



# BYTESPEED BRAND GUIDE

Updated: April 29, 2025

# BYTESPEED VISION AND VALUES

## OUR MISSION STATEMENT

At ByteSpeed, our vision is to empower every employee to provide service that embodies caring and professionalism, while fostering lifelong relationships with customers. We aim to create an environment where customers can always rely on being treated fairly and know that any conflict that arises will be made right.



# BYTESPEED LOGO VARIATIONS



## Primary/Shark Logo

The ByteSpeed shark logo is our primary logo and should be as shown with tagline on marketing materials when space is available.

[>> CLICK HERE to download BYTESPEED PRIMARY logos](#)



## Secondary Logo

The ByteSpeed secondary logo is acceptable but should be replaced with the newer shark logo whenever possible.

[>> CLICK HERE to download BYTESPEED secondary logos](#)



## Text Only Logo

The ByteSpeed text-only logo is an acceptable option for situations with limited promotional space.

[>> CLICK HERE to download BYTESPEED text-only logos](#)



# GRAVITY GAMING BY BYTESPEED LOGO VARIATIONS



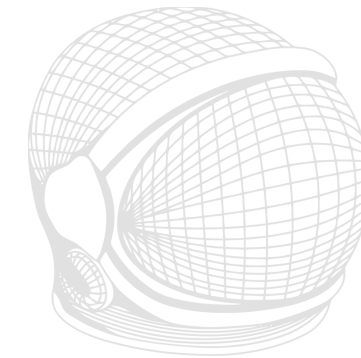
## Primary Logo

The “Gravity Gaming by ByteSpeed” logo should be used for all ByteSpeed esports-related marketing materials. Do not edit the logo, such as removing the “by ByteSpeed” text.



## Secondary/Logo Icon

The secondary GG logo icon is only to be used as a secondary option if the primary Gravity Gaming by ByteSpeed brand is well defined elsewhere on marketing materials.



## GG Helmet Graphic

The Gravity Gaming helmet is an approved supplemental graphic and must be accompanied by the primary logo or secondary icon.

**[>> CLICK HERE to download Gravity Gaming logos](#)**

# BYTESPEED BRAND COLORS

## PRIMARY BLUE

PANTONE 287 C

Hex Code  
#003087

CMYK  
100 75 2 18

RGB  
0 48 135

## SECONDARY

Hex Code  
#1b61ad

CMYK  
84 44 0 32

RGB  
27 97 173

## ACCENT

Hex Code  
#38b6ff

CMYK  
78 29 0 0

RGB  
56 182 255

PANTONE Cool Gray 11 C

Hex Code  
#53565A

CMYK  
44 34 22 77

RGB  
83 86 90

PANTONE Cool Gray 5 C

Hex Code  
#adadae

CMYK  
.01 .01 0 .32

RGB  
173 173 174

# GRAVITY GAMING BY BYTESPEED BRAND COLORS

## PRIMARY

PANTONE 361 C

Hex Code  
#43B02A

CMYK  
68 0 100 0

RGB  
67 176 42

## SECONDARY

PANTONE Cool Gray 11 C

Hex Code  
#53565A

CMYK  
44 34 22 77

RGB  
83 86 90

PANTONE Cool Gray 5 C

Hex Code  
#adadae

CMYK  
.01 .01 0 .32

RGB  
173 173 174

White

Hex Code  
#ffffff

CMYK  
0 0 0 0

RGB  
255 255 255

# BYTESPEED TAGLINES / SLOGANS

Your Complete IT Resource Since 1999

Making Waves in Technology Since 1999

Just Make Us Aware of It, and We'll Take Care of It *(use for messaging that is focused on tech support)*

# CONTACT INFORMATION



## **Phone Number**

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## **Email Address**

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## **Website**

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