

Bit Group Brand Design

Erica Fu

Buckwheatt Inc.

Bit Group

Simple
Modern

High Tech
Real Estate/Investment
International (US, Japan, China)

Leveraging the bite/byte

Emphasizes the IT

B still implied by the bite





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Using simple shapes

Person represents group

House represents real estate





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Dear Mr. Smith,

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Sincerely,

David Chen
co-founder

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BIT GROUP

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Erica Fu, Buckwheatt Inc.

Incorporating Japanese characters

Used 一口 which means bite

Emphasizes the IT







BIT



