Brand Guide
Introduction

MANUAL SECTION

01

Let’s start with an introduction.

Brand Guideline Introduction
Our Identity
Marketing Team

INTRODUCTION

Welcome to our Brand Guideline Deck.

These guidelines describe the visual and verbal elements that represent our identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Dito´s commitment to quality, consistency and style.

The Dito brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Dito name and marks.

OUR MISSION AND VISION

Our Identity.

Our Mission

Insert mission statement

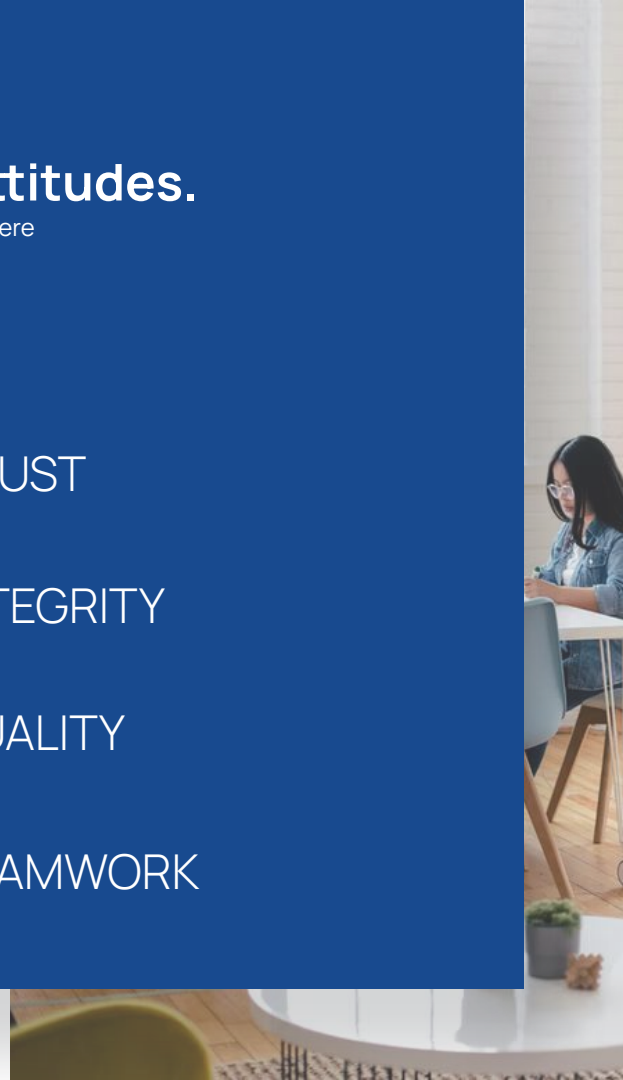
Our Vision

Insert vision

Our Attitudes.

Description here

- TRUST
- INTEGRITY
- QUALITY
- TEAMWORK



Marketing Team

Chris Priest
Sr. Marketing Manager

Ben George
Digital Design Specialist

Jacob Camacho
Digital Marketing Strategist

Design is not just what it looks like and feels like.

Design is how it works.

The Logo and Guidelines

The Logo Introduction

The Logotype

The Logo Application

Clearspace and computation

Incorrect Logo Applications

02

Logo Introduction.

Our Logo is the key building block of our identity, the primary visual element that identifies us. The logotype is a symbol that represents our company – the fixed relationship of our logo should never be changed in any way. The Dito logo should work across all media. The style you choose will depend on the environment in which the logo appears.

The Dito Logo - Logotype

The full-color logos should be used only on white or primary blue backgrounds. Avoid using full-color logos on photographs or patterns.

Logo Type Color Versions

The Logo Light Version

Will be used when the background color is cornflower blue

The Logo Dark Version

Will be used when the background color is white.

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted.

This undermines the logo system and brand consistency. Please consult with the Marketing team if you have any questions or need further help.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Application on a **Background**

Inverse Version
Will be used when the background color is blue.

Colored Version
Will be used when the background color is white.

White Version
Will be used when the background is grey or dark.

Logo Guide - Clearspace

Definition

-

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

-

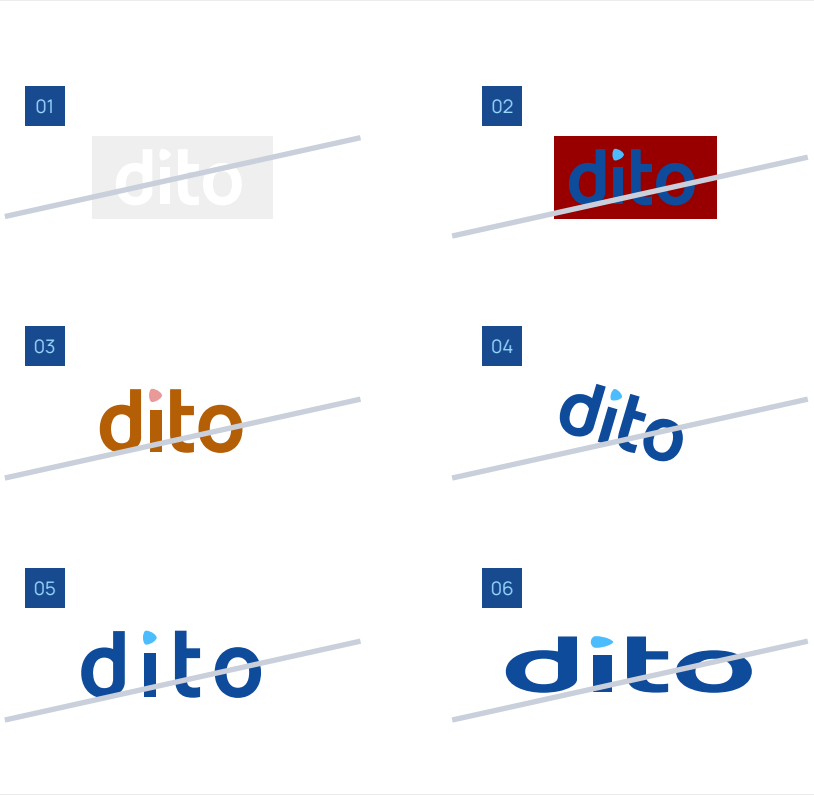
To work out the clearspace take the height of the “o” in the dito logo and distribute. (Clearspace = Height “o”).

Full Logo

Incorrect Application.

Dont´s

01. Do not place the light logo on a light background
02. Do not place the logo on unapproved background colors
03. Do not alter the color in any unauthorized way
04. Do not rotate the logo
05. Do not change the lead between the logotype.
06. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way



dito Google Workspace

dito Google Cloud

dito Google Workspace

dito Google Cloud

Typography

The Fonts

Primary Font

Secondary Font

Font Hierarchy

03

TYPOGRAPHY

Fonts and **Typography.**

Typography in our Design

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Dito communications. We have selected Manrope and Roboto. Manrope is the preferred typeface for all communications. However, when Manrope is not available default to Roboto.

Primary Font

Manrope

Secondary Font

Roboto

TYPOGRAPHY

Fonts and **Typography.**

Primary Font — Manrope

ABCDEFGHIJKLMNOPQRSTU

VWXYZ

abcdefghijklmnopqrstuvwx

yz 0123456789

Secondary Font — Roboto

ABCDEFGHIJKLMNOPQRSTUV

WXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPOGRAPHY

Typographic Hierarchy.

dito

Description

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Design.Inc layouts.

Context and Inner Page Headlines	Caption Text	Montserrat Regular 6 pt Type / 9 pt Leading	Caption Text
	Copy Text	Montserrat Regular 8 pt Type / 11 pt Leading	Body Text
	Headlines Copy Text	Montserrat Bold 10pt Type / 10pt Leading	HEADLINE COPY
Context and Inner Page Headlines	Sub-Headlines	Bebas Neue - Capital Letters 16pt Type / 16pt Leading	Sub Headlines
	Big Headlines	Bebas Neue - Capital Letters 34pt Type / 30 pt Leading	Headline

The Color System

Primary Color System

The Color Palette

04

Master Color

Cornflower Blue

Hex #184a8f I R24, G74, B143 I C83, M48, Y0, K44

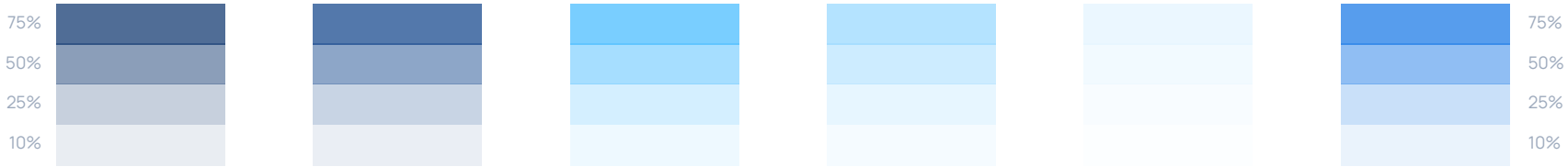
Highlight Color

Sky Blue

Hex #4bbdff I R75, G189, B255 I C71, M26, Y0, K0

Brand Color Codes

Deep Blue	Cornflower Blue	Sky Blue	Light Blue 01	Light Blue 02	Link Color
Hex #133b72 R19, G59, B114 C83, M48, Y0, K55	Hex #184a8f R24, G74, B143 C83, M48, Y0, K44	Hex #4bbdff R75, G189, B255 C71, M26, Y0, K0	Hex #9adaff R154, G218, B255 C40, M15, Y0, K0	Hex #e5f5ff R229, G245, B255 C10, M4, Y0, K0	Hex #1d7ce7 R29, G2124, B231 C87, M46, Y0, K9



Images and **Moodboards**

Core Images

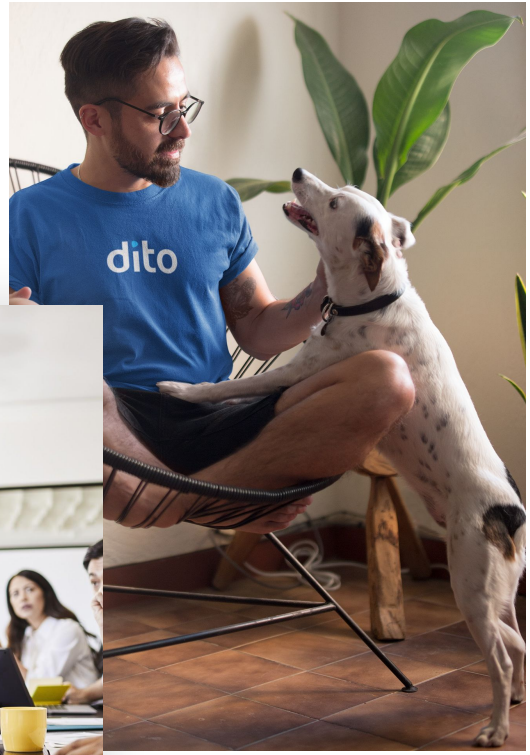
Modeboard

Image Don'ts

06

IMAGE GUIDELINES

Core Images.



Explanation

Images are responsible to transfer the values to our customers.

We use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, partner, etc.

Inspirational
with **spirit**

Businesslike
and **modern**

Conceptual
Design

Clean and
whitespace

Minimalistic
and **Sharp**

Incorrect Application.

Dont´s

01. Do not use tacky stock images
02. Do not stretch images
03. Do not use images that are in incorrect format
04. Do not use competing company logos in images (Microsoft Edge)

01

02

03

04

Badges and **Iconography**

Iconography

Application

07

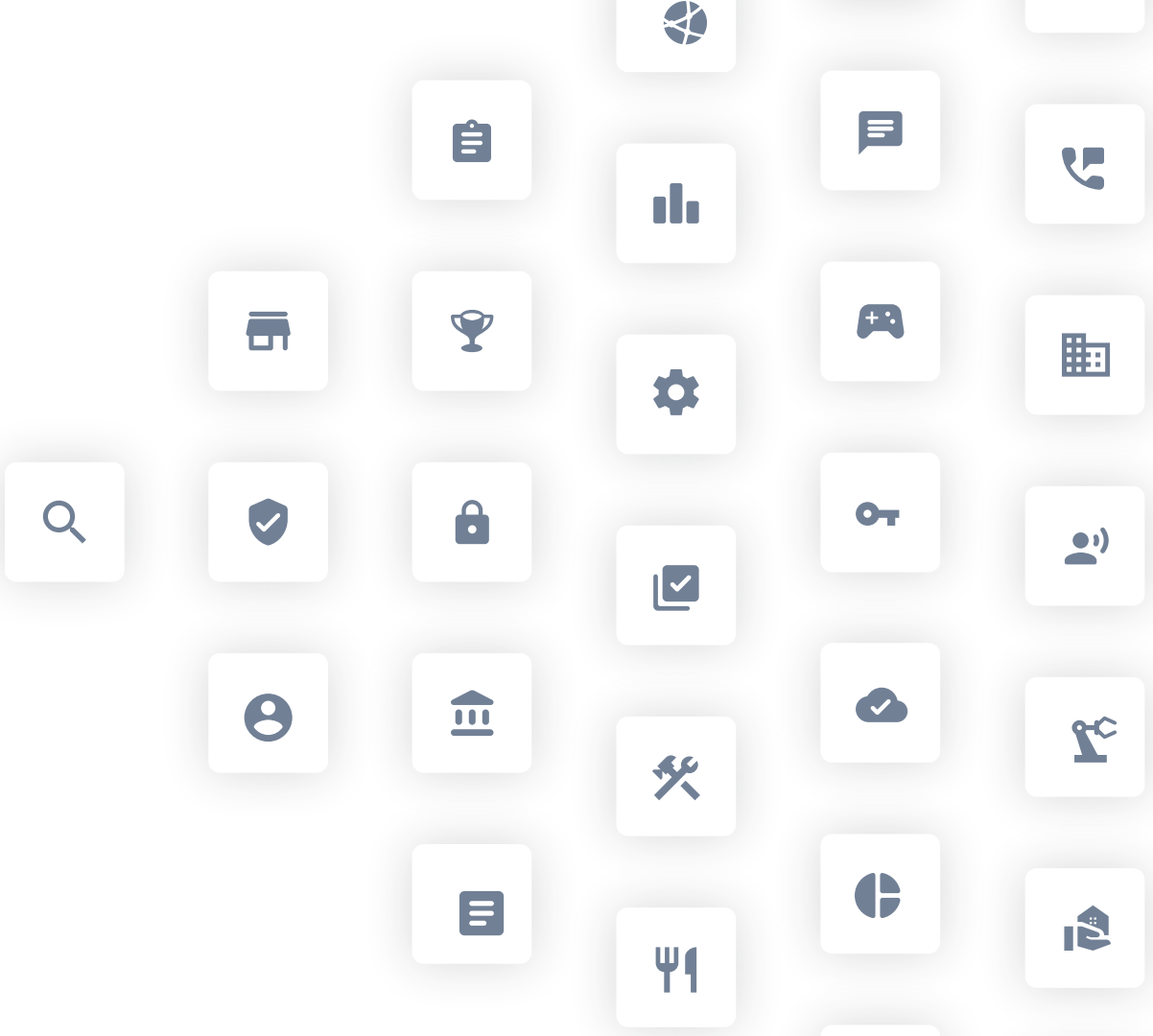
ICON GUIDELINES

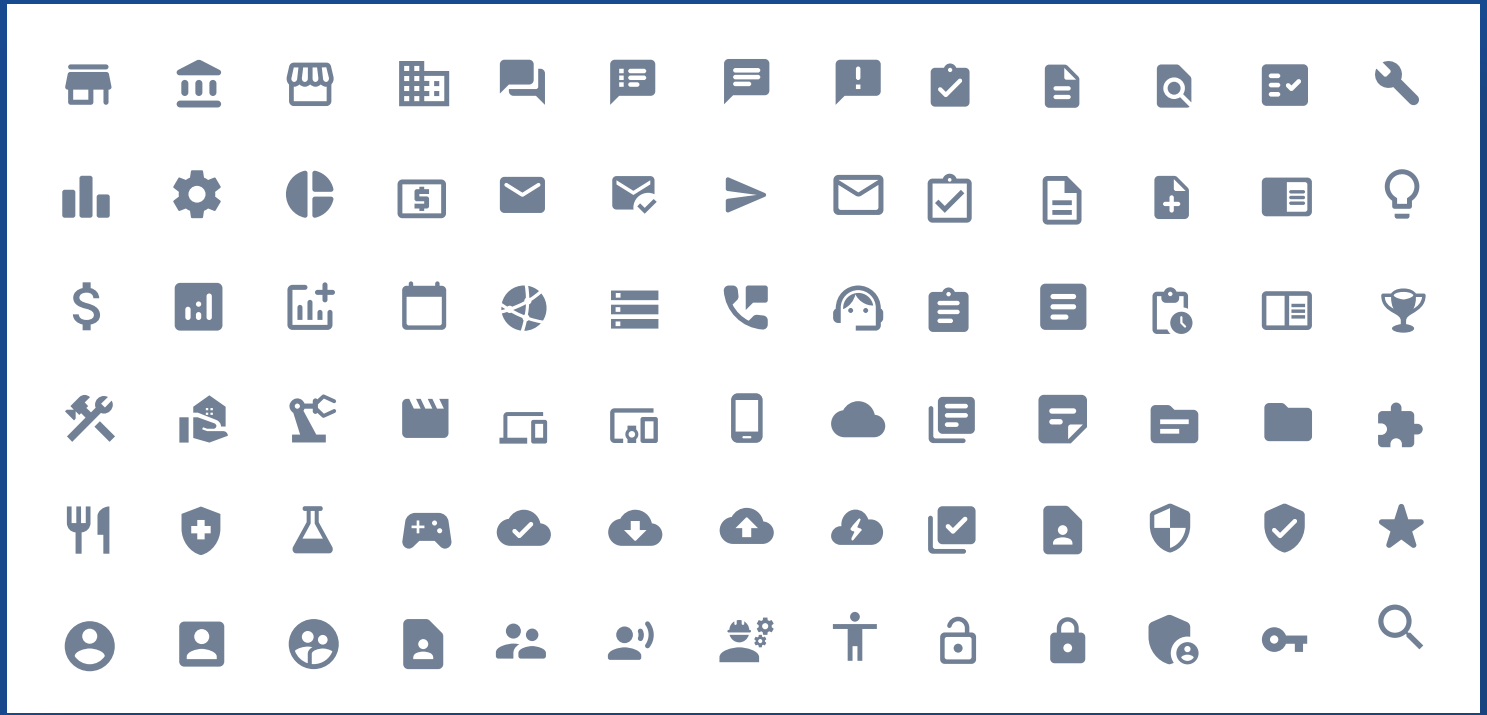
Brand Icons.

Explanation

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way.

The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.



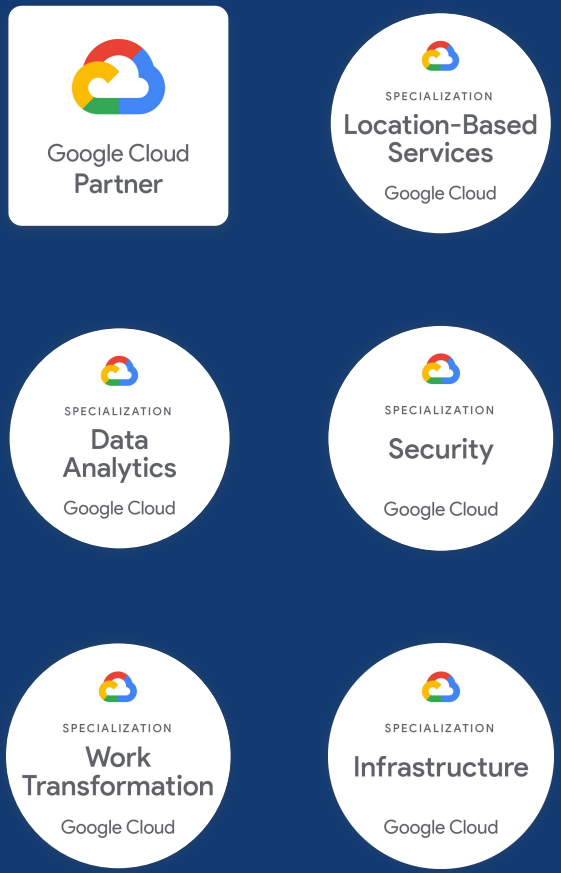


Badge Guidelines

Specialization Badges

Copy

Copy



Dito Brand Guidelines

www.ditoweb..com

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