

# **Bits and Pieces Brand Identity**

*Resolving Problems*

## **Background**

Bits and Pieces brand assets are low resolution, and need to be improved and adjusted to be in line with what the brand stands for.

## Bits and Pieces V1

### Overcoming Challenges

#### Current Logo



- The And symbol "&" is too small and will not show clearly when the logo is displayed in smaller sizes.
- The logo is too cluttered, not enough space is between the logo and logotype.
- The logo is pixelated and not delivered in vector format.

#### Quick Fix



- This is an alternative to the previous logo.
- The logo type is crisp, lower case as a metaphor to things that are small in size, bits and pieces that are small and sweet.

bits & pieces

- The sharp sides of the letters maintains the sophisticated aesthetic of the brand.

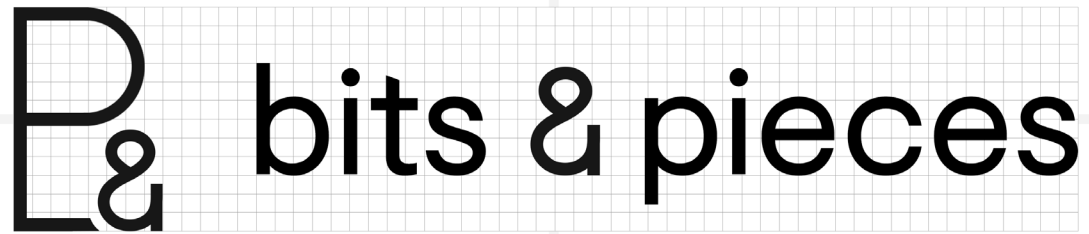
بيتس & بيسز

- An Arabic calligrapher suggested that if the english words are too wide and you want to make the words in Arabic the same length, you can extend the letters of "yā" and "sīn" instead of extending each letter.

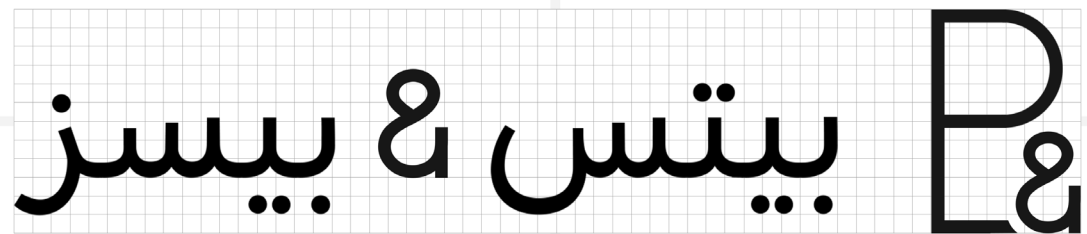
## Bits and Pieces V1

*Overcoming Challenges*

Logo and Logotype Proportions



The image shows a logo and a logotype for 'bits & pieces' in English. The logo is a stylized 'B' with an ampersand inside it. The logotype is the text 'bits & pieces' in a sans-serif font. Both are displayed on a grid background.



The image shows a logo and a logotype for 'بیتس & پیسز' in Persian. The logo is a stylized 'B' with an ampersand inside it. The logotype is the text 'بیتس & پیسز' in a sans-serif font. Both are displayed on a grid background.

# Bits and Pieces V1

Overcoming Challenges

## Colour Scheme

Tuft Bush

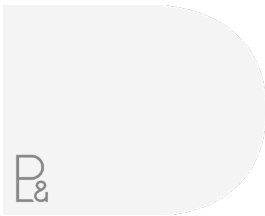
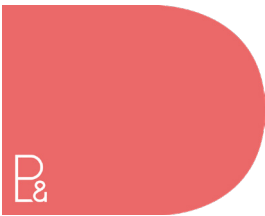
Provincial Pink

Burnt Sienna

Wild Sand

Mine Shaft

Gray



Hex:	#ffd8c8	Hex:	#fdf0ea	Hex:	#eb6969	Hex:	#f4f4f4	Hex:	#222222	Hex:	#898989
R:	255	R:	253	R:	235	R:	244	R:	34	R:	137
G:	216	G:	240	G:	105	G:	244	G:	34	G:	137
B:	200	B:	234	B:	105	B:	244	B:	34	B:	137

## Bits and Pieces V1

*Overcoming Challenges*

### Typefaces for Text

Logotype font (English): Visuel

bits & pieces

AaBbCcDdEe...

Logotype font (Arabic): Apercu Arabic Pro

بیتس اند پیسز

ا ب ت ث ج ح ...

Font for headings & menu items: Basis Grotesque Pro

Home

AaBbCcDdEe...

Logotype (English):

bits & pieces

Logotype (Arabic):

بیتس & پیسز

Font for body text: Avenir

Lorem ipsum

AaBbCcDdEe...

Font for buttons: **BROWN**

**SIGN UP**

**AaBbCcDdEe...**

# Bits and Pieces V1

*Overcoming Challenges*

## Text Application

This page shows a sample screen to demonstrate the way that the brand assets could be used for the website.

