

Our Brand Guidelines Book

ebit

Contents

- 01 Our Message
- 02 Our Values
- 03 The Logo
- 04 Logo Variations
- 05 Logo Usage
- 07 Color
- 08 Typography
- 09 UI Elements
- 10 Brand Usage
- 11 Visual Style

Our Message

“ At 2Bit, we want to make sharing games easy for everyone. We strive to foster a sense of community, and remind everyone of a time when life used to be a little bit simpler.

Our Values



TRUST

Our service provides trust to everyone. We ensure that nobody gets screwed over by our service.



COMMUNITY

We like to connect people who like similar things. We love people who love people.



TIMELY

We guarantee your products will come on time. Everything will ship with ease, or your money back.



Our logo

Our logo combines modern design with the 8 bit past that came before us.



A modified version of circular is used for our logo. The square taken out of the 2 is a look back at the good old days.

Logo Variations



Logo Usage



You must give the 2Bit logo at least one and a half tittles of clear space.



The icon version of the 2Bit logo must also have one and a half tittles of room to breathe.

How not to Use

In addition to the previous guidelines, be sure to treat the wordmark with respect.



WEIRD COLORS



STRETCH



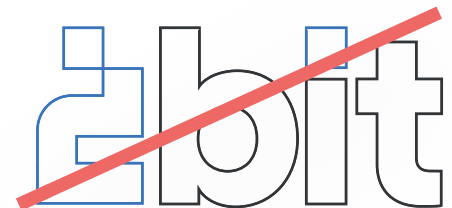
CROP



ROTATE



CHANGE



OUTLINE

Colour

The colour is very important and must be adhered to. Colourful and professional are words that encompass the colour of our brand.



PRIMARY

hex: #3456A6
rgb: (52, 86, 166)
cmyk: (80, 60, 0, 0)



SECONDARY

hex: #006EBD
rgb: (0, 110, 189)
cmyk: (96, 38, 0, 0)



TERTIARY

hex: #3DB29E
rgb: (61, 178, 158)
cmyk: (44,44,44,44)



GRAY

hex: #3B3B3B
rgb: (38, 41, 43)
cmyk: (72, 63, 59, 54)

Typography

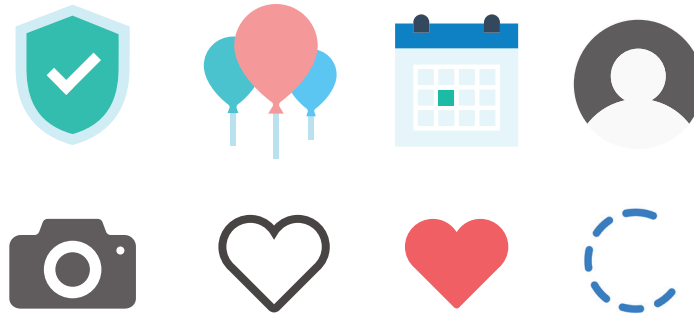
Cera is used for the biggest of headers. :)

Circular LTD is the secondary typeface. It is used for secondary headers and body copy.

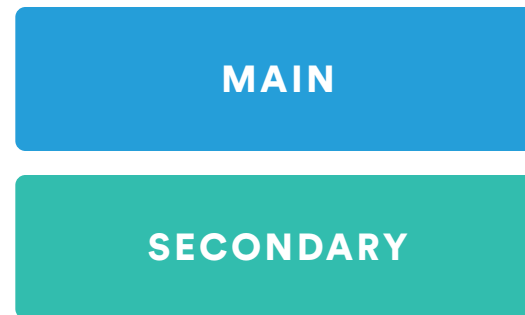
UI Elements

Make sure that the icons used are consistent. The main button sizes are also to be adhered to at all times.

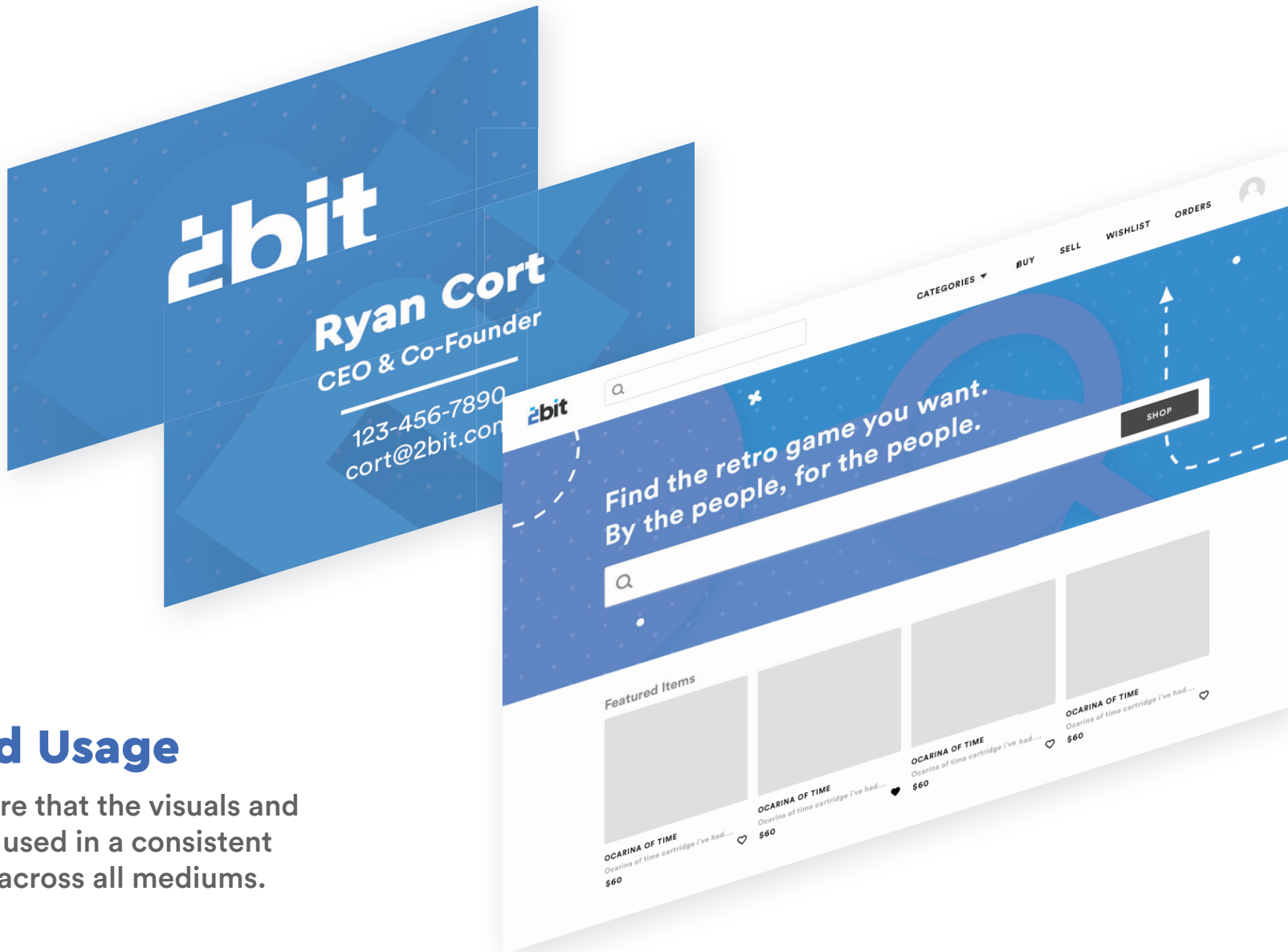
ICONS



BUTTONS



Button Height: 66 px (Web) 53 px (Mobile)



Brand Usage

Make sure that the visuals and brand is used in a consistent manner across all mediums.

Visual Style Elements

When creating backgrounds and visuals, keep these visual elements in mind.



DOTTED LINE

Make sure the use of the dotted line is curvy. The colour must somewhat contrast the background.



SHADOWED SHAPE

The shadowed shape must be either the same, or very close to the colour it is over top of.

Examples



Let these serve as visual examples to follow the brand by. Also be sure to include subtle references to video games when possible.

