



BizStack Brand Guideline

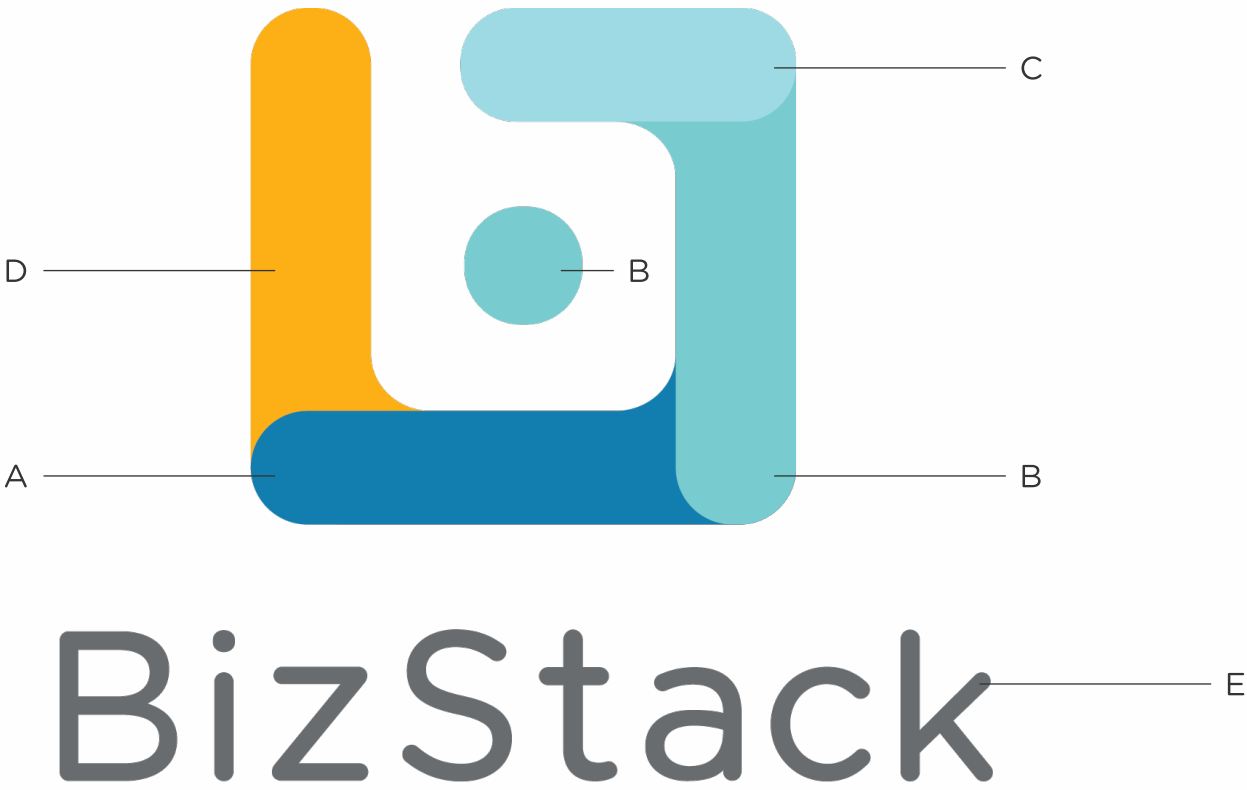


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BizStack symbol mark represents an ability to advance industries with a reliable and customizable all-in-one IoT platform.

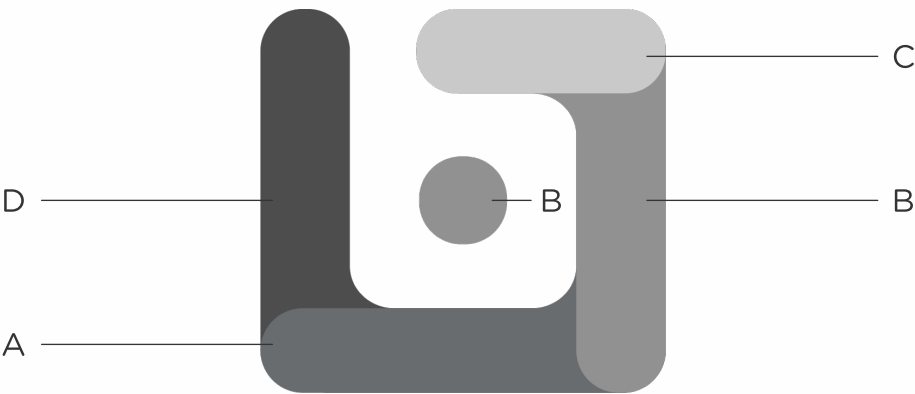
The preferred approach is to use the basic BizStack logo on its own but the variety of logo styles still maintain its representation.



A	B	C	D	E
BizStack Blue CMYK (85, 40, 15, 0) RGB (6, 126, 176) WEB #067EBO	Accent Blue CMYK (50, 5, 20, 0) RGB (121, 201, 205) WEB #79C9CD	Light Blue CMYK (35, 0, 10, 0) RGB (157, 217, 226) WEB #9DD9E2	Spice Orange CMYK (0, 35, 100, 0) RGB (251, 176, 22) WEB #FBB016	Dark Gray CMYK (0, 0, 0, 72) RGB (104, 108, 110) WEB #686C6E



Logo - Monotone



BizStack

A

B

C

D

Dark Gray

CMYK
(0, 0, 0, 72)

RGB
(104, 108, 111)

WEB
#686C6E

Mid Dark Gray

CMYK
(0, 0, 0, 52)

RGB
(143, 143, 143)

WEB
#8F8F8F

High Light Gray

CMYK
(0, 0, 0, 25)

RGB
(201, 201, 201)

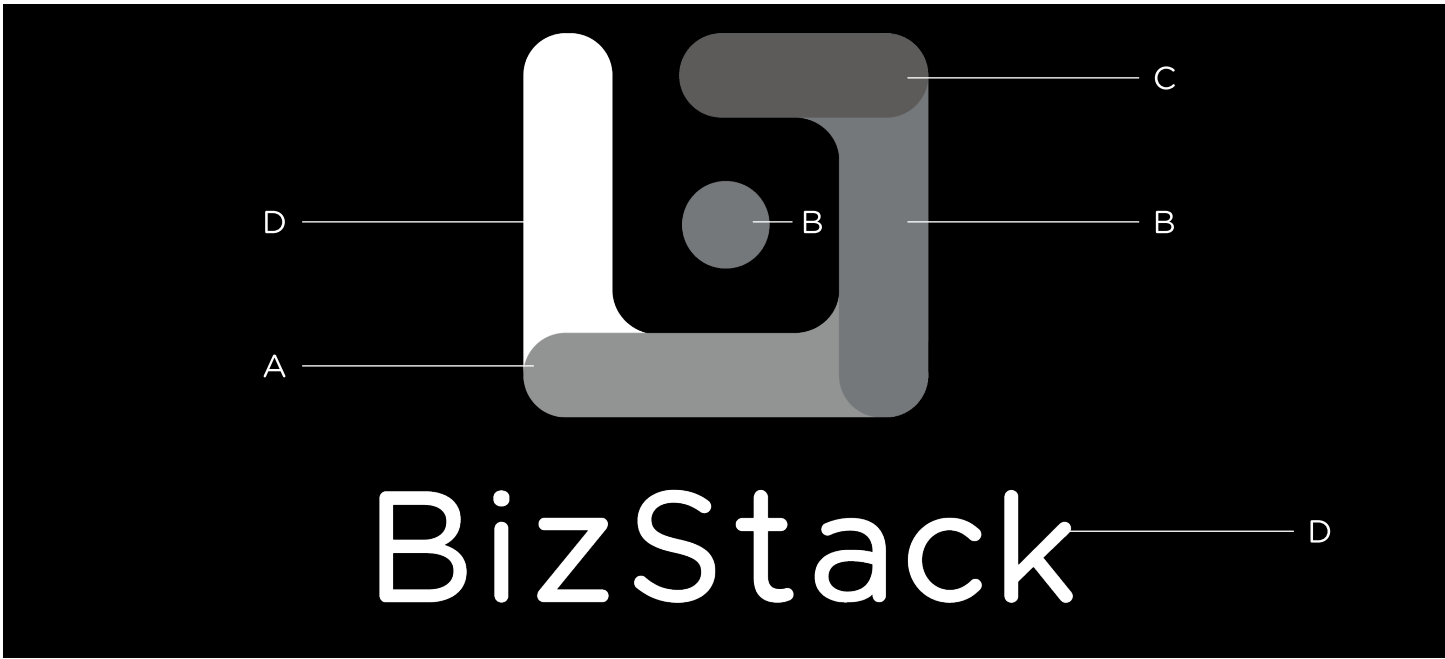
WEB
#C9C9C9

Deep Gray

CMYK
(0, 0, 0, 85)

RGB
(79, 77, 77)

WEB
#4F4D4D



A

B

C

D

High Light Gray

CMYK
(0, 0, 0, 51)

RGB
(146, 147, 147)

WEB
#929393

Mid Dark Gray

CMYK
(0, 0, 0, 66)

RGB
(115, 119, 122)

WEB
#73777A

Deep Gray

CMYK
(0, 0, 0, 79)

RGB
(93, 91, 90)

WEB
#5D5B5A

White

CMYK
(0, 0, 0, 0)

RGB
(255, 255, 255)

WEB
#FFFFFF



Logo - One-tone



BizStack

Accent Blue

CMYK
(50, 5, 20, 0)

RGB
(121, 201, 205)

WEB
#79C9CD



BizStack

Dark Gray

CMYK
(0, 0, 0, 72)

RGB
(104, 108, 111)

WEB
#686C6E



White

CMYK
(0, 0, 0, 0)

RGB
(255, 255, 255)

WEB
#FFFFFF



BizStack

BizStack Blue

CMYK
(85, 40, 15, 0)

RGB
(8, 125, 176)

WEB
#087DB0



Logo - Horizontal



BizStack



BizStack



BizStack



BizStack



BizStack



BizStack



BizStack



BizStack



BizStack



Logo - Symbol Mark

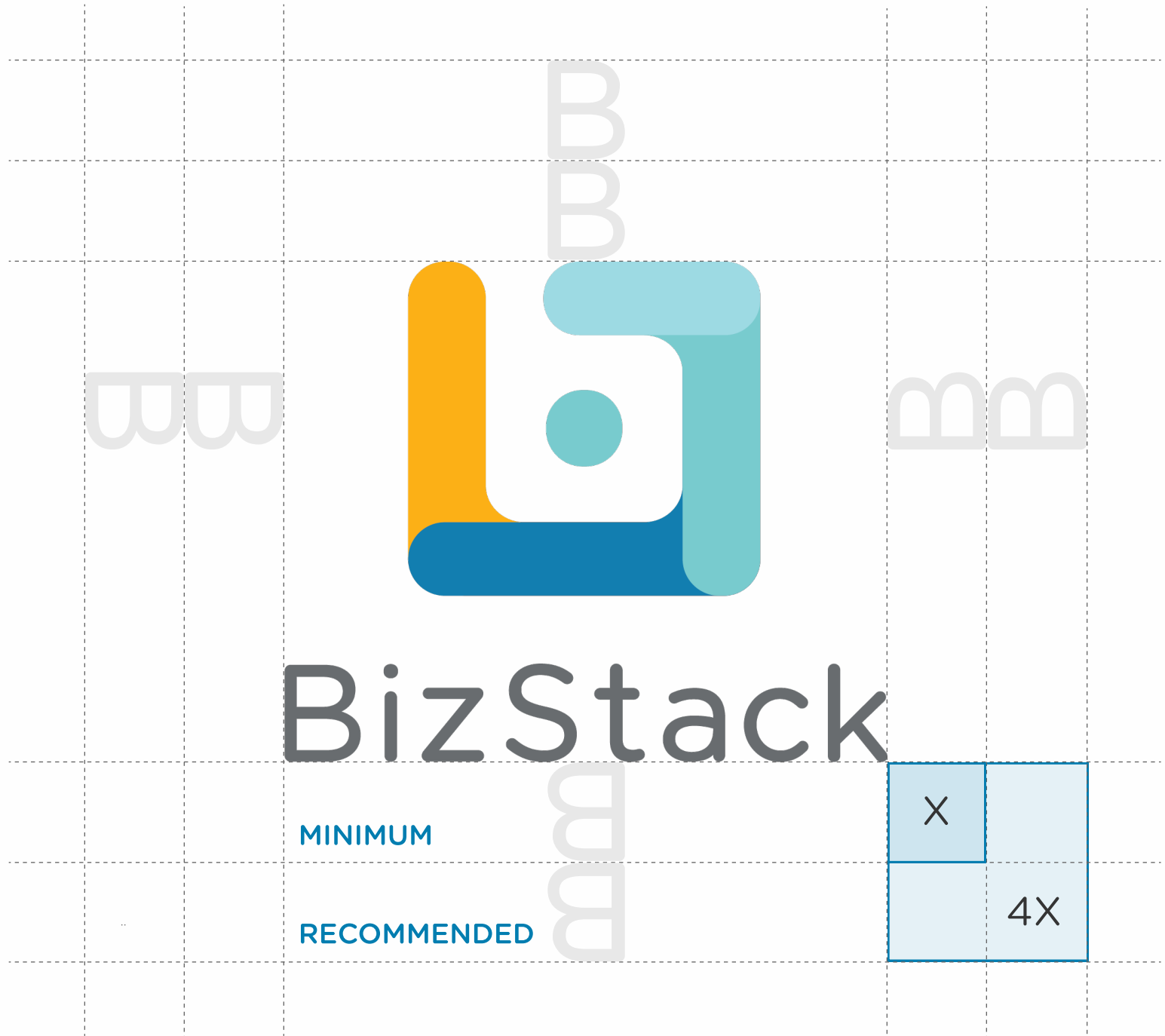


You may use logo symbol mark on its own as a design elements.
When using the logo symbol mark, you should follow the clear space requirements.





Clear Space - Vertical

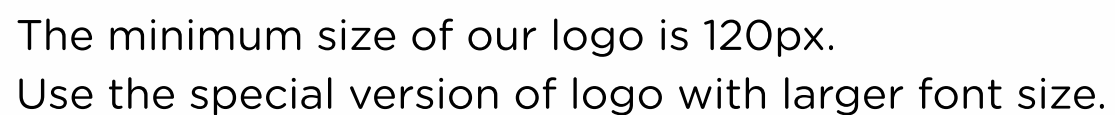
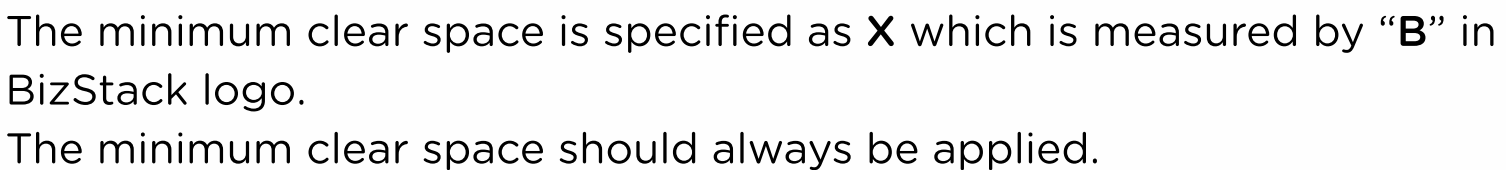


The minimum clear space is specified as **X** which is measured by “**B**” in BizStack Logo.

The minimum clear space should always be applied.



The minimum size of our logo is 44px.





Logo Usage - Do's (Full color)

WHITE BACKGROUND ☐



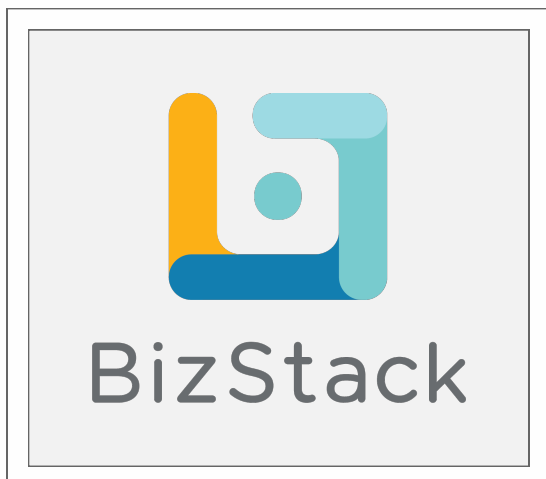
White background with full color logo

BLACK BACKGROUND ☒



Black background with full color logo

GRAY BACKGROUND ☐



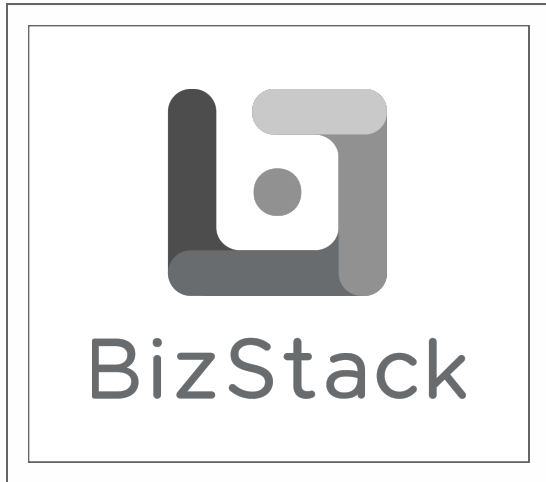
Gray background with full color logo

ⓘ Gray should not be more than 5% of Black



Logo Usage - Do's (Monotone)

WHITE BACKGROUND ☐



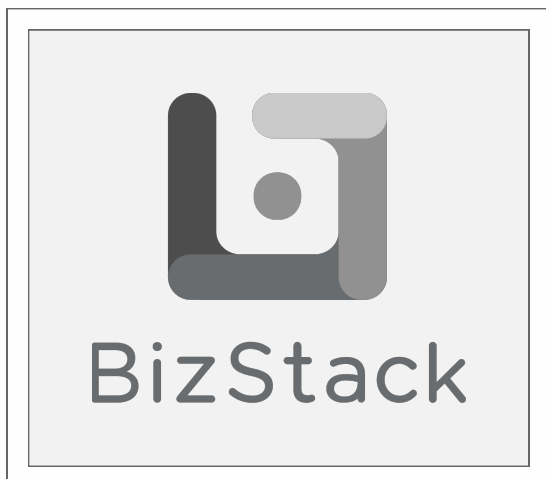
White background with monotone logo

BLACK BACKGROUND ☒



Black background with monotone logo

GRAY BACKGROUND ☐



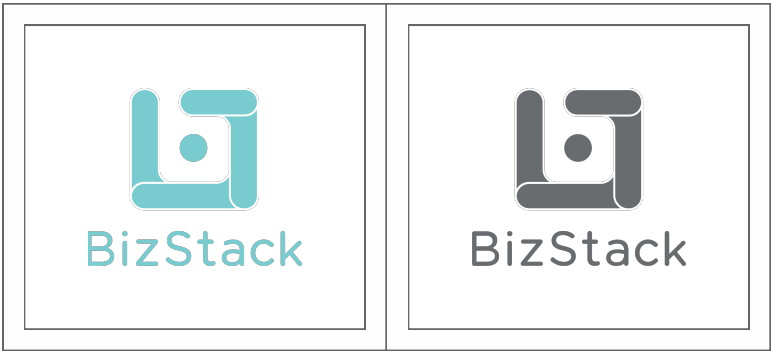
Gray background with full monotone logo

ⓘ Gray should not be more than 5% of Black



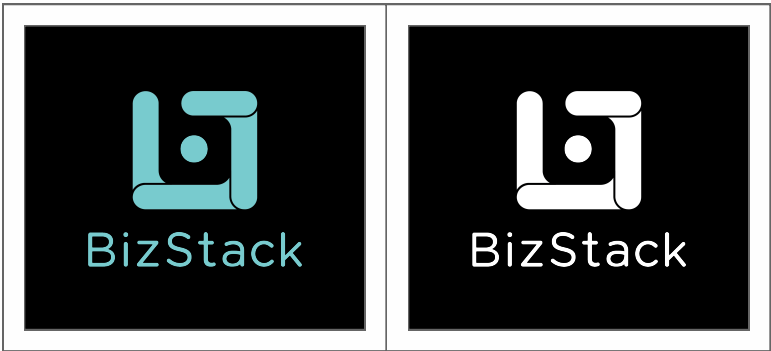
Logo Usage - Do's (One-tone)

WHITE BACKGROUND ☐



White background with
blue and black one-tone logo

BLACK BACKGROUND ☒



Black background with
blue and white one-tone logo

GRAY BACKGROUND ☐



Gray background with
blue and black one-tone logo

ⓘ Gray should not be more than 5% of Black

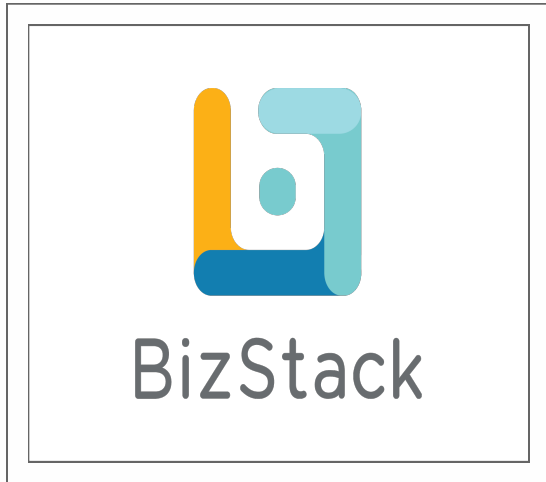
BLUE BACKGROUND ☒



Blue background with
white one-tone logo



Logo Usage - Don'ts



DON'T:
Distort the logo



DON'T:
Change the colors of the logo



DON'T:
Change the font type and colors

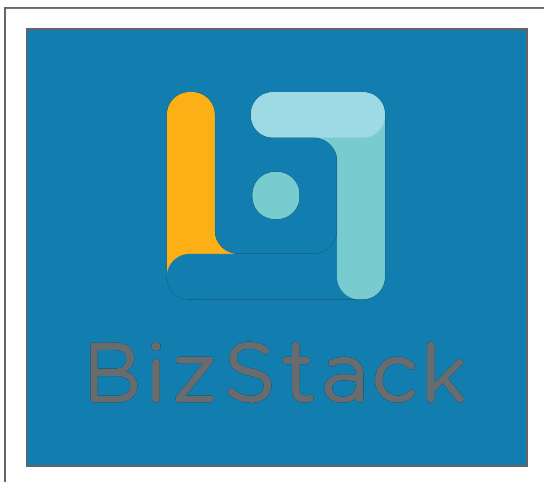


Logo Usage - Don'ts



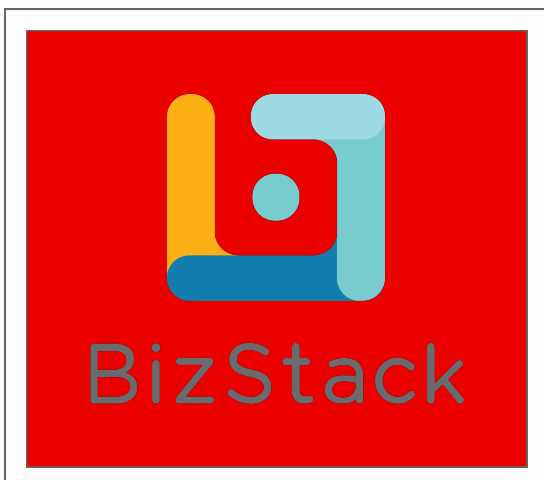
DON'T RECOMMEND:

Use the logo with a patterned background which bothers the logo visibility.



DON'T:

Use the logo with BizStack Blue, Accent Blue, Light Blue, Spice Orange, and Dark Gray



DON'T RECOMMEND:

Use the logo with a color background which causes halation effect and bothers the logo visibility.



Typography - Primary

Noto Sans JP

L 世界をモードチェンジします。
R 世界をモードチェンジします。
M 世界をモードチェンジします。
B 世界をモードチェンジします。
B 世界をモードチェンジします。

Gotham Rounded

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9



Typography - Recommended

WEB

Gotham Rounded

Arial

Avenir

Helvetica Neue

Proxima Nova

Noto Sans JP

iOS

Arial

Avenir

Helvetica Neue

Apps

Apple SD Gothic Neo

Arial

PT Sans

Android

Roboto

日本語

Noto Sans JP



BizStack PRIMARY COLORS

BizStack Blue CMYK (85, 40, 15, 0) RGB (6, 126, 176) WEB #067EB0	Highlight Blue CMYK (8, 0, 0, 1) RGB (229, 241, 246) WEB #E5F1F6	Dark Gray CMYK (0, 0, 0, 72) RGB (104, 108, 110) WEB #686C6E
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RECOMMENDED COLOR PALETTES

CMYK (50, 5, 20, 0) RGB (121, 201, 205) WEB #79C9CD	CMYK (65, 0, 90, 0) RGB (72, 197, 85) WEB #48C555	CMYK (0, 35, 100, 0) RGB (251, 176, 22) WEB #FBB016	CMYK (65, 75, 0, 0) RGB (113, 89, 166) WEB #7358A8	CMYK (0, 0, 0, 43) RGB (251, 176, 22) WEB #A3A3A3
CMYK (0, 10, 100, 2) RGB (251, 214, 22) WEB #FBD616	CMYK (0, 0, 0, 8) RGB (235, 235, 235) WEB #EBEBEB	CMYK (85, 55, 60, 45) RGB (25, 66, 68) WEB #194244		



Sample Color Palette Usage

LOREM IPSUM.

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