Datank®
Graphics Standards Manual

DATANK ®

Index

The Datank® Logotype

This logotype is the central element in Datank®'s visual communications system.

Through consistent and repetitive use as a signature device and design element in all of Datank®'s visual communications, the logotype becomes a visual shorthand which identifies the Company and symbolically embodies its activities, achievements and goals. In the logotype, the letters D-A-T-A-N-K are reduced to their most simplified form. The strokes are all of one apparent width, evoking the qualities of unity and technical precision.

Elimination of cross-strokes in the two "A" letters imparts a vertical thrust to the logotype and lends it a quality of uniqueness and contemporary character. The logotype should never be altered or distorted in any way or used partially.

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The Datank® Logotype: Use of Color

The examples shown below illustrate acceptable uses of the Datank® logotype in various situations

White Background
Against a white background, the logotype may be shown in Datank® Base Gray, Datank® Bright and black.

Black or Dark Value
Against a black or very dark color background should always be shown in white. The logotype should always be shown in white against a background of Datank® Bright. The logotype should never be shown in Datank® Base Gray agains a black or a very dark background.

Medium-Value background
Against a medium-value background the logotype should be shown in either black or white depending on the resulting contrast value, which should be of at least 70*

* Please refer to the annotations section for further information on light reflectancy

The Datank® Logotype: Scaling and Minimum Size

The examples shown below illustrate the spacing for reduction and the scaling for the registered symbol.

Over 1cm height

When the logotype has over 1cm in height the registered symbol should be 1/8th of the total logotype height and the spacing between the logotype and the registered symbol should be 1/4x the height of the logotype.

Between 0.5cm and 1cm height

When the logotype height is between 0.9 and 0.5cm the registered symbol should be 1/4th of the total height of the logotype. The spacing between the registered symbol and the logotype should be 1x the height of the logotype.

0.4cm height and under

If the total height for the logotype is below 0.4cm then the registered symbol should be equal to the total height of the logotype and the spacing between the registered symbol and the logotype should be that of 1x the height of the logotype.

The Datank® Logotype: Product Identification

The example shown here illustrate standard configurations for Datank® product identification.

To identify the product as a total entity, the Datank® logotype is shown in conjunction with the full product name as shown below along with the corresponding version. The typography used for the lettering style is Akkurat Pro Regular, upper and lower case. The size of the product should relate to the size of the logotype as indicated.

The Datank® Logotype: Incorrect Uses

The logotype is designed as solid stroke letterforms, to be shown freestanding horizontally against a solid neutral background.
The logotype must not be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct useage as outlined in this manual.

1. The letterforms in the logotype must never be broken by a superimposed pattern.
2. The logotype must never be placed within another solid shape, such as a circle.
3. The logotype must never be placed within another outline shape, such as a box.
4. The logotype should never be shown as outlined letterforms.
5. The logotype should never be shown with shadows projected from the letterforms or with letterforms partially outl ined.
6. The logotype should never be photographically distorted in any way.
7. The logotype should never be shown with a photographic effect such as blur or pixelate.
8. The logotype should never be shown on a vertical axis. It is designed to rest on its horizontal baseline.

1.

2.

3.

4.

5.

6.

7.

8.

The Datank® Colors

The correct color for use in the Datank® logotype in different media is shown below.

The main shade of gray is a steady color which brings fortitude and elegance to the letterforms. This color reflects the building-block-oriented future the company intends to create.
As an auxiliary color, the Datank® Bright is a neon hue that reflects the dynamism that technology developed by the company seeks to normalize as the future.

The Datank® gray should be only used on an appropiate neutral color background with a contrast value of at least a hue of 70*. When the use of the main shade is not possible to use, the auxiliary color should be used in exchange.

Datank® Base Gray
#54575C
R84 G87 B92
Pantone Cool Gray 11U
Pantone Cool Gray 10C

Datank® Bright
#FF3E5F
R255 G62 B95
Pantone Neon 812U
Pantone Neon 812C

* Please refer to the annotations section for further information on light reflectancy

The Datank® Auxiliary Color Palette

When the Datank® Colors are not sufficient for the intended purpose, you may refer to the Datank® Auxiliary Color Palette for the rest of the elements in your composition, only on special occasions such as infographics, the amount of hues listed here should be the maximum amount of hues used in a composition.

The intent for this palete is to aid the main communication when for any number of reasons.
Use the specified color value below to properly ensure consistency with the Datank® Brand.

Main Body Gray
#939598
R147 G149 B152
C0 M2 Y5 K45
PANTONE Cool Gray 8U
PANTONE Cool Gray 7C

Guidance Blue
#3F91FF
R63 G145 B255
C77 M14 Y0 K0
PANTONE 2995U
PANTONE 2192C

Test Cleared Green
#79DD15
R121 G221 B21
C43 M0 Y88 K0
PANTONE 2293U
PANTONE 2293C

Integer Sunset
#FF883E
R255 G136 B62
C0 M43 Y91 K0
PANTONE 151U
PANTONE 151C

Typography

The typography is one of the most important elements in the Datank® brand, used in combination with the logotype to form the fundamental elements of identification.

The main typeface, Akkurat Pro, can be used in numerous media and in a variety of situations to create a clean, contemporary and clear visual program.
When necessary, you can aid Akkurat Pro with Source Code Pro for code snippets or scientific notations.

Akkurat Pro Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890$(&?!%.,:;-)

Source Code Pro Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890$(&?!%.,:;-)

Akkurat Pro Bold

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890$(&?!%.,:;-)

Source Code Pro Bold

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890$(&?!%.,:;-)

Akkurat Pro is the most important family of type in the Datank® Unified Visual Communications System. Akkurat Pro Regular and Akkurat Pro Bold are used in combination with the logotype to form the fundamental elements of identification.
In addition , this typeface can be used in numerous media and in a variety of situations to create a clean and contemporary visual program.

The cursive sans-serif letterforms make it extremely legible, even at very small sizes.

Headings which accompany Akkurat Pro Regular text settings are set in Akkurat Pro Bold .
Headings are set in upper and lower case.

24 Million Fewer People

Could Receive Coverage

Government Savings Expected to Be in the Billions, Report Says

By Thomas Kaplan

WASHINGTON — The House Republican plan to repeal and replace the Affordable Care Act would raise the number of people without health insurance by 24 million within a decade, but would trim $337 billion from the federal deficit over that time, the nonpartisan Congressional Budget Office said on Monday.

Republicans had been bracing for what was almost certain to be a bleak accounting of the legislation's projected effects. The American Health Care Act, as Republicans call their bill, was already facing widespread criticism from providers of health care, some conservatives, and a united Democratic Party. The numbers released Monday will make only it more difficult for Republicans to explain why their legislation would bring positive change to the country's health care system.

In recent days, Democrats had criticized Republicans for pushing the health care bill through two House committees last week before the Congressional Budget Office had weighed in, saying it was irresponsible to begin considering legislation without a firm grip on its potential costs and ramifications.

Typography: Code & Scientific Notations

Source Code Pro is recommended for a number of reasons. The typeface is quite legible and is versatile enough for catalog listings as well as brochure applications.

The precision letterforms have a technological character and make it a natural for certain Datank® projects.

The Source Code Pro face is designed with a small x-height and monospaced, so it will require less setting work for legibility in code snippets and scientific and mathematical notation, which are both of fundamental character for Datank®.

In addition, the secondary color pallette* may be used for aiding in the semantics for this specific kind of notations.

Code Snippet

```
shinyUI(bootstrapPage(

  selectInput(inputId = "n_breaks",
      label = "Number of bins in histogram (approximate):",
      choices = c(10, 20, 35, 50),
      selected = 20),

  checkboxInput(inputId = "individual_obs",
      label = strong("Show individual observations"),
      value = FALSE),

  checkboxInput(inputId = "density",
      label = strong("Show density estimate"),
      value = FALSE),

  plotOutput(outputId = "main_plot", height = "300px"),

  # Display this only if the density is shown
  conditionalPanel(condition = "input.density == true",
    sliderInput(inputId = "bw_adjust",
        label = "Bandwidth adjustment:",
        min = 0.2, max = 2, value = 1, step = 0.2)
  )

))
```

Scientific Notation

Lemma 1.

Given a set V of N points, any triangulation $T(V)$ has the same number of triangles, $Ne = 2(N -- 1) -- N\sim$, and the same number of edges, $N\sim = 3(N-- 1) -- Nh$, where Nh is the number of points on the convex hull of V.

Lemma 2.

Given a set $V = \{vz, ..., VN\}$ of points, any edge (vi, vj) is a Delaunay edge of $DT(V)$ if and only if there exists a point x such that the circle centered at x and passing through $v\sim$ and $v\sim$ does not contain in its interior any other point of V.

Corollary 1.

Given a set $V = (va ..... VN\}$ of points, the edge $(v\sim, vj)$ on the boundary of the convex hull of V is a Delaunay edge.

Note: We say that $g(n) = O(f(n))$ if l $g(n)[\sim cf(n)$ for some constant c and all sufficiently large n. We say that $g(n) = D(f(n))$ if I $g(n)[\sim> cf(n)$ for some constant c > 0 and all sufficiently large n. We say that $g(n) = O(f(n))$ if both $g(n) = O(f(n))$ and $g(n) = \sim Q'(n))$.
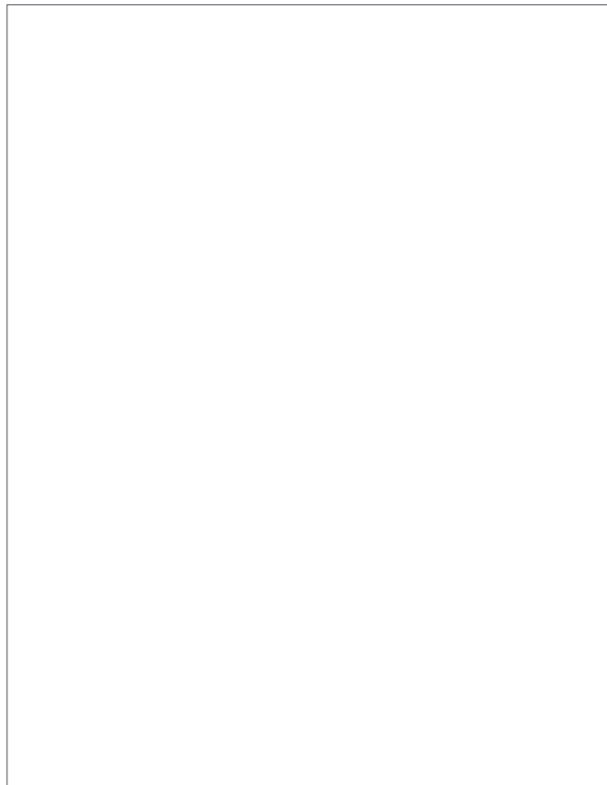
Proof By induction, see Ref. 11 for example.
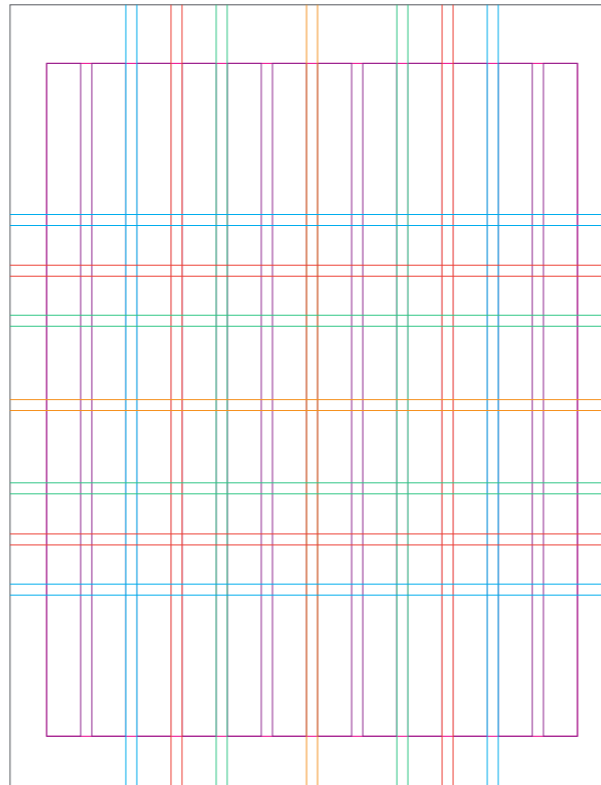
The Grid

A grid is a predetermined understructure which the designer can employ to give a publication cohesive style and character. It is a great organizer of material and as such will save countless man hours in execution . It will also help bring continuity to various diverse publications.
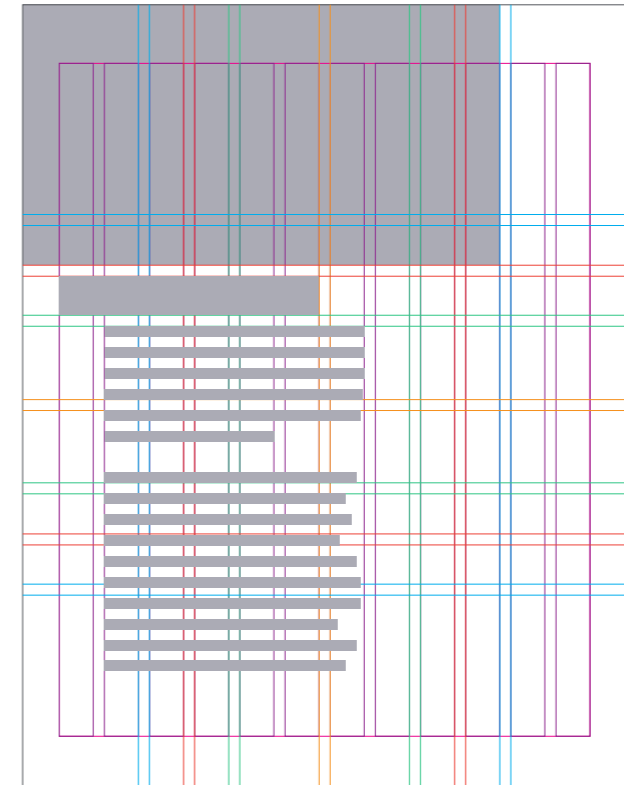There are a multitude of grids which can be developed and used by the designer. In the illustration below we explore the rudiments of a grid and its application to a hypothetical publication.

1. Starting with the overall size of the publication , a designer analyzes the type of information, photographs, captions, etc. which are required.

2. The grid is applied to the doublespread-it will determine all margins, gutters, folio placement, etc. Datank® grid system uses 12 complex The columns.
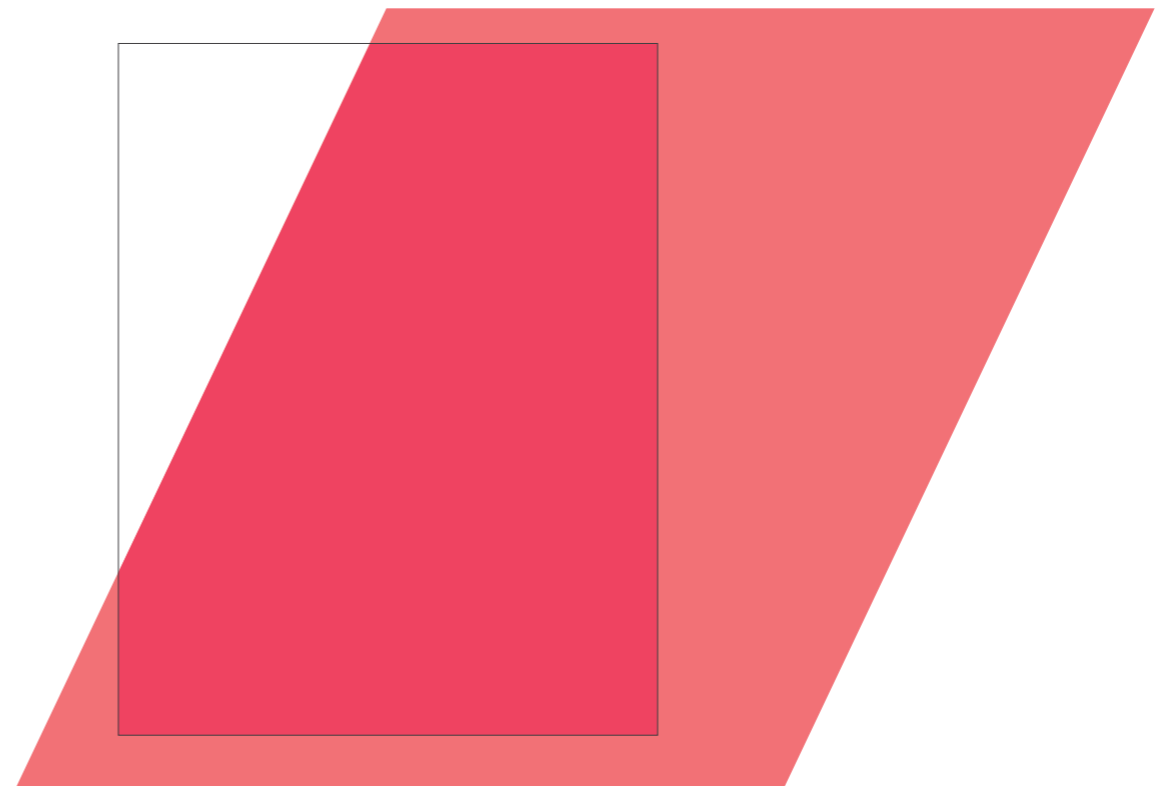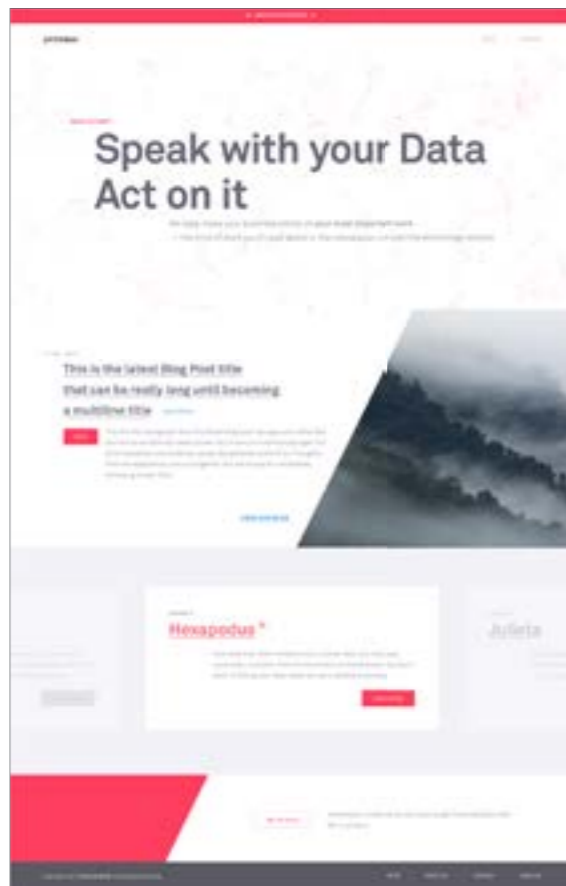
3. The designer can now begin to block in the various elements such as headlines, columns of text typography, photographs, captions and folios.

Auxiliary Shape

As an auxiliary element we have the Datank® diagonal, which is a 26.3º diagonal that can serve as element by itself or a container for other graphic elements, both entirely or partially as illustrated below.

When used as a stand alone element , the auxiliary shape should always beused in datank® Bright.

Light Reflectancy Calculations

To properly calculate the light reflectancy contrast value, please use the formula below.
For proper color values you may refer to http://webaim.org/resources/contrastchecker/

$$H = \left\{ \frac{K1 - K2}{K1} \right\} \times 100$$

H = Contrast value
K1 = Lowest Color Value
K2 = Highest Color Value