



BRAND GUIDELINES

Hi. We're Dotscience.

A team of DevOps experts.

Established in 2017, we're developing ways to allow Data Scientists to Simplify, Accelerate & Control AI.

These guidelines should help assist you in understanding who we are, what we stand for how to apply our brand correctly.

Although we aim to document everything in a clear and concise manner, if you have a question outside of the scope of this document, please email pete@dotscience.com for more assistance.

dotscience.com



01. Namestyle

The rules.

How to write our name.

Dotscience should be considered a proper noun, so please always write our name as one word, starting with a capital 'D'.

The 'S' in science should never be capitalised.

Exceptions

- Our logo (which is all lowercase)
- URL's. Should be written in all lowercase



02. Logo

Our logo.

Our logo – or more specifically – our Marque represents data flowing through the World, interacting with everything around it, and changing the space in which it flows.

It is meant to represent how data can not only shape – but change the World – and our understanding of everything in it.

The marque is very important to the Dotscience brand, and the full logo should never be presented without it. The marque represents Dotscience in iconic format, and must never be scewed, rotated, squashed or reformatted from the original dimensions.

As our Marque represents ever the ever changing nature of data, we have opted to forgo a primary version of our logo. Instead, we ask you to use the most context appropriate version for the scenario. Your options are as follows.



Marque colorways for dark on light scenarios.



Marque colorways for light on dark scenarios.



Logo colorways for dark on light scenarios.



Logo colorways for dark on light scenarios.



Logo colorways for dark on light scenarios.



Logo colorways for light on dark scenarios.



Logo colorways for light on dark scenarios.



dotscience

Logo colorways for light on dark scenarios.

The rules.

The Marque and Logo, must never be:

- Scewed
- Rotated
- Squashed
- Re-colored
- Placed too close to other content
- Placed tightly inside a box
- Placed on a background that provides to little in the way of contrast

We have provided examples of correct use over the next few pages.

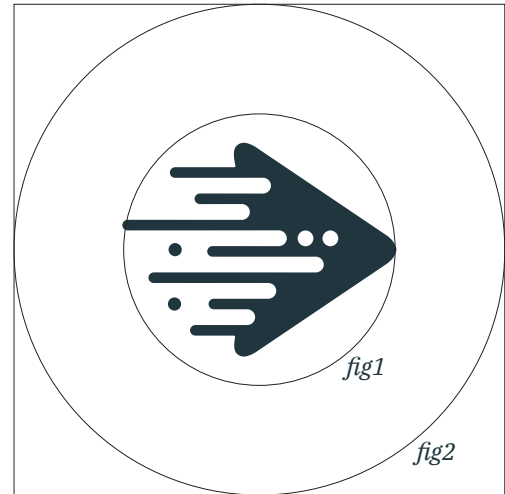
Please give these rules your full attention, as they will help you choose & position our logo correctly.

Clearspace:

Solo Marque.

When used in isolation, the marque must have a minimum level of clearspace around all sides. To determine the correct amount of space, use the following steps:

1. Draw a circle around the Marque so that the outer edges touch the front and rear. *fig1*
2. Expand the circle 180%, ensuring the anchor point is in the vertical and horizontal centre of the circle. *fig2*
3. The outer box created by the circle in the minimum clearspace area. *fig3*



Clearspace:

Combined logo.

Our logo must also entertain a minimum level of clearspace on all sides. To determine the correct amount of space, use the following steps:

1. Draw a box tightly around the logo and marque so that it touches the outer edge both horizontally and vertically *fig1*
2. Expand the box 200% on the vertical axis and 120% on the horizontal. *fig2*
3. The outer box created by is the minimum clearspace area.



Alignment:

Left aligned content.

When using the logo with context (usually text) that aligns to a left margin, the logo needs to be offset in order to create the correct optical alignment with the content.

In order to check the alignment, draw (or judge) a line running from the left hand point of the bottom tail of the marque to the left hand edge of the content. *fig1*

Remember to use the logo minimum space rules to judge the gap for the content below. *fig2*

In general, however, it is good practice to add more space than this if it is available to you.



Tus nihil in perumet doluptam quid
quo doluptate maiorenam harumqui
velescimi, consequere perepra cusande
rumquia por aut abor sus doleni.



Tus nihil in perumet doluptam quid
quo doluptate maiorernam harumqui
velescimi, consequere perepra cusande
rumquia por aut abor sus doleni.



03. Color

Using color.

Dotscience is somewhat unique, in that it does not have what could be considered a primary color. Instead, we choose to have a palette of colors that can be applied to fit a given situation.

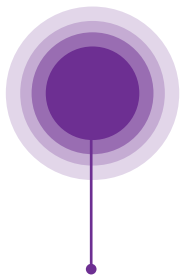
For example, our color named **Mayfield**, is often a good fit on a white or light colored background, due to it's high contrast in this scenario. Likewise, another color, such as **Sinclair** is more suitable for darker colored backgrounds.

But it's not just about contrast. It's about attitude. Depending on the mood or urgency of the context, some colors are more suitable. This is why we opt for an semi-open policy towards color. It is the context that drives our choice; Not a defined set of rules.

This said however, in this section we aim to guide you in how you may opt to make these choices.

Let's dig in.

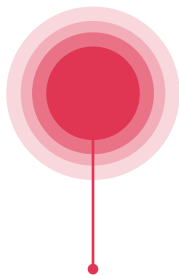
Mayfield



CMYK
70/98/0/0

HEX
#721c8e

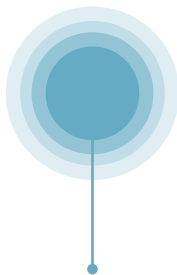
Eleven



CMYK
7/93/62/0

HEX
#d65050

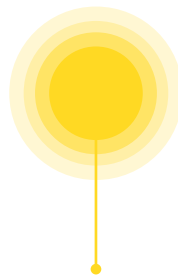
Byers



CMYK
60/18/16/0

HEX
#6aafd9

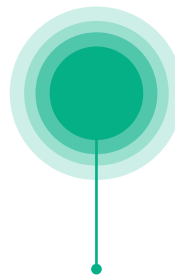
Sinclair



CMYK
0/12/92/0

HEX
#fbd808

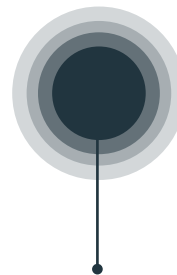
Hopper



CMYK
85/0/64/0

HEX
#147260

Harrington



CMYK
30/0/0/90

HEX
#231f20

Our color palette.

The rules.

Our colors are named. This abstraction allows us scope to develop our brand overtime, by removing the context of color namesakes.

Shades are permissible depending on their context, to provide contrast and seperation. Where possible try to use the root color.

Other colors should not be used for brand purposes (but maybe permissible within the context of the web to denote non-brand items, such as error messages).

We do not provide Pantone references for our colors. If they are required for a specific job, they will be provided on a case-by-case basis.



04. Typography

Typefaces.

Dotscience has two core typefaces (and one technical one). Each has it's own purpose (outlined on the next page).

Both typefaces have a subset of fonts that can be used, depending on their context. It is important to note that not all fonts should be used. We have set these limits for consistency and, in the case of the web, page load speed.

Typography is very important to our brand. It sets the tone both visually and in terms of readability for our audience. Using the wrong typefaces, inappropriate spacing, incorrect leading and weighting is detrimental to our brand. Great care should be taken with type, as we are often trying to convey complex ideas. Good type setting is paramount in making these ideas more digestable, understandable and memorable.

Utilitarian:

Averta

If in doubt, use Averta. This is our primary typeface, and the one we use in the majority of cases. It is perfect for headings and body text.

Fonts available:

- Regular
- *Italic*
- **Semibold**

Voice:

IBM Plex Serif.

Use IBM Plex Serif where contrast is required, or where speaking as appendix to the main content (e.g: Quotations, Figures and Captions).

Fonts available:

- Regular
- *Italic*
- **Medium**
- *Medium Italic*

Technical:

Inconsolata

Should only be used for writing code and is purely for technical text.

Fallback utilitarian:

Nunito/Arial

Should only be used in scenarios where Averta cannot be used as the utilitarian typeface because we cannot control the context (e.g SlideDecks).

Fallback voice:

Georgia/Serif

Should only be used in scenarios where IBM Plex Serif cannot be used as the voice typeface because we cannot control the context (e.g SlideDecks).

Additional typefaces



05. Icons.

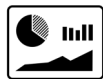
The rules.

Dotscience makes use of icons to help reduce cognitive load for our users when using our SaaS UI. Icons are important to help users understand at a glance where they are and what the context is of what they are doing.

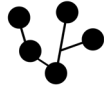
In addition, icons are used to help convey complex messaging; Or simply to enhance our visual brand.

Icons should be:

- Simple. Icons should not contain complex visual information
- Free of text. Icons should never contain words
- Outlined. We generally don't use filled icons
- Work in monotone. Although icons can be colored for effect or visual difference, they should work equally well in one color.
- Work at small scale. Icons should not lose their meaning when scaled down.



Icon examples



Icon examples continued