



bimax  
pro

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**Brand book**  
Mar 2026

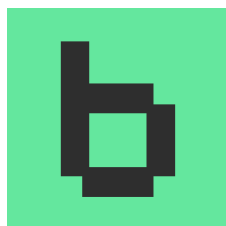


**Keep it simple, my friend!**



# Imagotype

The Bimaxpro imagotype is represented by a square containing a lowercase letter 'b', the initial of the company name, in an 8-bit typeface. The company name is added to the symbol, separated into two words: bimax + pro.



bimax  
pro



# Measurements and Protection Zones

The proportion of the measurements and the protection zone has been calculated based on the distance between the 'b' symbol of the imagotype and the edge of the green square on the right side.





# Minimum size

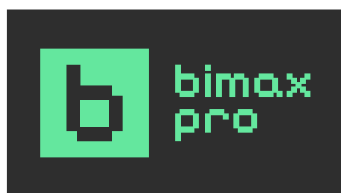
The minimum recommended size for the logo, in its symbol version, is 7 x 7 mm. This size ensures its legibility and recognition in various applications. The minimum size for the full imagotype is 10 mm in height.





# Negative and B&W

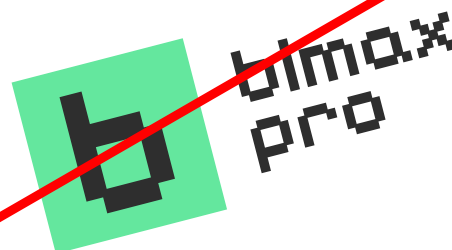
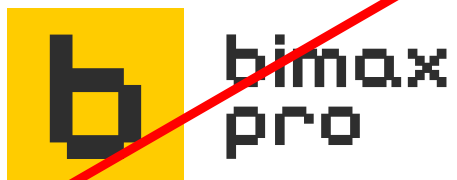
As an alternative to the primary color, the imagotype can be used in negative on a black background, keeping the imagotype in either green or white. For black and white versions, the imagotype must be used in black.





# Incorrect Uses

The use of colors other than those described in this manual for the representation of the imagotype is prohibited. Likewise, the graphic construction of the imagotype must not be distorted.





# Brand Colors

The primary color is green (applied to the imagotype). The complementary colors are violet and dark gray.



**RGB:** R100 G231 B158  
**HEX:** #64e79e  
**CMYK:** C52% M0% Y55% K0%



**RGB:** R199 G162 B247  
**HEX:** #c7a2f7  
**CMYK:** C25% M37% Y0% K0%

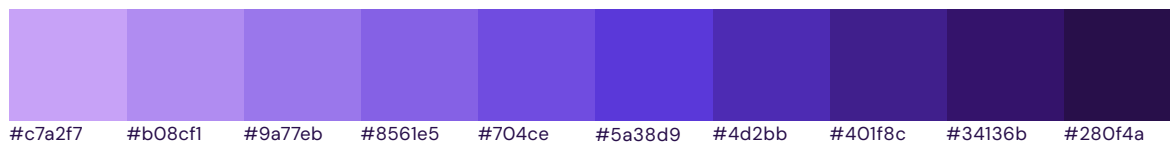


**RGB:** R46 G46 B46  
**HEX:** #2e2e2e  
**CMYK:** C0% M0% Y0% K82%



# Tints

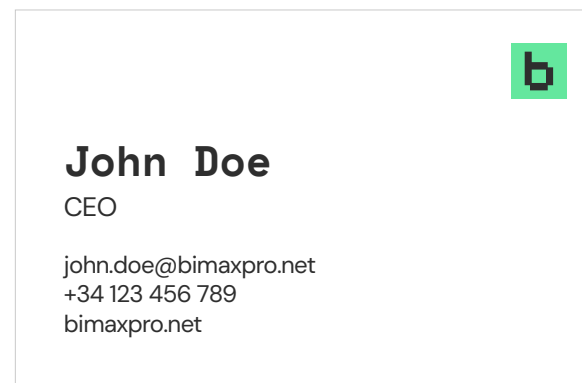
Based on the primary colors, various shades and tints have been established, which may be used in any necessary applications.





# Applications: Business card

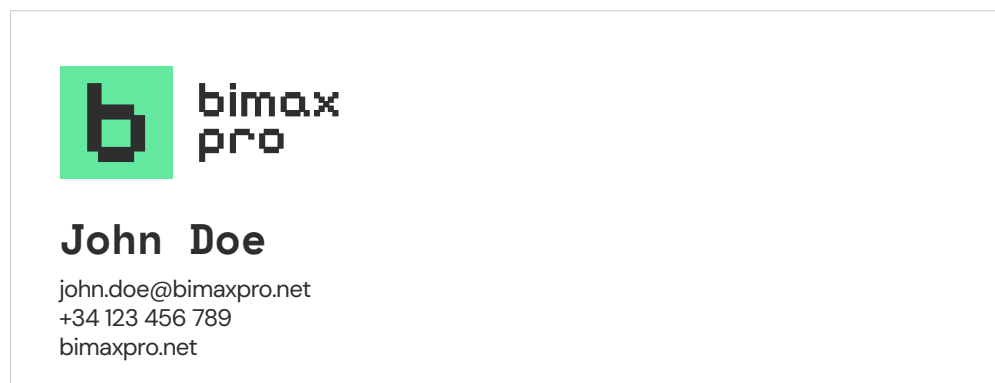
The business cards are designed for the sales department.





# Applications: Email signature

All email communications must include the corporate signature immediately after the text.





# Typography

The Google Fonts typeface Space Mono will be used for headings (titles), while the Google Fonts typeface DM Sans will be used for all other text (paragraphs, lists, etc.).

## Space Mono

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
**abcdefghijklmnopqrstuvwxyz**

