

Brand Manual:

Logo Guidelines



Logo Guidelines

These guidelines provide the information necessary to ensure that the DAS42 brand is consistently applied in a way that upholds our quality standards. Reference this document often to ensure that the brand values are respected at every touchpoint that connects users to the DAS42 brand.

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Logotype

The DAS42 logotype is only horizontally oriented. This ensures that applying branding is a simple process. The only factor in choosing which logo variation to use is based on the background in which the logo is presented. See page 12 for details.

The image shows the DAS42 logotype centered on a light blue background. The letters 'DAS' are in a dark blue, serif font, and the numbers '42' are in a lighter blue, sans-serif font.

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General Guidelines

The icon is two color over light backgrounds. When used over a dark background or the brand blue background, the logo should be used as one color – white. The logo should never be stacked.



DAS42



DAS42



DAS
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DAS42



DAS
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Clearspace

Use these white space rules as a minimum distance around the brand elements. Leaving enough space ensures readability since the elements don't need to compete with what they're placed next to.



Minimum Sizes

For readability, scale needs close attention.

0.5in / 36px

DS42

Brand Rules

Always use best judgment when applying brand elements.
Listed are some general rules for what not to do with the logo.

Do not outline the type

The logo 'DAS42' is shown where the letters 'D', 'A', and 'S' are rendered as thin blue outlines, while the number '42' is a solid blue. This is an incorrect application of the brand rules.

Do not use a color not in the primary palette

The logo 'DAS42' is shown where the letters 'D', 'A', and 'S' are a solid green color, and the number '42' is a solid blue. This is an incorrect application of the brand rules.

Do not stretch or compress any brand elements

The logo 'DAS42' is shown where the letters 'D', 'A', and 'S' are horizontally stretched, making them wider than their standard proportions. This is an incorrect application of the brand rules.

Do not add layer effects

The logo 'DAS42' is shown where the letters 'D', 'A', and 'S' have a dark blue drop shadow effect applied behind them. This is an incorrect application of the brand rules.

Do not rotate any brand elements

The logo 'DAS42' is shown where the letters 'D', 'A', and 'S' are rotated diagonally. This is an incorrect application of the brand rules.

Do not change the text alignment

The logo 'DAS42' is shown where the number '42' is positioned below the letters 'DAS' and is not aligned with the rest of the text. This is an incorrect application of the brand rules.

DAS42

For more information about DAS42 please visit www.das42.com