BTech

AV Mounts

Brand Guidelines

Logo Useage

B-Tech AV Mounts' **main logo** features the brand name in full. B-Tech also make use of two alternative versions in some unique scenarios; a **B-Tech only** version with "AV Mounts" and the ® removed and a version where only the "**B**" logo mark is used. All forms of the logo should be used against a white backdrop or the distinct 'B-Tech Grey' background for optimal visual appeal and brand consistency.

Main Logo
B-Tech AV Mounts main logo is the **preferred emblem to be used in almost all scenarios.**

B-Tech only version
This version should **ONLY** be used when the size of the logo makes it impossible to read the other elements of the logo.

B logomark version
This version is reserved for B-Tech AVMounts' use only. You may see this used in some unique scenarios; usually on parts of B-Tech products or in marketing instances where the full logo is also in use alongside it.

Please refer to the **Logo Scaling** section of this document on page 5 for more info.

Use of the B mark is **not** permitted unless first authorised by B-Tech AV Mounts, please consult the marketing team at **marketing@btechavmounts.com**

B-Tech Colour Pallete

The B-Tech logo uses a distinctive colour scheme comprising three flat colours: 'B-Tech Deep-Blue', 'B-Tech Mid-Blue', and 'B-Tech Cyan'. The gradient effect within the letter 'B' is created by blending these three dynamic hues.

To complement this palette, we introduce 'B-Tech Grey'. This neutral shade serves as the preferred background colour for our logo and various marketing materials, providing a sophisticated backdrop that enhances the overall visual impact of our brand.

B-Tech Deep-Blue:
CYMK 100/70/0/60
Pantone 281 C
RGB 0/38/89

B-Tech Mid-Blue:
CYMK 92/57/9/1
Pantone 7461 C
RGB 0/106/167

B-Tech Cyan:
CYMK 100/0/0/0
Pantone Process Cyan C
RGB 0/174/239

B-Tech Grey:
CYMK 15/9/8/0
Pantone 7541 C
RGB 214/219/223

B-Tech Cyan

B-Tech Mid-Blue

B-Tech Deep-Blue

B Tech®

AV Mounts

Logo Colour Variations

The B-Tech AV Mounts logo is available for download in the following colourways.

Full Colour

Solid Black

Greyscale

White

Usage of the full colour logo is preferred on all materials and communication, unless otherwise indicated. If it is not possible to work in colour or the visibility is reduced by the colour of the background used, the logo can be used in black or white.

Logo Scaling

To maintain readability, the whole logo, including the '**AV Mounts**' text, cannot be scaled to a height smaller than 10mm. If a smaller dimension is required, the "**B-Tech only**" version of the logo should be used instead - removing the "AV Mounts" text and ® symbol. The logo should never be scaled smaller than 4mm in height.


B-Tech main logo
Min. height 10mm

B-Tech only version
Min. height 4mm

Logo Placement - The Rule of 'e'

Establishing a designated minimum white space around our logo is crucial. This invisible but integral zone plays a vital role in the overall presentation of our brand identity. It serves to define the positioning of the logo and create a balanced picture. The measurement for this minimum white space is determined by the height of the letter 'e' within our logo, ensuring consistency and cohesion in its application.
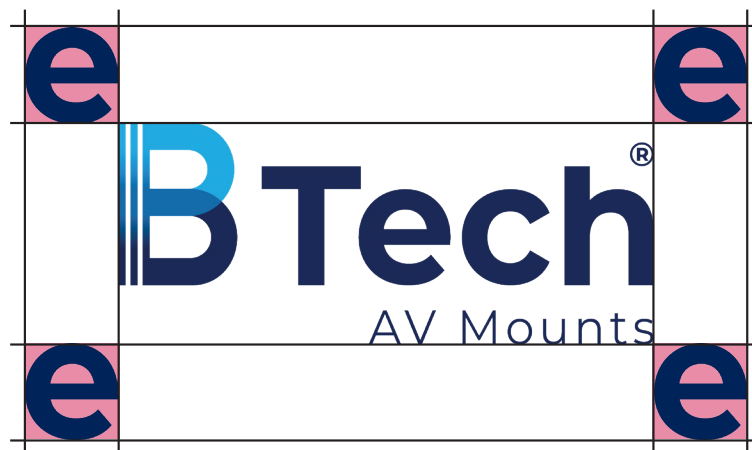
Background Colours

For optimal reproduction of the B-Tech Logo, B-Tech Grey is recommended as the most effective background. It provides a clear and crisp contrast, enhancing the visibility of the logo.

When placing the logo on any background, ensure there is sufficient contrast between the background and logo colours for visibility and legibility.

Consider different colour options based on the background. If the logo is on a black or dark background like B-Tech Blue, use the B-Tech White logo for maximum visibility.

When incorporating the B-Tech logo on a photographic image, ensure the background is either light enough for contrast with the full-colour logo or dark enough for contrast with the solid colour logo. This ensures the logo stands out effectively against the backdrop.
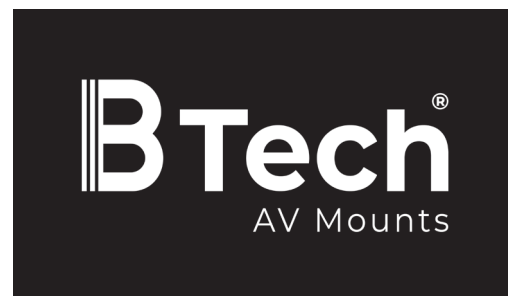

Whenever possible, use the full-colour logo against our B-Tech Grey background

Our full-colour logo can also be used against White and other light colours.

The solid white version of our logo is designed for use against dark backgrounds, such as B-Tech Blue and Black. The B-Tech White logo ensures optimal visibility and contrast against darker backgrounds.

Use our full-colour logo on a light photographic background as long as there is enough contrast for the logo to be legible and the rule of 'e' is applied over contrasting objects within the image.
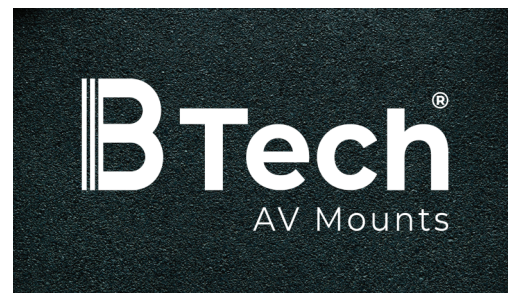
Use our solid white logo on any dark photographic background when there is not enough contrast for the full-colour logo to be legible ensuring the rule of 'e' is applied over contrasting objects within the image.

Dynamic Background

In specific scenarios, our dynamic grey background is an acceptable backdrop for our logo. The subtle light effects and shadow create a nuanced 3D environment, giving the logo a physical space to exist in, giving it greater presence.

This unique background is ideal for applications where immediate visual impact of the logo is desired, such as catalogue covers, video intros, PowerPoint presentations, and advertising.

Typically, the B-Tech marketing team will handle the implementation of this design. Use of the logo in this way requires prior approval. For guidance and authorisation, please get in touch with the marketing team at **marketing@btechavmounts.com**.

Writen Content

In all printed written content, it is imperative to include the complete brand name **B-Tech AV Mounts** at least once. Subsequently, the abbreviated form **B-Tech** may be used.

When written online, **B-Tech AV Mounts** must be consistently used in **ALL** titles and short descriptions. In longer descriptions and written paragraphs of text, the full brand name **B-Tech AV Mounts** must be used at least once to maintain clarity and recognition, after which the abbreviated **B-Tech** may be used for further mentions of our brand name.

Stylisation of B-Tech

Our brand name is **B-Tech AV Mounts**, and it is crucial to consistently present it in the correct stylised format. Please adhere to the following guidelines:

Always stylise our brand name as **B-Tech AV Mounts** or simply **B-Tech**.

Avoid using alternative spellings or stylisations such as B-tech, btech, btec, B-Tec, b-tech, BTech, or any other variations that deviate from **B-Tech AV Mounts** or **B-Tech**.

B-TECH is acceptable only in contexts where all other text is also in capitals.

Consistent adherence to these stylisation guidelines ensures a unified and professional representation of our brand name across all communications and materials.

Typography

The typeface used in B-Tech marketing materials is **Montserrat.** Five variations of this font can be used as standard, according to the style and nature of the document:

Montserrat Light	Montserrat Regular
Montserrat Semibold	**Montserrat Bold**
Montserrat Black	

Maintain the font tracking (the spacing between letters across a whole word) at 0pt to ensure a clean and consistent appearance across all marketing materials.

The Adobe font pack for Montserrat can be downloaded **here**.

In cases where the Adobe Font pack cannot be utilised, we suggest using the widely available Arial font, included in both Windows and Mac OS.

Arial Regular	Arial Medium
Arial Bold	**Arial Black**

Contact

For any questions regarding the brand style or other marketing related issues, please contact **marketing@btechavmounts.com**

B-Tech AV Mounts is part of the

GM | G

GLOBAL MOUNTS GROUP

www.globalmountsgroup.com

BG-2024-V1.1-230224-ENG

www.btechavmounts.com