

DECASWAP

Branding

LOGO MARK



DECASWAP

TYPEFACE



INTRO

DECASWAP is described as a comprehensive digital platform functioning as both a "mega-interface" and a "mega-aggregator" for various services.

It aims to centralize and streamline user interaction by offering an extensive suite of applications that includes browser extensions, mobile and desktop applications, web-apps, and chat bots.



LOGO



LOGOTYPE



DECASWAP



DECASWAP



LOGO MARK

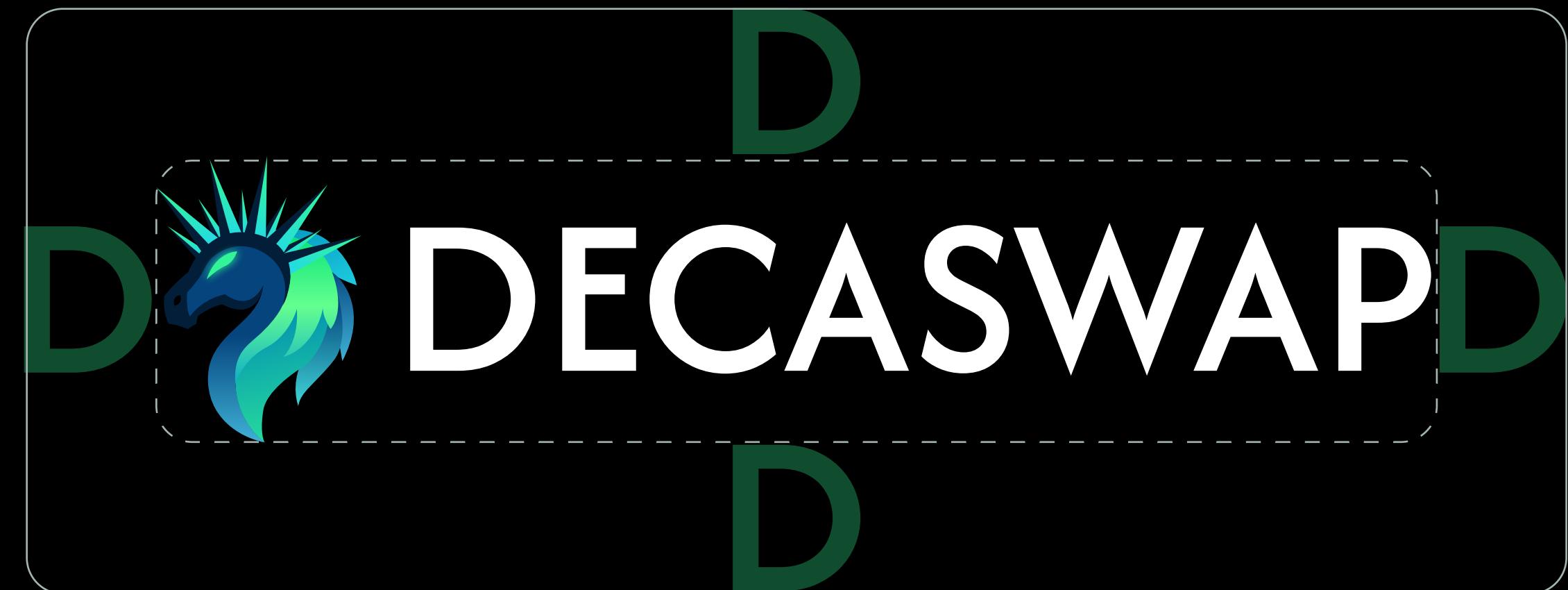
These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the DECASWAP brand. It is essential that the logo is always applied with care and respect.





CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. This area is measured using the height of the capital D in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space

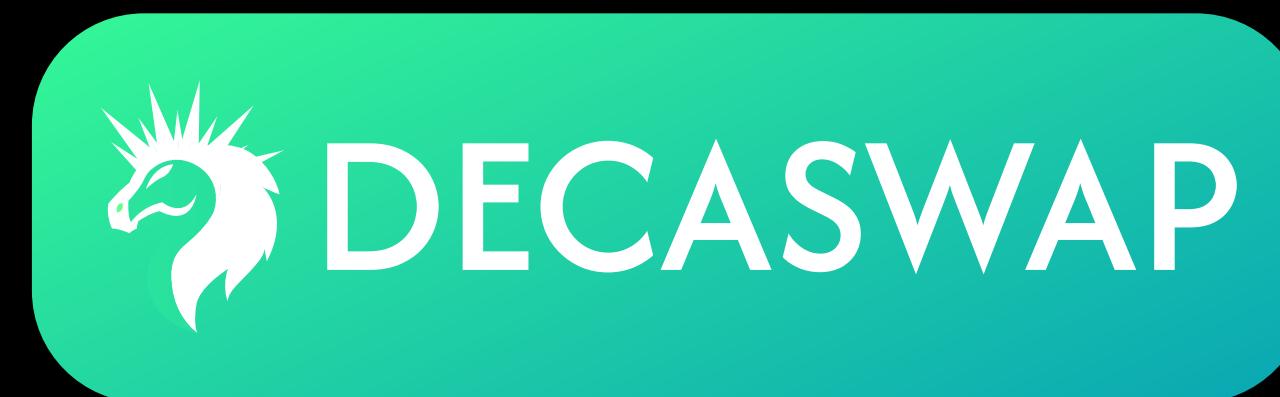




CORRECT LOGO USAGE

The logo can be placed on a background with one of the colors from the primary or secondary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery except when the background is bright enough for the type to be rendered in color.





INCORRECT LOGO USAGE

The logo should not be adjusted or edited in any way. Here are some examples of what not to do:

Don't change the colors of the logo.



Don't condense, expand, or distort the logo disproportionately.



Don't add a drop shadow, inner glow, or any other text effects.



Don't resize any individual elements of the logo.



Don't place the logo on top of an image with poor contrast



Don't crop the logo





TYPEFACE



PRIMARY TYPEFACE

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of DECASWAP's brand.

Montserrat

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 0123456789

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique.

Extra Light	Regular	SemiBold
Light	Medium	Bold



SECONDARY TYPEFACES

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of DECASWAP's brand.

AFACAD

**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
0123456789**

The 'Afacad typeface project' commenced in 2017 as a personalised lettering endeavour for Slagskeppet, a Swedish housing tenant, who sought fresh house address numbering for their entrances. The letters and numerals were meticulously crafted to harmonise with the architectural proportions and materials employed by Architect Sture Elmén during the 1940s.

REGULAR

SEMIBOLD

MEDIUM

BOLD

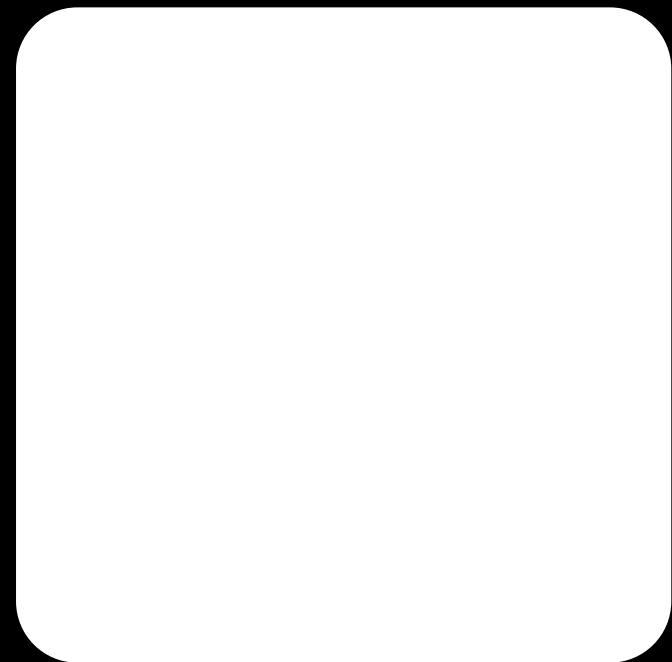


COLORS



BRAND COLORS

Each color has been chosen for its ability to convey specific attributes of our brand and to facilitate a cohesive look across all communication and interface designs.



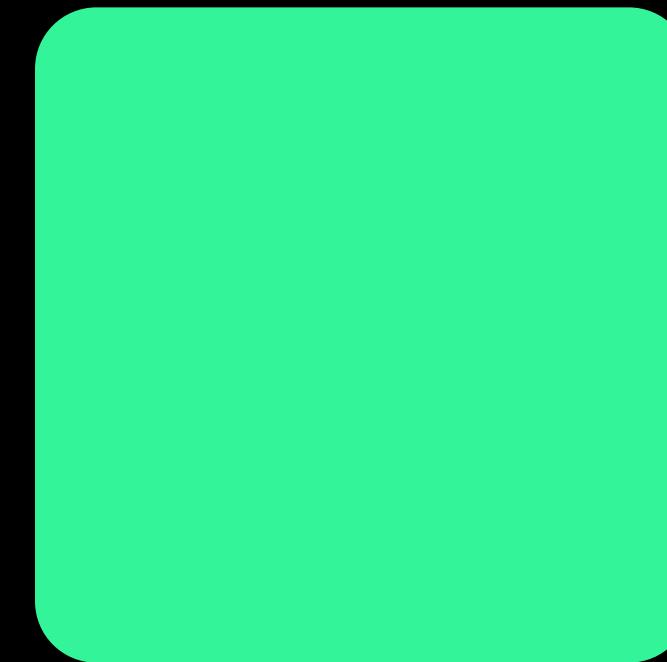
F F F F F F



031E38



09A5B4



33F498



G R A D I E N T

Description:
Signifies clarity and simplicity. This stark white is primarily used for text, offering excellent readability against darker backgrounds.

Usage:
Predominantly for text on dark backgrounds to ensure high contrast and for creating clean, minimalistic interfaces.

Description:
Conveys depth and professionalism. This deep blue serves as a solid base in our color scheme.

Usage:
Ideal for primary backgrounds, footers, and less prominent text, reinforcing stability and trust.

Description:
Reflects innovation and approachability. Its vibrant tone captures attention and directs focus.

Usage:
Suitable for backgrounds, accents, and graphical elements where additional emphasis is required, such as headers or key graphics.

Description:
Represents growth and vibrancy, capturing the pioneering spirit of DECASWAP.

Usage:
Excellent for highlights, buttons, icons, and infographics that require visual emphasis to attract user interaction or to indicate successful outcomes.

Description:
Utilized to introduce vibrancy and a contemporary feel into various elements without overwhelming the visual aesthetics.

Usage:
Apply the gradient from Deep Space Blue to Mint Green judiciously in accents and graphical elements, enhancing visual interest and guiding the user's attention strategically within the interface.



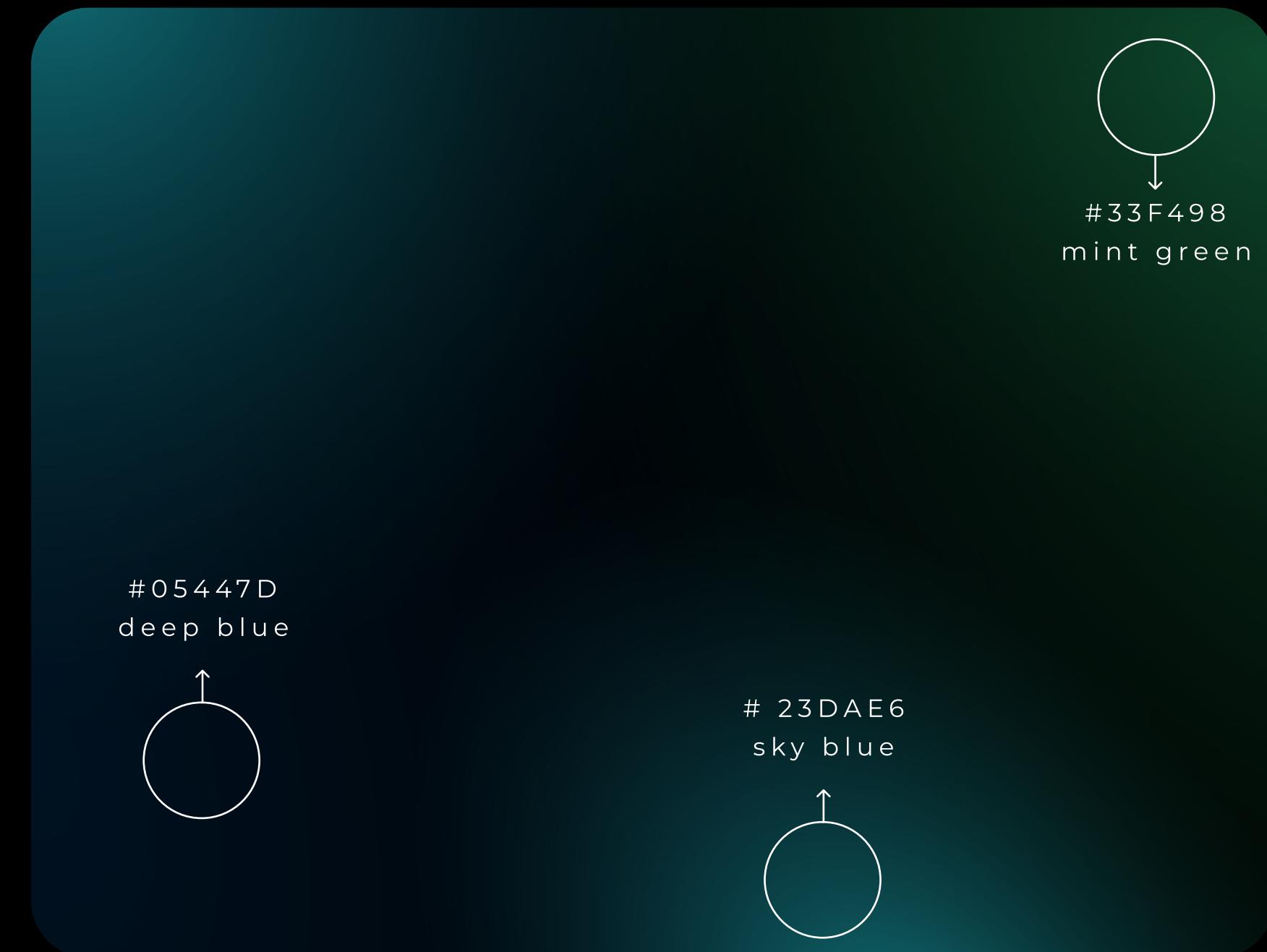
GRADIENT APPLICATIONS

A linear gradient transitions smoothly from one color to another along a straight line. For DECASWAP, this gradient blends from Deep Blue (#186168) to Mint Green (#33F498). Use the mesh gradient for feature elements that require a more nuanced and visually striking appearance. This includes app interfaces, special promotions, and user dashboards.

Linear gradient



Mesh gradient





GRAPHICS

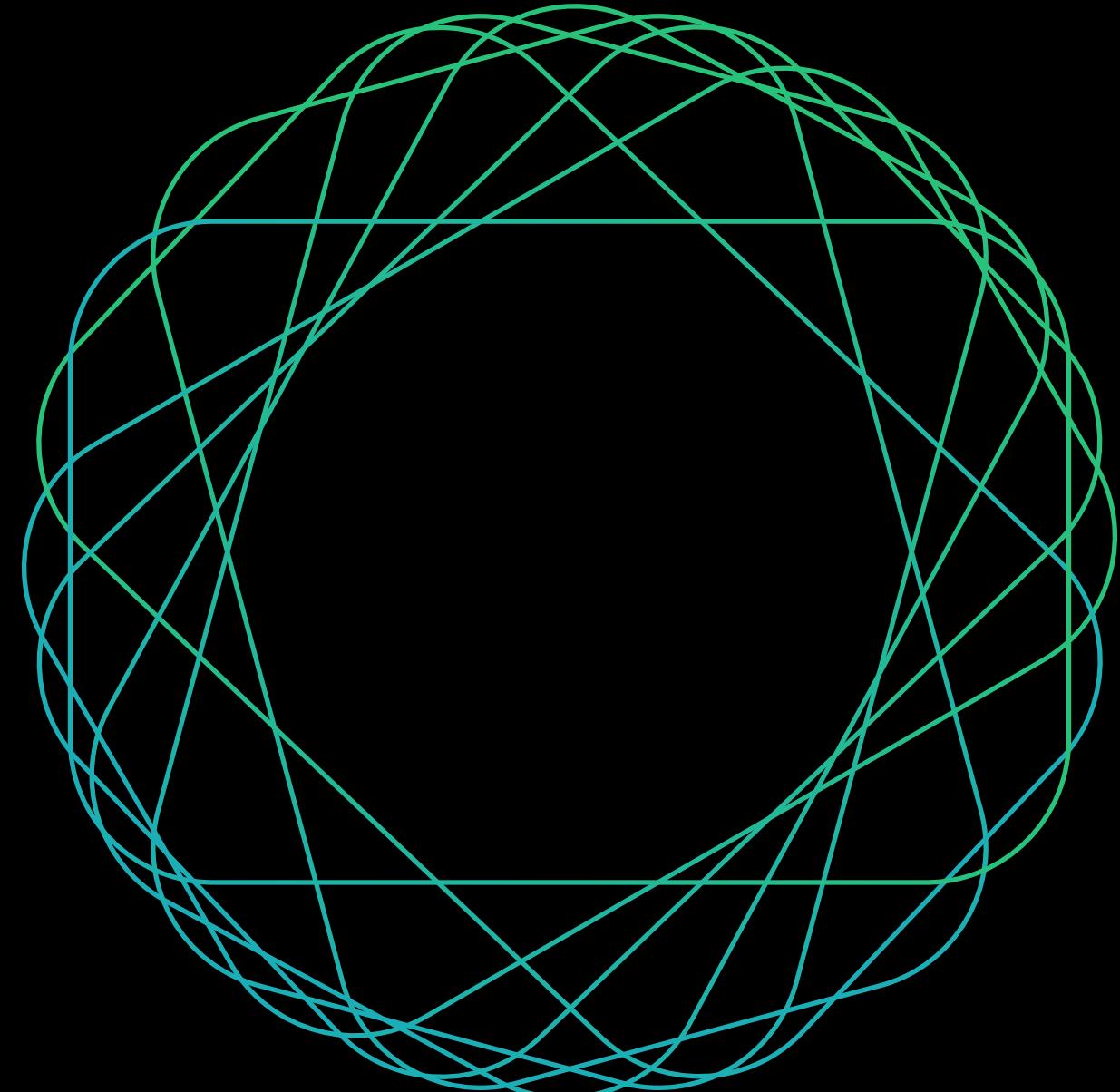


ILLUSTRATION

The geometric patterns in these illustrations add depth and a dynamic element to DECASWAP's branding. They reflect the intricate and interconnected nature of the digital exchange world, symbolizing network connections and data flows within the DECASWAP ecosystem.

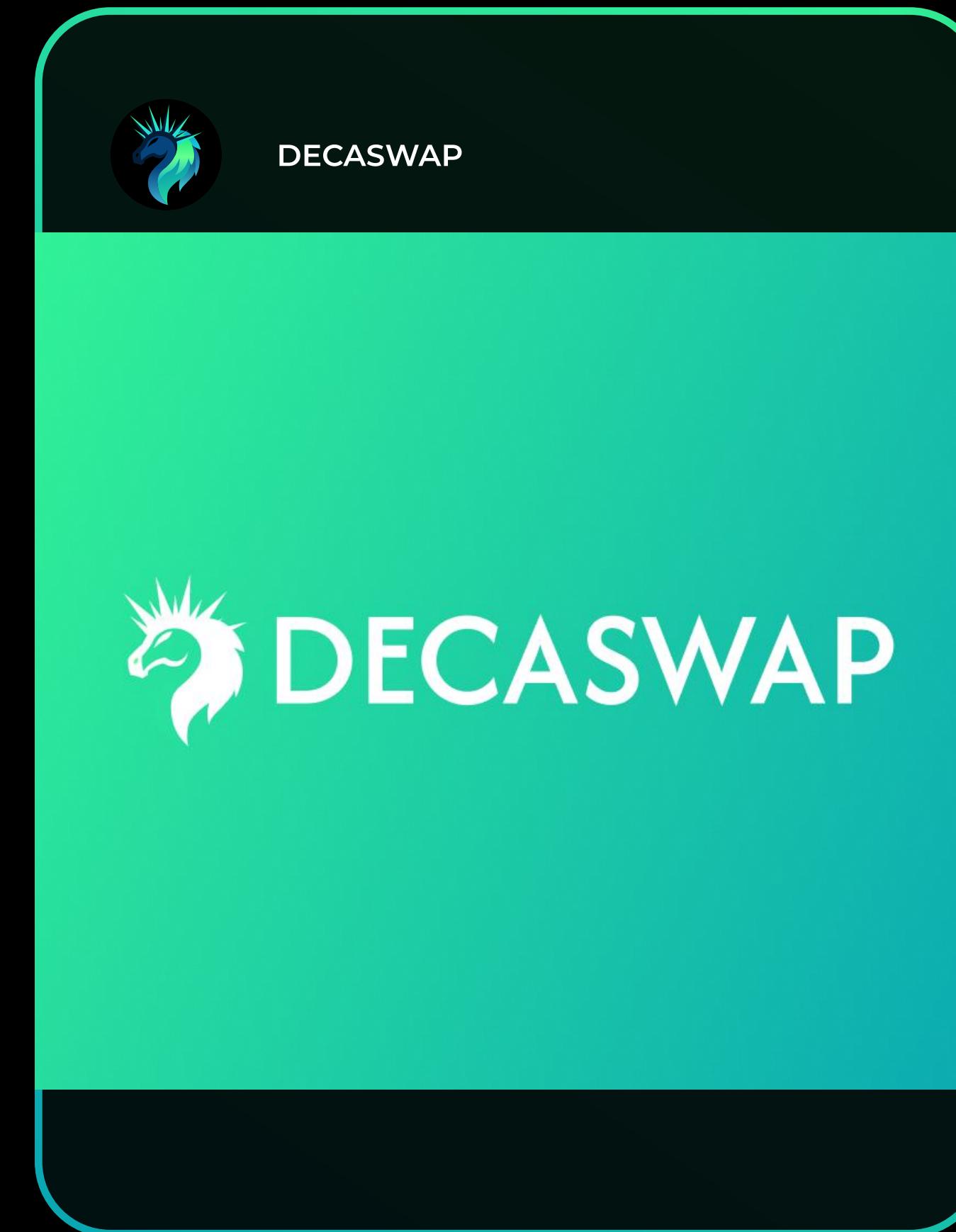
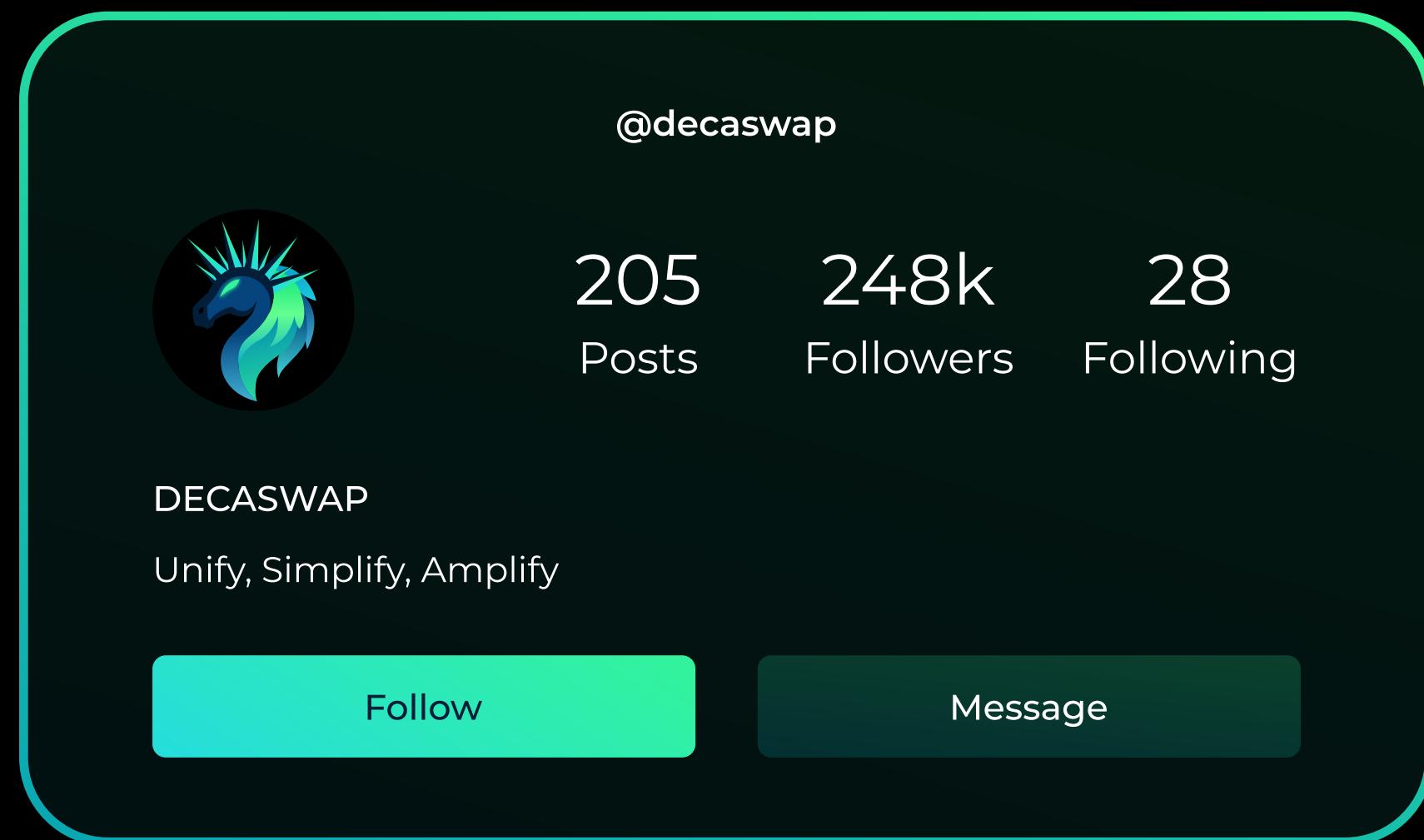
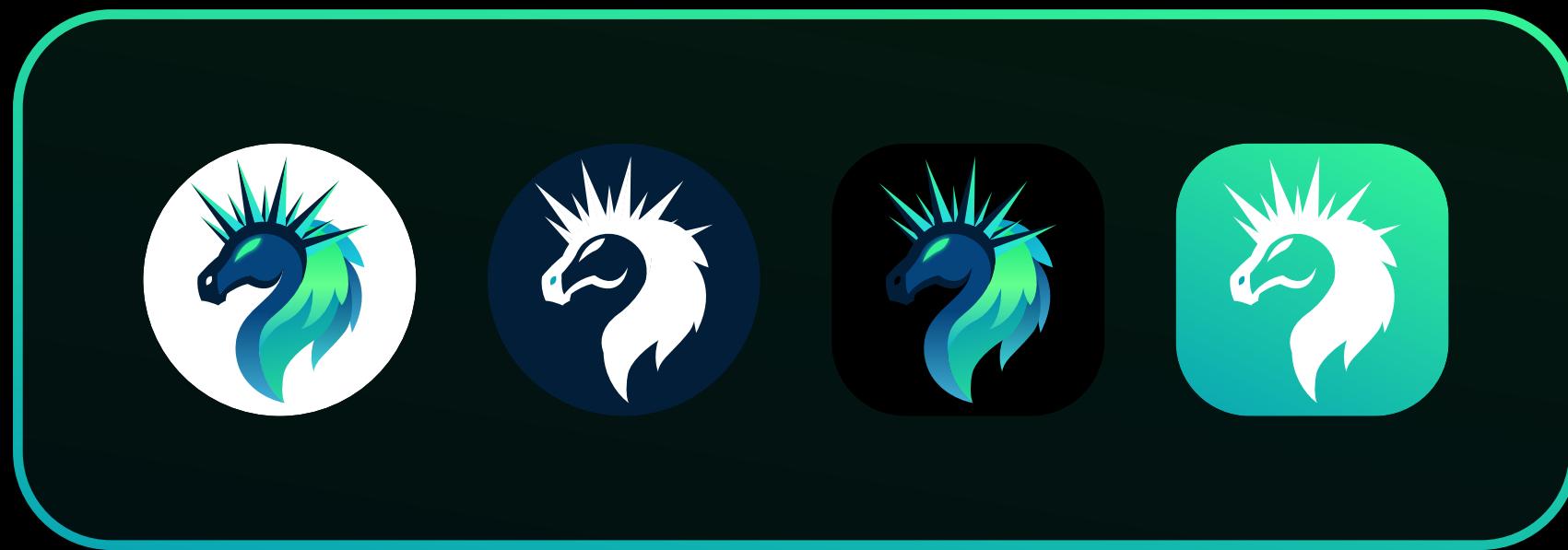
When these illustrations are used as an **overlay** on top of the linear and mesh gradients, they create a rich, multi-dimensional look. This technique allows the colors of the gradient to show through the interwoven lines, enhancing the visual appeal and drawing more attention to the graphical elements.

Choose illustration colors that complement the gradient backgrounds. For DECASWAP, using shades of blue and green for the illustrations ensures they harmonize with the primary brand colors in the gradients.





SOCIAL MEDIA







THANK YOU