

Brand Guidelines

for Baytek



Baytek Brand Experience

Baytek has a graphic identity and a corporate brand known as the “Baytek Brand Experience.” This document is a guide to adhering to the principles of the brand.

By staying consistent, the equity of Baytek’s brand and identity are strengthened. Please keep this in mind when developing creative materials for Baytek.

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01 | Brand Statement

Issued

by Baytek
January 18, 2026

Contact

150 Elgin Street, Suite 1080
Ottawa ON K2P1L4

613.759.4423
hello@baytek.ca



Brand Statement

Ensuring our messages remain purposeful, consistent, and aligned with our brand pillars.

Who we are

Digital advisors and stewards who guide purpose-driven organizations.

What we do

We craft brand identities, build custom digital solutions, and provide ongoing technical partnership — all designed for long-term impact.

How we do it

With intentionality, craftsmanship, and empathy, always putting the relationship first.

Why it matters

Our work enables clients to focus, gain clarity, and create meaningful impact while feeling supported and empowered.

Tagline

A tagline, is a short, memorable phrase that captures the essence of a company or brand's mission, values, or promise to its audience. It serves as a unifying message that inspires both internal teams and external customers, reinforcing brand identity and setting the tone for marketing efforts.

More than just a slogan, a tagline aims to evoke emotion, build loyalty, and distinguish the brand in a crowded marketplace by clearly communicating what the brand stands for.

People matter.

Our work is about more than technology. It's about people — the clients we partner with, the teams we empower, and the audiences they serve. Every interaction reflects this belief.

02 | Brand Attributes

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Brand Attributes

Brand attributes are the set of characteristics that identify the physical, character and personality traits of the brand, similar to the attributes that allow us to consistently identify individuals.

Please ensure any materials developed adhere to these characteristics.

01. Caring & Empathetic

We give a damn about people and their goals.

02. Authentic & Transparent

No jargon, no sugar-coating, always real.

03. Strategic & Intentional

Every decision is thoughtful and purposeful.

04. Open-Minded

We listen deeply and adapt with flexibility.

05. Altruistic & Understanding

Relationships come before transactions.

03 | Visual Identity

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Our Logo

Our logo is the most important element of our brand – consistency of its use and application is an essential part of keeping a strong visual identity. If you are using the logo, please ensure that you abide by the following guidelines and use only the files provided to you by Baytek.

Logo Lockup



Logo Lockup



Colour Logo

Acceptable Usage

Use only the established logo files provided by Baytek.
DO NOT recreate any logos.

When resizing the logo, please ensure to keep the same width and height ratio as provided.

The smallest allowable size is 1¼ inches wide.

Unacceptable Usage

- A. With a drop shadow
- B. With a white glow
- C. Against any dark colour
- D. With any of its elements missing
- E. In a stretched or distorted format
- F. With any variations of its elements

If you have any questions about the use of the Baytek logo, in any form, please contact Baytek.



A.



B.



C.



D.



E.



F.



White Logo

Acceptable Usage

When using the logo in a non two-colour print job.

Can be used against any gray or colour background above 50%.

Unacceptable Usage

Against any colour or gray background below 50%.

Black Logo

Acceptable Usage

When using the logo in a non two-colour print job.

Can be used against any gray or colour background below 50%.

Unacceptable Usage

Against any colour or gray background above 50%.



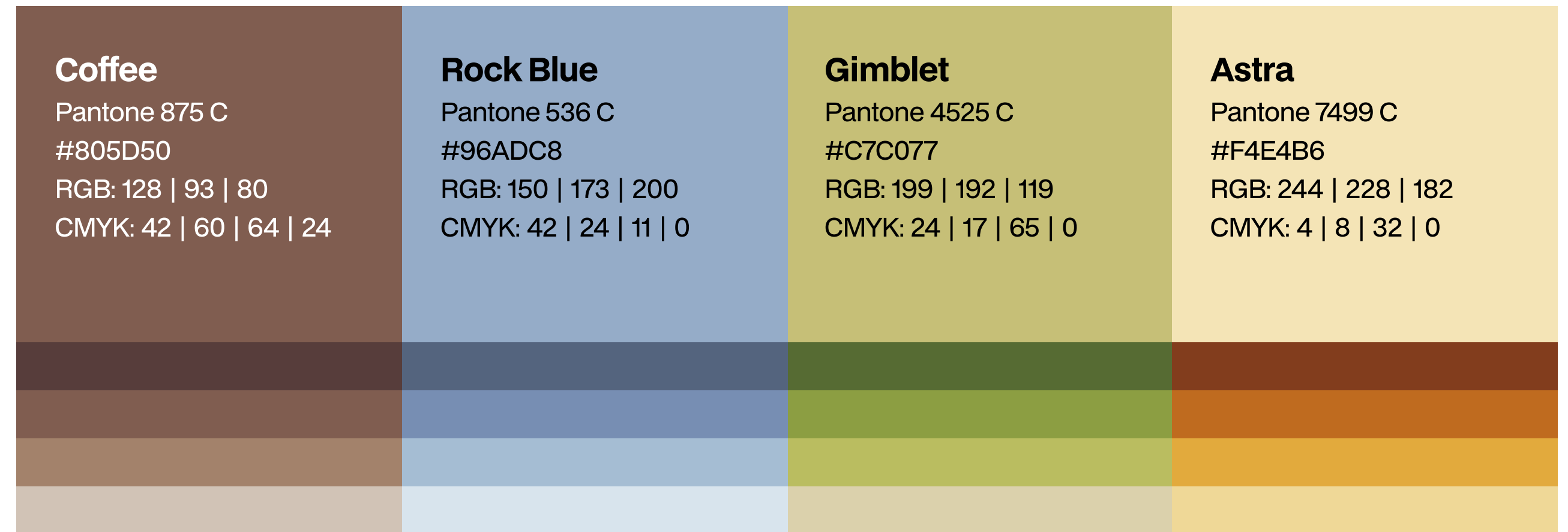
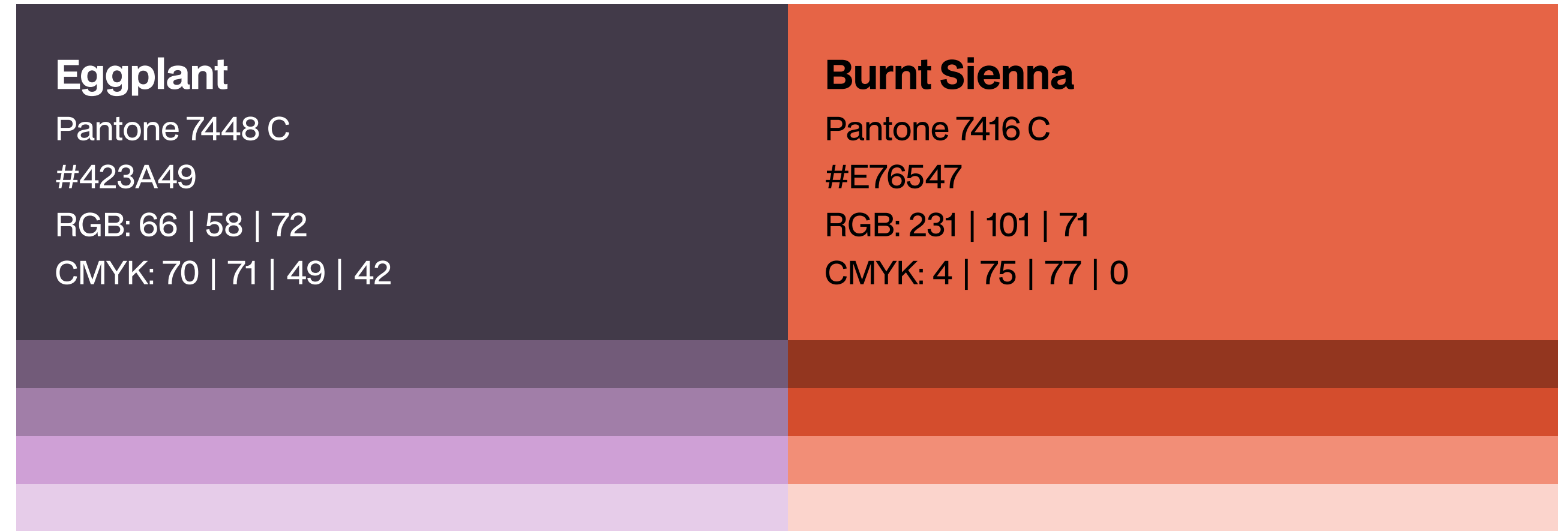
04 | Design System



Colour Palette

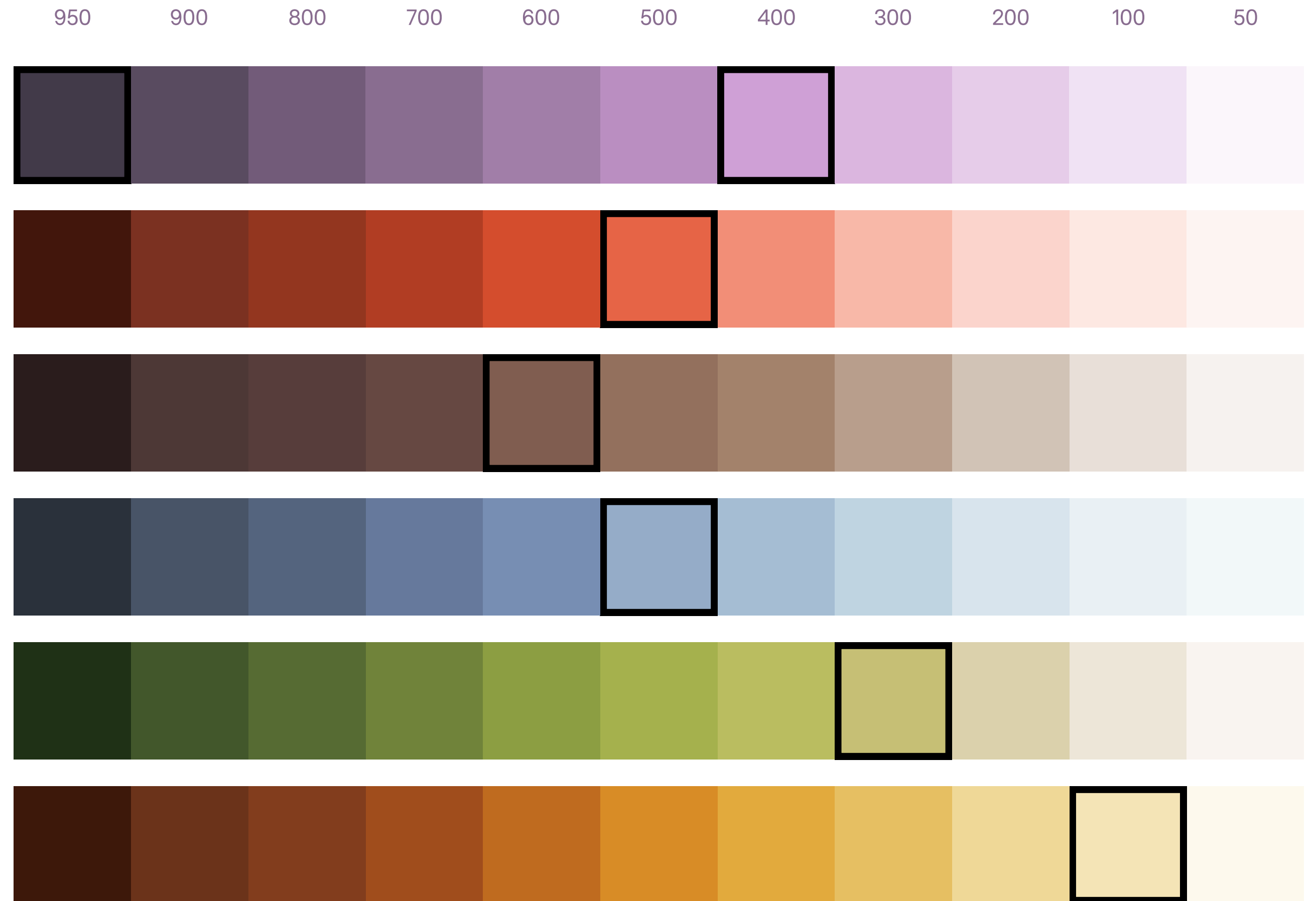
Continuity of the flavour of the brand is achieved by using the specific palette prescribed here. The primary palette is to be used first, with the secondary palette acting as supporting colours if needed. In lieu of the Baytek colour palette, you may use the PANTONE® swatches listed here.

(Note: Colours may vary depending on the type of display or printing you are using)



Colour Tints

To provide additional flexibility and depth, tints of the Baytek colour palette are included as part of the brand guidelines. These tints allow for subtle variations and layering, ensuring continuity while accommodating diverse design needs. Use tints thoughtfully to complement the primary and secondary palettes, and to maintain a cohesive brand experience.



Typography

The consistent use of the Baytek typefaces provides continuity to the voice of all the written materials.

If the primary font is unavailable to use, we suggest to use the secondary font as a substitute.



Aspetka

Primary (Header) | Primary (Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



Geist Mono

Eyebrows & Word Emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&* ()



Arial

Secondary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Photography

Photography plays a key role in shaping how a brand is perceived. It sets the tone, builds trust, and helps communicate values in a way words alone cannot.

A strong photographic approach should feel consistent, intentional, and authentic. From composition and lighting to subject matter and colour, each element works together to create a cohesive visual language that supports the brand across all touchpoints.

The main type of imagery to be used is of people in realistic settings – our employees remote working, and meeting our clients where they are at. The spectrum of colour should fall within the primary and secondary colour palettes.

Types



Treatment



1. Add scratch overlay layer



2. Change blending mode to 'Lighten'



3. Change layer opacity to ~20%



1. Add gradient layer



2. Angle gradient from bottom left



3. Change opacity to 50%

Design Elements

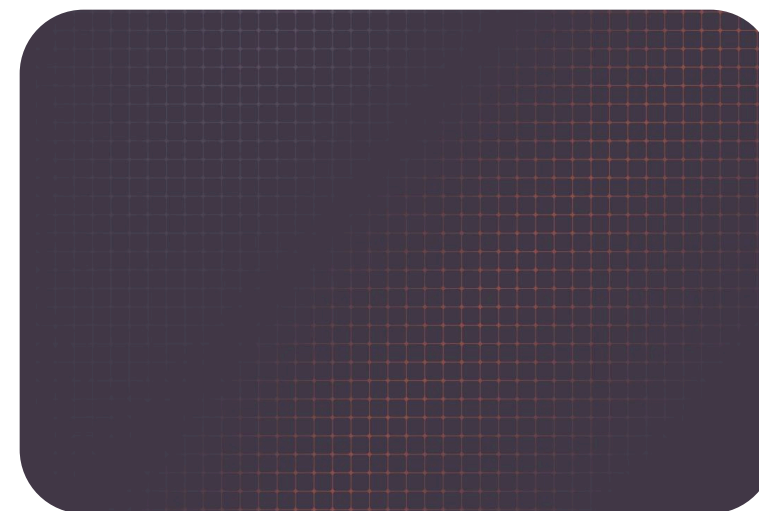
Design elements help bring a brand to life beyond typography and colour. Graphic motifs, patterns, and illustrations add depth, reinforce meaning, and create visual consistency across applications.

When used thoughtfully, these elements support the overall identity without overwhelming it. They should feel intentional, cohesive, and adaptable – working together to enhance communication while maintaining a clear and recognizable brand presence.

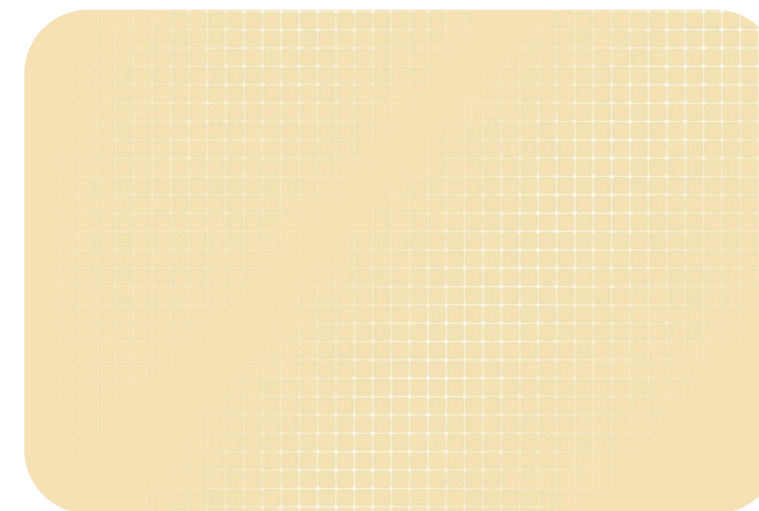
Highlights



Background Grid



1. On Eggplant



2. On Astra

Angled Frame



05 | File Formats

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File Format Matrix

The following matrix shows when and where to use the appropriate file format.

	File Format Matrix	Photographic images with continuous tones	Graphic images with hard edges
Printing	Design Software (Adobe Illustrator, Adobe InDesign)	JPEG	EPS
	Office Software (Microsoft Word, Microsoft Excel)	JPEG	PNG
Screen	Design Software (Adobe Photoshop, Adobe XD, Sketch)	JPEG	PNG
	Office Software (Microsoft PowerPoint)	JPEG	PNG
Web	Website	JPEG	SVG/PNG
	Social Media		

06 | Contact

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Contact Us

If you have any questions about the brand guidelines or use of the brand in general, please use the contact details as shown.

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