BW

One Bitwise:
Brand Standards

Use this guide as a high-level overview of how Bitwise syncs into one cohesive brand.

Last updated: 2/22/2021

Voice

Boilerplate

In marketing, a boilerplate is a short paragraph summarising a company and is used across all marketing materials. It is always the same and can be found at the bottom of press releases and reports, on the 'About Us' page of the website, and anywhere else where people may require a brief description of the company.

Bitwise Industries creates a bridge between humans from marginalized communities and stories of systemic poverty to skills and resources necessary to access opportunities in the tech industry. By leveraging public-private partnerships, Bitwise provides paid apprenticeships to students to learn tech skills, connects them to meaningful tech opportunities, and builds vibrant buildings in underestimated cities to house their work. By upskilling disenfranchised humans, it empowers them to change their own lives—which ignites and transforms the regional economies of the cities in which Bitwise serves.

Bitwise has raised more than $100M in support of this important work; expanded its model to serve five cities (Fresno, Bakersfield, Merced, Oakland, and Toledo); and built a tech apprenticeship engine that will drive national jobs/economic recovery in 2021. To learn more about Bitwise Industries, check out www.bitwiseindustries.com.

Brand Overview

Primary Logos

Primary Vertical Logo

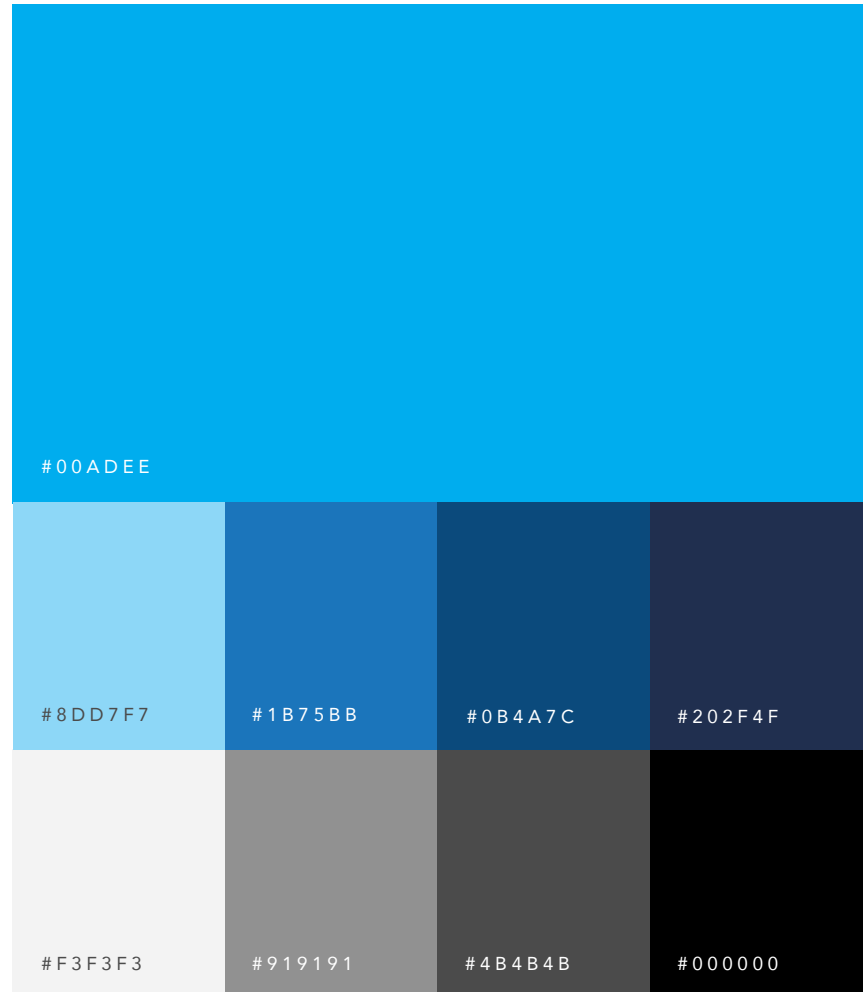**BITWISE INDUSTRIES**

Primary Horizontal Logo

BITWISE INDUSTRIES

Primary Icon

BW

Color Palette   *Hex codes only, Print match up available upon request.

#00ADEE

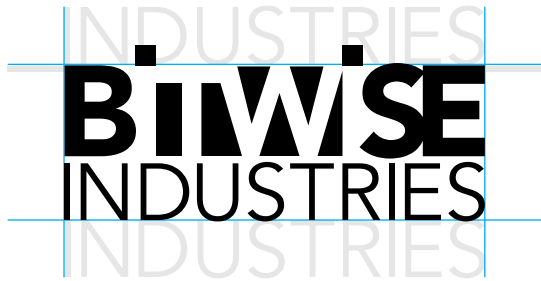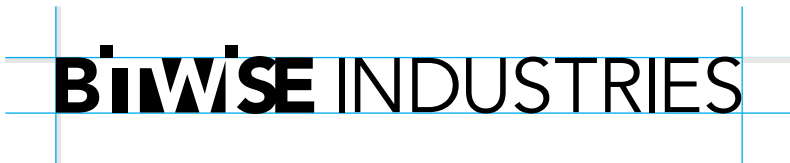|			
#8DD7F7	#1B75BB	#0B4A7C	#202F4F
#F3F3F3	#919191	#4B4B4B	#000000

Logo Guidance

Clearspace

Clearspace around the logo is equal to the cap height of the I in Industries.

Primary Vertical Logo

Primary Horizontal Logo

Color

Logo should be white on darker backgrounds and black on lighter backgrounds.

Logo Guidance

Scale

Our logo is designed to scale to small sizes on print and screen. When at the smallest size (0.5 inch wide) remove "Industries".

BITWISE
INDUSTRIES

BITWISE
INDUSTRIES

BITWISE
INDUSTRIES

BITWISE 0.5 inch wide, remove "Industries"

Not Allowed

X

Don't stretch or manipulate the logo.

X

Don't pair the logo with marks that may be confused as logos.

X

Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.
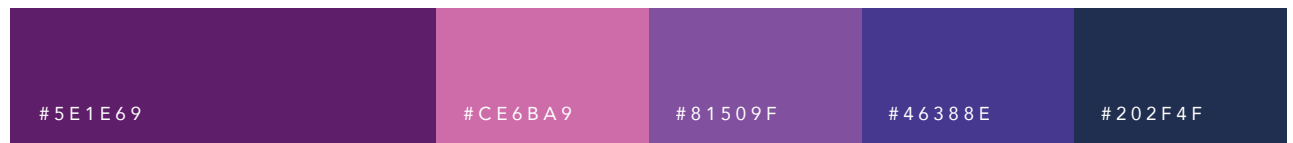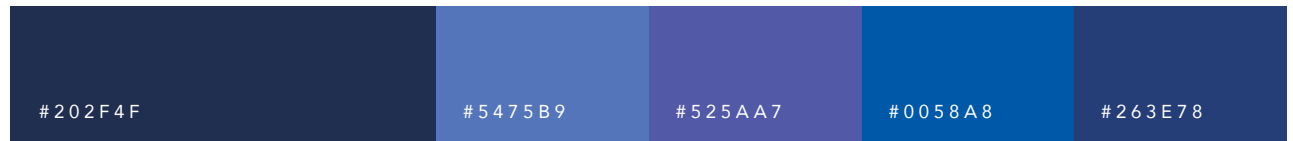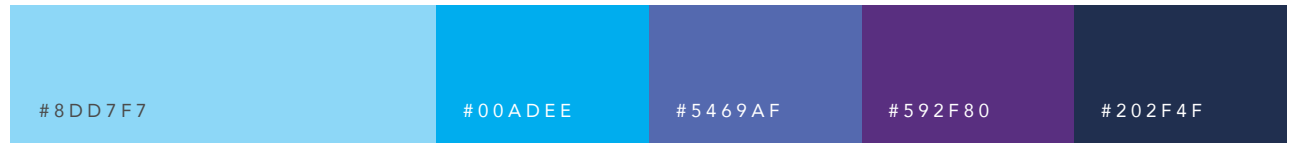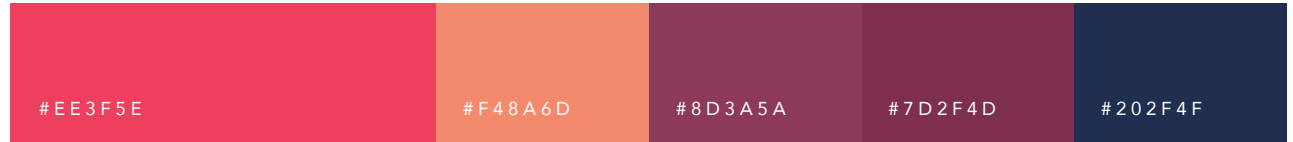
X

Don't type out Bitwise Industries in any other fonts.

Brand Architecture

Sub-brands

Sub-brands are the distinct lines of business that service the needs of unique audiences. Each line of business has a variation of logo lockups and color palettes.

BITWISE WORKFORCE TRAINING	#EE3F5E	#F48A6D	#8D3A5A	#7D2F4D	#202F4F
BITWISE TECHNOLOGY CONSULTING	#8DD7F7	#00ADEE	#5469AF	#592F80	#202F4F
BITWISE COWORK	#258A90	#7AABB1	#F8E35A	#EE3734	#B9226C
BITWISE REAL ESTATE	#97CD9F	#DFEBBB	#7AABB1	#258A90	#4B727B
BITWISE PORTFOLIO COMPANIES	#202F4F	#5475B9	#525AA7	#0058A8	#263E78
BITWISE VENTURES	#5E1E69	#CE6BA9	#81509F	#46388E	#202F4F

Brand Architecture

Sub-brands Guidance

Sub-brand Primary Logo Lockup

Line of business is right-aligned under the primary Bitwise wordmark.

Avenir Light | **Avenir Black**

Sub-brand Icon Logo Lockup

When using the Sub-brand Icon, Bitwise Industries should be mentioned in text or Primary Bitwise Industries logo should be used along with the Sub-brand Icon.
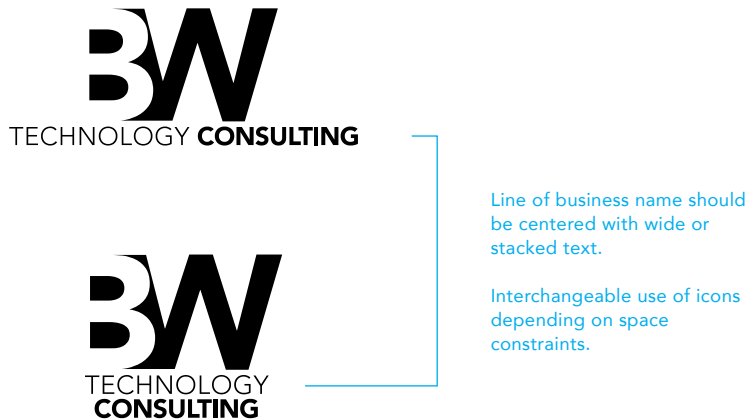
Line of business name should be centered with wide or stacked text.

Interchangeable use of icons depending on space constraints.

Not Allowed

X

Don't stretch or manipulate the logo.

X

Don't pair the logo with marks that may be confused as logos.

X

Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.

X

Don't type out line of business in any other fonts.

X

Don't use line of business (ex: Technology Consulting) without the Bitwise wordmark or icon.

Brand Architecture
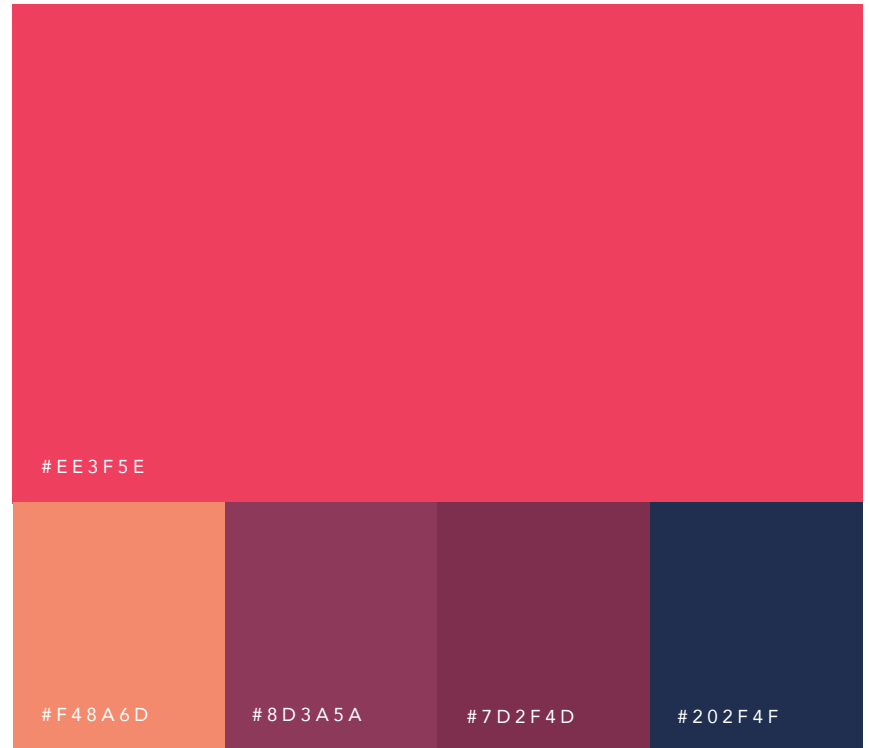
Sub-brand - Workforce Training

Sub-brand Logo Lockup

Sub-brand Icon Lockup

Color Palette   *Hex codes only, Print match up available upon request.

#EE3F5E

#F48A6D

#8D3A5A

#7D2F4D

#202F4F

Brand Architecture

Sub-brand - Technology Consulting

Sub-brand Logo Lockup

Sub-brand Icon Lockup

Color Palette   *Hex codes only, Print match up available upon request.

#8DD7F7

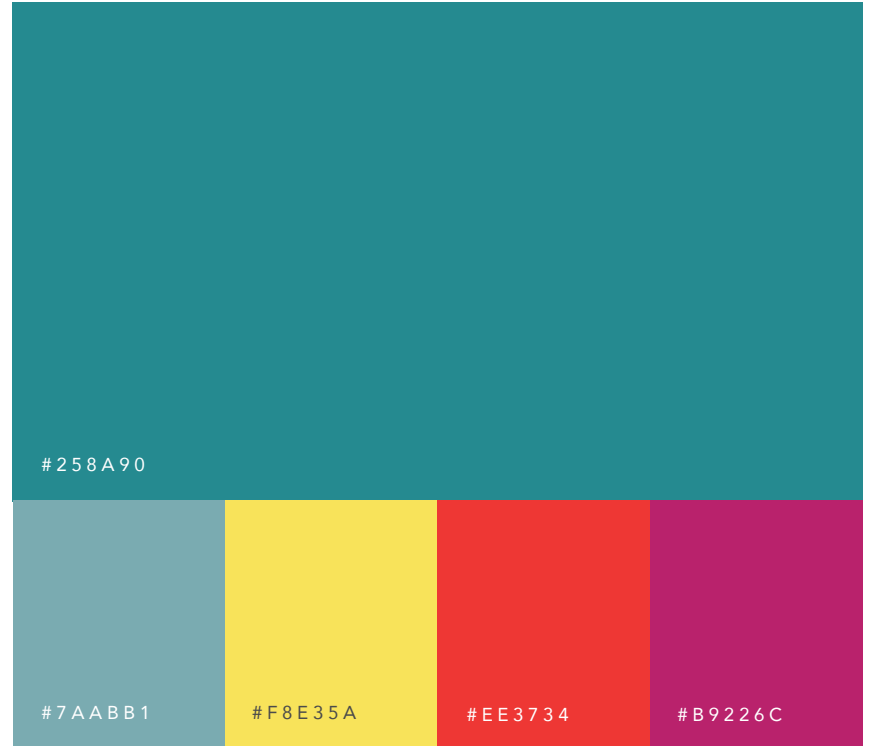#00ADEE

#5469AF

#592F80

#202F4F

Brand Architecture

Sub-brand - Cowork

Sub-brand Logo Lockup

Sub-brand Icon Lockup

Color Palette   *Hex codes only, Print match up available upon request.

#258A90

#7AABB1   #F8E35A   #EE3734   #B9226C

Brand Architecture

Sub-brand - Real Estate

Sub-brand Logo Lockup

Sub-brand Icon Lockup

Color Palette *Hex codes only, Print match up available upon request.

#97CD9F

#DFEBBB

#7AABB1

#258A90

#4B727B
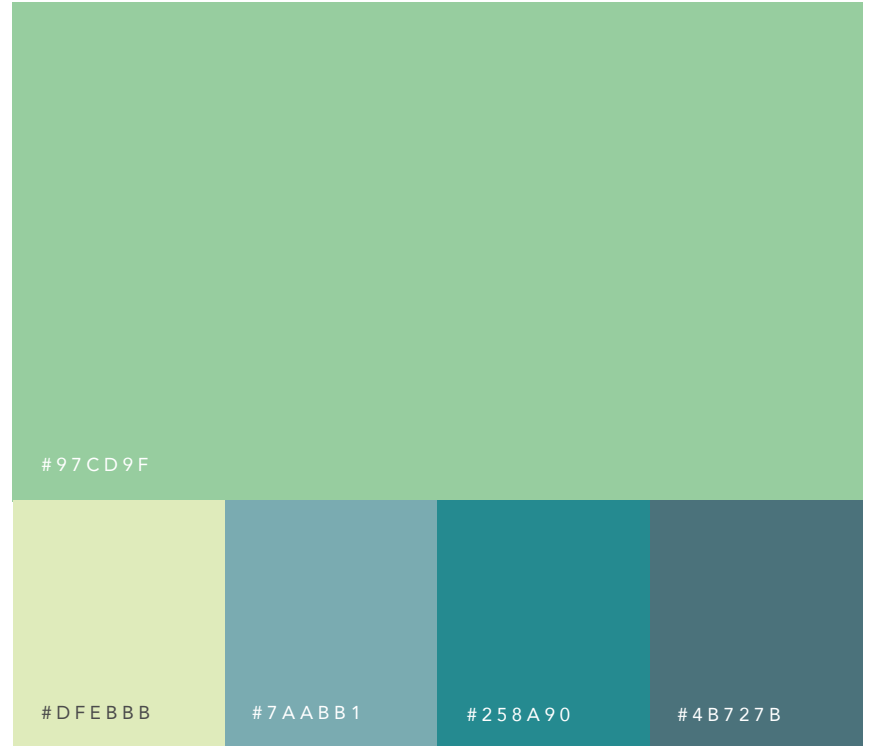
Brand Architecture

Sub-brand - Portfolio Companies

Sub-brand Logo Lockup

Sub-brand Icon Lockup

Color Palette   *Hex codes only, Print match up available upon request.

#202F4F

#5475B9   #525AA7   #0058A8   #263E78

Brand Architecture

Sub-brand - Ventures

Sub-brand Logo Lockup

Sub-brand Icon Lockup

Color Palette *Hex codes only, Print match up available upon request.

#5E1E69

#CE6BA9   #81509F   #46388E   #202F4F
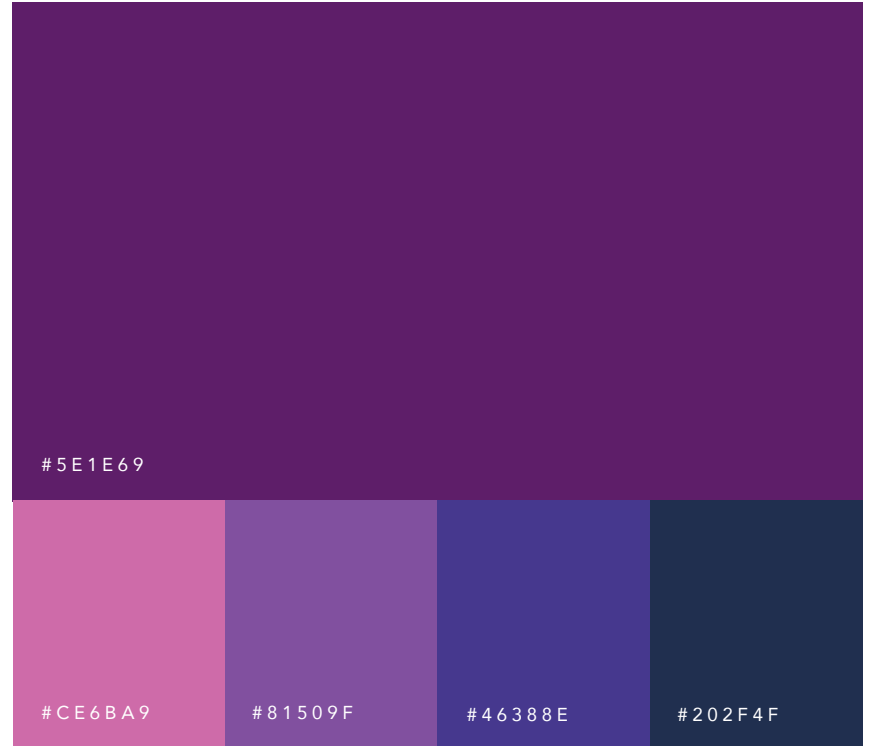
One Bitwise: Brand Standards

For additional information, contact us:
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