bytewax

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
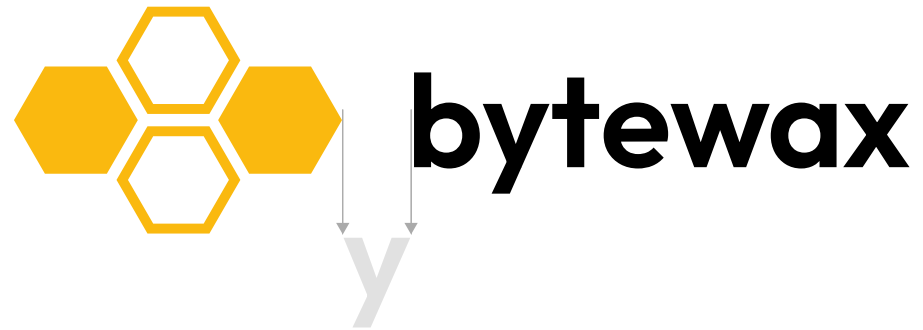
Wordmark

bytewax

The Logo

Logo

Spacing

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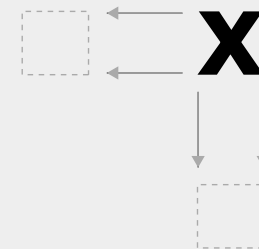width of 'y' letter of the wordmark.

Icon

Wordmark

bytewax

y

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.

X

Logo

Color options

In most of 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.

Misuses

DO NOT

stretch or squash the Logo in any way

DO NOT

rotate the Logo

DO NOT

change the colours to other than specified

DO NOT

change the typeface or otherwise reproduce the wordmark

DO NOT

apply shadows or gradients to the Logo

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.