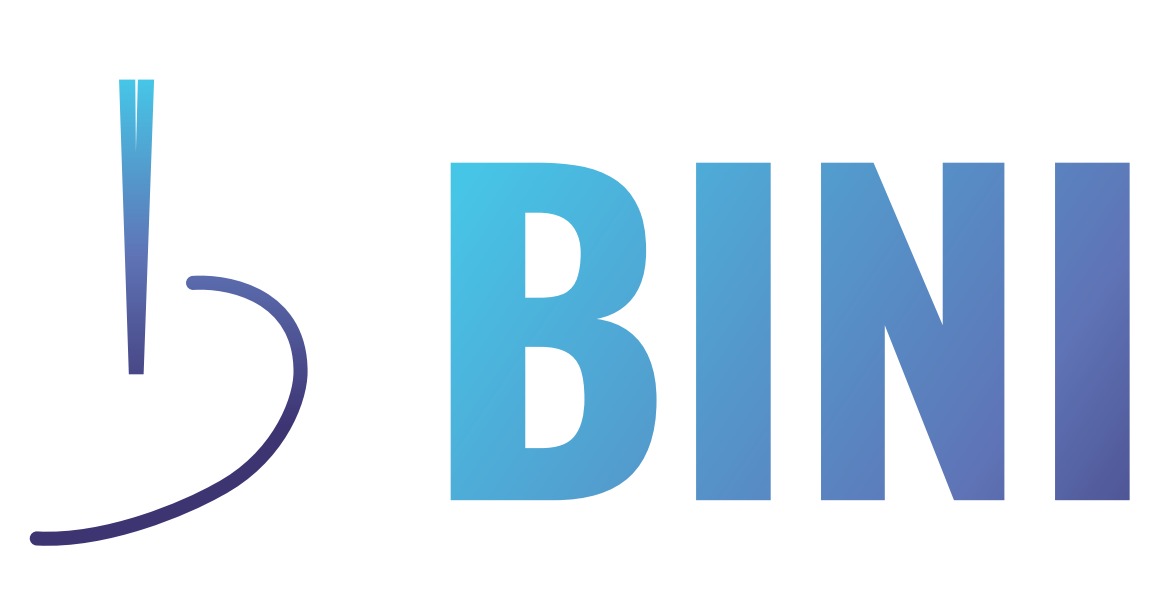


BRAND GUIDELINES

Table of Contents

01 Our Logo Page 02
02 Color Usage Page 08
03 Typography Page 11

Our Logo

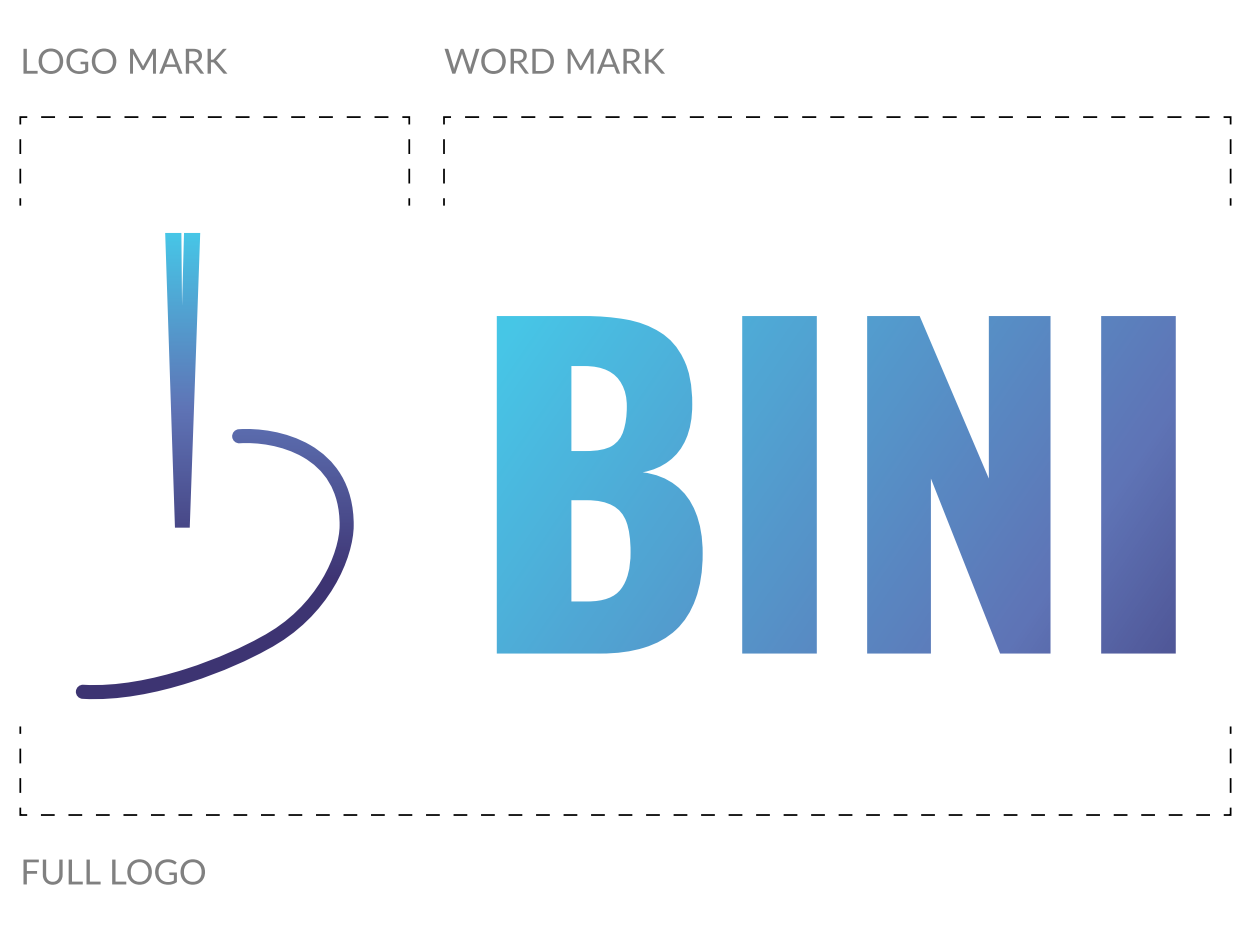
01 Logo on White Background Page 03
02 Logo on Dark Background Page 04
03 The Icon Page 05
04 Wordmark Page 06
05 Logo Variation Page 07

Logo on White Background

At BINI, our logo represents who we are and the values we stand for. A strong visual identity helps people recognize us instantly and creates a lasting impression.

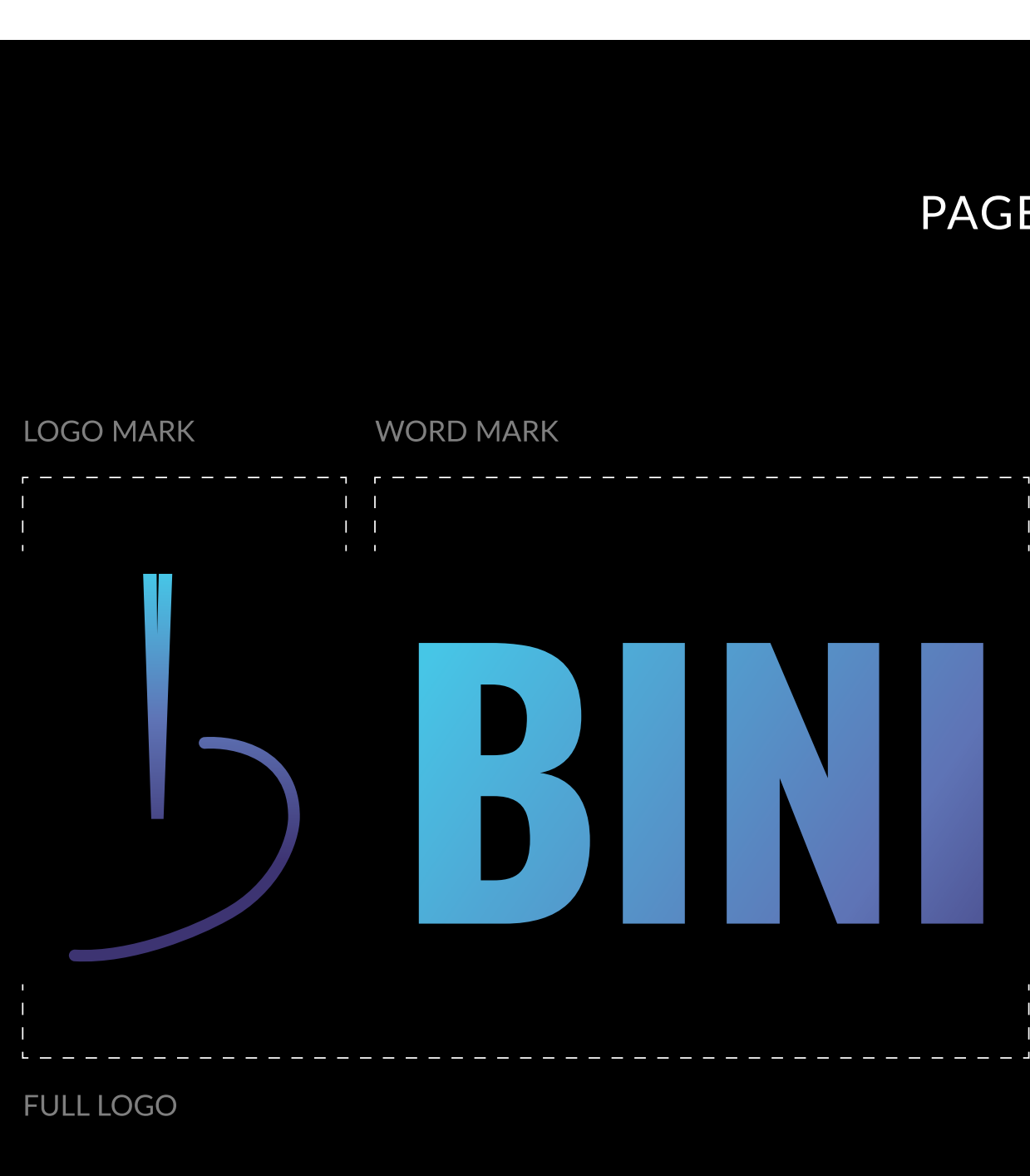
Our logo is made up of two core elements — the icon and the wordmark. Together, they form the primary symbol that communicates BINI's personality and purpose.

To maintain clarity and consistency across all our materials, it's important that the BINI logo is always used correctly. Consistent usage strengthens our brand and ensures we present ourselves with a unified, professional identity wherever our work appears.



Logo on Dark Background

Using the gradient version of the BINI logo on dark backgrounds ensures clear visibility and maintains the intended visual impact.

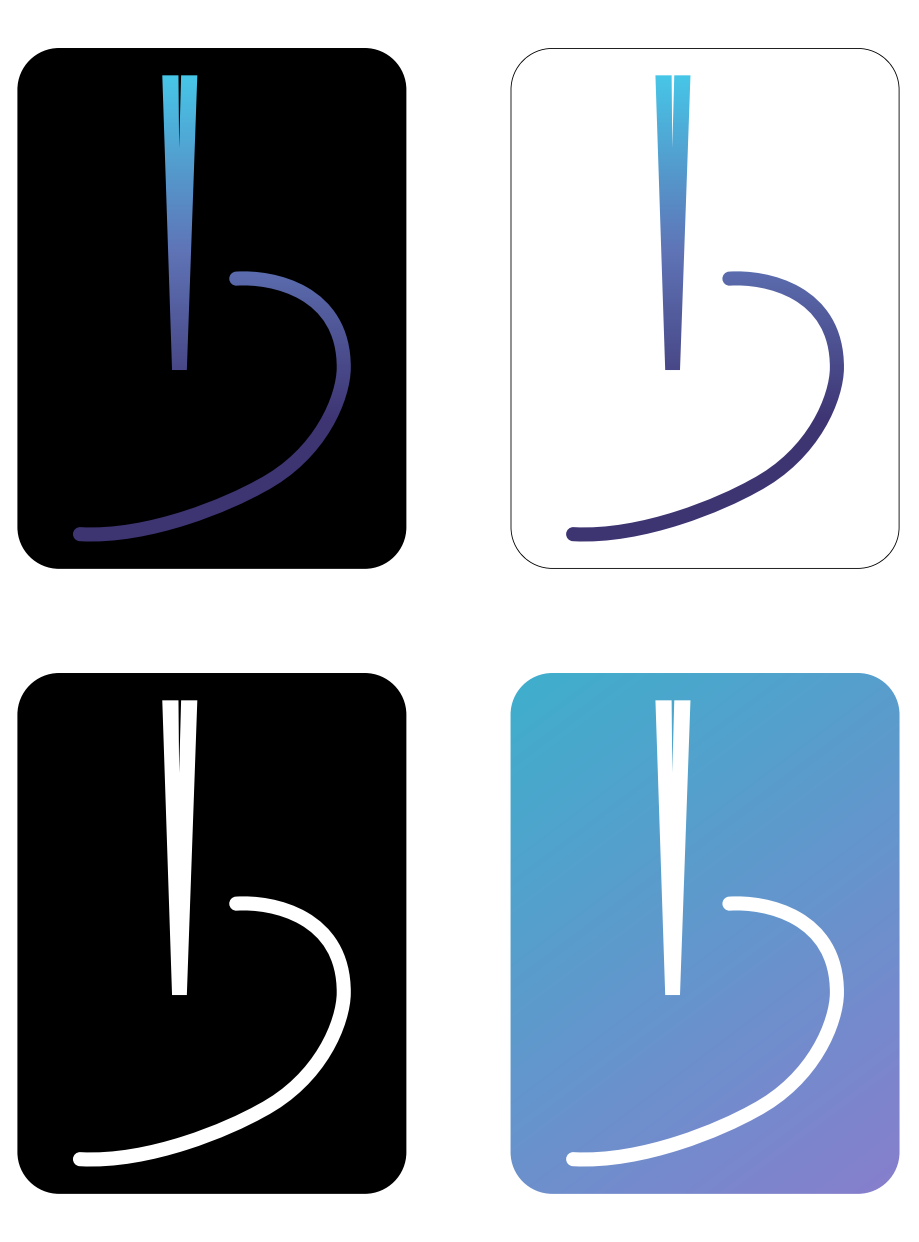


The Icon

We use the BINI symbol both as a standalone brand element and as part of the full logo. This flexibility allows the symbol to create a strong and recognizable visual presence across different applications.

The icon is crafted to subtly embody the letter "b," creating an immediate link to the BINI name. Additionally, the vertical stroke with its intentional spacing alludes to the two "i" characters, reinforcing a deeper connection to our brand identity. This symbol also functions as the simplified version of our logo, making it particularly effective in compact or space-restricted applications where the full wordmark may not be suitable.

Whenever possible, the gradient version of the symbol should be used, as it best reflects our visual identity and brand expression. For situations where gradients are not suitable or technically not possible, a monochrome version of the icon may be used as an alternative, ensuring clarity and consistency across all usage scenarios.



Wordmark

We generally prefer using our complete logo with the symbol included. However, certain layouts or design situations may require using the wordmark on its own—especially when the BINI symbol is already featured elsewhere in the design. Below are the approved variations of the standalone wordmark and when each should be used:

1. Gradient wordmark on a dark background

This is our primary and recommended version. The gradient expresses our brand personality and maintains strong visibility on dark surfaces.

2. Gradient wordmark on a white background

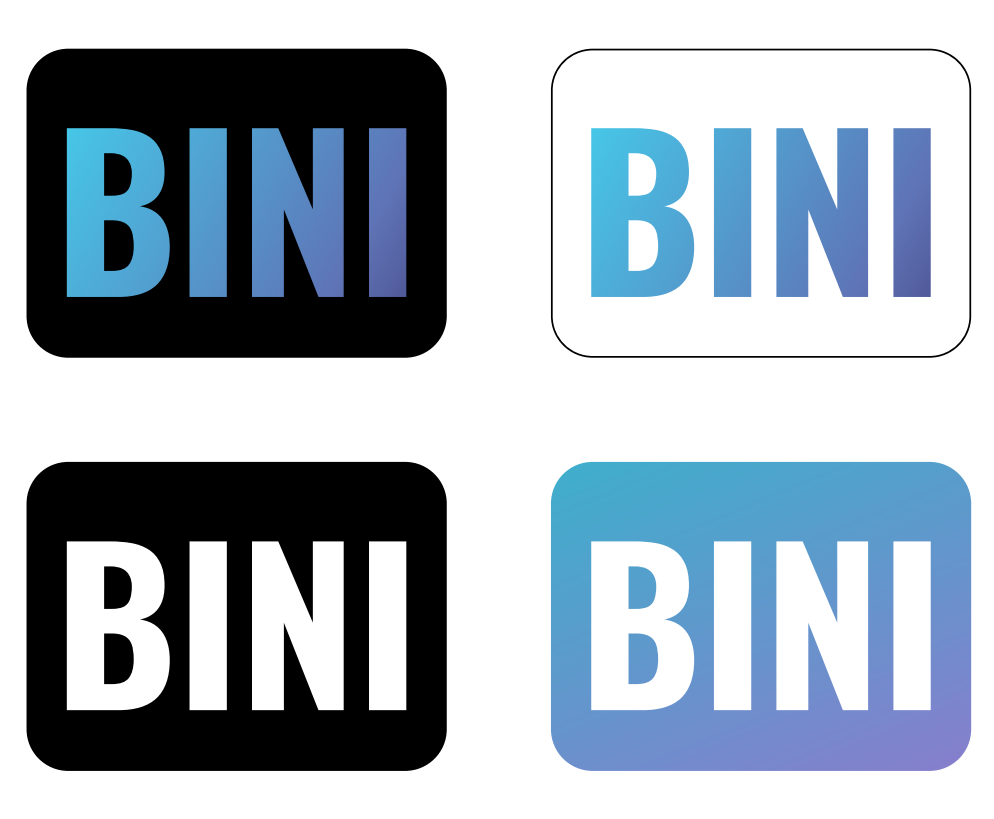
Use this option when placing the wordmark in lighter layouts or when more contrast is needed against clean, bright backgrounds.

3. White wordmark on a dark background

This version is used when the gradient cannot be applied—such as in restricted production environments, limited-color applications, or when higher contrast is required.

4. White wordmark on a gradient background

This option is best for branded blocks, banners, or cards where the gradient serves as a background element and the wordmark needs to remain clear and readable.

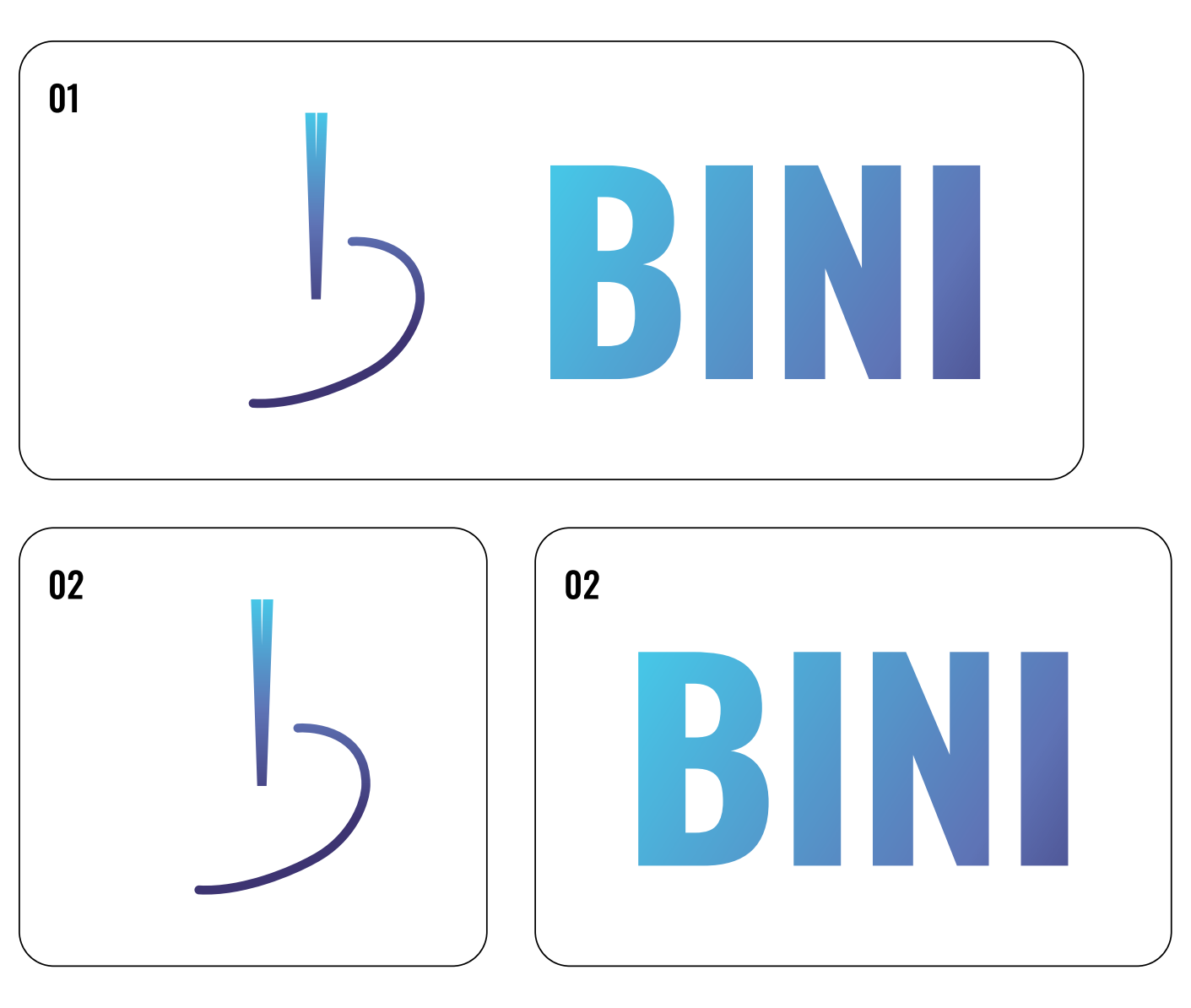


Font : Oswald
Weight : Bold

Logo Variations

To keep the BINI brand consistent and adaptable across different environments, our identity system includes a set of approved logo variations. Each version is designed for specific use cases, ensuring the logo remains clear, balanced, and recognizable in every context. Whether used in digital interfaces, print materials, or other brand touchpoints, these variations help maintain a unified and dependable visual identity for BINI.

01 Primary Logo (Full Lockup)
02 Logo Mark (Symbol)
03 Logo Type (Word Mark)



Color Usage

01 Primary Colors Page 09
02 Secondary Colors Page 10

Primary Colors

Our primary color palette reflects the core identity of BINI. Built around our signature gradient tones, these colors bring energy, clarity, and consistency to our brand. They serve as the foundation for all visual elements, ensuring a cohesive look across digital and physical applications.

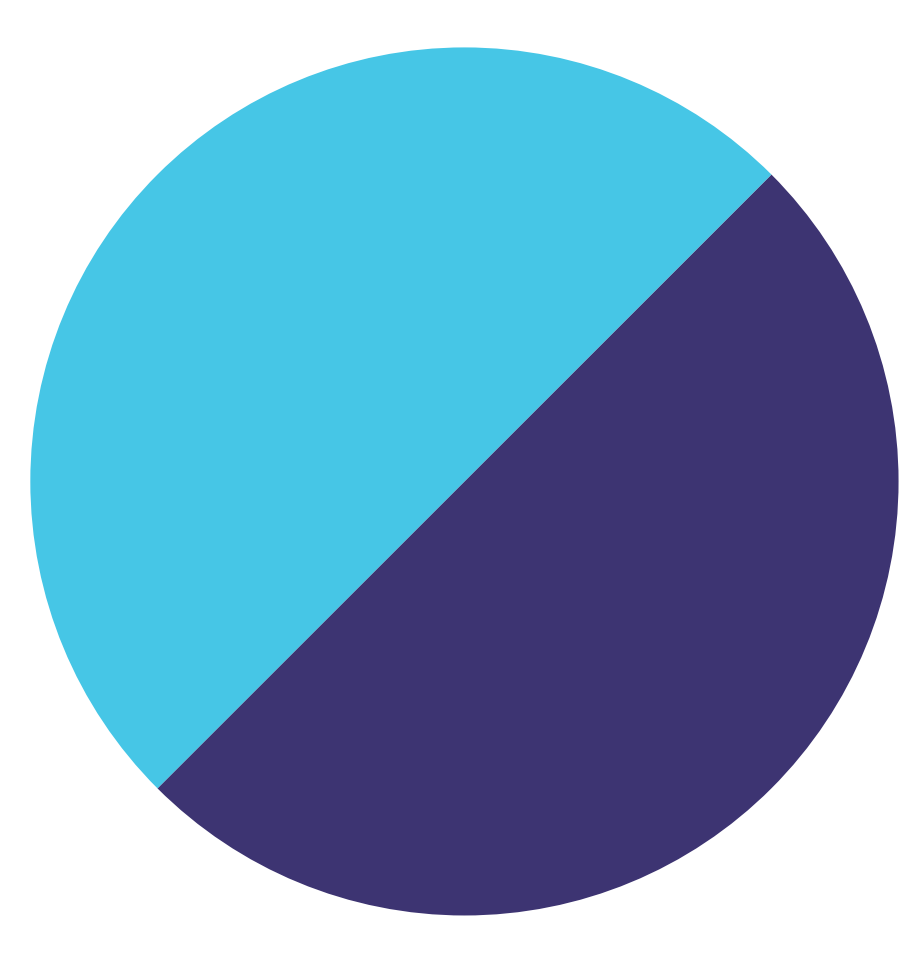
HEX :
#47C6E7

CMYK :
C : 69
M : 14
Y : 0
K : 9

RGB :
R : 71
G : 198
B : 231

HSL :
H : 192
S : 77
L : 59

0	#FFFFFF
0.5	#EDF9FD
1	#DAF4FA
1.5	#C8EEF8
2	#B5E8F5
3	#91DDF1
4	#6CD1EC
5	**#47C6E7**
6	#399FBA
7	#2B798D
8	#1D525F
8.5	#163F49
9	#0F2C32
9.5	#08181C
10	#010505



0	#E1DEF0
0.5	#D1CDE4
1	#C0BCD7
1.5	#B0ABCB
2	#A09ABE
3	#7F78A5
4	#5F568C
5	**#3E3473**
6	#322A5C
7	#251F45
8	#19152E
8.5	#131023
9	#0C0A17
9.5	#06050C
10	#000000

HEX :
#3E3473

CMYK :
C : 46
M : 55
Y : 0
K : 55

RGB :
R : 62
G : 52
B : 115

HSL :
H : 250
S : 38
L : 33

Secondary Colors

Our secondary palette—black and white—supports the BINI visual identity by providing balance and contrast. These neutrals should be used carefully to highlight and complement our primary gradient colors, ensuring a clean and consistent brand appearance.

#000000

#FFFFFF

Typography

01 Primary Typeface Page 12

Primary Typeface

Typography is how we use type to communicate clearly and expressively. It supports our messages, shapes our personality, and enhances how people experience our brand. Through thoughtful use of fonts, spacing, and style, our words become both functional and visually engaging.

Lato

Lato combines modern humanist design with a versatile range of weights, giving it the flexibility to work beautifully in both headlines and longer text. Its smooth curves and balanced proportions make it highly readable across digital and print formats. As an open-source typeface, Lato is freely available for use and easily integrates into a wide variety of design applications.

Aa

Typeface
Lato

Weights
Regular, Medium, Semi Bold

Lato

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

Thank You