

BSIM

The logo consists of the letters 'BSIM' in a bold, dark grey sans-serif font. Each letter is decorated with several bright green, 3D-style pins or staples. The 'B' has four pins, the 'S' has three, the 'I' has two, and the 'M' has four. The pins are oriented in various directions, some pointing towards the letters and others away from them, giving the logo a tactile, hand-crafted appearance.