

BRAND GUIDELINES

POWERED BY BITTERBIT



HOW TO USE THIS GUIDE

This guide is meant to help anyone who's creating content for OWLI to ensure their work aligns with the Instructure brand.

You'll find everything from how and when to use gradients to how and when to use commas.

If you're an employee, you'll probably use this guide as a refresher for those memory-evading details (What stroke width do we use on buttons, again? What are the actual PMS colors for the logo?)

If you're a contractor, you might want to give this guide a full read so you can get nice and cozy with the Instructure brand and make the back-and-forth between our once and yours as smooth as smooth jazz.

We've broken out the sections in the table of contents, so you can easily find the information you're after.

01

SECTION1: BRAND DEFINITON

- Our objective
- About Bitterbit
- About Owli
- Our mission
- Our Vision
- Our values
- Voice and tone

02

SECTION2: DESIGN ELEMENTS

- Our logo
- Co-branding
- Colour
- Typography
- Photography
- Iconography
- Graphic device

03

SECTION3: BRAND EXPERIENCE

- Stationery
- Brochure covers
- Flyers
- Package
- Signature



BRAND STRATEGY

OUR OBJECTIVE

Our objective is to improve and show the transition to the next technological revolution and reflect technology and innovative custom-built smart monitoring solutions for your business.

ABOUT BITTERBIT

Bitterbit is making it easier to transition to the next new technological revolution, where blockchain, and automation become a necessary integration into current business models.

At Bitterbit, we specialize in providing innovative solutions to drive your business towards success.

ABOUT OWLI:

Owli is a product by Bitterbit, that helps you monitor temperature & humidity within your controlled environment.

The 24/7 monitoring solution records real-time data points on our dashboard with values and graph readings.

Designed to be hassle free & easy, the dashboard sends alert notifications for temperature and humidity changes based on thresholds set by the user.

 **VISION**

To be a leading company in developing and implementing complete IT solutions.

 **MISSION**

To provide our clients with innovative approach to solve their IT problems efficiently.

 **VALUES**

We believe in Innovation, Trust and Transparency.

VOICE AND TONE

Bold: confident, we say what we think.

Direct: straightforward and transparent.

Helpful: genuine, trustworthy and engaging.

Tech oriented

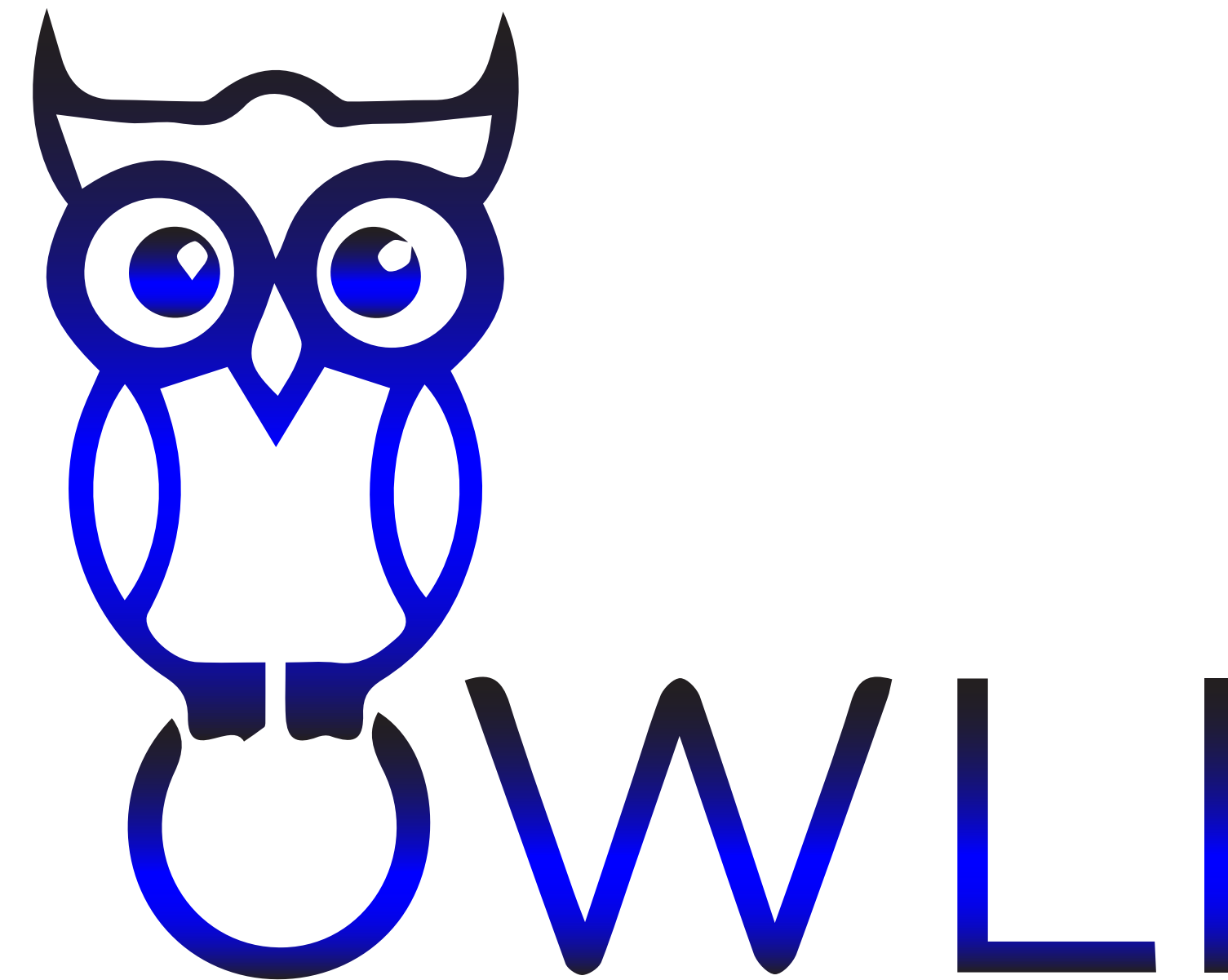
SECTION2: DESIGN ELEMENTS

Our logo

PRIMARY LOGO

logo is comprised of two elements: the logo icon and the wordmark. The icon represents the owl. The logo's wordmark is a fully customized font and is completely unique to us.

This version of our logo is both used for horizontal and vertical is preferred for most applications.



SECTION 2: DESIGN ELEMENTS

Our logo

LOGO STRUCTURE

The structure about an icon and the name OWLI and the icon can be used separately upon needed.



+

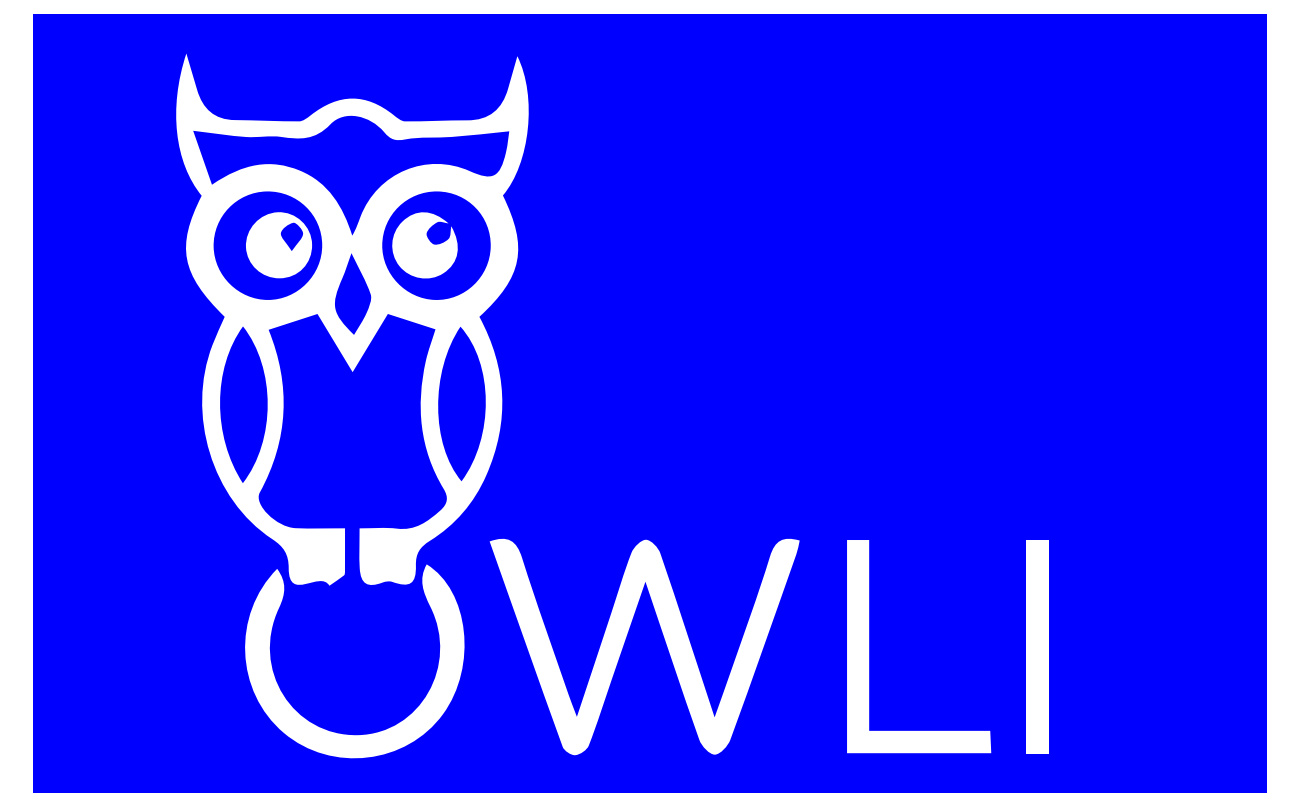
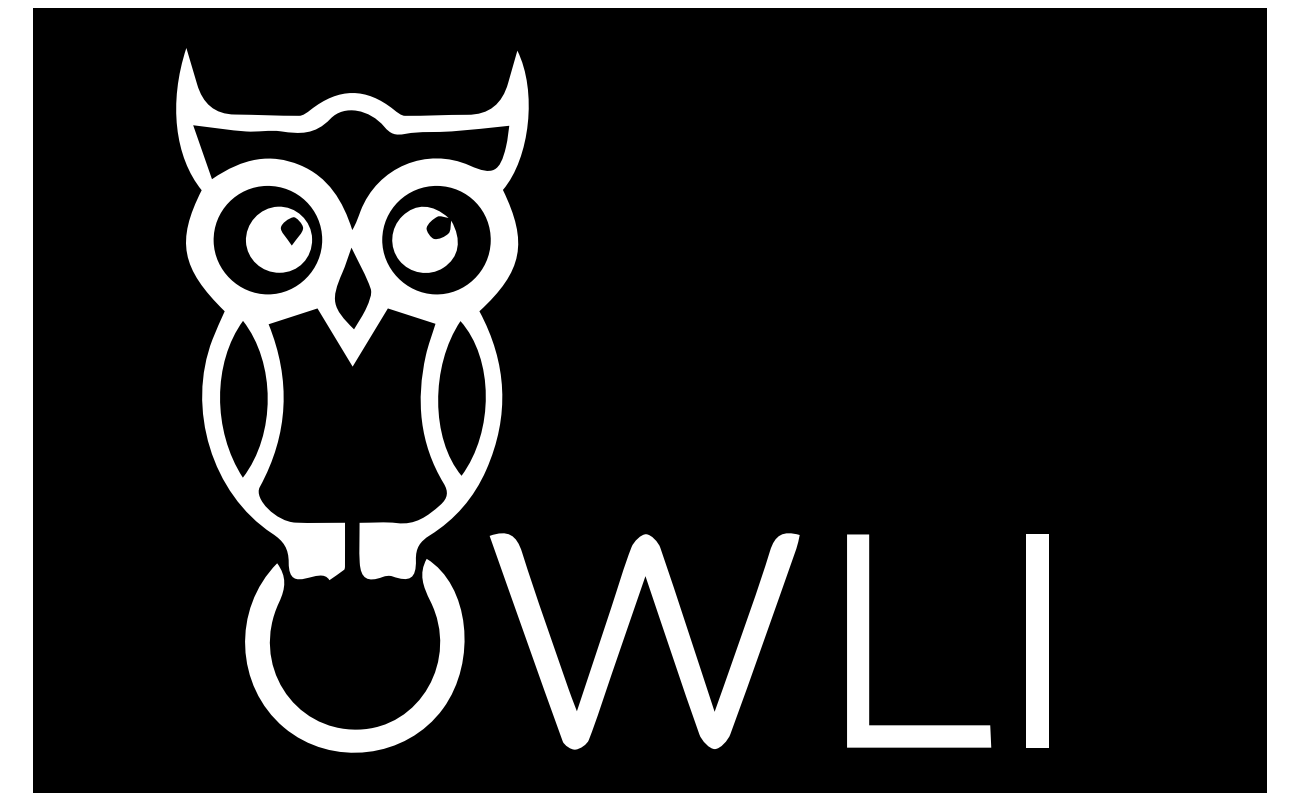
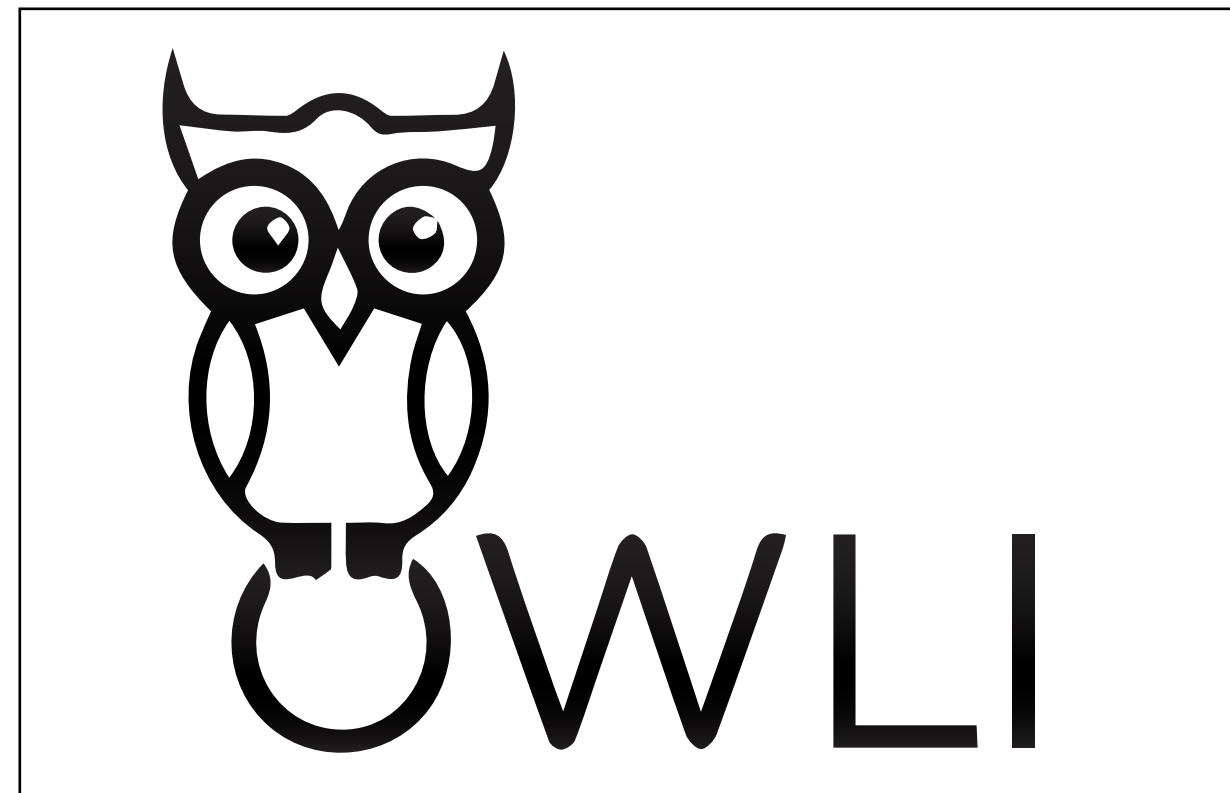
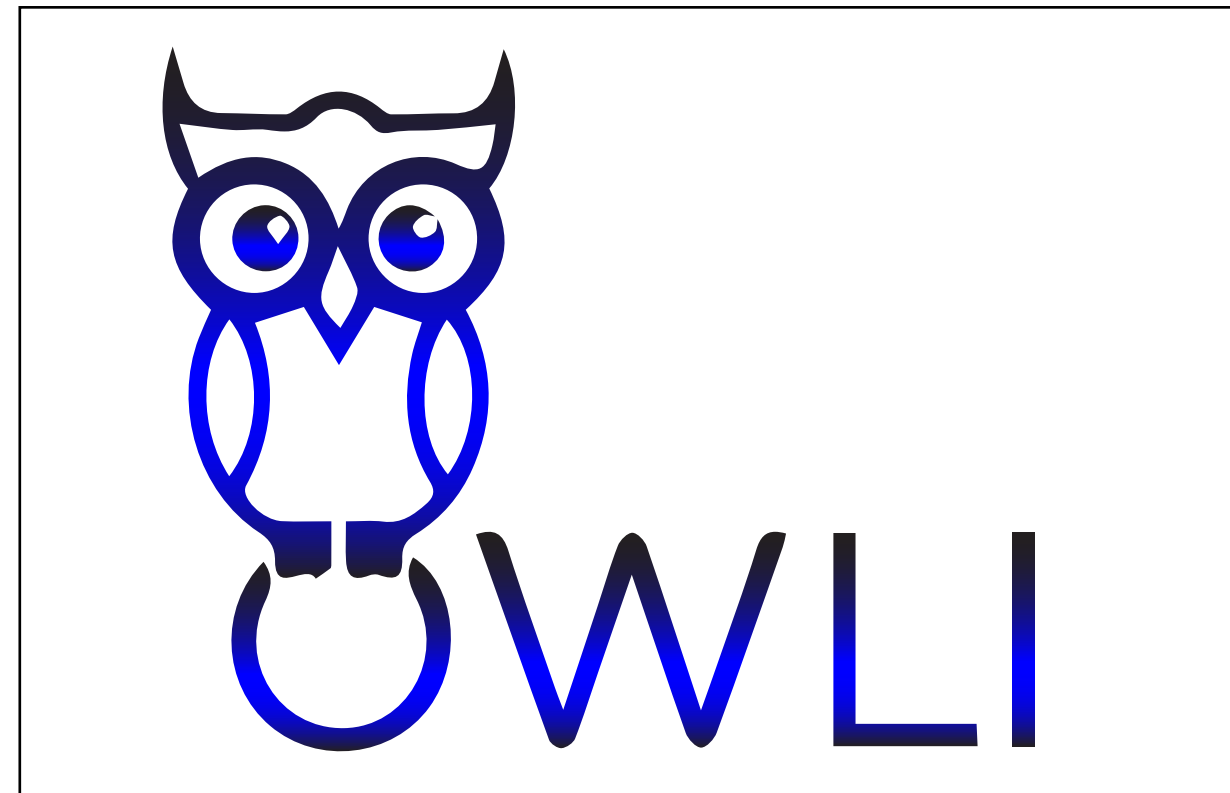
OWLI

SECTION2: DESIGN ELEMENTS

Our logo

LOGO VARIATIONS

The structure about an icon and the name OWLI and the icon can be used seperately upon needed.



SECTION 2: DESIGN ELEMENTS

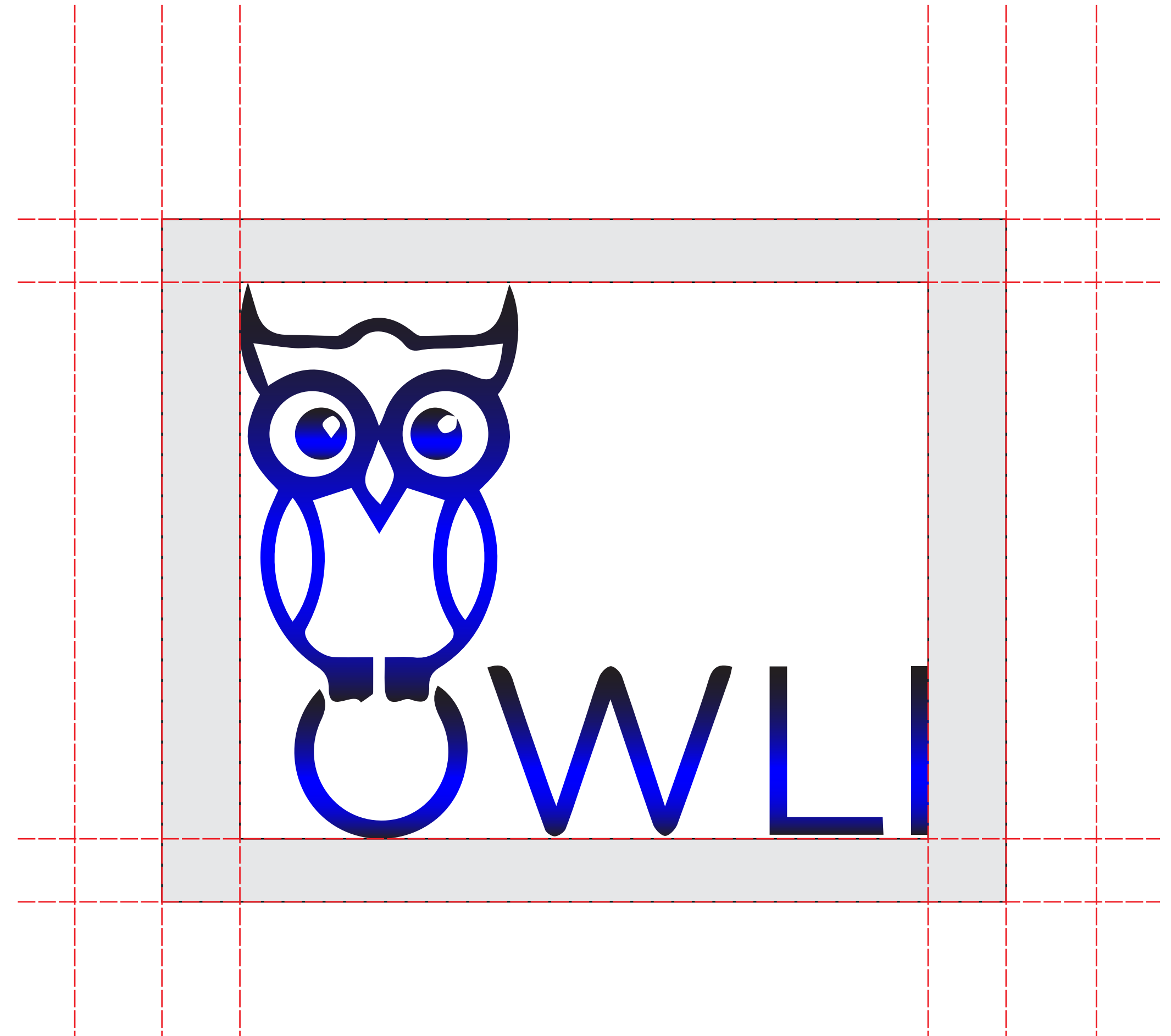
Our logo



LOGO CLEAR SPACE

In the interest of protecting the integrity of the OWLI brand, we have created basic logo guidelines in regards to safe area, logo combinations, and size restrictions.

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.



BRAND GUIDELINE

SECTION 2: DESIGN ELEMENTS

Our logo

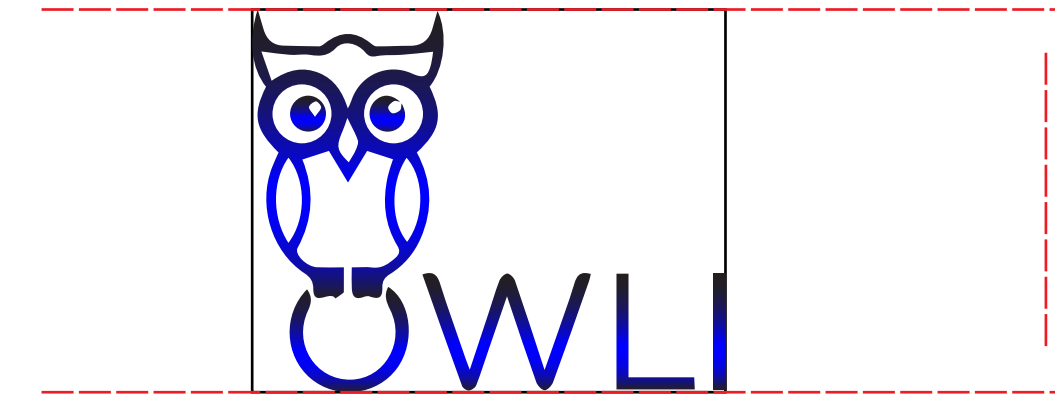
LOGO MINIMUM SIZE

Sometimes a vertically oriented logo better fits the space. Slide your eyeballs to the right to see the acceptable vertical logo variations and cushioning rules.

BRAND GUIDELINE

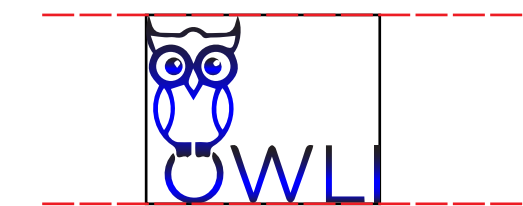


AVERAGE SIZE



140 PIXEL

MINIMUM SIZE



70 PIXEL

SECTION 2: DESIGN ELEMENTS

Our logo

LOGO DON'T USE

Using the Instructure logo correctly is easy.

But just to be super clear

list of things you shouldn't do.

Don't use old Instructure logos.

Don't place the logo on a background that doesn't provide sufficient contrast.

Don't distort the logo by smashing it, scrunching it, or scaling it disproportionately.

Don't adjust the colors.

Don't drop the logo mark and use the wordmark alone.

Don't add unnecessary stuff such as drop shadows, outlines, or textures.

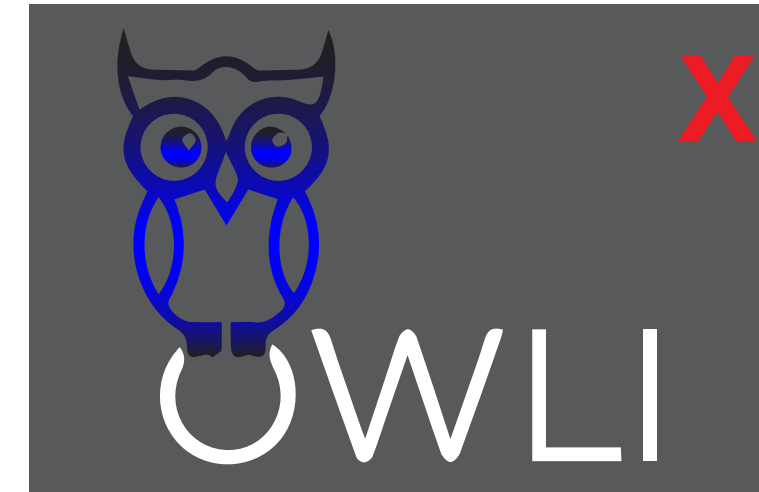
Don't change the alignment (vertical or horizontal) of the logo and word mark.

BRAND GUIDELINE

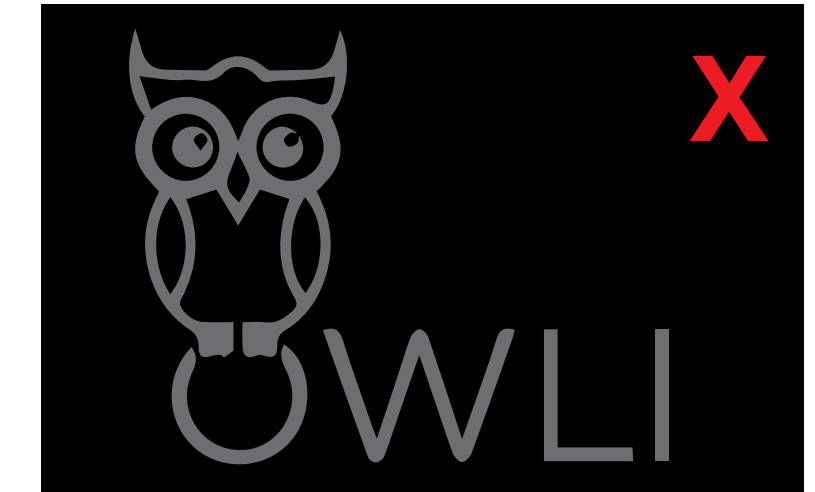
Do not use color logo on black



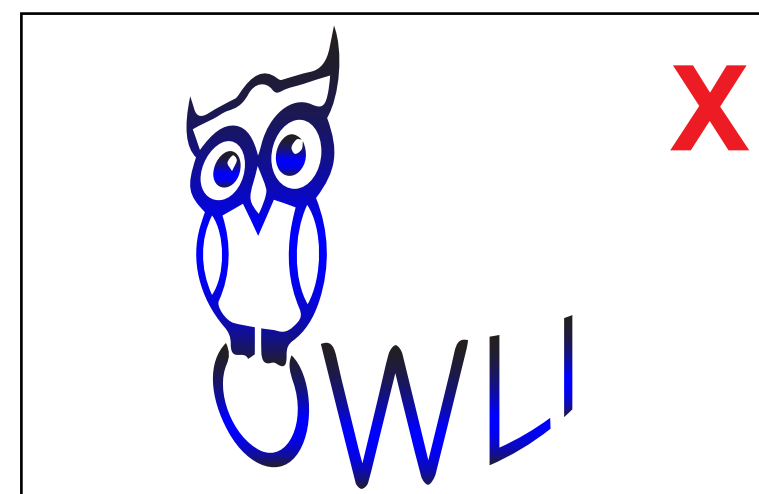
Do not mix colors on reversed logo



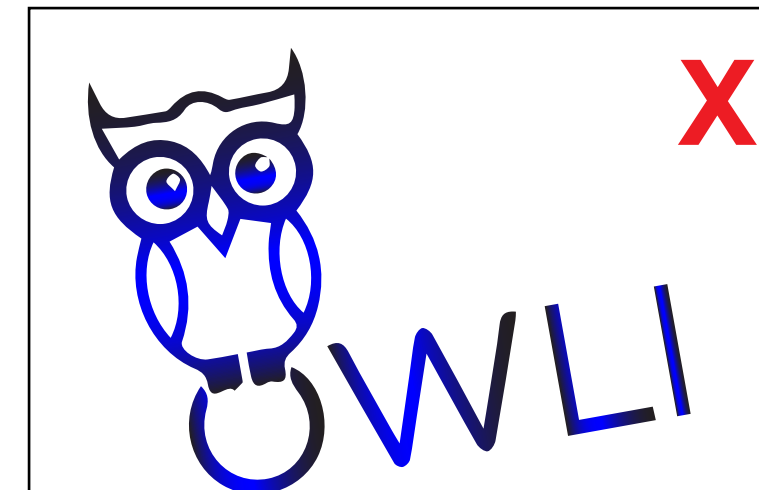
Do not use combinations that don't meet aim accessibility



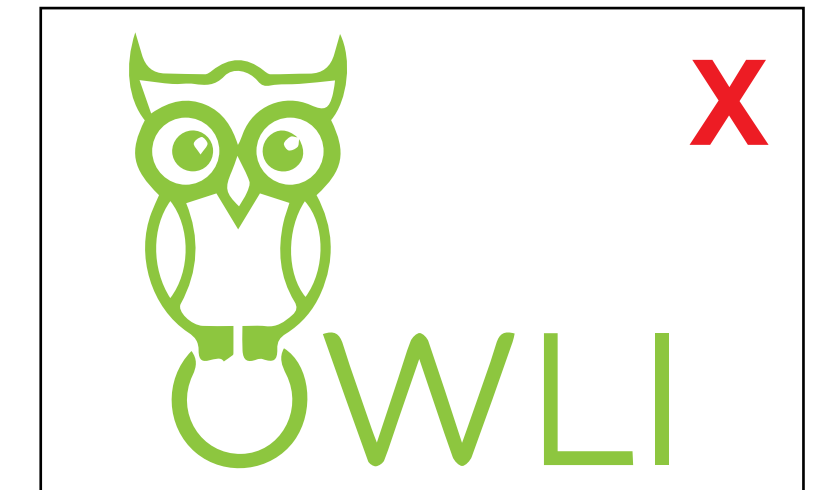
Do not use filters



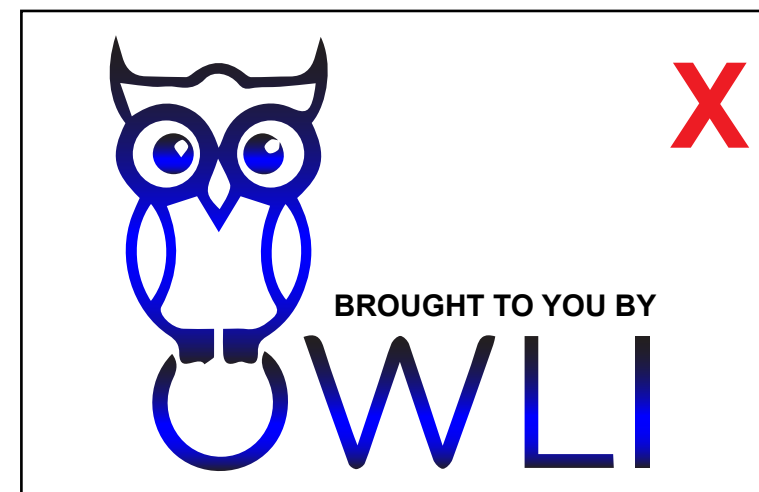
Do not rotate to angles that are not 90



Do not use colors that aren't approved in the guidelines



Do not use the logo in a sentence



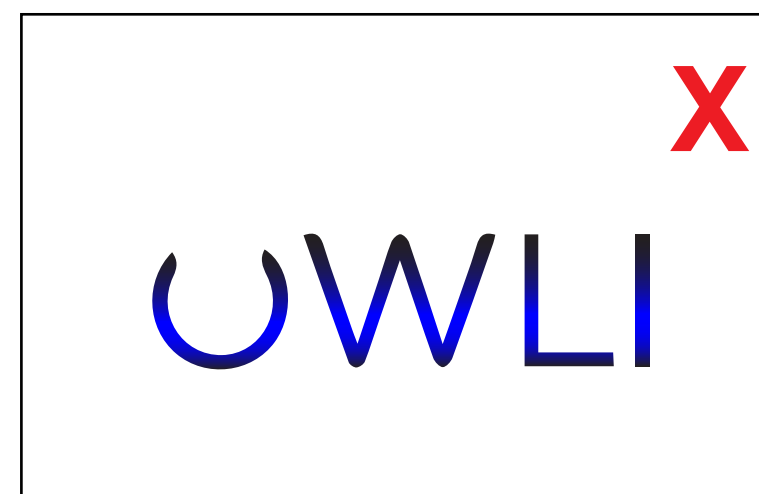
Do not use logo on a busy background



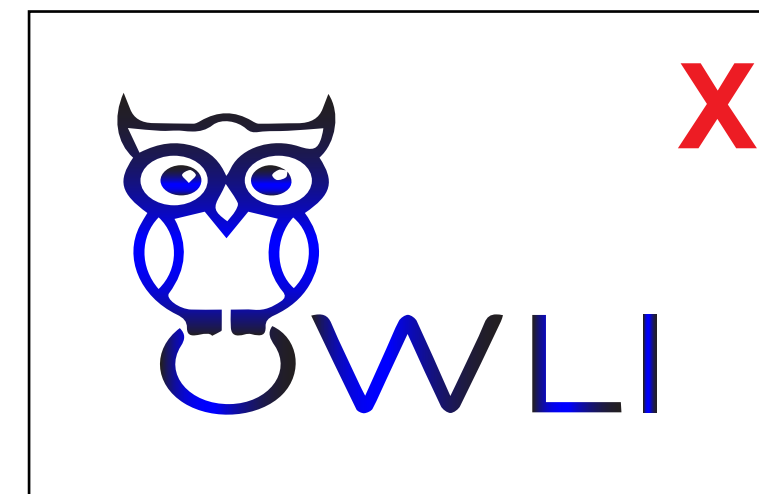
Do not use other color gradients



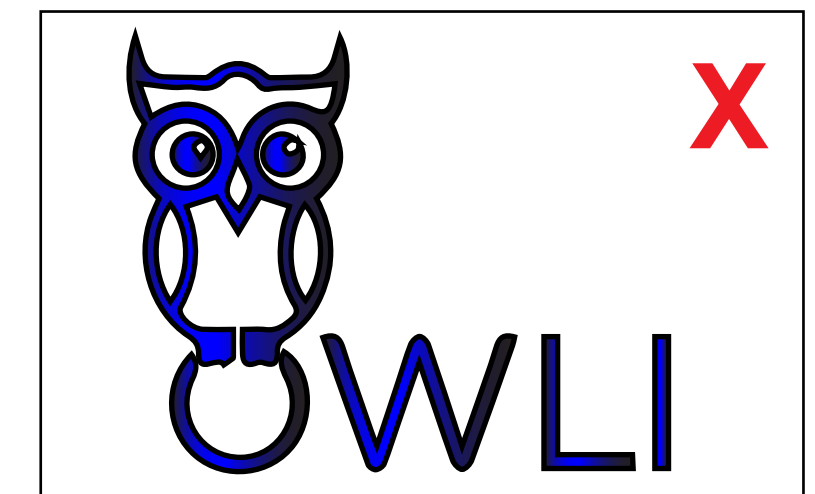
Do not use word mark alone



Do not stretch



Do not use a stroke



SECTION 2: DESIGN ELEMENTS

Our logo

COLOUR FOR PRINT

Using the Instructure logo correctly is easy.

But just to be super clear

list of things you shouldn't do.

Don't use old Instructure logos.

Don't place the logo on a background that doesn't provide sufficient contrast.

Don't distort the logo by smashing it, scrunching it, or scaling it disproportionately.

Don't adjust the colors.

Don't drop the logo mark and use the wordmark alone.

Don't add unnecessary stuff such as drop shadows, outlines, or textures.

Don't change the alignment (vertical or horizontal) of the logo and word mark.

BRAND GUIDELINE



C: 88%

M: 77%

K: 0%

K: 100%

C: 88%

M: 77%

K: 100%

SECTION2: DESIGN ELEMENTS

Our logo

COLOUR FOR SCREEN

Using the Instructure logo correctly is easy.

But just to be super clear

list of things you shouldn't do.

Don't use old Instructure logos.

Don't place the logo on a background that doesn't provide sufficient contrast.

Don't distort the logo by smashing it, scrunching it, or scaling it disproportionately.

Don't adjust the colors.

Don't drop the logo mark and use the wordmark alone.

Don't add unnecessary stuff such as drop shadows, outlines, or textures.

Don't change the alignment (vertical or horizontal) of the logo and word mark.



R: 0% G: 0% B: 255%

R: 0% G: 0% B: 0%

R: 0% G: 0% B: 255%

R: 0% G: 0% B: 0%

#0000ff

#000000

BRAND GUIDELINE

SECTION2: DESIGN ELEMENTS

Our logo

TYPOGRAPHY

Primary Font – English

Jewellery Arabia primary font is Latin Modern Roman 10 Bold This font is used mainly for Headers / Titles. For body copy it is recommended to use Latin Modern Roman 10 font.

Note: Always use Latin Modern Roman 10 Bold as a primary font for headers and Abril Fatface as a secondary font for subtitles.

BRAND GUIDELINE

Titles – English

Poppins 10 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy – English

Poppins 10 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Poppins 10 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Poppins Light 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



SECTION 2: DESIGN ELEMENTS

Our logo

BRANDMARK POSITION & SIZE

Place the brandmark either:

On the top / bottom right corner of the page

OR

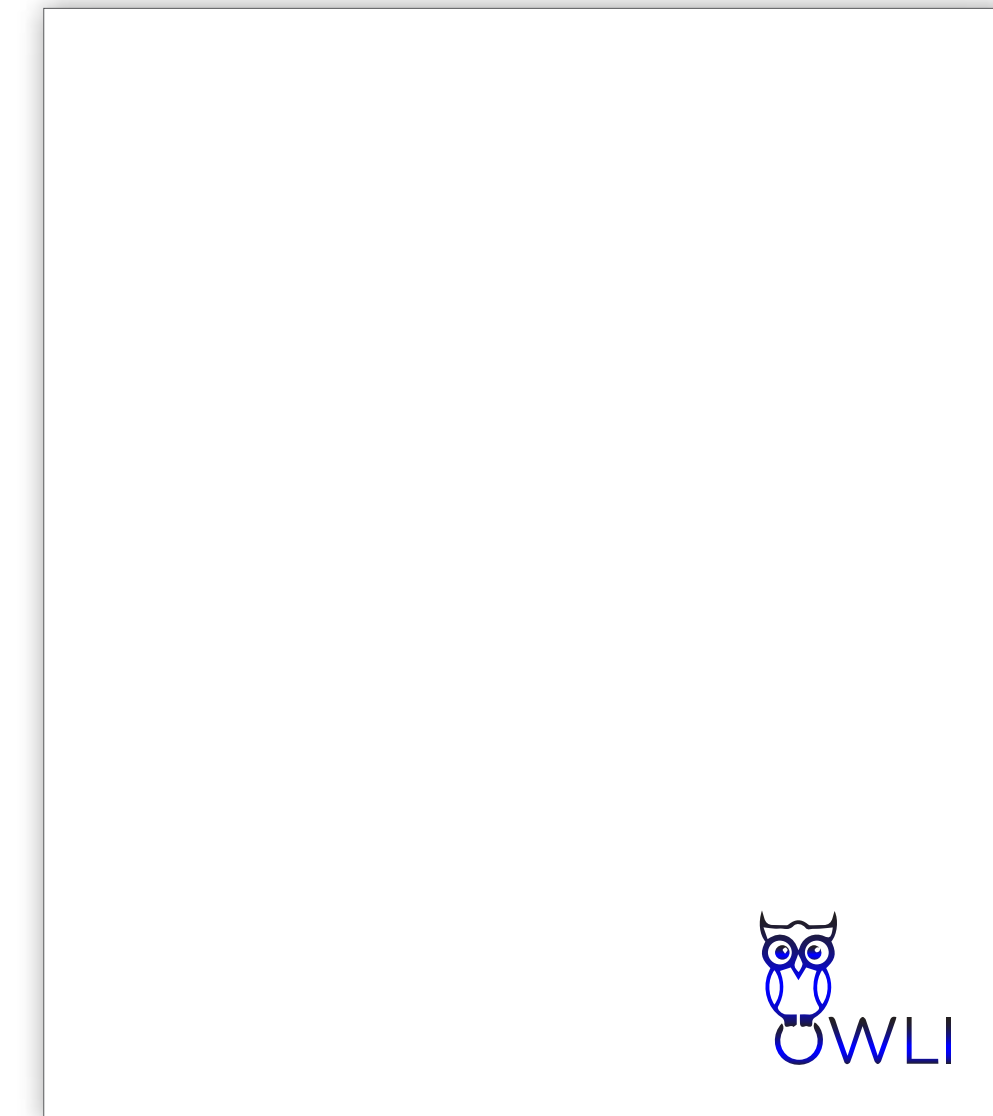
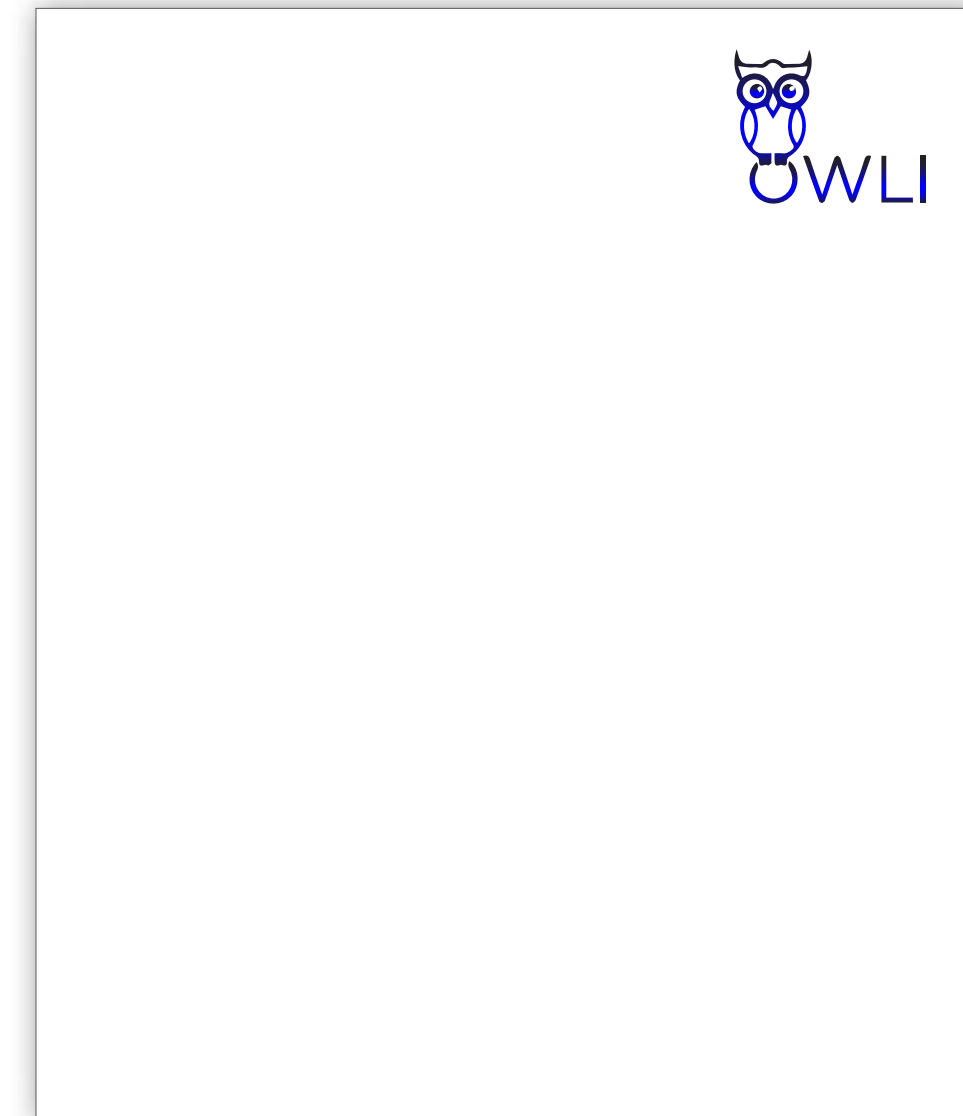
On the top / bottom middle of the page

The brandmark should be equal to:

4/1 of the width if the page is vertical

OR

6/1 of the width if the page is horizontal



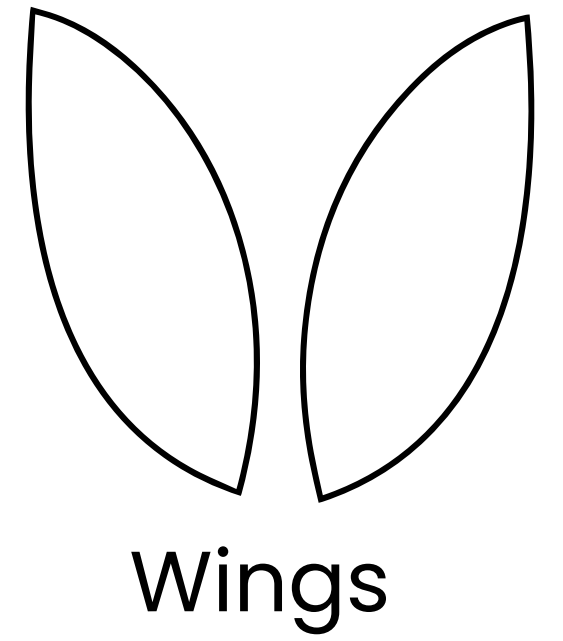
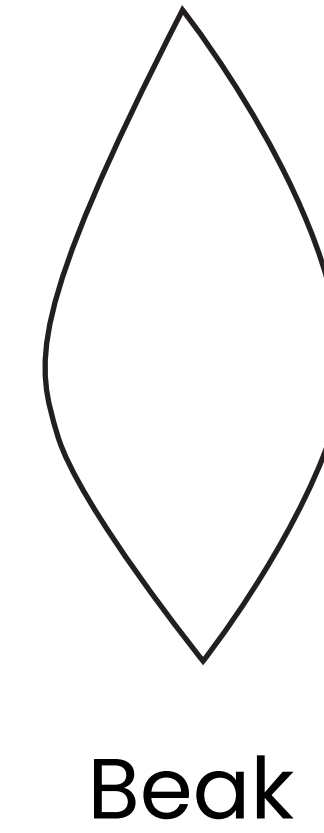
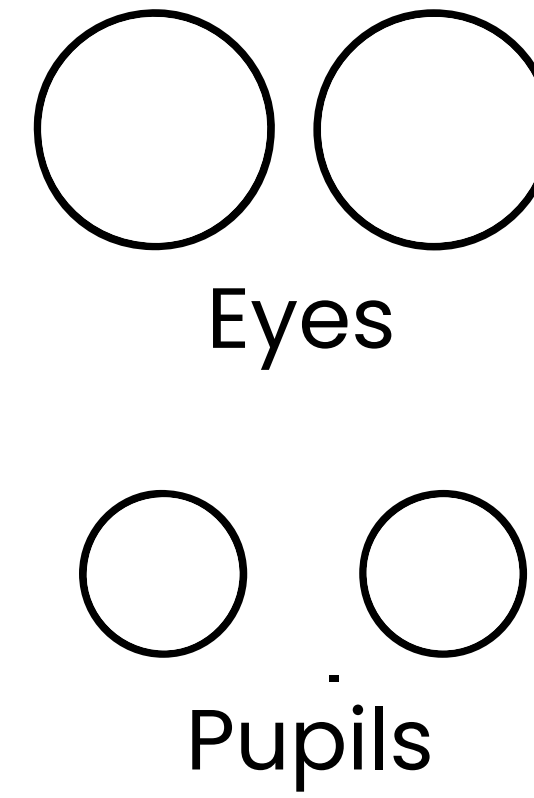
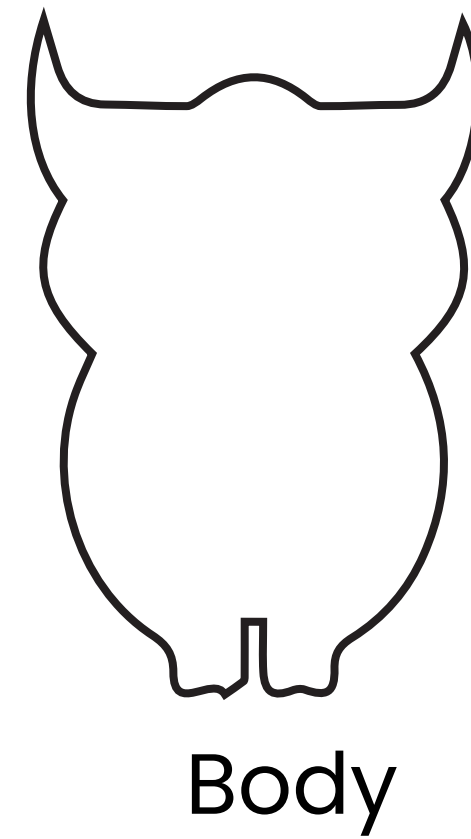
SECTION 2: DESIGN ELEMENTS

Our logo

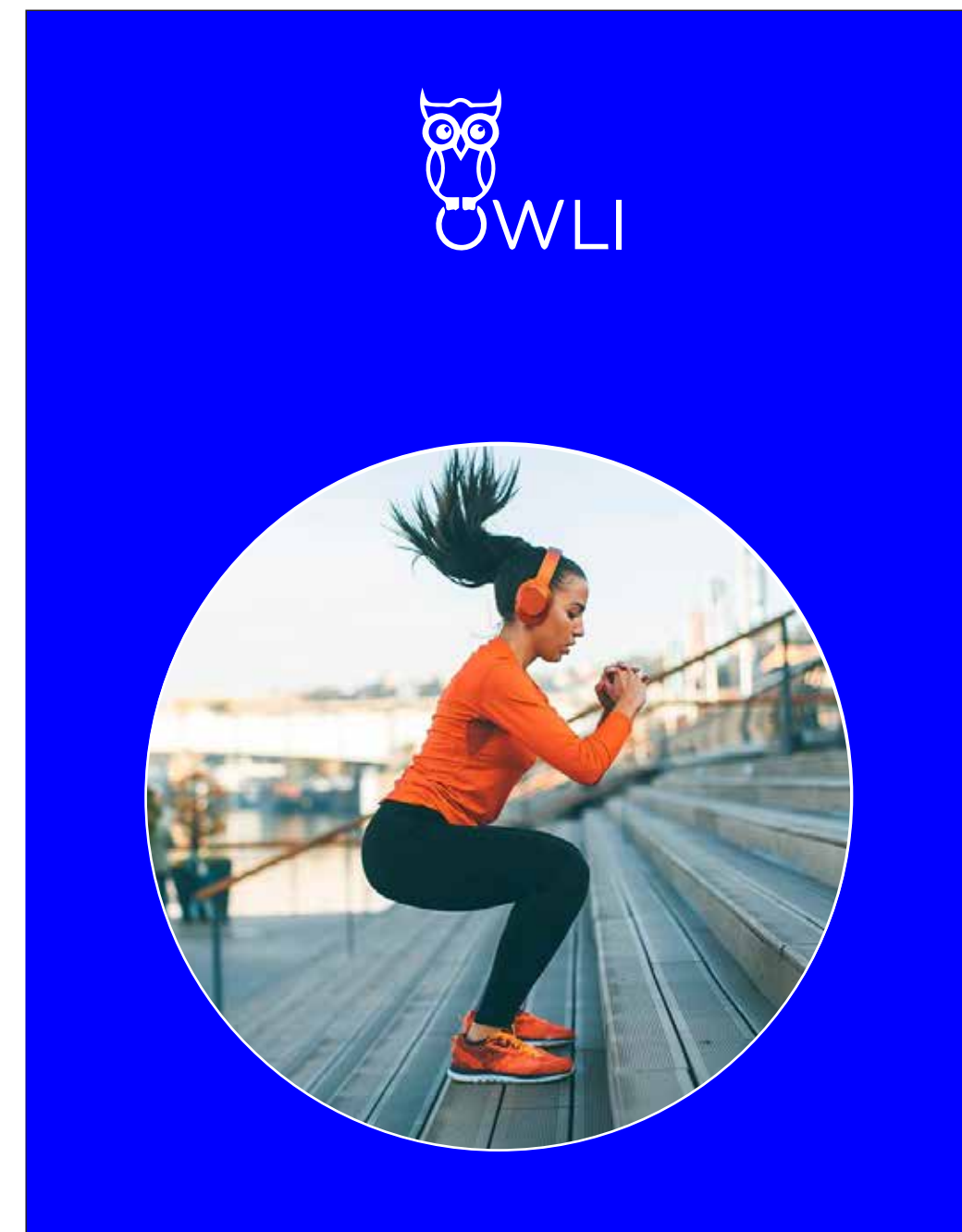
SHAPES

These shapes are extracted from the brandmark curves.

It can carry the colours and be used as a container for both imagery and text.



BRAND GUIDELINE



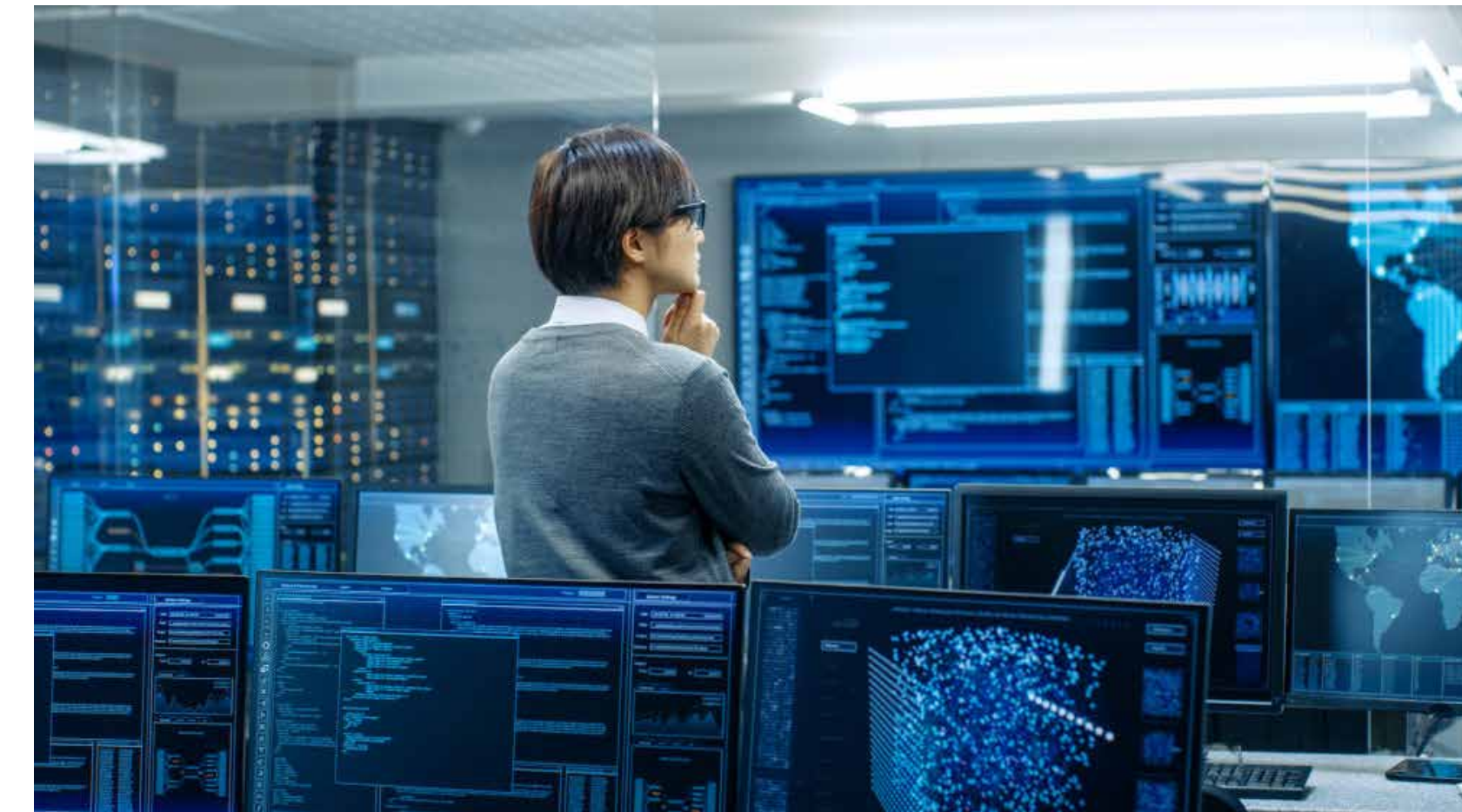
SECTION2: DESIGN ELEMENTS

Our logo

PHOTOGRAPHY

- When choosing photography it is important that the imagery:
- where possible features real people (not models) in real situations.
 - shows ethnic and gender diversity amongst teachers and learners.
 - features people looking interested, engaged and motivated.
 - document people in a learning or training environment to give context.

BRAND GUIDELINE



SECTION2: DESIGN ELEMENTS

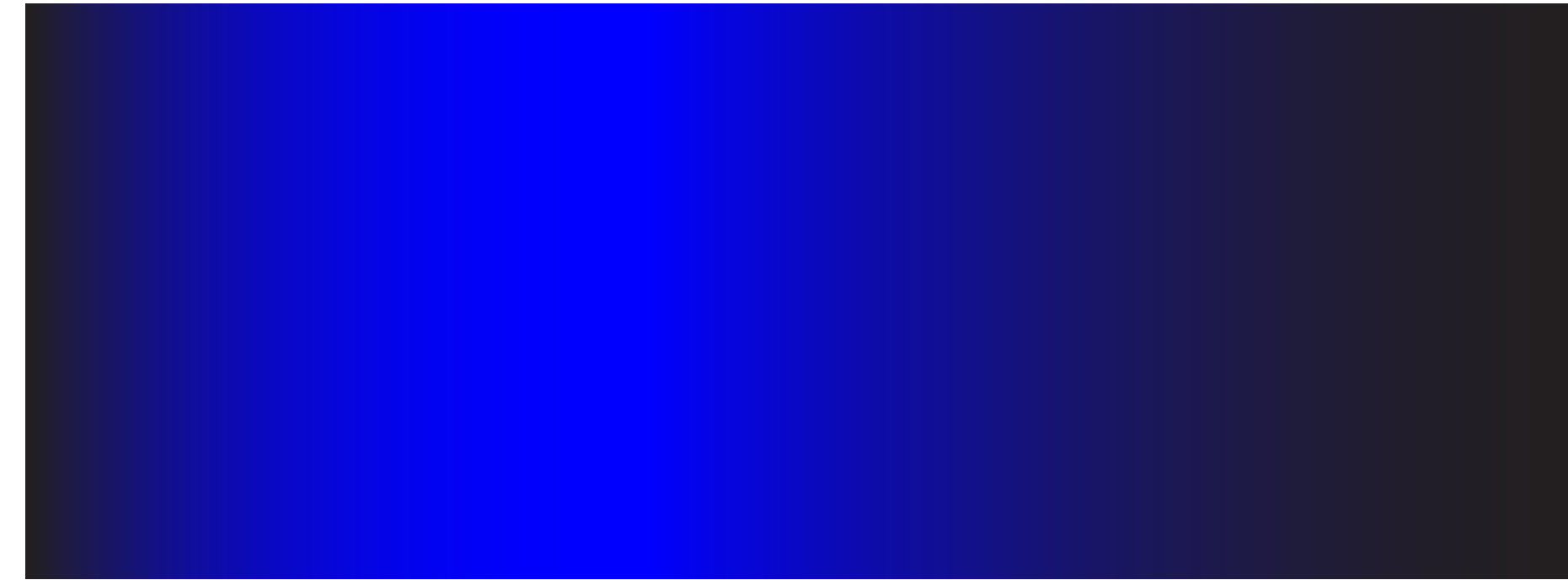
Our logo

COLOR OVERLAY TREATMENT

Color overlay photography is used to create background images. These images can be used to create visual breaks within documents. Type can be layered over top of the image to create divider pages, covers and headers. The content of the images should be simple and express the brand

Transparency %70

BRAND GUIDELINE

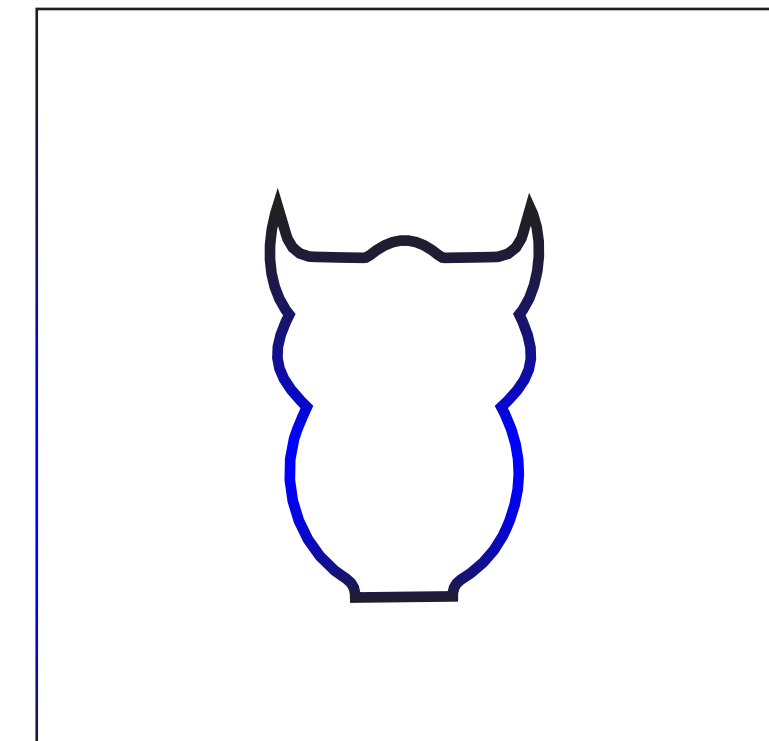
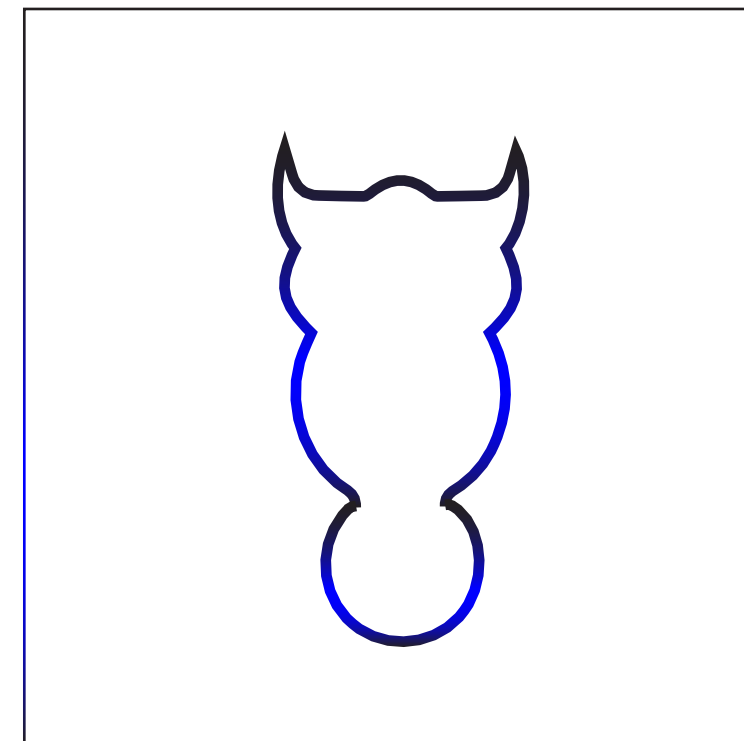
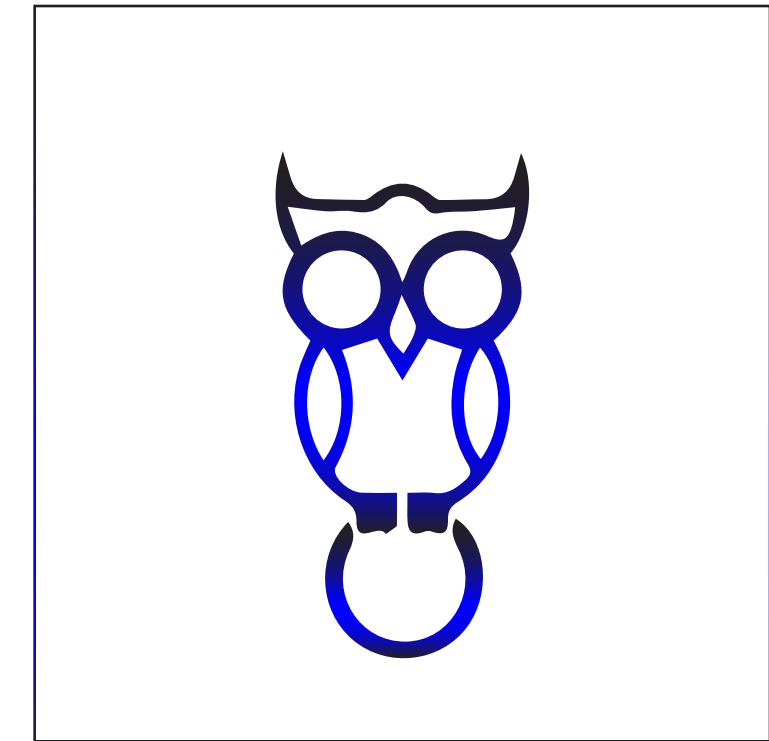
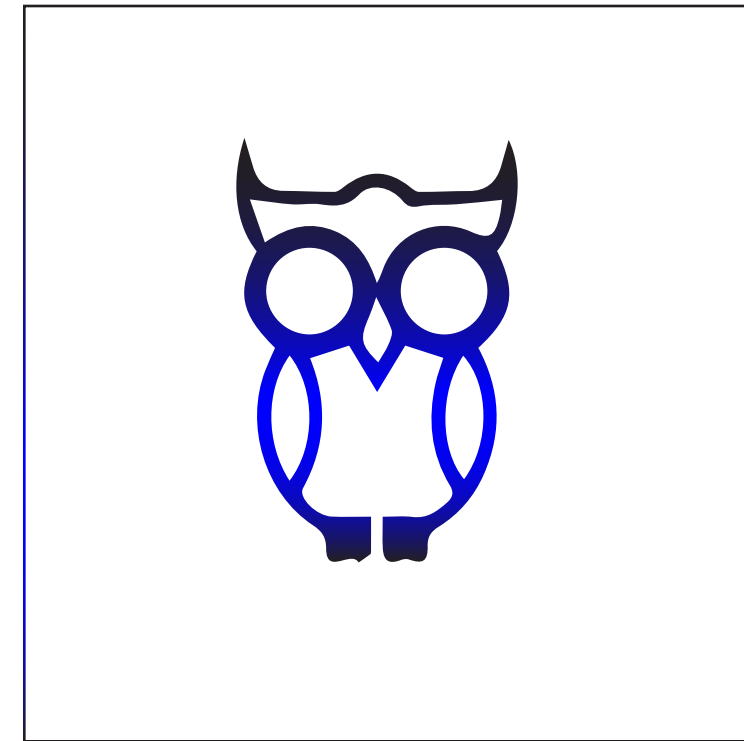


SECTION 2: DESIGN ELEMENTS

Our logo

ICONOGRAPHY

We can derive from the logo icon variety of shapes can be used depending on our needs



BRAND GUIDELINE

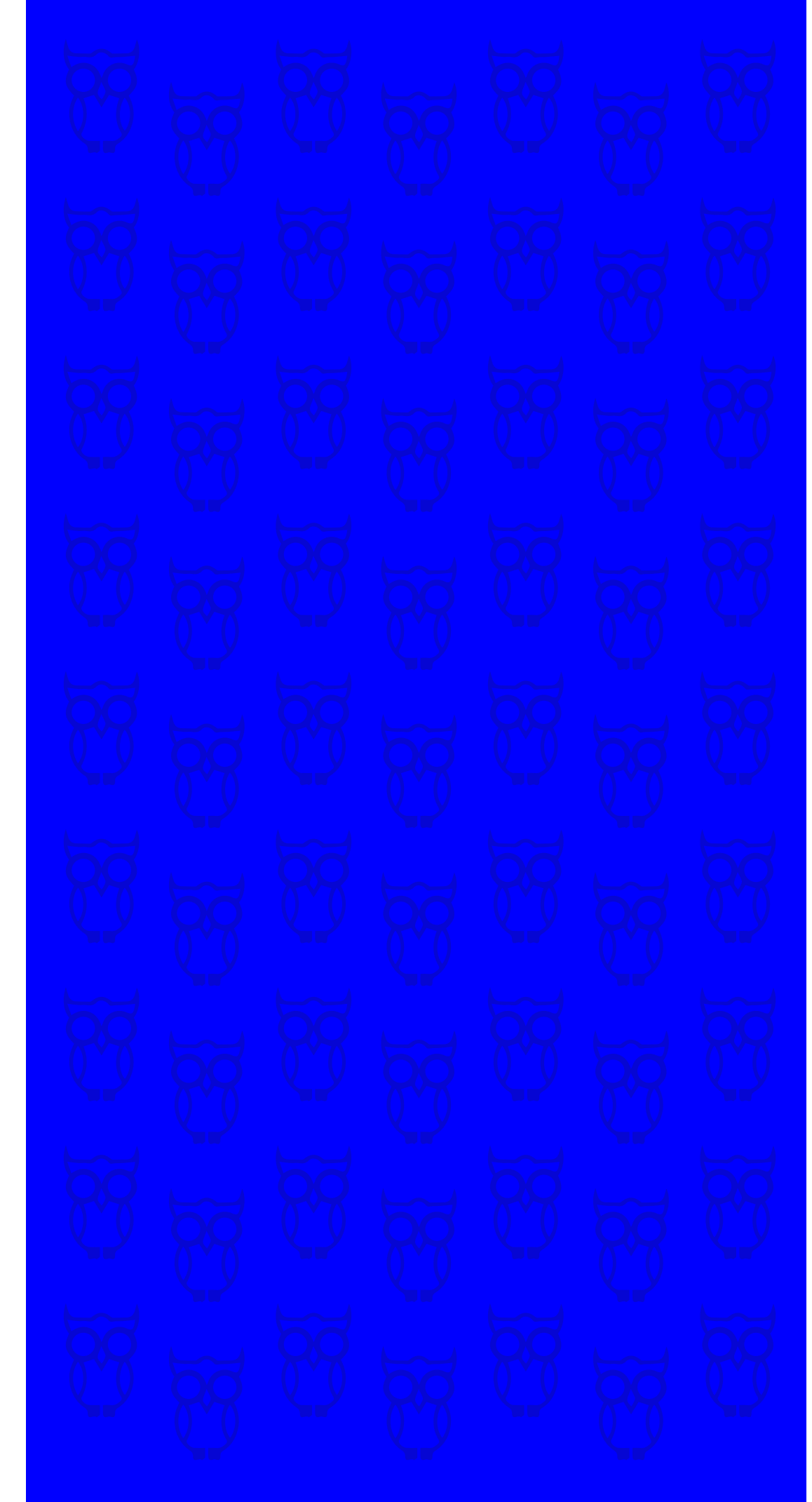
SECTION 2: DESIGN ELEMENTS

Logo Pattern

ICON PATTERN

The icon may be repeated to create a pattern.

- The wordmark should not be included in the pattern.
- The spacing between icons should allow enough breathing room to maintain the soaring quality of the mark.
- Always maintain the clearspace zone around the lockup as a guide for spacing.



SECTION2: DESIGN ELEMENTS

Magazines

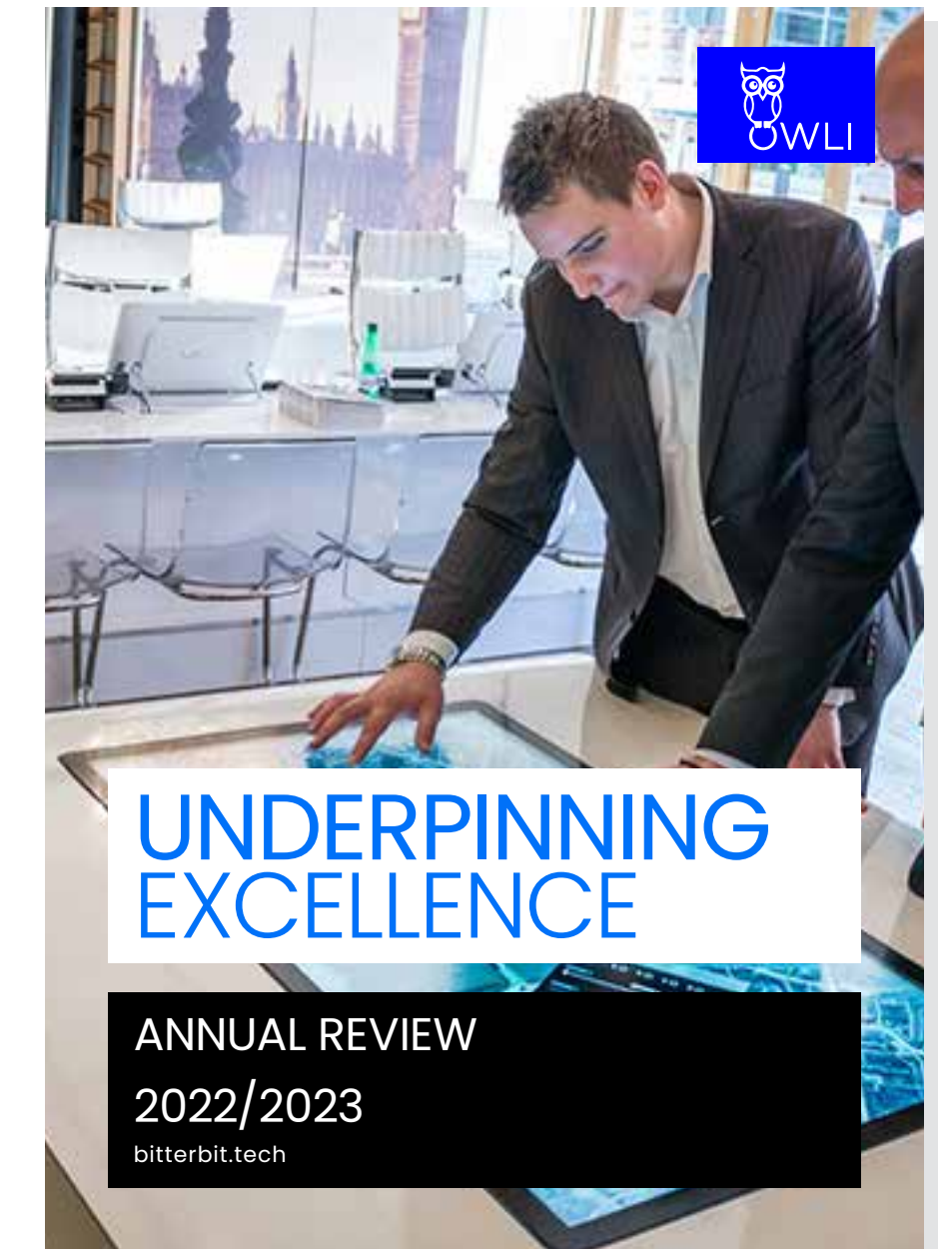
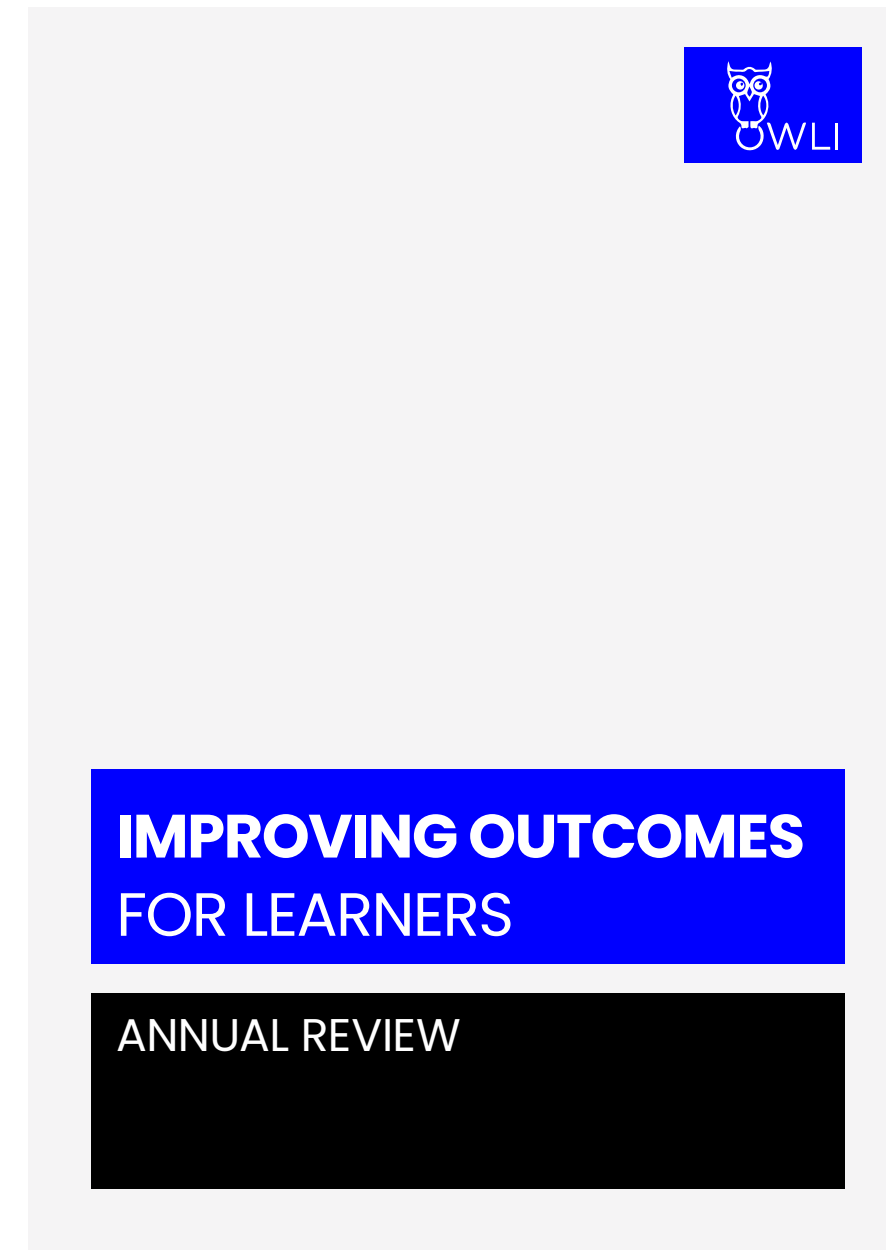
BACKGROUNDS

Our logo can appear on white, coloured and photographic backgrounds.

When positioning the logo, always ensure it sits on a clear area of the page, free of other visual elements.

When using the logo on a photograph, try to position it over an area that is relatively clear and makes our logo stand out clearly.

When using the logo on photographic backgrounds please use a primary logo (coloured) not a white out one.



BRAND GUIDELINE

SECTION 2: DESIGN ELEMENTS

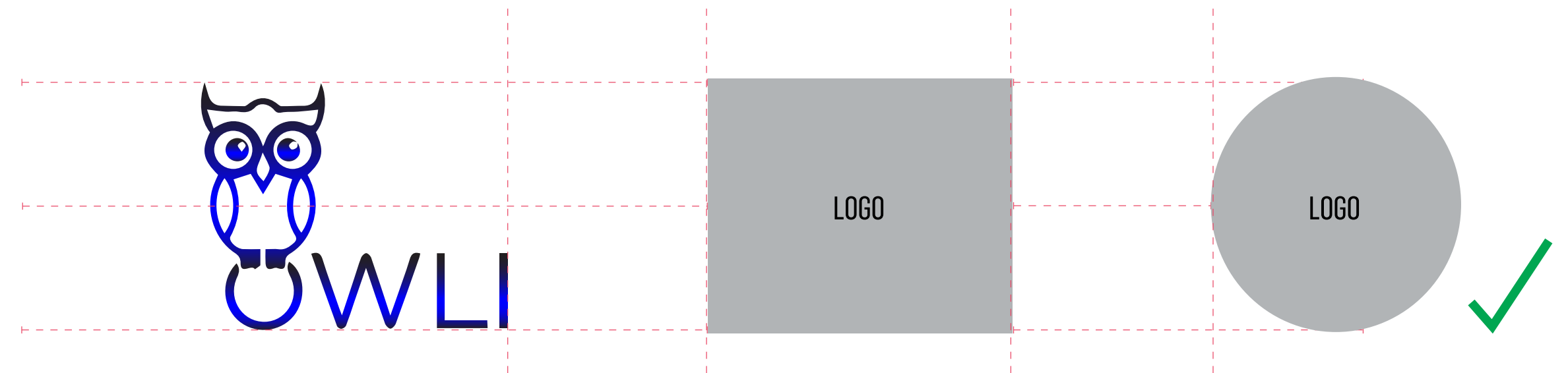
Our logo

CO-BRANDING

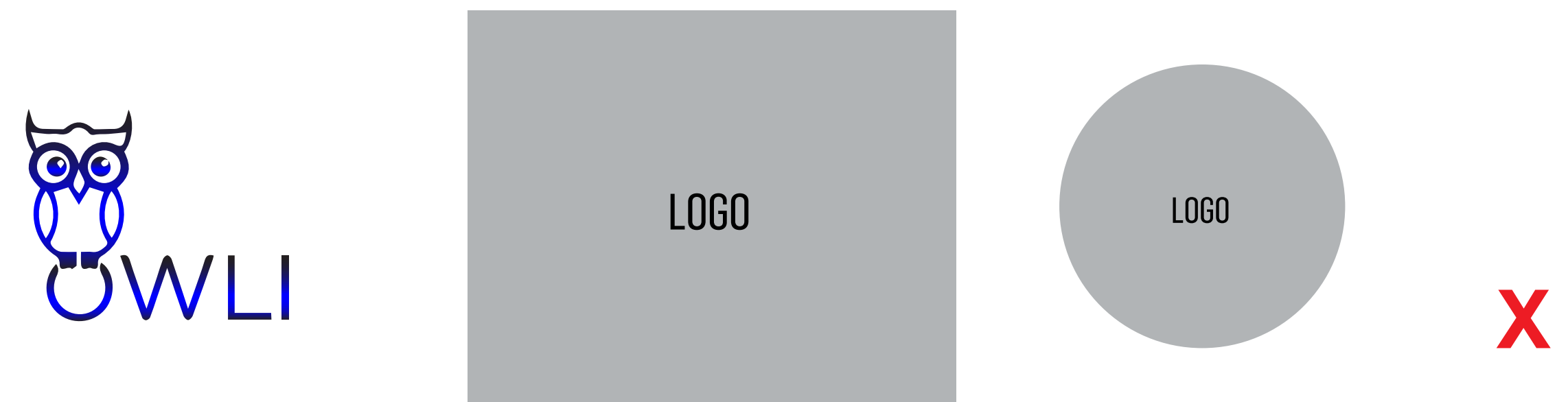
Sometimes our logo is positioned alongside other company/brand logo(s). Please make sure that they are equally spaced, centred and cover approximately the same area of space.

The partner logo(s) should be scaled so that they have equal visual weight.

BRAND GUIDELINE



Equal visual weight between the logos.



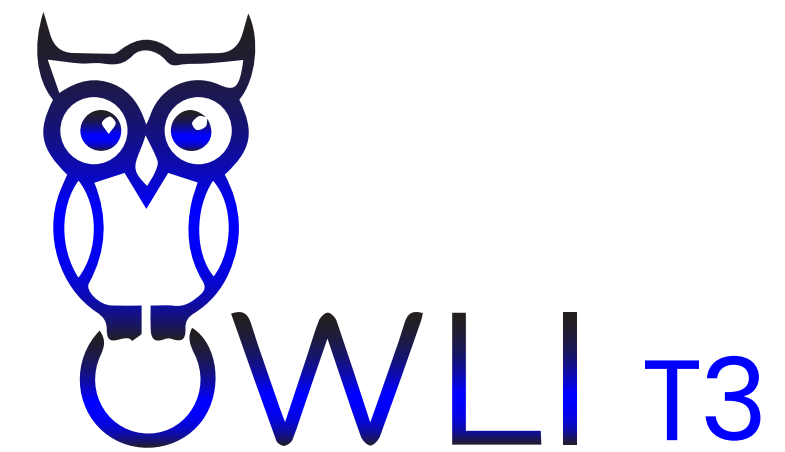
Unequal visual weight between the logos.

SECTION2: DESIGN ELEMENTS

Other logos

LOGOS SUB CATEGORY

These are sub categories products having the same logo icon and name with additional title



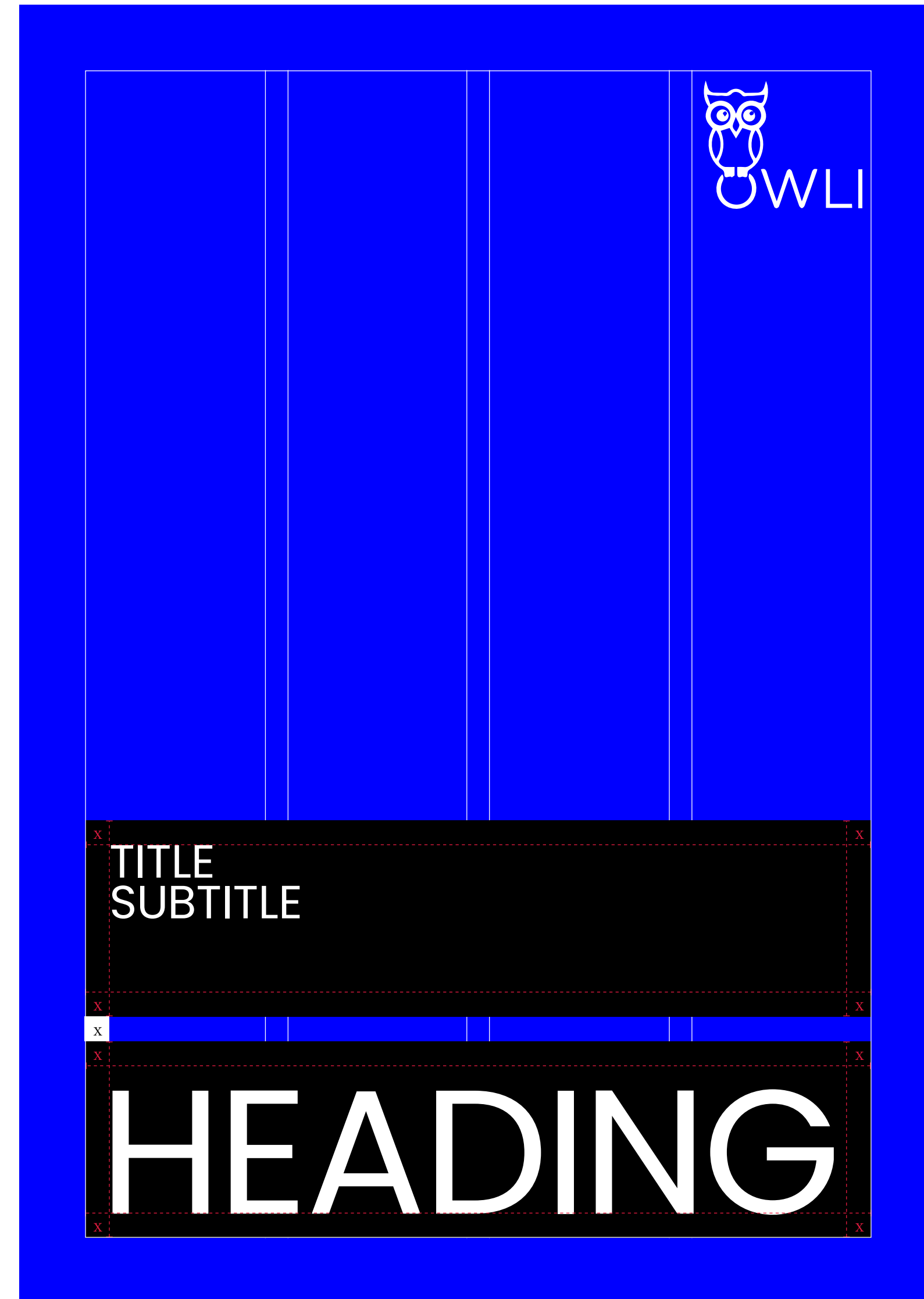
SECTION 3: BRAND EXPERIENCE

Typography

SETTING TYPOGRAPHY

Headline copy should be centred vertically within the device, with a clear space around the type as illustrated below. Headings can run over multiple lines but must always be left aligned and should visually be balanced within the bars.

BRAND GUIDELINE



SECTION3: BRAND EXPERIENCE

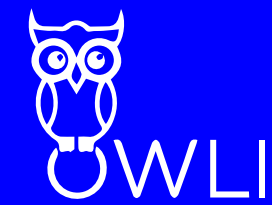
Letterhead

STATIONERY

FIRSTNAME SURNAME
JOB TITLE

0000 000000
0000 000000
name.surname

Address line one
Address line two



157197- BUCKINGHAM PALACE RD
enquiries@etfoundation.co.uk
etfoundation.co.uk



Ms. L Thompson
7 Newcomen Road
Tunbridge Wells,
Kent TN4 9PK

Dear Ms Thompson,

Lorem ipsum dolor sit amet verum

Rae rem esti ommolupendi cum nus auditi dolecat ibusdaero vendit placeaturene alitae si torepd ut ea verum velit venimus trumquam suntotas earchil igento ma iur aut quianttempost acia perit magnimi nitatiasped que ducim eic tempe et, te qui omnisquis et latate exerest faceaturene Luptatur.

Quibusa aut quam fugitUt quassi as doloreribea nobis eost, corro cusantist torentio venimoorae rem esti ommolupendi cum nus auditi dolecat ibusaero vendit dolorsit sincipitatur aborrum fugiani volor adite quae volor alis maximpe ru.

Te qui omnisquis et latate exerest faceaturene venisque exerum que doluptio. Tatoren lam iunt facea debis quam re derepro dunt audia volorum reium re aute cus atm etorn venisque exerum que doluptio. Tat lam inimolorae rem esti ommolupendi m reim re aute cus atem et.

Yours sincerely,

Jad Jaber
Managing Director

SECTION3: BRAND EXPERIENCE

Our logo

MAGAZINES



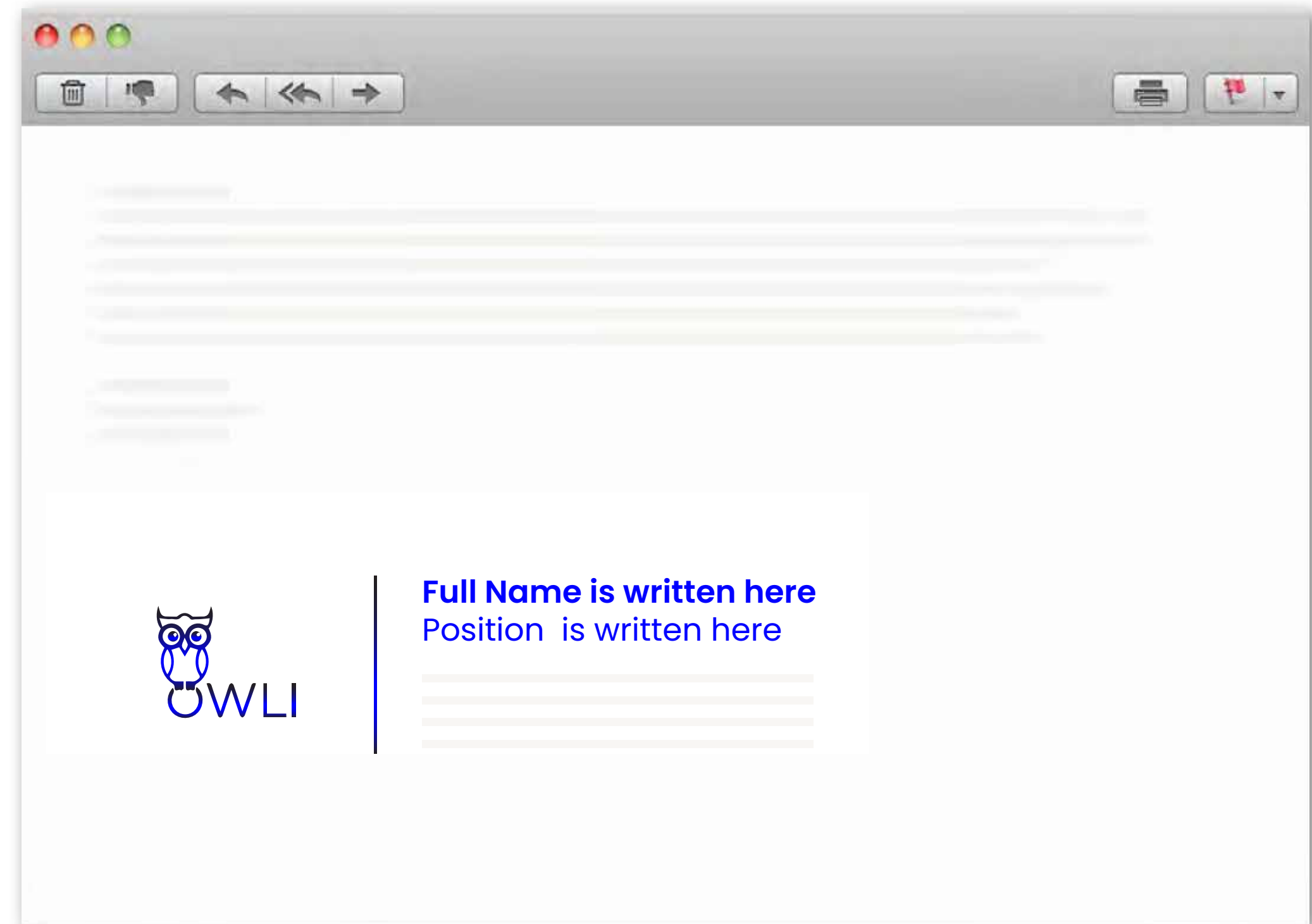
BRAND GUIDELINE

SECTION 3: BRAND EXPERIENCE

Emails

Email Signature

Email signature must have the same spirit and colors to represent the identity.



SECTION3: BRAND EXPERIENCE

Gift Items

MERCHANDISE

These collections are subject to availability.
Find more collections in the catalogue



BRAND GUIDELINE

SECTION3: BRAND EXPERIENCE

FLYER

This flyer design style can be used for several products and inspired from the logo design elements.

BRAND GUIDELINE



OWLI

Owli T1 IS A PRODUCT BY BITTERBIT

That helps you monitor temperature & humidity within your controlled environment. The 24/7 monitoring solution records real-time data points on our dashboard with values and graph readings. Designed to be hassle free & easy, the dashboard sends alert notifications for temperature and humidity changes based on thresholds set by the user.

The device can be equipped with multi variable sensors that will help you more protect your goods such as:

- Volt sensor
- Current sensor
- Door management sensor

Advantages of using **OWLI T1**

- Optimizing operations for safety and efficiency
- Minimizing the impact on the environment
- Validating on going safety protocols.
- 24/7 Monitoring

Best Solution To Monitor Your **TEMPERATURE & ENVIRONMENT**

Trusted **solution for**

- Food and beverages
- Cold chain industry
- Warehouse monitoring
- Cold trucks monitoring
- Medical and pharmaceutical
- Data center monitoring

support@bitterbit.tech +233 50 061 4929
www.owli.tech owli.tech

SECTION 3: BRAND EXPERIENCE

Our logo



PACKAGING

These packages can be used for several products categories and keeping the identity colors.



BRAND GUIDELINE

THANK YOU