

DAKOTA TECHNOLOGY SOLUTION



BRAND GUIDELINES

2022

WHAT IS A STYLE GUIDE?

A well-developed style guide is an essential tool for establishing a brand's identity. It acts as a key document that helps designers and content creators communicate consistently with our audiences, so it's a great asset for creating the most effective, on-brand content.

It includes guidelines for the applications and variations of our logos, color palettes, typography (font families, sizes, kerning and line height/spacing) and photography.

WHY IS IT IMPORTANT?

Having a document to reference for expected standards makes the lives of designers and developers much easier and gives them a solid framework to use for their work. Providing and following brand standards ensures that all of our content distinguishes the Dakota Technology Solution brand from its competitors across the board. This cohesion helps establish a strong brand identity that resonates with our audiences — reinforcing both brand awareness and loyalty.

LOGO DESIGN

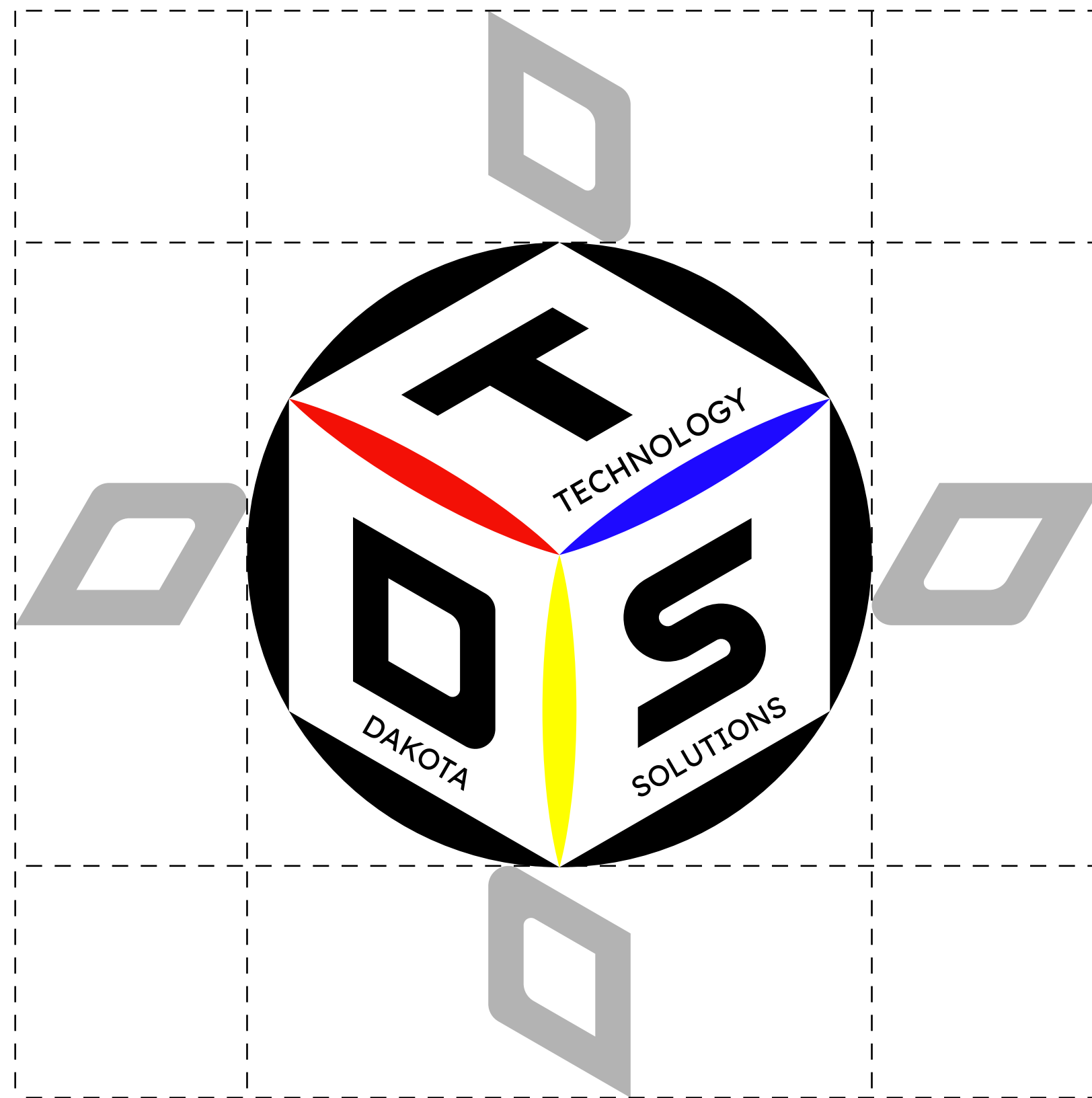
The company logo is an important, valued graphic element and must be used consistently and appropriately; even minor variations will compromise the image of the branding.

Dakota Technology Solution logo is composed of three letters and a cube. Together they work to define our brand graphic identity.



LOGO SAFE SPACE

To ensure the integrity of the logo, an area of protection directly surrounding it has been defined. This prevents the encroachment of other text or graphic elements onto the logo and ensures it always appears on a plain background.



MINIMUM SIZE

Please use the spacing guide shown here. To ensure proper legibility, avoid producing the logo smaller than 1.50" wide and the icon 0.75" wide.



Minimum Size logo
1.50"



Minimum Size icon
0.75"

LOGO COLOR WAYS

The logo must be used with its primary colours as much as possible, preferably on a light background. Below are the possible colour usages of the logo.



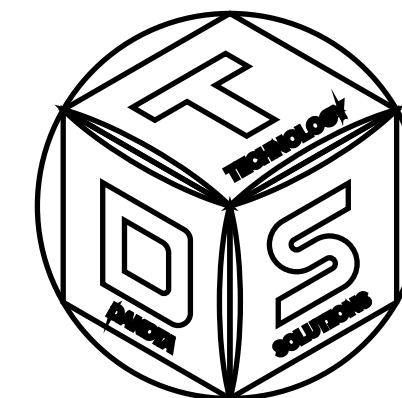
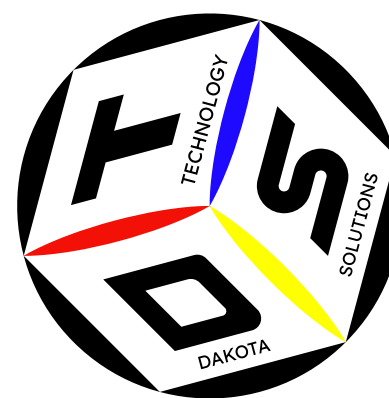
LOGO ON PHOTOGRAPHY

To aid visibility of our logo make sure to not place it on any busy background areas. this is especially important when using photography. Aim to use imagery with simple and clean compositions, that will ensure that the logo has a room to breathe.



LOGO MISUSE

Always use master artwork when reproducing any logo design.
It should never be recreated under any circumstances.
Always ensure you are using the correct artwork for the application.
When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



- Do not change the logo in an unspecified color or combination of colors.
- Do not scale, stretch or disproportionately resize the logo.
- Do not use the logo other than Horizontally.
- Do not attempt to recreate the logo.
- Do not use the wrong logo color on a background without proper contrast.
- Do not use the logo as a repeated pattern.
- Do not apply graphical elements such as drop shadow or glow.
- Do not change the composition of the logo.
- Do not use the logo as an outline.

BRAND COLORS

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

This colors should be used wherever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process.

Black

Blue
C88 M96 Y0 K0
R30 G10 B255
1E0AFF

White

Jet
C0 M0 Y0 K81
R48 G48 B48
303030

Platinum
C0 M0 Y0 K11
R227 G227 B227
E3E3E3

Coquelicot
C0 M76 Y99 K0
R14 G99 B100
FF3D03

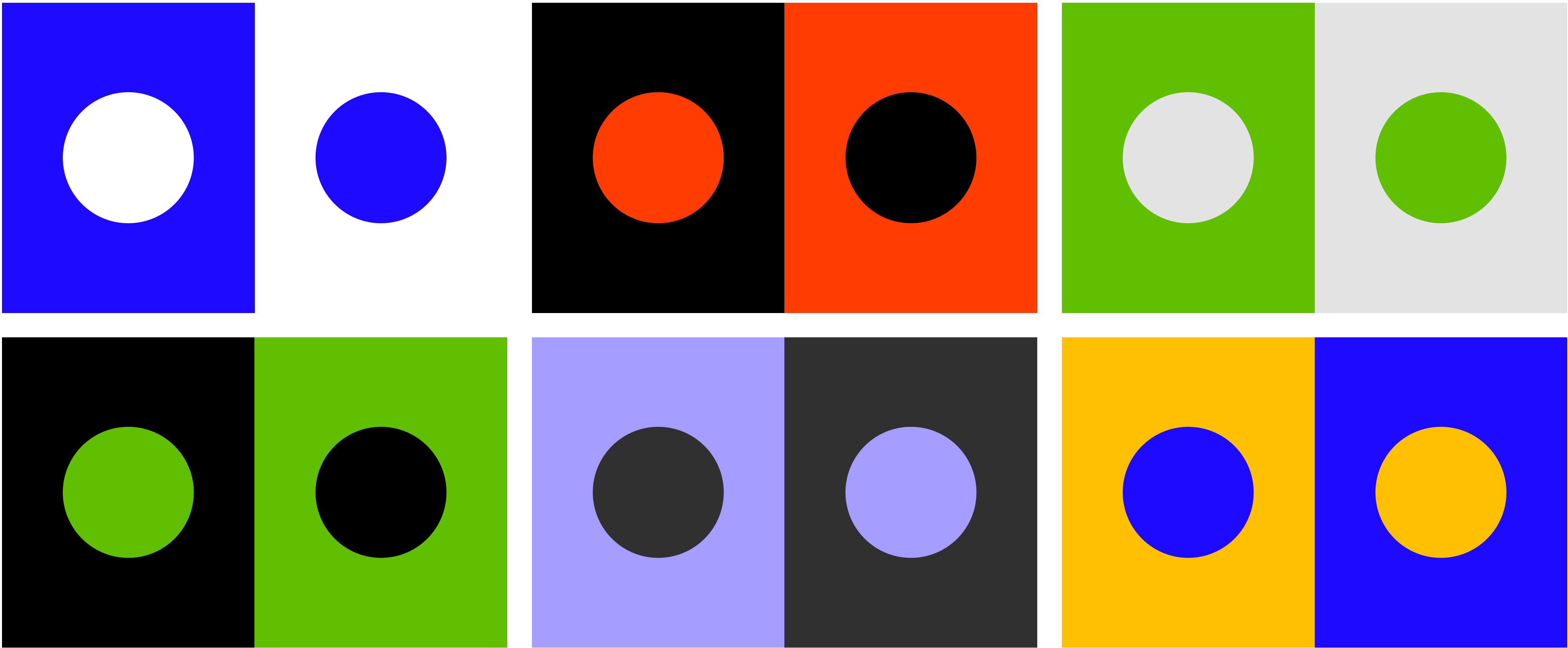
Amber
C0 M25 Y99 K0
R255 G192 B3
FFC003

Charcoal
C38 M38 Y0 K0
R165 G157 B255
A59DFF

Artichoke
C65 M0 Y100 K0
R97 G191 B2
61BF02

BRAND COLORS

The breadth of Dakota Technology Solution color palette offers flexibility and range within our brand system. Combining colors can evoke emotion and tone to underscore our messaging. We recommend using color combinations that are complimentary in tone and provide a strong visual contrast when paired together. When in doubt, refer to these select pairings as our top recommendations.



TYPOGRAPHY

The brand primary typeface is READEX PRO. Typography is an essential part of the Dakota Technology Solution brand. It helps to unify messaging and create familiarity. A consistent typographic style is essential in creating a distinctive identity. As the primary typeface, it is important that most Dakota Technology Solution communications are set in READEX PRO.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*{}()¢

Aa

LIGHT

Aa

REGULAR

Aa

MEDIUM

Aa

BOLD

LARGE HEADLINE

SUB-HEAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Aenean commodo ligula eget dolor.

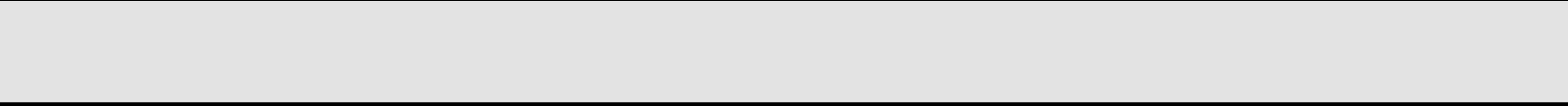
Aenean massa. Cum sociis natoque penatibus et magnis
dis parturient montes, nascetur ridiculus mus.

Donec quam felis, ultricies nec, pellentesque eu, pretium quis,

“Quotes quotes quotes quotes quotes quotes quotes”



THANK YOU



**BRAND
GUIDELINES**