

bytes

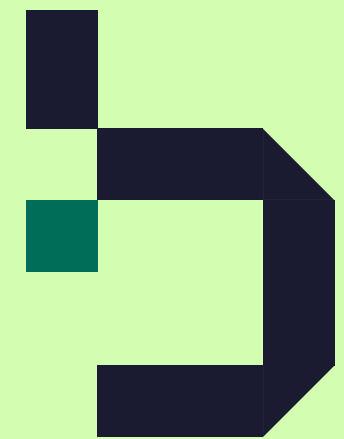


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# Branding Guidelines

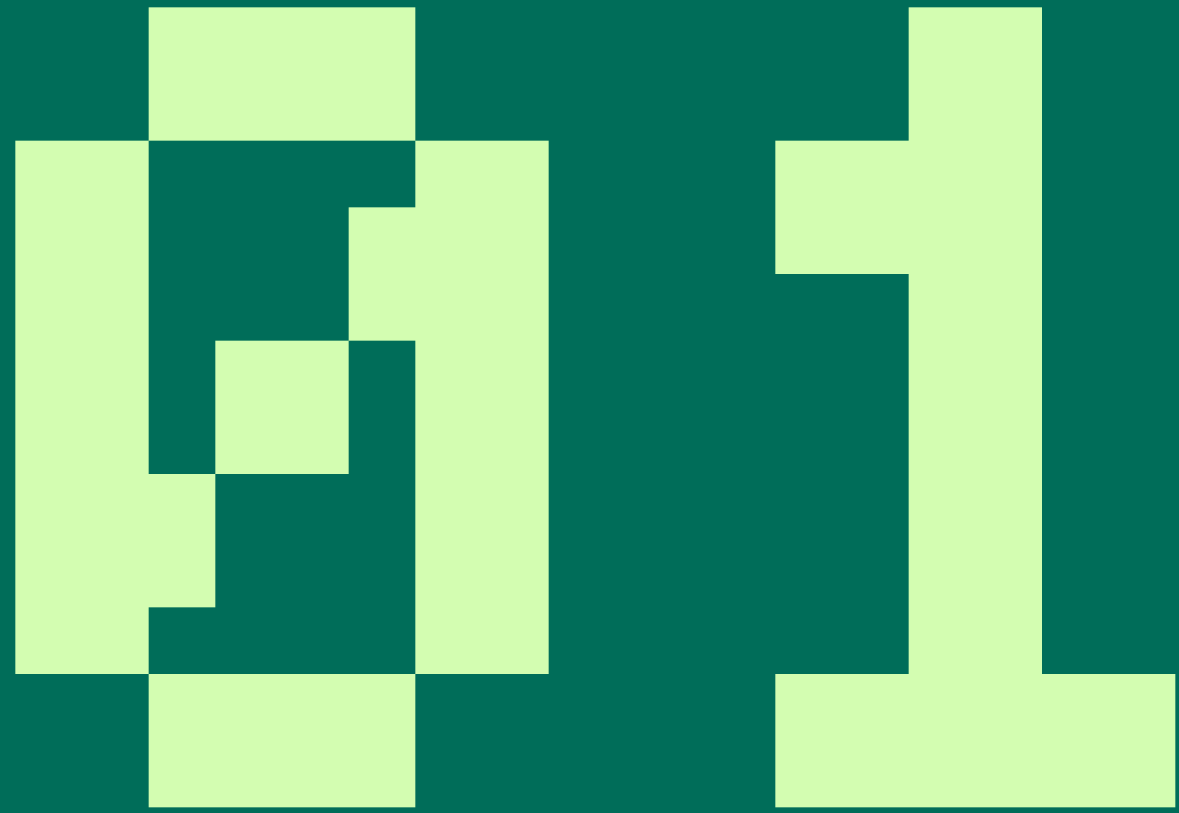
Building brands by telling  
stories. We make bytes.

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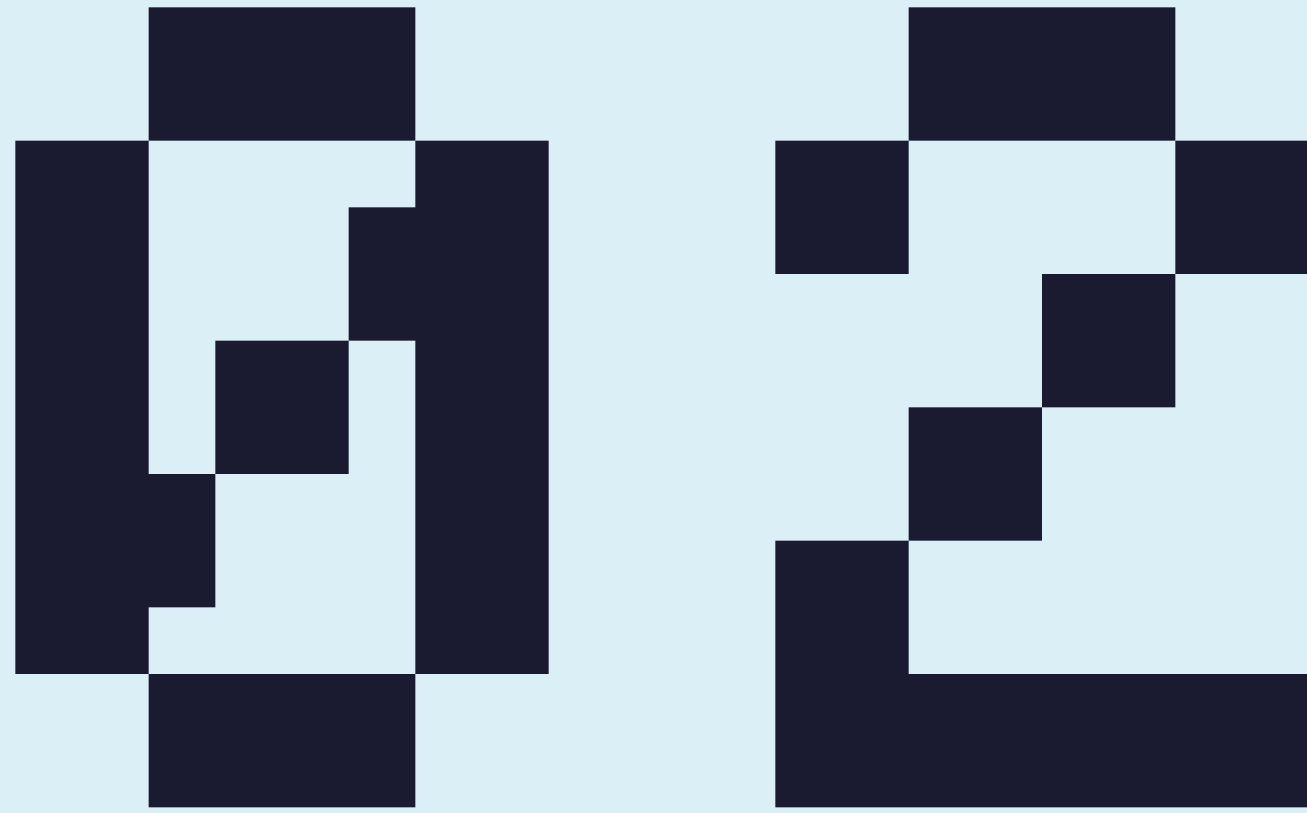


# Introduction

Bytes was born from a simple idea...

Just as each byte forms something bigger, we aim to transform every unique brand idea into a complete journey, telling its story in a way that's both unique and unforgettable.

By crafting timeless designs and innovative digital experiences, we bring our clients' stories to life with purpose and passion.



# Who we are?

vision

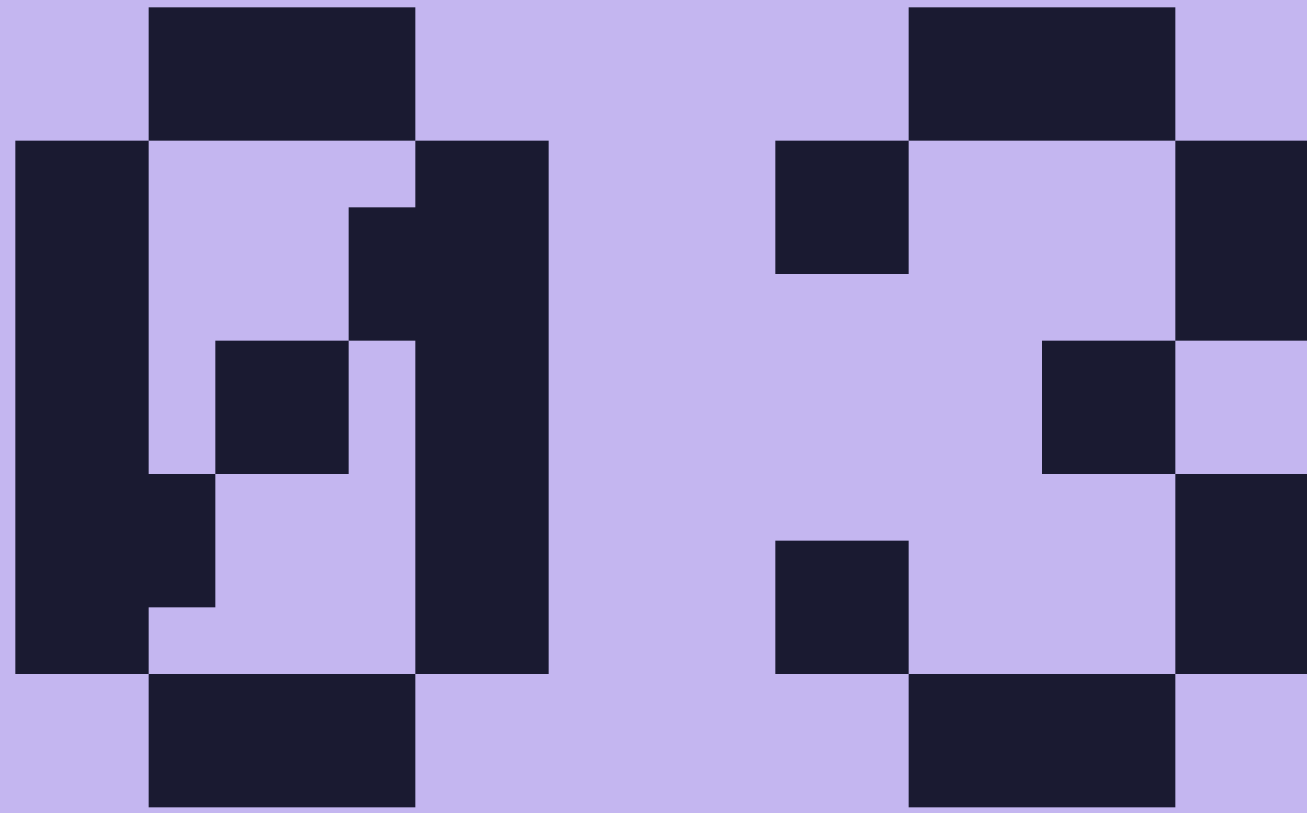
collaboration

quality

trust

timeless design

impact

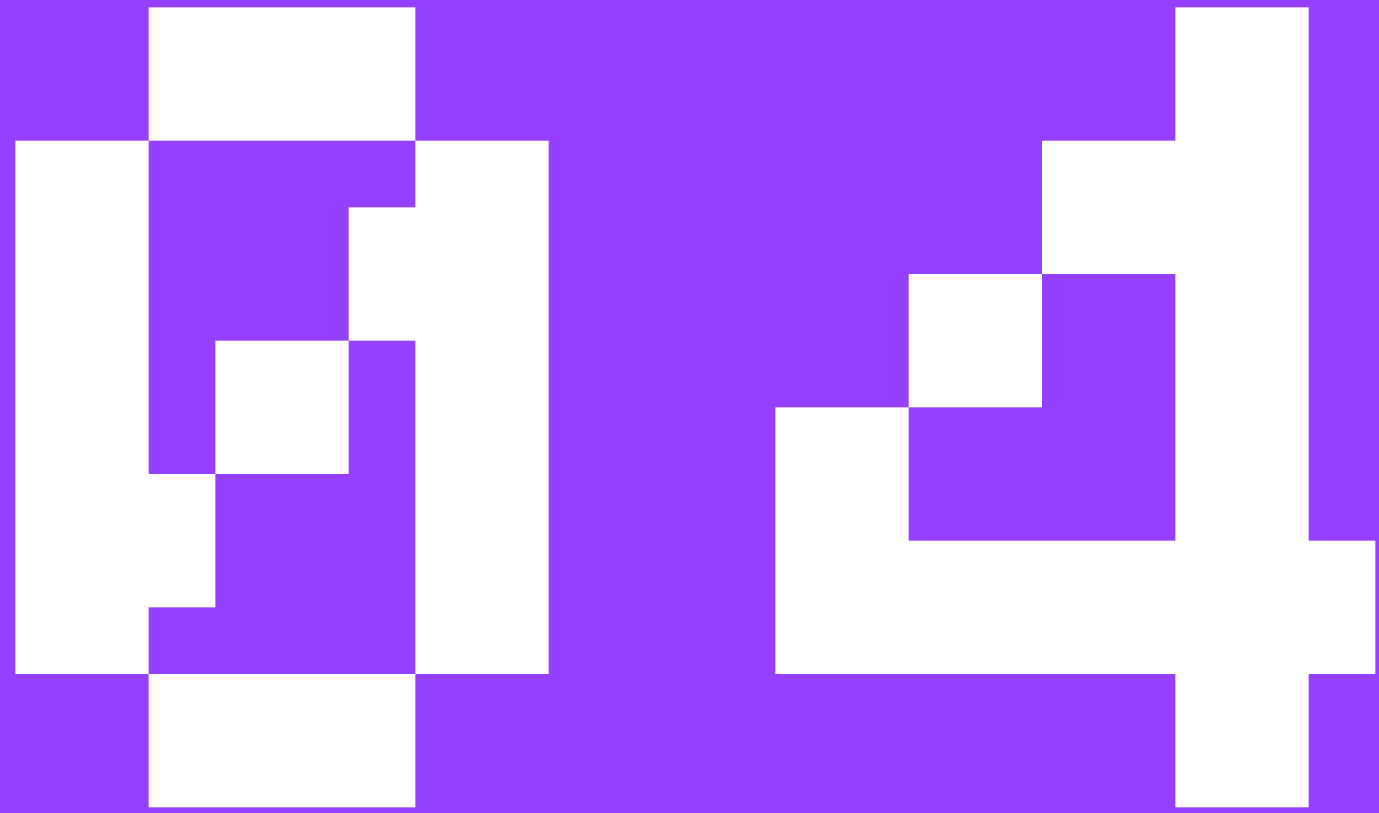


# Brand values



We are a digital studio that transforms ideas into unforgettable journeys. Our guiding principles are:

- **Vision:** We embrace innovation to shape the future of digital experiences.
- **Collaboration:** We work together to achieve extraordinary outcomes.
- **Quality:** Excellence is our standard, down to every detail.
- **Trust:** Transparency and integrity are at the core of everything we do.
- **Timeless Design:** Our designs are crafted to stand the test of time.
- **Impact:** We aim to make a positive difference through every project.



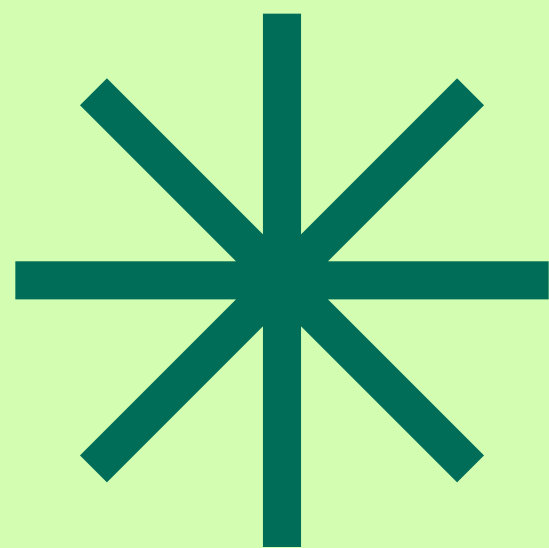
# Mission & Vision

We strive to ensure that our products and services not only meet our customers' needs but also exceed their expectations.

Our vision is to be reliable partners, driving growth and making a positive impact for our clients.



# Tone of voice



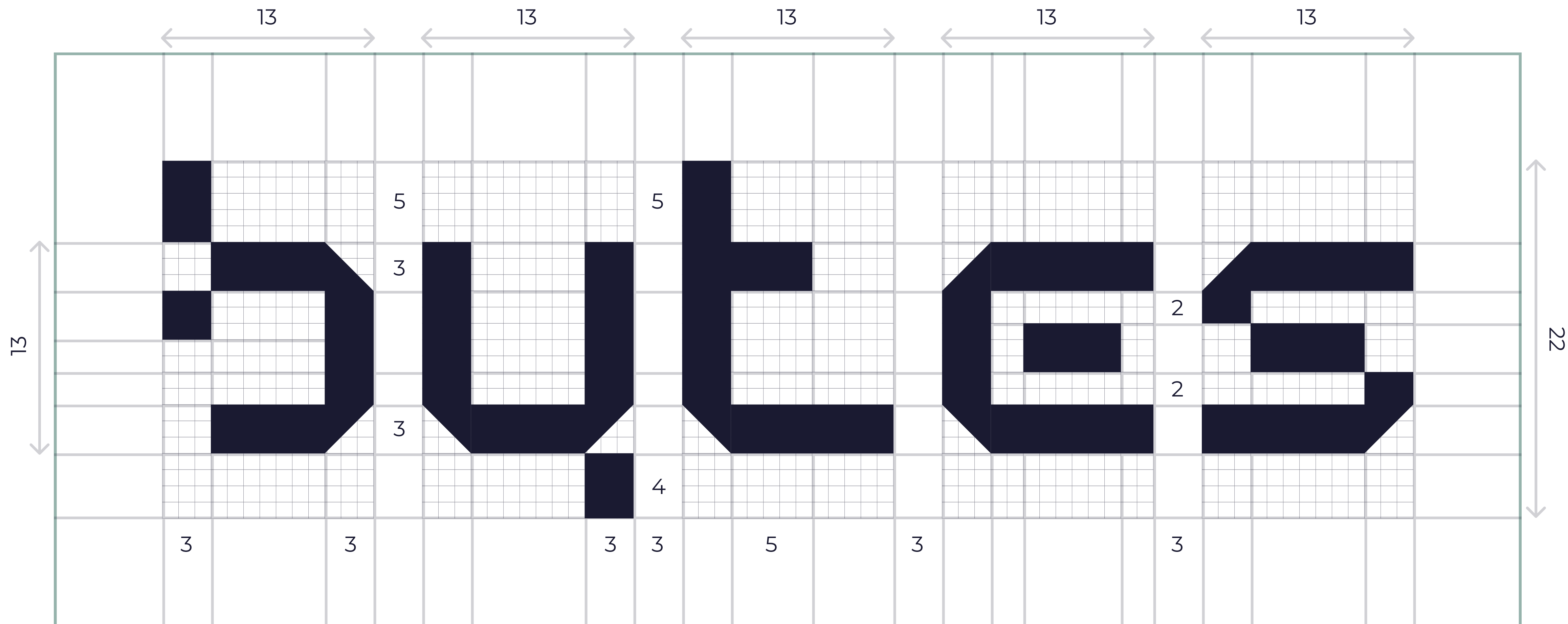
- **Welcoming and approachable:** We create a warm, inviting tone that values users without offering unnecessary information.
- **Professional yet engaging:** Use clear, respectful language to present information straightforwardly without confusing or boring users.
- **Upbeat and solution-focused:** Highlighting the benefits, we inspire confidence, and remain mindful of the user's challenges.
- **Facilitative and empowering:** We guide users with clear steps, promoting effective solutions over counterproductive methods.



Logo

Our logo is made up of 534 tiny squares, with each letter using a grid of 286. We chose **squares** to reflect how bytes are made of simple building blocks, symbolising the precision and attention to detail in our client projects.

bytes



1 square: ■





## Logo usage

- **Full logo:** For primary branding, official communications, and where full recognition is required.
- **Icon logo:** For compact spaces like app icons, social media, or decorative branding.

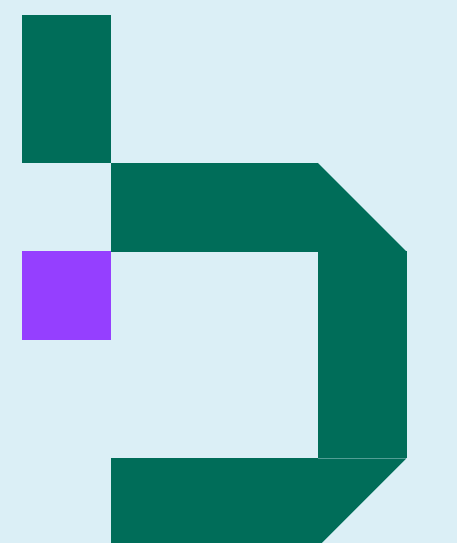
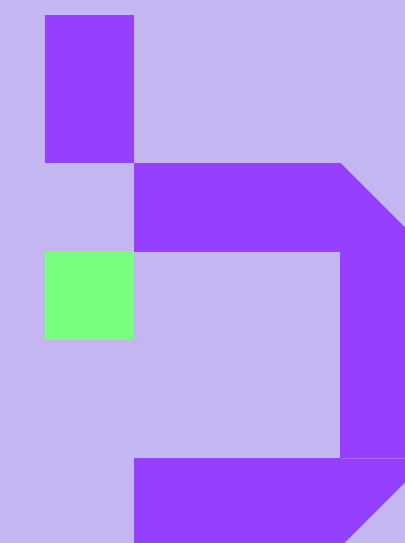
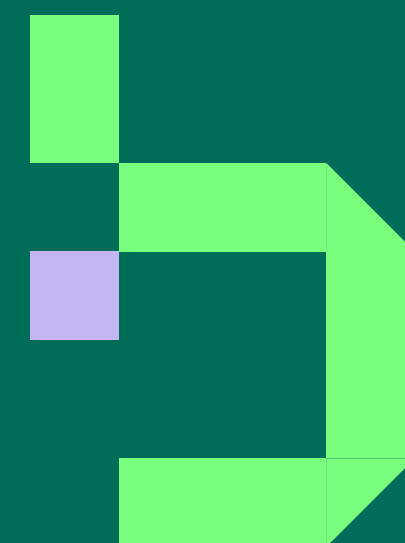
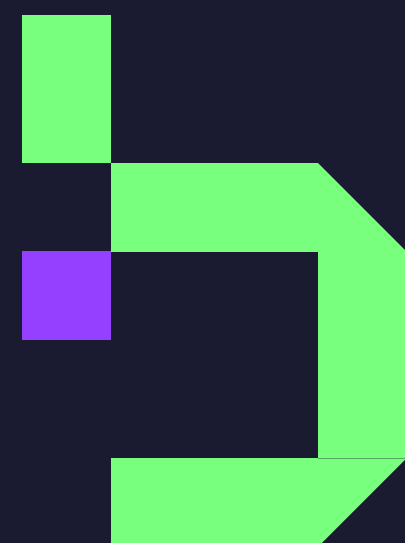
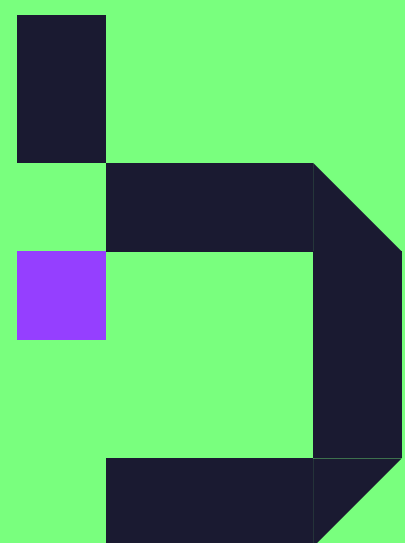
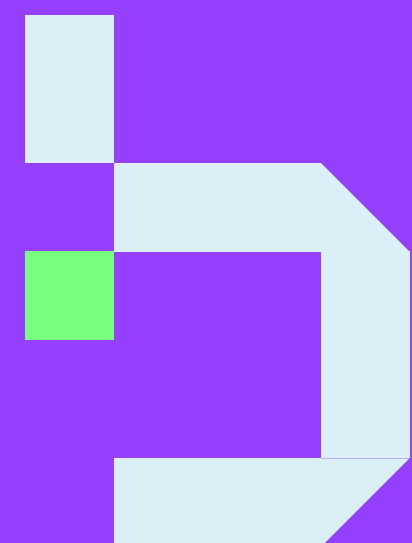
## Logo usage on background

- **On light BG:** Dark letters with "B" square in primary or secondary colour.
- **On dark BG:** Light letters with "B" square in primary or secondary colour.
- **Icon Logo:** Coloured background only, the small square colour differs from the letter "B" colour itself

bytes

bytes

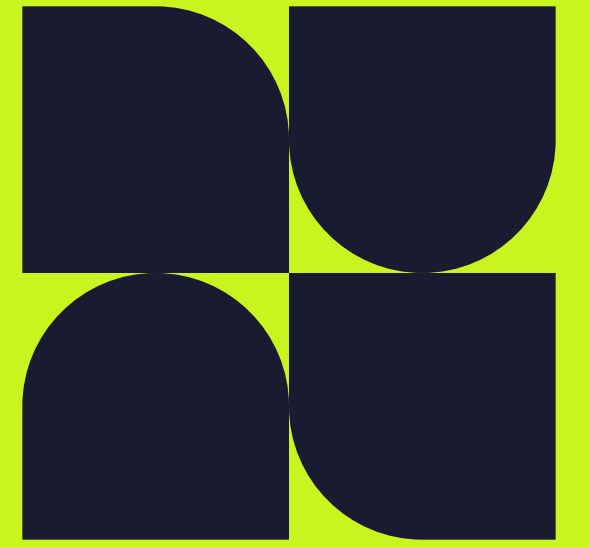
bytes



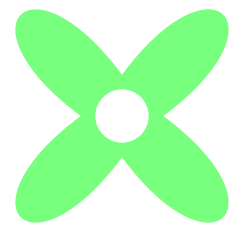




# Colours



Our colour palette features 5 primary and 3 secondary **neon-inspired colours**, including vibrant purple and neon green hues. These bold, futuristic tones reflect the technical and creative essence of "bytes," offering flexibility for innovative and cohesive designs.



## Primary colours

Bytes' primary colours are the foundation of our brand identity. Our palette includes:

- **Black:** Bold, neutral base that conveys strength and professionalism.
- **Neon green:** Vibrant shade symbolising energy and innovation.
- **Teal:** Technical and grounded hue that balances the palette.
- **Purple:** Creative and futuristic colour, highlighting the brand's inventive spirit.

This palette reflects our technical expertise and creativity, offering flexibility for diverse design applications.

Black	Neon green	Teal	Purple
HEX #1A1A32	HEX #7AFF7F	HEX #006D5A	HEX #9540FF
RGB 26/26/50	RGB 122/255/127	RGB 0/109/90	RGB 149/64/255

Soft lavender

**HEX**  
#C5B6F1

**RGB**  
197/182/241

Vivid lime

**HEX**  
#C8F520

**RGB**  
200/245/32

Mint Green

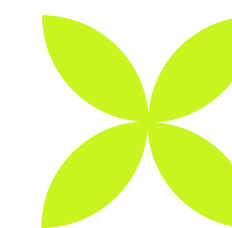
**HEX**  
#D3FDB1

**RGB**  
211/253/177

Blue sky

**HEX**  
#DCEFF6

**RGB**  
220/239/246

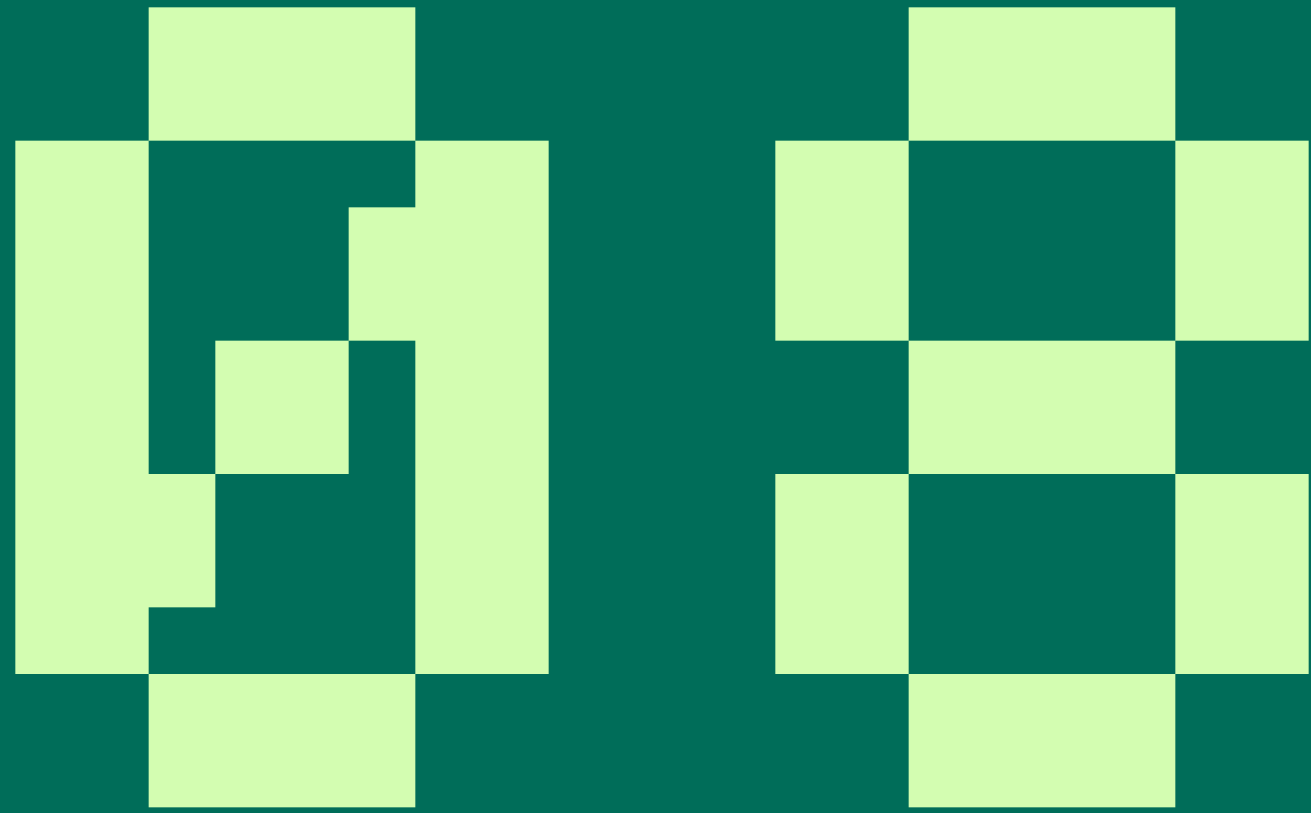


## Secondary colours

Our secondary colours enhance our brand identity by providing complementary accents to the primary palette. These softer, more nuanced tones allow for versatility and balance in our designs.

- **Soft lavender:** Complementary accent that adds sophistication and versatility.
- **Vivid lime:** Rare accent colour that brings a burst of energy and highlights key elements with its vibrant, eye-catching tone.
- **Mint green:** Refreshing and soft shade that adds a sense of calm and balance to the palette.
- **Blue sky:** Light, airy tone evoking clarity and openness, perfect for creating spacious, inviting designs.

This secondary palette supports our brand's modern and creative character, offering subtle highlights and flexibility for diverse design applications.



# Typography

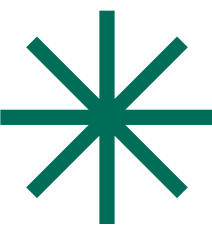
Our typography combines three distinct fonts to reflect the essence of "bytes": a playful, digital-inspired font for **signs and numbers**, a versatile modern font for **body text and regular titles**, and a bold, sophisticated font for **impactful large titles**. Together, they ensure clarity, creativity, and consistency across all designs.

Primary typeface

# Montserrat Alternates

Montserrat Alternates offers a modern, clean aesthetic with excellent readability, making it perfect for most text-based content. It is available in a range of weights, from Thin to Regular to Black, providing flexibility for different design needs.

■ **Usage:** Body text, small titles, captions, and descriptions.



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
wxyz

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
wxyz

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
wxyz

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
wxyz**

**Aa**

Secondary typeface

# Lazare Grotesk

Lazare Grotesk is a bold, geometric typeface designed for impactful, large headings. It also comes multiple weights, allowing for variation and emphasis in larger text.

■ **Usage:** Large titles and major headers.

ABCDEFGHIJ  
KLMNOPQRST  
UVWXYZ

abcdefghijklmnopqrstuvwxyz

Ultra thin  
Thin  
Light  
Regular  
Medium  
Bold  
Black

Special typeface

# Minecraft

Minecraft’s unique, playful design is perfect for making numbers stand out in a bold, digital-inspired way.

■ **Usage:** Large numbers & characters.

012345  
6789!  
@#\$%  
%^&\*?



# Social media

 [bytes.bg](https://www.instagram.com/bytes_bg)

 [Bytes](https://www.facebook.com/bytes_bg)

 [bytes-digitalstudio](https://www.linkedin.com/company/bytes-digitalstudio)

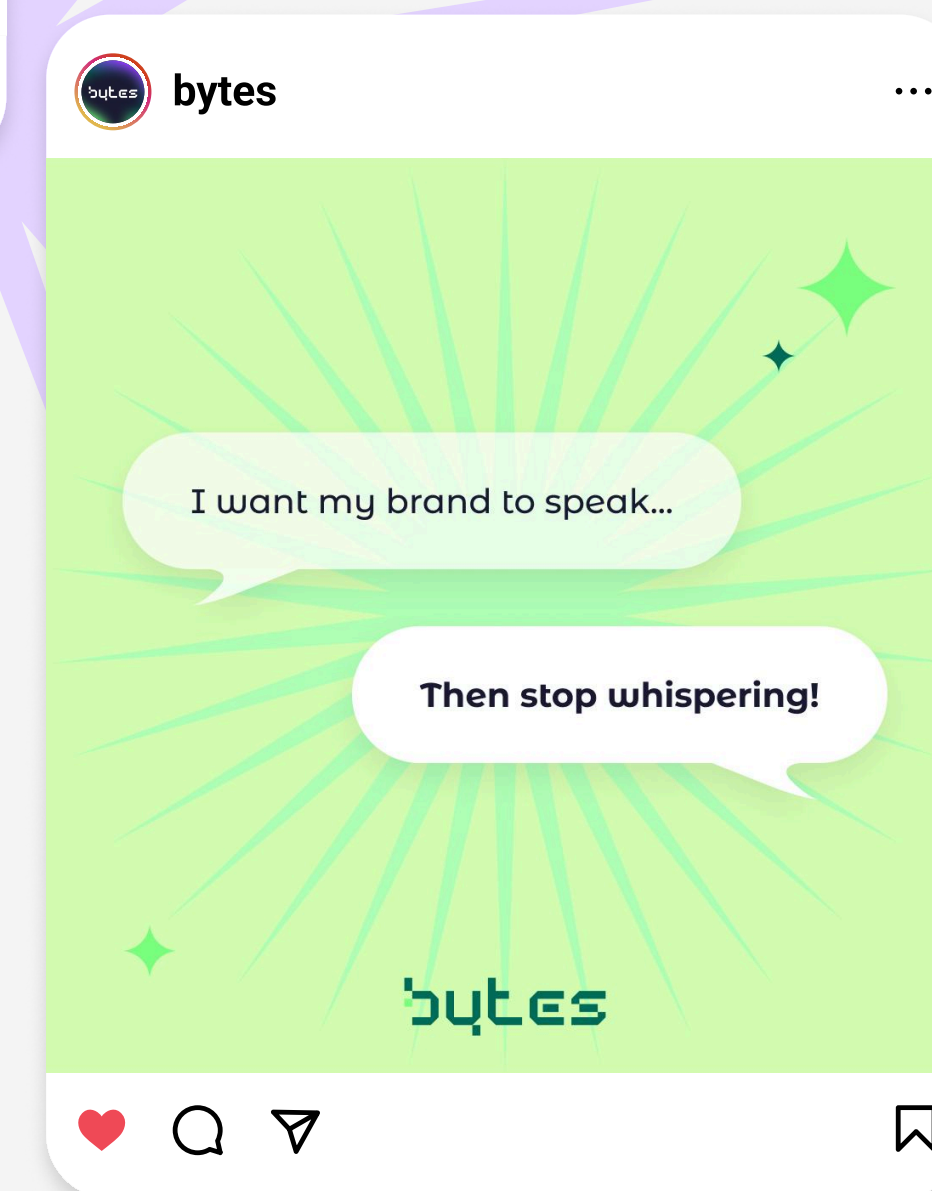
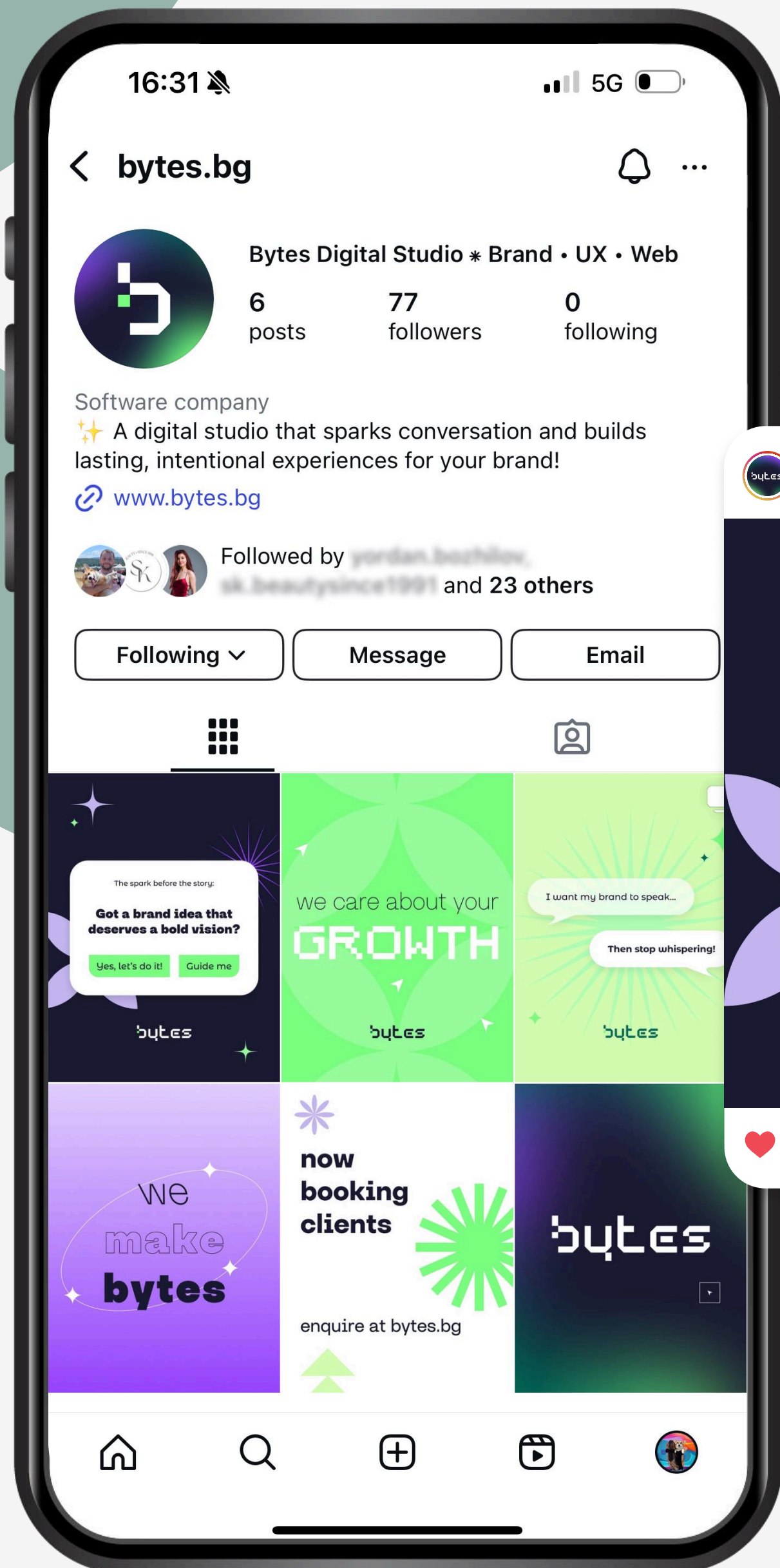
 [info@bytes.bg](mailto:info@bytes.bg)

 [www.bytes.bg](https://www.bytes.bg)

Bytes is active on multiple platforms, each serving a unique purpose:

- **Instagram & Facebook:** Community engagement and brand storytelling.
- **LinkedIn:** Professional updates and insights.
- **Email:** Direct communication and updates.
- **Website:** The central hub for all brand information.









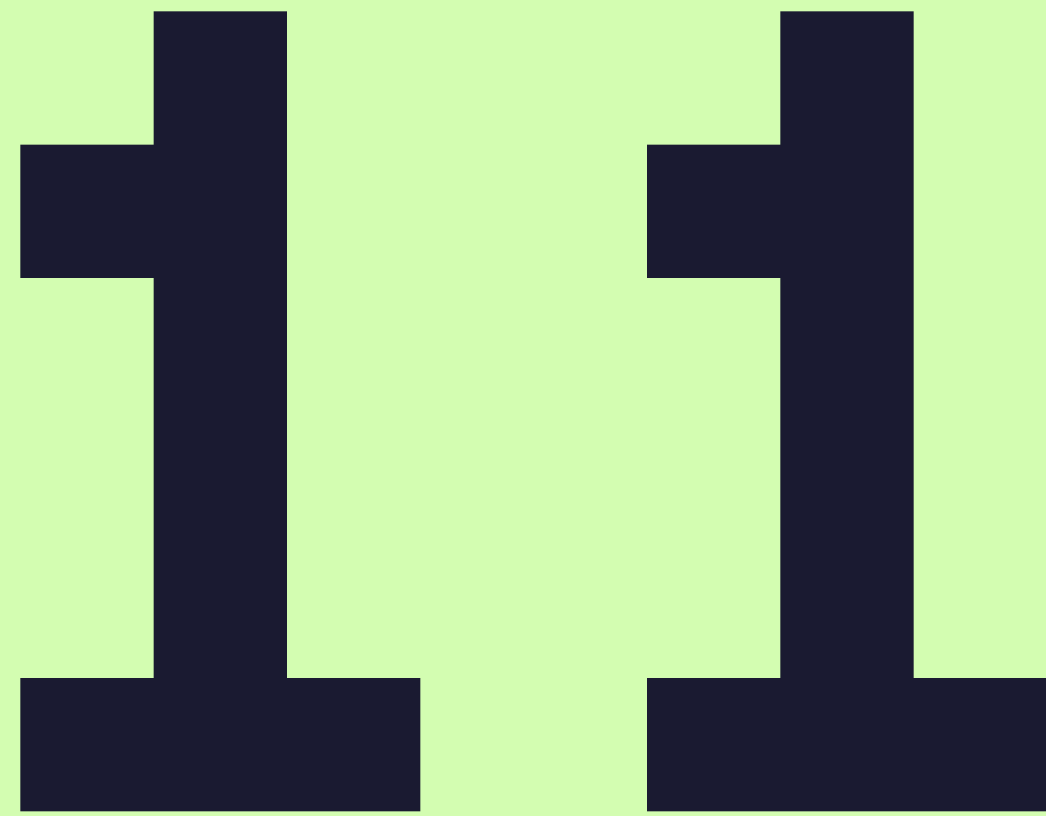
# Website



 [bytes.bg](https://bytes.bg)

We are a digital studio crafting immersive experiences that blend creativity and technology. Our website is the gateway to our work, showcasing our expertise, projects, and values while providing a seamless journey for visitors to connect with us.





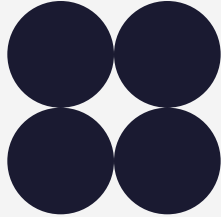
# Key services

Bytes is a digital studio specializing in branding, web design, and digital experiences that transform ideas into impactful digital journeys. From bytes to big ideas.

- **Branding & Identity:** Crafting logos, visual guidelines, and brand strategies.
- **Website Design & Development:** Building sleek, high-performing, and user-friendly websites.
- **Digital Product Design:** Designing intuitive apps, dashboards, and interactive platforms.
- **Creative Direction:** Shaping visual storytelling through motion graphics and campaigns.
- **Content & Social Media Strategy:** Enhancing brand presence with compelling content and engagement strategies.








**Brand identity**  
✂ **Visual design**

**VALUE:**

- Memorable brand presence (logo, typography, colours)
- Strategic brand clarity
- Consistent visual messaging

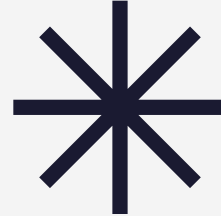


**Web design (UX/UI)**

**VALUE:**

- Intuitive user experience
- Early-stage feedback from usability testings
- Accessibility and legal compliance


**Web development**



**VALUE:**

- Scalable solutions
- Responsive websites
- High-performance coding

**Product strategy**  
✂ **Consulting**




**VALUE:**

- Goal-oriented planning
- Market-focused solutions
- Scalable growth strategies


**VALUE:**

- Native mobile apps
- Cross-platform compatibility
- User-friendly interfaces



**Mobile apps**

**Performance optimisation**




**VALUE:**

- Faster load times
- Improved user engagement
- Optimized site performance

**VALUE:**

- On-brand social presence
- Engaging content visuals
- Consistent messaging



**Social media design**

**Merch designs**  
✂ **print materials**



**VALUE:**

- Creative brand extensions
- Memorable product designs
- High-quality merch

# bytes