



BRAND GUIDELINES

Presented by **Dingus & Zazzy**

BRAND GUIDELINES

These brand guidelines, developed by **Dingus & Zazzy**, are specific rules that are meant to reinforce and project a consistently strong and distinguished representation across all mediums. Following these standards will allow **DYOR Labs** to promote a consistent identity to the general public and to highlight the brand image. If the specified graphic standards in this document do not correspond to your requirements, please contact Dingus & Zazzy.

📞 (780) 701-3390

✉️ hi@dingusandzazzy.com

★ www.dingusandzazzy.com

BRAND VOICE & TONE

BRAND VOICE

DYOR communicates with clarity, expertise, and a forward-thinking approach. Our tone is knowledgeable, approachable, and engaging, ensuring that both crypto veterans and newcomers understand our tools and insights. We provide clear, direct messaging highlighting DYOR's value while maintaining transparency and credibility. Our goal is to educate, inform, and inspire users to take control of their crypto research confidently.

TONE GUIDELINES

- **Expert and Informative:** Speak with the authority of an industry leader, delivering precise, data-backed insights into crypto trends and security.
- **Friendly and Approachable:** Keep language conversational and easy to understand. Avoid overly technical jargon and make complex concepts accessible.
- **Transparent and Solution-Focused:** Address common crypto concerns with clear explanations and actionable solutions. Help users make informed decisions with confidence.
- **Engaging and Direct:** Balance professionalism with an engaging tone. Deliver information compellingly, encouraging users to explore and interact with DYOR's platform.

MESSAGING FRAMEWORK

DYOR is built for users who want reliable, actionable insights in the fast-moving world of crypto. We believe that informed decisions come from access to precise, unbiased data. Our content prioritizes transparency, education, and usability, making crypto research easier and more effective. By presenting valuable insights in a digestible way, we help users cut through the noise and make smarter choices.

UNIQUE VALUE PROPOSITION (UVP) AND MISSION

DYOR provides cutting-edge tools and research for crypto traders and investors. We simplify complex data, making spotting opportunities and avoiding risks easier. Our mission is to make crypto research accessible, efficient, and insightful, giving users the confidence to take control of their investments.

VALUES

- ▢ **Crypto Expertise:** Delivering high-quality research and tools backed by deep industry knowledge.
- ▢ **Transparency and Trust:** Providing clear, honest information without hype or misleading claims.
- ▢ **User-Centered Approach:** Designing tools and content prioritizing clarity, usability, and effectiveness.
- ▢ **Innovation in Research:** Constantly improving and refining our resources to meet the needs of an evolving crypto landscape.

WRITING STYLE

- **Keep It Clear and Concise:** Use simple, direct language. Example: "Get real-time crypto insights with DYOR" instead of "Leverage our advanced analytics platform for blockchain-based asset evaluations."
- **Call to Action:** Encourage action with direct, benefit-driven messaging. Example: "Try DYOR's tools today and stay ahead of the market."
- **Use Active Voice:** Ensure clarity and engagement with this writing style. Example: "DYOR scans the market for real-time insights" instead of "Real-time insights are provided by DYOR's scanning technology."
- **Maintain Consistent Tense:** Keep messaging uniform and easy to follow. Example: "DYOR tracks, analyzes, and delivers insights" instead of "DYOR tracked, analyzes, and will deliver insights."
- **Limit Jargon:** Keep language accessible. Example: "DYOR helps you research crypto trends" instead of "DYOR facilitates in-depth blockchain data aggregation for market analysis."
- **Inject Personality:** When appropriate, add subtle humor or engaging phrasing to keep content memorable while staying professional. Example: "DYOR—because your investments deserve more than guesswork."

EDITORIAL & CONTENT GUIDELINES

- ☐ Proofread for grammar, punctuation, and brand voice consistency.
- ☐ Verify all factual content against reliable sources.
- ☐ Ensure all content aligns with DYOR's mission and values.
- ☐ Create engaging, mobile-friendly content that works across platforms.
- Use American English in all published materials.

CONTENT GUIDELINES

Types of Content:

- **Blog Posts:** 1200–1500 words, insightful and practical.
- **White Papers:** 2000–3000 words, detailed and in-depth analyses.
- **Social Media Posts:** Engaging, funny, and short with preferred hashtags like #EightxCFO #BusinessGrowth #GrowthStrategy #SmallBusinessSuccess.
- **Videos:** They will have a mix of expert advice and relatable anecdotes.
 - 2–5-minute clips for TikTok and Instagram.
 - YouTube is for long-form content: Videos of 10 minutes and above.

BRANDING

COLOR PALETTE

We use these colours throughout all our marketing items and branding, which strongly complement our image and feel.

RGB · Hexadecimal:

These colors are to be used on electronic screens (webpages, social media, video, etc.).

CMYK · Pantone:

These colors are to be used on print materials (business cards, stationery, etc.).

DEEP BLUE

CMYK: 100, 88, 49, 69

RGB: 11, 22, 43

HEX: 0B162B

LIGHT BLUE

CMYK: 72, 1, 0, 0

RGB: 75, 182, 233

HEX: 4BB6E9

PURPLE

CMYK: 76, 81, 0, 0

RGB: 121, 39, 222

HEX: 7927DE

PINK

CMYK: 44, 82, 0, 0

RGB: 218, 29, 225

HEX: DA1DE1

HEX: FFFFFF

TYPEFACE

(Montserrat)

Click here to download

The Montserrat font family is our corporate font. The Black weight is used for headers, while the light weight is used for body text.

Common Usage:

You may use this font for all branded material.

**ALL OF THE BEST
RESEARCH TOOLS FOR
THE CRYPTO SPACE**

(Montserrat Black—All Caps)

Unlock a seamless experience with powerful tools designed for traders and projects alike. DYOR simplifies crypto exploration, trading, and management, empowering you to make confident decisions in the Web3 world.

(Montserrat Light)

LOGO

MAIN VERSION

Different Ways to Use It:

May be used on various printed materials, websites, pamphlets, and ads.



LOGO

WHITE VERSION

Different Ways to Use It:

May be used on top of images or dark backgrounds of printed materials, websites, pamphlets, and ads.



LOGO

ICON VERSION

Different Ways to Use It:

May be used on various printed materials, websites, pamphlets, and ads.



LOGO

SOCIAL MEDIA

Different Ways to Use It:

Use the icon version for profile pictures to ensure legibility.



DYOR.com ✨
@DYORdotcom

LOGO

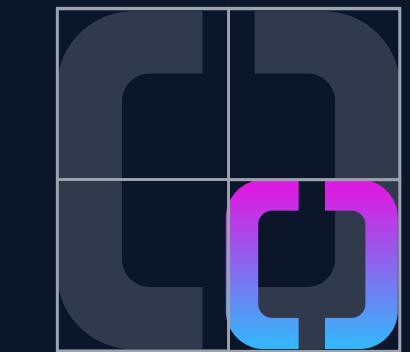
SAFETY AREA

Please respect the safety area (grey line) shown by allowing space equal to a square with half the height of the O. It allows for better visibility of the identity.

The minimum size refers to the smallest allowable reproduction size while ensuring the logo is legible and effective. There are values for both print and online applications.

When possible, scale and proportion should be determined by the available space and alignment to the layout grid. Please note these are minimum, not preferred sizes, and should be used only when space is very limited.

NOTE: All guidelines listed apply to all logo variations.



Safety Area:
Half the "O" height.

These are the minimum sizes allowed for the respective logo variations:

ON PRINT:



33 mm
1,3 in

ON SCREENS: 72dpi



60 px

LOGO

USAGE STANDARDS

Consistent use of the logo is important to the recognition and value of the brand. The following are unacceptable uses of the logo. Please ensure that all artwork is used exactly as supplied and not altered.

All questions about usage can be directed to hi@dingusandzazzy.com.

NOTE: All guidelines listed apply to all logo variations.



DO NOT fade or use transparency settings.



DO NOT skew or stretch any elements of the logo.



DO NOT rotate or angle the logo. It should always be placed on a horizontal baseline of 90°.



DO NOT apply a stroke or outline to the logo or use unapproved colors.



DO NOT recreate the logo with another typeface.



DO NOT add drop shadow or other effects.

VISUAL ETHOS/ MOODBOARD

PHOTOGRAPHY



ICONOGRAPHY

Style:

The icons should be outlined and not filled. Please ensure the stroke weight is consistent when using more than one icon.

Different Ways to Use It:

The brand icons can be used on walls, incorporated in other designs, and much more.



BRAND USAGE





To
NAME SURNAME

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Sincerely,

**NAME
SURNAME**
FOUNDER & CEO

name@dyorlab.com
 dyor.com
 333 44445555



