

# Corporate Guidelines

Overview of the visual  
elements which make up the  
Bytemark corporate identity.



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# //Introduction

Bytemark Hosting started in 2001 as a consulting firm based in York, UK. Its directors are experienced software and network engineers Matthew Bloch and Peter Taphouse. They combined their experience to build one of the UK's 'nerd hosting outfit of choice'.

This document provides guidance on the various elements which make up the visual identity and should be used in conjunction with the logos which can be found at [http://www.bytemark.co.uk/company/spread\\_the\\_word](http://www.bytemark.co.uk/company/spread_the_word).

If you have any questions or need clarification about the guidelines please call +44 1904 890890 or email [enquiries@support.bytemark.co.uk](mailto:enquiries@support.bytemark.co.uk).

## //Logo usage

### DO'S

Use logo only in colours provided



Sit on solid background only



Have clear space around logo



Use logo without 'Hosting' if space is at a premium



**DO NOT'S**

**Add effects (ie drop shadow)**

**:BYTEMARK** HOSTING

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**Sit over images**



**Attach other words, logos or motifs**

**:BYTEMARK** HOSTING **:BYTEMARK**  **HOSTING**  
SOME TEXT HERE

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**Seperate**

**:BYTEMARK**  
HOSTING

**Stretch**

**:BYTEMARK** HOSTING

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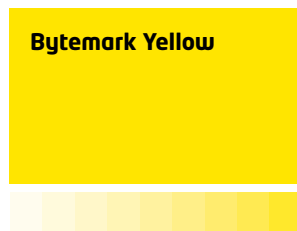
# //Colour

## Main colours

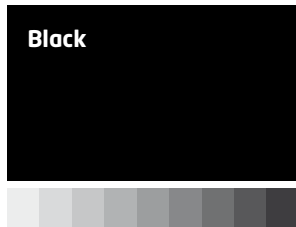
### Solid colours



**Pantone 7455**  
C100 M80 Y0 K0  
R0 G78 B164  
004EA4



**Pantone 108**  
C0 M5 Y95 K0  
R255 G231 B16  
FFE710



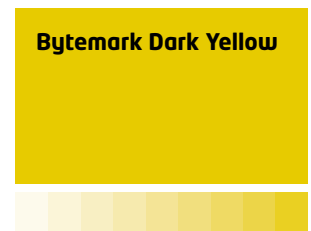
**Pantone Black**  
C0 M0 Y0 K100  
R0 G0 B0  
000000

## Supporting colours

### Gradient colours

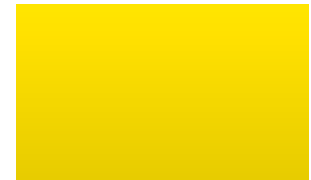


**Pantone 7405**  
C90 M55 Y4 K0  
R7 G104 B170  
0768AA

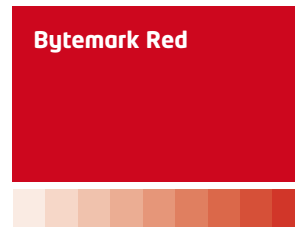


**Pantone 611**  
C14 M14 Y100 K0  
R227 G203 B0  
E3CB00

### Example Gradients



### Other colours (solid)



**Pantone 1795**  
C15 M100 Y100 K0  
R210 G35 B42  
D2232A



**Pantone 549**  
C57 M0 Y10 K34  
R106 G152 B172  
6A98AC

# //Typography

Neo Tech is commonly used in literature such as brochures and leaflets but can be found in headings within websites and online materials.

# Neo Tech

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"£\$%^&\*()\_+@{}:~?></\*

Common Neo Tech weights used in Bytemark literature:

Regular  
**Medium**  
**Bold**

Where Neo Tech is not available Arial can be used (ie within Powerpoint, Excel, Word etc) .

# Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm  
nopqrstuvwxyz 1234567890!"£\$%^&\*()\_+@{}:~?></\*

Common Arial weights used (ie within powerpoint).

Regular  
**Bold**

For website body text and headings (H2/3 and below) Verdana should be used.

# Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnop  
qrstuvwxyz 1234567890!"£\$%^&\*()\_+@{}:~?></\*

Common Verdana weights used.

Regular  
**Bold**

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