Why us

We increase sales on the online channel with a unique combination of real time services and methodology.

It’s an integrated platform and service. One platform, one supplier, one management point!
The methodology

We offer simple solutions to complex problems

Our integrated service platform is a complete product and service model that guarantees improved lead to order generation while improving customer retention, to increase your conversions.
MANUAL DE NORMAS GRÁFICAS

ESTE MANUAL DE NORMAS GRÁFICAS DEFINE UM CONJUNTO DE REGRAS E RECOMENDAÇÕES QUE GARANTEM UMA APLICAÇÃO CORRETA DO LOGÓTIPO BYSIDE | THE LEAD ACTIVATION COMPANY.

O LOGÓTIPO E OS ELEMENTOS QUE O CONSTITUEM PERTENCEM A UMA UNIDADE GRÁFICA QUE NÃO DEVE SER ALTERADA OU UTILIZADA EM FORMAS DIFERENTES DAQUELAS QUE SÃO INDICADAS NESTE MANUAL.

O OBJETIVO DESTE DOCUMENTO É PERMITIR A TODOS OS QUE COLABOREM COM A BYSIDE O CUMPRIMENTO DAS REGRAS BÁSICAS DA MARCA, TORNANDO ASSIM O SEU LOGÓTIPO NUMA IMAGEM COERENTE, SÍMBOLO DE SEGURANÇA, QUALIDADE E SUCESSO.
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01 LOGÓTIPO
01.1
LOGÓTIPO
VERSÃO PRINCIPAL

Versão principal do logótipo BySide.

O logótipo é composto pelo arranjo tipográfico personalizado e pelo símbolo gráfico. A relação entre os vários elementos do logótipo foi cuidadosamente estudada de forma a criar um equilíbrio visual e não deve, em circunstância alguma, ser alterada.

A versão principal deve ser utilizada preferencialmente face a qualquer outra versão do logótipo.
01.2

SÍMBOLO
VERSÃO PRINCIPAL

Versão principal do símbolo BySide.
Símbolo da marca BySide na versão principal, em positivo. Construção do símbolo sempre igual, podendo variar o suporte e cor.
LOGÓTIPO
VERSÕES ALTERNATIVAS

Versões alternativas do logótipo BySide para aplicações mais específicas. Regras e sugestões de aplicação destas versões neste manual.
01.4

RESERVA
MARGENS DE SEGURANÇA

Normas relativas às margens de segurança para aplicação do logótipo BySide, em suportes gráficos e digitais, não sendo permitida a colocação de qualquer elementos dentro do espaço de reserva.
01.5

RESERVA
MARGENS
DE SEGURANÇA

Normas relativas às margens de segurança para aplicação do logótipo BySide, em suportes gráficos e digitais, não sendo permitida a colocação de qualquer elementos dentro do espaço de reserva.
01.6 RESERVA MARGENS DE SEGURANÇA

Normas relativas às margens de segurança para aplicação do logótipo BySide, em suportes gráficos e digitais, não sendo permitida a colocação de qualquer elementos dentro do espaço de reserva.
01.7

RESISTÊNCIA DIMENSÕES MÍNIMAS

Normas relativas à redução mínima de cada versão do logótipo, para aplicações em suportes gráficos e digitais.
01.8

LOGÓTIPO
VERSÃO
EM POSITIVO

Versão de aplicação do logótipo BySide em positivo.
Versão de aplicação do logótipo BySide em negativo.
02 UNIVERSO CROMÁTICO
02.1 CORES PRINCIPAIS

O universo cromático da marca é um importante elemento da identidade e deve ser sempre reproduzido de modo a manter a integridade e coerência da marca.

Este universo deve ser reproduzido de forma rigorosa independentemente do suporte e/ou sistema de impressão utilizado.

Cores principais da identidade BySide para utilizações em peças e elementos chave da comunicação da marca.
02.2

CORES COMPLEMENTARES

Cores complementares da identidade BySide para utilização complementar com as cores principais, permitindo maior flexibilidade e riqueza gráfica nas aplicações de comunicação da marca.
02.3

CORES COMPLEMENTARES

Cores complementares da identidade BySide para utilização complementar com as cores principais, permitindo maior flexibilidade e riqueza gráfica nas aplicações de comunicação da marca.
02.4

Cores Neutras

Cores neutras da identidade BySide para uma utilização em elementos gráficos e tipográficos de apoio, nas peças de comunicação da marca.
03 TIPOGRAFÍA
03.1 TIPOGRAFIA INSTITUCIONAL

A tipografia que representa a marca é outro importante elemento da identidade e deve ser sempre reproduzido de modo a manter a integridade e coerência da marca.

Exemplos da aplicação da tipografia neste manual para garantia de uma aplicação de textos de forma consistente e em harmonia com as normas criadas para a marca BySide.

A tipografia principal é, por definição, o tipo de letra selecionado para uma utilização em exclusivo, em todas as peças de comunicação da marca, não devendo ser substituído por nenhum outro em caso algum.

TIPOGRAFIA INSTITUCIONAL
ROBOTO

ROBOTO 48PT
ROBOTO 36PT
ROBOTO 30PT
ROBOTO 24PT
ROBOTO 18PT
ROBOTO 14PT
ROBOTO 12PT

Utilização em títulos/headlines, em documentos gráficos e digitais:
Tracking = 50pt

THIN

abcdefghijklmnopqrstuvwxyz
1234567890$&;

Umqui ad eossunt eumquae vealestentur, qui cum ium aut et eorio volorem liquas aipid modign atass voles explatem ips maximiniam elitas ad mi, sequ noneseus am quam

LIGHT

abcdefghijklmnopqrstuvwxyz
1234567890$&;

Umqui ad eossunt eumquae vealestentur, qui cum ium aut et eorio volorem liquas aipid modign atass voles explatem ips maximiniam elitas ad mi, sequ noneseus am quam

REGULAR

abcdefghijklmnopqrstuvwxyz
1234567890$&;

Umqui ad eossunt eumquae vealestentur, qui cum ium aut et eorio volorem liquas aipid modign atass voles explatem ips maximiniam elitas ad mi, sequ noneseus am quam

BOLD

abcdefghijklmnopqrstuvwxyz
1234567890$&;

Umqui ad eossunt eumquae vealestentur, qui cum ium aut et eorio volorem liquas aipid modign atass voles explatem ips maximiniam elitas ad mi, sequ noneseus am quam
TIPOGRAFIA DE APOIO

A tipografia de apoio deverá ser apenas utilizada em casos pontuais como pequenos títulos e headlines, como suporte na comunicação da marca.

Não deve substituir o tipo de letra principal e não deve ser utilizada em texto extenso.
The methodology

We offer simple solutions to complex problems

Our integrated service platform is a complete product and service model that guarantees improved lead to order generation while improving customer retention, to increase your conversions.
3.4

**The What**

1. BySide provides a best-in-class integrated online marketing experience combined with market knowledge to help manage real-time experiences and messages that are consistent, relevant and uniquely tailored to the customer’s context, needs, preferences and behaviours.

More than a platform, BySide offers a complete product and service model that guarantees improved lead to order generation while increasing customer retention.
04 UTILIZAÇÕES
04.1

UTILIZAÇÕES PERMITIDAS

Exemplos de utilizações em fundos cromáticos.
04.2

UTILIZAÇÕES
PERMITIDAS

Exemplos de utilizações em fundos fotográficos.
04.3 UTILIZAÇÕES NÃO PERMITIDAS

Exemplo de utilizações não permitidas.

Não são permitidas quaisquer alterações, de todo ou parte, de qualquer das versões do logotipo apresentadas neste manual, devendo sempre ser respeitados os seus elementos a sua relação (construção, aplicação, tipografias, reserva, resistência e cores).

NÃO PERMITIDO

1. Alteração de cores na composição
2. Alteração da forma de elementos
3. Alteração da construção de elementos
4. Alteração da proporção de elementos
05 APLICAÇÕES
we increase sales on the on-line channel

we increase conversions on your on-line channels with our integrated service platform and methodology that improves customer experience, in real time.

byside.com
05.2 APRESENTAÇÃO

Who we are

BySide is a project developed by MadeToWork, a company located in Porto, Portugal.

MadeToWork was born of the will of a pioneer team, with more than 10 years experience on Internet and Telecommunications areas, to innovate and keep technology simple while connecting online and offline worlds.

BySide was included in 2013 and 2015, in the Deloitte Technology Fast 500 ranking, among the 100 fastest growing technology in the last five years in the Europe, Middle East and Africa (EMEA).

In 2014 BySide was considered a "ECommerce Cool Vendor" by Gartner.

PORTO · MADRID · LONDON
www.byside.com
On View

For Art Basel, Miami's Swankiest Gallery Becomes a Gallery Yet Again

No one regrets, dislikes or avoids pleasure itself, because it is in pleasure that pleasure is good. But it is not all the

pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. But it is not all the pleasure that is good, or all the good that is pleasure. 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WE OFFER SIMPLE SOLUTIONS TO COMPLEX PROBLEMS

The methodology

Our integrated service platform is a complete product and service model that guarantees improved lead to order generation while improving customer retention, to increase your conversions.

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05.5

T-SHIRT