



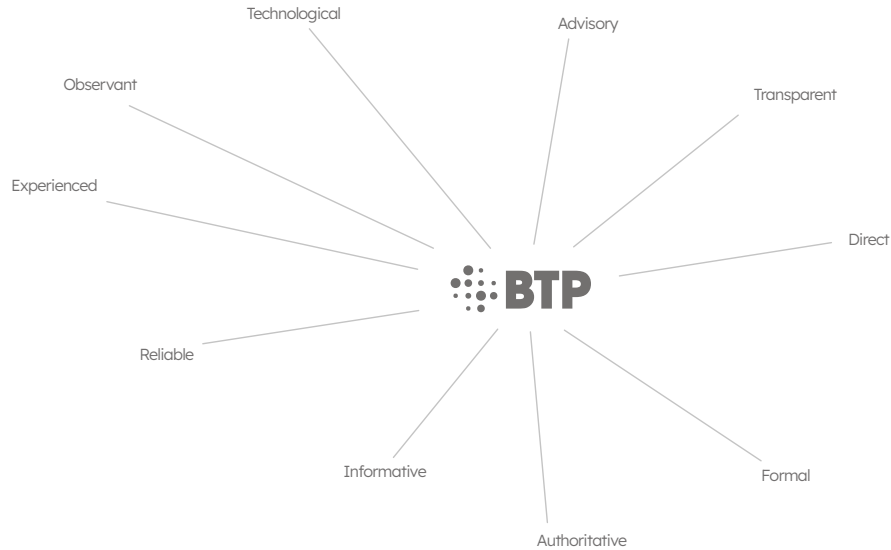
- 1A Design focus
- 1B Identity theme
- 1C Logo system
- 1D Social & icons
- 2A Typography
- 3A Colors

- 3B Colors and contrasts
- 4A Photography
- 5A Light trail backdrop
- 5B Light trail images
- 5A Do's and don'ts
- 6A Reference mockups



1A

# Design focus



# Identity theme

## Organized diversity

Despite their differences in size and asymmetric dispositions, the circles stay well-aligned and coexist in a harmonious manner. BTP maintains order and quality standards to allow the coexistence of diversity and fair competition. The circles could also represent coverage areas or data sets.

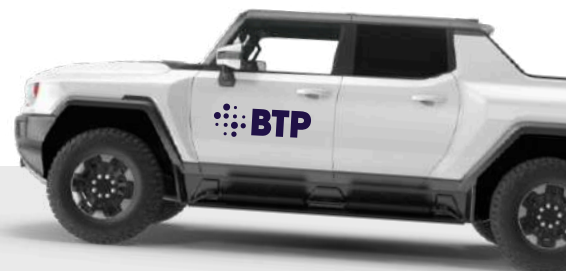


Organized



Diversity







1C

# Logo system



Combination mark



Detailed mark



Verical mark



Stamp



1D

# Social & icons



Social medias



Icon



App icon



2A

# Typography

## Lexend

Created with cognitive factors in mind, Lexend is one of the most legible typefaces in existence. It was initially designed to reduce visual stress and improve reading performance, particularly for individuals with dyslexia and other reading disabilities.

Lexend is a contemporary sans-serif geometric typeface designed to facilitate reading. More information: [www.lexend.com](http://www.lexend.com)

Thin  
Extra light  
Light  
Regular  
Medium  
Semi bold

**Bold**  
**Extra Bold**  
**Black**

Lexend is also available as a variable font.

ABCDEFGHIJ  
JKLMNOPQR  
STUVWXYZ.

abcdefghijklmn  
opqrstuvwxyz  
0123456789

3A

# Colors

## Palette



## Main colors



Pantone: 2695C  
RGB: 20, 14, 70  
CMYK: 89, 100, 0, 58  
Hex: #200E46



Pantone: 267C  
RGB: 153, 151, 150  
CMYK: 81, 99, 0, 0  
Hex: #6022A6

## Accent colors



Pantone: 219C  
RGB: 193, 24, 141  
CMYK: 23, 100, 0, 0  
Hex: #C1188D

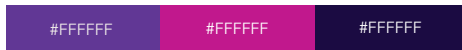


3B

# Colors and contrasts



Original palette line



Pass WCAG AA grade for contrast ratio with normal text.

Link contrast on white background:  
[link: #8A45D9](#)  
body text: #200E46  
background: #FFFFFF

Link contrast on dark background:  
[link: #A26BE1](#)  
body text: #FFFFFF  
background: #200E46



4A

# Photography



Prioritize faces and people to bring a human aspect to BTP. Use images of people in action or smiling directly at the camera; avoid stock photos that look unnatural. Black and white photography is welcome, but avoid highly saturated color images. Photos with a shallow depth of field are preferred.



5A

## Light trail backdrop

The light trail backdrop can enhance the technological feel of BTP. Always use it on dark backgrounds. Light trails should be used sparingly and reserved for digital displays or high-quality color prints on glossy paper.



















5B

# Light trails images

Abstract light trail images can also be used as content in the absence of good quality photography. The light trail should evoke a stream and remain minimalist.

8A

# Do's and don'ts

	 <b>No!</b> Do not stretch any logo.		 <b>Nope</b> Do not stretch any logo.		 <b>Perfect!</b>
	 <b>No!</b> Contrast ratio must pass WCAG AA grade. Use white logo on dark backgrounds.		 <b>Acceptable</b> In special campaigns only, the logo can adopt new colors. Privilege campaign color or white color codes by default.		 <b>Awesome!</b>
	 <b>Nope</b> The official color on white background is the dominant color: dark purple, or any shade of grey.		 <b>Nope</b> In special campaigns only, contrast ratio must pass WCAG AA grade.		 <b>Acceptable</b> In special campaigns only, the logo can adopt the campaign's colors.



# Telecom and post regulatory authority

BTP observes and regulates Sint Maarten's post and telecom industries.

[Telecom](#)[Post](#)

News: October 21, 2023

## BTP host MPC students for progress meeting on Cyber Security

"The time is now to facilitate our students".

[Read](#)



Server  
Room

 **BTP**  
AUTHORIZED PERSONNEL ONLY

 **BTP**

Meeting Room  
→



# We're hiring



Bureau Telecommunications and  
Post Sint Maarten is looking for:

**In-house legal counsel**



## Amateur radio training

By dr. ing. B.A. Wiltvliet - University of Twente

**July 12<sup>th</sup> 2023,  
1pm to 4.30pm**  
at the fire department



**Register today!**

Gain insight into the Amateur Radio service, its origins, its diversity, and the benefits it could have for the economy and for emergency communications.

**FREE of charge,  
registration required:**  
jacqueline.cartty@btp.sx  
+1 (721) 542-4699





# Happy world telecom day

**May 17<sup>th</sup> 2022**

World Telecommunication & Information  
Society Day: digital technologies for older  
persons and healthy ageing.

#HealthyAgeing  
#WTISD  
[www.itu.int/wtisd](http://www.itu.int/wtisd)

