



Brand guidelines

v. 1.0.0

Logo

Our Logo is the combination of a Wordmark (based on Bozon font) with the Icon.

The Wordmark can be used separately if needed.

The Icon



The Wordmark

bytewax

The Logo

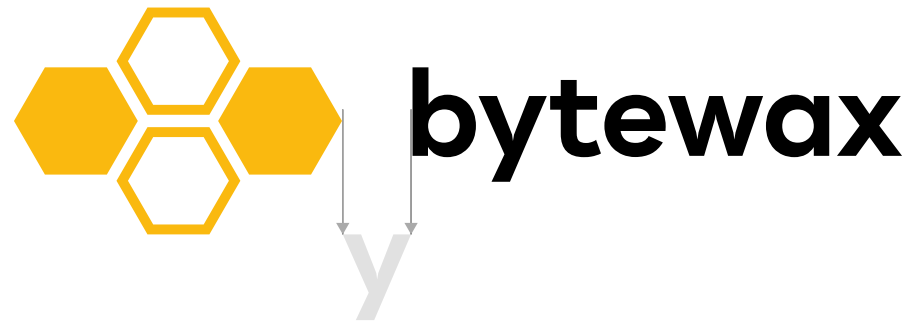
Logo

Space between the Icon & Wordmark

The Space between the Icon and the Wordmark is equal to the width of 'y' letter of the Wordmark.

The Icon

The Wordmark

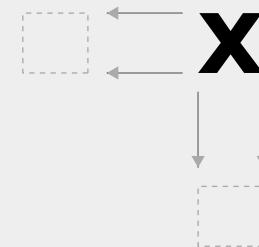


Logo

Exclusion zone

The Exclusion Zone is equal to the width & height of 'x' letter of the Wordmark.

It should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.



Logo

Colour options

In most of use cases, yellow Icon & black Wordmark is our primary colourway.

When the Logo is used on black or yellow background you should use contrast version as pictured on the right.



Mono logo options

If colour is not an option for technical reasons or if the brand colours compete with other visual elements, you can use either the black or white Logo options.



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 recreate the Wordmark



DO NOT

apply shadows or gradients to the Logo



DO NOT

apply any texture or pattern to the Logo

Colours

Brand palette

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

Those are the only shades which may be used in the Logo versions.

On the next page you'll see Secondary palette which can be used in UI or Marketing purposes as complementary colours source.

Honey Yellow

RGB: 250 / 185 / 15

HEX: #FAB90F

Neutral White

RGB: 255 / 255 / 255

HEX: #FFFFFF

True Black

RGB: 0 / 0 / 0

HEX: #000000

Colours

Secondary palette

Use colours from this palette to add vibrancy & contrast to your designs.

Do not use those colours to modify logo.

Purplish blue

RGB: 51 / 74 / 192

HEX: #334AC0

Vibrant turquoise

RGB: 68 / 195 / 212

HEX: #44C3D4

Success green

RGB: 150 / 200 / 75

HEX: #96C84B

Error red

RGB: 250 / 66 / 15

HEX: #FA420F

Bubblegum pink

RGB: 238 / 144 / 162

HEX: #EE90A2

Typography

Bozon

For headlines & short captions use Bozon™ by ROHH type foundry

Open Sans

Our choice for body / content text is Open Sans, 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, consectetur 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 background other than solid, combine hexagons from the Icon to make Honeycomb pattern.



Character

Chonky bee

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

