BRAND STYLE GUIDE
BRAND STYLE
GUIDE

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INTRODUCTION

This brand style guide contains everything you need to create a thoroughly recognizable Dash document. It also offers our valued partners the necessary information to clearly and successfully market their brand in conjunction with ours.

These guidelines are meant to help us express Dash’s core identity and values. Through the correct and consistent use of our visual system, you help to keep our Dash identity, style and brand strong and immediately recognizable.

The design of each one of your presentations, collateral and digital assets, is important. Every touchpoint bearing the Dash name and logo that people encounter influences and helps to create the overall perception of Dash.

By remaining consistent to our overall brand identity, we help to demonstrate to others we are all committed together, albeit perhaps in our own ways, to a unique, but unified core platform and vision.

Remember that these are only style guidelines and are provided to help you create beautiful documents. It’s up to you and any collaborators to communicate the Dash brand in a focused, dynamic and positive way.

If you have a question about something you’ve produced and want us to take a look, please contact the communications and marketing department.

That’s what we’re here for.
OUR IDENTITY
01.

OUR LOGO

LOGOTYPE + COLOR PALETTE

The full logotype is formed by the wordmark with the dashmark inside the letter D.

Dash logo typeface
Handel Gothic Heavy Italic (modified)

The logo should always be displayed with the established colors, guaranteeing the best visual contrast with the background.

In plain text, Dash is written in sentence case where only the D is capitalized.

DASH BLUE
HEX: #008de4
RGB: 0, 141, 228
CMYK: 76, 38, 0, 0
PANTONE: 2925c

WHITE
HEX: #ffffff
RGB: 255, 255, 255
CMYK: -
PANTONE: -
01.

LOGO REVERSAL

LOGOTYPE + COLOR PALETTE

Use the brand standard blue version of the logo wherever possible but it also can be displayed in white on the Dash blue background.

DASH BLUE
HEX: #008de4
RGB: 0, 141, 228
CMYK: 76, 38, 0, 0
PANTONE: 2925c

WHITE
HEX: #ffffff
RGB: 255, 255, 255
CMYK: -
PANTONE: -
01.

CLEAR SPACE

A designated clear space consistently surrounds the logo.

No text, graphic elements, symbols, logos, etc. should be placed in this protected area.

When the brand includes its descriptor “Digital Cash”, its clear space must be applied as shown in Section 04.

X = length of Dashmark
Choosing an appropriate size range for the logotype allows a correct interpretation of the Dash identity.

The size of the logo should be adapted in order to keep the highest possible quality.

Any size below the minimum should not be used.
01. WHAT TO AVOID

Please:
1. Do not use alternate colors.
2. Do not use alternate typefaces.
3. Do not deform proportions.
4. Do not alter perspective.
5. Do not tilt.
6. Do not use Handel Gothic typeface for any other text.
FULL COLOR PALETTE

DASH BLUE
HEX: #008de4
RGB: 0, 141, 228
CMYK: 76, 38, 0, 0
PANTONE: 2925c

WHITE
HEX: #ffffff
RGB: 255, 255, 255
CMYK: -
PANTONE: -

DEEP BLUE
HEX: #012060
RGB: 1, 41, 93
CMYK: 100, 93, 31, 29
PANTONE: 534c

GRAY
HEX: #787878
RGB: 120, 120, 120
CMYK: 54, 46, 45, 11
PANTONE: Cool Gray 9 C

MIDNIGHT BLUE
HEX: #0b0f3b
RGB: 1, 41, 93
CMYK: 100, 93, 31, 29
PANTONE: 534c

BLACK
HEX: #111921
RGB: 17, 25, 33
CMYK: 82, 71, 59, 75
PANTONE: Black 6 C
In case it is necessary to reproduce the logo on color backgrounds, use the Dash blue version wherever possible.
The black-and-white version is used in black-and-white productions (fax, etc.) where the color version is unsuitable.

It can also be used in very exceptional cases for special applications such as embroidery or engraving.
## 02. GRAYSCALE BACKGROUND

Use the Dash logo on backgrounds that guarantee optimal visual contrast and readability.

Use either the blue or white version depending on the shade and saturation of the background.

**A.** For black values up to 30% use the Dash blue version of the logo.

**B.** From 30% to 84% black use the white version.

**C.** For black values over 84% use the blue version.
Montserrat

We promptly judged antique ivory buckles for the next prize.

<table>
<thead>
<tr>
<th>Montserrat Typefaces</th>
<th>Roboto Condensed Typefaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Light Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Regular Italic</td>
</tr>
<tr>
<td>Medium</td>
<td>Medium Italic</td>
</tr>
<tr>
<td>SemiBold</td>
<td>SemiBold Italic</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Black</td>
<td>Black Italic</td>
</tr>
</tbody>
</table>

To install:
https://fonts.google.com/specimen/Montserrat
https://github.com/JulietaUla/Montserrat

We promptly judged antique ivory buckles for the next prize.

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<tr>
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<td>Regular Italic</td>
</tr>
<tr>
<td>Bold Italic</td>
</tr>
</tbody>
</table>

To install:
https://fonts.google.com/specimen/Roboto+Condensed
https://github.com/google/roboto/
DESCRIPTORS & CO-BRANDING
For specific applications, the logotype will be applied with its tagline: Digital Cash.

The tagline must always be below the Dash wordmark.

Digital Cash
Montserrat Semibold
04.

GRAPHIC CONSTRUCTION

Dash logo typeface
Handel Gothic Heavy Italic (modified)

Digital Cash
Montserrat Semibold

IMPORTANT
Handel Gothic typeface is reserved for the Dash logo only.

Do not use Handel Gothic in any other brand communication.
04.

CLEAR SPACE

A designated clear space consistently surrounds the logo. No text, graphic elements, symbols, logos, etc. should be placed in this protected area.

When the brand includes its tagline, its clear space must be applied as shown here.

X = length of Dashmark
05.

SUB-BRANDING

Take care to be consistent with spacing and proportions when integrating projects with the Dash identity.

Sub-brand text: Montserrat SemiBold Italic

B = Height of Dashmark

Use B for lowercase letter height in sub-brand (baseline to median).

Use B for distance from bottom of Dash logo and the top of standard lowercase letter.

Angle of “h” in Dash sets position of top of last letter in sub-brand text.

Sub-brand text in Montserrat SemiBold Italic
Partner and platform projects should use the Dash logo with “Powered” as shown.

**Powered text**
Montserrat SemiBold Italic

\[ B = \text{Height of dashmark} \]

Use \( B \) for sub-brand lowercase letter height (baseline to median).

Use \( B \) for distance from bottom of Dash logo and the top of standard lowercase letter.

Use the angle of “h” in Dash to set position of top of “d” in “powered”.

Powered text in Montserrat SemiBold Italic
Partner and platform projects should use the Dash logo with “Powered” as shown.

Take care to be consistent with spacing and proportions when integrating projects with the Dash identity.

Use this side by side version with the gray vertical connecting line.

\[ Z = \text{Width of D in Dash} \]
Partner and platform projects should use the Dash logo with “Powered” as shown.

Take care to be consistent with spacing and proportions when integrating projects with the Dash identity.

This stacked version is also permitted if you can’t use the side-by-side version on the previous page.

A = Height of D in Dash
LOOK & FEEL
07.
BACKGROUND COLORS

The primary background color palette is derived from the brand color palette.

Depending on the background color of the communication, use the appropriate Dash color logo shown here.
08.

BACKGROUND PHOTOGRAPHY

Logo + Photography

Place the logo directly on the background photograph.

Avoid placing the logo on high contrast areas that could interfere with readability.

Avoid placing the logo in the direct center of the page.

Avoid complex montages.

Use simple, strong, personal, confident imagery.
08.

SUB-BRANDING

Place the logo directly on the background.

Avoid placing the logo on high contrast areas that could interfere with readability.

Avoid complex montages.

Use simple, strong, personal, confident imagery.
Web banners use the same principles for typography and backgrounds and photography.

Use simple, strong, personal, confident imagery.
DESIGN & EXPRESSION

Shown here are some design ideas for brand expression, color use and lay-out.
09.

DESIGN & EXPRESSION

These button examples are presented for the digital environment.

Use the established colors with the most relevant information in Dash Blue.

Use a slightly rounded rectangle.
More sophisticated backgrounds can be constructed using the dashmark. The color palette is derived from the brand colors.

Keep pages simple and clean, not crowded. Let elements breathe on the page.
Showcase the logotype. The look and feel should be simple and clean.

Take care in selecting uncomplicated, strong, confident imagery.
ICONOGRAPHY
The full Dash logo should be used by default to reinforce the brand name and help to build awareness.

While not to be used as a replacement for the logo, the distinctive Dash D can be used where appropriate to represent the brand along side other icons.

The Dash D icon can also be used with care as a brand design element.

If they are present on the same page, separate the logo and the icon so they act as counterpoints and not as a complete symbol.

Use the same color rules as the logo.
11. COIN

[Dash coin images]
11. DASH ICON STYLE

When creating icons, please use a simple linear style, as shown.

Icon typeface
Montserrat Light or Montserrat SemiBold Italic
When creating icons, please use a simple linear style, without enclosures, as the style shown.
12. STATIONERY

Business Cards

**First Name Last Name**
Title

name@dash.org
(0) +1-234-567-8900
1475 North Scottsdale Road, Suite 200
Scottsdale, Arizona 85257-3538 - USA
www.dash.org

**Name:** Montserrat SemiBold 10 pt.
Dash Blue

**Title:** Montserrat Regular 8 pt.
Dash Blue

**Info:** Montserrat Regular 8 pt.
Gray

90mm x 55 mm

Card back example
Dear Ms. Florentino,


Te his libris democritum definiebas. Integre inermis eventurum cum ei, ea aequa feugiat accusam cum. Mei eu dolor principes, alia dicta incorrupte usu in. Mei meliore intellegat inciderint ne, ad purto copiosae tincidunt vix, his cu scribentur comprehensam.

Duo dicam quodsi lucilius te, ut nulla fabulas deserunt has. Duo ea quot salutatus vituperata, has mutat periculis ne. Everi virtute perpetua duo et, legitimus torquatos at eos. Sea et dolor audire, vim ne ubiue aliquip, mea in alli aliquid dolorem. Reque tamquam patroque et quo.

Te est eius liber. Et stot mucius has, lorem quando aliquid mel cu. Ne nam case discere ceteros. Vitae nostro gloriatur eum et, no sea quaeque volumus.

[Signature]

1475 North Scottsdale Road, Suite 200
Scottsdale, Arizona 85257-3538 - USA
info@dash.org - www.dash.org
12.

STATIONERY

Folder
MERCHANDISE & MARKETING
13.

T-SHIRTS
14.

ADDITIONAL EXAMPLES
14.

ADDITIONAL EXAMPLES
ENJOY!