

• Brand Guidelines · v1.0

BYTEDC

Brand Guidelines

How we present ByteDC across every surface — the logo, colours, type and voice behind Cambodia's trusted digital infrastructure platform.

Document	Version	Maintained by	Contact
Brand Guidelines	1.0 · 2026	ByteDC Solutions Co., Ltd	brand@bytedc.com

01 — THE BRAND

Sovereign infrastructure, built for Cambodia.

ByteDC lets organisations run mission-critical systems inside Cambodia — with local data residency, enterprise-grade security and high availability — on world-

class private cloud platforms. Our brand should feel exactly like that promise: solid, modern and dependable.

Mission

Keep Cambodia's most important workloads running at home — secure, available and under local control.

Positioning

The trusted digital infrastructure platform: private cloud, security and managed services, delivered in-country.

Personality

Engineer-grade confidence without the noise. Precise, calm, and quietly powerful.

02 — LOGO

The wordmark.

The ByteDC wordmark is our primary identity. **BYTE** is set in solid Indigo; **DC** in Sky Cyan, with the open "C" ring signalling continuity and the data centre at our core. Always use the supplied artwork — never re-type it.

PRIMARY · ON LIGHT

BYTEDC

REVERSE · ON INDIGO

BYTEDC

Clear space & minimum size



Keep clear space of at least the height of the "B" on all sides. Minimum width: 110px on screen, 24mm in print, so the open "C" stays crisp.

Construction

- B** **BYTE** — Indigo #2B3990, heavy geometric sans. The stable, structural half of the name.
- DC** **DC** — Sky Cyan #00ABE9, outlined. "Data Centre"; the open ring reads as uptime and continuity.

Use the two-tone lockup wherever colour allows. On busy or single-colour surfaces, use the approved all-white or all-Indigo version.

Logo misuse



Don't stretch or distort.

Don't rotate or tilt.



Don't place on clashing colours.



Don't recolour or add effects.

03 — COLOUR

Indigo and Cyan.

Two brand colours carry the identity: **Indigo** for trust and structure, **Sky Cyan** for energy and signal. HEX and RGB are authoritative; CMYK and Pantone are nearest-match references for print.

Indigo

PRIMARY

ByteDC Indigo

HEX #2B3990
RGB 43 · 57 · 144
CMYK 70 · 60 · 0 · 44 ≈

Sky Cyan

ACCENT

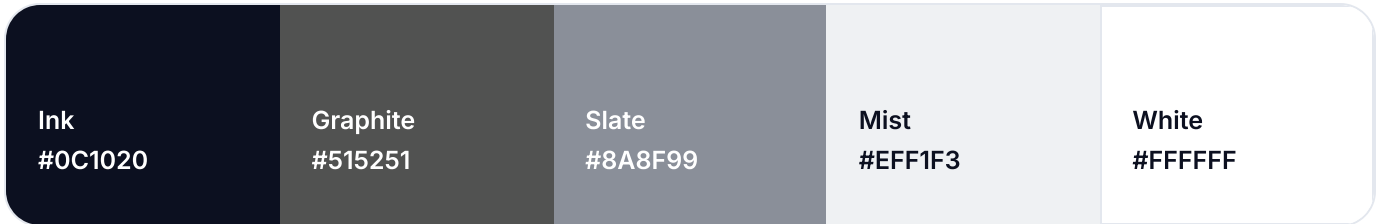
ByteDC Sky Cyan

HEX #00ABE9
RGB 0 · 171 · 233
CMYK 100 · 27 · 0 · 9 ≈

Pantone 2748 C ≈

Pantone 2925 C ≈

Neutrals



Brand gradient · Indigo → Cyan · reserve for hero moments, not body text

04 — TYPOGRAPHY

Inter, end to end.

ByteDC uses **Inter** for everything — product, web and print. It's clean, highly legible at small sizes, and reads as modern and engineered. Use weight, not decoration, to build hierarchy.

DISPLAY · 800

Run it in Cambodia.

HEADING · 700

Enterprise-grade by default

BODY · 400/500

Sovereign cloud, security and managed services — delivered in-country with the availability your most critical systems need.

CAPTION · 600

PHNOM PENH · ASIA/PHNOM_PENH (UTC+7)

Weights in use

Aa

Regular 400

Aa

SemiBold 600

Aa

Bold 700

Aa

Black 900

Character set

ABCDEFGFG

abcdefg

0123456789

Fallback stack: Inter, system-ui, -apple-system, "Segoe UI", sans-serif.

05 — VOICE

How ByteDC sounds.

We speak like a senior engineer you trust: clear, specific and calm. We earn confidence with precision, not adjectives.

Clear

Precise

Dependable

Local & sovereign

Quietly confident

DO

- ✓ Lead with the outcome — uptime, residency, control.
- ✓ Be concrete: name the standard, the region, the SLA.
- ✓ Use plain English; explain the acronym once.
- ✓ Write short. Let the engineering speak.

DON'T

- ✗ Pile on hype — “revolutionary”, “world’s best”.
- ✗ Hide behind jargon or empty buzzwords.
- ✗ Over-promise what the platform doesn’t do.
- ✗ Use fear; sell trust, not anxiety.

Build on-brand.

Grab the logo pack, colour tokens and this guide. Need a format that isn't here, or a co-brand sign-off? Reach the brand team.

↓ **Download logo (PNG)**

Email the brand team

BYTEDC

Cambodia's Trusted Digital Infrastructure Platform

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