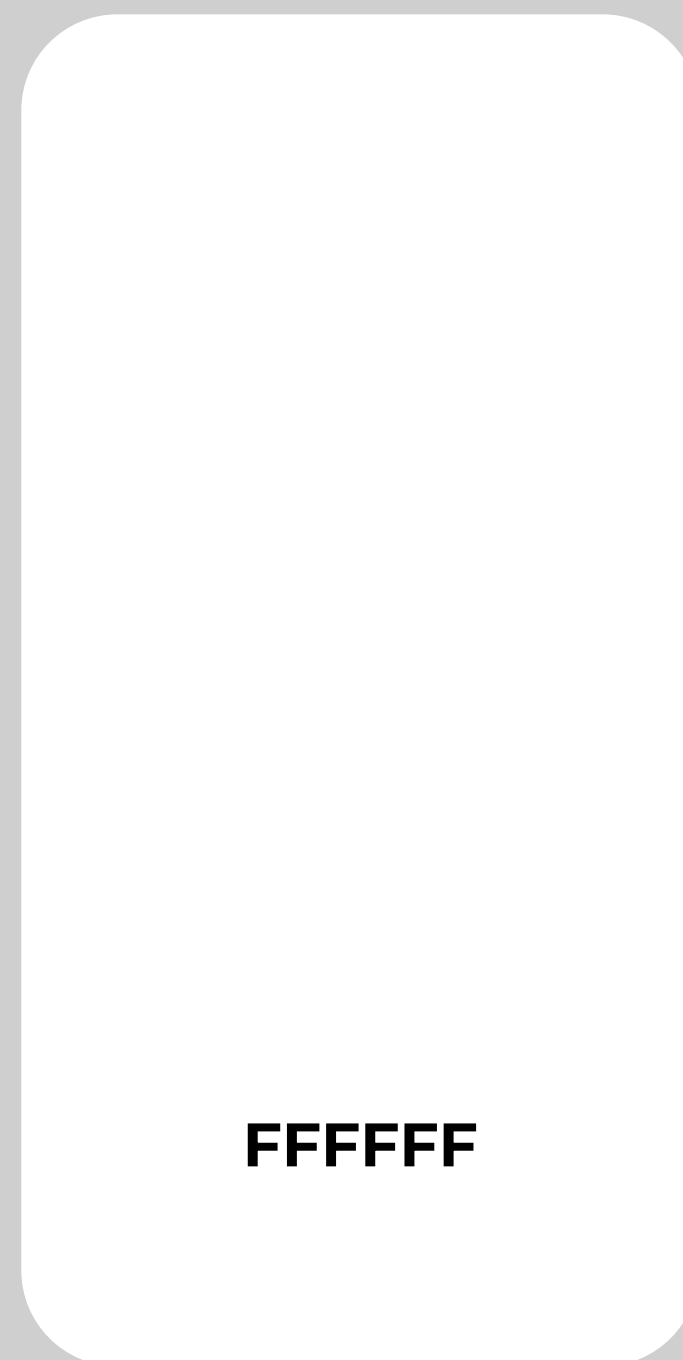
The use of clear space around a logo is very important in order for the logo to visually stand out and function as intended



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

