DSR
DOING SOFTWARE RIGHT

BRANDBOOK

www.dsr-corporation.com
www.dsr-iot.com

DSR Corporation
165 S. Union Blvd, Suite 670
Lakewood, CO 80228

Version 0.1.4

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Welcome

For whom

For you dear reader

We are — great worldwide company — DSR Corporation

1998. USA, Colorado, Denver.

Anatoli Pechkov had registered DSR Corporation, LLC. We`ve got the first projects: to sell license and further develop Linter. This was the year of the first client of our company. Later the words of one of our grateful clients and friend of the company, became our motto; Doing Software Right (DSR).

Basic principal

Basic principal: a high level of quality is a must. Out products are the best.

Our mission — to Do Software Right.

Values — Clarity and Honesty.

Clients

Our software stacks are used by iconic corporations such as Casio, Panasonic, Fujitsu, NTT Comware, and many others.

We work with those whom we trust and with whom we develop fast relationships. We believe that the basis for any company are the people. We think outside the box, attack problems from different angles, and develop custom software right. DSR Corporation is a unique synthesis of Russian engineering, Japanese quality and American attention to detail and project management. We are proud we've done everything we have without investors and capital. Through thick and thin and never lowering wages. Today, in 2019, we have experience, clients, projects and plans – we continue on our way.

Logo&colors

Full logotype and minimal indents

Full-color logotype is the main version. It's recommended to use this (if it's possible) and always keep indentations. Full-color logotype is used only on white background.

CMYK 0 58 95 0
RGB 245 133 41
#F58529

CMYK 0 0 0 100
RGB 0 0 0
#000000

x   4x   x

y

2y

y

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Full black-white logotype

Used on main and additional color backgrounds

CMYK 0 0 0 0
RGB 255 255 255
#FFFFFF

CMYK 0 0 0 100
RGB 0 0 0
#000000

x   4x   x

y

2y

y

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Short logotype without description

Used when the logo size less then 22mm
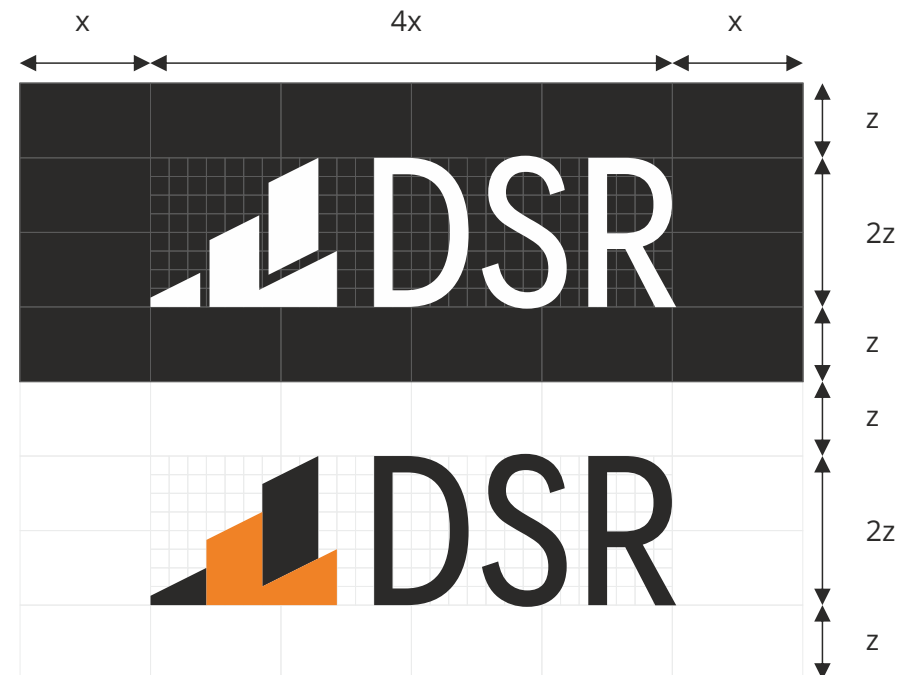
Emblem

Used in internal materials
or when mockup already
have full logotype

y   2y   y

z

z
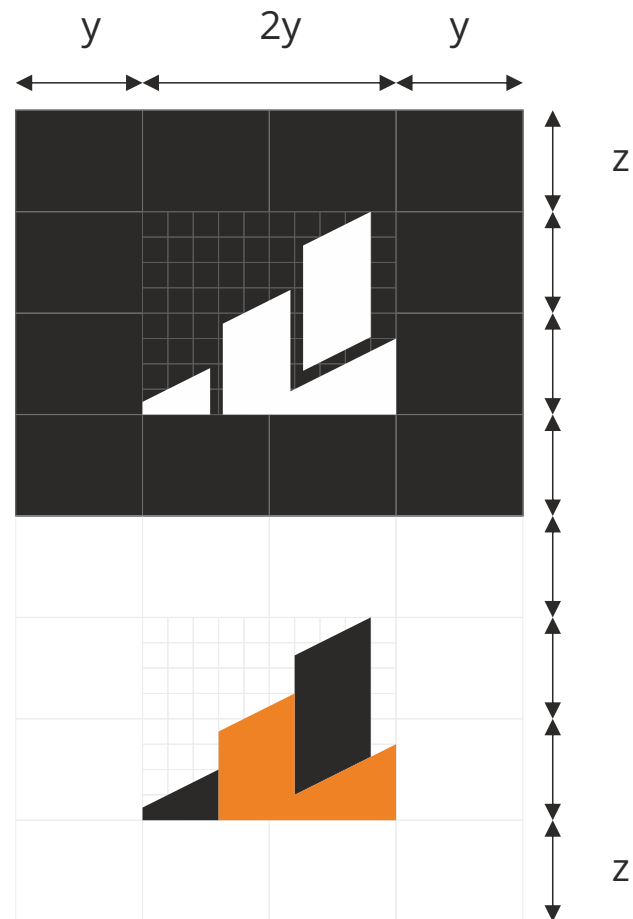
Slogan

Used in conjunction with the logo
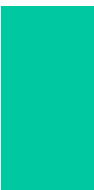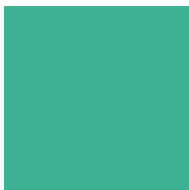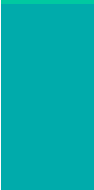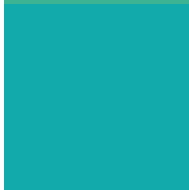
Doing Software Right

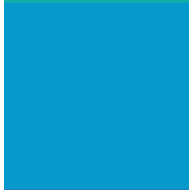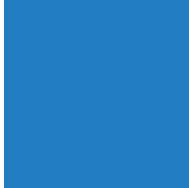# Main
Colors

Complementary colors

CMYK 0 41 93 0
RGB 247 166 39
#F7A627

CMYK 0 58 95 0
RGB 245 133 41
#F58529

CMYK 0 78 92 0
RGB 234 88 46
#EA582E

CMYK 0 95 89 0
RGB 229 45 47
#E52D2F

Consistent colors

CMYK 71 0 53 0
RGB 0 201 161
#00C9A1

CMYK 77 6 38 0
RGB 0 171 171
#00ABAB

CMYK 80 22 8 0
RGB 0 145 189
#0091BD

CMYK 84 44 0 0
RGB 33 125 192
#217DC0

Additional colors

If your mockup used complementaty and consistent sets, you can expand your colors with additional set

CMYK 6 92 5 6
RGB 212 52 128
#D43480

CMYK 54 82 0 0
RGB 171 73 195
#AB49C3

CMYK 79 82 0 0
RGB 112 70 202
#7046CA

Right usage examples

Wrong usage examples

Wrong indents

Wrong background

Wrong colors of logo

Wrong logo

Frame
for logo

If you want to place the logo on a complex background, use a white frame

Decoration elements

Basic shapes

These forms can be used for all decorative elements

Images
for recruiting

Images have a
mountain theme
with a small human
figure

Images
for business

Images have a
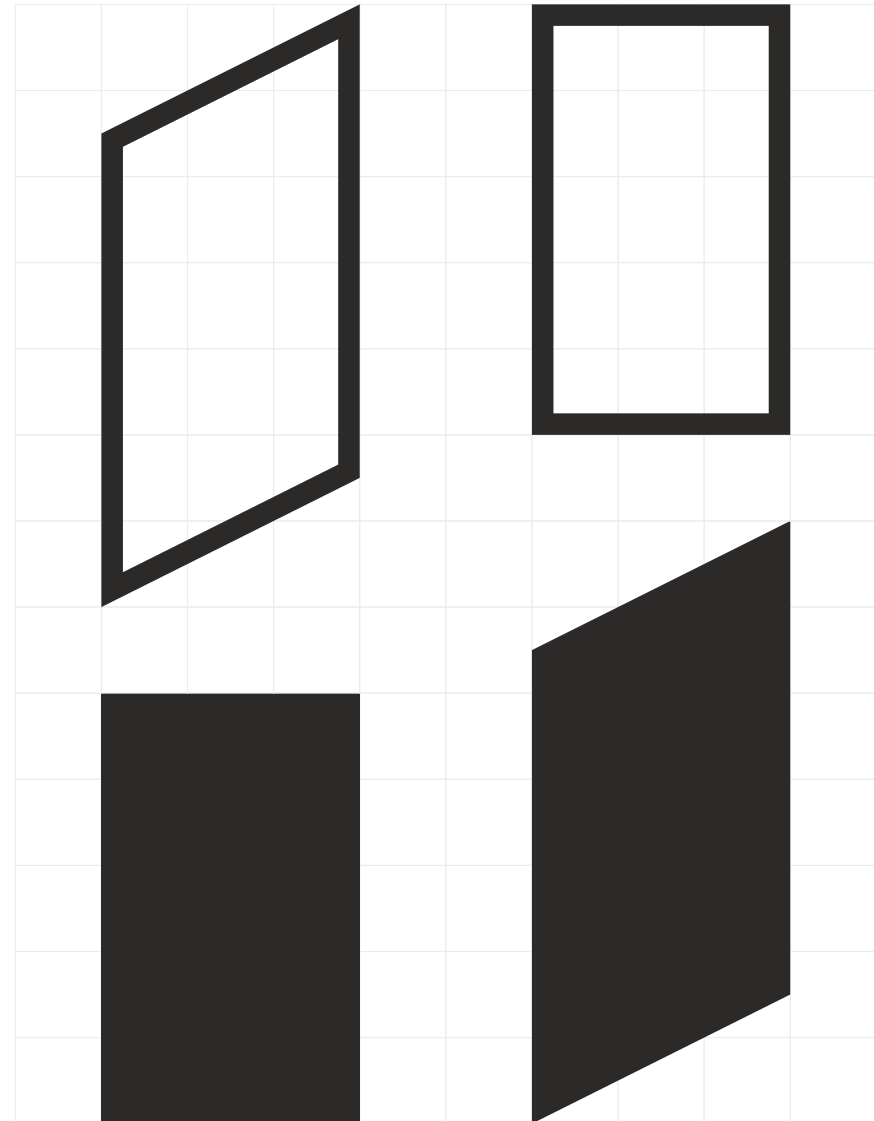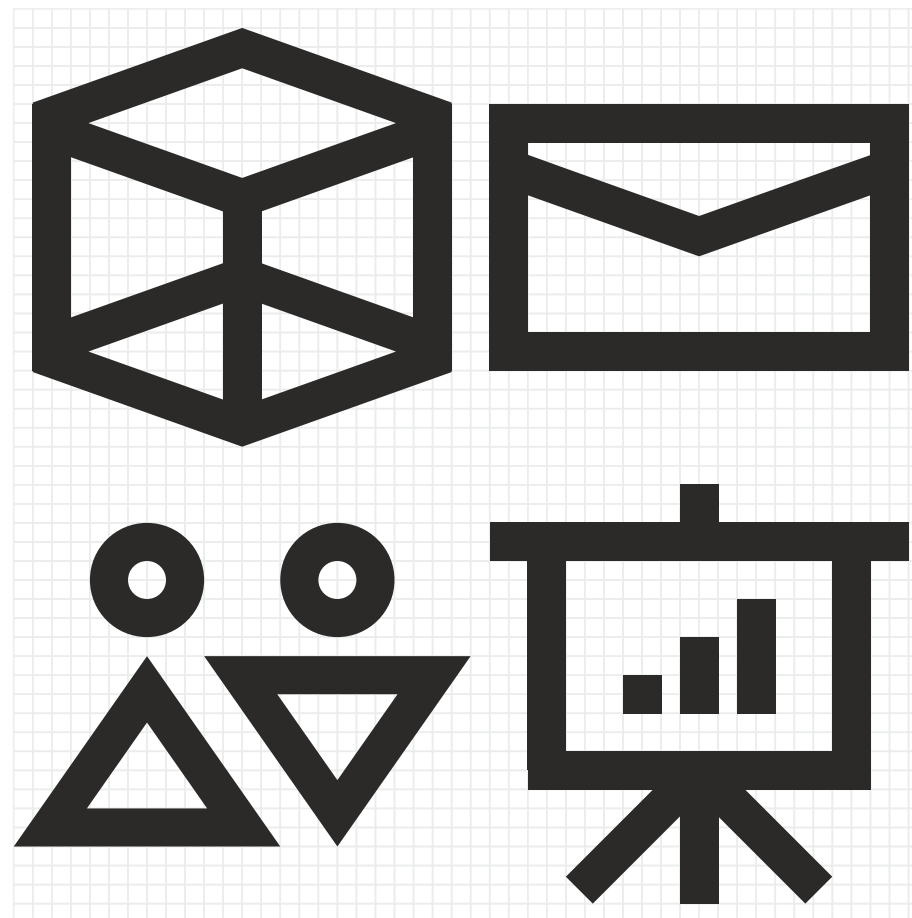mountain theme

Cropped
images
with gradient

Icons

Typography

Corporate font

Open Sans Light

0123456789@!#$%&()abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZабвгдеёжзийкл
мнопрстуфхцчшщъыьэюяАБВГДЕЁЖЗИЙКЛМНОП
РСТУФХЦЧШЩЪЫЬЭЮЯ

Open Sans Regular

0123456789@!#$%&()abcdefghijklmnopqrstuvwx
yzABCDEFGHIJKLMNOPQRSTUVWXYZабвгдеёжзи
йклмнопрстуфхцчшщъыьэюяАБВГДЕЁЖЗИЙКЛ
МНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

Open Sans Bold

**0123456789@!#$%&()abcdefghijklmnopqrstuv
wxyzABCDEFGHIJKLMNOPQRSTUVWXYZабвгд
еёжзийклмнопрстуфхцчшщъыьэюяАБВГДЕ
ЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ**

Open Sans Extrabold

**0123456789@!#$%&()abcdefghijklmnopqrstu
vwxyzABCDEFGHIJKLMNOPQRSTUVWXYZабв
гдеёжзийклмнопрстуфхцчшщъыьэюяАБВ
ГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ**

Font sizes

Open Sans Extrabold, font size 84x

Open Sans Light, font size 52x

Open Sans Extrabold, font size 52x

Open Sans Light, font size 32x

Open Sans Extrabold, font size 32x

Open Sans Bold, font size 20x

Open Sans Regular, font size 20x

Open Sans Regular, font size 12x

Open Sans Regular, font size 8x

Extra
Header
Header
SubTitle
SubTitle

SubTitle 2

SubTitle 2

Regular text

small text

Font usage example

Header

SubTitle

Regular text

Small text

DSR AI Services

Person-related Solutions:

Audience Measurement
Face detection
Face recognition
Person's Pose Detection
Person tracking

contact@dsr-corporation.com
US: +1-720-962-9525
Europe: +31 (0) 20-893-2532

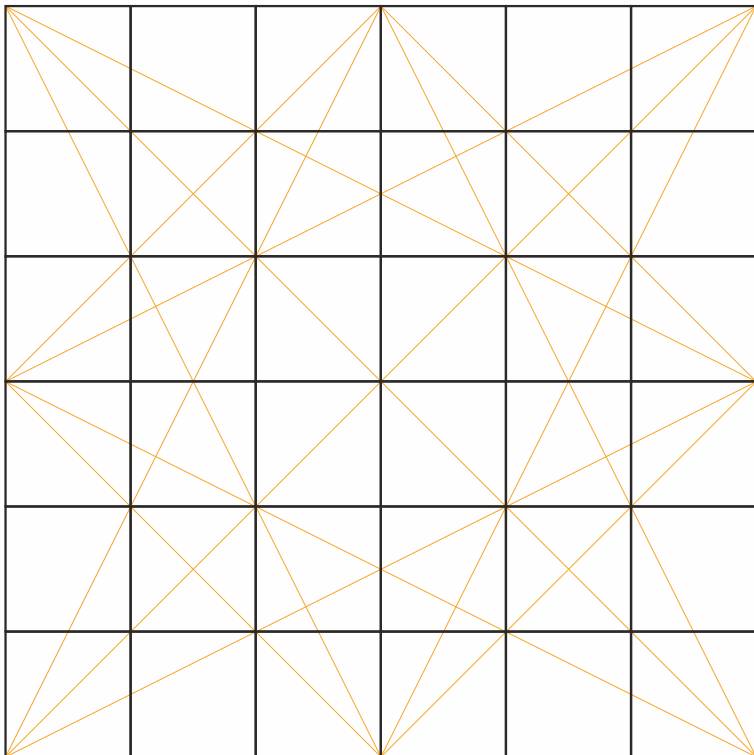## **DSR AI Services**

Person-related Solutions:

Audience Measurement
Face detection
Face recognition
Person's Pose Detection
Person tracking

contact@dsr-corporation.com
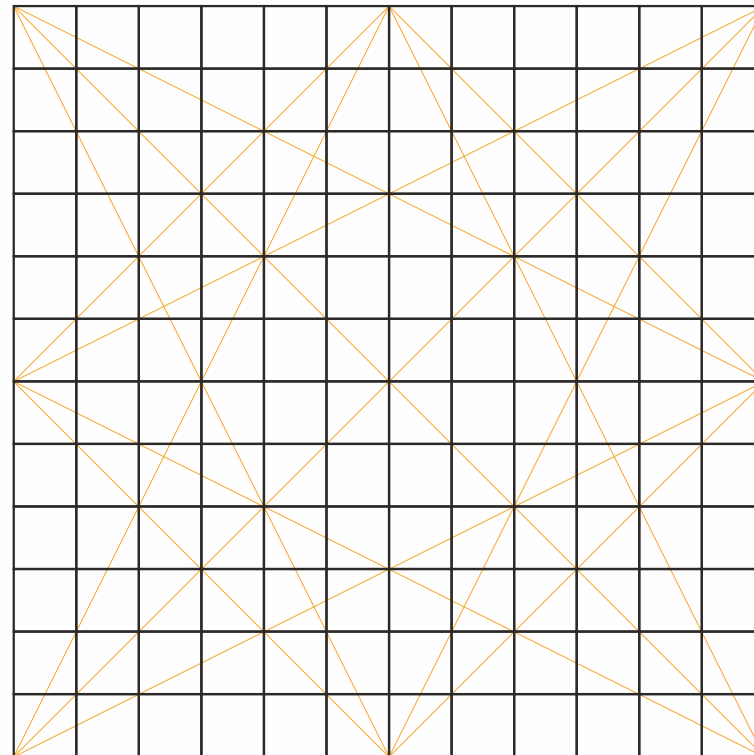US: +1-720-962-9525
Europe: +31 (0) 20-893-2532

Layout

Prototyping grid

6x6

12x12

Dimensions

Small shape (0.25x) used as
a pointer to the header.
Big shapes used as a background
for content