



bytewax

Brand guidelines
v. 1.2.0

Logo

Our Logo is a combination of a wordmark (based on the Outfit font) and an icon.

The wordmark can be used separately if needed.

Icon



Wordmark

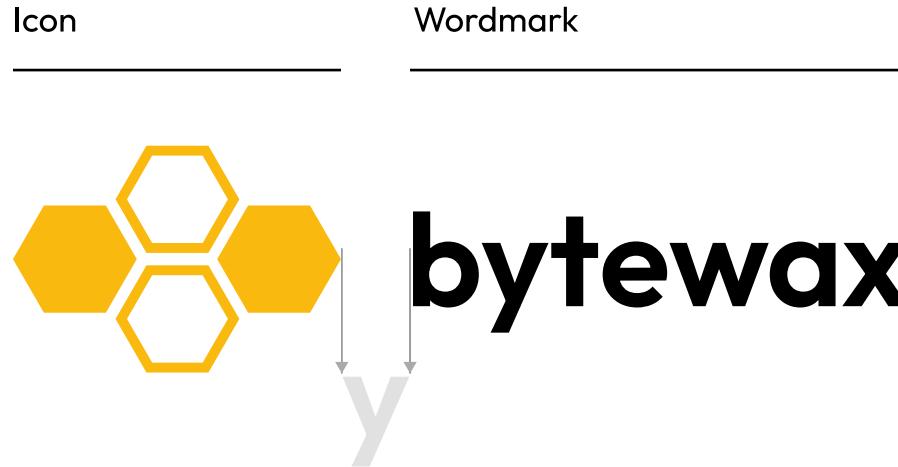
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The Logo

Logo

Spacing

The space between the icon and the wordmark is equal to the width of 'y' letter of the wordmark.

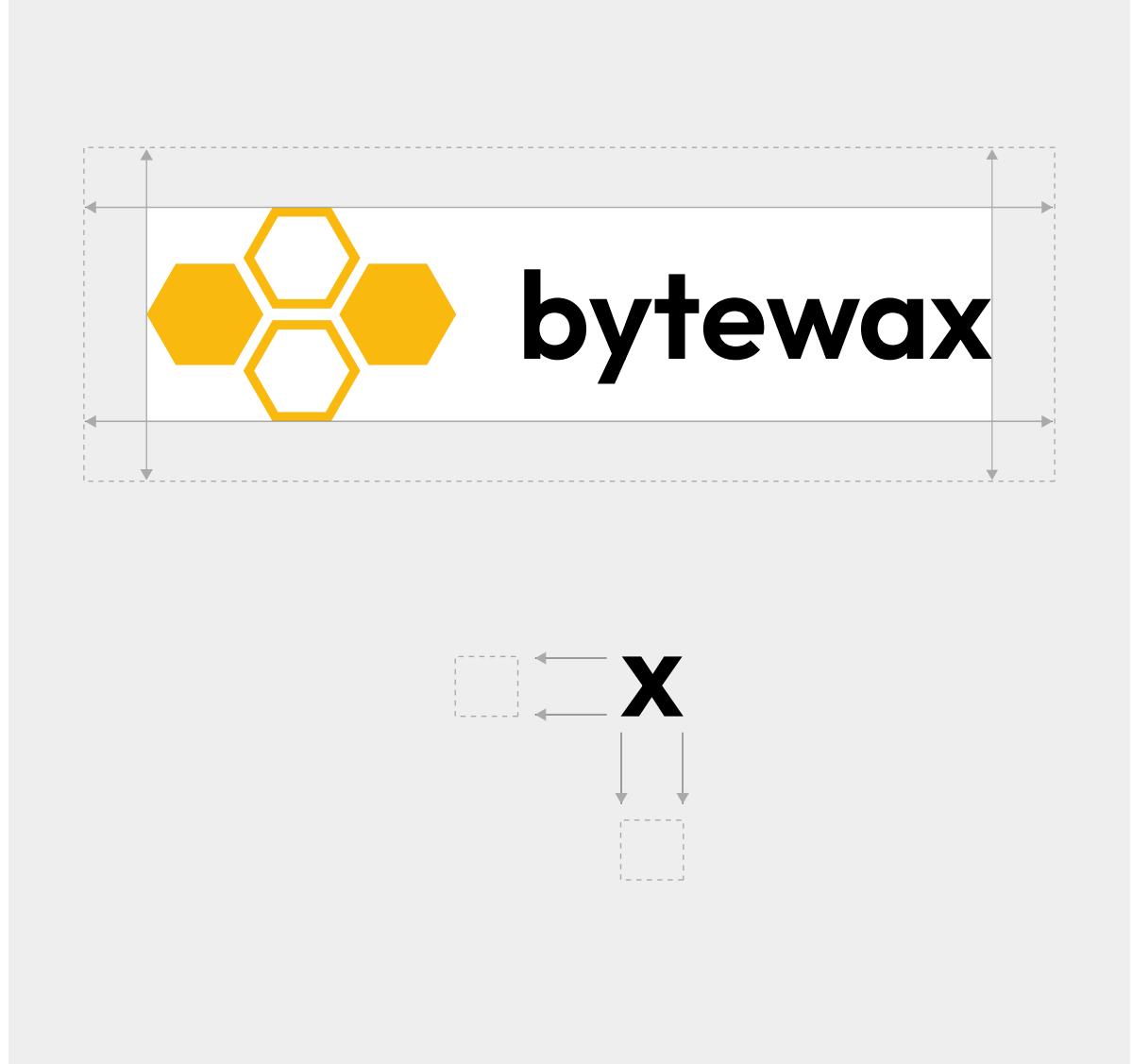


Logo

Exclusion zone

The exclusion zone is equal to the width & height of 'x' letter of the Wordmark.

It should be regarded as the absolute minimum safe distance.



Logo

Color options

In most use cases, yellow icon & black wordmark is our primary color scheme.

When the Logo is used on a black or yellow background, a contrasting version should be used as shown in the picture to the right.



Mono logo options

If color is not possible for technical reasons, or if the brand colors compete with other visuals, the black or white Logo can be used.



Logo

Vertical logo

In some cases, where an original (horizontal) version of the logo can not be used, an alternative (vertical) version of the logo might be used instead.

Note:

The vertical logo uses a different ratio of elements and spacing than the horizontal version.

Please do not modify the horizontal version on your own, use the vertical logo files attached in the repository.



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Misuses



DO NOT

stretch or squash the
Logo in any way



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DO NOT

rotate the Logo



DO NOT

change the colours to
other than specified



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DO NOT

change the typeface
or otherwise reprodu-
ce the wordmark



DO NOT

apply shadows or
gradients to the Logo



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DO NOT

apply any texture or
pattern to the Logo

Colors

Brand palette

There are three colors used for branding purposes - Honey Yellow, Neutral White & True Black.

These are the only shades that can be used in the Logo versions.

On the next page, you'll see the Secondary palette, which can be used in the UI or for Marketing purposes as a source of complementary colors.

Honey Yellow

RGB: 250 / 185 / 15

HEX: #FAB90F

Neutral White

RGB: 255 / 255 / 255

HEX: #FFFFFF

True Black

RGB: 0 / 0 / 0

HEX: #000000

Colors

Secondary palette

Use colors from this palette to add vibrancy & contrast to your design.

Do not use these colors to modify the Logo.

Blue

RGB: 51 / 74 / 192

HEX: #334AC0

Turquoise

RGB: 68 / 195 / 212

HEX: #44C3D4

Green

RGB: 150 / 200 / 75

HEX: #96C84B

Red

RGB: 244 / 67 / 54

HEX: #F44336

Pink

RGB: 238 / 144 / 162

HEX: #EE90A2

Typography

Outfit

For headlines & short captions use Outfit by Rodrigo Fuenzalida, available in Google Fonts Library

Inter

Our choice for body / content text is Inter by Rasmus Andersson, available in Google Fonts Library

JetBrains Mono

For code snippets & documentation purposes use JetBrains Mono.

The quick brown fox jumps over the lazy dog

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Praesent non aliquam orci, ac auctor turpis. Curabitur mi erat, maximus vel lobortis in, malesuada id tellus. Quisque ornare tempor justo quis ullamcorper.

```
from bytewax import bytewax as bw  
  
# load the model  
model = bw.load_model("ghtop-classifier.pickle",  
version="1.2.*")
```

Pattern

Honeycomb pattern

If you need a non-solid background, combine the hexagons from an icon to get a honeycomb pattern.



Character

Chonky bee

Our brand character can be used for employer branding or within less-formal communication.

