



Dashnío

WELCOME

Brand guidelines are designed to ensure a Consistent look and tone in all of it's Communications.

Following pages will help you to understand our brand identity. What it stands for and how to express it.

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Dashboard

**01
LOGO**

Dashboard

02

LOGO USAGE

Logo Incorrect Usage

The logo 'Dashío' is rotated 90 degrees clockwise.

Dashío

Don't rotate

The logo 'Dashío' is stretched horizontally.

Dashío

Don't stretch

The logo 'Dashío' is shown with a dark grey drop shadow behind it.

Dashío

Don't add shadow

The logo 'Dashío' is mirrored horizontally.

Dashío

Don't flip

Logo on
Background

Dashío

Dashío

Dashío

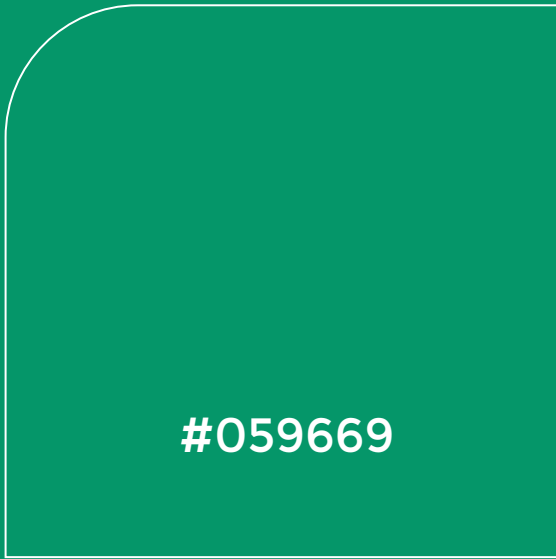
Dashío

App Icon Variations



03 BRAND COLORS

Primary color system and color codes.

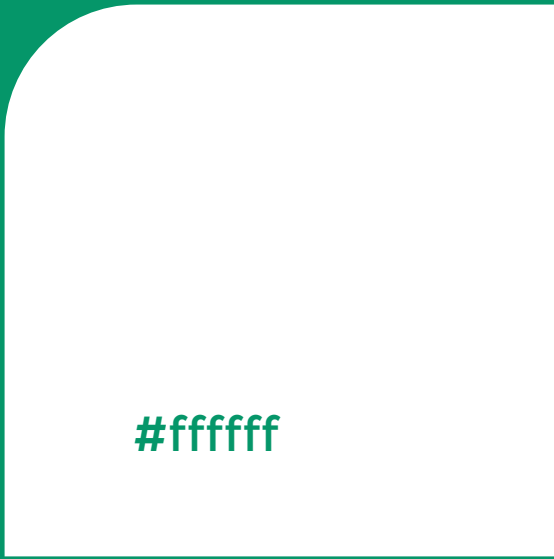


A rounded rectangular color swatch with a white border, containing the hex code #059669. To its right are three vertical white bars of varying heights.

#059669

Codes

RGB	5	150	105
HSL	0.45	0.94	0.30
HSV	161°	97°	59°
CMYK	0.97	0.00	0.30 0.41



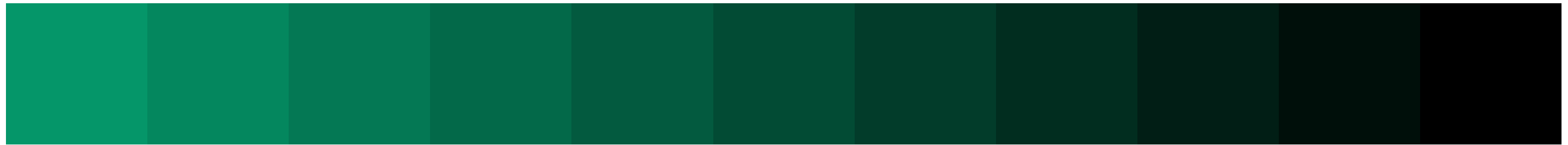
A rounded rectangular color swatch with a white border, containing the hex code #ffffff. To its right are three vertical white bars of varying heights.

#ffffff

Codes

RGB	255	255	255
HSL	0.00	0.00	1.00
HSV	0° 0°	100°	
CMYK	0.00	0.00	0.00 0.00

Shades of #059669



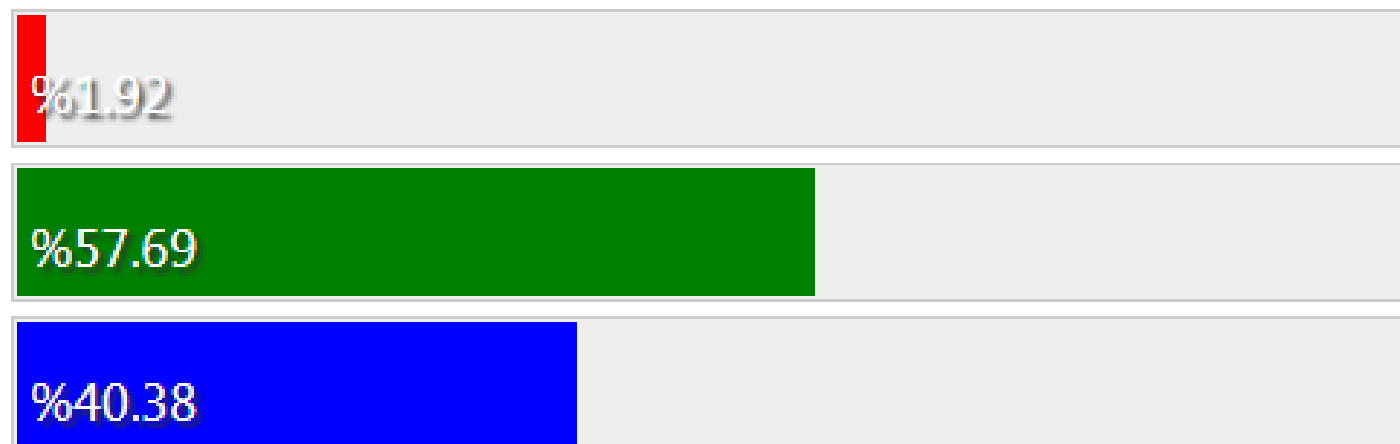
#059669 #04875e #047854 #036949 #035a3f #024b34 #023c2a #012d1f #011e15 #000f0a #000000

Tints of #059669

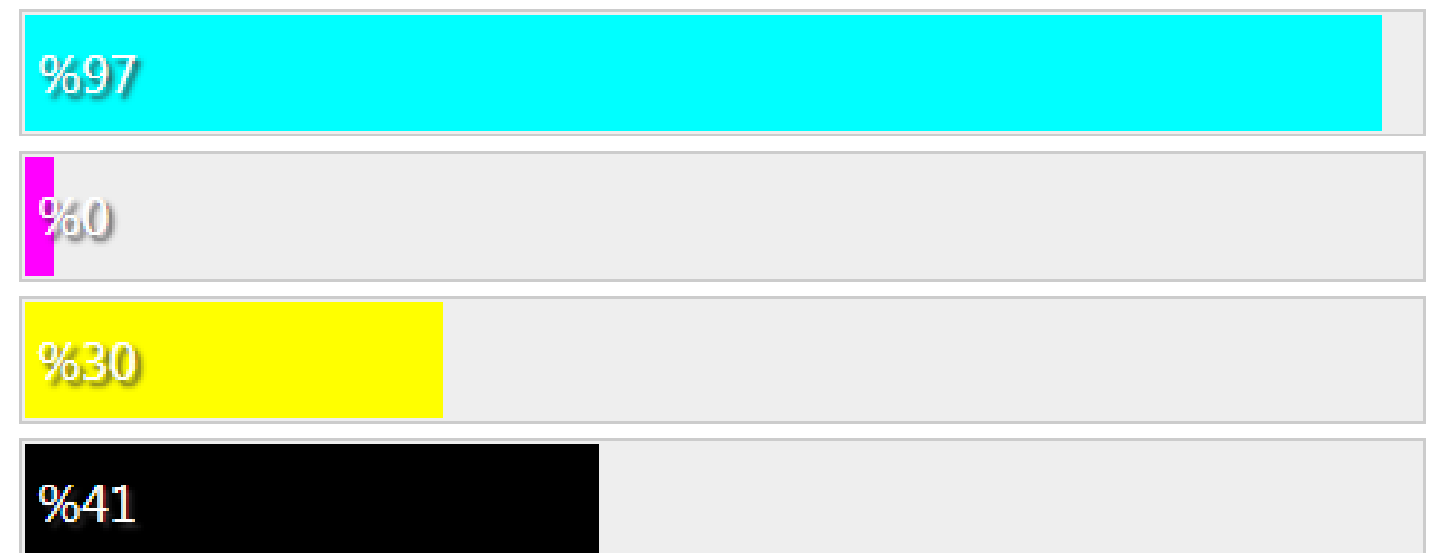


#059669 #1da078 #36ab87 #50b596 #69c0a5 #82cab4 #9bd5c3 #b4dfd2 #cdeae1 #e6f4f0 #ffffff

RGB Percentages of Color #059669



CMYK Percentages of Color #059669



Shades of #ffffff



#ffffff #e5e5e5 #cccccc #b2b2b2 #999999 #7f7f7f #666666 #4c4c4c #333333 #191919 #000000

Tints of #ffffff

All tints are identical with #ffffff

RGB Percentages of Color #ffffff



CMYK Percentages of Color #ffffff



04

TYPOGRAPHY

Corporate Typography

Primary font of the logo is
Quantify.



Quantify

Primary logo font

Bold :

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium :

abcdefghijklmnopqrstuvwxyz

Numbers :

123456890

Characters :

!@#\$%^&*()

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Corporate Typography

Secondary font of the usage
is Satoshi Variable.

A
e

Satoshi

Secondary font

Bold :

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium :

abcdefghijklmnopqrstuvwxyz

Numbers :

123456890

Characters :

!@#\$%^&*()

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
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magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut
aliquip ex ea

Corporate Typography

Usage:

Font Size:

For body text, a font size of around 16 pixels (px) is commonly recommended for optimal readability on most screens. However, the ideal size may vary depending on the font chosen and the audience. Headings and subheadings can vary in size based on hierarchy. For example, a main heading might be around 24-36px, while subheadings might be smaller, around 18-24px.

Line Spacing:

The line spacing or leading is crucial for readability. A general guideline is to set the line height to be around 1.4 to 1.6 times the font size. This spacing ensures that lines of text don't appear cramped together or too spread out, making it easier for users to follow along.

Line Length:

Line length refers to the number of characters or words per line. Ideally, it's recommended to keep the line length between 45 to 75 characters per line for optimal readability.

Font Choices:

Choose fonts that are legible on screens and across different devices. Sans-serif fonts are generally preferred for body text on screens due to their clarity at small sizes. However, serif fonts can be used for headings and decorative elements.

05 BRAND IDENTITY



06

VISUAL MOCKUPS













07 LOGO MOCKUPS

Dashío



A modern conference room with a long white table, black chairs, and a black wall with the word 'Dashío' in white. The room has glass walls on the sides and recessed ceiling lights.

Dashío



Dashío



Dashío



A man in a light-colored shirt and dark pants stands on a stage, gesturing towards a large green screen. The screen displays the word "Dashío" in white, bold, sans-serif font. The stage is lit with green light, and the audience is visible in the foreground, mostly in silhouette. The ceiling features a complex metal truss structure with several spotlights.

Dashío

Dashío

Dashboard

THANK YOU