

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.

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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.

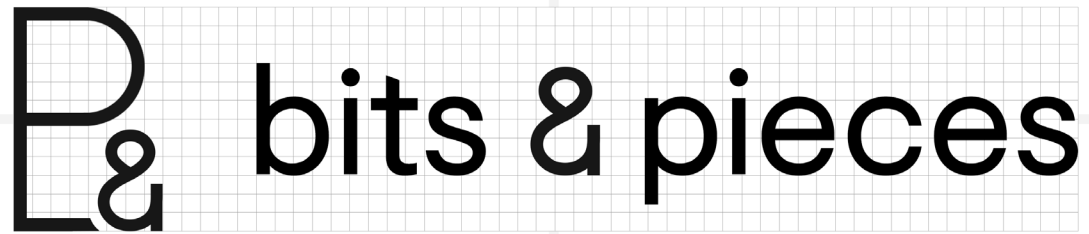
بیتس & بیسز

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

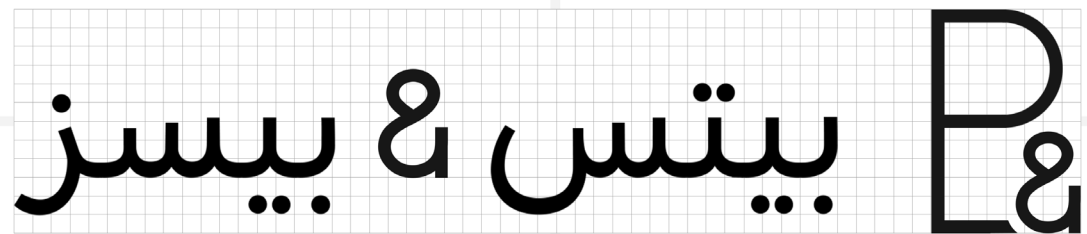
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Logo and Logotype Proportions



The image shows the English logo and logotype for 'bits & pieces'. The logo is a stylized 'B' with an ampersand integrated into its lower right vertical stroke. The logotype is the text 'bits & pieces' in a lowercase, sans-serif font. Both are displayed on a light gray grid background.



The image shows the Persian logo and logotype for 'bits & pieces'. The logo is a stylized 'B' with an ampersand integrated into its lower right vertical stroke. The logotype is the Persian text 'بیتس & پیسز' in a stylized, rounded font. Both are displayed on a light gray grid background.