



VISUAL
IDENTITY

INTRODUCTION

This brand manual serves as a guide to the visual identity of "Designwave". It contains the standards and principles that define our brand's unique identity and serves as a reference for ensuring consistency and recognition. By following the guidelines outlined in this manual, designers, marketers, and other stakeholders can maintain the brand's integrity across all branded materials.

As a formal representation of our brand, this manual provides essential tools for utilizing brand assets such as the logo, colour palette, and typography. It serves as a blueprint for creating visually appealing and cohesive branded materials that accurately represent our company's values and mission.



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01

LOGO

MASTERBRAND LOGO

Our masterbrand logo is a combination of a logomark and a wordmark, making it the most versatile logo among the available variants. For any application, we recommend using this logo over other variants.



ALTERNATIVE LOCKUP

We have a unique design reserved for situations where customers encounter our logo for the first time, which includes the descriptor "Digitalagentur" (and "digital agency" for English).



LOGO CONSTRUCTION

The construction of our logo utilizes basic shapes and lines in a geometric design, and the font used is Noir Pro. While we have provided the logo construction below, please refrain from reproducing the logo on your own. Instead, always use the official assets and corresponding variant for consistency.



LOCKUP CONSTRUCTION

The logo's construction, which includes a descriptor lockup, serves as an example of how any related logos should be designed. The descriptor font used is Noir Pro regular, with capital letters and increased letter-spacing to accommodate the

word "digital" in six segments, as demonstrated in the illustration. If you plan on creating derivative logos (logos with straplines or similar elements), you should adjust the letter-spacing accordingly and modify the text accordingly.



LOGOMARK AND AVATAR

The logomark can be used as a separate symbol without the wordmark when space is limited, such as on pin buttons. However, it can also be utilized creatively in editorial contexts. Additionally, the logomark without the wordmark is suitable for

favicon and avatar purposes. Avatars and favicon should appear on solid dark brand colour, called Anthracite.



LOGO APPLICATION

Always ensuring enough contrast between the logo and its background is important. We have provided a chart displaying various colour versions of our logo and how they should be applied to different backgrounds. It's worth noting that in a

monochrome setting, the logo should not be converted to grayscale, and the Anthracite coloured logo should be used on the brand's orange-coloured background. Additionally, the logo variants should follow the same rules for application as the masterbrand logo.



Primary on dark



Monochrome on dark



Primary on light



Monochrome on light



Dark on accent



Low contrast



LOGO ON IMAGERY

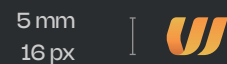
In instances where the logo is being placed on imagery, it is recommended to use only the solid white and Anthracite versions of the logo. The logo with descriptor should be avoided for such cases.



LOGO SIZE AND PLACEMENT

Determining the position and size of the logo is primarily a matter of aesthetics and the available space. We encourage you to use your creativity and make decisions based on the design objectives. However, it's important to maintain a clean and

balanced appearance, and avoid reducing the size of the logo below its minimal scale to ensure readability in all instances.



LOGO CLEAR SPACE

It is essential to maintain a clear space around the logo, ensuring that no other graphics or text are present within the exclusion zone. To determine the minimum clear space required for any variant of the logo, it is recommended to use the height of the

logomark. However, if possible, it is preferable to increase the negative space around the logo to enhance its visual impact. Keep the same clear space around the logo to the edge of the format, binding, folding, and trim lines.





02

COLOURS

GRADIENTS

The gradient used in our brand incorporates an analogous colour scheme based on our primary colour. We offer two gradient options: a 2-colour gradient and a 3-colour gradient, with the latter providing a denser colour transition and higher contrast.

Although the primary use of the gradient is to fill our logomark, it can also be applied arbitrarily as accents in your designs, such as an accent background. However, it's advised to refrain from using gradients for typography.

HEX: f3943c
RGB: 243 . 148 . 60
CMYK: 0 . 50 . 81 . 0



HEX: ebba43
RGB: 235 . 186 . 67
CMYK: 9 . 28 . 81 . 0



HEX: d26f32
RGB: 210 . 111 . 50
CMYK: 0 . 61 . 81 . 16



L 100%

90°

L 0%



L 100%

90°

L 38%



L 0%



L - location



PRIMARY AND ACCENT

Our primary colour is Orange, and it serves as the foundation for our colour scheme, complemented by its various tints. Beyond being a fundamental colour, Orange also serves as our accent colour, meaning it is used to highlight the most critical

visual elements and create a sense of hierarchy. We specifically designed it to stand out on dark backgrounds, leveraging the secondary colour and its tints to ensure that it pops and captures the viewer's attention. Whether on our website, marketing materials, or merch, the primary accent colour plays a vital role in making our brand visually distinctive and memorable.

Orange

HEX: f3943c
RGB: 243 . 148 . 60
CMYK: 0 . 50 . 81 . 0

HEX: eea764
RGB: 238 . 167 . 100
CMYK: 5 . 41 . 65 . 0

HEX: f3bd8b
RGB: 243 . 189 . 139
CMYK: 4 . 31 . 49 . 0

HEX: f9d5b2
RGB: 249 . 213 . 178
CMYK: 2 . 20 . 33 . 0

HEX: fce9d9
RGB: 252 . 233 . 217
CMYK: 1 . 11 . 16 . 0

HEX: fff7f1
RGB: 255 . 247 . 241
CMYK: 0 . 4 . 6 . 0



SECONDARY AND NEUTRALS

In addition to our primary and accent colors, our branding also incorporates a secondary color, Anthracite. While primarily used as a background for our primary and accent colors, Anthracite's various tints also provide us with a range of neutrals that we can

use throughout our branding. These neutrals allow us to create contrast and balance within our designs, making them visually engaging and memorable. When combined with our primary and accent colours, Anthracite creates a strong and cohesive colour palette that can be used across all our branding materials. Anthracite can also be integrated into our typography hierarchy, providing additional depth and interest to our designs.

<div>Anthracite</div> <div>HEX: 333333 RGB: 51 . 51 . 51 CMYK: 69 . 59 . 56 . 66</div>		HEX: 504f4f RGB: 80 . 79 . 79 CMYK: 61 . 52 . 50 . 47
		HEX: 747272 RGB: 116 . 114 . 114 CMYK: 52 . 43 . 42 . 47
		HEX: 9f9c9b RGB: 159 . 156 . 155 CMYK: 39 . 32 . 32 . 10
		HEX: d6d4d5 RGB: 214 . 212 . 213 CMYK: 19 . 15 . 15 . 0
		HEX: f4f4f5 RGB: 244 . 244 . 245 CMYK: 3 . 2 . 2 . 3

TERTIARY

Our brand palette is completed by the addition of a tertiary color range, which features the bold Ultra Violet color and its various tints. Tertiary colors provide a unique opportunity to showcase creativity and enhance the flexibility of our color scheme.

By incorporating tertiary colors, we can enrich our complex designs, such as illustrations, by introducing new and unexpected color combinations. These colors can also be used to create contrast with our primary color or to distinguish certain design elements, helping to add depth and interest to our branding.

Ultra Violet

HEX: 4c4583
RGB: 76 . 69 . 131
CMYK: 83 . 79 . 18 . 4

HEX: 676092
RGB: 103 . 96 . 146
CMYK: 69 . 65 . 19 . 3

HEX: 8d85ad
RGB: 141 . 133 . 173
CMYK: 52 . 48 . 15 . 1

HEX: b2abc8
RGB: 178 . 171 . 200
CMYK: 35 . 33 . 10 . 0

HEX: d7d3e3
RGB: 215 . 211 . 227
CMYK: 18 . 17 . 5 . 0

HEX: edebf3
RGB: 237 . 235 . 243
CMYK: 8 . 8 . 2 . 0



APPLICATION SUGGESTIONS



UI/UX DESIGN SERVICE

Our UX services encompass a wide range of design solutions, including user research, information architecture, wireframing, prototyping, and user testing. We collaborate closely with you throughout the entire process to ensure that we deliver the best possible results that align with your business goals and objectives.

Whether you are looking to enhance an existing website or build a new digital product from scratch, our UX services are designed to help you achieve your goals. With our focus on user-centered design, we create interfaces that are intuitive, accessible, and visually appealing, helping you to create a positive impact on your target audience.

Leave

Save changes

BRANDING SOLUTIONS



The background features several large, dark gray, semi-transparent geometric shapes. On the left side, there are two overlapping arch-like shapes. On the right side, there is a large, light gray, semi-transparent shape that resembles a stylized letter 'L' or a corner bracket.

03

TYPOGRAPHY

BRAND FONT

Nohemi is our brand font, and we use it for all typography needs. However, to ensure clear and effective communication, we also implement typography hierarchy and colour roles that guide the viewer's eyes through the visual design and distinguish each design element.

By maintaining a consistent typography hierarchy, we can establish a clear visual hierarchy that ensures essential information stands out and is easily digestible. We also use colour roles to reinforce this hierarchy and create a harmonious visual language across our branding materials.

Nohemi Regular

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp
Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz						

NOHEMI



FONT PAIRING

To establish a clear hierarchy, we use different styles and weights in combination within the component. For all headlines, Nohemi regular font in all capital letters should be used, while subtitles are in Nohemi Regular and Medium font with sentence

case. It's important to maintain a sufficient difference in font size between the headlines and subtitles to ensure a clear visual hierarchy.

UI/UX DESIGN

Expert Design Solutions for Your Digital Needs

Our UX services encompass a wide range of design solutions, including user research, information architecture, wireframing, prototyping, and user testing. We collaborate closely with you throughout the entire process to ensure that we deliver the best possible results that align with your business goals and objectives.

Whether you are looking to enhance an existing website or build a new digital product from scratch, our UX services are designed to help you achieve your goals. With our focus on user-centered design, we create interfaces that are intuitive, accessible, and visually appealing, helping you to create a positive impact on your target audience.

BRANDING

Creative Solutions to Showcase Unique Story

Our branding services cover a wide range of solutions, including brand strategy, logo design, brand messaging, and visual identity. We work closely with you to understand your business goals and target audience, and we use our creative expertise to develop a brand that truly resonates with your customers.

DIGITAL MARKETING



TYPOGRAPHY HIERARCHY

THIS IS HEADLINE 1

58 pt | 78 px, regular weight

And here is a subtitle to accompany Headline 1

22 pt | 30 px, regular weight

HEADLINE 2

46 pt | 62 px, regular weight

And here is a subtitle to accompany Headline 2

18 pt | 24 px, regular weight

HEADLINE 3

36 pt | 48 px, regular weight

And here is a subtitle to accompany Headline 3

14 pt | 18 px, medium weight



TYPOGRAPHY HIERARCHY

HEADLINE 4

28 pt | 38 px, regular weight

And here is a subtitle to accompany Headline 4

12 pt | 16 px, medium weight

HEADLINE 5

22 pt | 28 px, regular weight

No subtitle available

Body copy 1

To ensure optimal readability and visual balance, we recommend using Nohemi regular font in sentence case for all body copy. The font size should range from 12 pt, 10pt, and 8 pt (16 px, 13 px, 11 px), depending on the visual hierarchy within each design component.

Body copy 2

It's essential to prioritize readability when selecting font sizes and to ensure that the body copy is easily legible, even at smaller font sizes. We also recommend ensuring that the font size is balanced with other design elements, such as images or graphics, to maintain a consistent visual hierarchy throughout the design.

Body copy 3



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