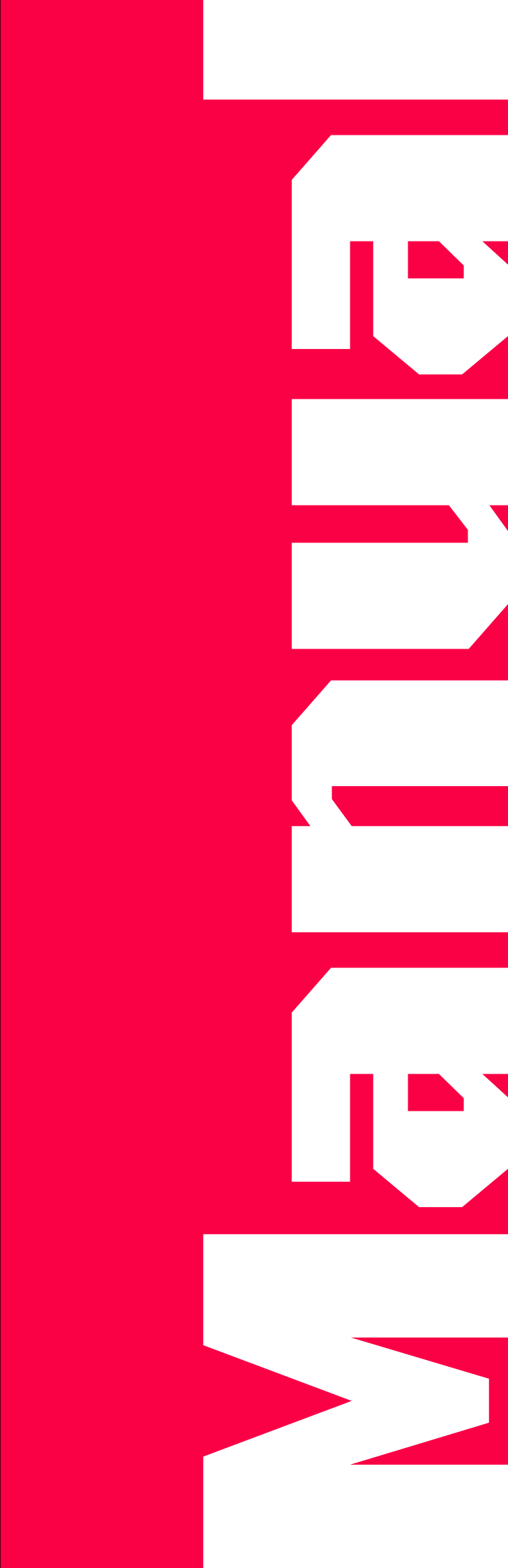




The **official** bitCorp™ corporate design guidelines



The security of any computer system is enhanced by the clash of two opposing forces of attack and defense.

We want to tell the story of a eternal challenge between **Red teams** and **Blue teams**.

bitCorpTM

Table of content

Table of content -----	3
Introduction -----	5
Logo Concept -----	7
Logo construction and clear space -----	8
Application on a background -----	9
Logo minimum size -----	9
Correct logo placement -----	11
Corporate Signature font -----	13
Tomorrow -----	13
Main font -----	15
The color system -----	17
Layouting -----	18
Blending modes for images -----	19
Stationery -----	21
Grid systems -----	23
Iconography -----	25
Merchandising -----	27

Introduction

We want to tell the story of a perennial challenge between Red teams and Blue teams. The security of any computer system is enhanced by the clash of these two opposing forces of attack and defense.

The approach is human-centered because people are often both the vulnerable element and the solution to cyber threats.

"Cyber security made for people."

We operate to satisfy the increasingly important need to protect information and the know-how of individuals and companies exposed to new cyber threats. examples: ransomwares, human hacking, phishing, opening and backdoor manipulation, Trojans and spyware.

Moreover, we intervene to contrast the threat of cyber-crime capable of sabotaging strategic infrastructures as well as violating domains and private homes using the interconnectivity of the Internet Of Things (IoT)

2021 will be the year of bitCorp, lets make this happen together

Greta Scarpa
CEO



**A visual
language
based on
company
culture**

**becomes
our brand
expression.**

Introduction

Logo introduction
Logo construction
and clear space
Application on
a background
Logo application,
Correct logo
placement
Typography

Logo Concept

Concept

Starting from the font "tomorrow", a concept for an extremely simple and versatile logo has been developed.

The choice of the uppercase "C" helps emphasizing the lowercase "b", representing the smallest part of IT, where everything is either "1" or "0", "on" or "off", "true" or "false", telling once again the concept of "fighting for security".

Logo

Simple and effective, works on any kind of media (web+print).

bitCorp™

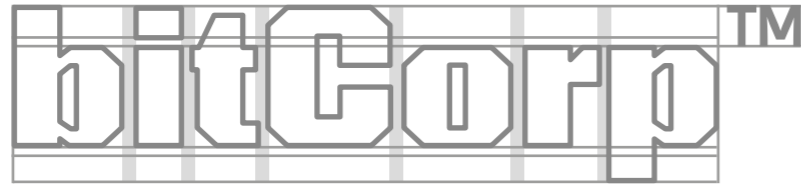
Separation effect

Starting from the idea of opposing forces, represented by the red and blue color, the clash of the two creates the bitCorp logo. This version can be used on digital media only.

bitCorp™

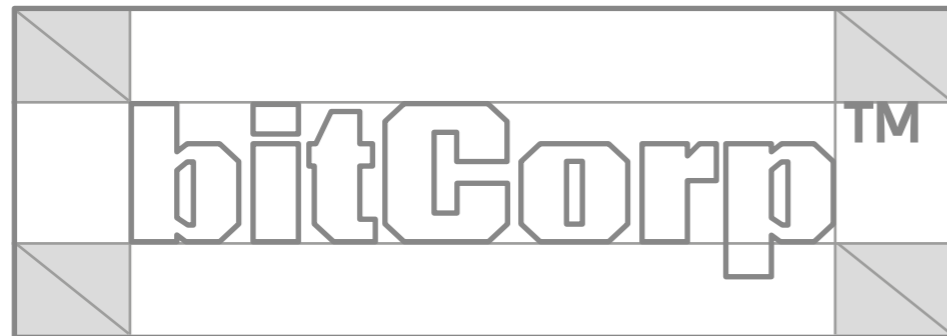
Logo Concept

Logo construction and clear space



Construction

The spacing between letters is even. Due to small changes to the vector please always use the specifically constructed logo either than the font.



Clear space

Please keep in mind that the logo always needs some space to breath. The clear space itself is part of the logo, so it cannot be used without this intrinsic "margin".

Application on a background



Standard B/W and outline version

Print, web anywhere, the full white logo on black background is the standard version of the logo.

Only in some cases, for example a stitched logo on a baseball cap, the outline only version can be used.

On colored Backgrounds

The logo may be used on the primary corporate colors too.

Logo minimum size

B/W version

The minimum size of the logo should always be kept in mind when printing (20mm) and on the web (min 150px).

bitCorpTM

50mm

bitCorpTM

20mm

Multicolor logo

The tricolor version of the logo cannot be used below a width of 150px. The fallback version would be the standard black or white logo.

bitCorpTM

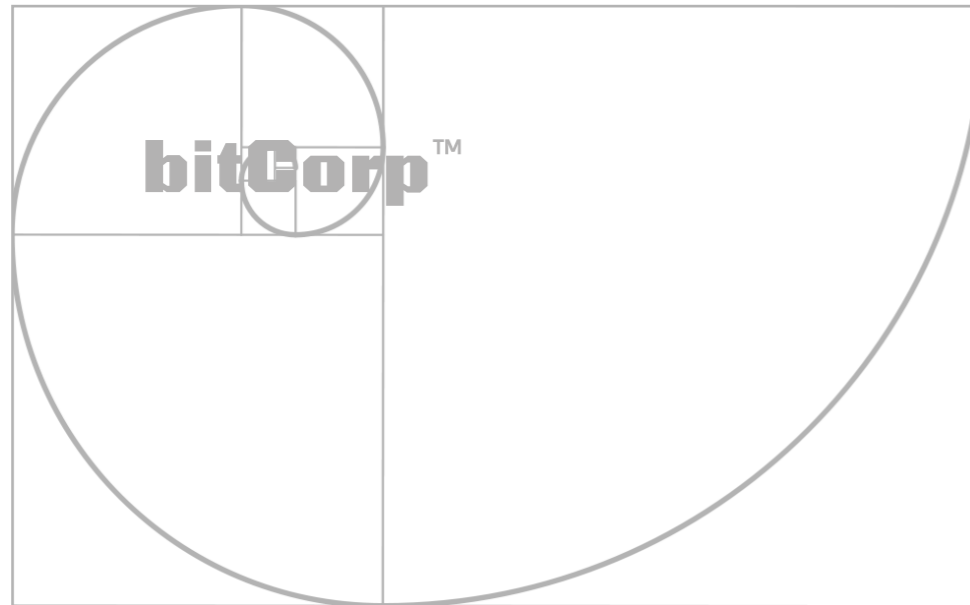
150px

bitCorpTM

50px

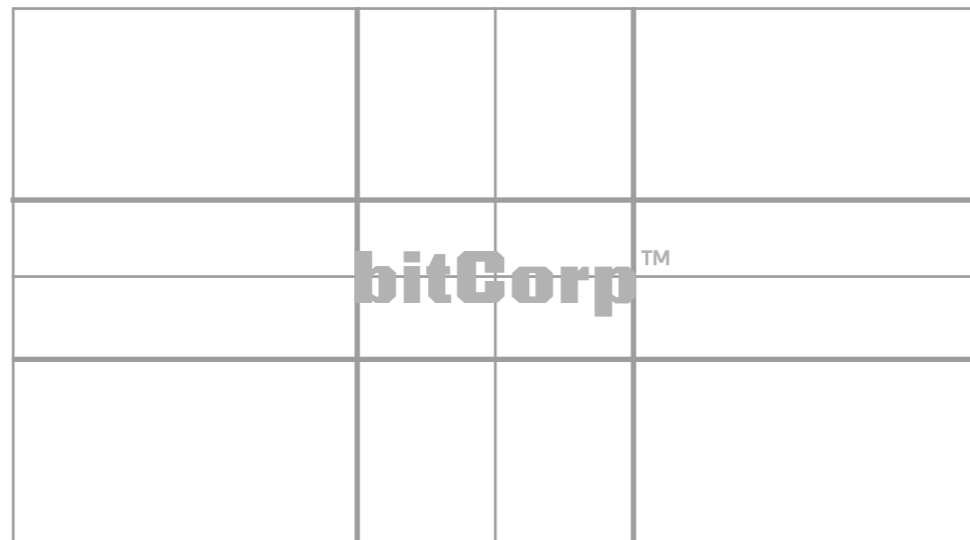
Fibonacci

The center of the logo will be positioned at the core of the gold-en ratio (sezione aurea). The TM or ® symbol with a low visual weight does not count.



Centering

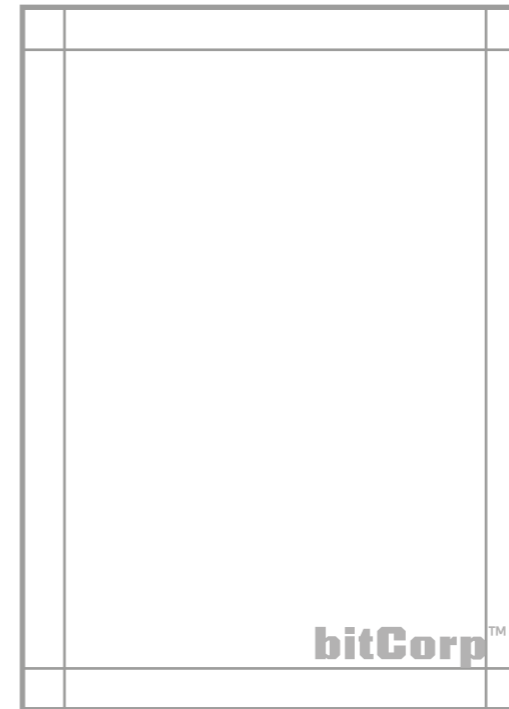
The center of the logo will be positioned at the center of the document margins. The TM or ® symbol with a low visual weight does not count.



Correct logo placement

Margins

The logo can also be positioned at the top left or the bottom right of the document margins. The TM or ® symbol with a low visual weight does not count.



Please don't...



Please, don't rotate the logo



Please, don't resolve the logo in different colours



Please, don't distort or warp the logo in any way



Please, don't use the logo on busy photographs or patterns.



Please, don't use the logo on colors with poor contrast



Please, don't apply shadows or glow effects

Corporate Signature font

Main font

Font

Corporate Signature font

Tomorrow

Concept

This font is a very central element of the branding, especially since the logo is based on it. An extrabold, industrial and retro inspired mood with super simple lines will guide the way.

A secondary, more versatile and readable font (Kumbh sans) is being used for long text, subheadlines and other more detailed texts.

Tomorrow ExtraBold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNORSTUVWXYZ
1234567890?!*+(.,)

Kumbh Sans

Kumbh Sans Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Kumbh Sans Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Kumbh Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Main font

Light

Regular

Bold

The color system

Color

The color system

Color system

In order to have a correct understanding of the color system please always refer to a physical pantone color palette.

PANTONE BLUE 2995 U

A bright, joyful and strongly saturated blue, representing the good, the positive, the defence. Like looking into the sky on a beautiful day.

It can be used at any opacity, even if the full color is preferred.

RGB 0, 155, 255
CMYK 73%, 33%, 0%, 0%
HEX #009BFF

PANTONE
BLUE 2995 U



PANTONE Red 032 U

A bright, strongly saturated red, tending towards magenta representing the attacker, the dark side searching for blood ;)

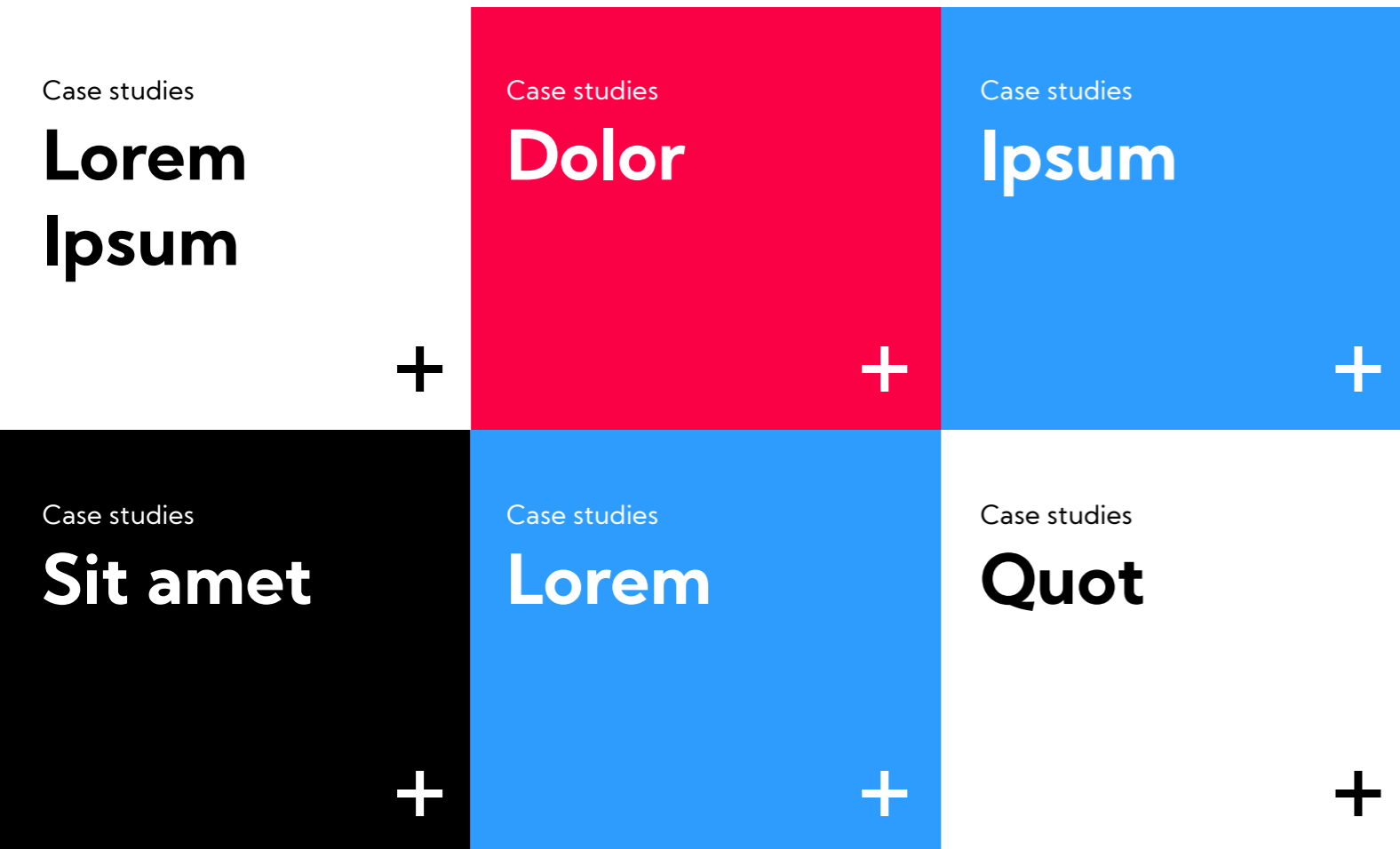
It can be used at any opacity, even if the full color is preferred.

RGB 231, 50, 74
CMYK 0%, 91%, 61%, 0%
HEX #E7324A

PANTONE
Red 032 U



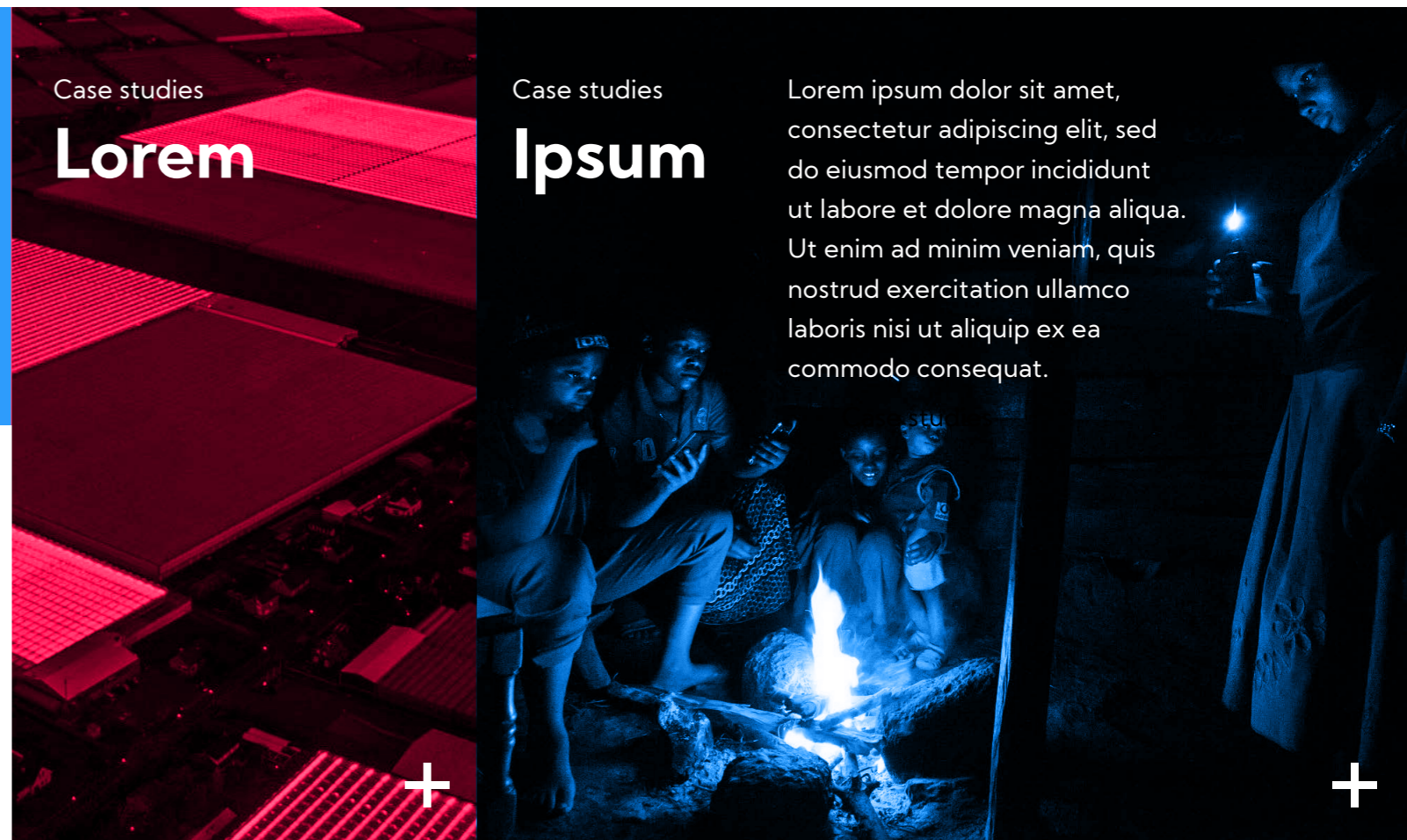
Layouting



Concept

We love high contrast. Big colorful blocks can be used as background layers big statements.

Blending modes for images



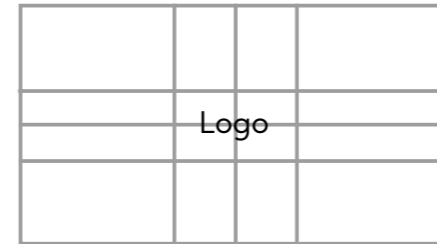
Concept

Meaningful photography can be used with different kinds of overlay effects to simplify colors. The darkening of the overlay effects will also help maintaining the right amount of contrast to ensure maximal readability.



Stationery Grid systems Iconography

Stationery



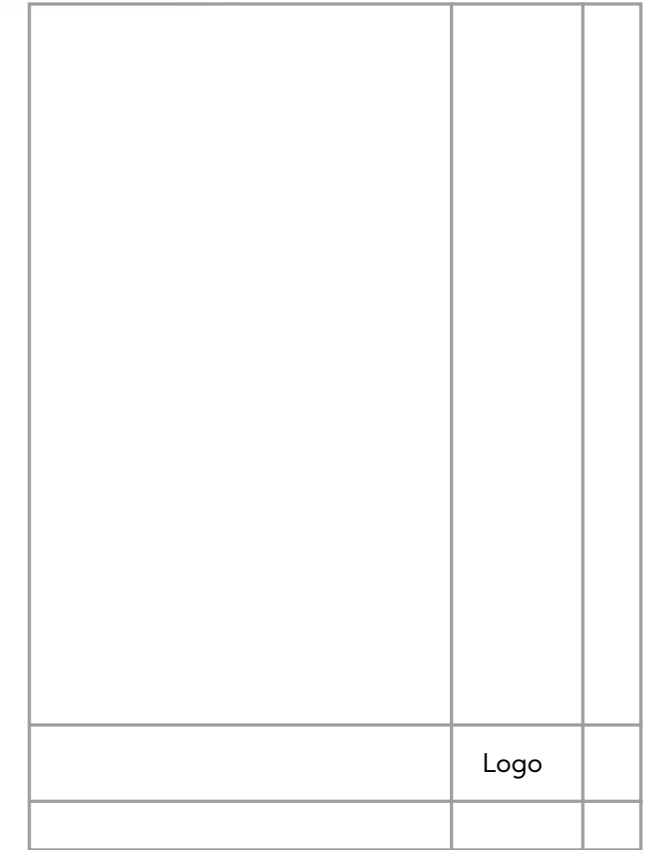
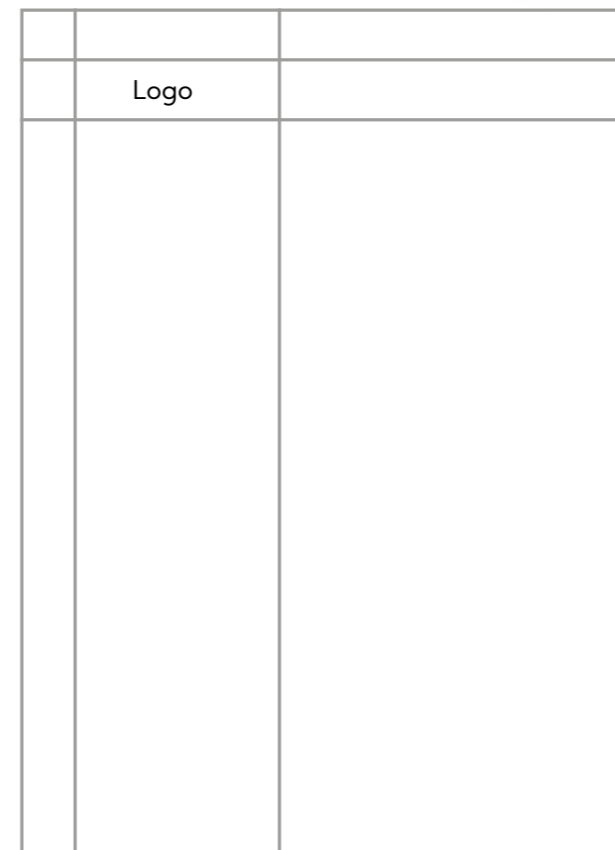
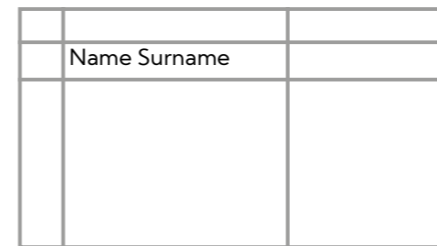
Dimensions 85mm x 55mm

Name Tomorrow 9pt

Description / details Kumbh 8pt

Paper weight 350 g/m2 matt

Print CMYK/ Pantone

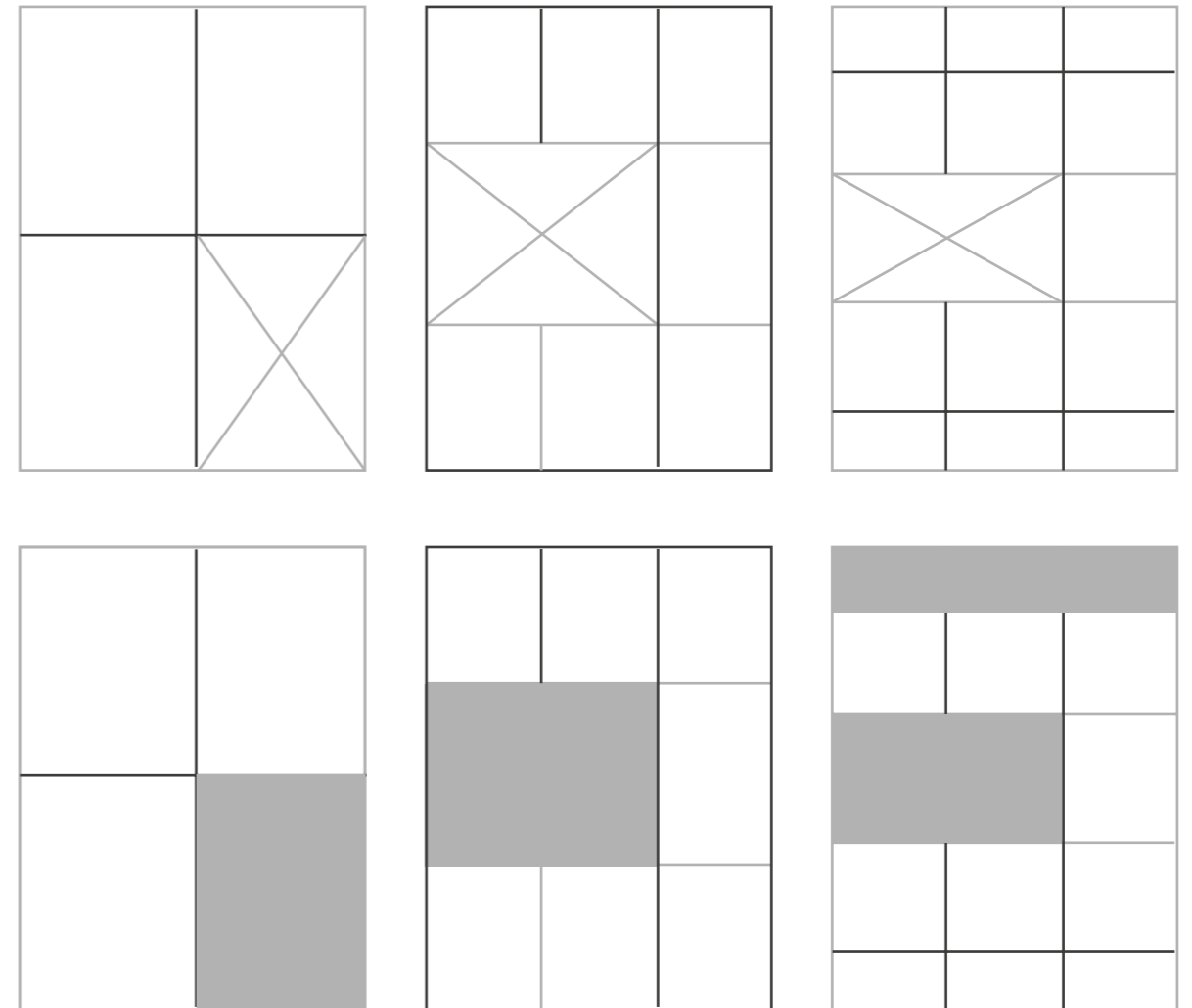


Stationery

Grid systems

The grid system

A basic two or three column system is recommended for most physical and digital media. See below examples for best use.



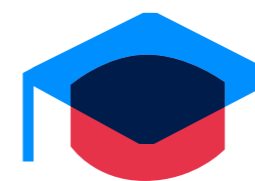
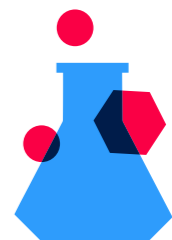
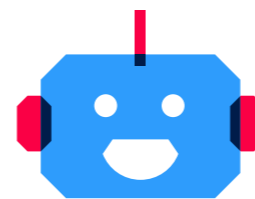
Product icons as a visual expression of our brand and services.

Iconography

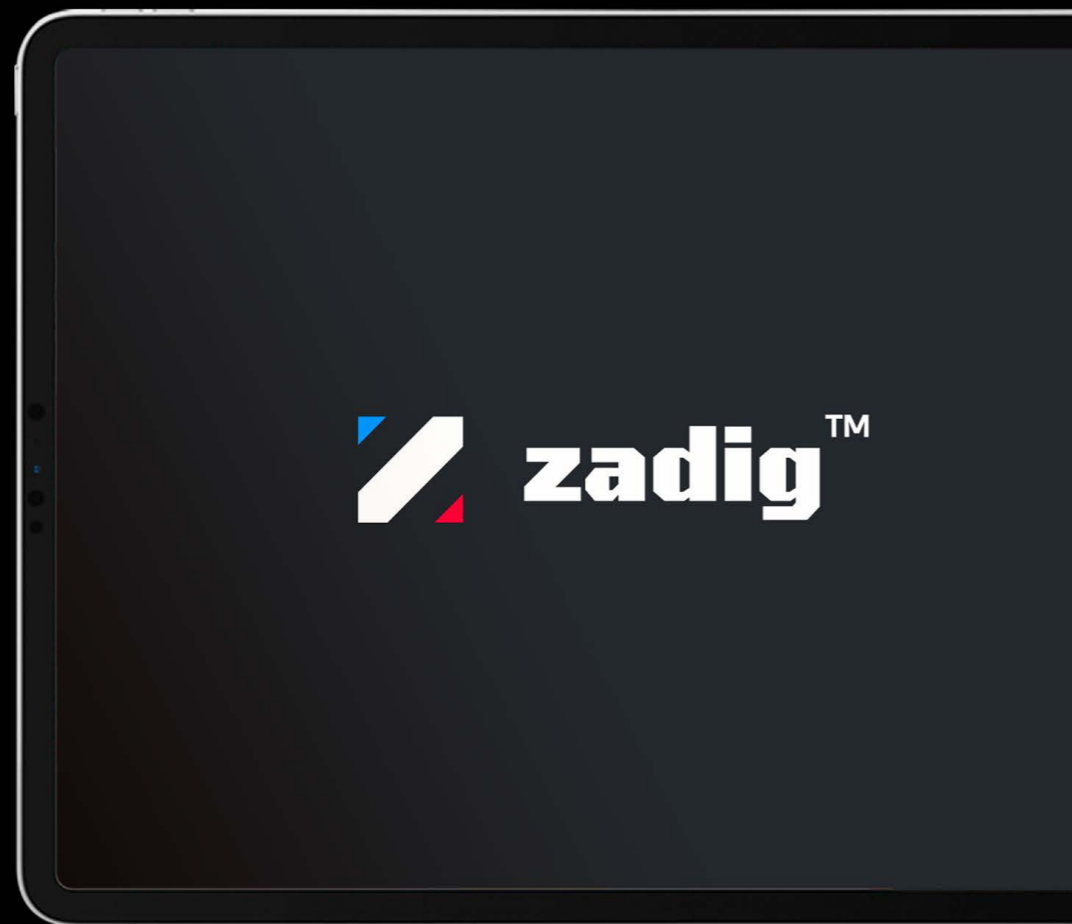
Icons

All icons use a fusion multiply effect to create a darker area at the intersection of the 2 main colors.

Many angles recreate the 45% angles of the main font in order to inspire a similar retro-tech mood. For any further icons please use the same style and concept.



Merchandising



Contacts

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Share Capital: € 10.000,00 i.v.

www.bitcorp.it

bitCorpTM

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design by **glueglue**TM