

Brand Guideline

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Logo design

The Forbytes logo reflects the core ideas and character of the company. It consists of a distinctive emblem and a clean wordmark, working together as a unified visual system. The logo represents technology, growth, and forward thinking, capturing Forbytes' focus on innovation and reliable digital solutions. It acts as a key visual element of the brand, ensuring recognizability and consistency across all touchpoints.

Logotype



Emblem



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Logotype

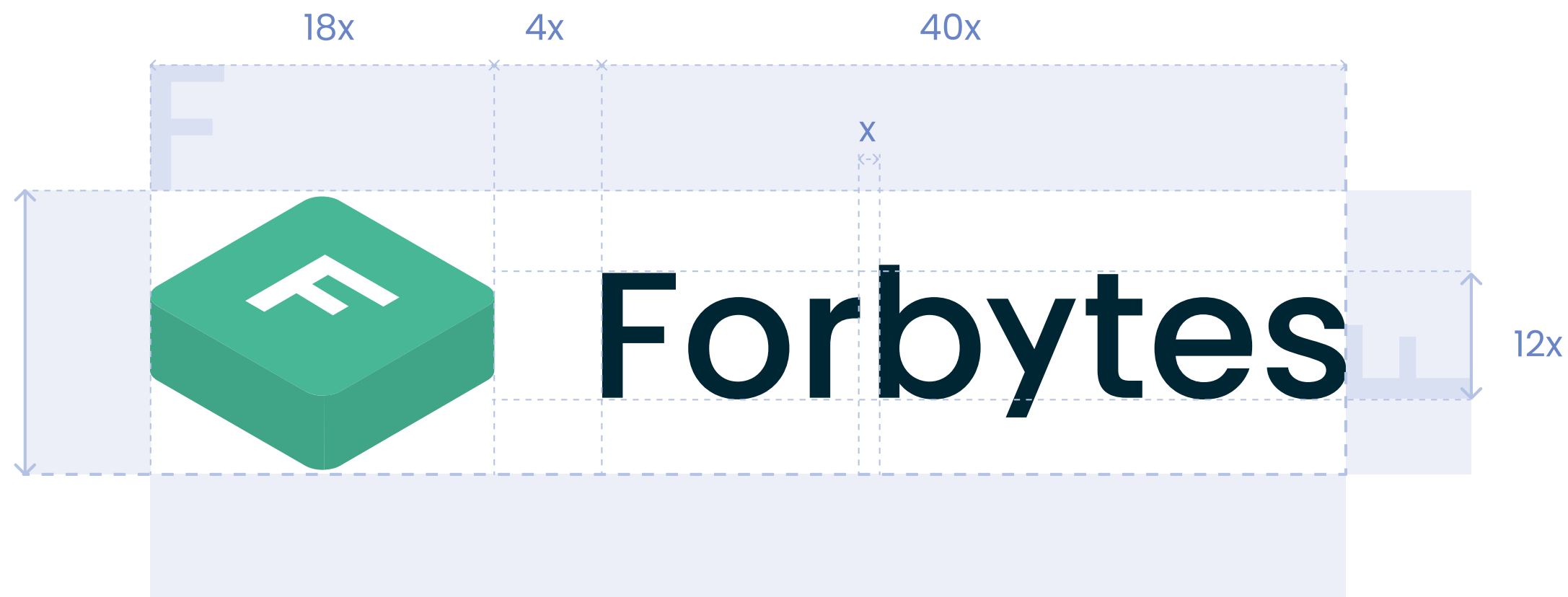


Emblem



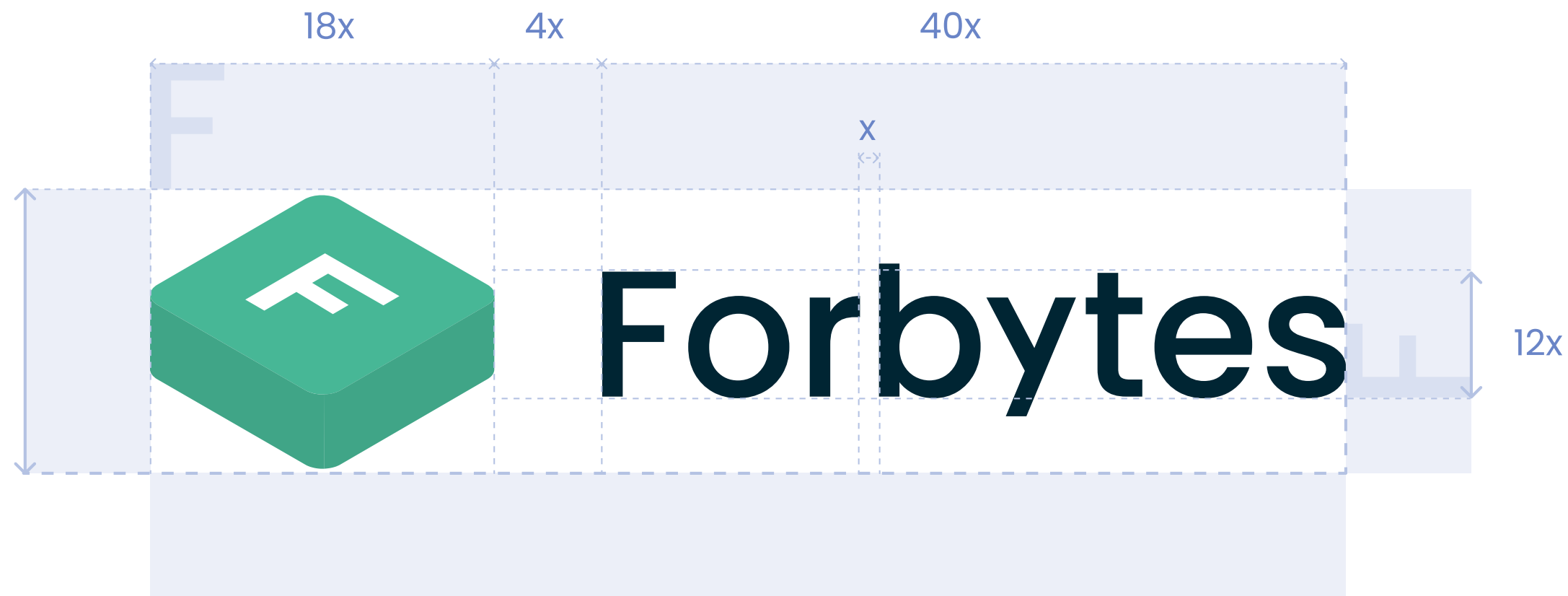
Logo spacing and proportions

To ensure clear visibility and visual balance, the Forbytes logo must always be surrounded by sufficient clear space. This space is defined by the unit x , based on the logo's proportions. No text, graphics, or other elements should enter this area. Maintaining the correct spacing and proportions helps preserve readability, consistency, and the overall integrity of the logo across all applications.



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Logo color variations

The Forbytes logo is available in black and white versions only. These two-color variations are used to ensure clarity, consistency, and strong visual presence.

The black logo should be applied on light backgrounds, while the white logo is intended for dark or solid color backgrounds. Avoid using other colors or combinations to preserve the integrity of the brand.



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Logo usage



Do not change the position of the emblem and logotype



Do not rotate logo



Do not outline logotype



Do not distort the logo



Do not use different colors



Do not change the transparency of the logo

Logo usage



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Do not rotate logo



Do not outline logotype



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Do not use different colors

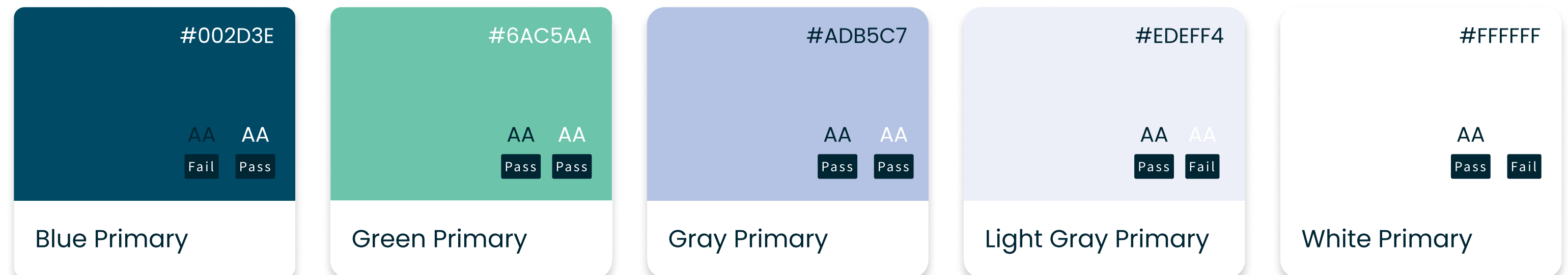


Do not change the transparency of the logo

Color palette

The Forbytes color palette is designed for consistent and accessible use across all brand materials. These colors should be applied to any layout or visual asset.

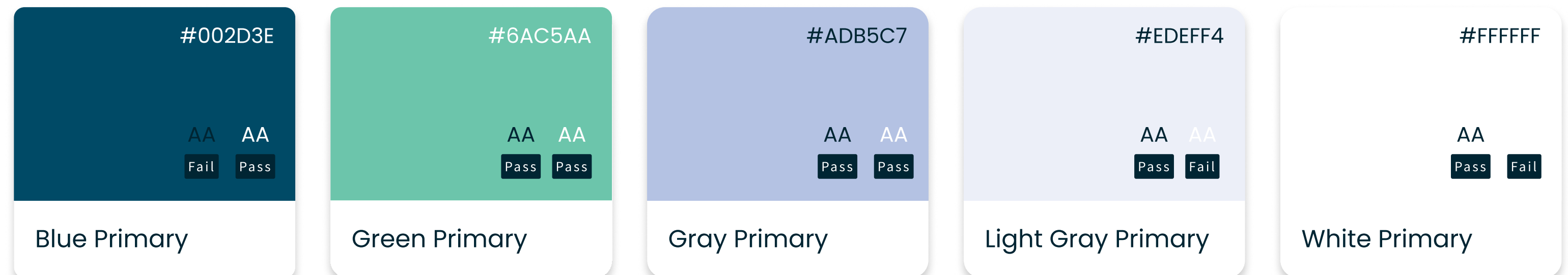
For text, use only black or white, depending on the approved contrast combinations. Avoid choosing text color based on personal preference, as each pairing has been carefully selected to meet accessibility standards and ensure clear readability.



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For text, use only black or white, depending on the approved contrast combinations. Avoid choosing text color based on personal preference, as each pairing has been carefully selected to meet accessibility standards and ensure clear readability.



Typography

Headlines use the Poppins typeface. When creating headings, keep the letter spacing set to 0 and use sentence case. Avoid using all uppercase or all lowercase styles to maintain clarity and consistency.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

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Forbytes



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