



BRITech

BRANDBOOK

2021



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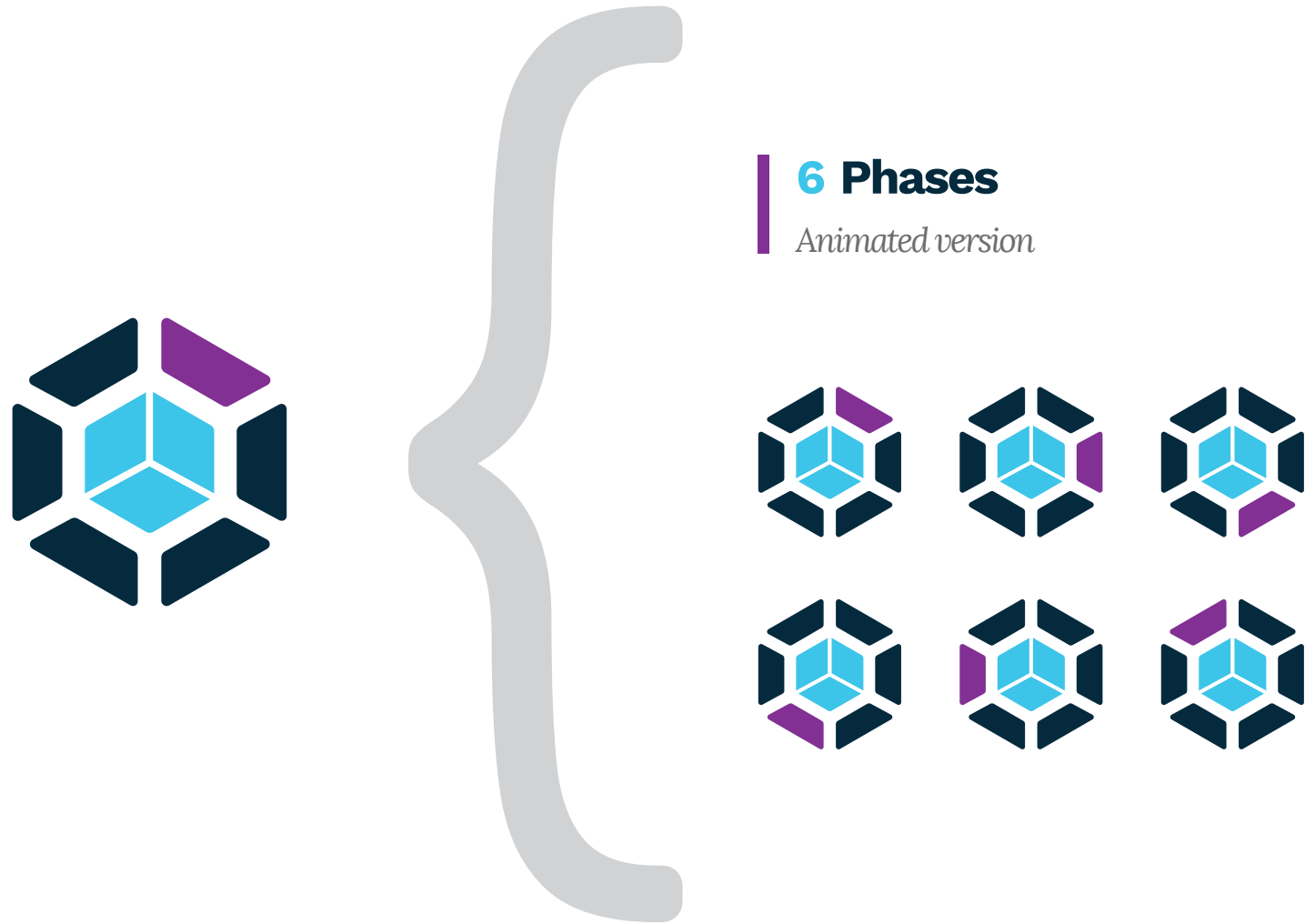
1 / INTRODUCTION > BRAND CONCEPT

BRITech believes that technology combined with innovation and usability can create a better level experience for managing investments and that is precisely why the brand must convey ideas of innovation, speed, transparency and performance, establishing itself as the main Brazilian provider of technology, software and professional services for the investment management ecosystem.

To fully represent this idea, we have some elements of major importance. The BRITech icon, a diamond seen from above, representing the idea that the platform is always being polished to achieve excellence. BRITech colors, where the shades of blue represent solidity, security and technology, while purple is innovation. And finally, all the elements of BRITech brand that are featured in this brand guide in order to create a unique and concise view of our communication.







2.4 / LOGO > NEGATIVES



2.5 / LOGO > MONOCHROME



2.6 / LOGO > APPLICATIONS



White backgrounds: always give preference to colored versions on white backgrounds.



Dark backgrounds: in the case of background (colors or images), always choose the negative monochrome version.



Light backgrounds: if the version is read well, color can be applied, if not, use the monochrome version.



Preffered version: the preferred version should be the most used in documents, website and any branded applications that are not so vertical.

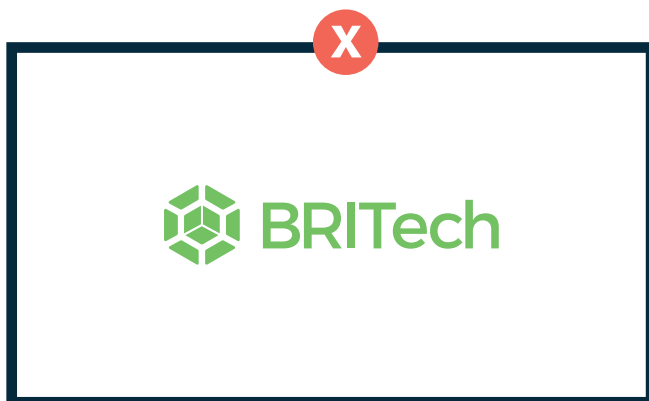


Vertical version: the recommendation is to use vertical version of secondary mode, when there is less width to be applied. Good examples are the login screen of a smartphone, social profile images or on centralized content.



Icon: the solo icon can be used in elements like watermarks, loaders(animation 6 phases) or at the end of documents they previously submitted the complete BRITech brand, thus that the user assimilates to the brand symbol.

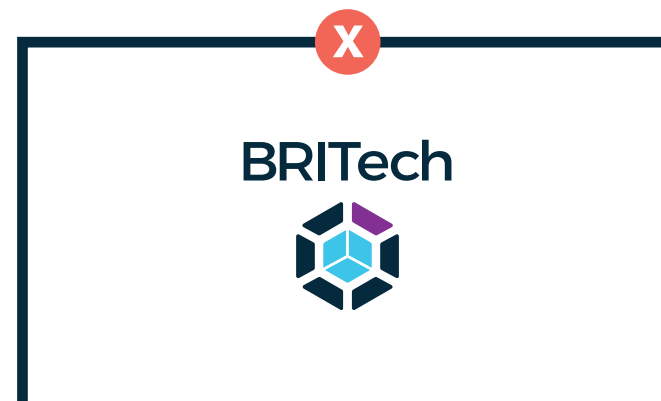
2.7 / LOGO > PROHIBITIVE



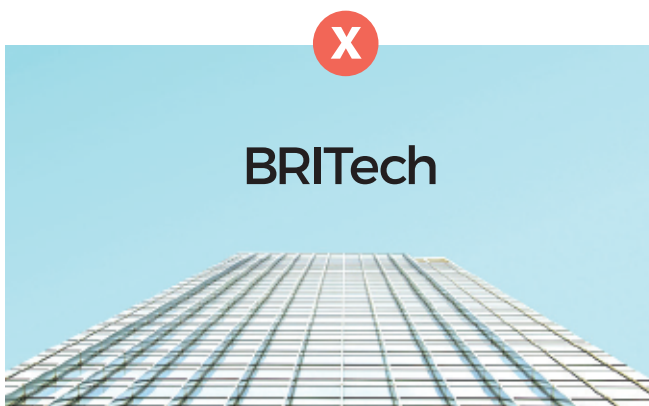
Respect the colors: do not change the colors of BRITech logo.



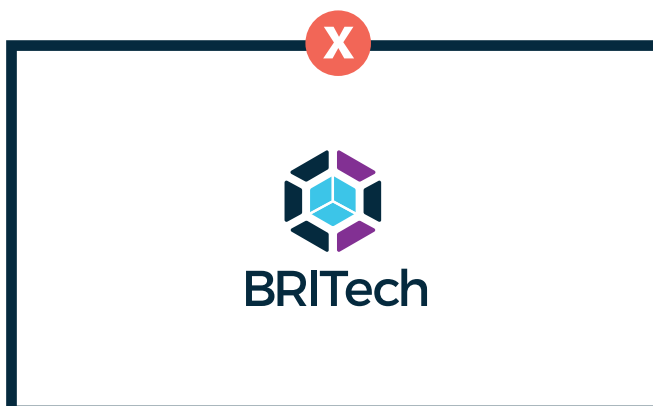
Do not distort: never change the appearance of BRITech logo.



Do not dismember: do not cut the logo and replicate it in an order that comes out of application standards.



Separate spelling: not recommended usage of the BRITech logo spelling part without accompanied by the icon. If it is for writing, it is preferable to use the name as text and not in the logo font.



Change or paint slot: no color should be replaced, even with colors from the BRITech palette. The hexagon slots are only moved if the hexagon is animated, then you should not change the painted violet or paint others.



Ideal funds: follow application rules and do not insert the colorful BRITech logo in complex funds or that harm the reading. The negative version is for colors and complex dark backgrounds and monochrome b&w for light colored backgrounds.

2.8 / LOGO > PROTECTION AREA



2.9 / LOGO > MAXIMUM REDUCTION



64px

3cm



50px

2,2cm



20px

1cm

Titles in Work Sans

Subtitles in work sans medium

For flowing texts, the Lora font will be used. Under no circumstances should this font be used on buttons or menus. a demonstration: lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. dui aute irure dolor in reprehenderit in voluptate velit that cillum dolore eu fugiat nulla pariatur. excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Alternative Web Titles and Buttons: Arial

The alternatives should only be used if the main BRITech sources cannot be applied in any way. For running texts will be used in Georgia and for titles and buttons the font Arial (bold version).

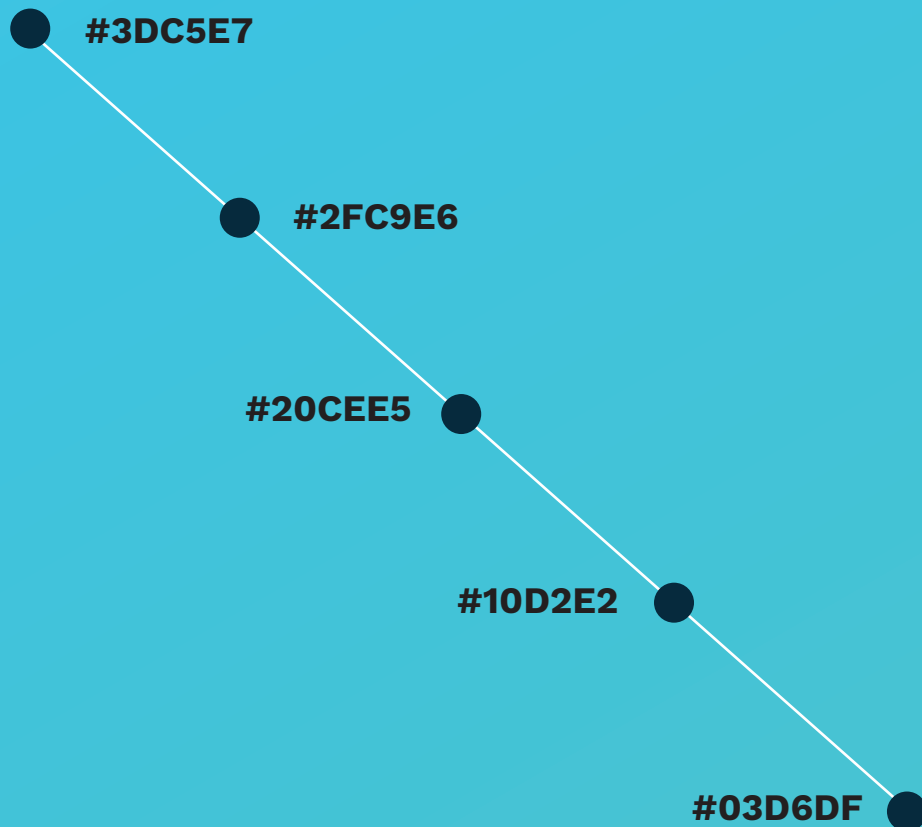
4.1 / COLOR PALETTE > BRITECH COLORS

Dark Blue #002b3e RGB: 0 43 62	Light Blue #3dc5e7 RGB: 61 197 231		
	Purple #833293 RGB: 131 50 147	M Gray #6d6e71 RGB: 09 110 113	L Gray #d1d3d4 RGB: 209 211 212
			D Gray #333333 RGB: 51 51 51

4.2 / COLOR PALETTE > GRADIENTS

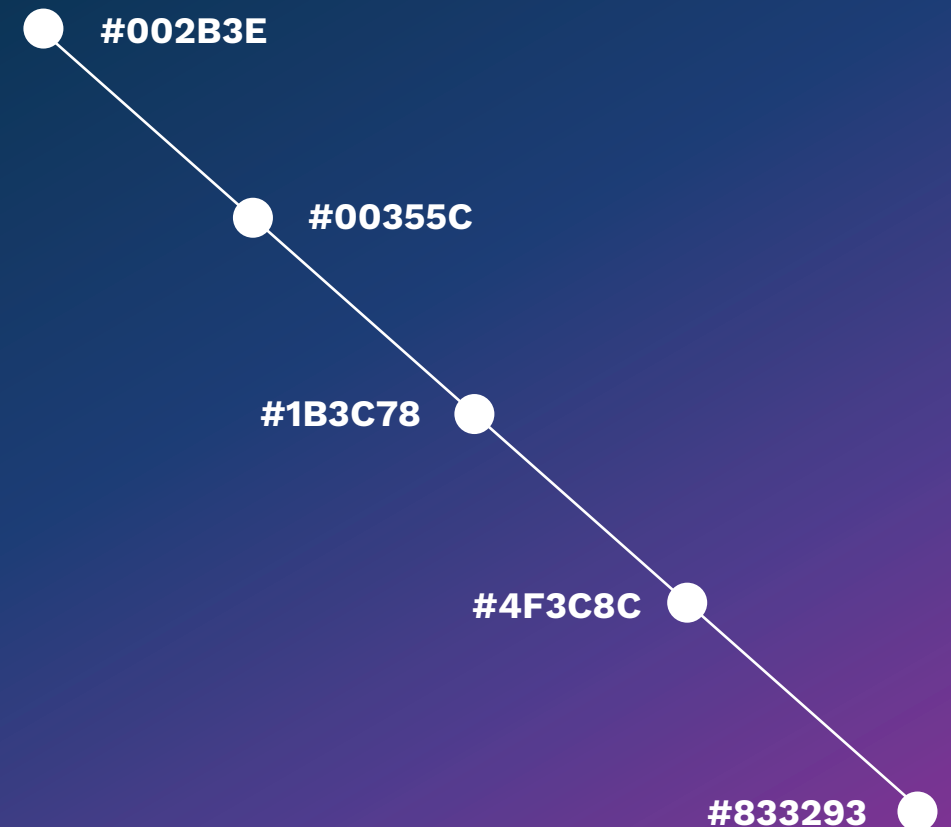
Gradient # 1: Clear

Gradients serve to give a little more movement and dynamism to the colors of the palette and can also be applied as transparencies to stylize images creating an identity visual BRITech.



Gradient # 2: Dark

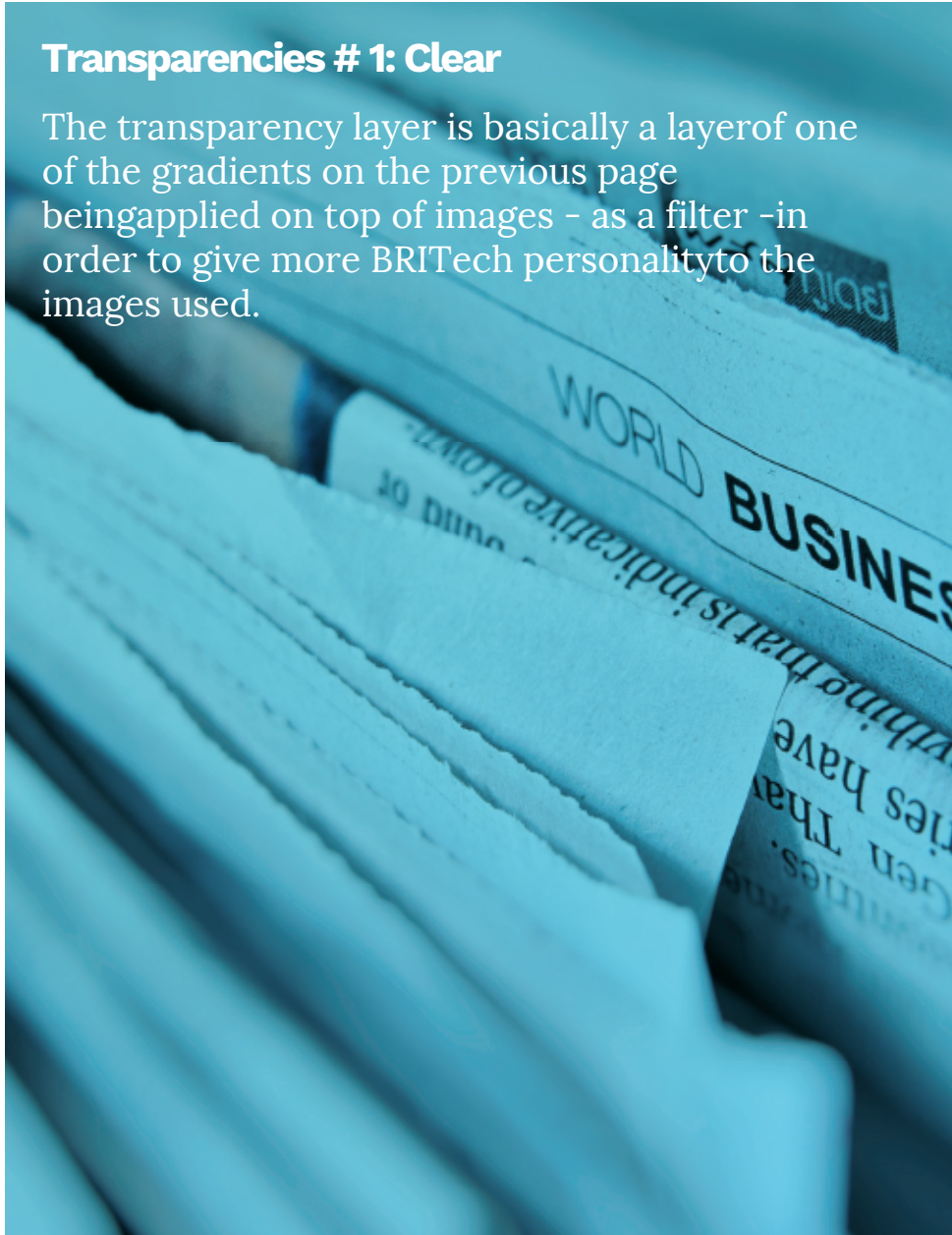
There are two possibilities for gradients in the BRITech brand. The first the shades of light blue and the second is dark blue to the purple of the brand's primary palette. Search for always use gradients across.



4.3 / COLOR PALETTE > TRANSPARENCIES

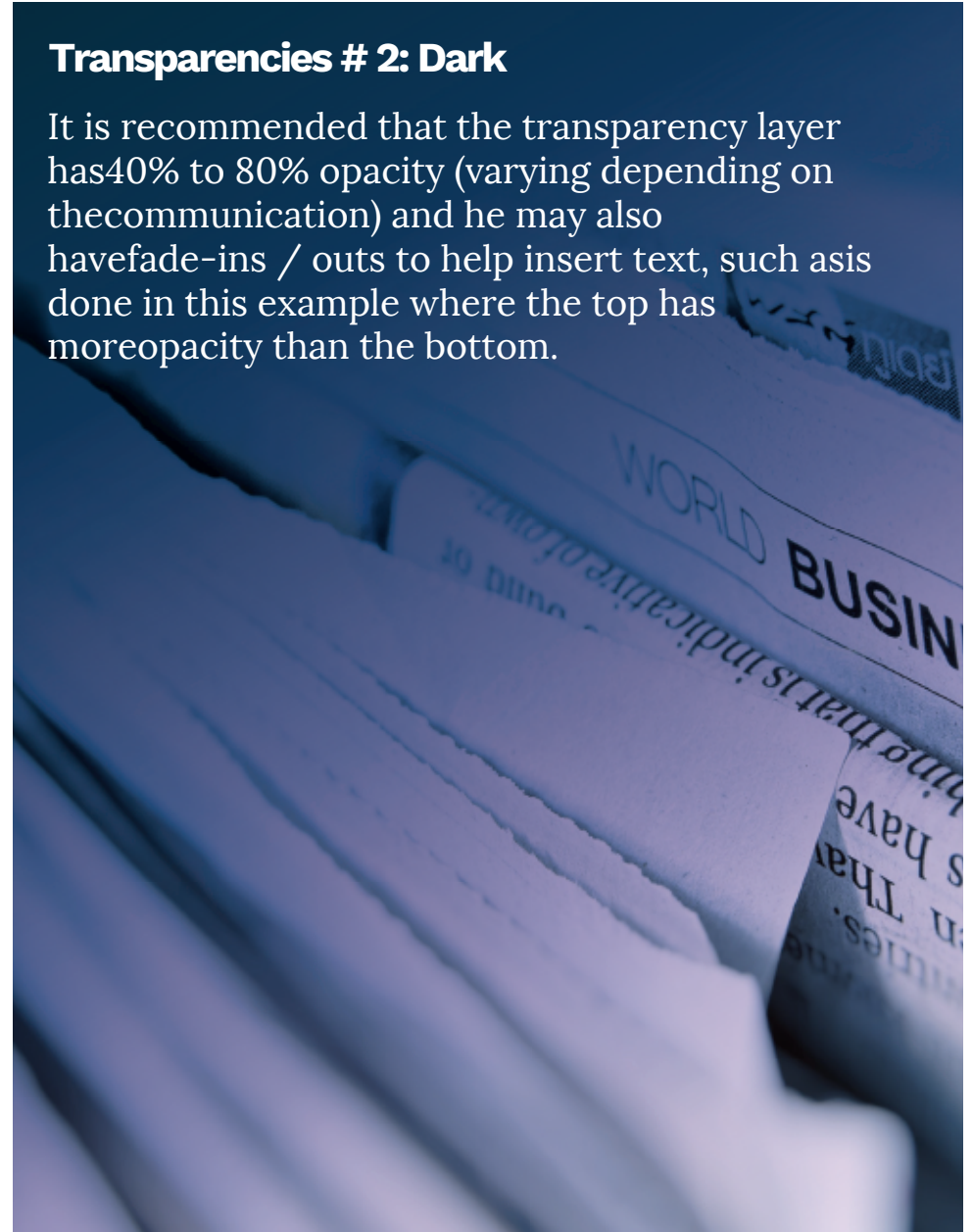
Transparencies # 1: Clear

The transparency layer is basically a layer of one of the gradients on the previous page being applied on top of images - as a filter - in order to give more BRITech personality to the images used.



Transparencies # 2: Dark

It is recommended that the transparency layer has 40% to 80% opacity (varying depending on the communication) and he may also have fade-ins / outs to help insert text, such as is done in this example where the top has more opacity than the bottom.



Communicating

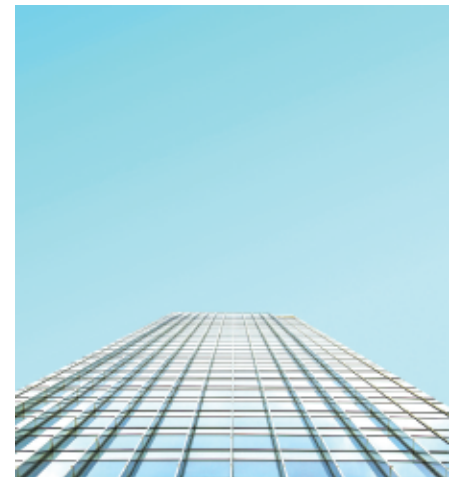
In the best BRITech way

BRITech positions itself as the main Brazilian provider of technology, software and professional services for the investment management ecosystem. To do this, the brand must breathe innovation and vanguard in the way of communicating.

Thus, BRITech differs from other companies in the segment precisely because communicating with a clean look and with direct and clear communication all types of public.

Disclosure images - whether for blog posts, social posts or email pieces and brochure - they must be clean, artistic and even abstract (examples on the side), thus differentiating from the segment that always tends to use very sober images from database images with calculators, people using computers or pads of paper.

In the text, the language follows formalities and does not use slang or share things that are of the universe of technology and investment management. However, the text should always be light and adopt an explanatory tone, positioning BRITech as an expert on the subject.



6.1 / APPLICATIONS > BUSINESS CARD



6.2 / APPLICATIONS > STATIONERY



6.3 / APPLICATIONS > E-MAIL SIGNATURE



Logo

Preferred version with the animated icon (purple color turns on clockwise).

Name

Dark blue colored text from the BRITech palette (# 002B3E). The source can be Work Sans or Arial in 16px size.

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Telephone

Regular text in light gray from the BRITech palette (# D1D3D4). The source can be Work Sans or Arial in 12px size.

Position / Website

Regular text in light blue from the BRITech palette (# 3DC5E7). The source can be Work Sans or Arial in 14px size.

