The das mark expresses the feeling of depressing a das keyboard mechanical key. It is simultaneously a D and > symbol, alluding to both the name das and its programmer roots.

It represents the refined, precise, and visceral experience of das products. It is bold, unapologetic, and forward-facing.

The following collection of mark and logo combinations are the acceptable configurations of color and treatment. No other combinations of color or treatment should be applied. Adherence to the combinations contained herein will ensure consistent representation of das and maintain the purity of the das brand.

das red

Pantone 1807C

Hex 73001c	**C** 31
R 115	**M** 100
G 0	**Y** 84
B 28	**K** 44

das

das

das

das

das

centering the mark

daskeyboard

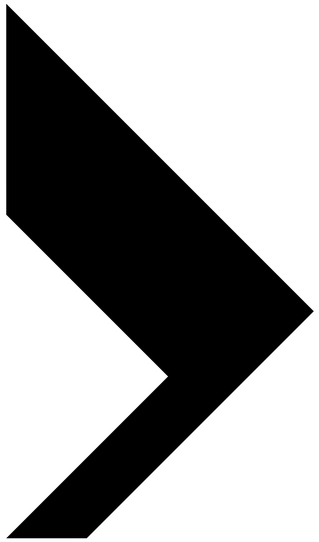
daskeyboard

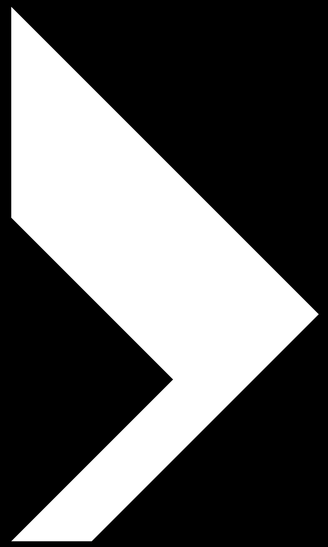
daskeyboard

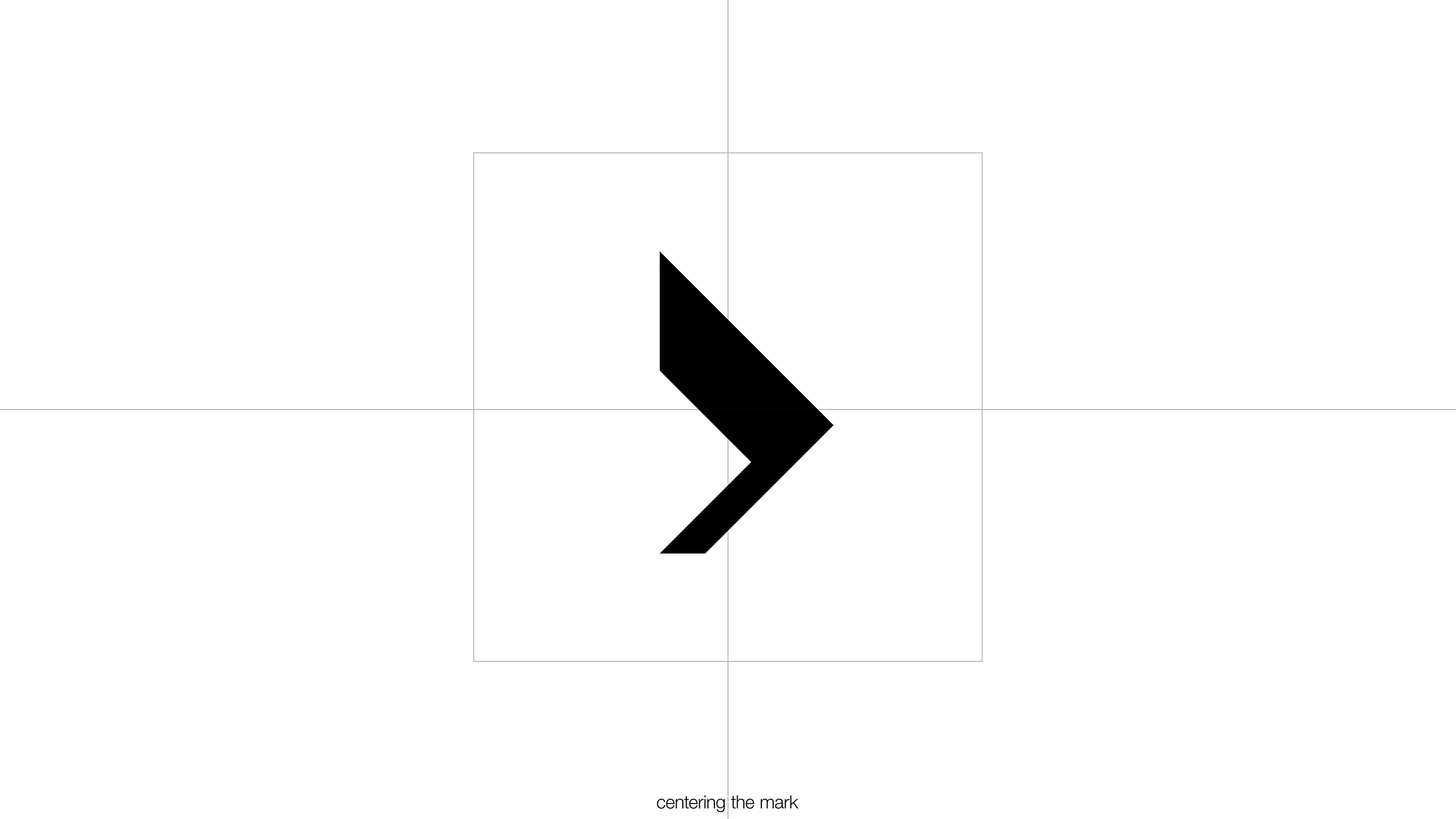
daskeyboard

daskeyboard

centering the mark







centering the mark

Normal Small Favicon