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
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

Color Palette

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

#F3F3F3 #919191 #4B4B4B #000000

#00ADEE #8DD7F7 #1B75BB #0B4A7C #202F4F

#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.

Color

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

Primary Vertical Logo

Primary Horizontal Logo
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”.

Not Allowed

Don’t stretch or manipulate the logo.

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

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

Don’t type out Bitwise Industries in any other fonts.
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.
Brand Architecture

Sub-brands Guidance

Sub-brand Primary Logo Lockup

Avenir Light | Avenir Black

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

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.

Not Allowed

- X
- Don’t stretch or manipulate the logo.
- Don’t pair the logo with marks that may be confused as logos.
- Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.
- Don’t type out line of business in any other fonts.
- Don’t use line of business (e.g., 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.

![Color Palette Image]

- #EE3F5E
- #F48A6D
- #8D3A5A
- #7D2F4D
- #202F4F
Brand Architecture

Sub-brand - Technology Consulting

Sub-brand Logo Lockup

![Sub-brand Logo Lockup](image)

Sub-brand Icon Lockup

![Sub-brand Icon Lockup](image)

Color Palette

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

![Color Palette](image)
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.
Brand Architecture

Sub-brand - Ventures

Sub-brand Logo Lockup

Sub-brand Icon Lockup

Color Palette

*Hex codes only, Print match up available upon request.
One Bitwise: Brand Standards

For additional information, contact us:
info@bitwiseindustries.com

700 Van Ness Ave, Fresno, CA 93721 | 559.500.3305