

BRAND MANUAL

# 5G BECOME

RATIONAL

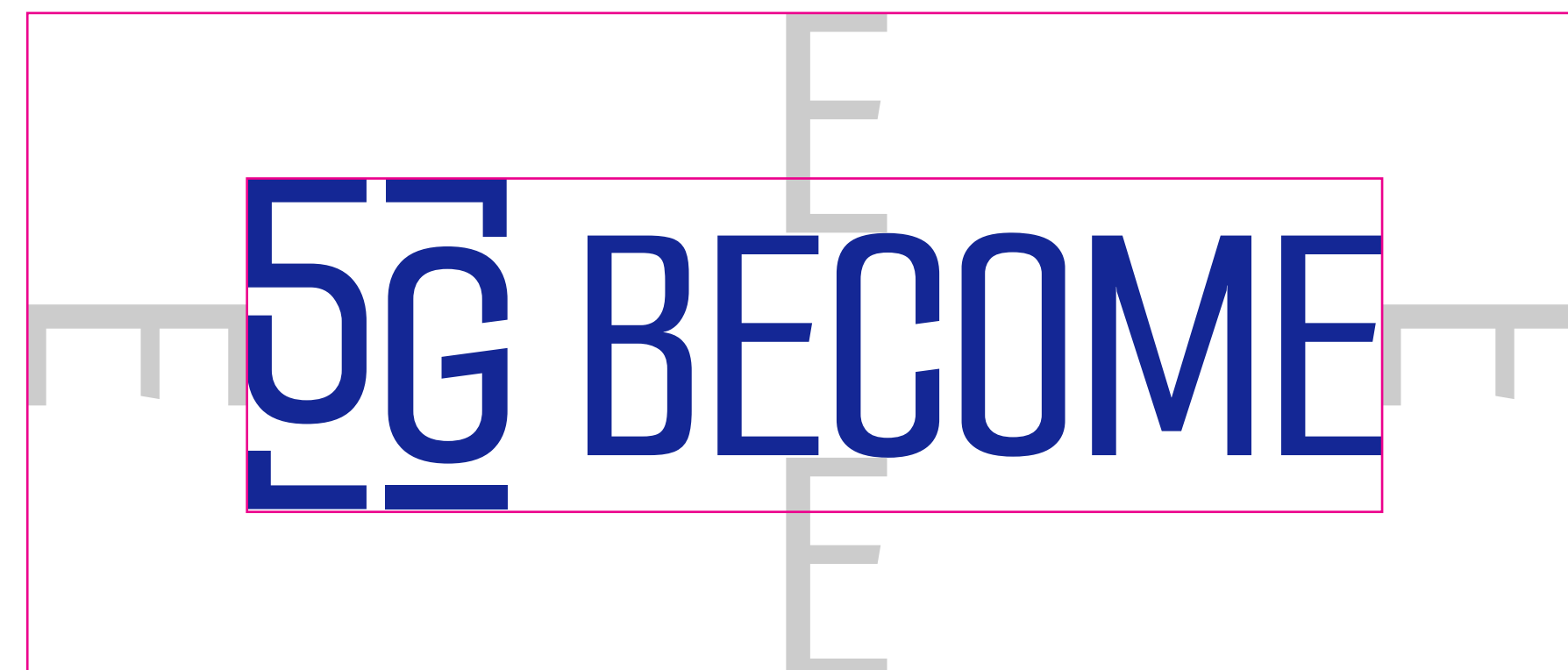
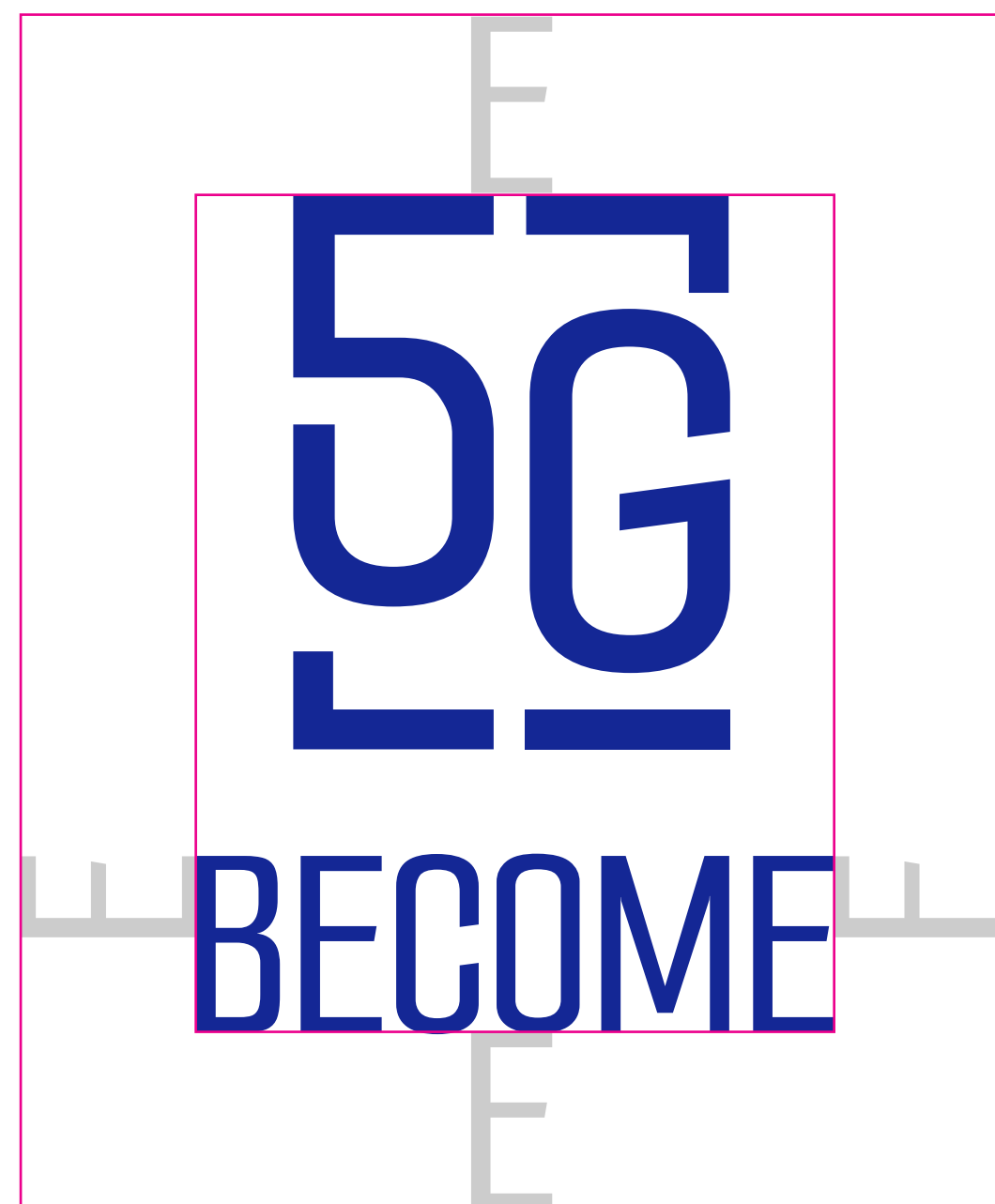
5G  
BECOME

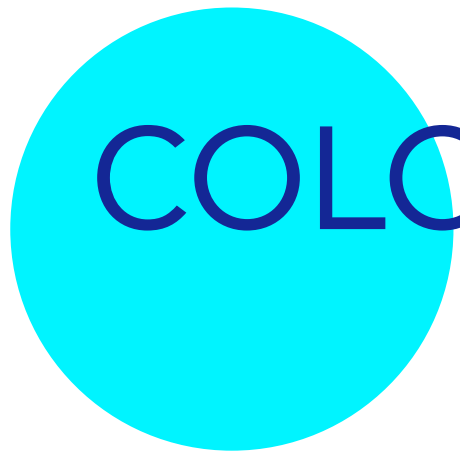
The 5G Become logo is a modern representation of innovation, next-generation connectivity, and transformation—keypoints of the 5G era. The typography of "5G" is framed within a rectangular target-like structure, symbolizing precision, reliability, and the technological framework. The open framing emphasizes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

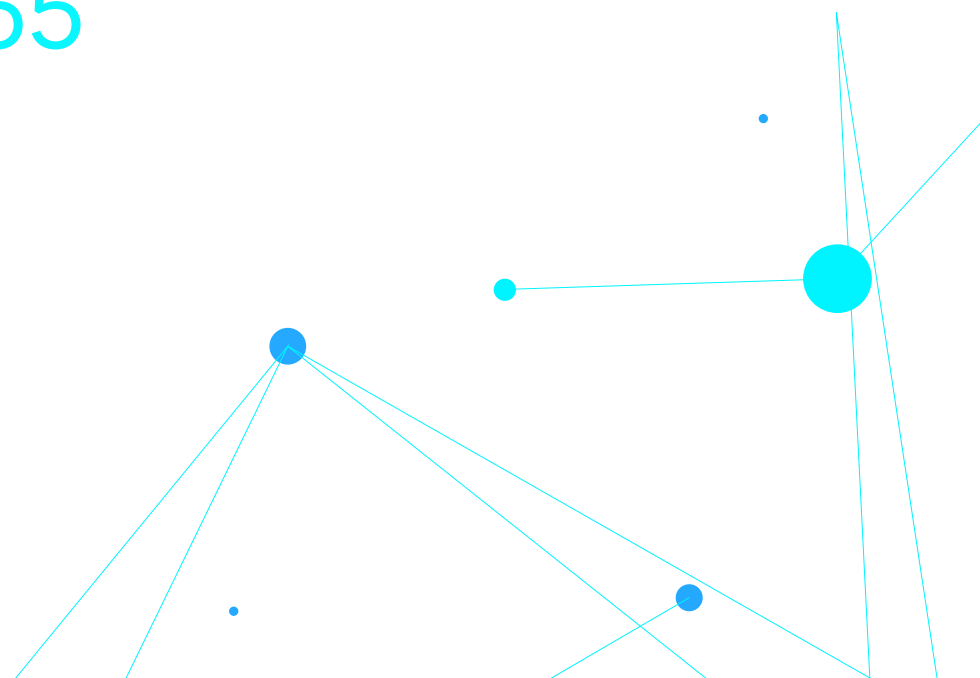
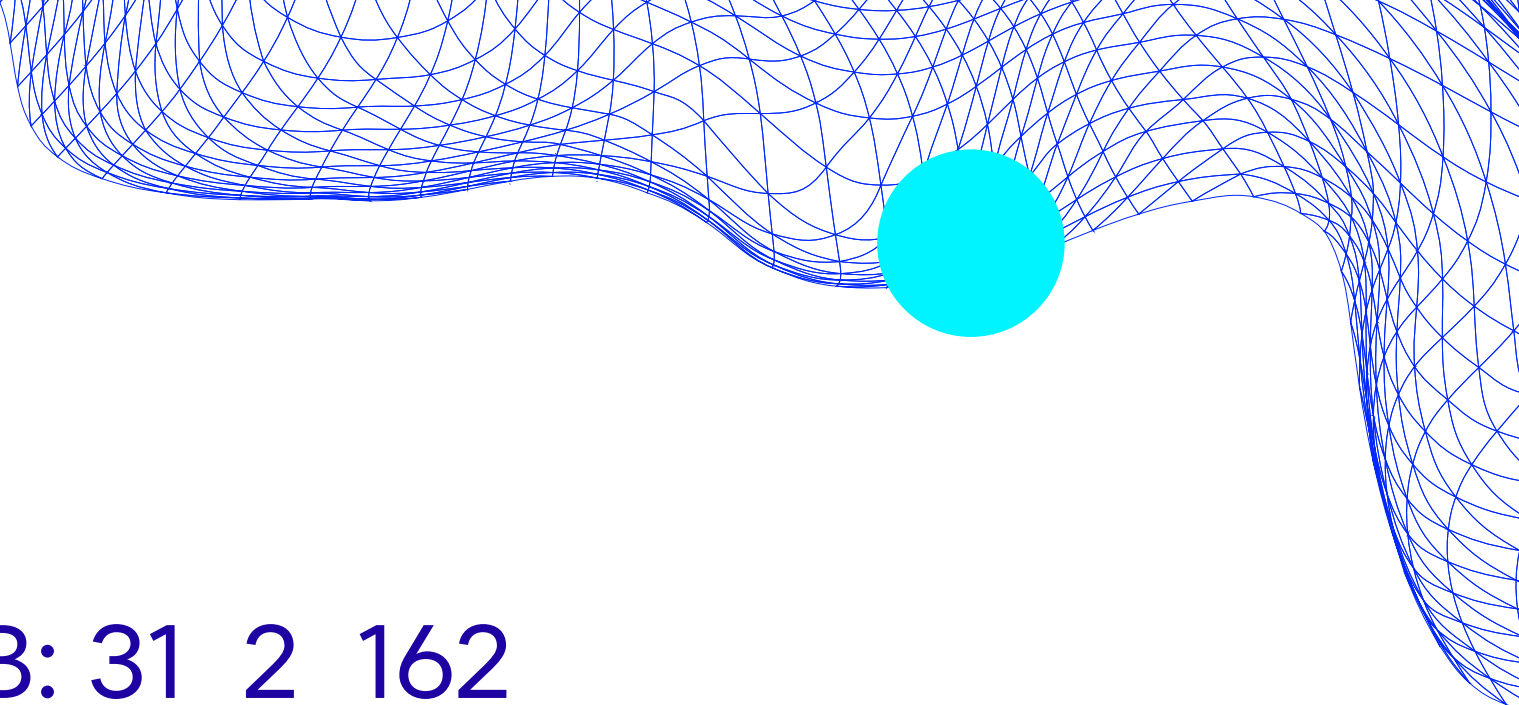
RGB: 0 129 255



#0BF5FF

CMYK: 53% 0% 10% 0%

RGB: 11 245 255





# TYPEFACES



SMOOCH SANS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

SMOOCH SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

SMOOCH SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

SMOOCH SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 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

5G  
BECOME

5G BECOME

5G  
BECOME

5G BECOME

# B&W + PHOTO BACKGROUND

5G  
BECOME

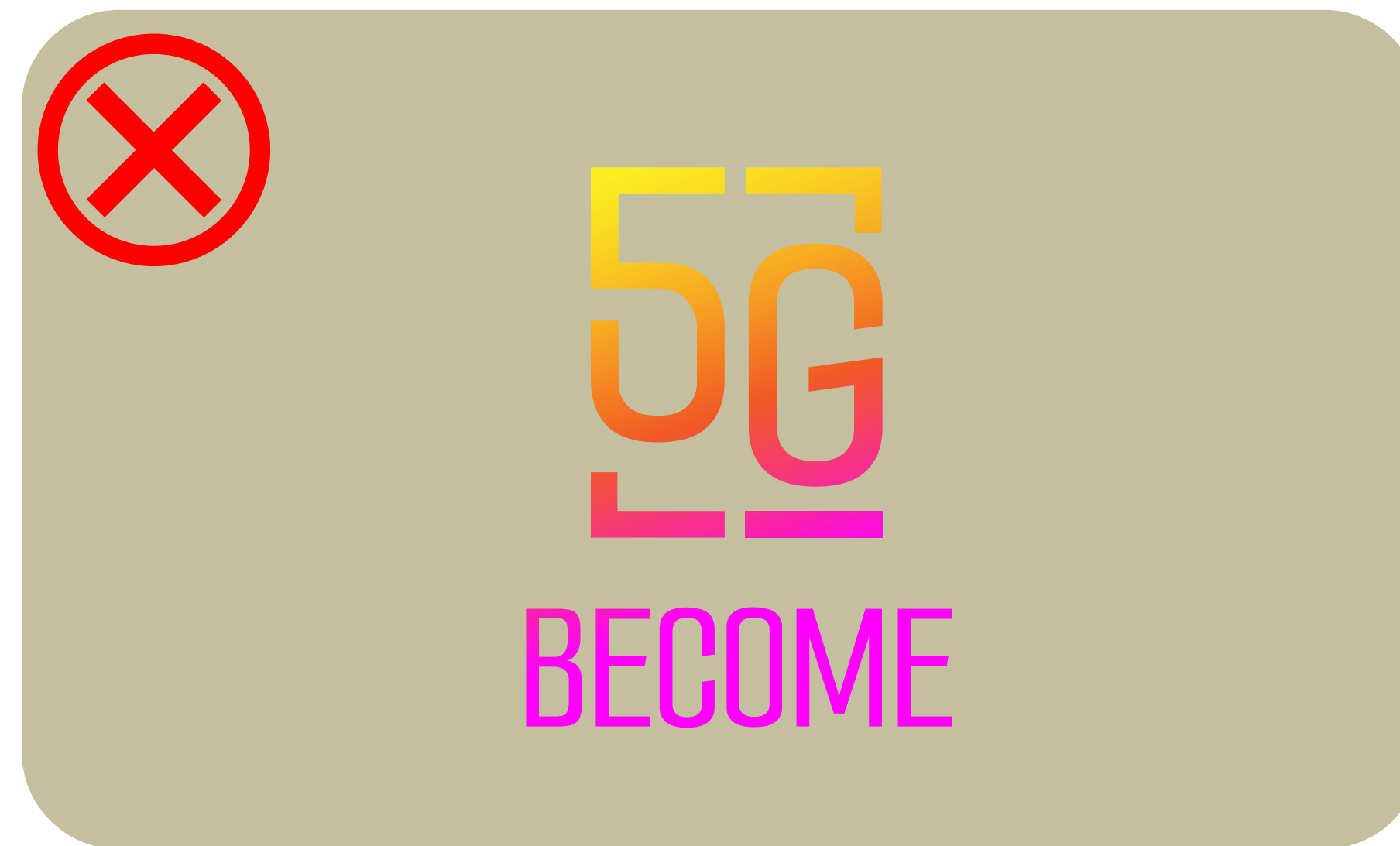
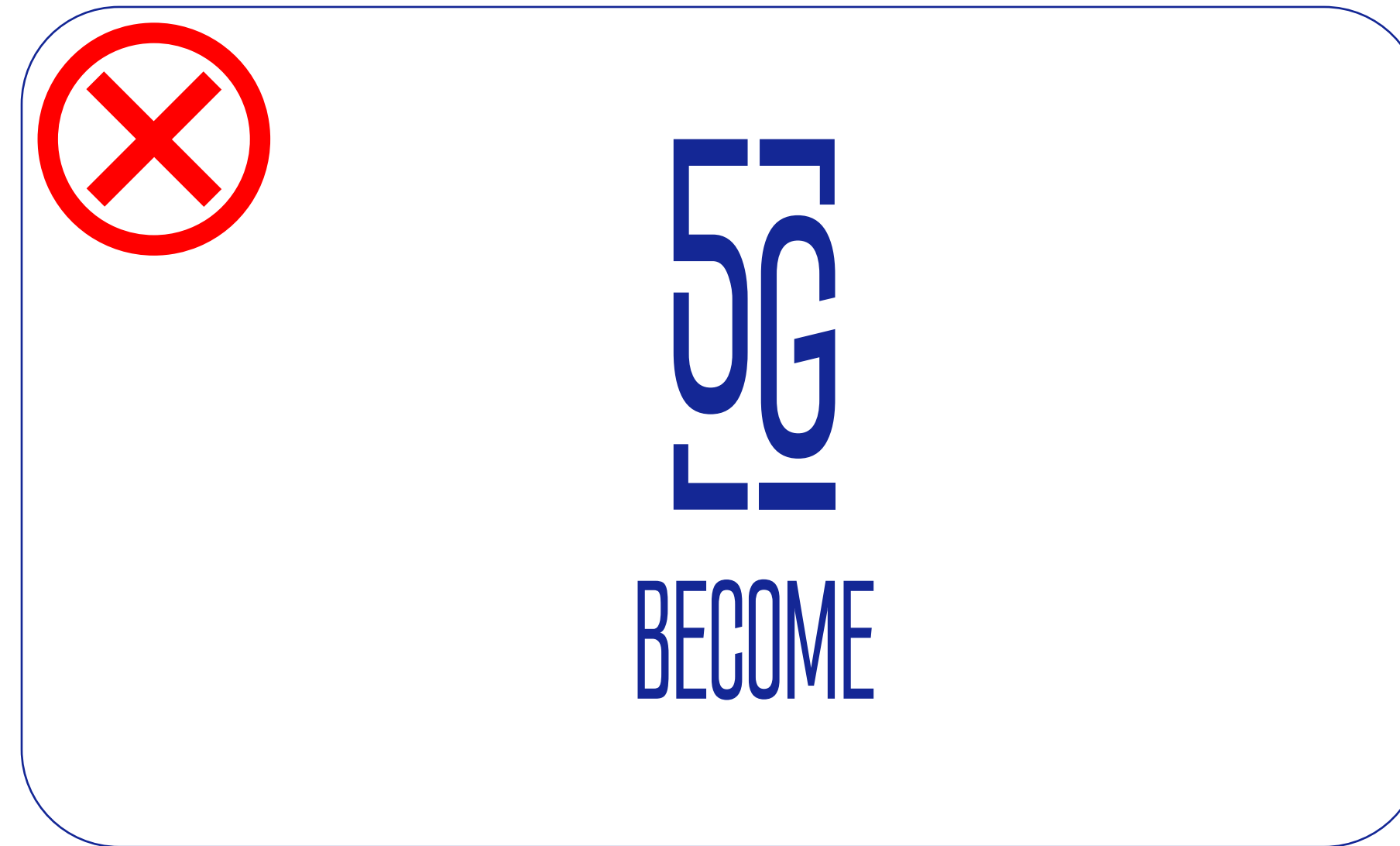
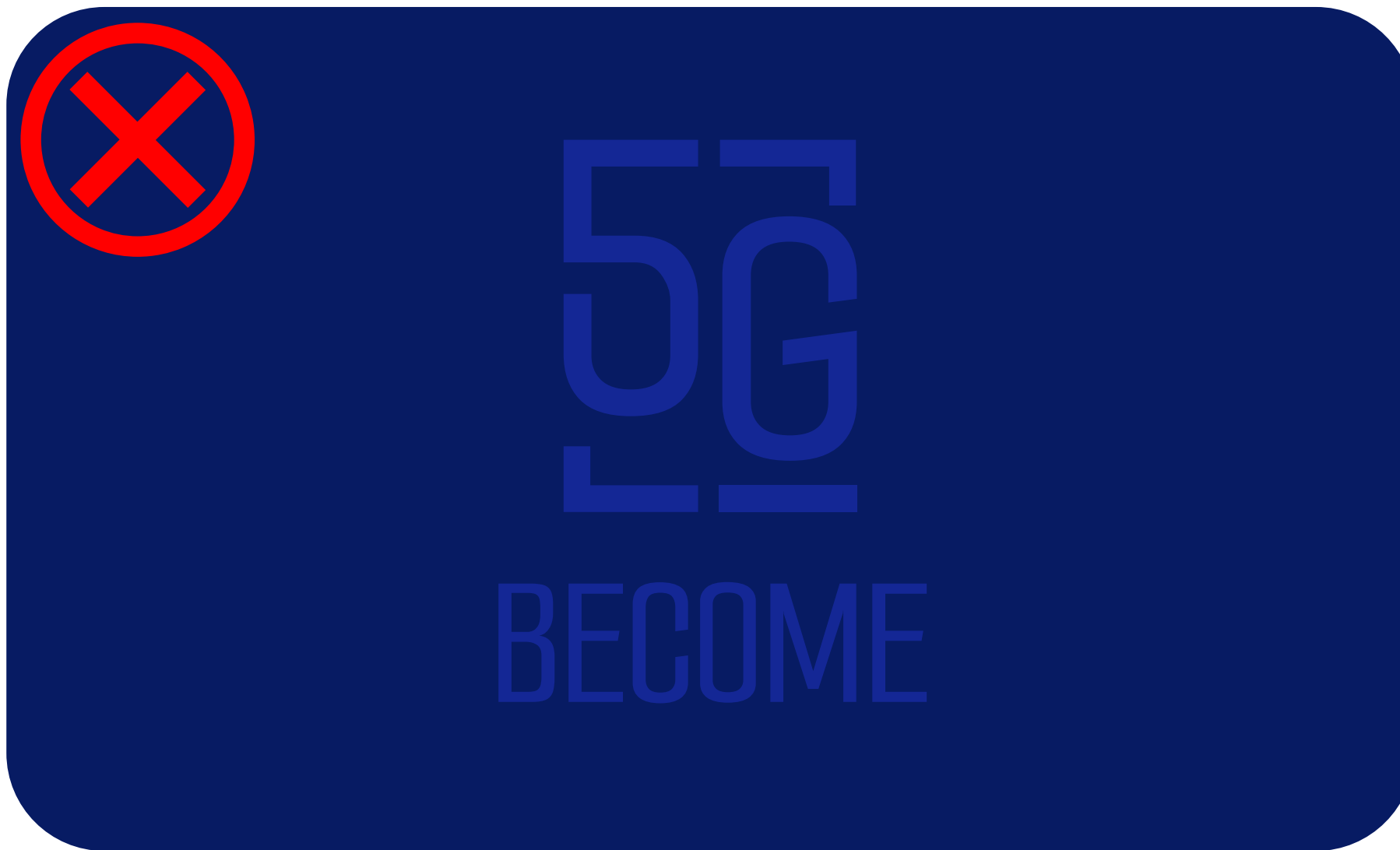
5G  
BECOME

5G  
BECOME

5G  
BECOME



# LOGOTYPE MISUSE



# KEY VISUAL - GRAPHICS

5G  
BECOME

The graphic is a complex, abstract composition on a dark blue background. It features several large, bright cyan circles of varying sizes, some of which are partially obscured by other elements. A network of thin, light blue lines connects various points, creating a sense of connectivity and data flow. There are also several sets of parallel, slanted lines in a lighter blue shade, some of which are grouped together. The overall aesthetic is futuristic and technological, with a focus on geometric shapes and a vibrant color palette of dark blue, cyan, and white.



# KEY VISUAL - GRAPHICS

5G  
BECOME



MOCKUP





MOCKUP

