



Empowering Innovation

Brand Guidelines

These guidelines were developed to define and inform DECA Analytics's brand — **how we look, sound, and feel to our audience.** This document outlines usage for our logos, typefaces, color palettes, icons, patterns, and so on. It also includes key positioning that informs how we communicate with our audience.

Why are brand guidelines necessary?

From our proprietary logos to the words we choose, each of these guidelines comprises one piece of our full brand identity. Adhering to guidelines helps preserve our visual identity, build recognition, protect our logo assets, and craft powerful and resonant messaging across channels.

Need approved fonts, logos, graphic elements, or additional information?

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Introduction



Positioning Statement

DECA Analytics is **empowers innovation** in Puerto Rico. Empowering enterprises with seamless tax incentive navigation, compliance mastery, and access to capital – we provide strategic solutions that drive success and foster economic development.

From compliance to capital:
DECA Analytics is where your business thrives.

The DECA Difference

Dedicated

Expertise

Comprehensive

Analytical

We are dedicated to fostering economic growth in Puerto Rico by assisting businesses in leveraging unique tax incentives and financing opportunities, ultimately promoting lasting prosperity for both local and international enterprises.

Our team's extensive knowledge of Puerto Rico's tax codes enables us to expertly guide clients through the island's intricate business landscape, ensuring compliance while providing access to low-cost capital and non-dilutive financing options.

We offer a comprehensive one-stop-shop for businesses aiming to thrive in Puerto Rico, providing corporate advisory and analytics services, including strategic investment, capital structuring, ongoing compliance, and access to non-dilutive capital.

Our multidisciplinary team utilizes our proprietary artificial intelligence software platform for maximizing financial incentives in addition to data-driven methodologies to identify and quantify opportunities in Puerto Rico.



Brand Personality

DECA Analytics' brand personality is trusted and dynamic.

Identity: Strategic

Language: Professional, clear

Voice: Authoritative, supportive, proactive

Characteristics: Reliable, innovative, results-driven

Motivation: Growth, efficiency

Fear: Non compliance, missed opportunities



Brand Basics

The “who we are” and “why we’re here.” Our core principles — purpose, mission, vision, and values.

Why does DECA Analytics exist?

DECA Analytics exists to empower businesses in Puerto Rico to maximize their potential by leveraging unique tax incentives, ensuring compliance, and accessing capital efficiently.

What does our future look like?

Our vision is to become the leading advisory firm in Puerto Rico, recognized for our comprehensive and innovative financial solutions.

What principles guide our behaviors?

Our core values of integrity, innovation, and excellence guide everything we do, ensuring we deliver reliable and impactful services.

Who is our target customer?

Our target customers are businesses and investors looking to capitalize on Puerto Rico’s incentives, ensuring compliance and growth through expert financial guidance.

What makes DECA Analytics different?

DECA Analytics stands out with our proprietary software platform, expert-trained accuracy, and personalized approach, making complex financial and compliance processes seamless and efficient for our clients.





Primary Logo Types

Our logo is our most recognizable asset. That's why we love it, are protective of it and ask you to follow the rules when you use it

- Only show the logo in DECA blue, black, or white.
- Don't alter, rotate, or modify the logo.
- Don't use outdated versions of the logo.



Incorrect Logo Usage

The DECA Analytics logo should not be adjusted or edited in any way.
Here are some examples of what not to do:



Do not remove design element from the logo.



Do not add drop shadow to the logo.



Do not stretch or skew the logo.



Do not tilt or rotate the logo.



Do not use any other color or pattern in fill.



Do not overscale the logo.





Brand **typeface**



Primary Typeface

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of DECA Analytics's brand. This typeface is a websafe font with flexibility built in — there are a range of styles within the font family.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!@#\$%^&*()_+

Thin

ExtraLight

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black



Secondary Typeface

Source Sans Pro is Deca Analytics's secondary typeface. It can also be used in paragraphs.

Its clean, modern design ensures readability and complements the primary typeface seamlessly.

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

!@#\$%^&*()_+

Regular

Bold





Color usage



Brand Colors

Core Palette

Brand Color

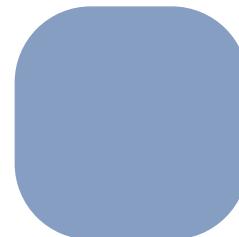
DECA Blue

HEX: #003287

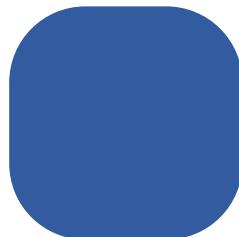
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HSL: 218, 100%, 26%

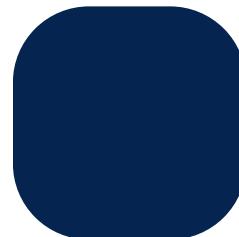
CMKY: 100, 47, 63, 0



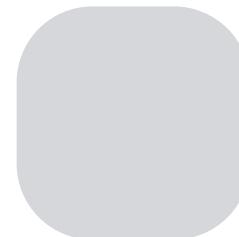
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#335BA0



#052550



#D5D7DB





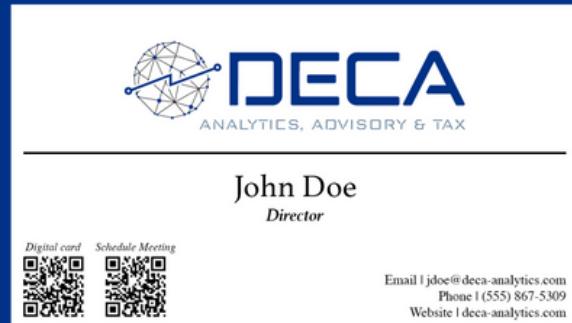
Stationary



Stationary



Stationary



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