MINI
MANUAL

bITEM

1.0 THE COLORS

bITEM

CMYK 86/64/35/23	**CMYK** 80/36/0/0	**CMYK** 41/16/0/0	**CMYK** 71/6/43/0
RGB 50/76/107	**RGB** 0/136/206	**RGB** 161/195/232	**RGB** 58/173/161
HEX #324c6b	**HEX** #0088ce	**HEX** #a1c3e8	**HEX** #3aada1

1.1 COLOR VARIATIONS

If you want to use the logo colors for UI elements and need color variations (e.g. roll-over effects, backgrounds, etc.) simply use the 10% opacity increments to find something suitable:
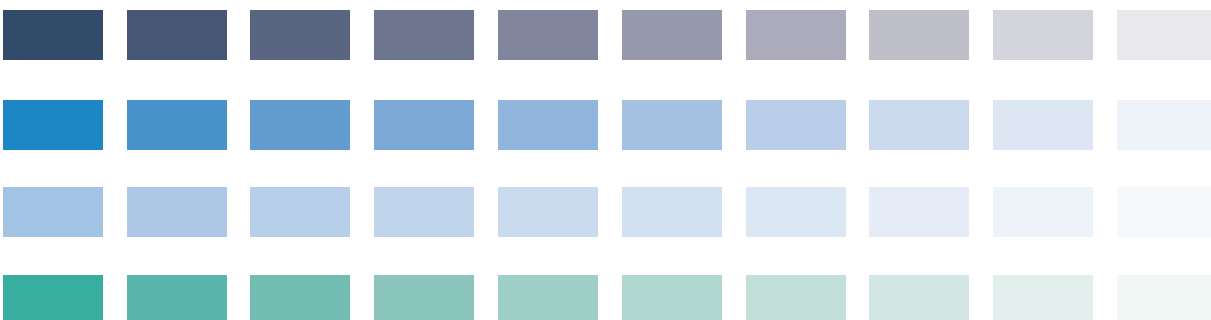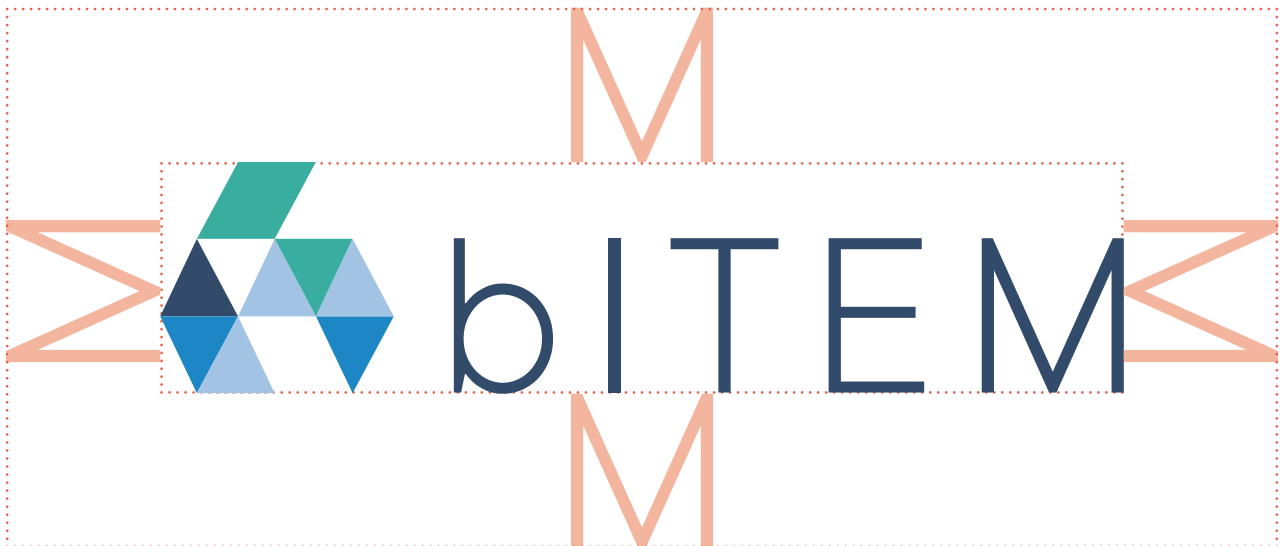
2.0 LOGO POSITIONING

Every logo needs some whitespace to „breathe" - i.e. to take full advantage of recognisability and not lose it's appeal because it's cramped into a corner or too close to another designed element.

We use an element of the logo itself (the height of the letter 'M') to determine the proper minimum spacing.

2.1 RULE OF THUMB

Since figuring out the exact height of a letter is not always possible and/or practical, the logo was designed with that in mind. This allows the simple rule of thumb:

The whitespace around the logo should be two thirds of the logos height.

So, if the logo is 100 px wide, the whitespace should be around 33 px (round to 35 px for covenience).

2.2 LOGO SIZE

The minimal sizing of the logo is dependent on the legibility of the smallest font. At 20 mm width, the facets of the graphical element start to blur and becomes unrecognisable. Avoid using the logo smaller that that.

Minimal width:
20 mm or ~60 px

DANKE
THANK YOU