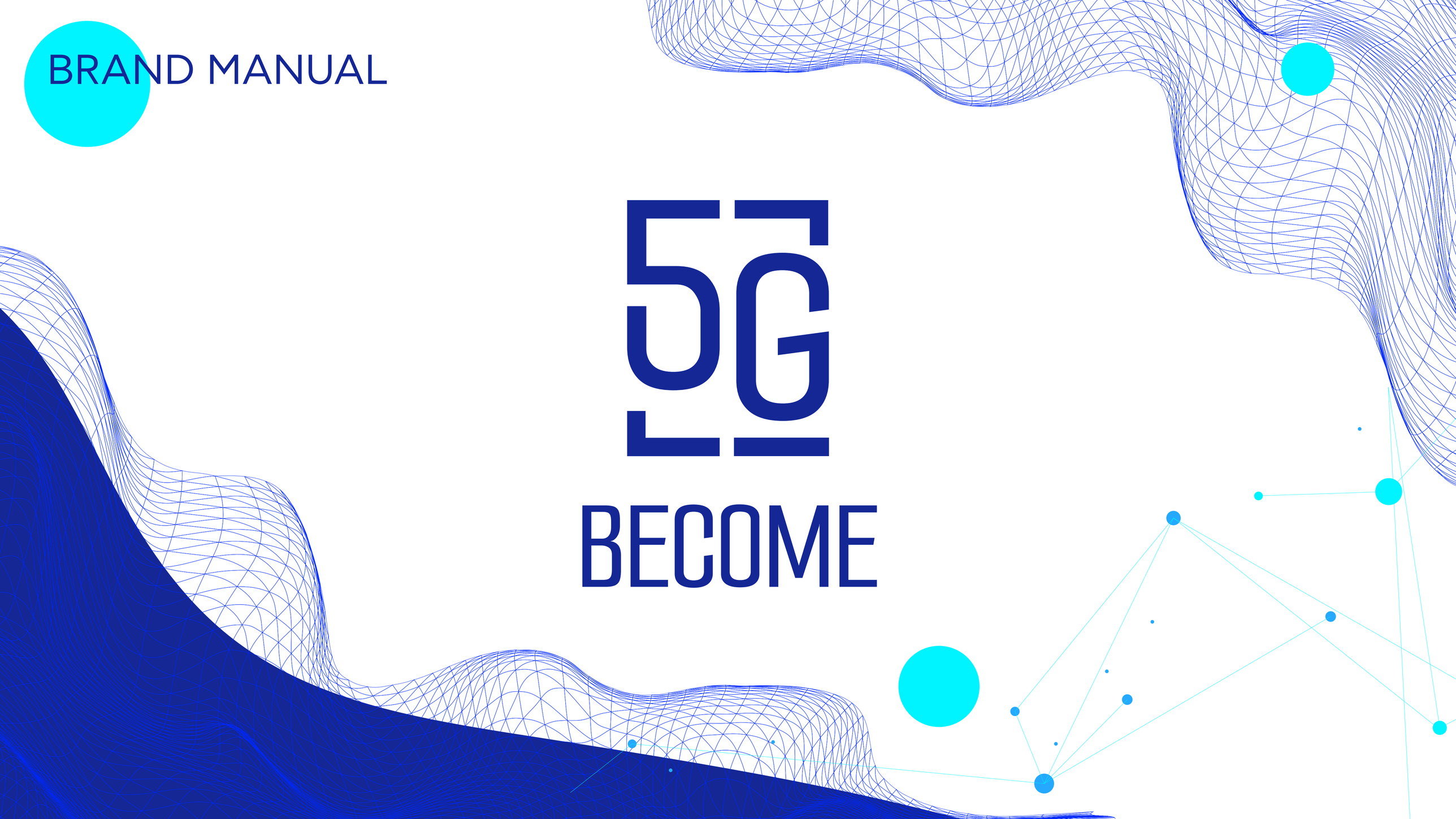
BRAND MANUAL



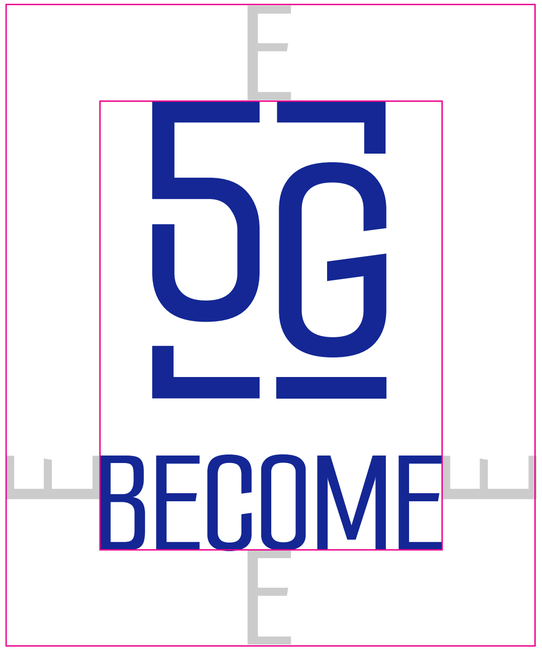
RATIONAL

BECOME

The 5G Become logo is a modern representation of innovation, next-generation connectivity, and transformation—keypoints of the 5G era. The typography of "5G" is framed within a rectangular target-like structure, symbolizing precision, reliability, and the technological framework. The open framing emphasizes direction expanding and most of all "becoming" something greater.

The use of vibrant digital hues, particularly the light blue against a deep blue background, evokes a sense of energy and freshness while creating a balance between innovative technology and professionalism.

LOGOTYPE SAFE SPACE



COLORS

	#1F02A2	CMYK: 98% 100% 0% 1%	RGB: 31 2 162
	#1A228A	CMYK: 100% 98% 11% 4%	RGB: 26 34 138
	#0000FF	CMYK: 88% 77% 0% 0%	RGB: 0 0 255
	#0081FF	CMYK: 77% 49% 0% 1%	RGB: 0 129 255
	#0BF5FF	CMYK: 53% 0% 10% 0%	RGB: 11 245 255

TYPEFACES

SMOOCH SANS THIN

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 1234567890

SMOOCH SANS 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 1234567890

SMOOCH SANS 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 1234567890

SMOOCH SANS 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 1234567890

TYPEFACES

CF ASTY STD
THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CF ASTY STD
BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

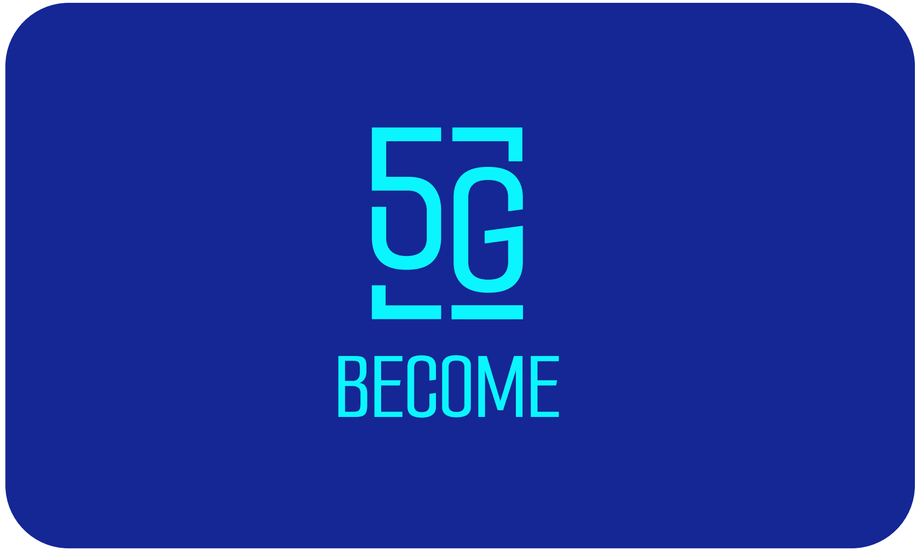
**CF ASTY STD
MEDIUM**

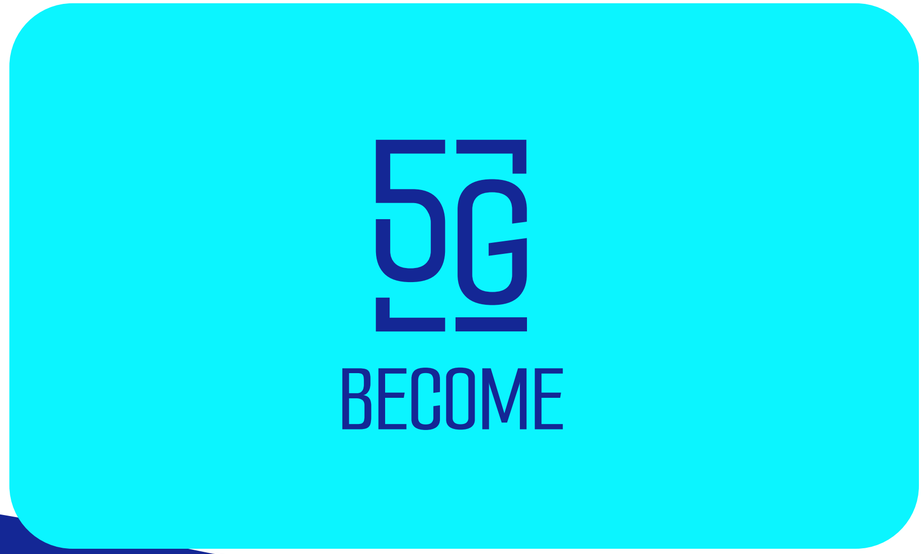
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

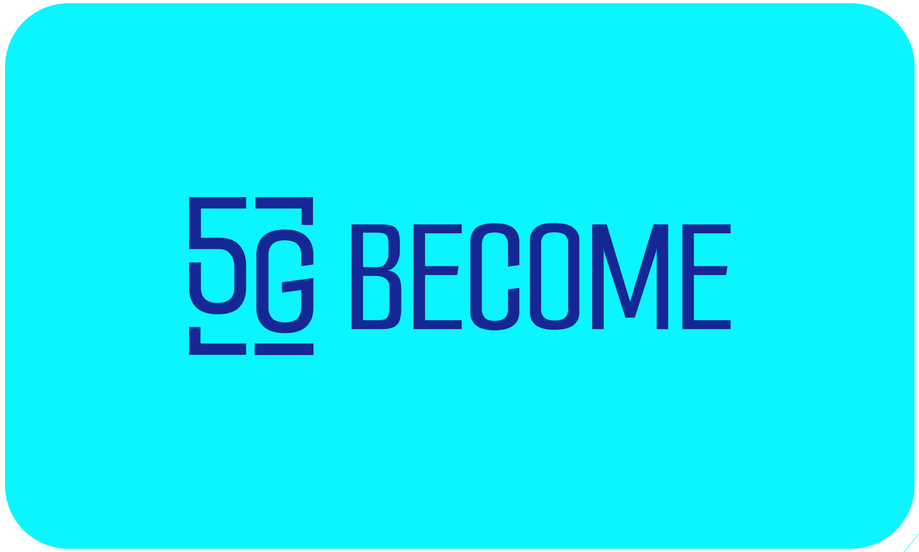
**CF ASTY STD
BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

LOGO ORIENTATION





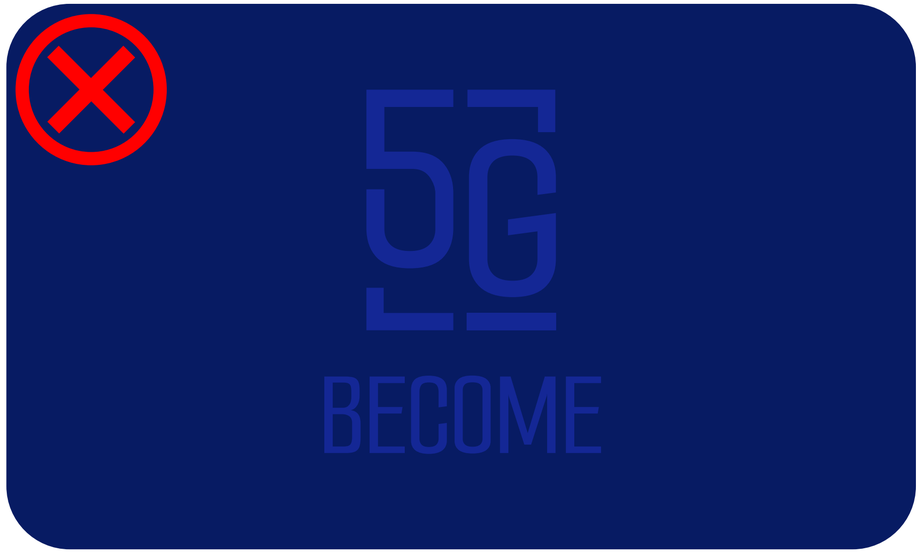


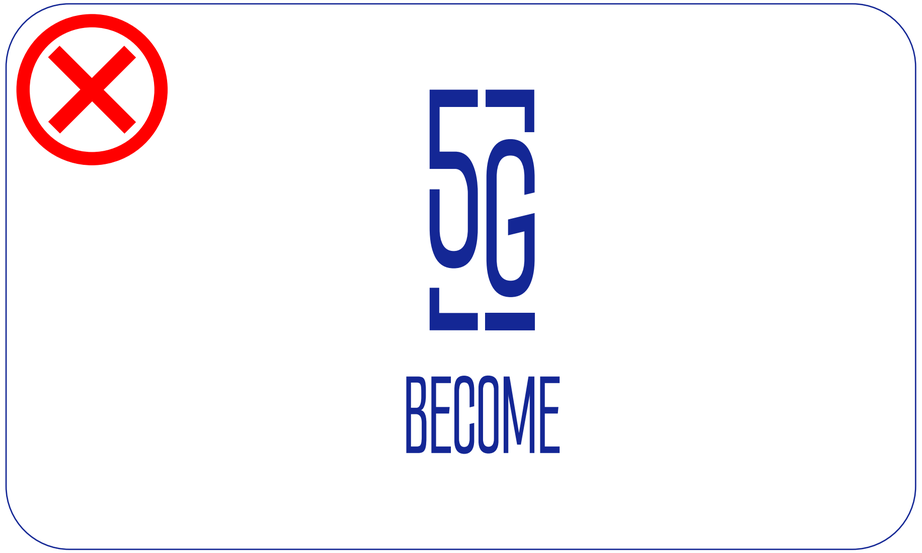
B&W + PHOTO BACKGROUND

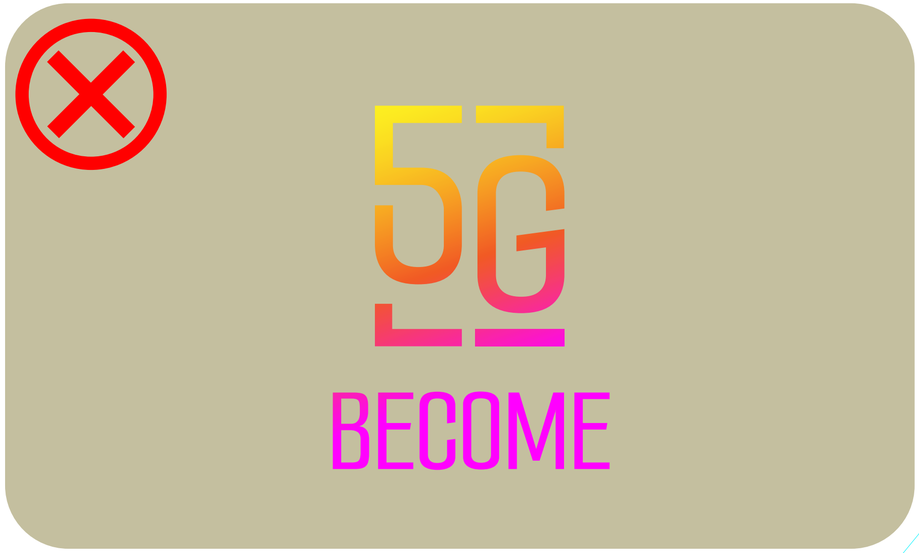
5G BECOME

5G BECOME

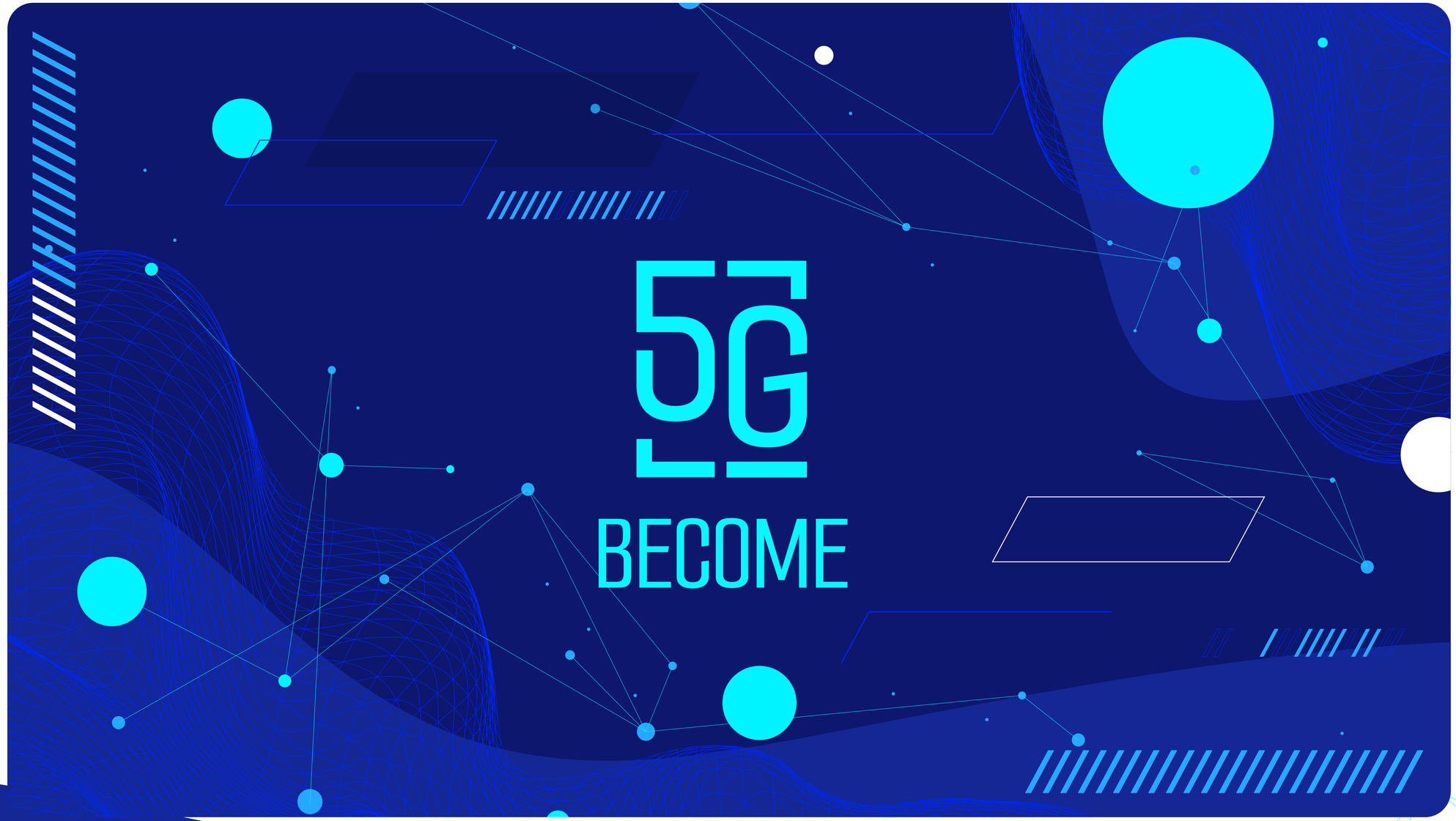
LOGOTYPE MISUSE



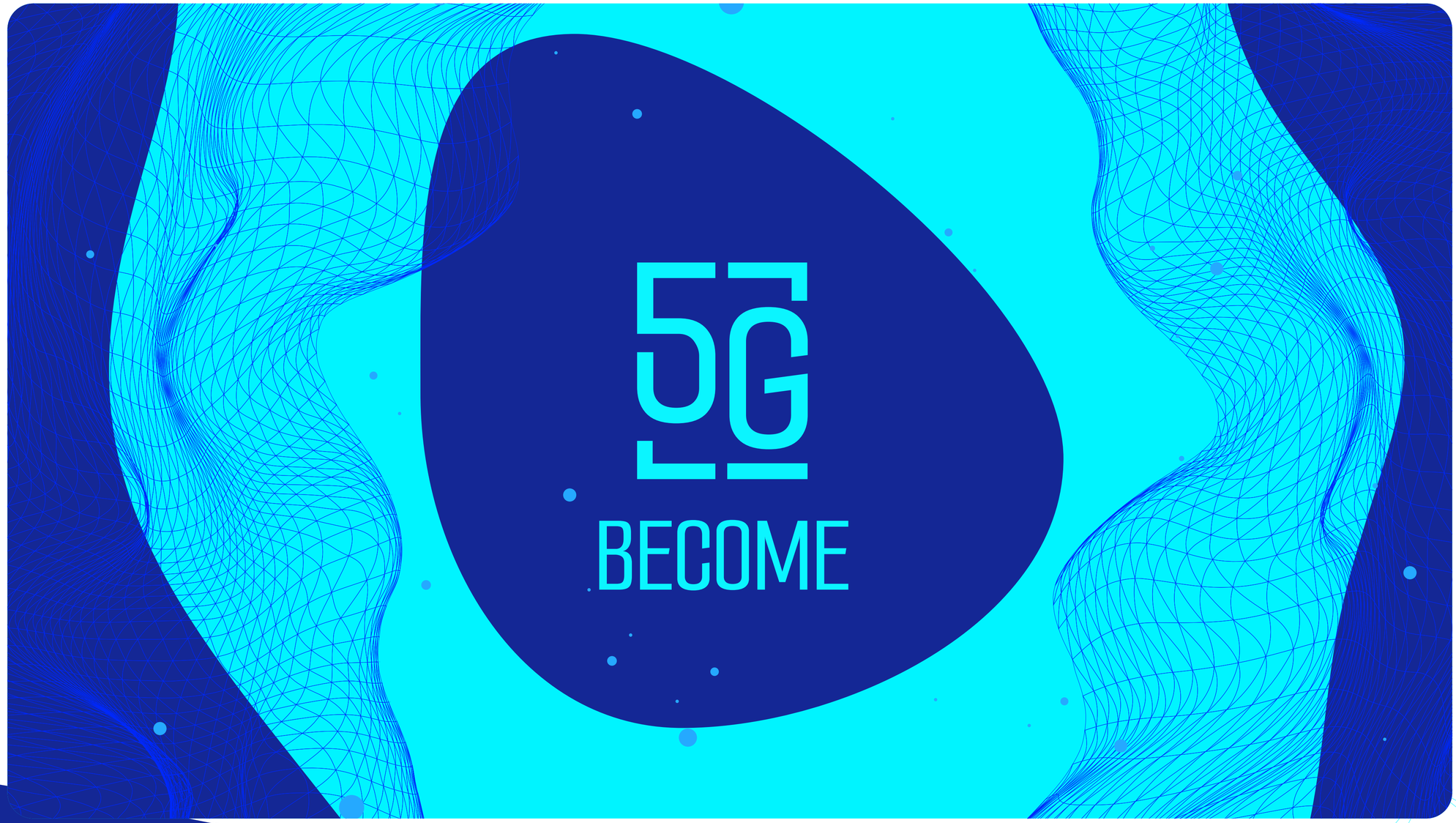




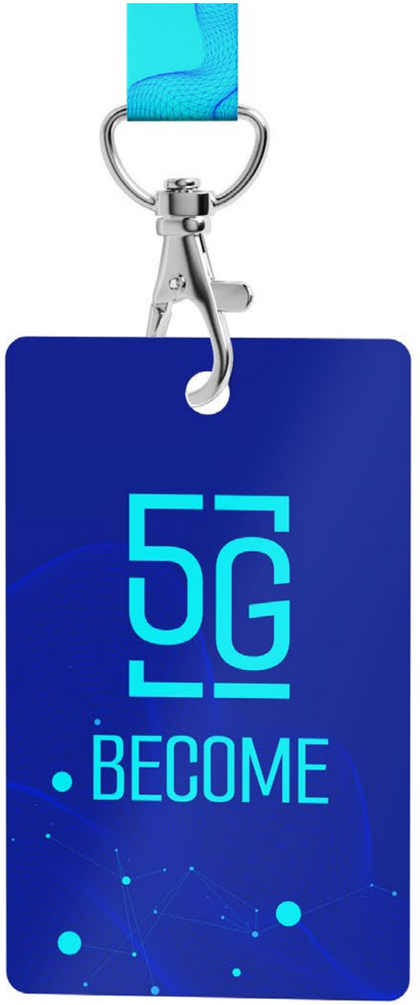
KEY VISUAL - GRAPHICS



KEY VISUAL - GRAPHICS



MOCKUP



MOCKUP