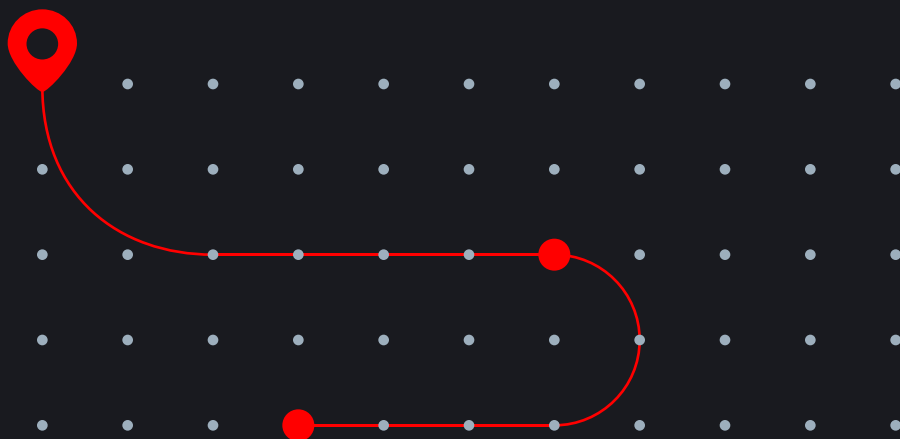# 2am.tech

Brand Manual Guideline Book 2022

Mail

sales@2am.tech

Website

2am.tech

we are in this to build **business innovation** and **intelligence** by over-delivering excellence to every customer one project at a time.

MATTHEW TABIN
Co-Innovator, 2am. Technologies Consulting Group

Table Of Contents •

1.
Intro .

PARTNERSHIPS TREATED AT THE HIGHEST LEVEL, SOFTWARE BUILT TO THE HIGHEST STANDARDS.

About Us •

In the beginning, it was two co-founders - Matt and Antonio. Their vision involved going beyond software to work with entrepreneurs who had incredible ideas for web and mobile applications. It was about moving those ideas into real, practical applications that would make a difference.

Also, they wanted to move away from the corporate mindset and micro-management. It was crucial to emphasize people. It was essential to create an atmosphere where all employees have the opportunity to get deep fulfillment and sincere happiness.

–
CONTACT INFORMATION

2am. US

3301 North University Drive, Ste 100 Coral Springs, FL 33065

P: 561-564-0117
sales@2am.tech

Website:
2am.tech

A Story About Relational Development

●

Throughout the years, we grew collectively and individually. Our professional evolution was built upon every single lesson from all the positive and negative challenges we faced.

A path based on deeply integrated core values

With our new visual identity, we want to show that every fraction of this company appreciates our colleagues and friends at 2am.tech. Mutual respect and understanding are deeply integrated into this company from the first day of its founding.

Although we still grow as a company, we are proud to say that we still cherish our core values from the beginning, and we will continue to do so in the future.

All these years, following and shaping our culture, we earned our clients' respect and their loyalty by delivering an unforgettable customer experience. We are still all about converting amazing ideas into real, practical applications that would make a difference.

Going beyond software

Our ongoing desire to evolve took us on a journey #beyondsoftware. We are a team of builders and problem solvers with a core belief in delivering excellence.

This value has bred a company culture of providing solutions and products that exceed expectations every time.

M A T T H E W   T A B I N

We wanted to deliver value and make it personal.

Our clients are more than customers

We believed that the client should be more than just another customer. They should be a partner, and we should strive to exceed their expectations whenever possible. Why? Because like us, they are another relationship, and like any link, the stronger the connection the better the results.

This is not just part of our culture. It is a methodology and understanding of what exactly we are all seeking and building.

You've heard it before. You know it to be true. Everything is connected. You have a connection to your customers. You have an interdependence with your staff, your workflows and your processes. You have a connection with your data, and it shares with you its stories and secrets.

Building something together

There needs to be real engagement to build something for someone else; to build something together. So that's where we start. We engage and understand. We examine where the relationship is, what it is and what you are trying to get out of it.

Are you trying to create a better unique service for your clients to generate more satisfaction and loyalty?

Are you looking to improve your staff's engagement, raising productivity or even automate manual processes to free up their time for more ROI based tasks?

Do you want to understand your data better to visualize what is happening in your business?

To find the patterns and keys that can help you make more informed and better decisions?

Are you looking to innovate and make something new?

Let's do this together

We examine where the relationship is, what it is and what you are trying to get out of it. The stronger the connection the better the results.

Our
Services ●

Secure compliant systems

- HIPAA compliant solutions for healthcare
- PCI compliant solutions for payments and recurring billing
- LOPD & LSSICE compliant solutions (EU)

Custom business software

- Secure administrative backends
  - Dashboards
  - Document management
  - Workflow automation
  - CRM
  - CMS
  - Business Intelligence Reporting
  - Order control and inventory management
  - Quote and invoice management
  - Subscription management

- Training and assessment tools
- Client portals
- Payment systems

Web applications & portals

- Identity/brand sites
- Social media
- e-commerce
- Subscription services

- Startup applications
- SaaS
- Content Management

Mobile apps

System upgrades

Legacy modernization

Managed cloud hosting

Technology support

IT advisement

Data & application migrations

Corporate image design

2.
Visual Identity .

OUR APPROACH TO PROJECTS BORROWS FROM
SEVERAL SOLID PRODUCT BUILDING METHODOLOGIES,
AND IT USES MORE THAN A LITTLE PLAIN OLD COMMON SENSE.
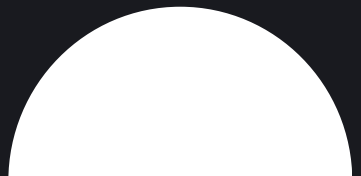
The 2am. Brand .

At the heart of the new brand is our new name 2am.tech with the symbol "2", which is still the most visible element of our identity. We grew as a company, but we wanted to remain close to our core values. Dedicated to our workforce and our clients, it will always take two to create a valuable relationship and build upon it.

Symbol ●

Derived from the previous version of our logo, we opted for a bold and clean graphic statement. It represents what we stand for - a superb connection with our clients. In our interpretation of the logo, the bottom line represents us, the strong fundament of every cooperation, while the upper line represents the continued growth of our clients.
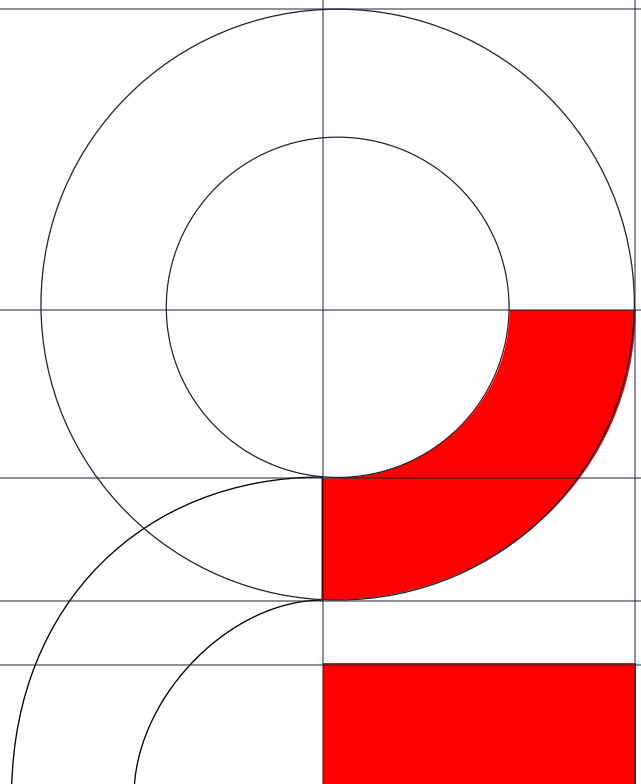
Full Logo .

Our brand is more than the 2am. name and logo — it's our values and our reputation.

Staying true to this identity and communicating consistently across the entire 2am. experience makes it easier to build trust and forge an authentic connection with our customers.

Logo Construction •

To ensure that 2am. logo is clearly visible in all applications, use them with fixed proposition to **maximize the recognition** and **impact of its identity**. The exact construction of 2am. logo is an integral part of its design. The symbol and the company name have a fixed relationship that should never be changed in any way.

Clear Space ●

The logo always surrounded by a minimum amount of clear space in which no other graphic element may intrude and where its legibility must be at a maximum, regardless of the background used.
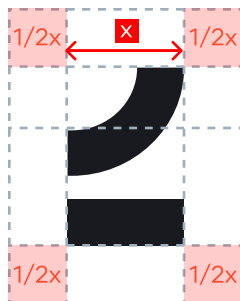
Logo Variations •

2am. logo used in applications will often depend on the background and product method. Colored logos are mostly used in CMYK for print and RGB for web. In some cases the logo can be applied in Black & White in positive and negative version.

Full Color
Variation

Black & White
Version

Other Version

Symbol Variations ●

2am. sub-brands are identified by the initial word of the content next to the 2am. symbol as seen in the examples below.

2am.tech

2am.blog

2am.hack

2am.link

Minimum Logo Sizes •

2am. logo is designed to be scalable and recognizable at all sizes and look great no matter what size materials they're on.

However, the logotype should always be visible. Utilize proper resolution so that edges do not become blurry or pixelated. Never reproduce logo smaller than 0.375" or 16px height for logo mark and 0.75" or 16px height for mark.

For print

H=0.75 in or 19.05mm

H=0.375 in or 9.45mm

For web

H=18px

H=16px

Color Usage .

Full Logo
Negative

Full Logo
Positive

Full Logo
On Color

Incorrect Usage

A. Do not skew or destroy the logotype

B. Do not rotate the logotype

C. Do not resize any aspect of the logotype

D. Do not use colors that are not part of the specified color palette

   (Reference the color section)

E. Do not change the typeface or type weight of the logo

   (Reference the typography section)

F. Do not place elements in the clear space

G. Do not place logo on a busy background

H. Do not rearrange any elements within the logotype

A. ✕

B. ✕

C. ✕

D. ✕

E. ✕

F.

Lorem ipsum dolor sit amet, dignissim libero at.

✕

G. ✕

H. ✕

3.
Typography .

THERE NEEDS TO BE REAL ENGAGEMENT TO BUILD SOMETHING FOR SOMEONE ELSE; TO BUILD SOMETHING TOGETHER. SO THAT'S WHERE WE START.

Typography ●

A clear typographic hierarchy is critical to the effective communication of our brand. To accomplish this across our brand, we've chosen a full font stack that transitions from friendly and warm in marketing to simple and focused in product.

Going Beyond Software

Primary Typefaces

Gilmer is a display font and used as a headline and sometimes as test. Gilmer is a fresh, geometric, sans-serif font family and has a big x-height value, geometrical letterforms, sharp edges and very small stroke contrast.

Aa

Gilmer Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Gilmer Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Gilmer Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Gilmer Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Secondary Typefaces

Inter UI is our body font. Inter is a typeface carefully crafted & designed for computer screens and it features a tall x-height to aid in readability of mixed-case and lower-case text.

Aa

Inter UI Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Inter UI Semi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Inter UI Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Inter UI Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Specialty Typefaces

For a serif typeface to be used in quote or caption copy, **Noto Serif** is preferred. This typeface should never be used as body text, nor should they ever be used in all caps.

Aa

Noto Serif Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Noto Serif Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Type Scale ●

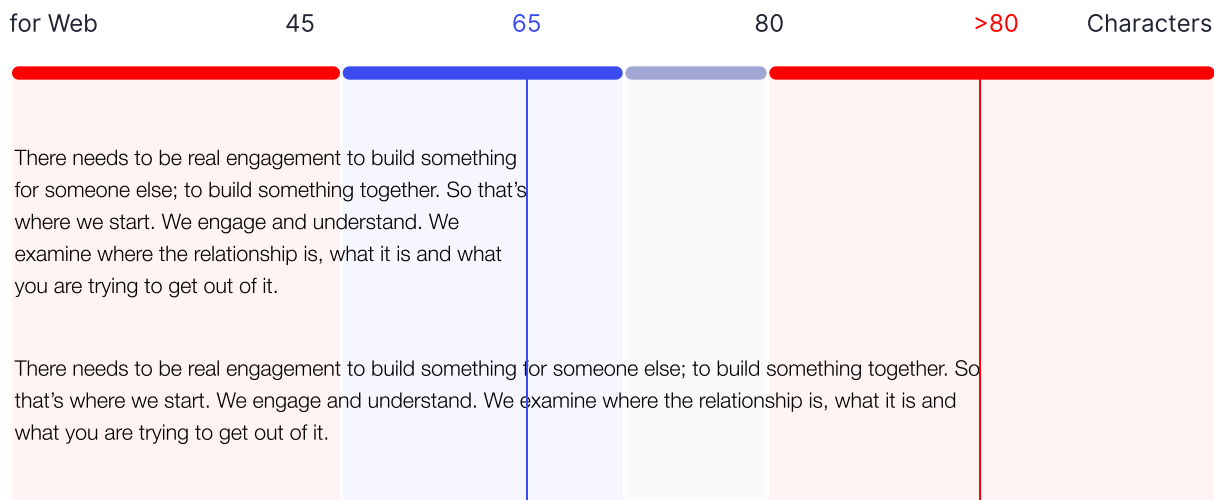The type scale enables you to indicate content hierarchy.
A successful hierarchy establishes the order of importance of
elements on a page, allowing readers to easily scan content and
find what they're looking for.

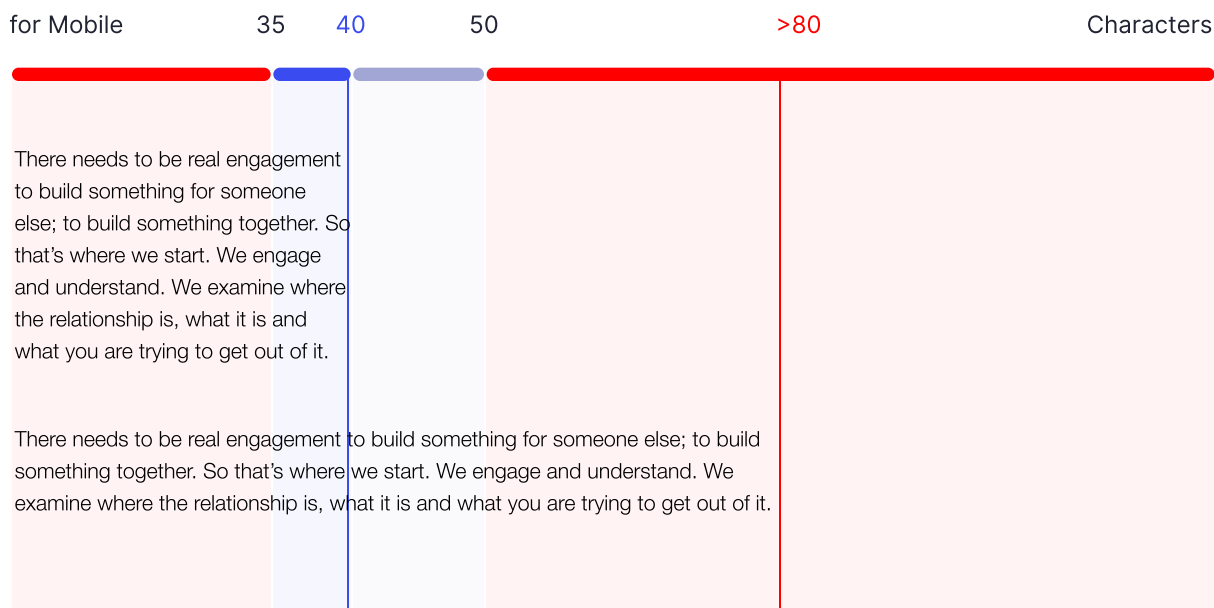| Scale Category	Typeface	Font	Size	Line Spacing	Letter Spacing
H1	Gilmer	Heavy	96	105	-3
H2	Gilmer	Heavy	73	90	-1.2
H3	Gilmer	Heavy	60	76	-1.2
H4	Gilmer	Heavy	40	56	-1.2

Scale Category	Typeface	Font	Size	Line Spacing	Letter Spacing
H5	Gilmer	Heavy	32	40	-0.5
Subtitle1	Gilmer	Heavy	27	38	2
Subtitle2	Inter UI	Semi Bold	21	33	0.3
Body1	Inter UI	Regular	27	38	0
Body2	Inter UI	Regular	24	36	0
Body3	Inter UI	Regular	21	33	0.3
Quote	Noto Serif	Regular	44	35	-1.2
OVERLINE	Gilmer	Medium	36	44	8
Caption	Noto Serif	Italic	18	24	0

Line Length •

The number of characters per line affects readability allows the user's eyes to flow easily from the end of one line to the beginning of the next. For a single column of text, line length should range from 45 to 80 characters for web or from 35 to 50 characters for mobile, including spaces.

for Web	45	65	80	>80	Characters

There needs to be real engagement to build something for someone else; to build something together. So that's where we start. We engage and understand. We examine where the relationship is, what it is and what you are trying to get out of it.

There needs to be real engagement to build something for someone else; to build something together. So that's where we start. We engage and understand. We examine where the relationship is, what it is and what you are trying to get out of it.

| for Mobile | 35 | 40 | 50 | >80 | Characters |

There needs to be real engagement
to build something for someone
else; to build something together. So
that's where we start. We engage
and understand. We examine where
the relationship is, what it is and
what you are trying to get out of it.

There needs to be real engagement to build something for someone else; to build
something together. So that's where we start. We engage and understand. We
examine where the relationship is, what it is and what you are trying to get out of it.

Type Usage ●

Display Style

OVERLINE

■ A STORY ABOUT

H1

Relational Development

Body1

What do you call a company that believes in the importance of creating bonds and committing to them? It takes at least two to connect, and that is what we did.

Display Style

OVERLINE

ANTONIO RAMIREZ COBOS

Quote

We engage and understand.

Button

Button

Connect with us

4.
Color System .

WE EXAMINE WHERE THE RELATIONSHIP IS,
WHAT IT IS AND WHAT YOU ARE TRYING TO GET OUT OF IT.
THE STRONGER THE CONNECTION THE BETTER THE RESULTS.

Color Palette •

Our colors are what give us our personality. We're sophisticated, bold, and colorful.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

Primary Color

Fire Engine

Hex	**FF0000**
HSB	**0, 100, 100**
RGB	**255, 0, 0**
PANT	**2347 C**

Aswad Black

Hex	**191A1F**
HSB	**230 , 19 , 12**
RGB	**25, 26, 31**
PANT	**532 C**

Instant Orange

Hex	**FE912D**
HSB	**29, 82, 100**
RGB	**254, 145, 45**
PANT	**1575 C**

Secondary Color

Alien Parasite

Hex	**57FE2D**
HSB	**108, 82, 100**
RGB	**87, 254, 45**
PANT	**13-0858 TCX**

Clouded Blue

Hex	**1C74F8**
HSB	**216, 89, 97**
RGB	**28, 116, 248**
PANT	**2172 C**

Tertiary Color

Double Colonial White

Hex	EFDAA4
HSB	43, 70, 79
RGB	239, 218, 164
PANT	13-0822 TPG

Gull Gray

Hex	9DAFBD
HSB	206, 17, 74
RGB	157, 175, 189
PANT	5435 UP
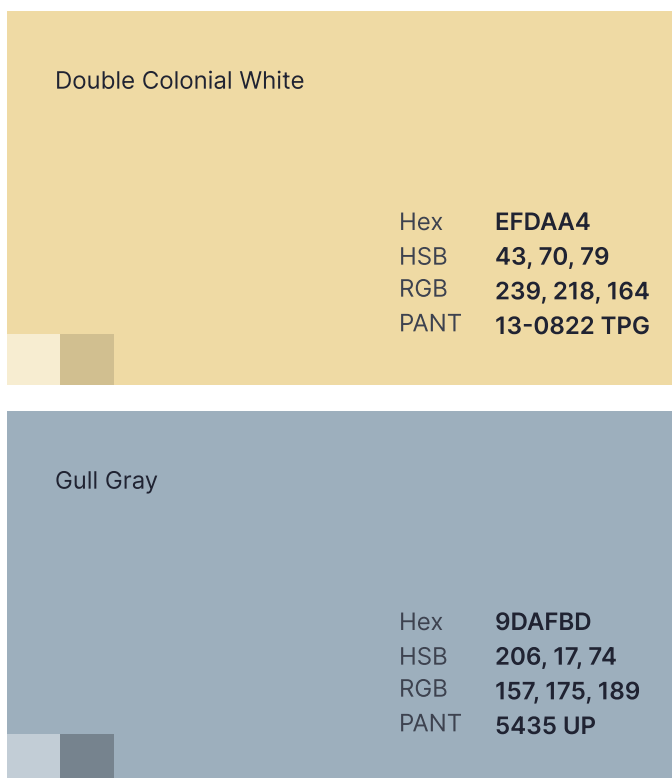
Color Variations

These palettes provide additional ways to use our primary, secondary, and tertiary colors by providing lighter and darker options to separate surfaces and highlight colors that meet accessibility standards.

Primary Color

| P1 | 900 | 800 | 700 | 600 | 500 | 400 | 300 | 200 | 100 |

| P2 | 900 | 800 | 700 | 600 | 500 | 400 | 300 | 200 | 100 |

Secondary Color

S1								
900	800	700	600	500	400	300	200	100

S2								
900	800	700	600	500	400	300	200	100

S3								
900	800	700	600	500	400	300	200	100

Tertiary Color

900	800	700	600	500	400	300	200	100

T1

900	800	700	600	500	400	300	200	100

T2
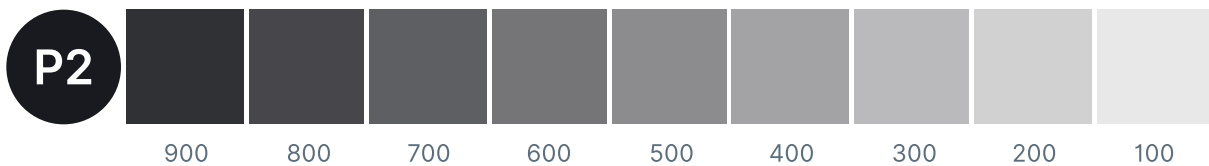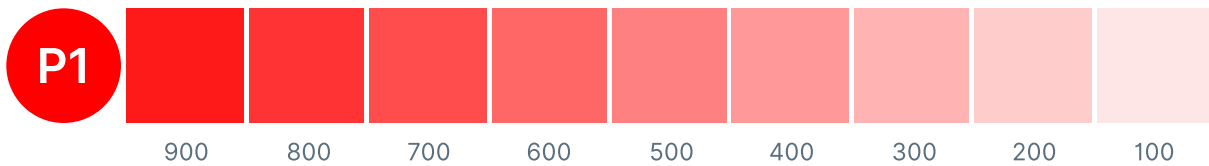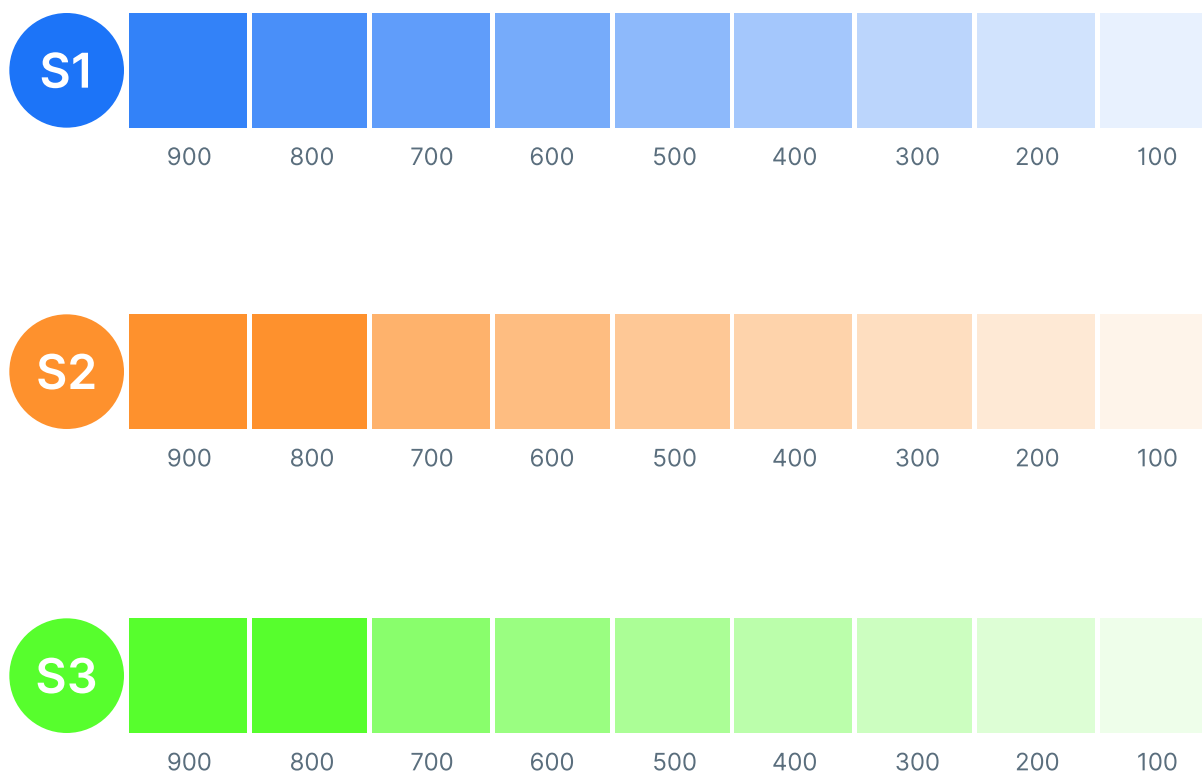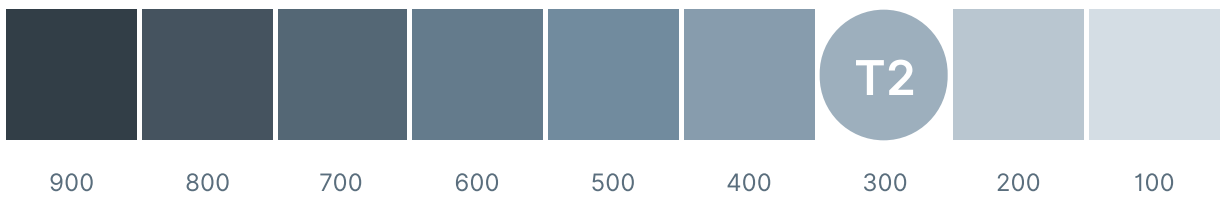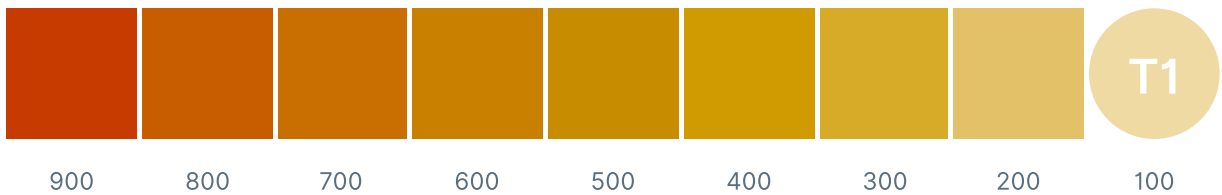
Incorrect Usage ●

A. Do not use secondary and tertiary color to the logo

B. Do not put the logo against a similar background

C. Do not put the light version of the logo against a light background.

D. Do not color the logo with any color other than white/black and the
   2amigos red

E. Do not use gradients

F. Do not use 3D effects or shadows

A. ✕

B. ✕

C. ✕

D. ✕

E. ✕

F. ✕

5.
Visual Treatment .

EVERYTHING IS CONNECTED.

YOU HAVE A CONNECTION TO YOUR CUSTOMERS. YOU HAVE AN
INTERDEPENDENCE WITH YOUR STAFF, YOUR WORKFLOWS AND
YOUR PROCESSES. YOU HAVE A CONNECTION WITH YOUR DATA,
AND IT SHARES WITH YOU ITS STORIES AND SECRETS.

12 Points Of Culture .

Commitment

Integrity

Accuracy

Fun

Excellence

Courage

Knowledge
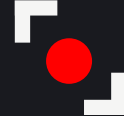
Pride

Teamwork

Communication

Consistency

Creativity

The Shapes ●

2am. shapes are subtle, versatile assets we are using to communicate our brand values, supporting 2am.'s brand recognition. These shapes are powerful design elements that can both stand on its own and melt into the background.
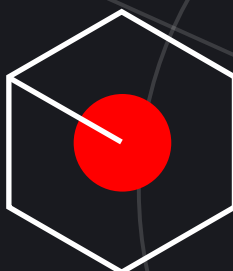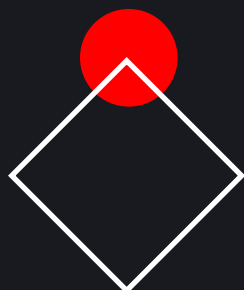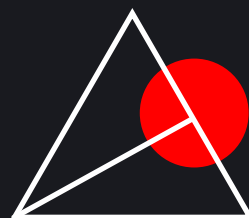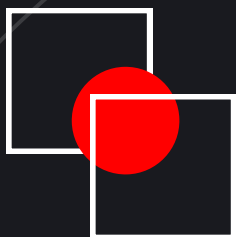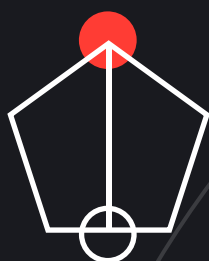
Image Treatment •

It is possible to use the textures shown to create custom image treatments that utilize the brand colors. This overlay effect is achieved by using different blend modes and opacity on each one of the layers with 2am. symbol.

Image

Gradient
Map

Royal Blue
Overlay

2am.
symbol

6.
Brand In Use .

WE PROVIDE THE HIGHEST QUALITY AND MOST BENEFICIAL EXPERIENCE TO USERS OF YOUR PRODUCT.
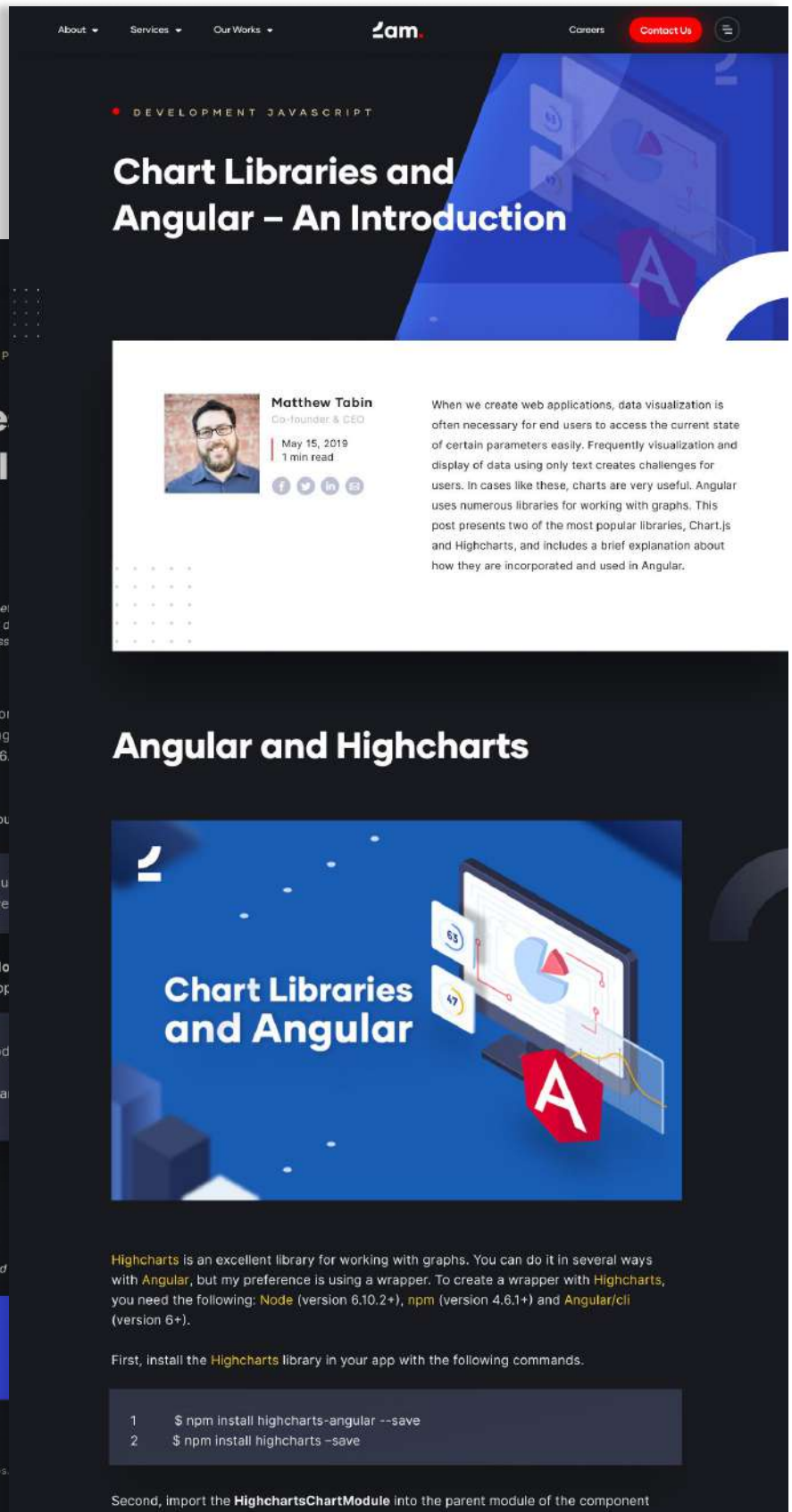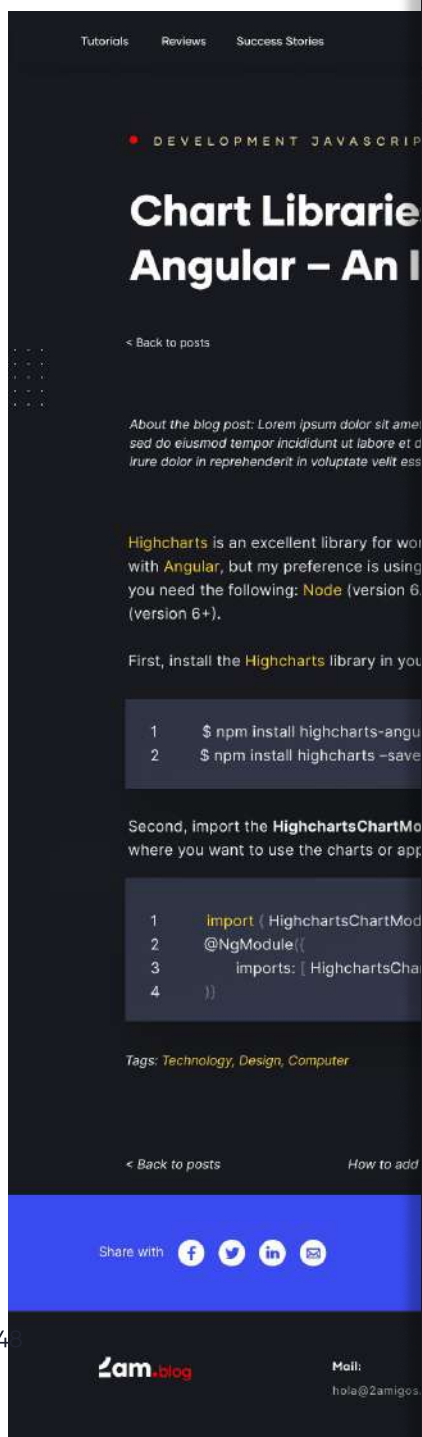
Website •
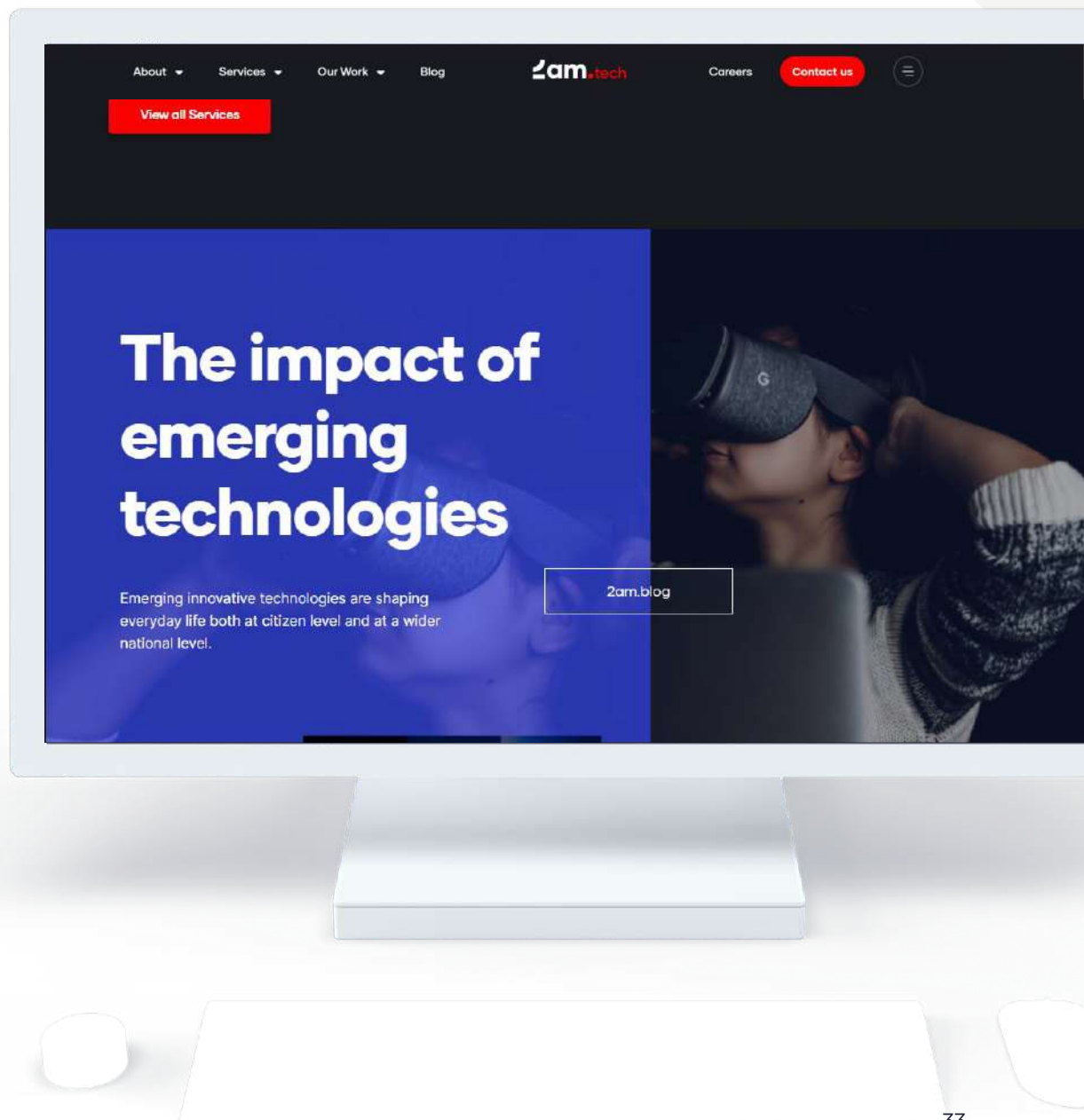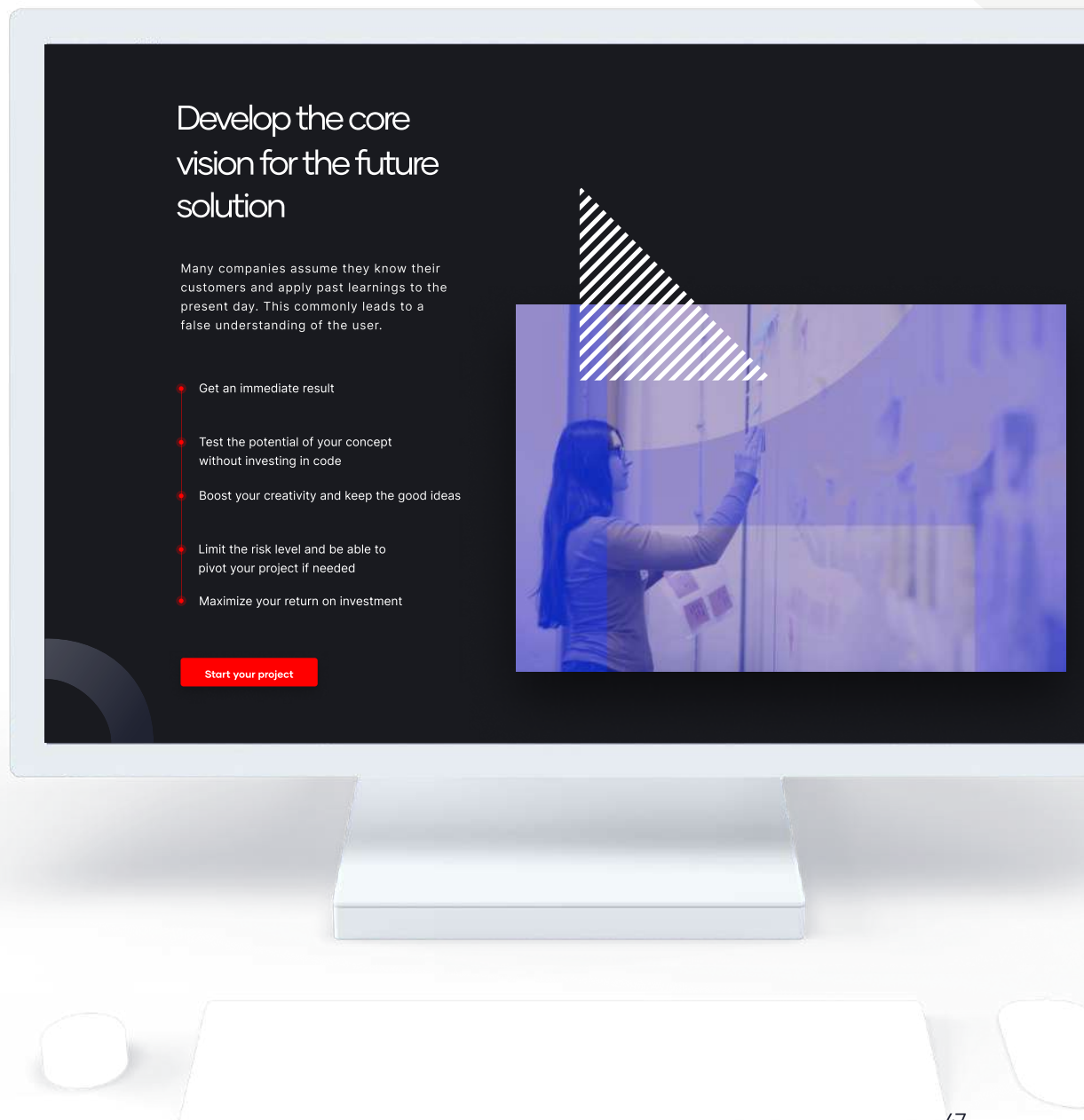
Develop the core vision for the future solution

Many companies assume they know their customers and apply past learnings to the present day. This commonly leads to a false understanding of the user.

- Get an immediate result

- Test the potential of your concept without investing in code

- Boost your creativity and keep the good ideas

- Limit the risk level and be able to pivot your project if needed

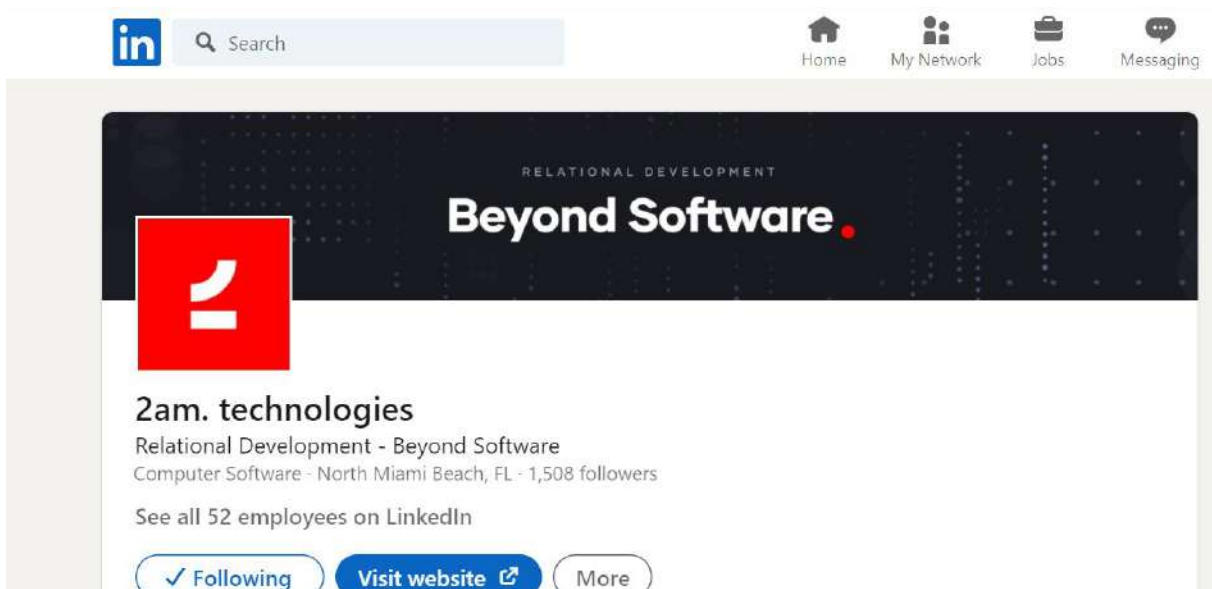- Maximize your return on investment

Start your project

Blog .

Email Template

Social Media ●

Facebook
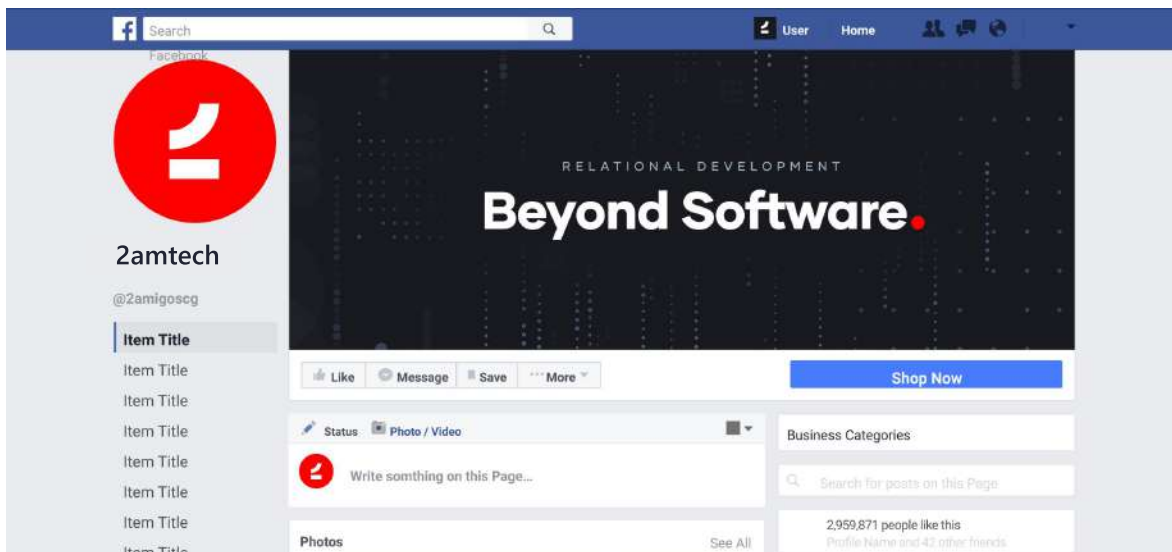
Twitter
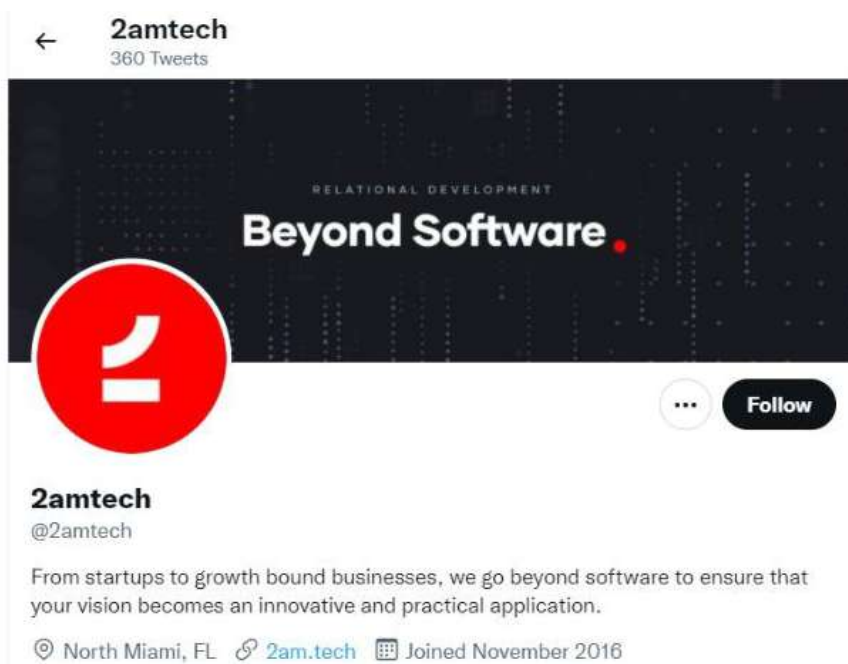
LinkedIn

Profile

Web Banner •

Web & App Development with a guarantee!

Discover how **2am** goes beyond software

Discover more

Better Process Governance with Blockchain

Discover more

Branding Book

ual Identity .

DACH TO PROJECTS BORROWS FROM
OLID **PRODUCT BUILDING METHODOLOGIES,**
S MORE THAN A LITTLE PLAIN OLD COMMON SENSE.

Symbol .

Derived from the previous version of our logo, we opted for a bold
and clean graphic statement. It represents what we stand for - a
superb connection with our clients. In our interpretation of the logo,
the bottom line represents us, the strong fundament of every
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of our clients.

13
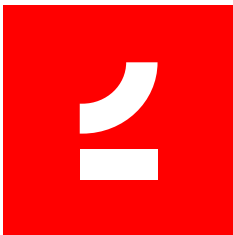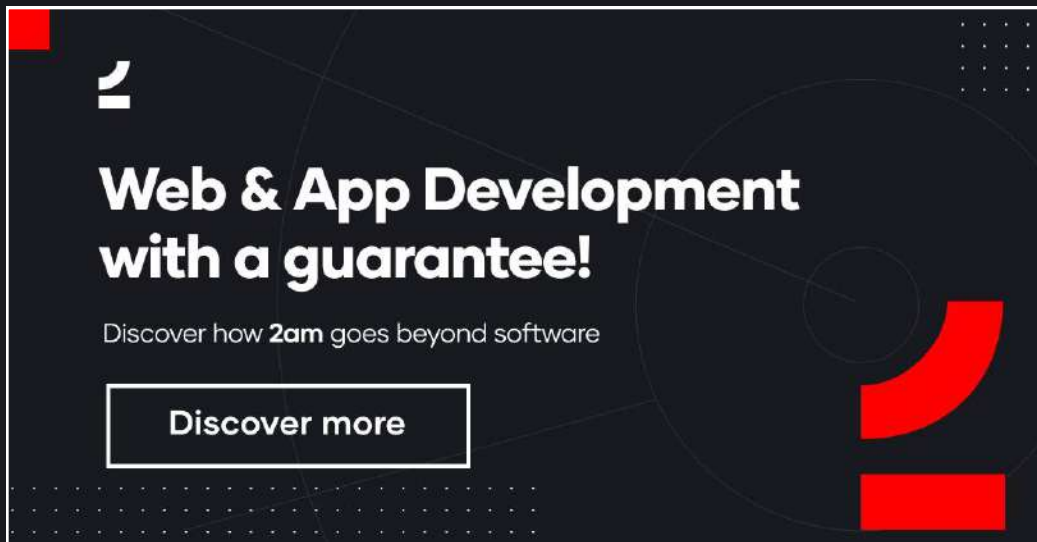
Business Card ●

Stationary 1 •

Stationary 2 •

Mug •

Apparel.

Sweatshirt .

Bag .

Outdoor Advertisement •