

BRAND IDENTITY GUIDELINES

Version 1.0



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BASICS

Introduction

The power of the Datavault brand relies on the consistent use of the brand guidelines throughout all forms of communications regardless of the the medium.

The purpose of this following brand guidelines serve as a guide to ensure that the Datavault team, and other stakeholders are consistent in representing the project's messaging, positioning and visual identity.

Adherence to these standards will ensure clarity in our communications with all of our constituents.

The Logo

For the logo to be empowering and effective as possible, it should never be altered.

Minimum Reduction

To maintain full legibility, never reproduce the logo at widths smaller than 1 inch (for print) or 50 pixels (for digital).



1" Print



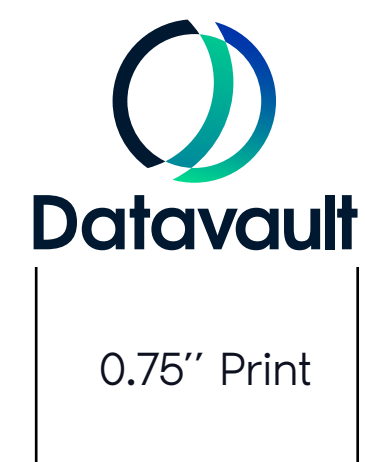
50 PX
Digital

Stacked Logo

The stacked version of the logo is provided as an alternative to the primary logo.

Minimum Reduction

To maintain full legibility, never reproduce the stacked logo at widths smaller than 0.75 inch (for print) or 35 pixels (for digital)



Logo Color Usage

There are four approved logo colorways.



Full color for white/light backgrounds



Full color with white text for medium to dark backgrounds.



One color dark blue for white/light backgrounds.



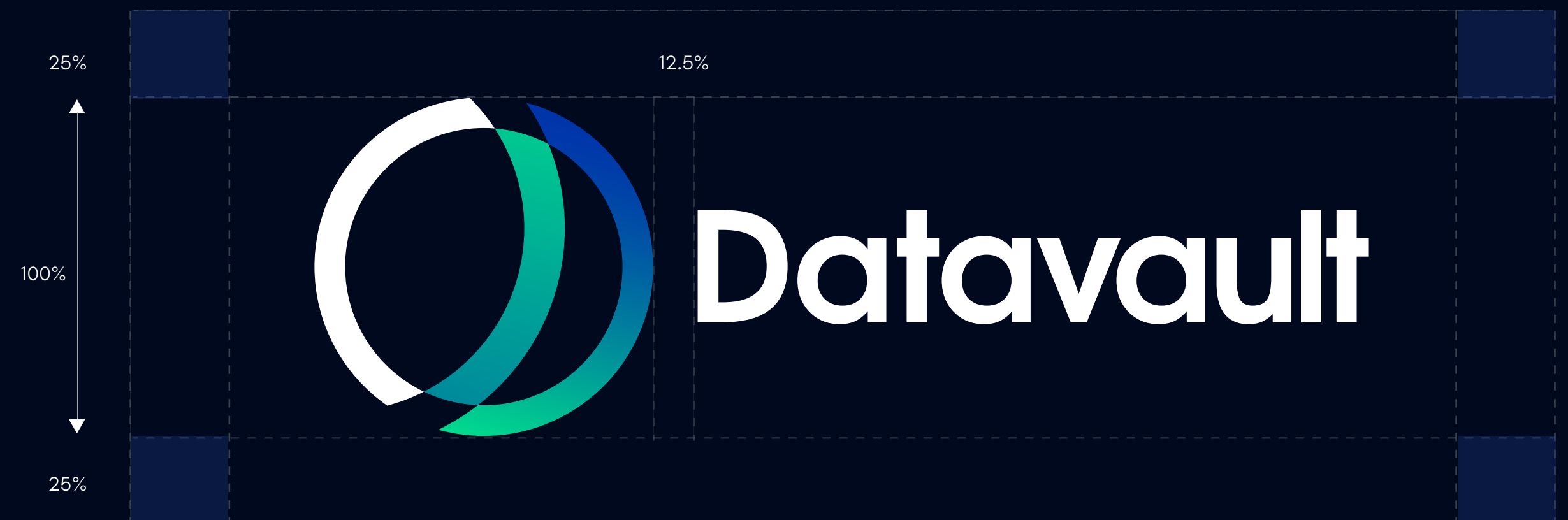
One color white for medium/dark backgrounds

VISUAL IDENTITY

Logo Lockup

Computation

Safe space acts as a buffer between the logo and other visual elements on a page, including text. This space is the minimum distance needed and is equal to a quarter the height of the icon.



AaBbCc123
AaBbCc123

Noir Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

Noir Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&

SECONDARY: WEB / APP

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&

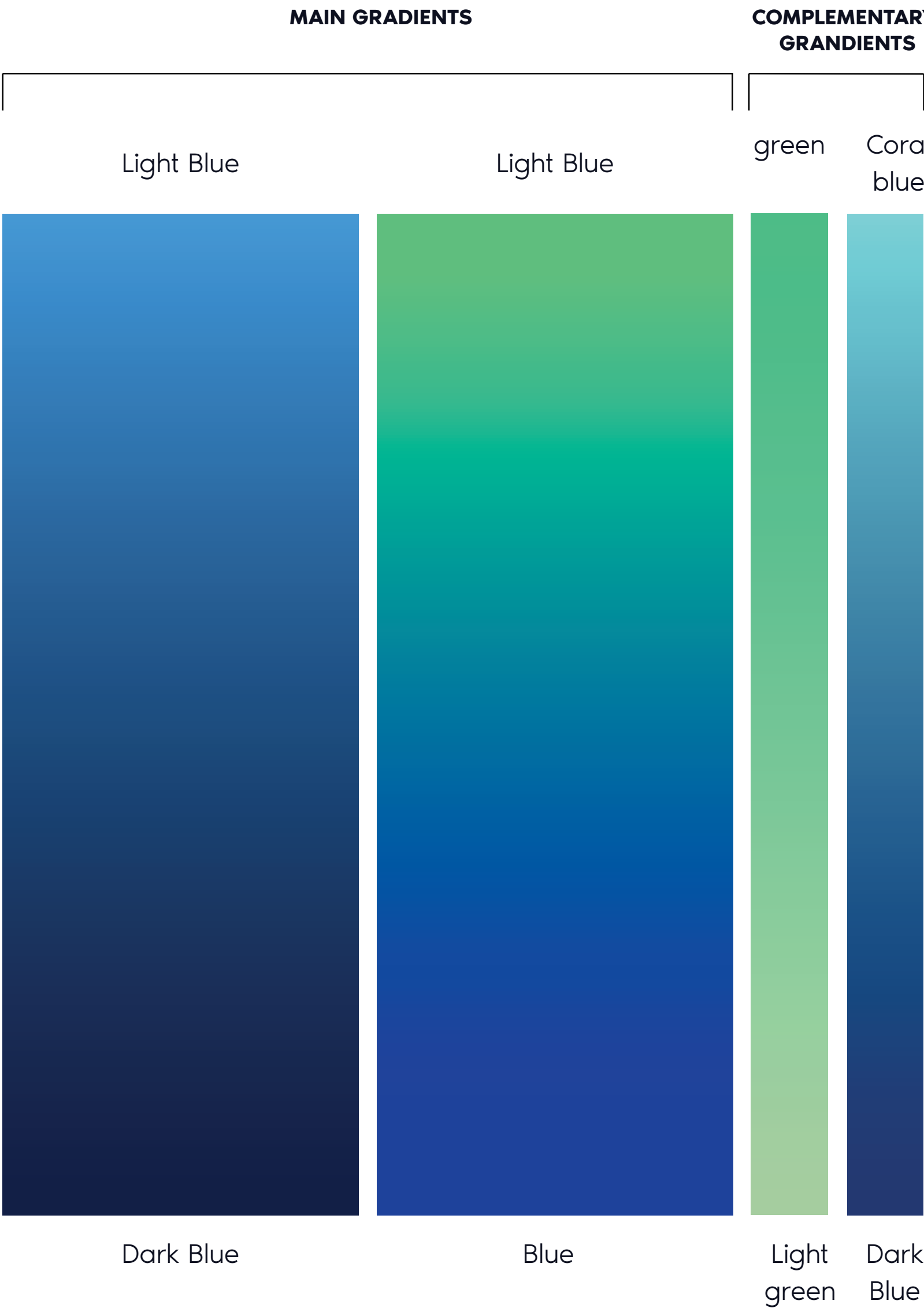
Aa

TYPE INFORMATION

We use Noir which is a sans serif font family of 12 fonts with contemporary aesthetics heavily influenced by early 20th century geometric typefaces. While having its geometric structure it carries organic personality with touch of warmth injected to each form.

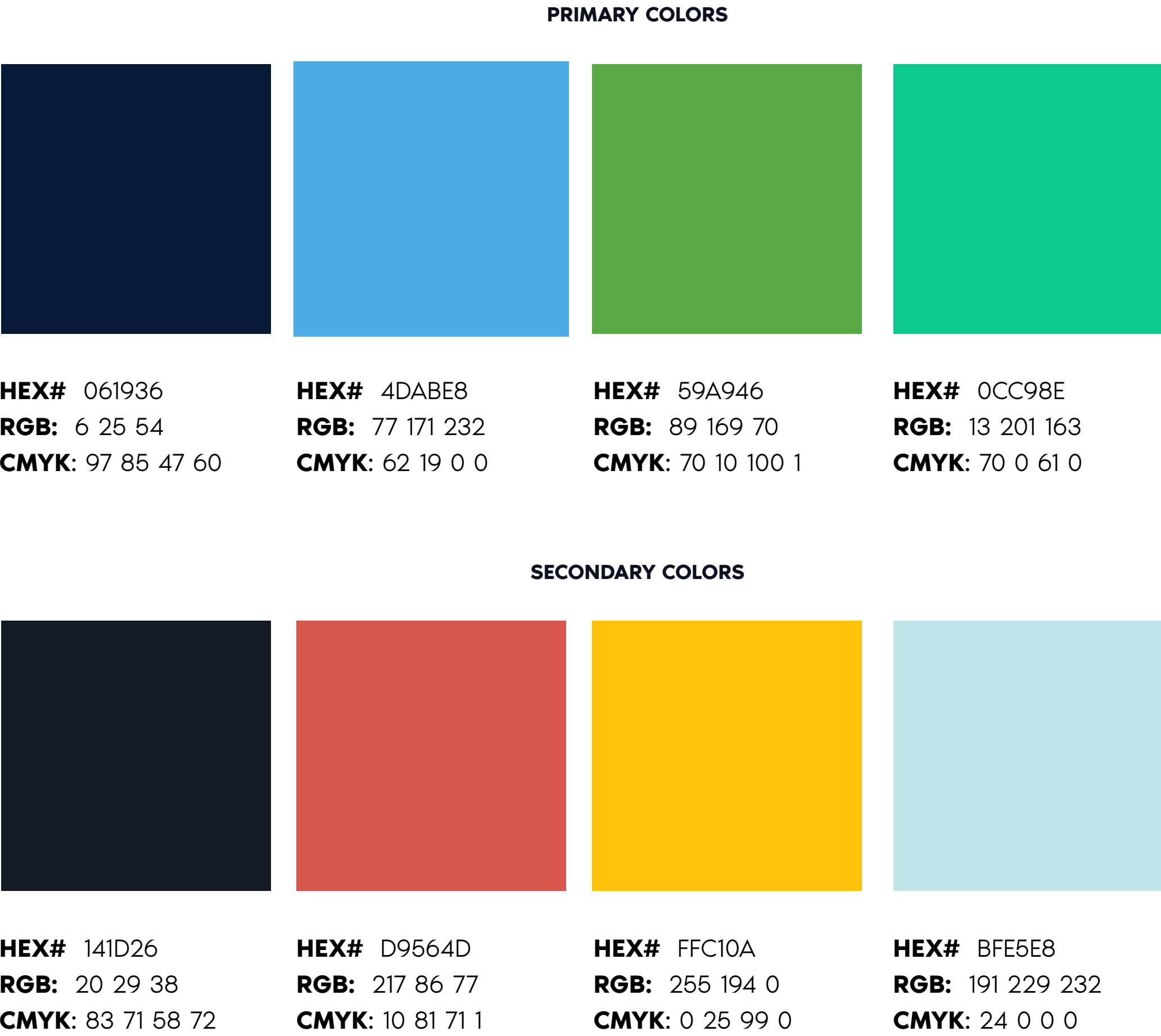
Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&



Color System

The use of complementary colors is not required in every design. They should be used very moderately as an accent mainly in the form of a solid, or slight gradient. Adhere to the following guidelines when applying color.



IMPLEMENTATION



Support

To download design assets and the brand guidelines, access:

DATAVAULT ASSETS

www.datavault/linktocomelater

