

The background is a dark, grayscale image of a person sitting at a desk, working on a laptop. A white, semi-transparent network or mesh pattern is overlaid on the image, consisting of numerous small dots connected by thin lines, creating a geometric, web-like structure. The text 'Diep Cal' is centered in the upper half of the image, rendered in a white, stylized font where each letter is contained within a rectangular frame of varying sizes.

Diep Cal

**BRAND GUIDELINES**

## BRAND MANUAL

### WHAT IS IT FOR?

**THE BRAND MANUAL IS  
ESSENTIALLY A SET OF RULES  
THAT EXPLAIN HOW YOUR  
BRAND WORKS.**

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

# Organization **Mission** and **Vision**

The core values define our strengths and how we need to behave to achieve our vision.

## Deepcal's Mission

Enhance customer-facing products and empower customers' engineering teams to develop superior customer-facing solutions through our innovative Zero-Click software. We ensure our customers' products are always calibrated and functioning optimally, enabling them to provide safer solutions to their clients.

## Our Vision

To be the leading provider of innovative software solutions that transform the way customer-facing products are developed and maintained. We aspire to set the industry standard for product calibration and functionality, empowering our customers to deliver the safest and most reliable solutions to their clients.

# Our Values

## Ethics and Morality

**Integrity in Action:** We conduct our business with the highest ethical standards, ensuring that our actions reflect our commitment to doing what is right.

**Respect for Intellectual Property:** We honor and protect the intellectual property rights of our company, customers, and partners, fostering an environment of trust and respect.

## Transparency

**Open Communication:** We maintain transparency in all our interactions, both internally and externally, ensuring clear and honest communication at all times.

**Accountability:** We take responsibility for our actions and decisions, building trust through consistent and transparent practices.

## Trust

**Reliability:** We deliver on our promises, providing products and services that our customers can rely on for safety and performance.

**Customer Commitment:** We prioritize our customers' needs, ensuring their satisfaction through exceptional service and support.

## Safety and Confidence

**Uncompromising Safety:** We are dedicated to ensuring the highest level of safety in all our products, knowing that what we do impacts critical safety systems such as lane keeping, automatic braking, and autonomous operations.

**Quality Assurance:** Our commitment to rigorous calibration and functionality testing ensures that our products operate flawlessly, giving our customers confidence in their safety and reliability.

## Excellence

**Continuous Improvement:** We strive for excellence in everything we do, constantly seeking ways to improve our products, services, and processes.

**Innovation:** We embrace innovation, using cutting-edge technology to develop superior solutions that meet the evolving needs of our customers.

## Respect and Fairness

**Employee Well-being:** We treat our employees with respect and fairness, fostering a supportive and inclusive work environment.

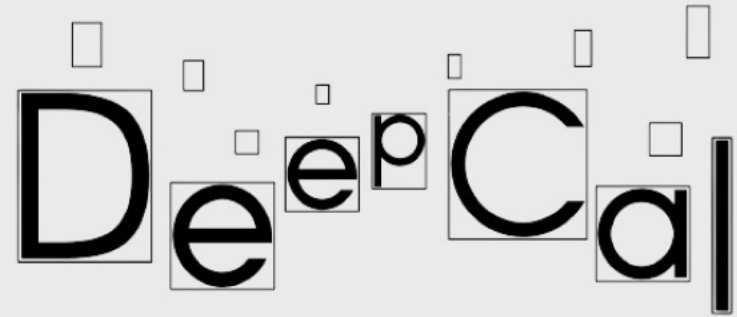
**Customer Relationships:** We build lasting relationships with our customers based on mutual respect and a commitment to their success.

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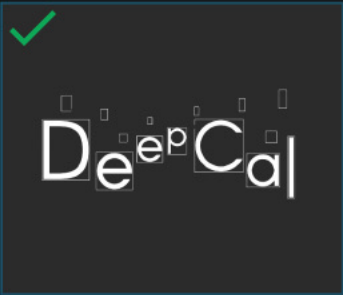
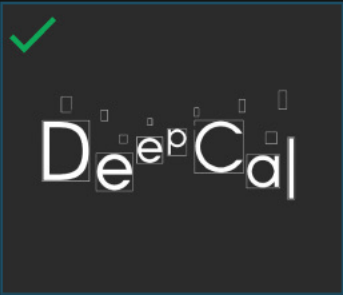
## The Logo

Our logo is the primary visual element of our identity, the key building block that identifies us. People may not always be able to speak our language, but they will remember the signs associated with our brand.



# Logo Use

To maintain the integrity of the logo, it is important to use the logo as described in these guidelines. No modification of the logo is allowed other than stated in this manual.



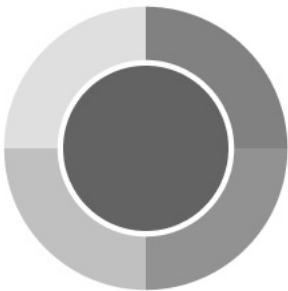
# Colour Palette

Our **colours palette** has been carefully **chosen** to visually **represent** the core **values** of our **brand**.

## COLOURS

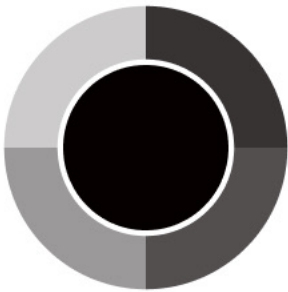
Colour plays a significant role in the identity program of DEEPCAL. The colours below are recommendations for various media and application techniques. A primary and secondary colour palette has been developed, which includes the 'One Voice' colour scheme. Consistent use of these colours will contribute to the consistent and harmonious look of the DEEPCAL brand identity across all relevant media.

### PRIMARY COLOURS



#### DEEPCAL GRAY

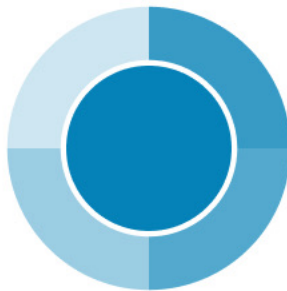
CYMK : 0 / 0 / 0 / 61  
RGB : 99 / 99 / 99  
HEX : 616161



#### DEEPCAL BLACK

CYMK : 52 / 52 / 52 / 100  
RGB : 5 / 0 / 0  
HEX : 050000

### SECONDARY COLOUR



#### DEEPCAL BLUE

CYMK : 71 / 43 / 0 / 58  
RGB : 5 / 130 / 183  
HEX : 0582B8



# Typography

Don't assume that **typography** is simply another word for **font**. Fonts are **part of typography**, but typography goes **beyond** fonts.

## TYPO

Typography plays a crucial role in communicating an overall tone and quality. Careful use of typography strengthens our personality and ensures clarity and harmony.

## OSWALD

abcdefghijklmnopqrstuvwxyz  
123456789

## DOUBLE PORTER 3

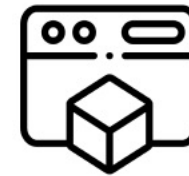
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

# Pictograms

Pictography is a form of writing that uses representational, [pictorial drawings](#), similar to [ancient Sumerian](#) cuneiform writing and, to some extent, [hieroglyphic](#) writing, which also uses drawings as phonetic letters or [determinative rhymes](#).



# Imagery Type

Imagery is a powerful tool that conveys values as strongly as colours and fonts. Photos should document a customer experience authentically, allowing viewers to identify with the subject.

## IMAGE SELECTION

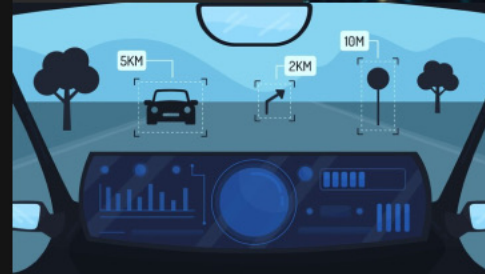
Photo selection should be based on High quality tech images, such as cars, calibration related, software, futuristic, sensors..

When using more than one image on the same page, use a mix of composition types. Never use photos together that depict the same emotion and camera angle. Pair images that offer intentional juxtaposition to tell a larger story.

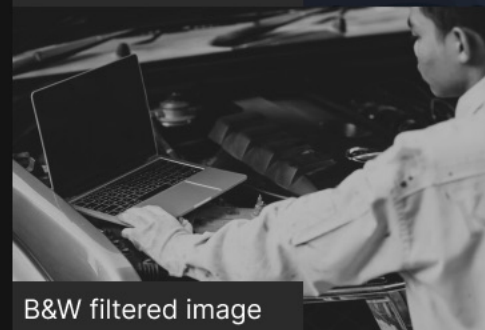
Avoid clip art or other prefab images; these suggest a lack of effort and imagination, rather than careful selection.



Abstract



Illustration



B&W filtered image



## Brand **Voice & Tone**

### **Voice:**

Professional and educational.

### **Tone:**

#### **Social Media:**

professional but can be more relaxed.

#### **Blog:**

professional but more relaxed.

#### **Official communication:**

Professional.

### **Messaging Pillars:**

(Key themes and messages to communicate across all platforms)

#### **Educational**

#### **Highlight the benefits**

3S (Save money, time, and labor)

#### **Always calibrated and OTA**

#### **The future is software driven**

# Stationary






# Brand Letter Head



# Stationary Cards



# Email Signature

<div>Name Title <a href="#">Email - deepcal.xyz</a> Office Phone</div> <hr/>	<div>This is the default minimum requirement Inter, 10-pt font</div>
<div>Name Title <a href="#">Click to hear my name</a> <a href="#">Email - deepcal.xyz</a> Office Phone</div> <hr/>	<div>This option includes optional name pronunciation via namedrop.io</div>
<div>Name Title <a href="#">Click to hear my name</a> <a href="#">Email - deepcal.xyz</a> Office Phone, ext   Mobile Phone</div> <div></div>	<div>This option includes an optional Deepcal's logo.</div>





# Buttons

Buttons are primarily used in the form of rectangles.

There is also a hierarchy in buttons:

When the background is solid, it's the default button shape. When the button is only outlined by its contour, it's the hover shape.

Symbols can also be added to the button itself to guide action: arrow, icon, +, etc.

The simplest button shape is one without a background or outline, but with a symbol: arrow, icon, +, etc. This button shape is mainly used when, in the same space, the reader is prompted to several different pages.

	HOVER	DEFAULT	DISABLED
PRIMARY			
SECONDARY			
<hr/>			
PRIMARY			
SECONDARY			
SIMPLE			

## Digital Assets



### Instagram

**Profile Picture:** 320 × 320 pixels

**Post Image:** 1080 × 1080 pixels, 1080 × 1350 pixels,  
1080 × 566 pixels

**Reels:** 1080 × 1920 pixels (9:16 aspect ratio)



### X (formerly Twitter)

**Profile Picture:** 400 × 400 pixels

**Banner:** 1500 × 500 pixels

**Post Image:** 1600 × 900 pixels

**Video:** 1280 × 720 pixels (720p) or 1920 × 1080 pixels  
(1080p)



### LinkedIn

**Profile Picture:** 400 × 400 pixels

**Banner:** 1584 × 396 pixels (personal profile) or 1128  
× 191 pixels (company)

**Post Image:** 1200 × 627 pixels

**Video:** 1920 × 1080 pixels (16:9 aspect ratio)



### YouTube

**Profile Picture:** 800 × 800 pixels

**Banner:** 2560 × 1440 pixels

**Post Image:** 1280 × 720 pixels

**Shorts:** 1080 × 1920 pixels

**Video:** 1920 × 1080 pixels (1080p) or 3840 × 2160 pixels (4K)

**THANK YOU FOR CONTRIBUTING  
TO THE OVERALL EFFORT OF  
KEEPING THE DEEPCAL BRAND  
CONSISTENT.**