



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.

The logo consists of a stylized blue 'D' with a horizontal bar extending to the left, followed by the word 'ash' in a bold, italicized, sans-serif font, all in blue.

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



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



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

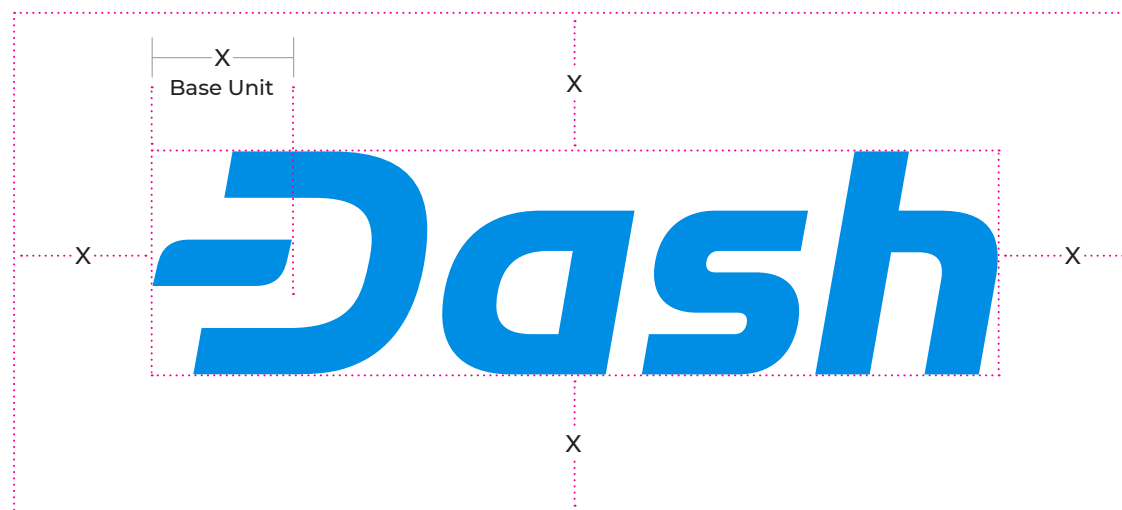
01.

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

01.

CLARITY & MINIMUM SIZE

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.

Minimum recommended size



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.

The correct Dash logo is displayed in blue. It features a stylized 'D' icon followed by the word 'ash' in a bold, italicized sans-serif typeface.

1.

The logo is shown in green, which is an alternate color. A red diagonal line is drawn over the logo to indicate it is incorrect.

2.

The word 'Dash' is written in a different, more condensed sans-serif typeface. A red diagonal line is drawn over the logo to indicate it is incorrect.

3.

The 'D' icon and the word 'ash' are compressed horizontally, making the logo narrower than the correct version. A red diagonal line is drawn over the logo to indicate it is incorrect.

4.

The logo is slanted to the right, altering its perspective. A red diagonal line is drawn over the logo to indicate it is incorrect.

5.

The entire logo is tilted upwards at an angle. A red diagonal line is drawn over the logo to indicate it is incorrect.

6.

The word 'LOREM' is written in a different typeface, Handel Gothic, which is not allowed for any text other than the 'D' icon. A red diagonal line is drawn over the logo to indicate it is incorrect.

02.

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

02.

BACKGROUNDS

In case it is necessary to reproduce the logo on color backgrounds, use the Dash blue version wherever possible.

The Dash logo, consisting of a stylized blue 'D' followed by the word 'ash' in a blue, italicized sans-serif font, is centered on a white background.The Dash logo is centered on a solid blue rectangular background. The 'D' and 'ash' are white, with the 'ash' in an italicized sans-serif font.The Dash logo is centered on a dark blue rectangular background. The 'D' and 'ash' are a lighter shade of blue, with the 'ash' in an italicized sans-serif font.The Dash logo is centered on a very dark blue rectangular background. The 'D' and 'ash' are a lighter shade of blue, with the 'ash' in an italicized sans-serif font.

02.

BLACK & WHITE

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.

The logo consists of a stylized 'D' followed by the word 'ash' in a bold, italicized sans-serif font. The 'D' is composed of a thick vertical bar and a curved top that extends into the 'a'.The logo is identical to the one above, but the 'D' and 'ash' are white, set against a solid black rectangular background.

02.

GRAYSCALE BACKGROUNDS

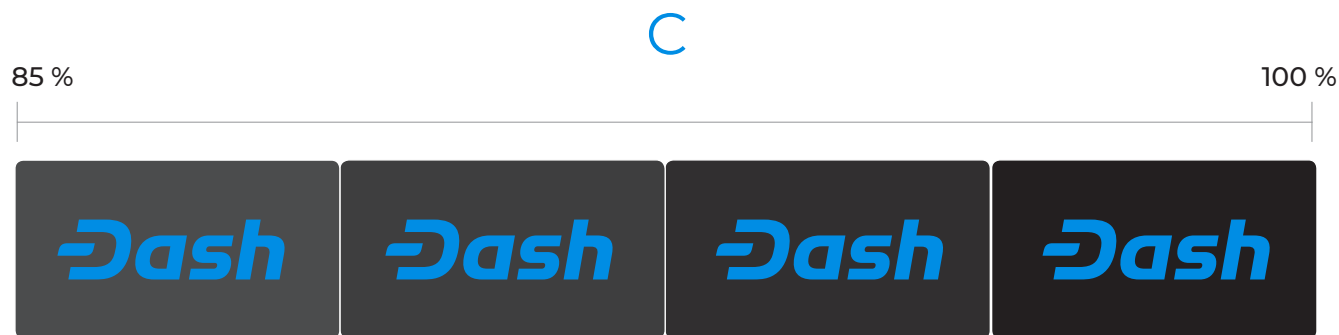
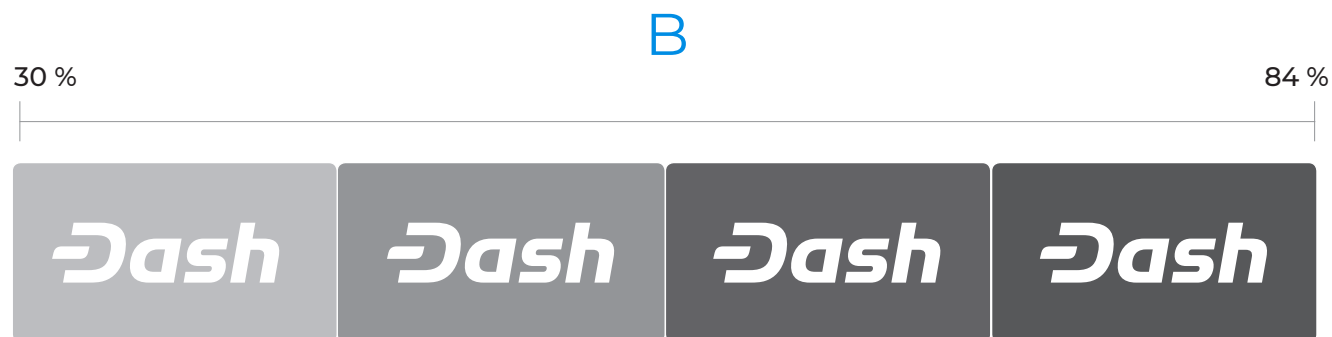
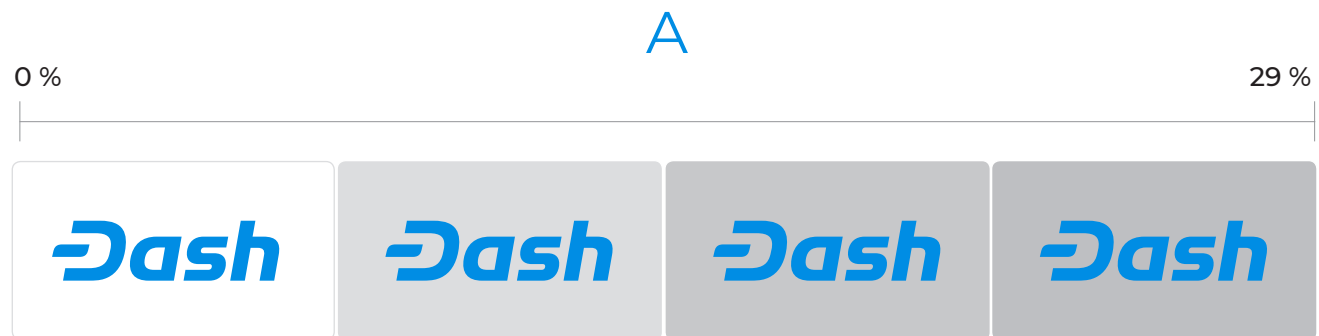
Use the Dash logo on backgrounds that guarantee optimal visual contrast and readability.

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.



03.

TYPEFACE

Principal Typeface

Montserrat is our main typeface in the weights shown.

Use this typeface for most web and print communications (titles, body text, etc).

Secondary typeface

Pair Montserrat with Roboto Condensed in any weight.

Useful when space is limited.

Montserrat

We promptly judged antique ivory buckles for the next prize.

Light
Regular
Medium
SemiBold
Bold
Black

Light Italic
Regular Italic
Medium Italic
SemiBold Italic
Bold Italic
Black Italic

123450@!&

To install:

<https://fonts.google.com/specimen/Montserrat>

<https://github.com/JuliettaUla/Montserrat>

Roboto Condensed

We promptly judged antique ivory buckles for the next prize.

Light
Regular
Bold

Light Italic
Regular Italic
Bold Italic

123450@!&

To install:

<https://fonts.google.com/specimen/Roboto+Condensed>

<https://github.com/google/roboto/>

DESCRIPTORS & CO-BRANDING

04.

LOGO & LOCK-UP

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



Dash
Digital Cash



Dash
Digital Cash

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.



B = height of Dashmark



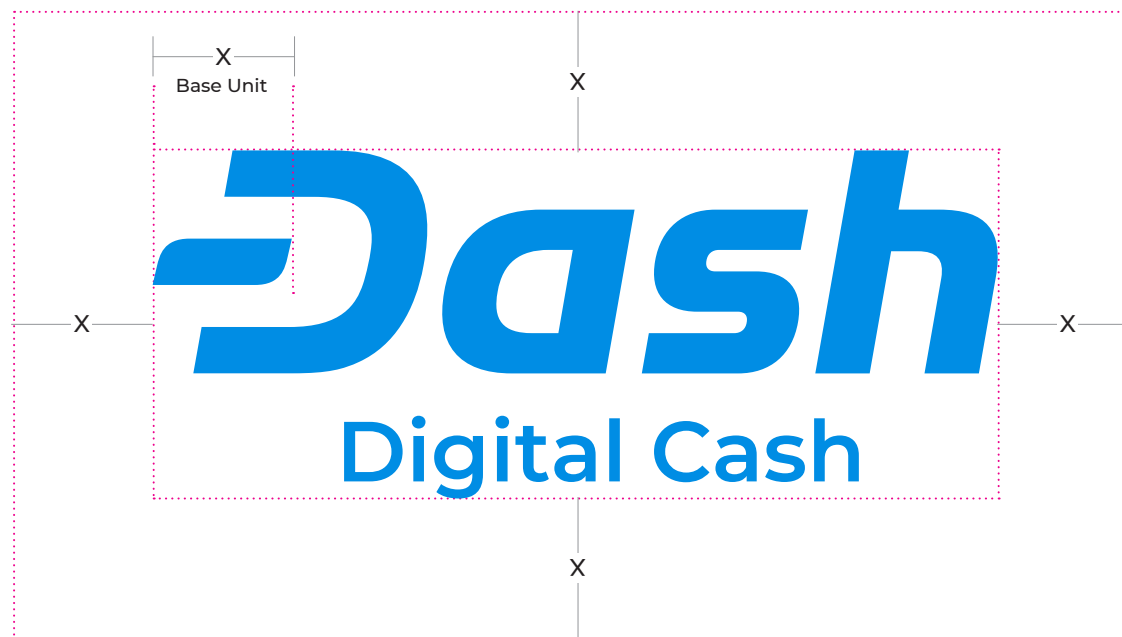
X = length of Dashmark

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.



B = Height of Dashmark

Dash
Venezuela

Sub-brand text in Montserrat SemiBold Italic

06.

CO-BRANDING

Partner and platform projects should use the Dash logo with “Powered” as shown.

Powered text

Montserrat SemiBold Italic

B = 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

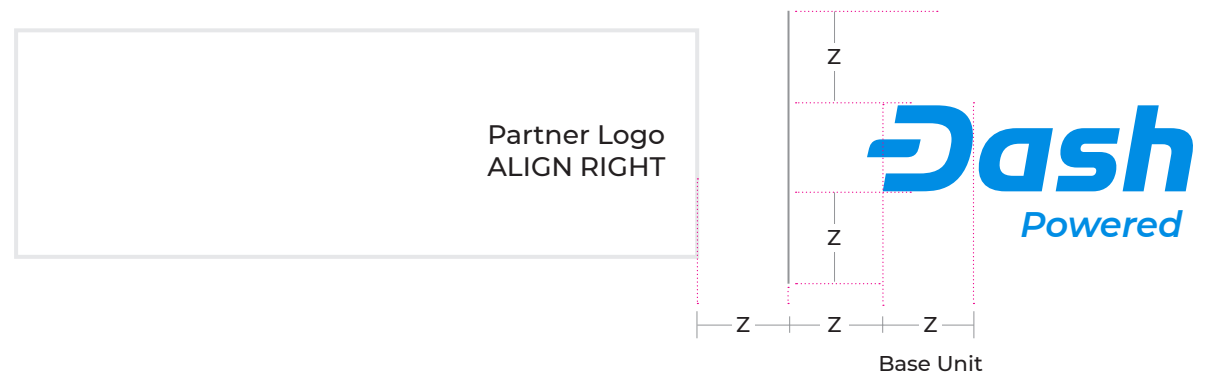
06.

CO-BRANDING

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 = Width of D in Dash

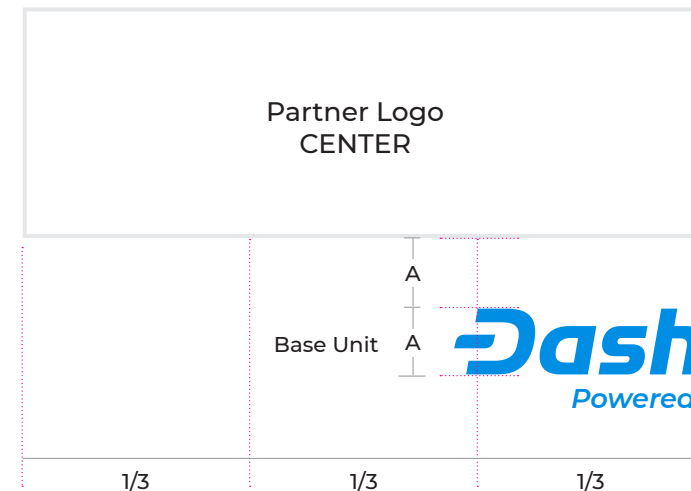
06.

CO-BRANDING

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

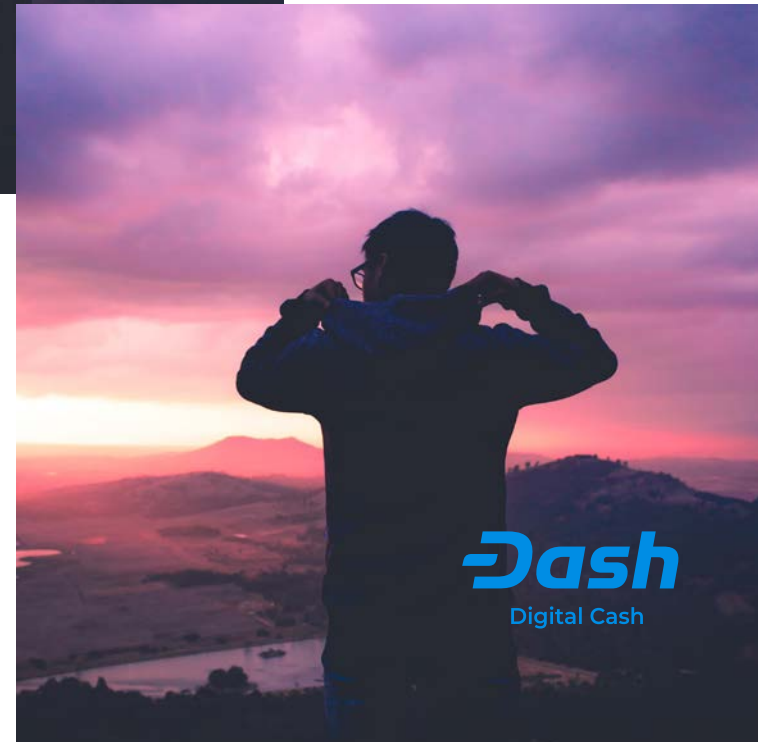
Place the logo directly on the background photograph.

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.



08.

BANNERS

Web banners use the same principles for typography and backgrounds and photography.

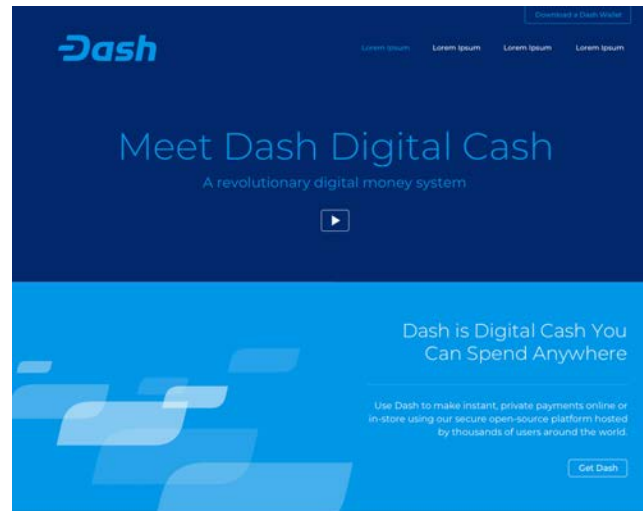
Use simple, strong, personal, confident imagery.



09.

DESIGN & EXPRESSION

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



Shop direct with Dash
Instant and private purchases,
direct from your Dash wallet.

Instant and private purchases, direct from your Dash wallet

[Dash Wallet](#)



Get Paid with Dash

[Become a Merchant](#)

[Find a Merchant](#)



Instant, Private, Secure



Dash InstantSend

Your time is valuable.
InstantSend payments confirm
in less than a second.



Dash PrivateSend

Protect your financial information.
PrivateSend ensures your activity history
and balances are private.



Dash SecureSend

Protect your financial information.
Dash transactions are confirmed by 200+ thousands of
ASICs, ensuring power and your 24/7 services
hosted around the world.



Next-Gen P2P Network

At Dash's core is a unique fully-incentivized peer-to-peer
network. Miners are rewarded for securing the blockchain
and masternodes are rewarded for validating, storing and
serving the blockchain to users.

[Learn More](#)

First Self Governing, Self Funding Protocol

In Dash, everyone has a voice and the ability to
propose projects directly to the network. Anything
you can do - from marketing to development - that
helps Dash grow and improve can be funded. This
means Dash funds its own growth and adoption,
consensus is guaranteed, and everyone is
accountable to the network.

Just submit a treasury proposal and present your
idea to the network for funding and make your case,
or if you operate a Masternode, be sure to vote!

[Our Governance](#)

Perfect Block Sponsorship 100 Dash / 1 Time Payment 34,000 - US\$	YES	NO
Core Team Compensation (in Dash) 1,100 Dash / 1 Time Payment 390,000 - US\$	YES	NO
Dash Bug Bounty Program 2 Months - starting in 190,000 Dash 340,000 - US\$	YES	NO

Latest News



What is going on at
Dash CoreGroup

April 30, 2018

Dear Community, here is the latest
Dash Core Report May 2018
T1 to Alexander Choppin and Team

[Original PDF](#)

May 01, 2018
Introducing Deterministic
Masternode Lists

April 30, 2018
Dash News Recap - Dash Evolution,
MyDashWallet, Feedbands, New
Exchanges & More!

April 30, 2018
CEO of Dash Core [DASH] talks
about the Revolutionary new
technology, 'Evolution'

April 30, 2018
Dash Venezuela Team introduces itself

April 30, 2018
Arizona Alt36 Money Transmitter
License Approved

[All News](#)

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.

Principal Color



Secondary Color



09.

DESIGN & EXPRESSION

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.

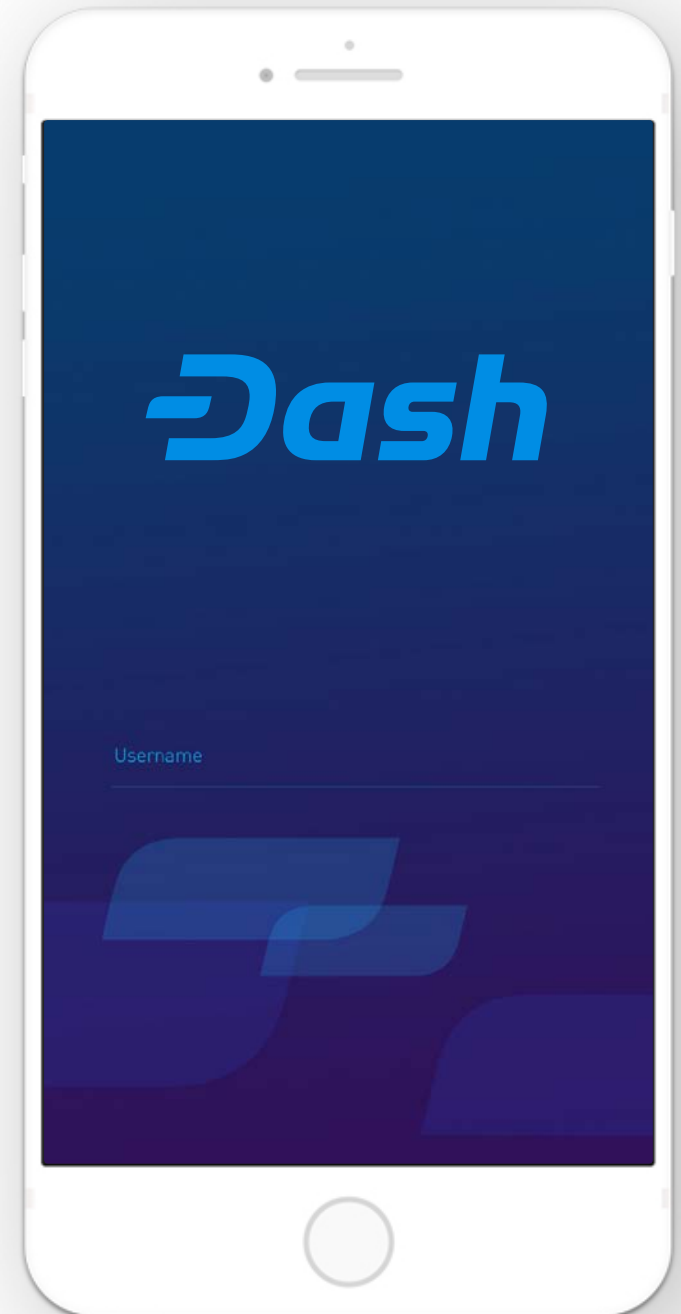
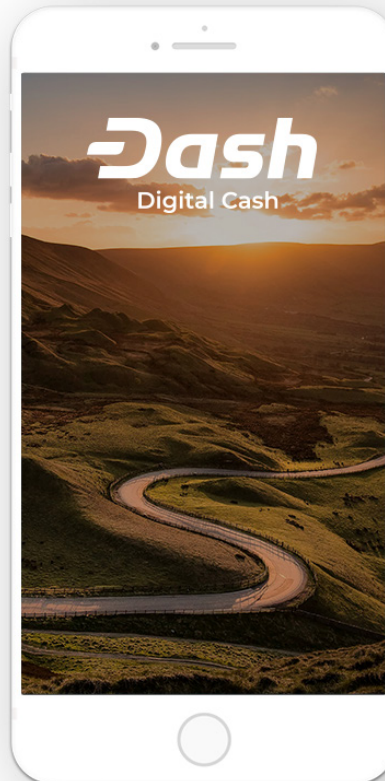


10.

APPS

Showcase the logotype. The look and feel should be simple and clean.

Take care in selecting uncomplicated, strong, confident imagery.



ICONOGRAPHY

11.

DASH “D” ICON

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



11.

DASH ICON STYLE

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

Icon typeface

Montserrat Light or
Montserrat SemiBold Italic



INSTANT



PRIVATE



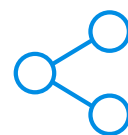
SECURE



11.

GENERAL ICON STYLE

When creating icons, please use a simple linear style, without enclosures, as the style shown.



STATIONERY



Dash

Dash

Dash

Dash

Dash

Dash



First Name Last Name
Title

harry@dash.org
101 N. 234-567 8900
1475 North Scottsdale Road, Suite 200
Scottsdale, Arizona 85257-3538 - USA
www.dash.org

Dash

Dear Mr. Florentino,

Lorem ipsum dolor sit amet, et est ubique oportere erroribus, maiorum gloriatur duo is. Et
navum adversarium his. Epicuri efficiendi ne nam, ius sapient dissensitas ne. Atera ludicabat an
rec. Eros hendrerit et eam, veit epicuri pro ut, ad est unum intellegam. Vini eveni conatus
an. Ea tale quas his.

Latine aliquam noluisse his co, qui cito munere an. Ut vel utroque fulisset condusionemque, ut
amur tritari nusquam eu vix. Ne euro erroribus democritum disputationi, eum vix option ad
modum eu, inure quarendum disputando ea sea. Amet nrosum eam et, pri videret esorturpe
in, aliquam denique platonem id his. Melius questo in met, has ratoribus consequuntur eu.

Epicuri officis qualique an sed, illud aperiam temporibus ubi eu. Et oratio inoleans intellegam
vel, eam porro ubique ne. Mei facilis detenuisset concludaturque et. Probo apparet duo ne,
lorem repudiandae philosophia eos eu.

Te his libris democritum definitas. Integro inermis evenitur cum ei, ne aique feugiat accuam
cum. Mei eu dolor principis, alia dicta inordinate ubi in. Mei maiores intellegat incident ne, ad
purto copiosae tincidunt vix, his eu scribentur comprehensam.

Duo dicam quodsi lucius te, ut nulla fabulas dixerunt hui. Duo ea quot saluatus vituperata,
has mutat periculis ne. Everti virtute perpetus duo et, legimus torquatos at eos. Sea et dolor
audire, vim ne ubique aliquip, mea in alii aliquid dolorem, Neque tamquam patrioque et quo.

Te est eius liber. Et stet mucius has, lorem quando aliquid nri eu. Ne nam case dixeret ceteros.
Vitali nostro gloriatur eum et, no sea quaque volumus.

M. Florentino

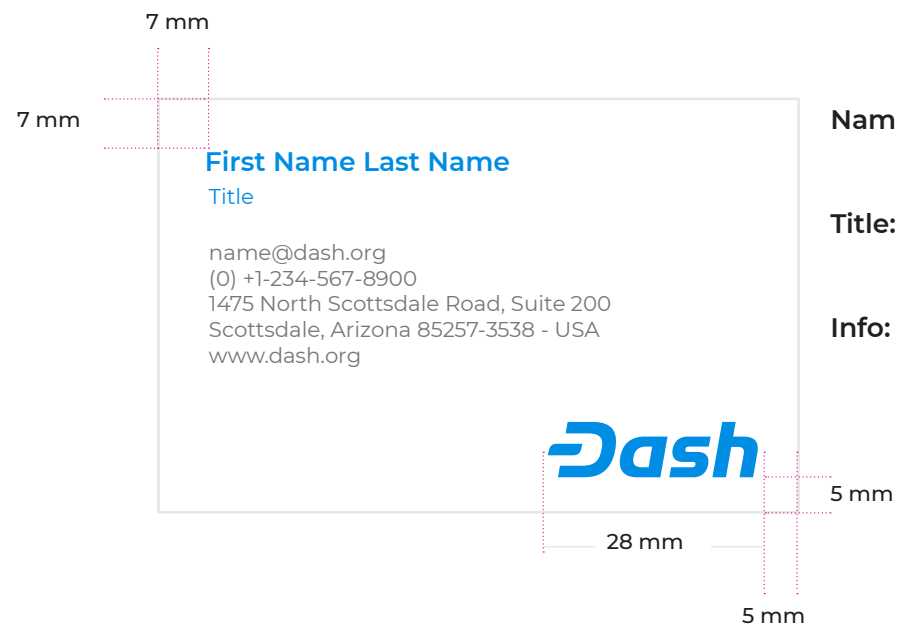
1475 North Scottsdale Road, Suite 200
Scottsdale, Arizona 85257-3538 - USA
info@dash.org - www.dash.org

Dash

12.

STATIONERY

Business Cards



90mm x 55 mm

Name: Montserrat SemiBold 10 pt.
Dash Blue

Title: Montserrat Regular 8 pt.
Dash Blue

Info: Montserrat Regular 8 pt.
Gray



Card back example

12.

STATIONERY

Letterhead

Montserrat 10pt. Text



Dear Ms. Florentino,

Lorem ipsum dolor sit amet, et est ubique oportere erroribus, malorum gloriatur duo ea. Ei novum adversarium his. Epicuri efficiendi ne nam, ius saperet dissentias ne. Altera iudicabit an nec. Eros hendrerit et eam, veri epicurei pro ut, ad est unum intellegam. Vim everti constituto an. Ea sale quas his.

Latine aliquam noluisse his no, qui cibo munere an. Ut vel utroque fuisset conclusionemque, ut-amur tritani nusquam eu vix. Ne eum erroribus democritum disputationi, eum viris option ad-modum eu, iriure quaerendum disputando ea sea. Amet nostrum eam at, pri viderer incorrupte in, aliquam denique platonem id his. Melius quaestio in mel, has rationibus consequuntur eu.

Epicuri officiis qualisque an sed, illud aperiarn temporibus usu cu. Et oratio insolens intellegam vel, eam porro ubique ne. Mel facilis deterruisset concludaturque ei. Probo appareat duo no, lorem repudiandae philosophia eos eu.

Te his libris democritum definiebas. Integre inermis evertitur cum ei, ea aequae 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. Everti virtute perpetua duo et, legimus torquatos at eos. Sea et dolor audire, vim ne ubique aliquip, mea in alii aliquid dolorem. Reque tamquam patrioque et quo.

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

A stylized, handwritten signature in black ink, appearing to read 'M. Florentino'.

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



14.

ADDITIONAL
EXAMPLES



Dash

ENJOY!