

# **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 Brand Identity

## Resolving Problems

### 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.

بیتس & بیسز

- An Arabic calligrapher suggested extending the letters of "yā" and "sīn" instead of extending all the letters.