











Branding Essentials Guideline

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Blue Bamboo Monogram



Monogram is the key element of brand expression system, and consists two parts: the rhombic logo and stylized Blue Bamboo letterforms.

Monogram is one of the most valuable assets of a company. It represents the organization, employees, products and services and the reputation.



The rhombic shape resembles the chip composed by 6 cubes, which diagonally symbolize the card-swipe slot and arrays of bamboo. Blue is the symbolic color of high technology.

1. **Most affordable wood**
2. **Fastest growing**
3. **Stronger than steel**
4. **Versatile wood**
5. **Flexible –easy to use**
6. **Asian origin-now everywhere**



1. **Most affordable terminals**
2. **Fastest Java terminals/solutions**
3. **Stronger security**
4. **Versatile multi-application POS**
5. **Flexible-easy to certify**
6. **Asian origin-soon everywhere**



Color palette

There are ONLY SIX correct color palette of Blue Bamboo monogram.



Proper Use

Preferred version
(positive application)



Alternative version
(negative application)



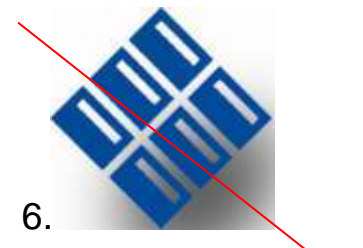
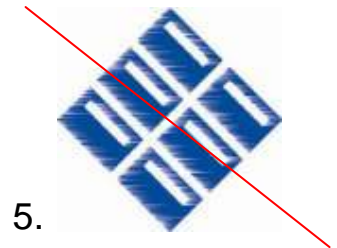
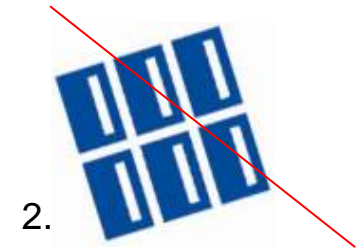
Minimum size logo in
print 5.3mm



Improper Use

Brand expression does not permit improper usage of logo, please avoid the following

1. Don't crop the monogram.
2. Don't rotate the monogram.
3. Don't use the monogram on a photograph.
4. Don't superimpose the monogram over type or imagery.
5. Don't add any movement or effects to the Monogram.
6. Don't add drop shadows to the Monogram.
7. Don't create a multi-colored version of the monogram.



Simple

We produce easy-to-use products and solution to customers worldwide.

Reliable

Reliability is a key benchmark in the industry. Blue Bamboo realizes it and commits to customers.

Affordable

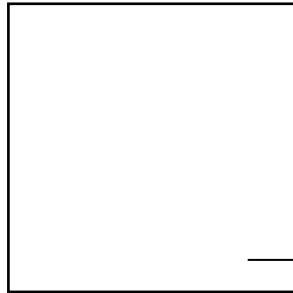
Our products has high price performance ratio.

**BLUE BAMBOO****simple. reliable. affordable.**

Lock-up monogram and tagline

Logo font

Logo can **ONLY** be used of specific font BITSUMISHI. BLUE BAMBOO



white



blue



black



Blue Bamboo blue

Pantone 196-1U

C: 100 R: 1
M: 70 G: 69
Y: 0 B: 142
K: 0

Blue Bamboo black

Pantone black

C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

Artistic blue bamboo

