

This Brand Design Manual sets out the guidelines and standards to ensure the correct use of the Beta Systems brand in various physical, printed and digital applications. Our aim is to standardise the brand and ensure its consistent presentation across all media.

The manual covers important topics such as the structure, shape and colour of the logo, the appropriate use of the brand and typographic styles. These specifications create uniformity in design guidelines and practices.

It is important to emphasise that this manual is not intended to restrict creativity, but to serve as a guide. It opens up new creative possibilities while maintaining clear communication objectives and a solid projection of our brand.

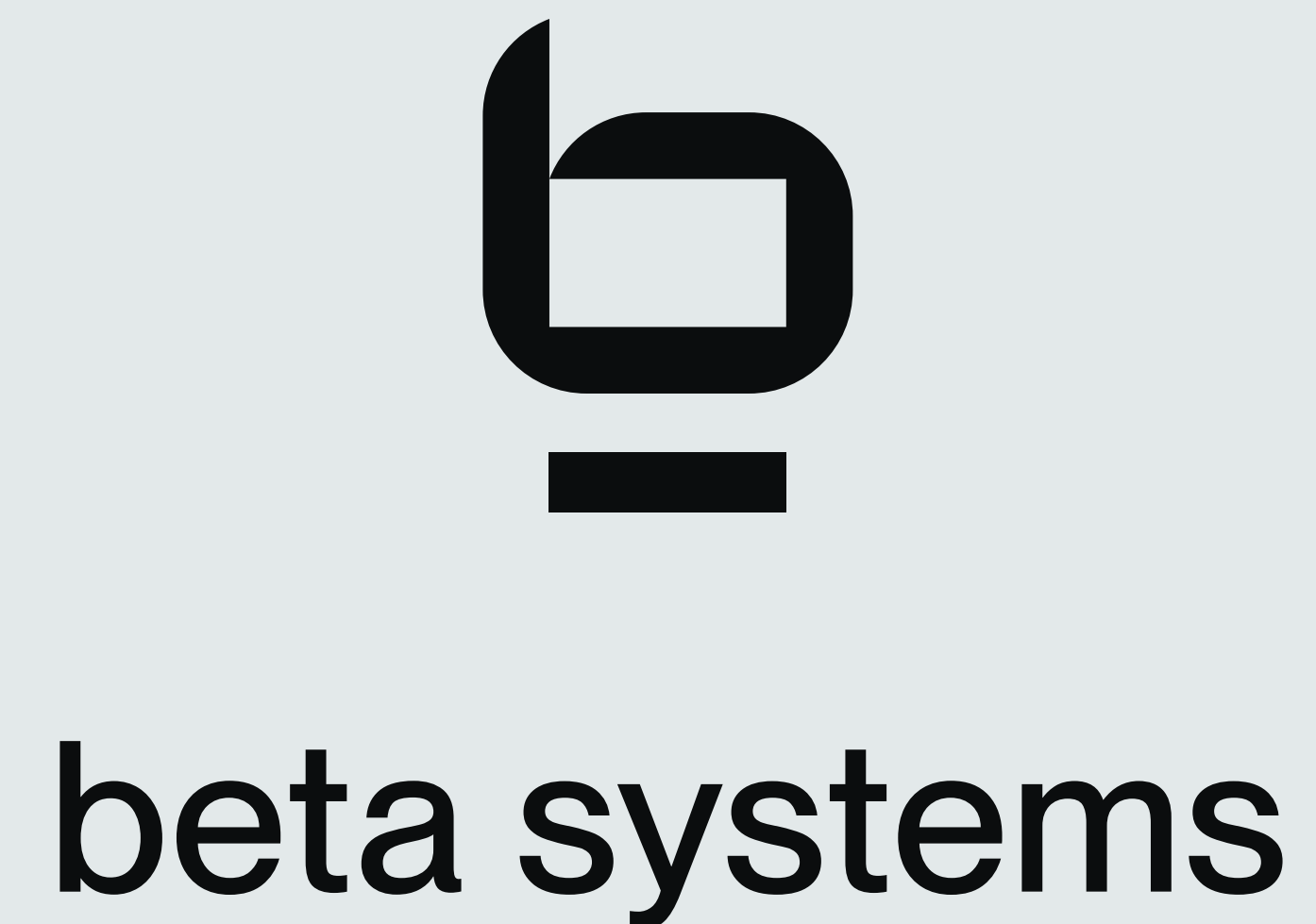


# Elevate. Empower. IT Solutions from Beta Systems.

Protected areas

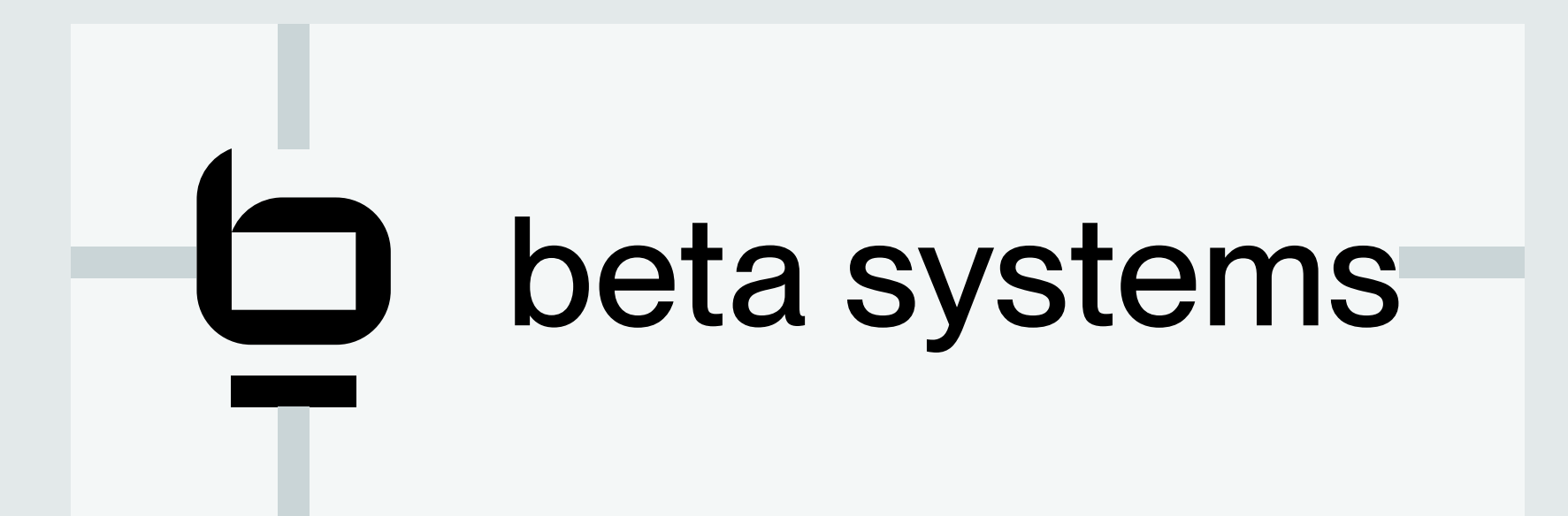
Star

This variant positions the figurative mark above the text mark. It is used when there is a lot of space available. A correspondingly large protection zone must be maintained.



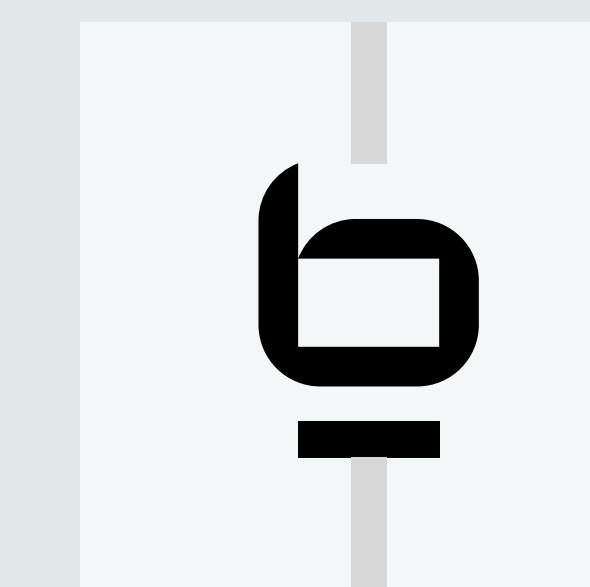
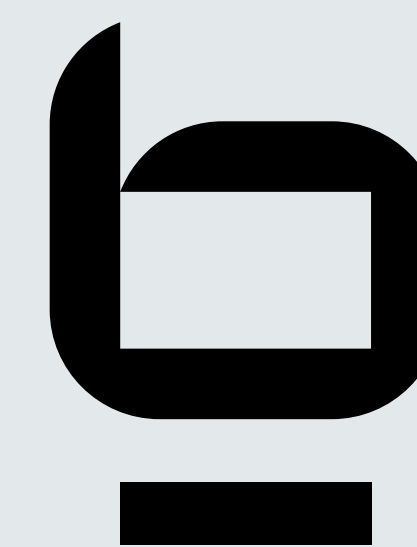
Lok

The variant positions the figurative mark to the left of the text mark. The protection zone is significantly smaller.



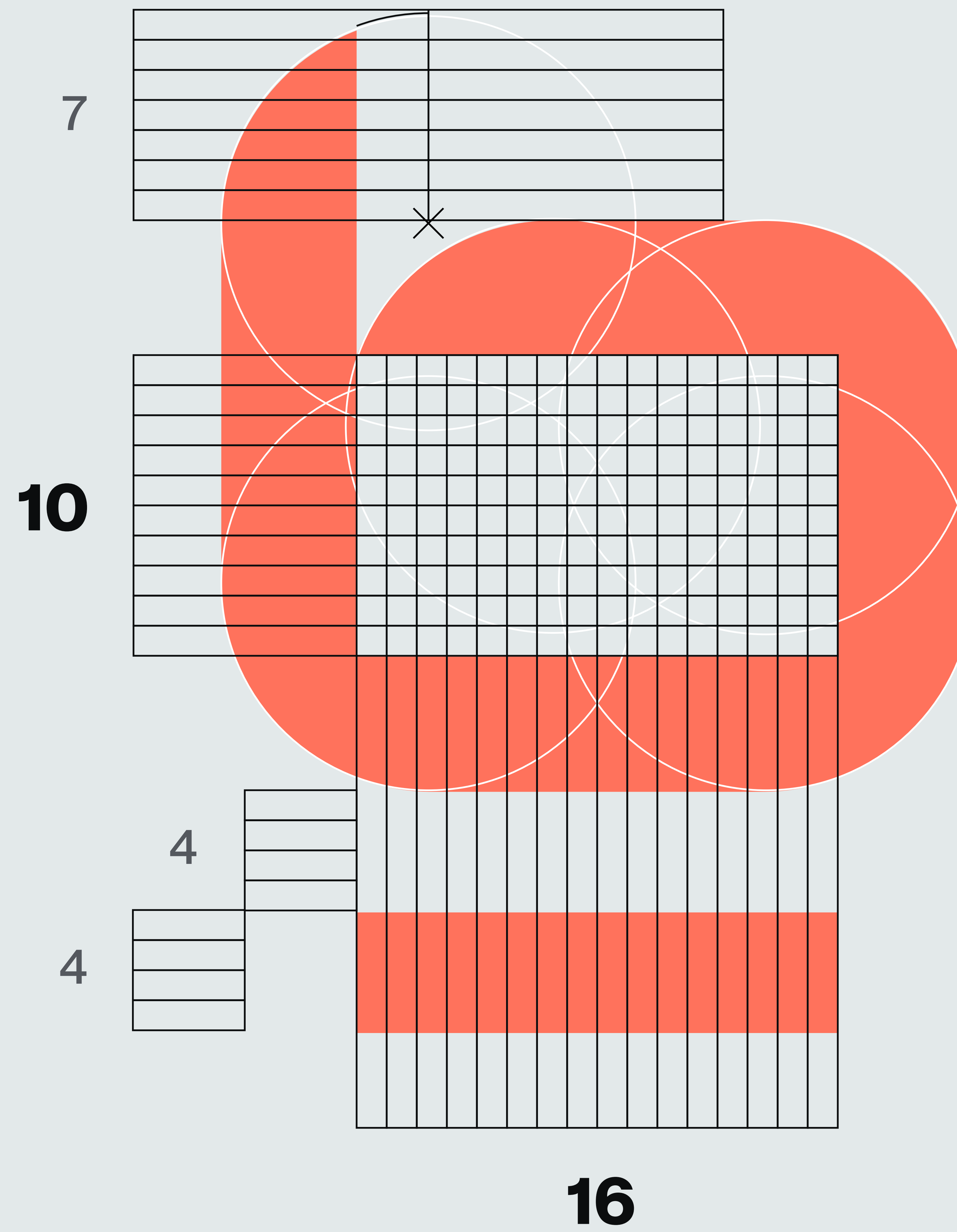
Signet

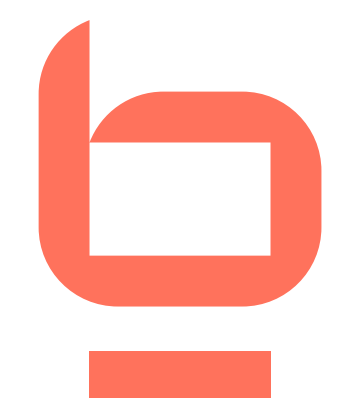
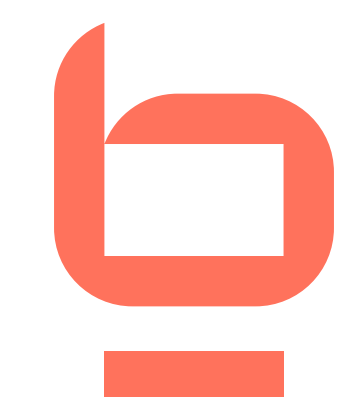
The exclusive use of the signet is suitable for a variety of situations. The display is particularly suitable for profile pictures, but is not limited to this.



The embossed logo has an aspect ratio of 16 to 10, based on a common aspect ratio of computer monitors. The multiples of the unit of measurement derived from this determine the line widths, spacing and radii of the design.

Target group-appropriate associations from the field of technology are sought. A screen and keyboard can thus be interpreted.





beta systems



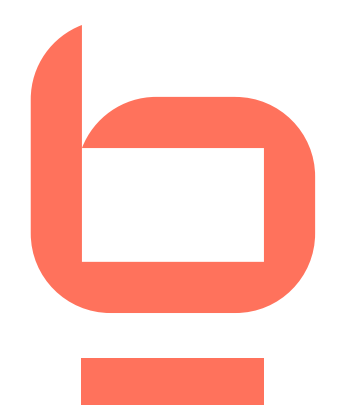
beta systems



beta systems



beta systems

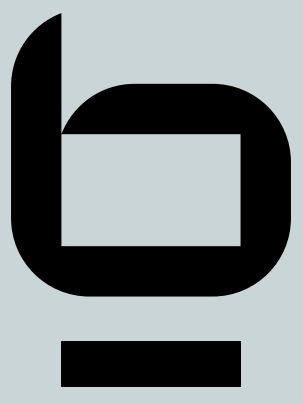
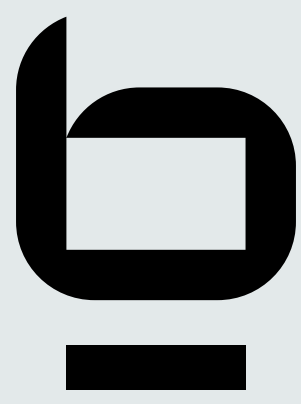
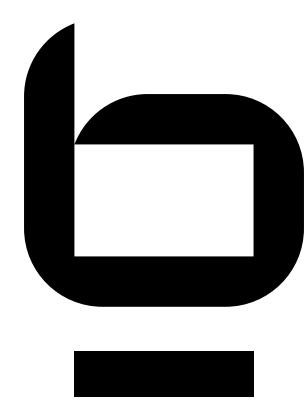


beta systems



beta systems

It is possible to display the logo in grayscale. There are no restrictions here, but care should be taken to ensure sufficient contrast between the logo and the background.





Beta Systems' striking corporate color is an energetic red called "Bittersweet". The color adds vibrancy and a lasting impression to the brand identity. In combination with white and dark grey, Bittersweet forms the primary colors that shape the brand's visual palette and emphasize its versatility in different contexts.

		50	100	200	300	400	500	600	700	800	900	950
Woodsmoke  The gray palette does not use a neutral gray. The color has a stronger blue component, which gives the design a cooler, silvery appearance.  Woodsmoke is reflected in the coloring of photographs and as a font and background color.												
	HEX	#f4f6f7	#e3e8ea	#c9d5d7	#a5b8bb	#789098	#5d767d	#50646a	#455459	#3e484c	#373d41	#0b0c0e
	RGB	244 247 247	227 233 234	202 213 215	165 184 187	120 145 152	93 118 125	80 100 106	69 84 89	62 72 76	55 62 66	11 13 14
	CMYK	1 0 0 3	3 1 0 8	7 1 0 16	12 2 0 27	21 5 0 40	26 6 0 51	25 6 0 58	22 6 0 65	18 5 0 70	15 6 0 75	21 14 0 95
Bittersweet  The Beta Systems base color presents a versatile palette of reds that exude a fresh and modern character. These reds offer a wide range of shades that make the brand identity vibrant and contemporary.  The color Bittersweet 400 is to be used for the logo.												
	HEX	#fff3f1	#ffe5e1	#ffcfc7	#ffada0	#ff725c	#f8553b	#e5381d	#c12b14	#a02714	#842718	#481007
	RGB	255 243 241	255 229 225	255 207 199	255 173 160	255 114 92	248 85 59	229 56 29	193 43 20	160 39 20	132 39 24	72 16 7
	CMYK	0 7 5 0	0 15 9 0	0 26 18 0	0 43 31 0	0 67 59 0	0 78 75 0	0 88 93 0	17 93 100 7	24 95 100 21	0 50 50 0	30 91 94 37
	PANTONE				169 C	170 C	Red 171 C	172 C	173 C	174 C	175 C	
	CMYK (PAN)					0 54 47 0						

			50	100	200	300	400	500	600	700	800	900	950
Orange	HEX		#fff7ed	#ffedd5	#fed7aa	#fdb74	#fb923c	#f97316	#ea580c	#c2410c	#9a3412	#7c2d12	#431407
	CMYK	Identity Access Management Solutions	0 4 8 0	0 9 19 0	0 20 38 0	0 33 59 0	0 52 79 0	0 65 92 0	0 76 100 0	17 83 100 7	26 87 100 25	31 86 100 42	47 88 81 73
Lime	HEX		#f7fee7	#ecfcb	#d9f99d	#bef264	#a3e635	#84cc16	#65a30d	#4d7c0f	#3f6212	#365314	#1a2e05
	CMYK	Log Management Software	5 0 13 0	11 0 28 0	21 0 50 0	34 0 75 0	44 0 91 0	55 0 99 0	67 12 100 0	73 29 100 16	76 38 100 32	78 43 100 43	80 56 87 71
Emerald	HEX		#ecfdf5	#d1fae5	#a7f3d0	#6ee7b7	#34d399	#10b981	#059669	#047857	#065f46	#064e3b	#022c22
	CMYK	IT Operations Management Software	9 0 7 0	22 0 17 0	37 0 29 0	53 0 42 0	65 0 54 0	73 0 63 0	82 14 71 0	86 28 73 15	89 36 75 32	90 41 75 46	92 52 74 72
Blue	HEX		#eff6ff	#dbeafe	#bdfbfe	#93c5fd	#60a5fa	#3b82f6	#2563eb	#1d4ed8	#1e40af	#1e3a8a	#172554
	CMYK	Workload Automation & Orchestration Solutions	8 2 0 0	16 4 0 0	28 8 0 0	44 15 0 0	61 29 0 0	75 49 0 0	84 62 0 0	89 69 0 0	94 77 0 0	100 84 11 0	100 91 38 32
		Observability Software											
Violet	HEX		#f5f3ff	#ede9fe	#ddd6fe	#c4b5fd	#a78bfa	#8b5cf6	#7c3aed	#6d28d9	#5b21b6	#4c1d95	#2e1065
	CMYK	Output Management Software	5 5 0 0	8 10 0 0	15 18 0 0	29 32 0 0	48 48 0 0	69 68 0 0	77 77 0 0	80 81 0 0	84 86 0 0	89 96 0 0	99 100 28 18

Bittersweet
Primary
Orange
Identity Access Management Solutions
Lime
Log Management Software
Emerald
IT Operations Management Software
Blue
Workload Automation & Orchestration Solutions
Observability Software
Violet
Output Management Software



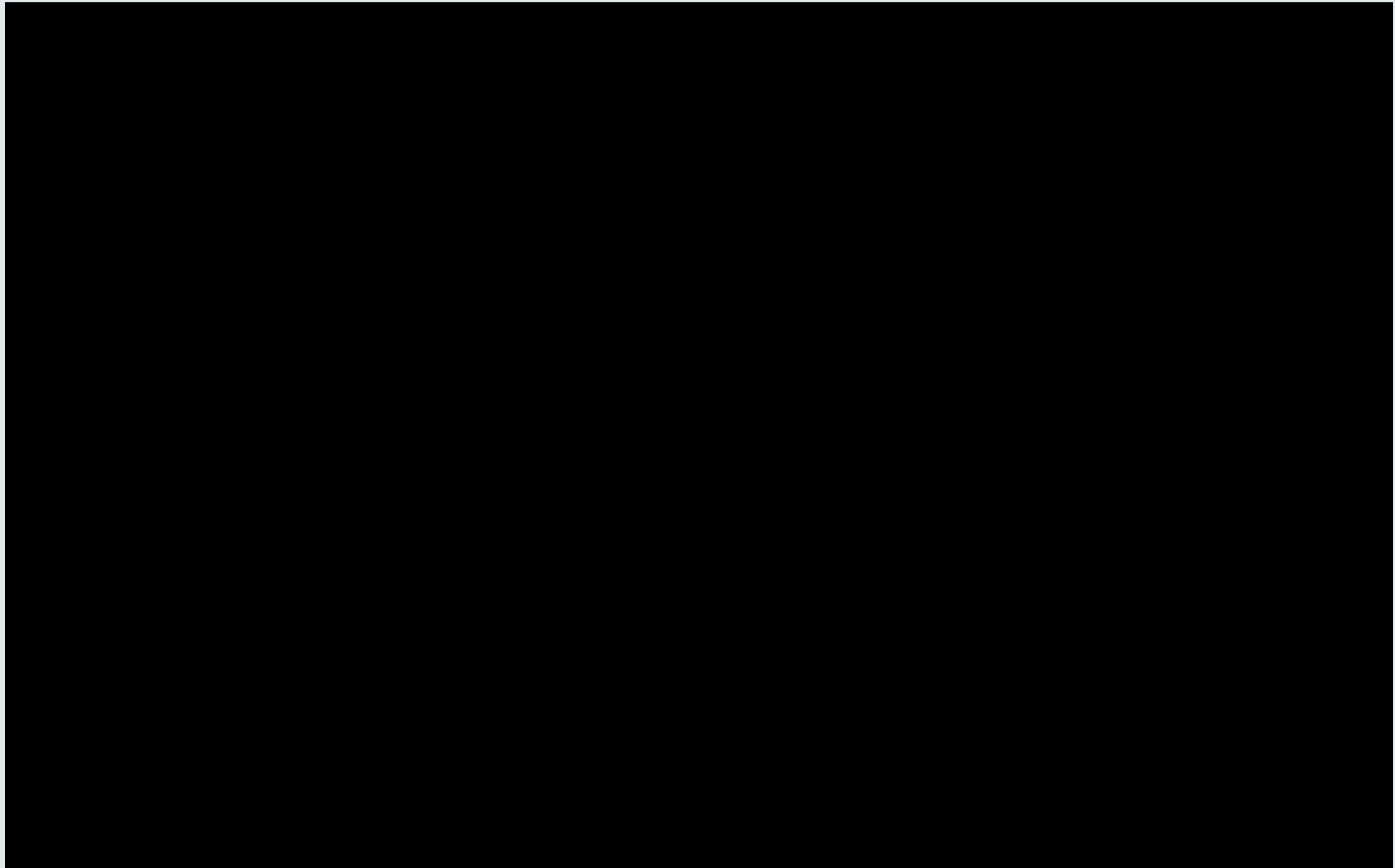


The design can be created on a dark or light background. A lot of space is given to the background colors in particular. Plenty of white space is desirable. The primary color sets accents and should be used sparingly in most cases.



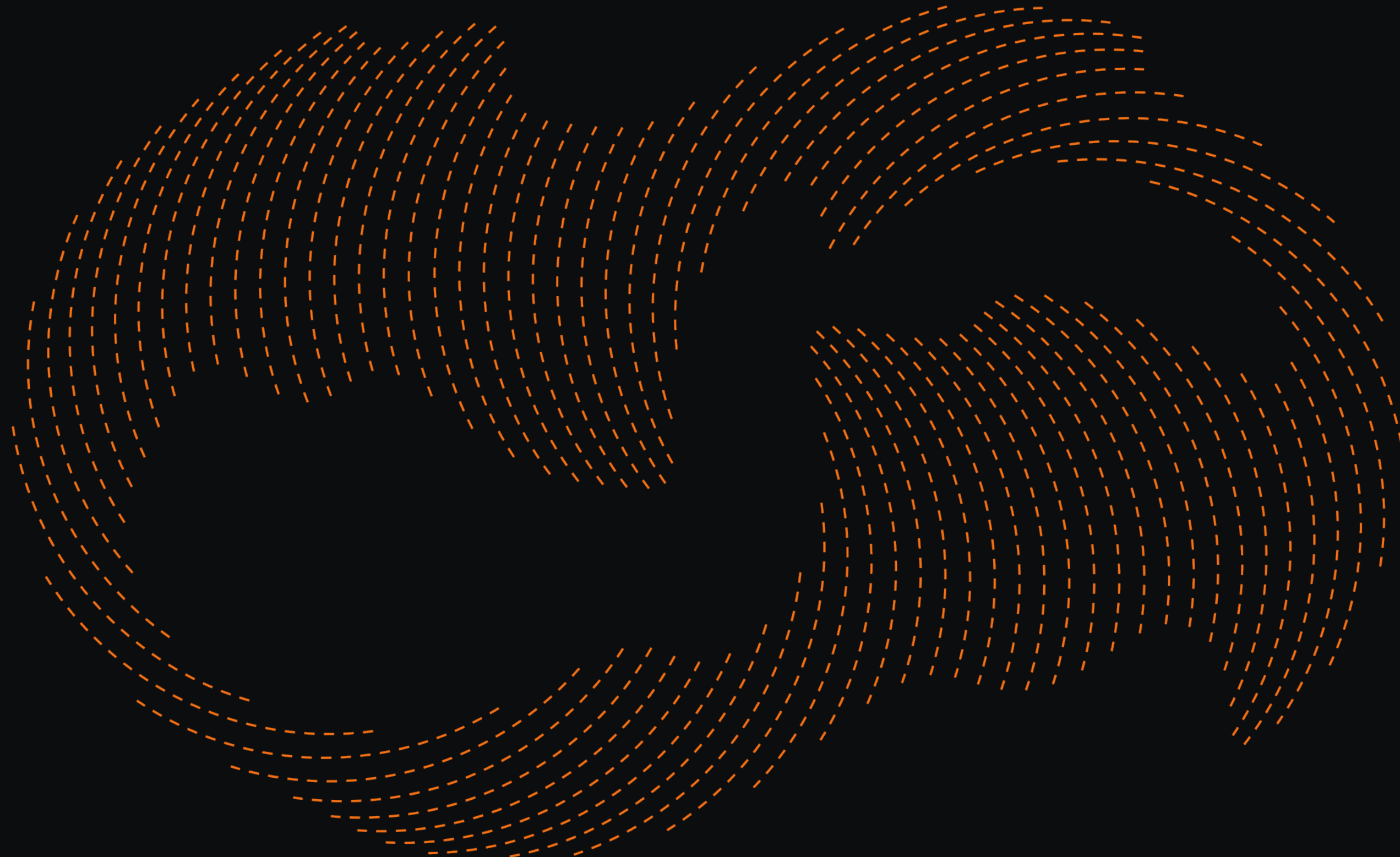
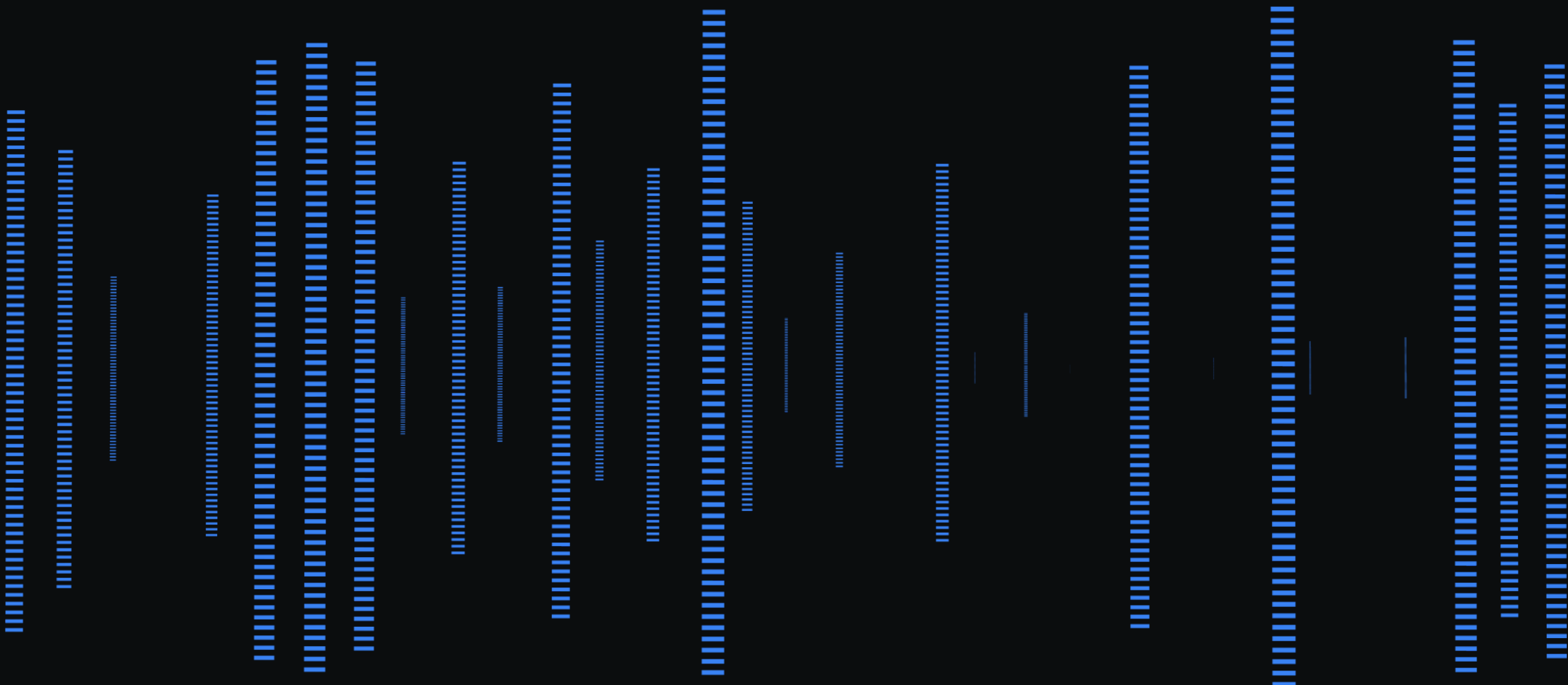
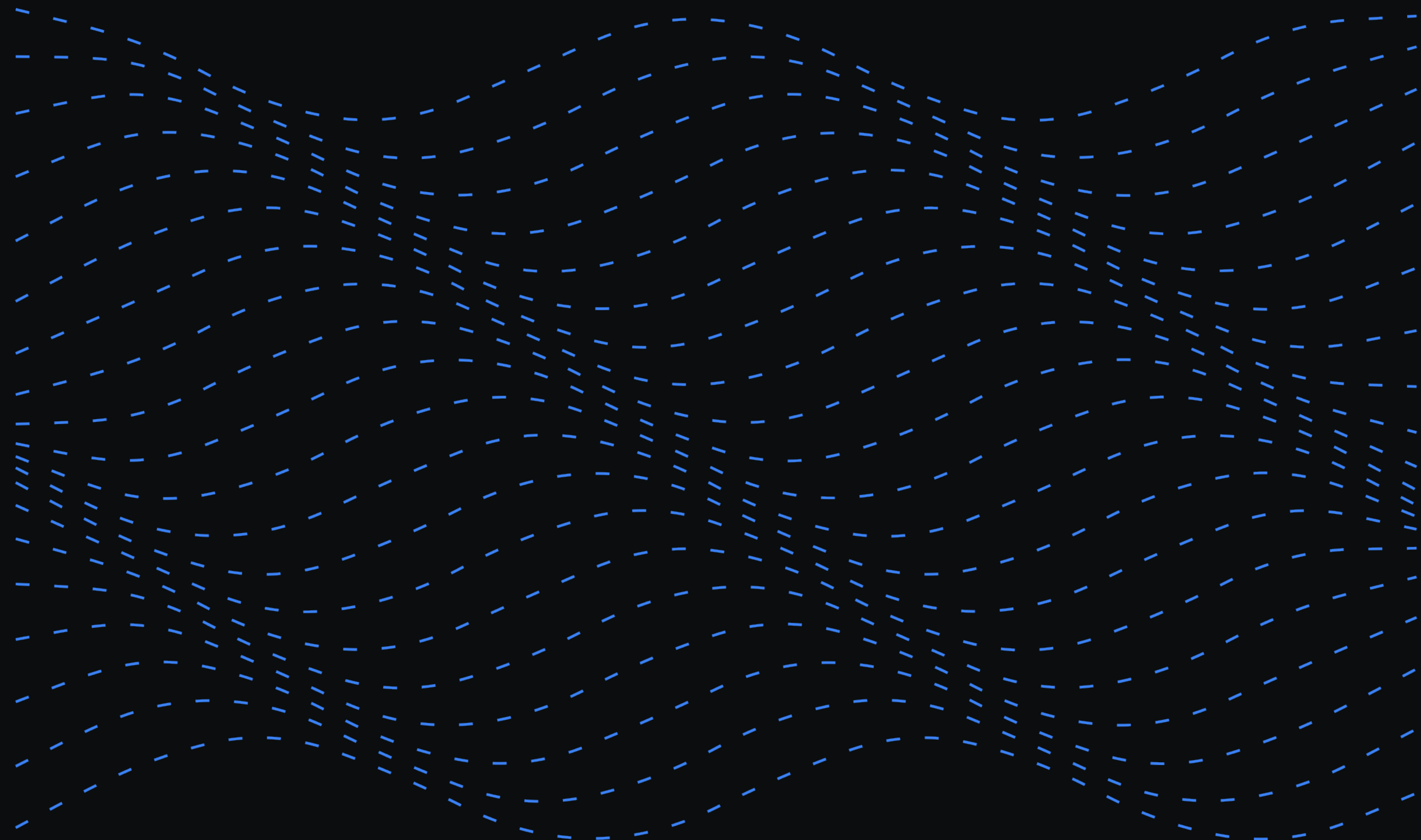
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16:10



Each domain is assigned its own movement pattern, which visualizes its properties in an abstract way. The actors are drawn in the respective color of the domain.

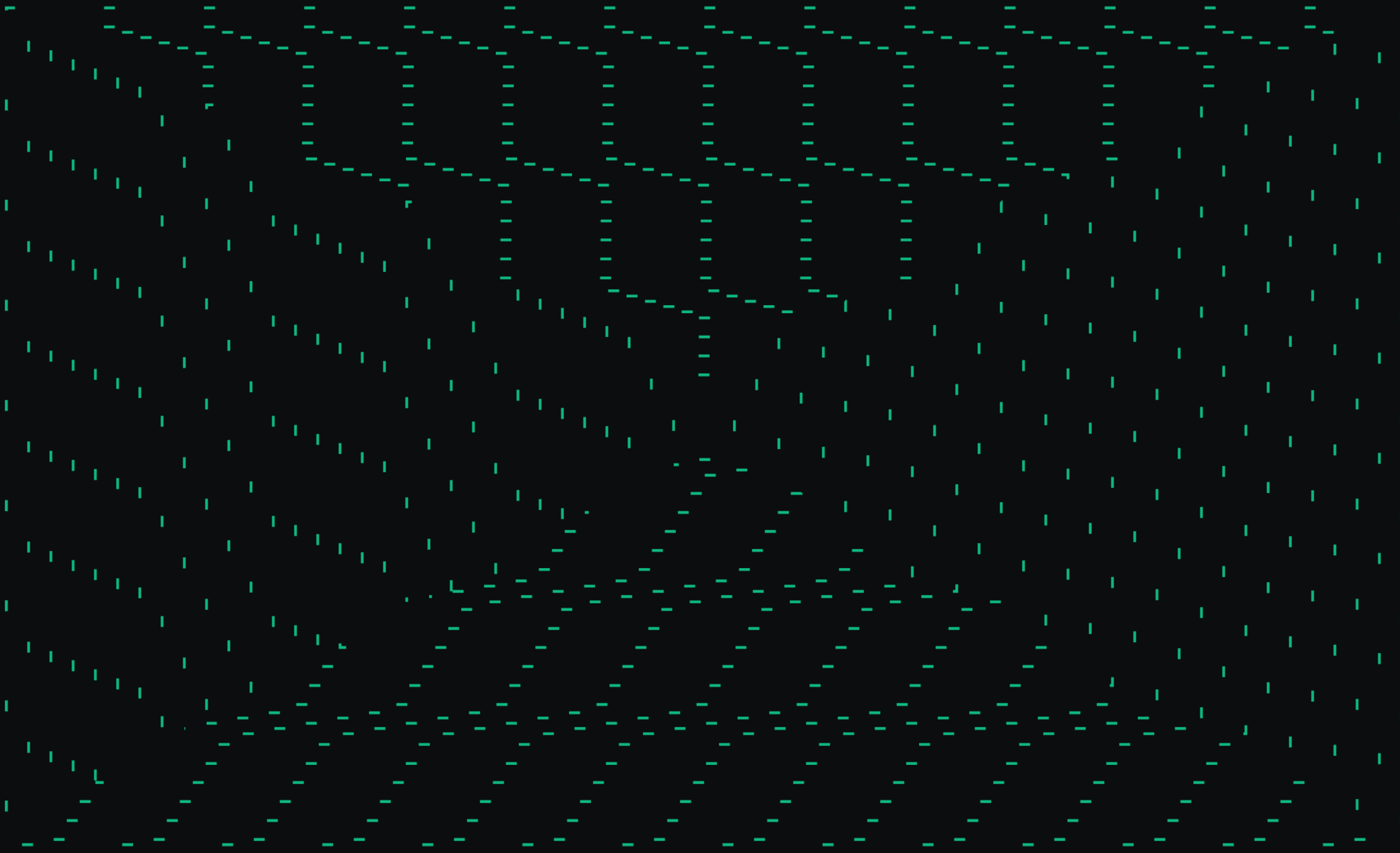
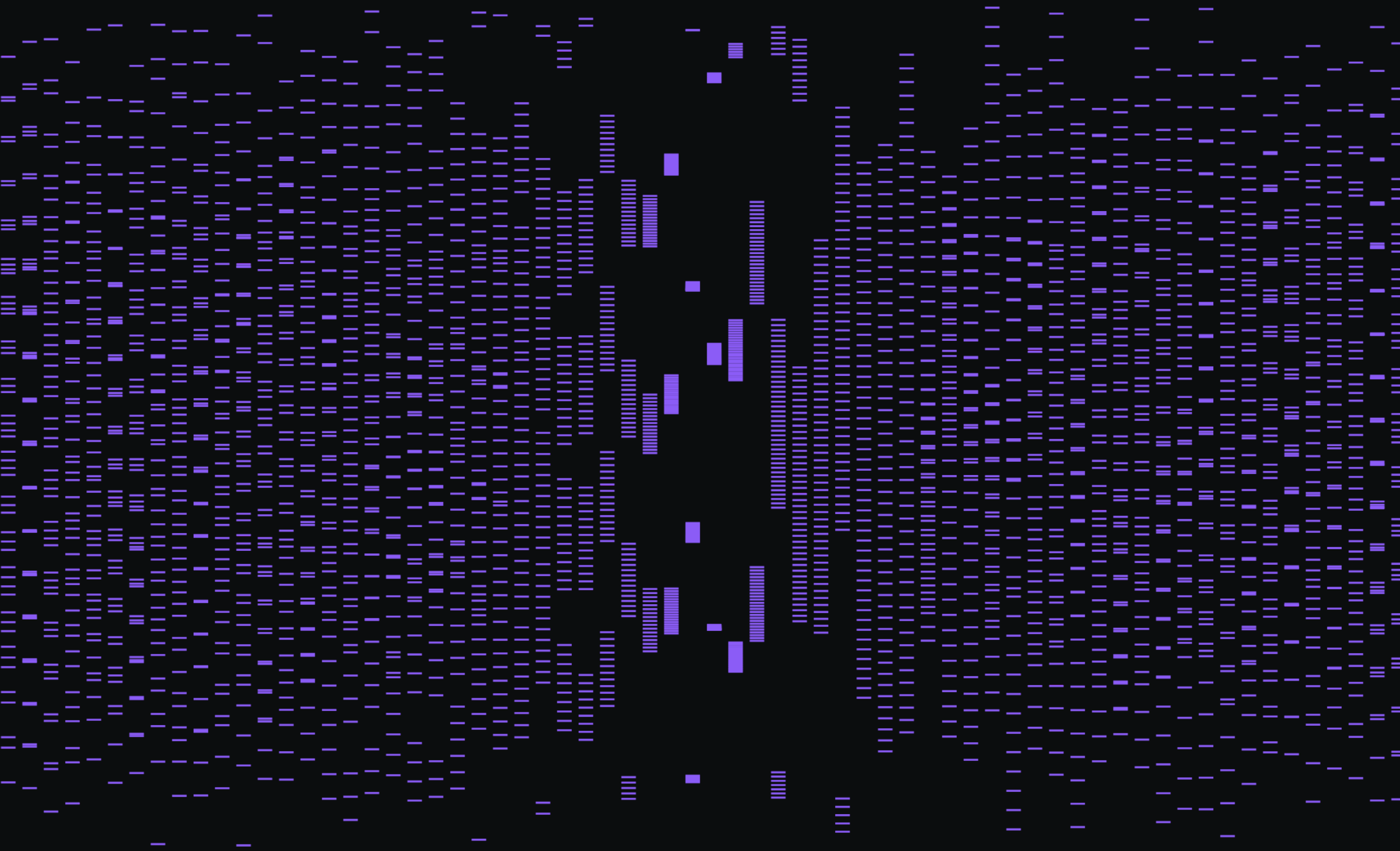
The products assigned to the domain are also illustrated using these illustrated using these systems.



Workload Automation & Orchestration Solutions

Observability Software

Identity Access Management Solutions



Log Management Software

Output Management Software

IT Operations Management Software



Icons

The product icons are only used on their own in areas where the connection to Beta Systems is obvious and does not need to be emphasized by using the badge.

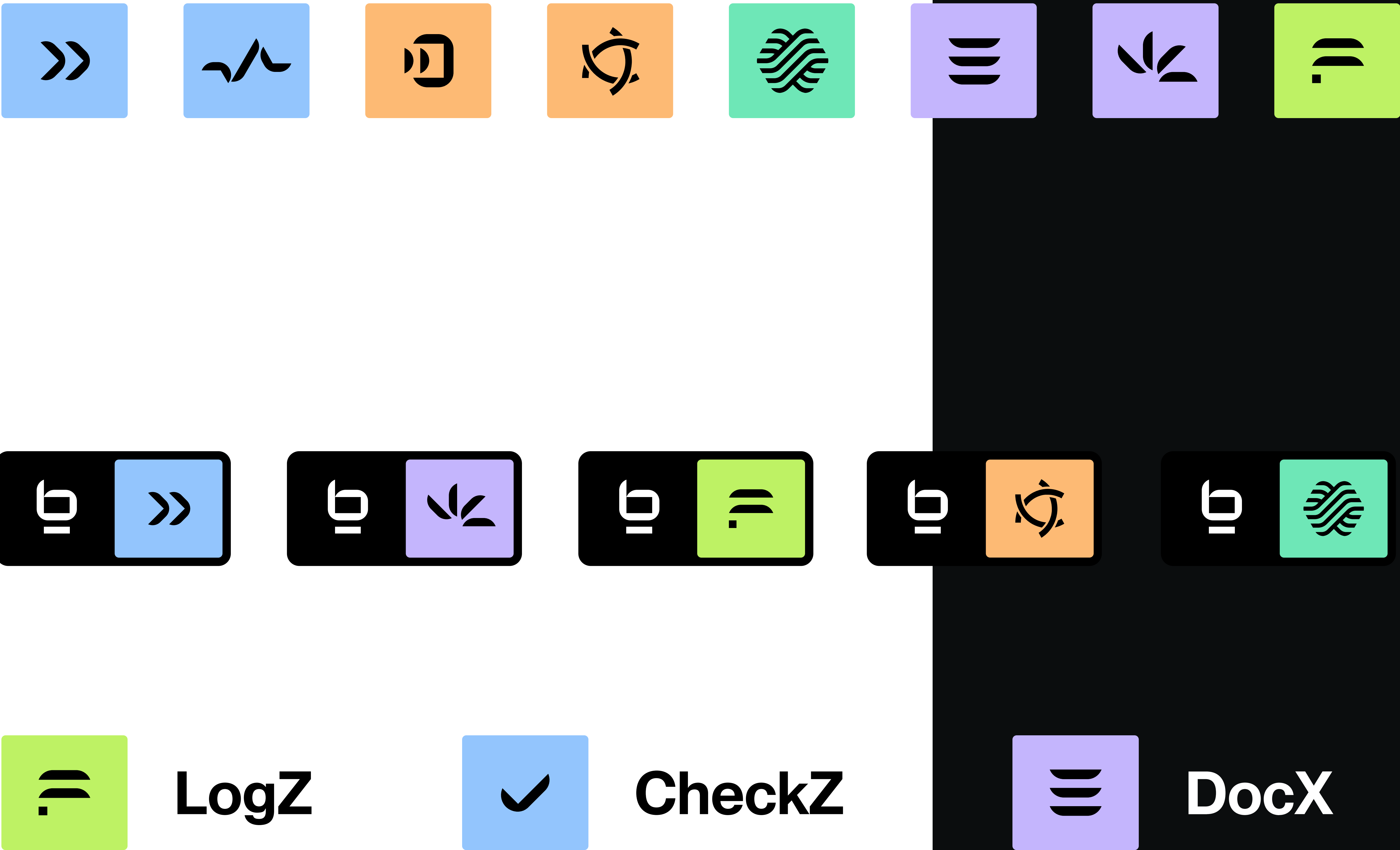
These include websites, product interfaces and the portfolio presentation in company presentations.

Since the color scheme of the product icon reflects the domain affiliation of the product, monochrome use is not intended.

Badges

For all other external communication purposes, the combination of logo and product icon is used to guide the consumer. This includes printable marketing collaterals for individual products (white papers, flyers, datasheets, etc.) or event material.

For the precise naming of the product, the icon is combined with the product name.





Workload Automation &  
Orchestration Solutions



**ANOW! Automate**



**ANOW! Suite**



**ProcMan**



**JobZ**



**IWS Tools**



**CheckZ**



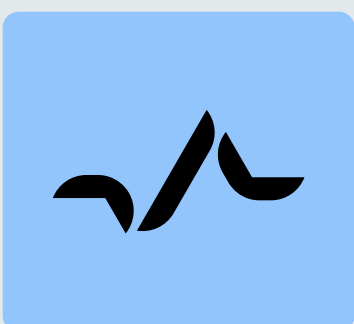
**SmartJCL**



**Operlog Tools**



**XINFO**



**ANOW! Observe**



**Control**

Output Management  
Software



**DocZ**



**DocX**



**LDMSZ**



**LogX**



**LogZ**

IT Operations  
Management Software



**Infraray BICS**

Identity Access  
Management Solutions



**Garancy® Suite**



**Garancy@Cloud**



**Password Management**



**Access**

Neue Montreal

# Neue Montreal

Font styles

200

Thin

*Thin*

300

Light

*Light*

400

Book

*Book*

450

Regular

*Regular*

530

Medium

*Medium*

700

Semibold

*Semibold*

800

Bold

*Bold*

The composition of typography plays an important role in the appearance of the brand. The combination of large headlines with continuous text, the use of a lot of white space and the color accents with the colors of the primary and secondary palette are striking.

Headings should aim to be approximately twice the font size of the body text.

Eyebrows are in accent colors taken from the primary and secondary color palette. They should be placed above headings and should not be too far away from them.

If the dark theme is selected, the font color of the body text should correspond to "Woodsmoke 300".

Headings and other important text elements are additionally emphasized by using the lighter "Woodsmoke 100".

16.11.2024

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If the Light Theme is selected, the color weighting of the text elements is omitted. Except for the accent color, in most cases only "Woodsmoke 950" is used. "Woodsmoke 950" is used in most cases.

16.11.2024

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The display font may have a font size of 4 to 8 times that of the body text.

The semi-bold font style is used.

**Type is a beautiful group  
of letters, not a group of  
beautiful letters.**

**The only way to do  
great work is to love  
what you do.**