

www.digibyte.org

Brand Identity Manual



digibyte is a rapidly growing open-source blockchain created in late 2013 and released in early 2014. After 7 years of forward thinking development, digibyte has become one of the safest, fastest, longest and most decentralized UTXO blockchain in existence



The brand study design and manual guidelines was made with love ♥ by @__spiral__ for the digibyte community.

Special Thanks to @DamirCengic & @Chilling_Silence for their help and support.

If you are a DGB lover, please consider a donation to support the #OpenSource contributions initiative, support the work and the author.



DPosQHtKxAVeuiH9DX43XgAUfvrUakZt7e

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Brand Identity Manual

**Basic digibyte
brand manual &
guidelines**

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Golden Ratio Study

Isotype Geometry & Golden Ratio Composition

Positive & Negative

Isotype Positive & Negative Validation

White Areas

Isotype White Areas

Gradient Color Applications

Isotype Gradiet Color

Color Applications

Isotype Monochrome Applications

Logotype

Construction & White Areas

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Positive & Negative

Logotype Positive & Negative Validation

Gradient Color Applications

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Imagotype H

Construction & White Areas

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Gradient Color Applications

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Summary

Introduction

According to the nature of the crypto environment and its expression needs in different media, the following presentation aims to develop a study and design about the digibyte brand to promote a new rebranding that helps to improve and update of the current image.

The idea is to develop a modern and updated brand that make it remarkable, adaptable, simple, with strength and personality to compose isotype, logotype and imagotype.

The structure and composition of the design has been based on the Fibonacci golden ratio geometry circles, to achieve a brand that vibrates harmoniously.

Isotype

Golden Ratio Study

Isotype Geometry & Golden Ratio Composition

Positive & Negative

Isotype Positive & Negative Validation

White Areas

Isotype White Areas

Gradient Color Applications

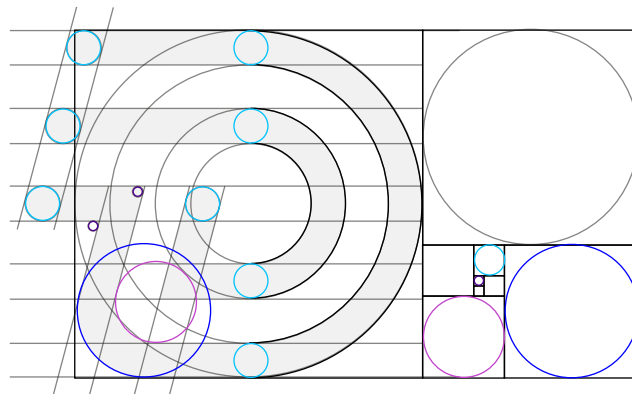
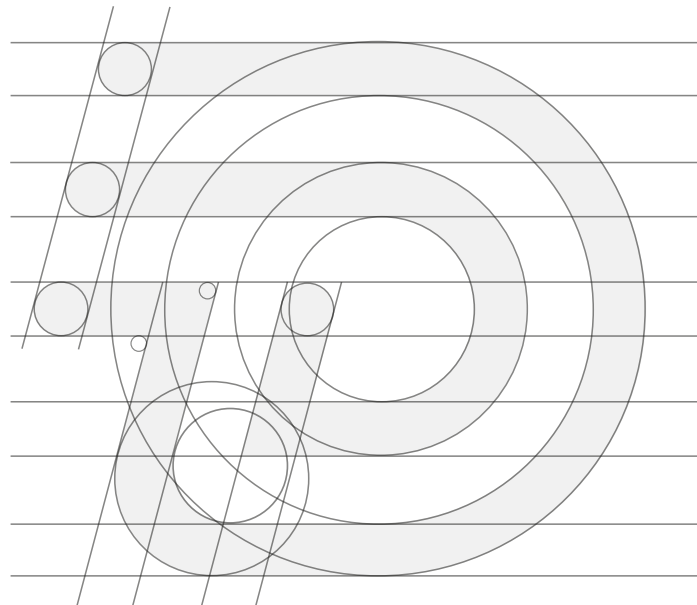
Isotype Gradient Color

Color Applications

Isotype Monochrome Applications

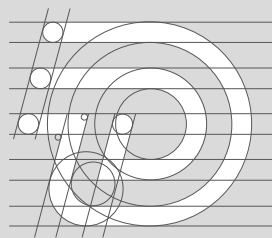
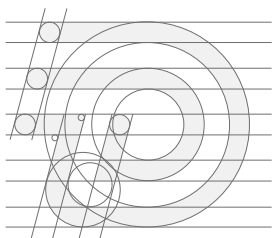
Construction

Isotype Geometry & Golden Ratio Composition



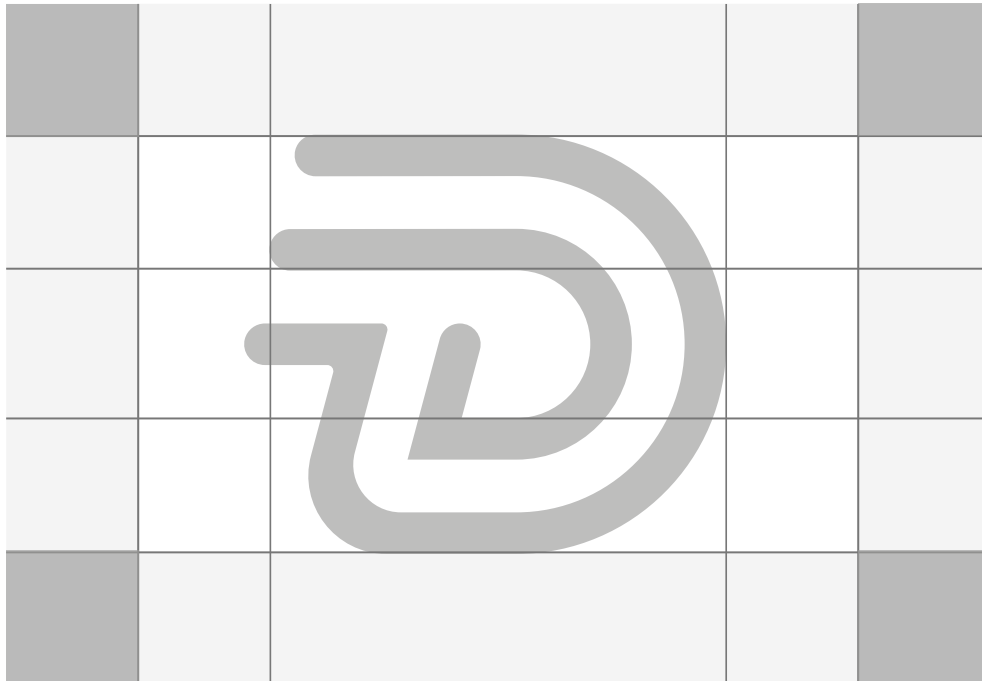
Positive & Negative

Logotype Positive & Negative Validation



White Areas

Isotype White Areas





Color Applications

Isotype Monochrome Applications



Color Applications

Isotype Monochrome Applications



Logotype

Construction & White Areas

Logotype Contrucction & White Areas

Positive & Negative

Logotype Positive & Negative Validation

Gradient Color Applications

Logotype Gradiet Color

Color Applications

Logotype Monochrome Applications



Inter typeface family described
later in Font Family

Positive & Negative

Logotype Positive
& Negative Validation

digibyte

digibyte

Color Applications

Logotype Monochrome Applications

digibyte

digibyte

digibyte

digibyte

digibyte

digibyte

digibyte

digibyte

A rectangular box with a horizontal gradient from purple on the left to blue on the right. The word "digibyte" is centered in white, lowercase, sans-serif font.

digibyte

The word "digibyte" in a lowercase, sans-serif font. The letters are filled with a horizontal gradient from purple on the left to blue on the right.

digibyte

Imagotype H

(Horizontal Orientation)

Construction & White Areas

Imagotype H Contrucction & White Areas

Positive & Negative

Imagotype H Positive & Negative Validation

Gradient Color Applications

Imagotype H Gradiet Color

Color Applications

Imagotype H Monochrome Applications



The image shows the Digibyte logo, which consists of a stylized 'D' icon followed by the word 'digibyte' in a lowercase sans-serif font. The entire logo is rendered in a medium gray color against a plain white background.The image shows the Digibyte logo, which consists of a stylized 'D' icon followed by the word 'digibyte' in a lowercase sans-serif font. The entire logo is rendered in white against a solid gray background.



 digibyte

 digibyte

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Color Applications

Imagotype Monochrome
Applications

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Imagotype V

(Vertical Orientation)

Construction & White Areas

Imagotype V Contrucction & White Areas

Positive & Negative

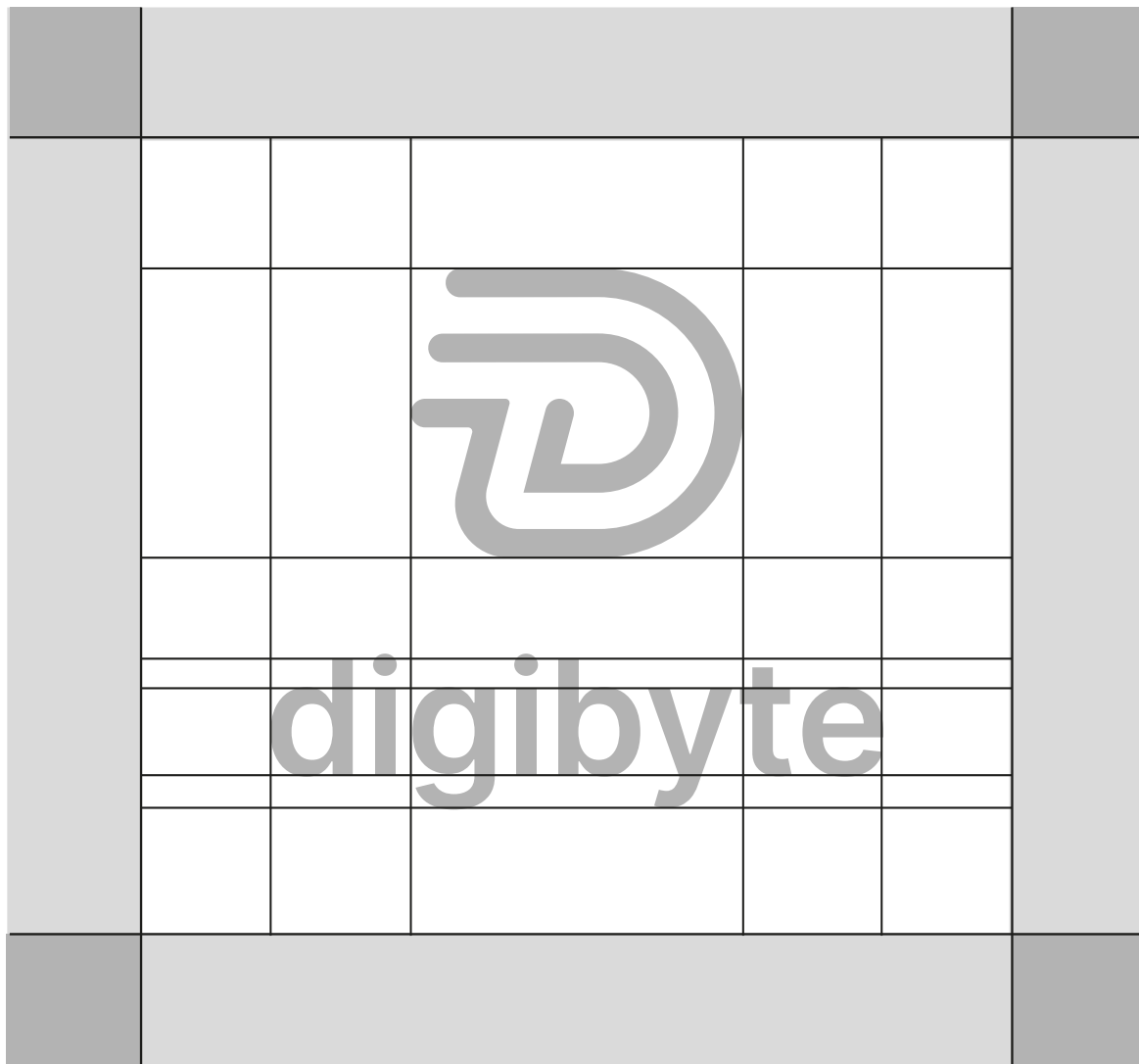
Imagotype V Positive & Negative Validation

Gradient Color Applications

Imagotype V Gradiet Color

Color Applications

Imagotype V Monochrome Applications







digibyte



digibyte



digibyte



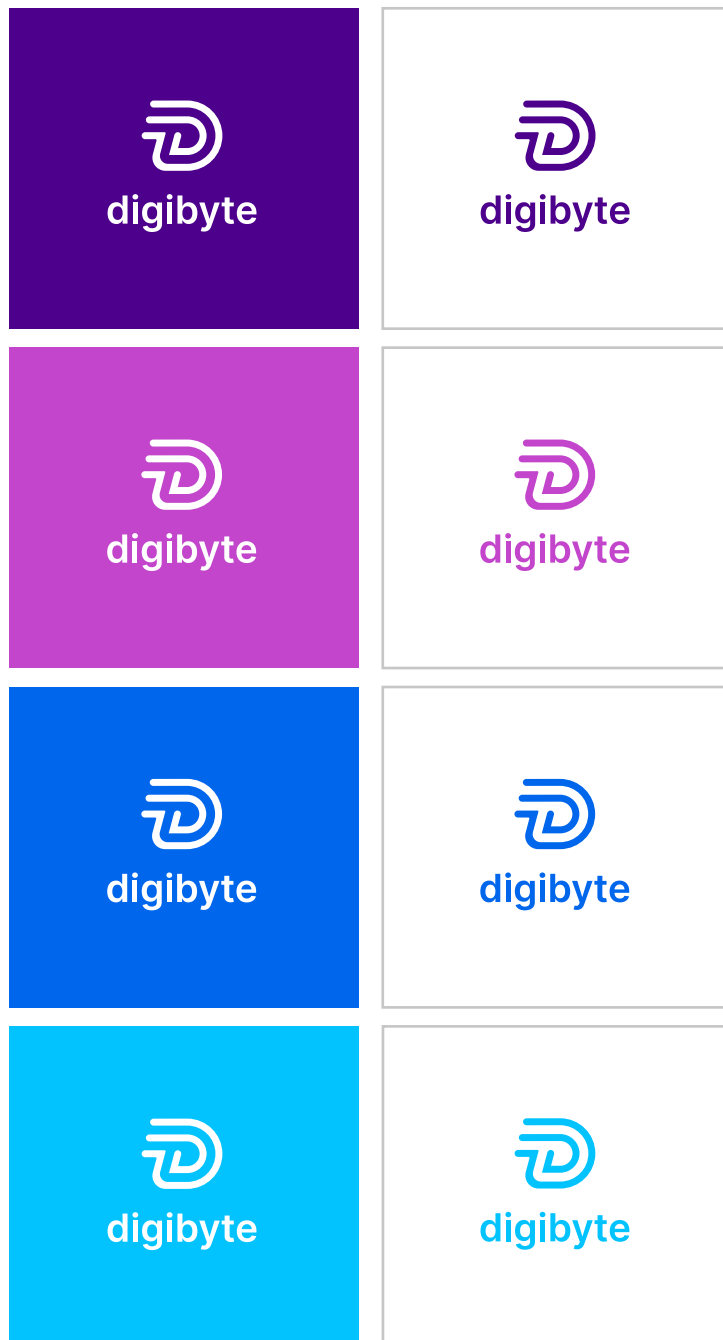
digibyte



digibyte

Color Applications

Imagotype V
Monochrome Color





Media & Others

Icons

Primary & Secondary Media Icons Styles

Icons Applications

Possible Applications for Icons & Stickers

Icons

Primary & Secondary
Media Icons Styles



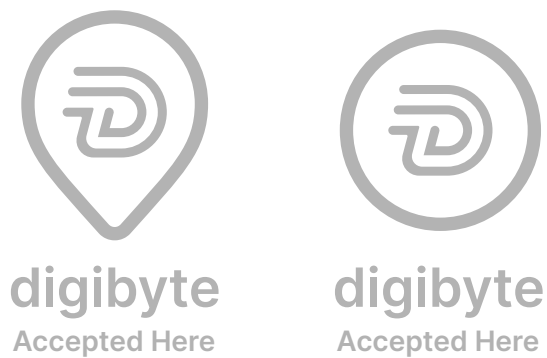
Primary



Secondary

Icons Applications

Possible Applications for Icons and Stickers



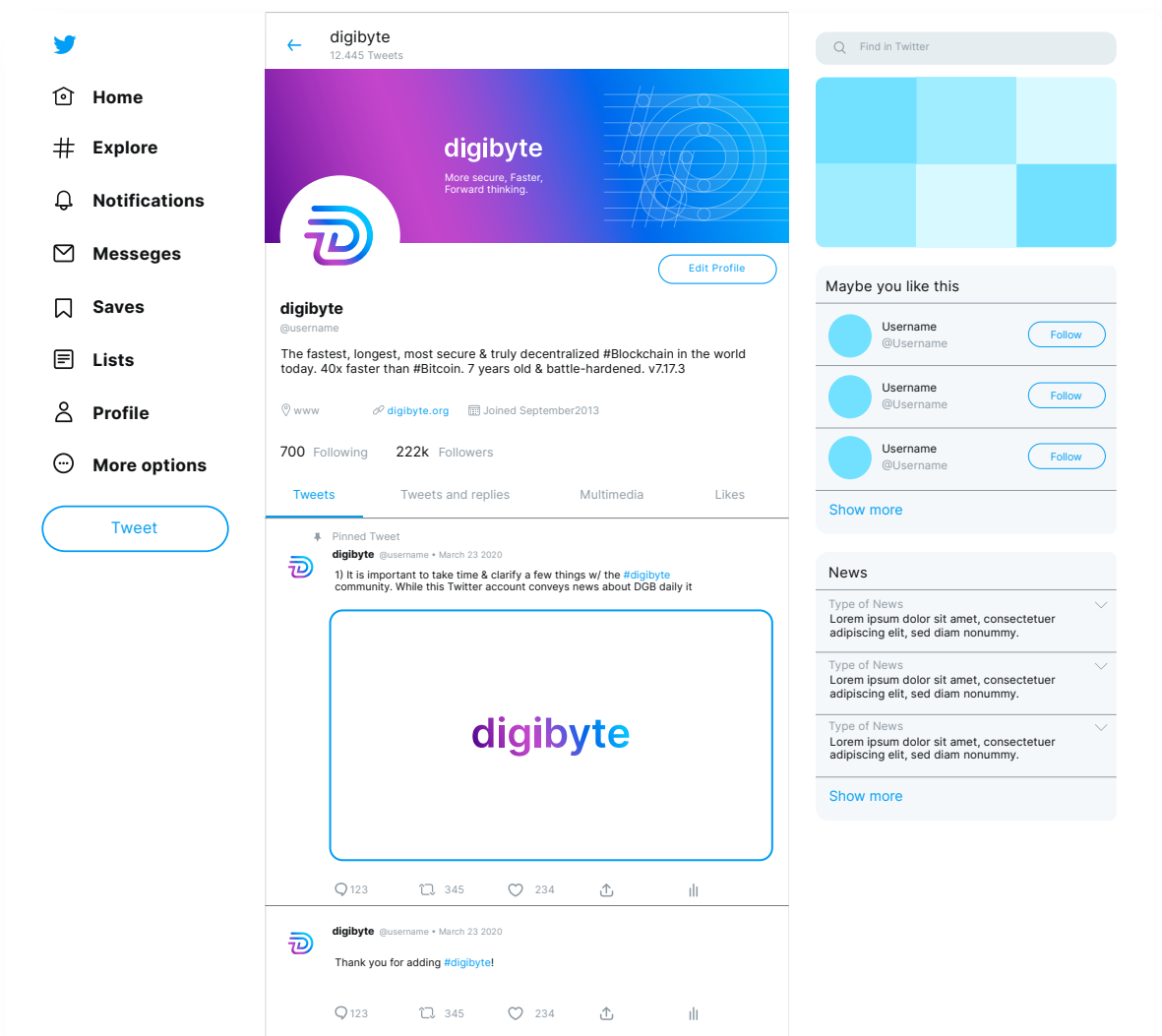
Please Note:

On these icons colors can be changed
following the guidelines for icons.

Even totally white in case of use for
commerce doors or windows

Icons Applications

Possible Applications



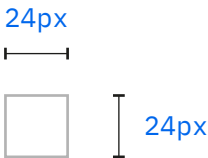

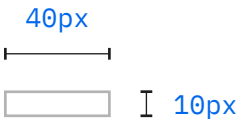
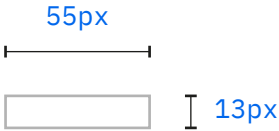

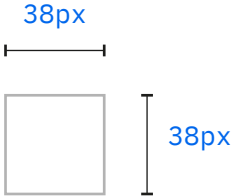

Sizes

Minimum Size

Isotype, Logotype & Imagotypes

Minimum Size

Minimum size for Isotype,
Logotype & Imagotypes

 <p>24px</p> <p>24px</p>	 <p>Isotype</p>
 <p>40px</p> <p>10px</p>	<p>digibyte</p> <p>Logotype</p>
 <p>55px</p> <p>13px</p>	 <p>Imagotype H</p>
 <p>38px</p> <p>38px</p>	 <p>Imagotype V</p>

Font

Font Family

Recomended Open Source Font Family

[illegible]

The Inter typeface family

Inter is a typeface carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

Donwload → <https://rsms.me/inter/>

[#OpenSource](#)

A B C D E F G G
H I J K L M N O P
Q R S T U V W X
Y Z 1 2 3 4 5 6 7
8 9 0 a å b c d e
f g h i j k l m n o p
q r s t u v w x y z .
digibyte() &
= ? ! @
., ; : / →

Inter Regular
Sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz () & =?!@
digibyte 1234567890 ., ;:/→

Inter Medium
Sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz () & =?!@
digibyte 1234567890 ., ;:/→

Inter Medium
Sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz () & =?!@
digibyte 1234567890 ., ;:/→

Color

Color Schemes

Colors & Complementations

Backgrounds & Colors

Corret Use

Gradient Color Applications

Background & Logotype Angles

Isotype, Angle & Color Composition

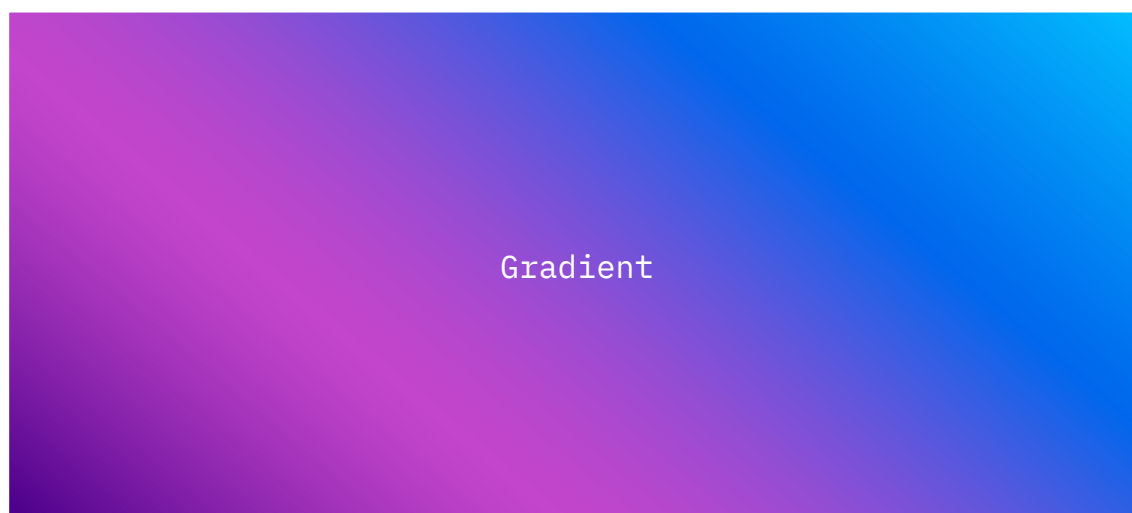
Color Schemes

Color & Complementations

Primary Color Scheme

Possible Tone Applications

4C008B				
C245CB				
0067EC				
03C3FF				

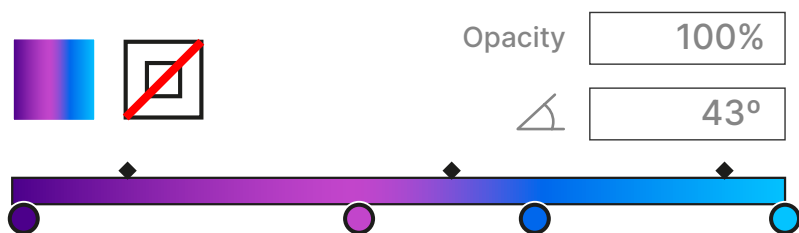
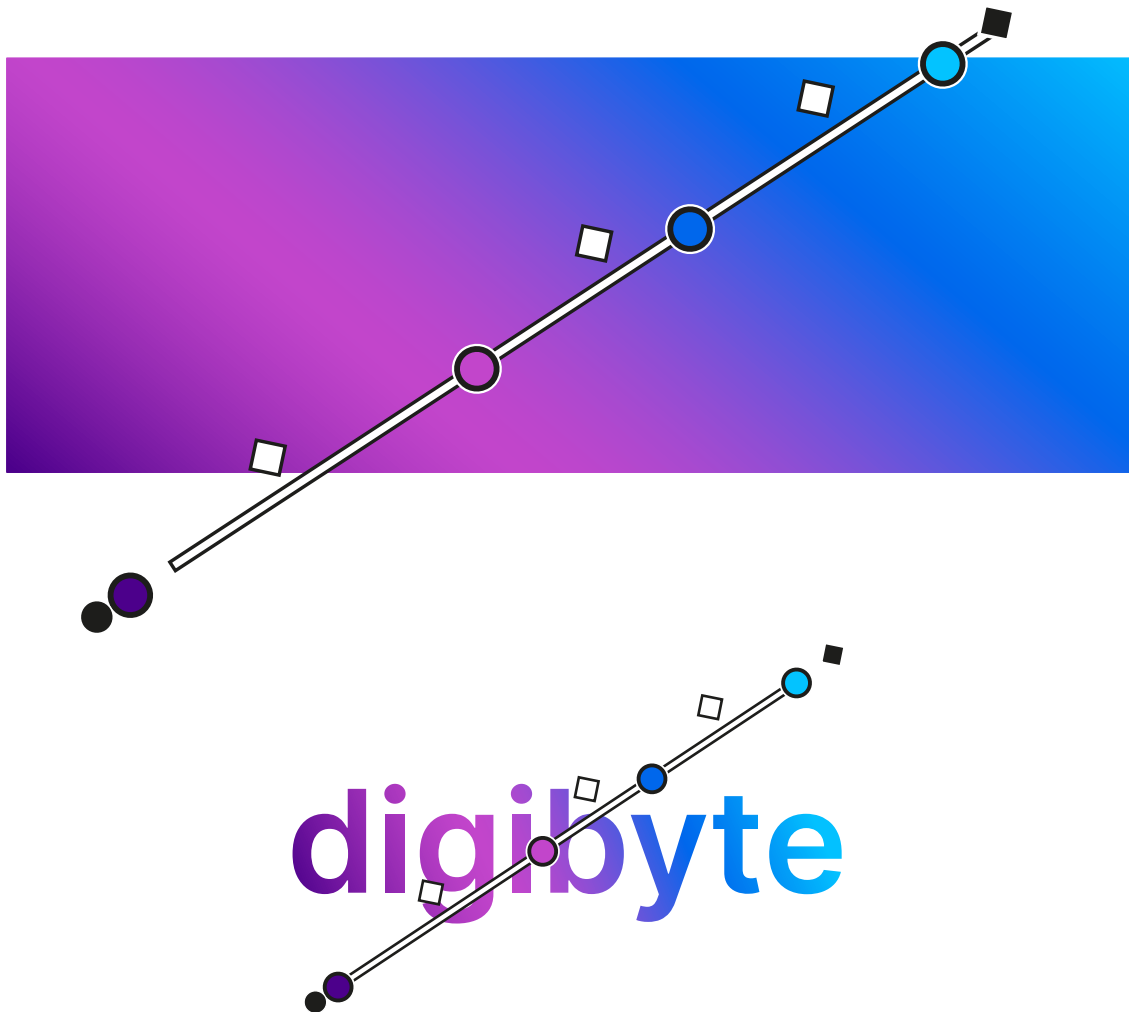


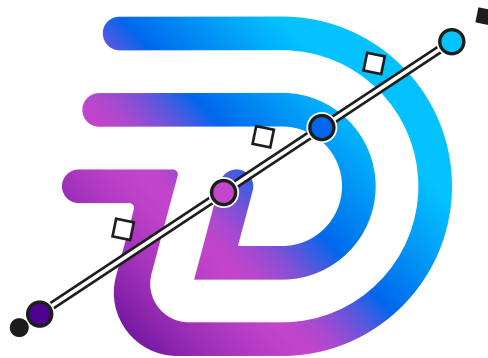
Gradient Color Order Composition

000000						FFFFFF
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Black & White Complementary Color Scheme







Opacity





Summary

This manual includes different guidelines about isotype, logotype, imagotype, color schemes compositions and elements to follow and to take into account when handling the brand.

Golden Ratio Study how the structure of the brand is composed based on the fibonacci golden ratio. We invite you to have these factors and geometry always present in case you want to apply or adapt the brand to other containers or elements.

Positive & Negative whenever new visual material is created, it is important to demonstrate and validate its functionality on both positive and negative media.

Construction & White Areas it shows how the composition and spaces are formed. Care areas should be taken to ensure the brand is not cluttered by other visual elements such as typography or another kind of logos / isotypes, graphics or busy areas of photography. Maintaining these minimum blank spaces of third objects will always help the brand to its perfect presentation to the community.

Gradient Color Applications when there are elements with a gradient color, guidelines to take into account for composition with other elements of the brand and their orientations.

Color Applications within the color scheme there are variations and compositions to take into account in both monochromatic and duotone styles. You can always study new ways here we expose the main ones according to the standards.

Icons among the needs for media and other visualization supports are the main icons to represent the brand, the main configurations are shown following the standards.

Icons Applications can always be designed in case of special events or as needed, here are some examples / guidelines.

Minimum Size minimum dimensions according to the structures of each element of the brand. These measures should not be exceeded to always promote the correct display and identification of the brand.

Font Family a suggestion, the idea is to always promote opensource projects. This family of typefaces is one of the best communities and their study and development of the font is excellent.

Color Scheme the study of color palettes and their complementary compositions. Impress its correct use to represent well the labels within the brand and its options. Color is one of the first elements that users integrate, so it is important to have and rigorously follow the schemes to present a solid brand.

Background & Colors within the uses of color, it is important to configure the backgrounds and their respective monochromatic, duotone and gradient settings, here are the standards for use according to the brand's styles.

Please Note:

This manual is intended to be a guide for the correct use of the brand, everything that is not expressed within the sections is understood to require a thorough design study or that it is simply not correct.

Mainly we advise if you do not have experience, be very careful with the manipulation of all these digital assets and never try to make typical deformations of inexperienced users such as: turning, frowning, narrowing, distorting proportions or adding third elements without a prior proper study. All these alterations will damage the image of the brand.



Thanks for sharing in community

www.digibyte.org

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Special Thanks to @DamirCengic for their help and @Chilling_Silence for their support.

If you are a DGB lover, please consider a donation to support the #OpenSource contributions initiative, support the work and the author.



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GITHUB

<https://github.com/digibyte-core>

TWITTER

<https://twitter.com/DigiByteCoin>

FACEBOOK

<https://www.facebook.com/digibytecoin/>

LINKEDIN

<https://www.linkedin.com/company/digibyte-payment-network>

INSTAGRAM

<https://www.instagram.com/officialdigibytecoin/>

YOUTUBE

<https://www.youtube.com/c/JosiahSpackmanDigiByte/>

REDDIT

<https://www.reddit.com/r/DigiByte/>

MEDIUM

https://medium.com/@DigiByte_Official

TELEGRAM

<https://t.me/DigiByteCoin>

www.digibyte.org

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