

Brand Guidelines

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Brand Identity

HighByte's brand identity defines the core visual and non-visual elements—tone, personality, logos, colors, and typography—that ensure consistency and recognition across all platforms.

Brand Attributes

HighByte’s brand attributes define who we are and how we communicate. Our precise and professional approach ensures clarity and trust in everything we do. Collaborative and reliable, we remain focused on simplifying industrial data management with agility and intent.

Brand Identity

Product Branding

Digital Marketing



Presentation

How the brand looks and feels—through style, color, and light.

Fresh
Gender-neutral
New
Precise
Simplified
Smart
Valuable



Tone

How the brand speaks and connects with its audience.

Clear
Direct
Experienced
Intentional
Open
Professional
Proven
Real
Trustworthy



Personality

The brand’s human traits, shaping how it’s perceived and remembered.

Agile
Experimental
Focused
Reliable
Responsive



Values

Principles that guide the brand’s mission and actions.

Collaborative
Committed
Honest
Curious

Primary Logo

HighByte’s primary logo reflects the brand’s innovative, thoughtful, and modern identity. Featuring clean, sans-serif typography and a distinctive ‘bit’ detail, the wordmark communicates clarity and precision, embodying HighByte's commitment to simplifying industrial data management solutions.

Use the full-color logo as often as often as possible to ensure clarity and consistency. For alternative applications, the one-color Osprey or White versions are acceptable. Refer to the frequently used color combinations highlighted on this page. Additional color combinations are shown on page 10.

To maintain legibility in print applications, the minimum recommended width for the primary logo is 0.5” wide.

Brand Identity

Product Branding

Digital Marketing

HighByte

Full-Color

HighByte

HighByte

HighByte

One-Color

HighByte

HighByte

HighByte

Against White or #F5F5F5 (Jet)

#323E48 (Osprey)

#005577 (Ranger)

Brand Mark

The HighByte brand mark is a simplified version of the primary logo, featuring the distinctive ‘B’ and ‘bit’ detail. Designed for versatility, it maintains the brand’s clarity and precision while providing a bold and recognizable presence in smaller contexts, such as social media avatars.

Use the full-color brand mark as often as possible to ensure clarity and consistency. For alternative applications, the one-color Osprey or White versions are acceptable. Refer to the frequently used color combinations highlighted here. Additional color combinations are shown on page 10.

To maintain legibility in print applications, the minimum recommended width for the brand mark is 0.1” wide.

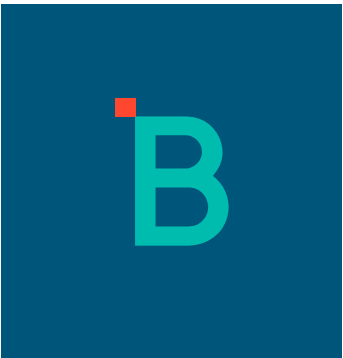
Brand Identity

Product Branding

Digital Marketing



Full-Color



One-Color



Against White or #F5F5F5 (Jet)

#323E48 (Osprey)

#005577 (Ranger)

Clear Space

Clear space around the core brand marks is essential to maintain visual impact and ensure brand recognition by avoiding clutter.

- To determine the clear space for the primary logo, use the width of the ‘B’ and the ‘bit’ detail from the logo. For the top, exclude the bit from the clear space marker. For the bottom, begin the clear space marker at the baseline of the wordmark. These adjustments ensure the logo appears optically-centered within the clear space “container.”
- These same rules apply when determining clear space for the brand mark.

While these are minimum guidelines, additional space is always encouraged to enhance visual clarity.

Brand Identity

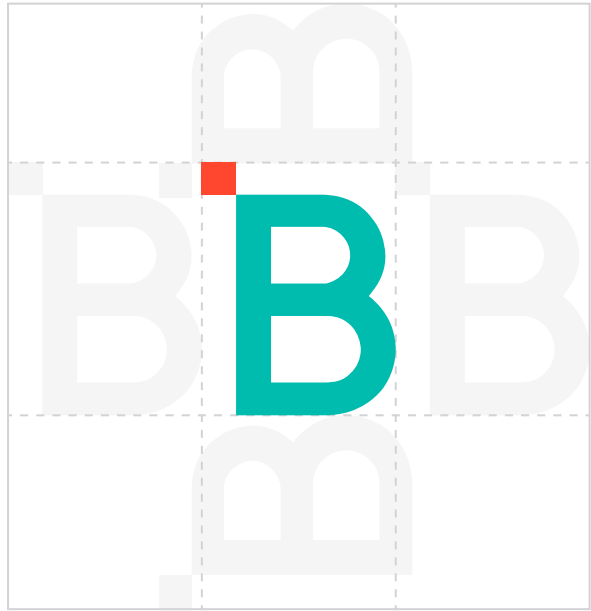
Product Branding

Digital Marketing

Primary Logo



Brand Mark



Core Brand Palette

HighByte’s core brand palette defines the foundational colors that represent the brand's identity across all applications. This palette includes Pantone color builds and their corresponding HEX, RGB, and CMYK values to ensure consistency in both digital and print mediums. These colors are directly tied to the logo and core branding.

Tints can be used to create depth and contrast within the existing core palette, as shown with the additional HEX code callouts.

See the next page for additional web-ready colors.

Brand Identity

Product Branding

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Nassau Pantone 3262 C HEX #00B8AF RGB 0, 184, 175 CMYK 81, 0, 40, 0	Osprey Pantone 432 C HEX #323E48 RGB 50, 62, 72 CMYK 78, 57, 39, 56	Boon Pantone 7625 C HEX #F1573F RGB 241, 87, 63 CMYK 0, 80, 78, 0	Ranger Pantone 7701 C HEX #005577 RGB 0, 85, 119 CMYK 96, 30, 8, 43	Pond Pantone 7704 C HEX #008BB1 RGB 0, 139, 177 CMYK 92, 14, 8, 11	Jet Pantone 427 C @ 20% HEX #F5F5F5 RGB 245, 245, 245 CMYK 3, 2, 2, 0
#33C6BF	#5B656D	#F47965	#337792	#33A2C1	Pantone 427 C @ 100% HEX #D0D3D4 RGB 208, 211, 212 CMYK 14, 8, 4, 0
#66D4CF	#848B91	#F79A8C	#6699AD	#66B9D0	
#99E3DF	#ADB2B6	#F9BCB2	#99BBC9	#99D1E0	
#CCF1EF	#D6D8DA	#FCDDD9	#CCDDE4	#CCE8EF	

Web-Ready Palette

The web-ready palette expands on HighByte core colors to create a dynamic and engaging online presence. Featuring an extensive range of HEX values and gradients, this palette adds depth and versatility for web applications, ensuring visual interest across digital platforms.

Designed specifically for web use, the palette provides flexibility while maintaining alignment with the core brand aesthetic.

Brand Identity

Product Branding

Digital Marketing

Primary	#00B8AF					
Secondary	#323E48					
Tertiary	#F1573F					
Typography	Heading #005577	Body #495966				
Buttons	Default #005577	Hover #004764	Active #00364C			
Gradients	#005577 - #00364C - #4ED1D8	#00B8AF - #005577	#00364C - #00B8AF	#B0F3FF - #FFEDD5	#E1F8FC - #FDF6EC	#D0EAEC - #FFFFFF
Supporting Colors	#495966	#5D7384	#527988	#6E8DA4	#9CBDC9	#D9EAF1
	#346F86	#008BB1	#2299B9	#6AB8CD	#A3CDD8	
	#00988A	#4ED2D9	#78D5DA	#A2D6D8	#D0EAEC	
	#F47663	#F19D91	#EEBDB6			
Neutral	Dark #323E48	Light #F5F5F5	#FFFFFF			
Utility Colors	Danger #DC3545	Warning #FFC107	Info #17A2B8	Success #28A745		

Color Combinations

Use these background colors and gradients to guide logo placement and ensure maximum visibility and contrast. This visual shows both full-color and one-color logo options applied to commonly used brand swatches, illustrating approved combinations for consistent and effective branding.

Brand Identity

Product Branding

Digital Marketing



Full-Color on
White



Full-Color on
#F5F5F5



Full-Color on
#323E48



Full-Color on
#005577



Full-Color on
#E1F8FC - #FDF6EC



Full-Color on
#D0EAEC - #FFFFFF



One-Color (Osprey) on
White



One-Color (Osprey) on
#F5F5F5



One-Color (White) on
#323E48



One-Color (White) on
#005577



One-Color (Osprey) on
#E1F8FC - #FDF6EC



One-Color (Osprey) on
#D0EAEC - #FFFFFF



One-Color (White) on
#005577 - #00364C - #4ED1D8



One-Color (White) on
#00B8AF - #005577



One-Color (White) on
#00364C - #00B8AF

Logo Misuse

To maintain the integrity of the HighByte logos, avoid misuse or alterations to the original marks, as illustrated in these examples. These guidelines apply to all logos within the HighByte brand family, including the product logos and favicon on pages 16 and 17. Consistent application ensures a professional and cohesive brand presence.

Brand Identity

Product Branding

Digital Marketing



Do not crop the logo



Do not compress the logo proportions



Do not stretch the logo proportions



Do not rotate



Do not use drop shadows or other special effects



Do not recreate using a different typeface



Do not use shuffle around the logo colors



Do not use different colors



Do not fill with a gradient, photo, or pattern



Do not change the transparency



Do not change the logo orientation



Do not enlarge the bit or other logo elements



Do not outline the logo



Do not add text or additional elements



Do not display the logo on a busy pattern or photograph

Typography

HighByte’s typographic system is designed for clarity and consistency across all mediums. Raleway is used for headers, offering a bold, modern presence, while Montserrat serves as the body font for its readability and clean, geometric style.

For scenarios where HighByte’s primary fonts aren’t available, Verdana and Helvetica are recommended. Verdana should be used in Microsoft 365 signatures and any documents with live text (such as Word and Excel) shared with individuals who may not have the brand fonts installed. On Apple devices like iPhones and iPads, Helvetica is preferred for signatures to maintain a consistent look.

This approach ensures a cohesive brand experience across all platforms, regardless of available font options.

Brand Identity

Product Branding

Digital Marketing

Headers - Raleway

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()-+:">
1234567890

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic

SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

Body - Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()-+:">
1234567890

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic

SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

As Needed - Verdana And Helvetica

AaBbCc!@#123

AaBbCc!@#123

Regular
Italic
Bold
Bold Italic

Light
Light Oblique
Regular
Oblique
Bold
Bold Oblique

Typography In Use

This example highlights how typography reinforces HighByte’s modern and innovative identity. Precise kerning, tracking, and alignment ensure a professional appearance, while brand colors bring vibrancy and cohesion.

Brand Identity

Product Branding

Digital Marketing

Subheader - Raleway

Style: Semibold
Color: #00B8AF - #005577
Size: 20pt
Leading: 28pt
Kerning and Tracking: 0

Headers - Raleway

Style: Semibold
Color: #005577
Size: 54pt
Leading: 68pt
Kerning and Tracking: 0

Body - Montserrat

Style: Regular
Color: #495966
Size: 22pt
Leading: 38pt
Kerning and Tracking: 0

10 STEPS TO DESIGNING AN INDUSTRIAL DATA ARCHITECTURE FOR SCALE

Think Big, Start Small, Scale Fast: The Data Engineering Workbook

With modern industrial facilities producing a terabyte or more of data every day, many manufacturers are finding that access alone does not make data usable. AI and ML technologies and real-time dashboards should be delivering significant productivity increases, but for many, the challenges of getting these applications the right data in the right format at the right time proves to be too resource and time intensive.

To extract value from industrial data, it must be made fit for purpose with scalability in mind. This workbook serves as a practical, 10-step guide to help manufacturing and industrial leaders better understand and apply proven data engineering processes and technologies to make their data fit for purpose.

Product Branding

Product branding highlights HighByte's precision and innovation, ensuring all products align visually and verbally with the core brand.

Product Logos

Stacked and horizontal logos for HighByte Intelligence Hub, the proven DataOps solution purpose-built for industrial environments.

Use the full-color product logo as often as possible to ensure clarity and consistency. For alternative applications, the one-color Osprey or White versions are acceptable. Refer to the frequently used color combinations highlighted here.

To maintain legibility in print applications, the minimum recommended width for the stacked logo is 1.25" wide and 2.15" wide for the horizontal logo.

Brand Identity

Product Branding

Digital Marketing

Stacked or Horizontal Layouts



Full-Color



One-Color



Against White or #F5F5F5 (Jet)

#323E48 (Osprey)

#005577 (Ranger)

Product Favicon

The HighByte favicon is a simplified representation of the Intelligence Hub, symbolizing connectivity and data flow. Often used in architecture diagrams, the favicon stays in full color to maintain clarity and differentiate it from gradient-based icons.

Use the full-color favicon whenever possible to ensure clarity and consistency. For alternative applications, the one-color Osprey or White versions are acceptable. Refer to the frequently used color combinations highlighted here; with examples shown against light or dark backgrounds.

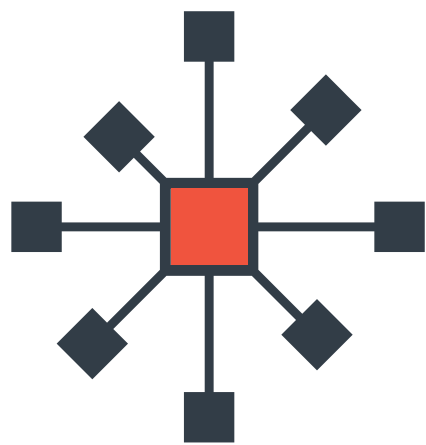
To maintain legibility in print applications, the minimum recommended width for the favicon is 0.25" - 0.5" wide.

Brand Identity

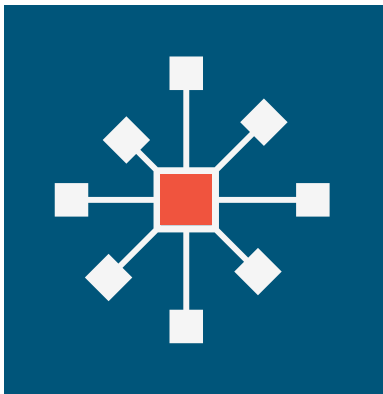
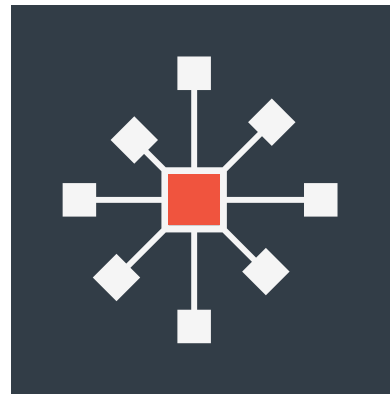
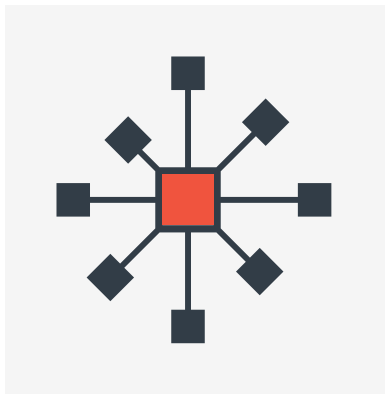
Product Branding

Digital Marketing

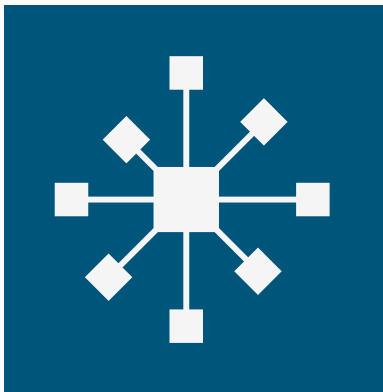
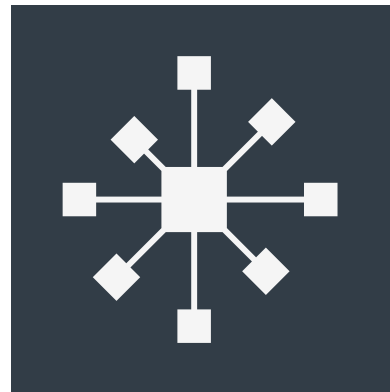
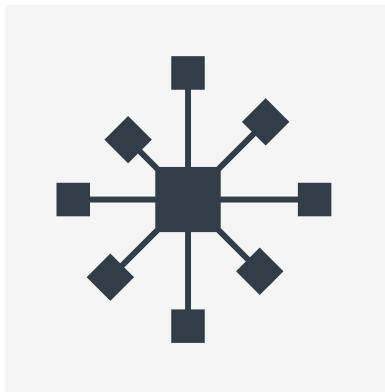
Favicon with Versions for Light or Dark Backgrounds



Full-Color



One-Color



Against White or #F5F5F5 (Jet)

#323E48 (Osprey)

#005577 (Ranger)

Clear Space

Similar to the core brand identity, clear space around the product logos and favicon is essential to maintain visual impact and ensure brand recognition by avoiding clutter.

- To determine the clear space for the stacked and horizontal product logos, use the width of the ‘B’ and the ‘bit’ detail from the logo. For the top, exclude the bit from the clear space marker. For the bottom, begin the clear space marker at the baseline of the wordmark. These adjustments ensure the logo appears optically-centered within the clear space “container.”
- To determine clear space for the favicon, use the width of the central Boon-colored ‘bit’ on all sides.

While these are minimum guidelines, additional space is always encouraged to enhance visual clarity.

Brand Identity

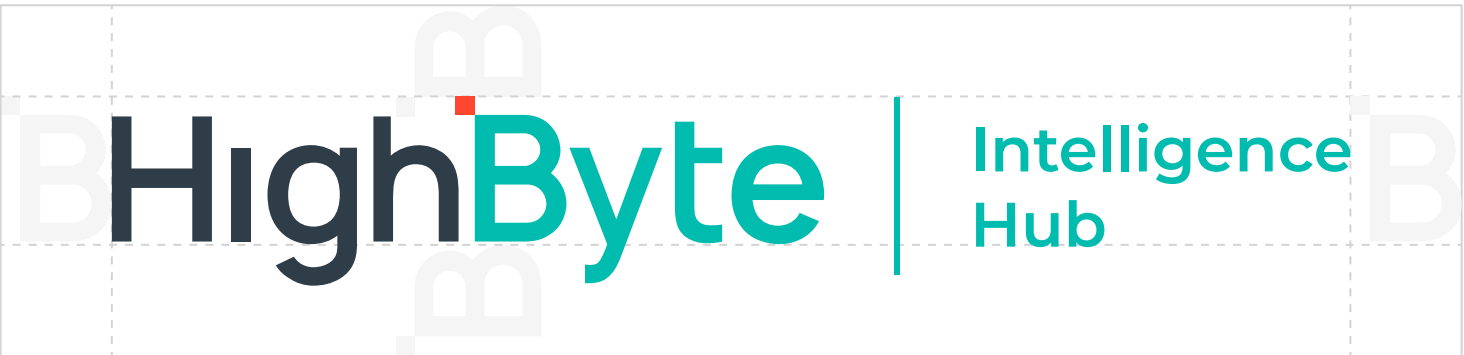
Product Branding

Digital Marketing

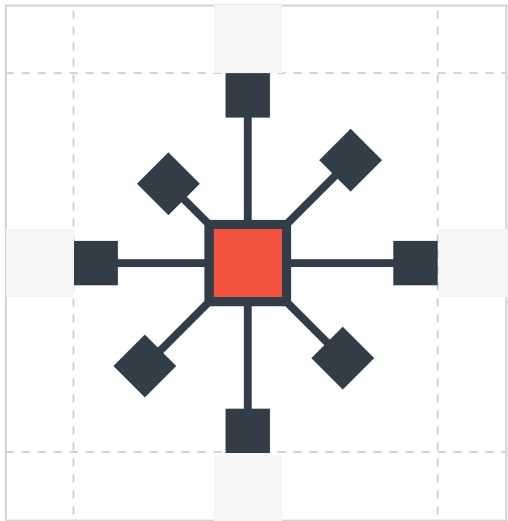
Stacked



Horizontal



Favicon



03

Digital Marketing

HighByte's digital marketing leverages the brand identity to create engaging campaigns, driving awareness and connection across online platforms.

Sample Icons

HighByte’s icon library creates a cohesive visual system, enhancing navigation and product diagrams. Icons feature the brand’s gradient (#00B8AF to #005577) with accents in #D0EAEC for consistency.

Icons are tailored to their purpose: navigation icons are smaller and simpler, while product and company icons are more detailed. Regardless of size, the line weight should appear consistent across the collection. For example, the Data Lake icon is larger than the Models icon but maintains a matching line weight. Focus on aligning line weights rather than scaling all icons to the same size.

The icon library is continually evolving. Please download the HighByte PowerPoint Template to access the complete icon library.

Brand Identity

Product Branding

Digital Marketing

Core Product



Enterprise Administration



Connections



Conditions



Models



Pipelines



Namespaces

Utilities



Templates



Dynamic Parameters



Global Functions



System Variables



Statistics



UNS Client

Enterprise Administration



Projects



Hubs



Logs



Users



Roles



Tags



Certificates



Containers

Patterns

HighByte’s brand patterns incorporate simple line art, dashes, and circular hub shapes that reflect the flow and movement of data.

- A.Bit Pattern - Tonal Jet:** For company communications.
- B.Bit Pattern - Tonal Osprey:** For company communications.
- C. Hub Circle Pattern - Tonal Jet:** For product-focused communications and collateral.
- D.Hub Circle Pattern - Tonal Osprey:** For product-focused communications and collateral.
- E. Transform Pattern - Gradient 1:** For website heroes and other assets. The gradient is also used without the overlaying dashed lines.
- F. Transform Pattern - Gradient 2:** For calls-to-action and other web highlights. The gradient is also used without the overlaying dashed lines.

Brand Identity

Product Branding

Digital Marketing

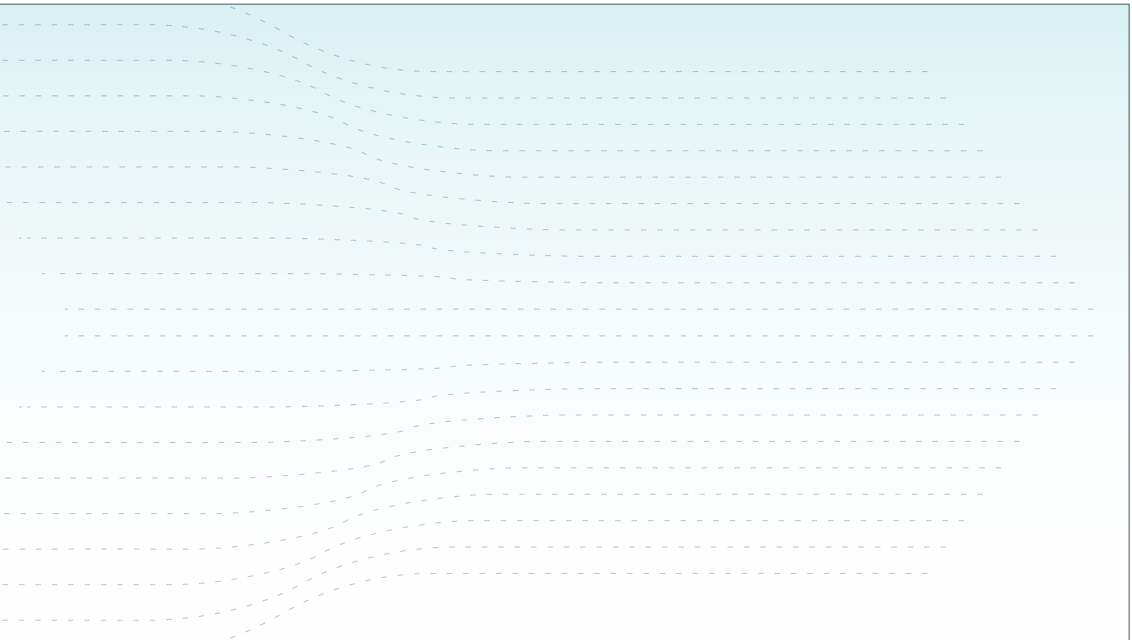
Core Patterns



A. Bit Pattern - Tonal Jet #F5F5F5



C. Hub Circle Pattern - Tonal Jet #F5F5F5



E. Transform Pattern - Gradient 1
#005577 Dashed Lines at 30% Opacity
on #D0EAEC - #FFFFFF



B. Bit Pattern - Tonal Osprey #323E48



D. Hub Circle Pattern - Tonal Osprey #323E48



F. Transform Pattern - Gradient 2
Transparent - #FFFFFF Dashed Lines at 50% Opacity
on #005577 - #00B8AF

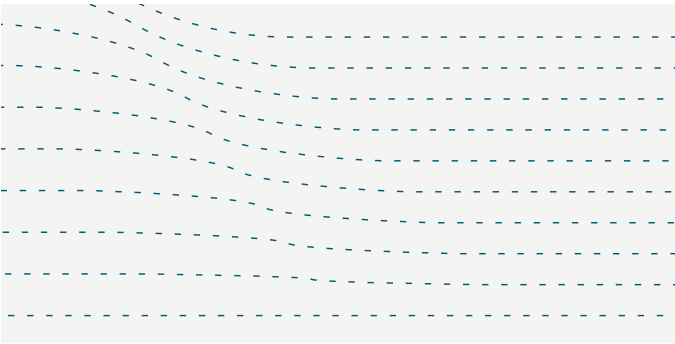
Patterns, Continued

HighByte’s secondary patterns are primarily used on the Resources page, incorporating web hex codes and specific aspect ratios.

- On the Events page, patterns are used as graphic cards, reappearing over time but offering enough variety to keep the page dynamic.
- The Assorted Resources cards feature a zoomed-in view of the circular hub pattern, with colorful tonal overlays. These act as background designs for HighByte’s resources, such as White Papers and Solution Briefs.

Brand Identity

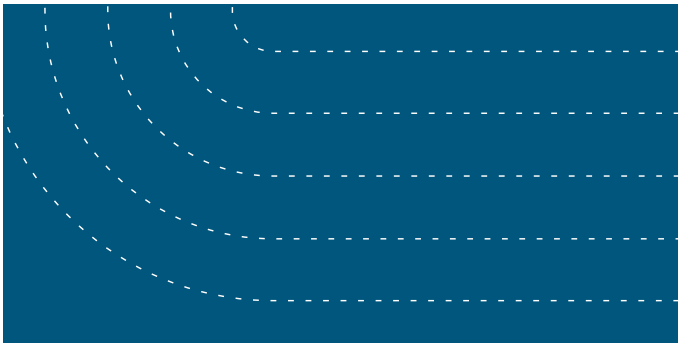
Event Patterns
2:1 Aspect Ratio



#005577 on #F5F5F5



White on #00B8AF



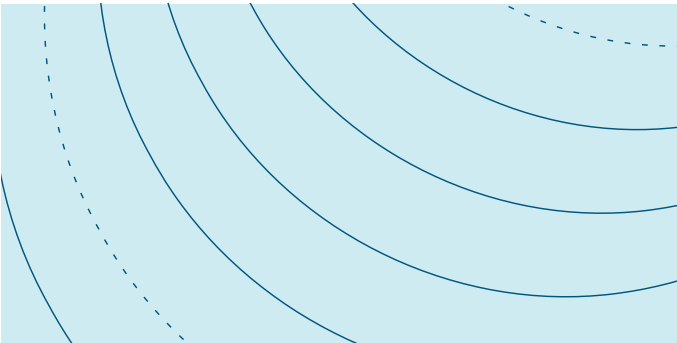
White on #005577



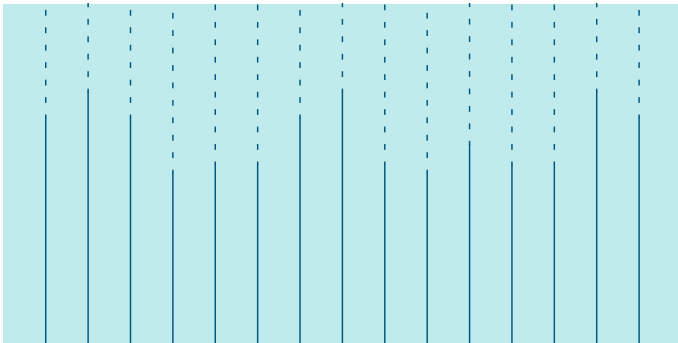
White on
#4ED1D8 - #00364C - #005577



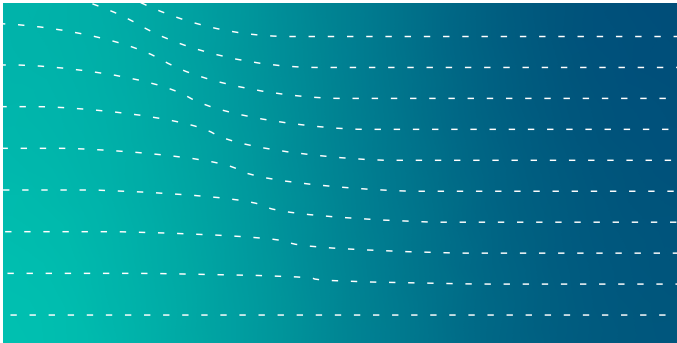
White on #6AB8CD



#005577 on #D9EAF1



#005577 on #D0EAEF



White on
#00B8AF - #005577

Assorted Resources
16:9 Aspect Ratio



Guides / #005577



White Papers / #D0EAEF



Articles 1 / #F5F5F5



Articles 2 / #323E48



Analyst Reports #00B8AF



Release Notes 1 / #9CBDC9



Release Notes 1 / #346F86



Solution Briefs / #5D7384



Case Studies / #6AB8CD

Brand Applications

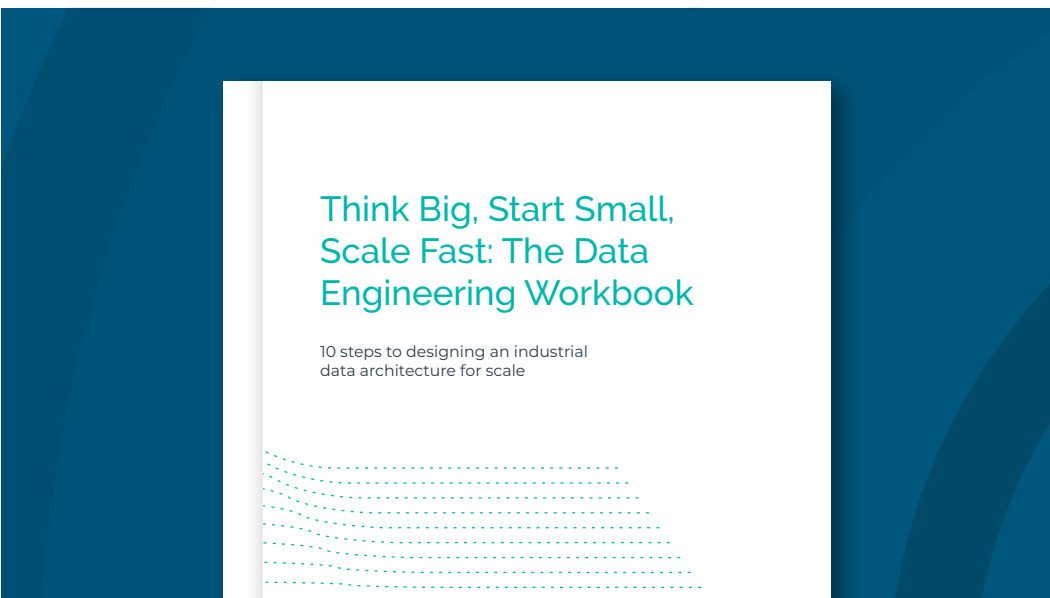
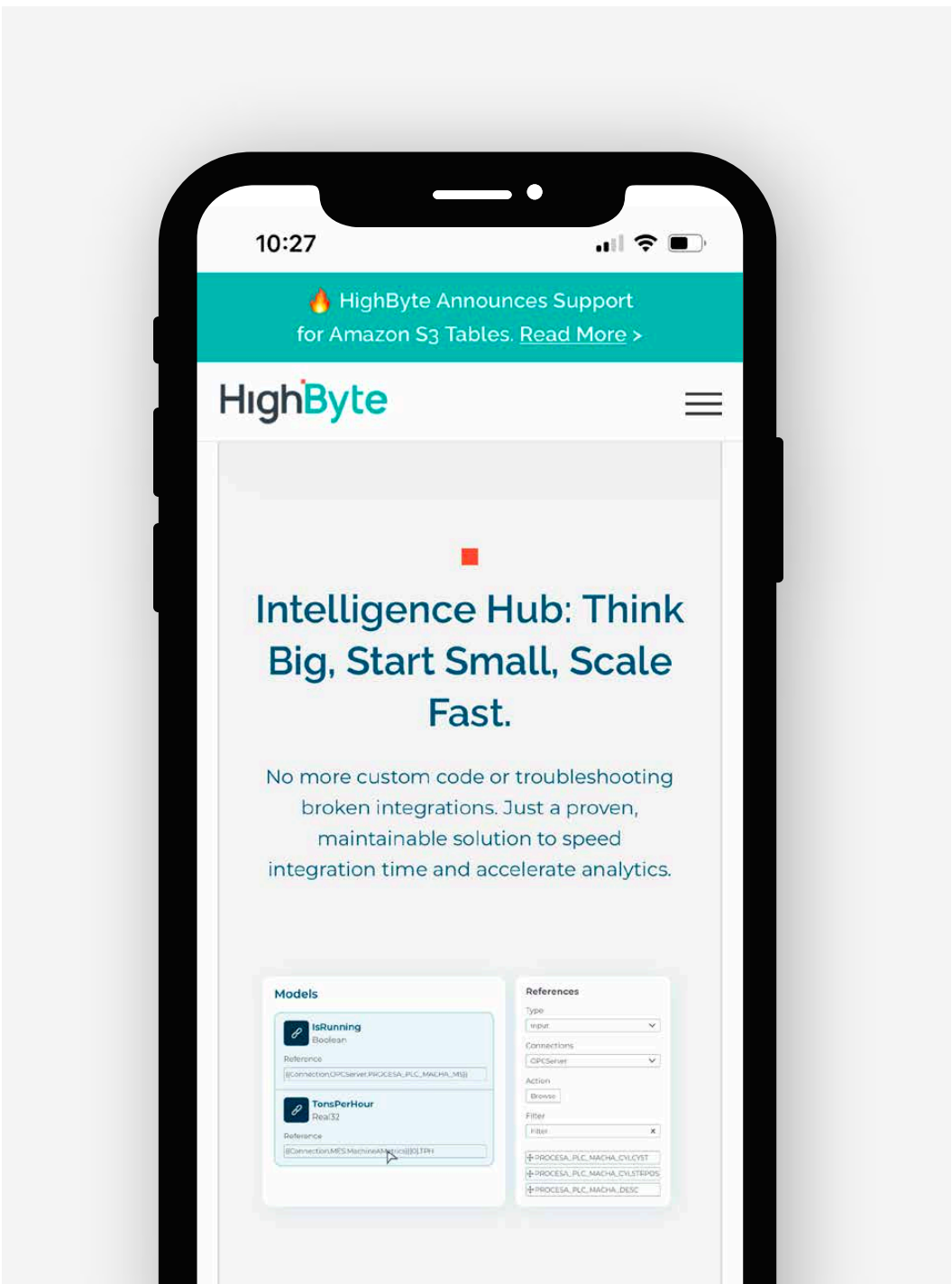
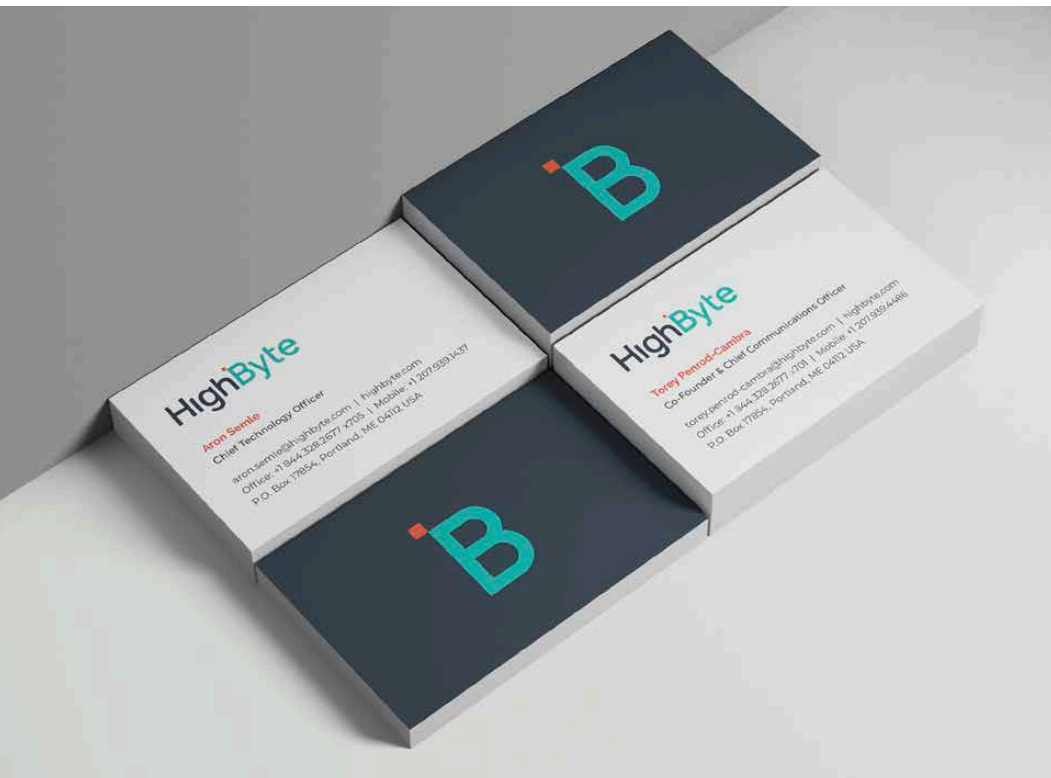
Real-world applications of the brand, showcasing its logo, print materials, and assets from the website in action. Clockwise starting from the top left:

- Event Card with Pattern
- Press Release Card with Logo
- Leadership Photo
- Resource Card: Guides
- Press Release Partner Quote Example
- Mobile View of Website Animations
- Resource Card: Case Studies
- Business Card Design

Brand Identity

Product Branding

Digital Marketing





info@highbyte.com

+1 844.DATA.OPS

163 Fore Street, 4th Floor
Portland, Maine 04101 USA

Contact Us for Brand Questions and Design Support:

Abby Swain, Graphic Designer

hello@abbyswain.com

Sarah Paine, Senior Marketing Operations Manager

sarah.paine@highbyte.com