DINERO

Brand Identity Standards
Feb 2018

Our brand identity is a foundation on which we build to express our promise and character. It distinguishes us from the competition and is the most powerful tool to leverage the combined strengths of DINERO.

Brand Standards are the glue that holds our brand together and help to create and protect our firm's brand identity.

It's an instruction booklet that tells you how, where, and when DIENRO corporate identity should be used. It's a rulebook for our logo and our company's branding constitution.

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Our core visual elements—and the way we put them all together—help us communicate our brand in a way that is instantly recognizable. The Stretch, typography, color palette, photography, illustrations and the DINERO logo work together flexibly to deliver a clear, consistent point of view to every audience at every touch-point.

The DINERO logo

The DINERO logo — including wordmark and combinatory variations — is a clear signpost for our brand and our primary visual symbol. The addition of our symbol to our wordmark conveys our brand platform and promise to our customers.

In keeping with our brand personality, our logo is straightforward and simple. It is rendered to maximize visual appeal and effectiveness — qualities that grow increasingly important in a competitive marketplace.

The triangulated symbol conveys our brand promises while showcasing its conformity through the use of our word mark visual qualities. Our logo brings vibrancy and clarity and reflects the transparency of our brand.

Stand-alone logo

Below are the primary stand-alone logo variations — DINERO Blue and white. Either may be used in our materials as an initial introduction to our brand.

The Dark Gray logo is for limited use only on applications such as newspaper advertising or forms.

The Gray logo is used only after an introduction of the DINERO Blue or white logo has occurred.

Stand-alone logo

DINERO wordmark white is the only option to be used against dark background where we do not have control over the context color. The logomark (symbol) could be either used in white or Turquoise. Only DINERO Blue and white may be used in our materials as an initial introduction to our brand.
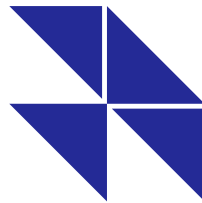
Logomark

DINERO squared combinatory White is the only option to be used against dark background where we do not have control over the context color and White or Dark Gray for white background. The logomark (symbol) could be either used in White or Turquoise organist dark background and Blue or Dark Gray against white background.
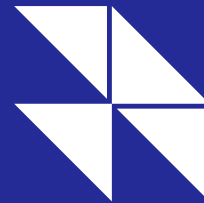
Clear space

Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement "X" as shown. This measurement is equal to the height of the letter D in the word mark.
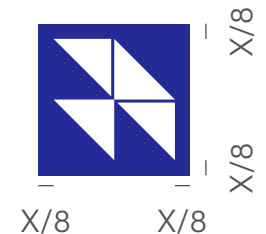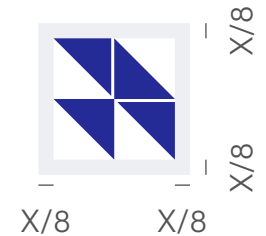
Correct use of logo

The DIENRO Blue stand-alone and logomark should never be used on complex imagery or on a background other than solid white or DIENRO Light Gray. The DIENRO Gray and DIENRO Dark Gray logos should never be used on colored backgrounds.

Incorrect use of logo

Minimal, dynamic and friendly, our compositional style is the foundation of all of our visual communications. This style lends itself to fresh solutions for our communications—whether we're creating a text-rich brochure or a web app environment.

Composition helps us easily prioritize and organize information in meaningful ways for our customers. It gives our designs a sense of energy and movement. And it allows us to use and combine our core visual elements in a grounded, consistent and integrated way.

A system built on asymmetry

The compositions of our communications and graphics environments are based on a geometry of right angles and simple, bold shapes for strong organizational structure. We use asymmetry to give our layouts energy, movement and visual interest.

DINERO

Rest Spaces Matters

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The grid

DINERO communications are based upon a simple grid of squares that helps organize content and create consistent, effective communications. If you have a communications need that is not covered by a template, refer to the following pages to create a proper grid for your design.
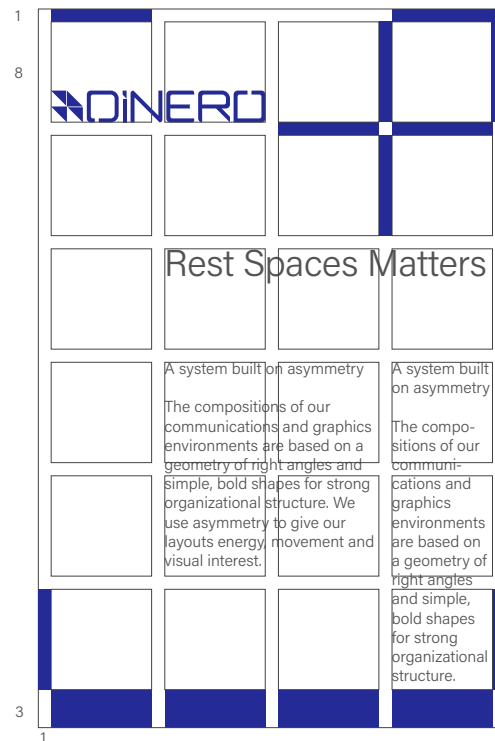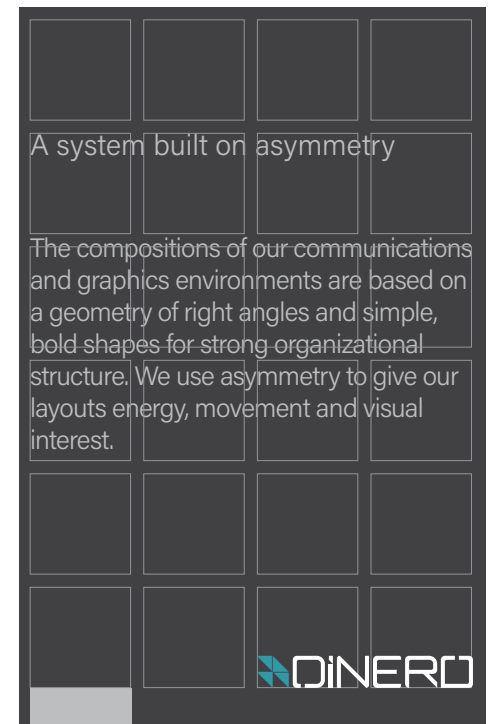
Border : Extends around all four sides of this grid, supplying a framework for the content and images.

Gutters : Provide an important visual pause by adding white space between images, color blocks and columns of text.

Columns
This 8.5" x 11" page is divided into a four-column grid.

Bottom row
These empty squares are left as unfilled visual rest space.

The Grid : Composition structure

When creating a communications piece in English, allow 30% extra space on each page for language expansion that may result from translation.

Headlines, editorial text and specification lists are all flush-left.

Large statements can be printed in the dominant color, or reversed to white against a dominant color field.
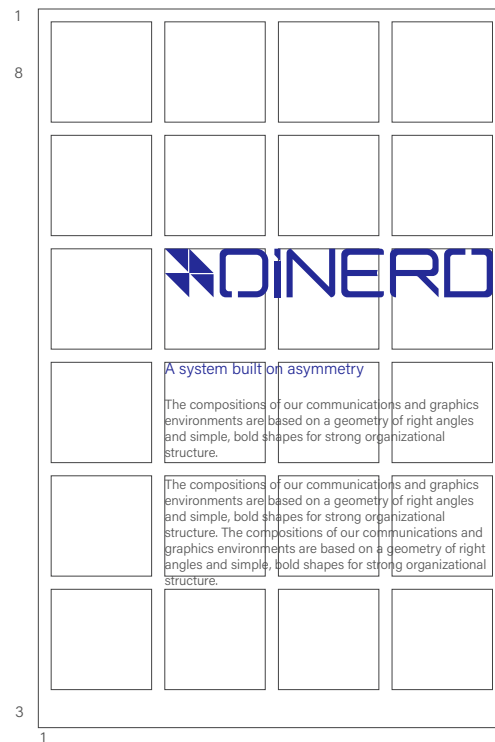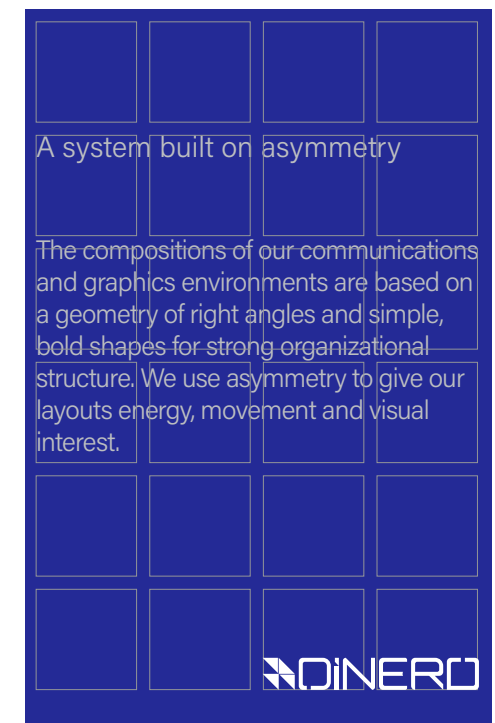
Text always begins at the top of a grid square, although not necessarily at the top of a page.

Stretch introduces a dynamic element into our identity system—one that references our company's logo in a bold, modern way. It allows us to directly integrate our core identity with imagery and messages.

Size and height

The height of the Stretch relates to the size of the grid unit of a page or layout. The Stretch can be used in a variety of sizes—from small to large—based on the type of communication, the specific customer or audience, and the overall desired impact.
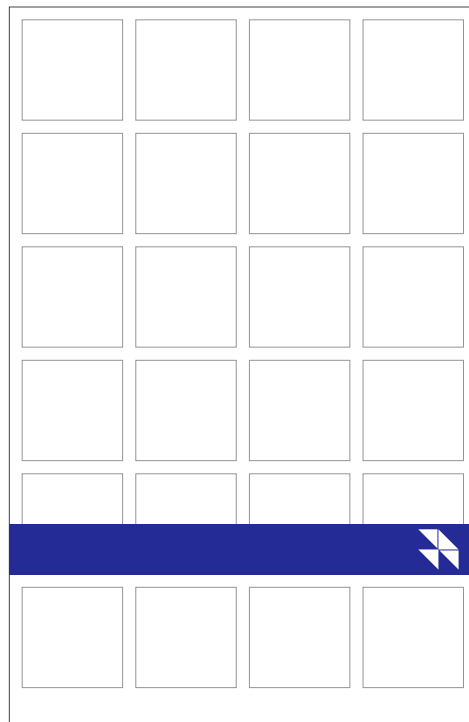
Small
Stretch = the height of ½ grid unit
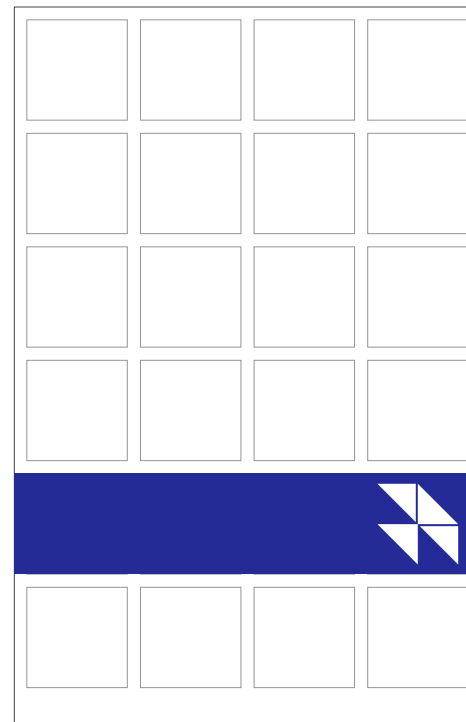
Medium
Stretch = the height of one grid unit
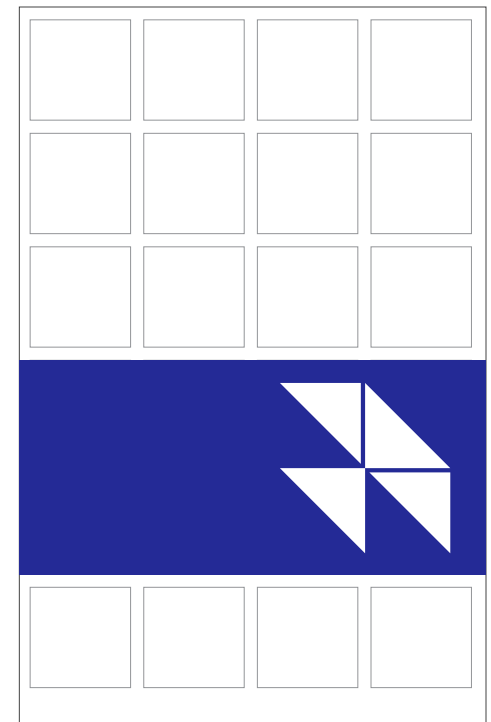
Large
Stretch = the height of two grid units

Type within the stretch

Type, such as a short headline or title, may be used within the Stretch. The type color can be DINERO Dark Gray, the dominant DIENRO color of the communication piece, or white on a colored Stretch.

Key customer benefits

Key customer benefits

Key customer benefits

| The stretch
| Color
| Photography
| Photography
| Illustration
| Graphic Elements
| Typography
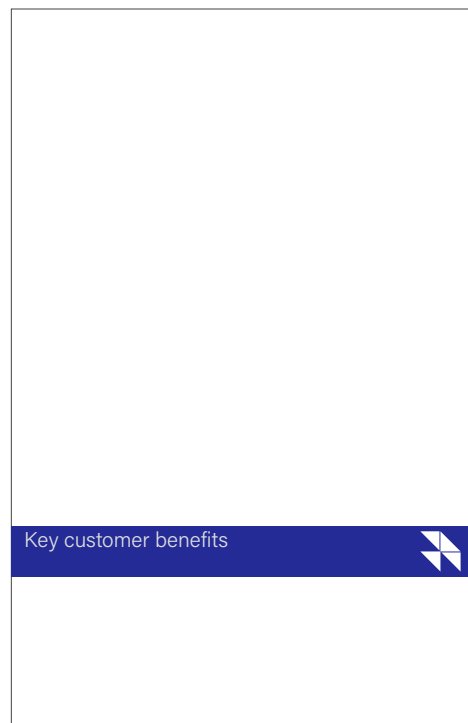
When using headlines or titles inside the Stretch, the text should always be placed asymmetrically in a corner—just as in the rest of our identity system.
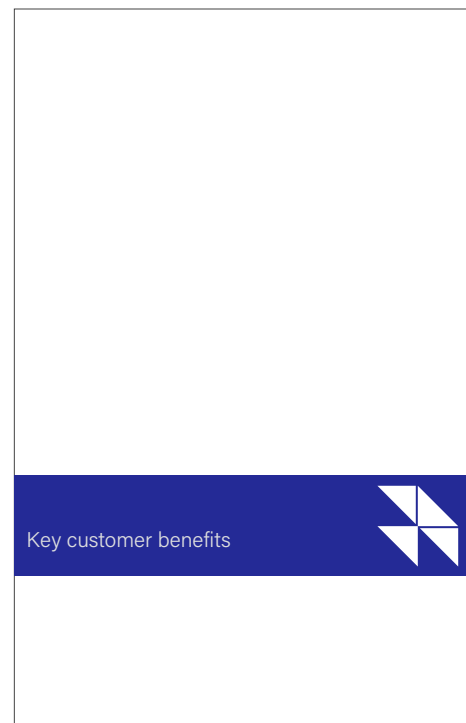
Always maintain ample clear space around the DINERO logomark.
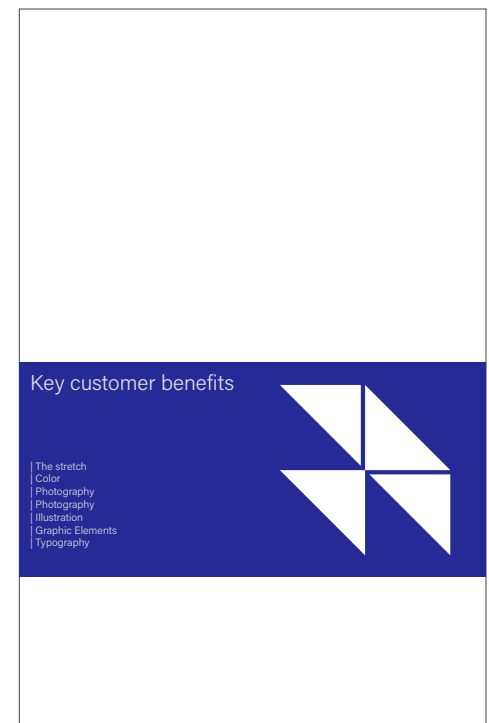
Key customer benefits may be used in a large or extra-large Stretch.

Do not put body copy within the Stretch.

The Stretch : Unacceptable usage

Key customer benefits

Key customer benefits

Key customer benefits

| The stretch
| Color
| Photography
| Photography
| Illustration
| Graphic Elements
| Typography
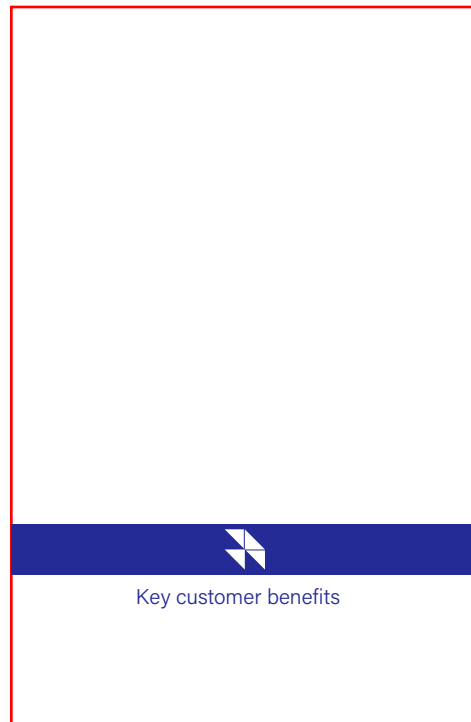
The DINERO logomark cannot be in the center of the Stretch bar.
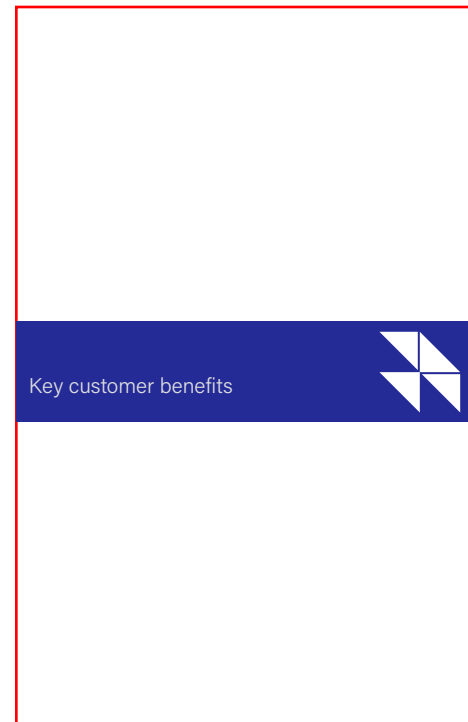
The Stretch cannot be centered vertically on the page.

The DINERO logomark cannot be cropped while being used in stretch. The DINERO logomark can be cropped only when used in extra-large size at specific occasions.

The Stretch : Unacceptable usage

Key customer benefits

Key customer benefits

DINERO **DASH**
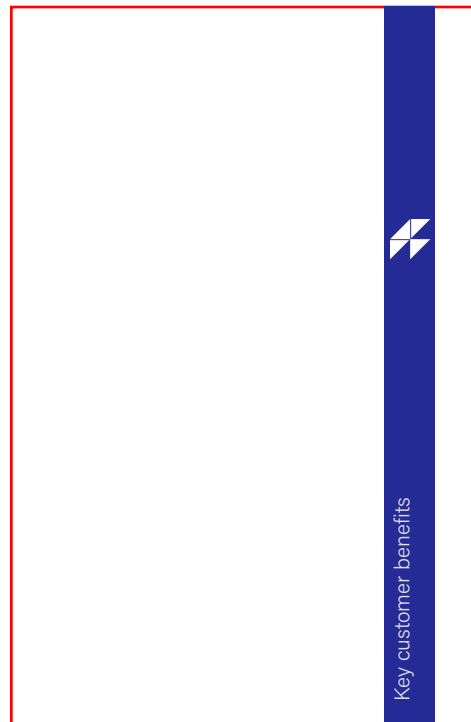
The Stretch cannot be used vertically.
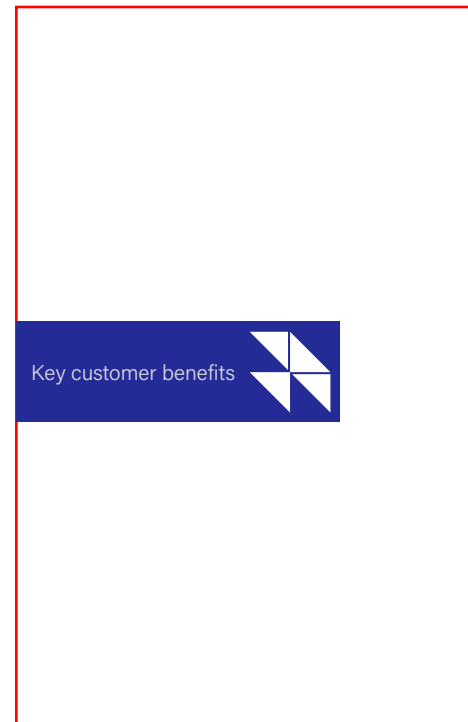
The Stretch cannot stop midway across a page.

Text used inside the Stretch should not be centered. It should always be positioned at the top or bottom corner of the Stretch.

Any logo, including partners logo, cannot be placed inside the Stretch on the same page.

Considering the color combination strategies, Analogous Color Palettes is a clear choice for DINERO brand.

They would provide enough contrast to help the brand stand out among the crowd while, they are consistent in terms of the message they convey. They are easier to work with and there is little to no need for changes over time. They help end users see what matters instead of being confused with overwhelming messages being transferred whit complimentary and vivid complimentary color palettes.

Our vibrant color palette reflects the diversity of our customers and their ambitions. It is appropriate for both consumer and business audiences. The pure, saturated hues are timeless and stay fresh without being trendy.
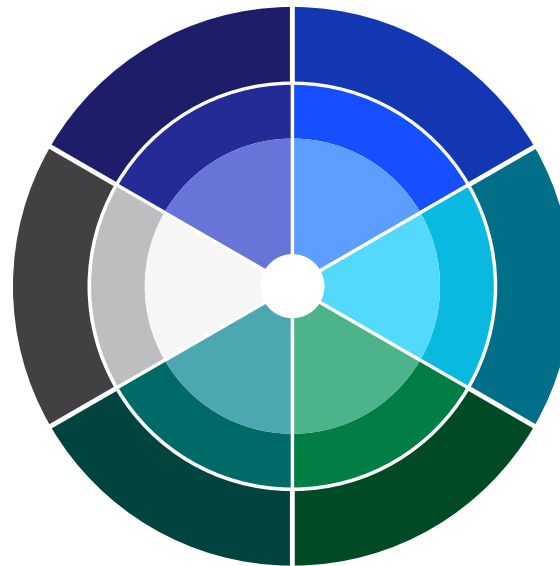
Using one dominant color

Large fields of a single color help make our communications striking and impactful. We have a two dominant DINERO colors from which to choose. By using one color from our palette for each communications piece, we enhance the unity, power and elegance of our designs. This dominant color also helps photos stand out. Within a system of multiple communications pieces, more than one dominant color can be used to differentiate pieces. The Stretch should be the dominant color of your communication piece. It can also be white.
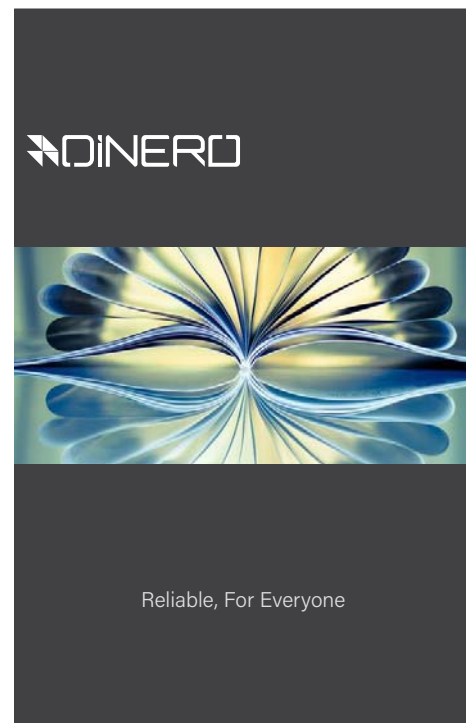
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Reliable,
For Everyone

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Key customer benefits

| The stretch
| Color
| Photography
| Photography
| Illustration
| Graphic Elements
| Typography

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Dominant

RGB	R	36	R	49	R	65
	G	42	G	152	G	64
	B	150	B	167	B	66
CMYK	C	100	C	76	C	0
	M	99	M	24	M	0
	Y	1	Y	31	Y	0
	K	0	K	0	K	90
#		242a96		3197a7		404041

Accent

Only for highlights

RGB	R	30	R	21	R	0	R	0	R	9	R	246	R	167	R	192
	G	29	G	79	G	107	G	126	G	185	G	246	G	169	G	44
	B	105	B	255	B	102	B	68	B	224	B	246	B	172	B	96
CMYK	C	100	C	83	C	89	C	89	C	70	C	0	C	0	C	21
	M	100	M	68	M	38	M	26	M	3	M	0	M	0	M	96
	Y	27	Y	0	Y	58	Y	96	Y	7	Y	0	Y	0	Y	45
	K	18	K	0	K	20	K	13	K	0	K	3	K	40	K	3
#		1e1d69		154fff		006b66		007e44		09b9e0		f5f5f6		a7a9ac		c02c60

People and lifestyle

Photography is a powerful and central element in our communications with all audiences.
Pictures capture the imagination, tell a story and help create an emotional connection with our customers. Our photography features people and our products in a style that is simple, colorful, inspirational and genuine.

Unacceptable usage

Here are examples of photos that do not represent the DIERNO brand. Our photography should never be artificial, stereotypical, decorative, literal or unnatural. People and products should look real and authentic, not like professional models. Photos should not be cluttered with unnecessary props that distract from the story. Avoid using photos with content that is irrelevant to our business and customers.

Do not use Distracting, cluttered environment

Do not show or use images with a overt sexual theme.

Do not use person(s) artificially posing and Clichéd business gesture

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Unacceptable usage

Do not use Embellished scientific rendering

Do not use Artificial-looking rendering
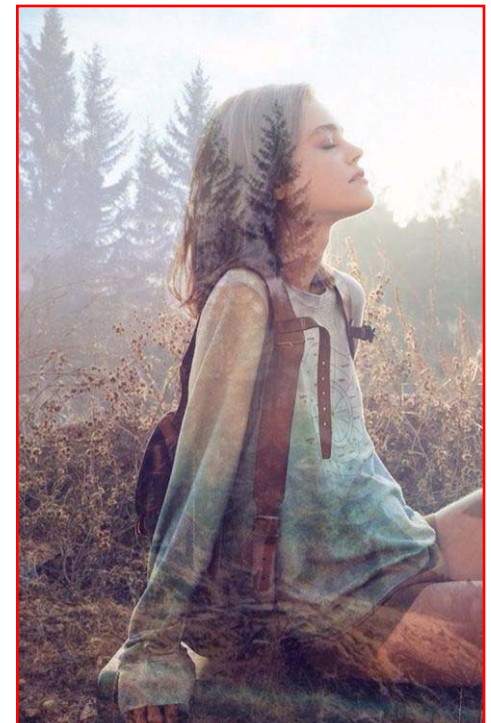
Do not use Photo montage

Illustrations add a dynamic element that helps us stand out from the competition. They tell a story, represent abstract concepts and convey the results of DINERO platform.

The illustrations we use are simple and iconic. They help us tell stories in deeper ways and stand out from our competitors. The colors we use in illustrations reflect the vibrant hues of the DINERO color palette. The simplicity and strength of our compositions are consistent with our overall brand identity.

Below are examples (not belong to DINERO) that resonate the style and simplicity we are looking for:

Unacceptable styles

Here are examples of illustrations that do not represent our brand. Illustrations should never look like clip art or be used as icons. They should not be created in Microsoft® PowerPoint™ and pulled into other communications materials.

Do not use Cartoon figure or superhero

Do not use Clip art
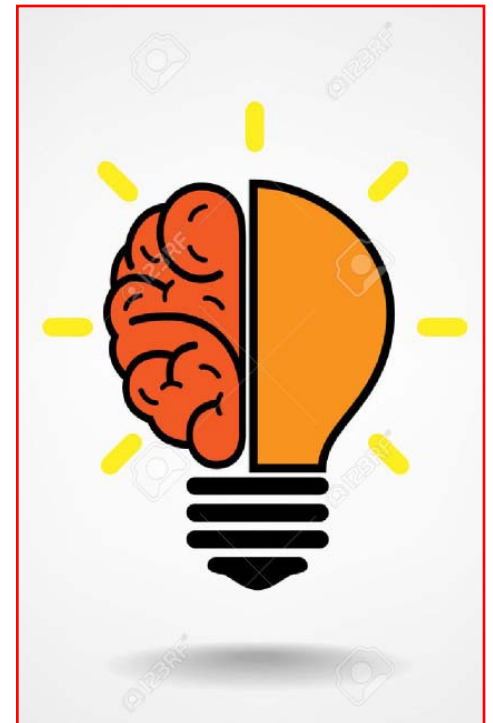
Do not use Clichéd concept

Icons

When language translation is not practical, icons can be used in multi-lingual communications (e.g., product lug-ons and stickers, table signs). Icons communicate information simply and clearly without the need for supporting language.

Icon style

The preferred icon style is two-dimensional and simple—drawn with a consistent line weight. It should always be designed for universal recognition. Icons can be the dominant color of your piece, black or reversed to white in a color field.

Our typeface is simple, versatile and modern. It is a reflection of our brand and our voice.

For internal use and publications, we choose the appropriate typeface weights from Acumin Pro Thin, Acumin Pro Light and Acumin Pro Medium to create clear hierarchies of information and messages. Italics can be used to emphasize an important word or phrase in body copy, but not in headlines.

Acumin Pro Thin
for headlines or body copy in large sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Acumin Pro Light
for body copy in all communications, subheadings or small font size titles, such as on a brochure cover or website body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Acumin Pro Medium
for subheads, headings in tables, labels or small font size headlines. Acumin Pro Medium should never be used in large font sizes or for long headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Language translation allowance

When creating a document in English that might be translated, allow a minimum of 30% extra space for language expansion.

https://typekit.com/fonts/acumin
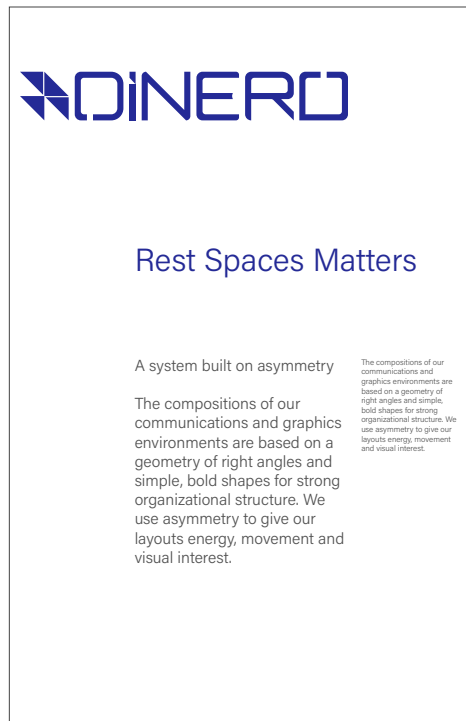https://helpx.adobe.com/typekit/using/add-fonts-website.html

Color

Color may be used with typography in the following ways:

DINERO

Rest Spaces Matters

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- Dar Gray type on a white background is always acceptable.
- Colored type in the dominant color of a piece may be used for headlines, large introductory copy and large text.
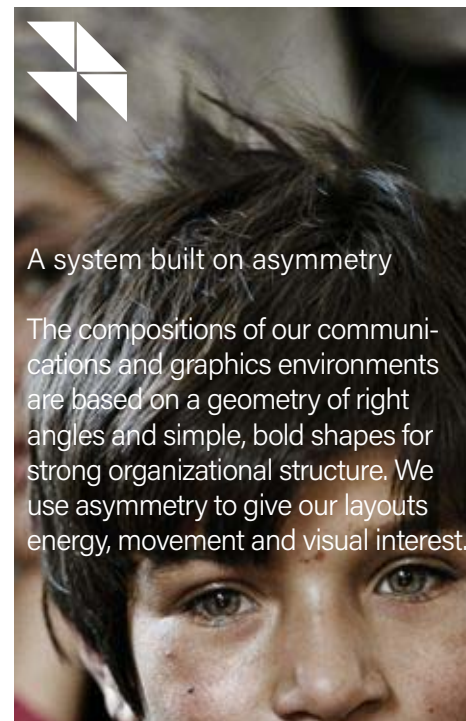
- White type may be reversed out on blocks of color or Dark Gray. This should only be done with larger type sizes, as it can cause problems with printing and legibility.
- Do not use colored type in a colored box.
- Type may be used in larger sizes over a photograph, providing there is sufficient contrast.
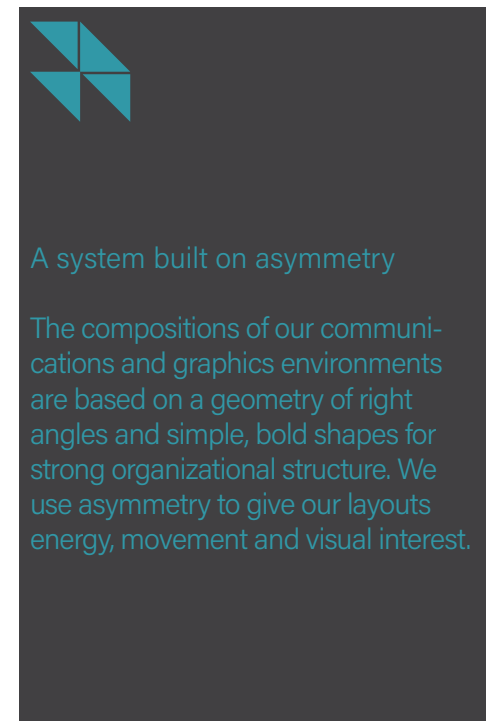
- Colored type may be reversed out of a Dark Gray background, if the contrast is great enough to be legible. Avoid reversing out large amounts of body copy. Again, larger type sizes should be used, and the color should be the dominant color of the communication piece.

Incorrect placement

While our identity system is flexible, these standards will help ensure the consistent use of text.

A system built on asymmetry

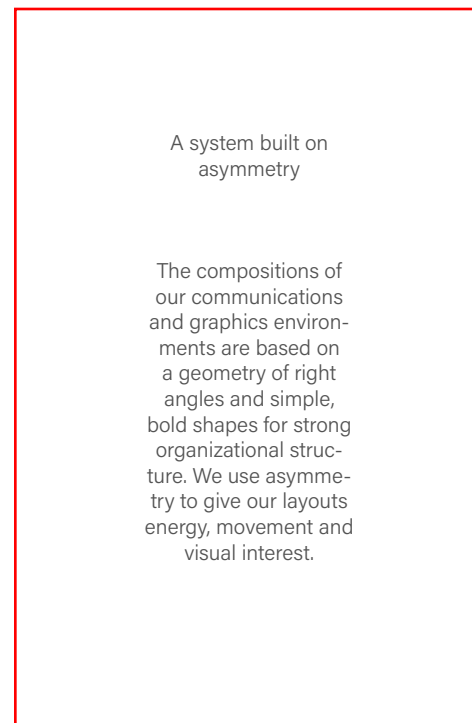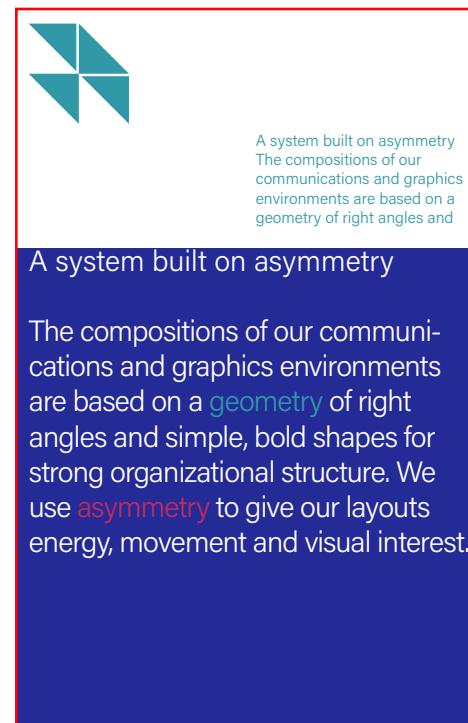The compositions of our communications and graphics environments are based on a geometry of right angles and simple, bold shapes for strong organizational structure. We use asymmetry to give our layouts energy, movement and visual interest.

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The compositions of our communications and graphics environments are based on a geometry of right angles and

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Never vertically or horizontally center copy on a page.

Multiple colors should not be used on a single page.
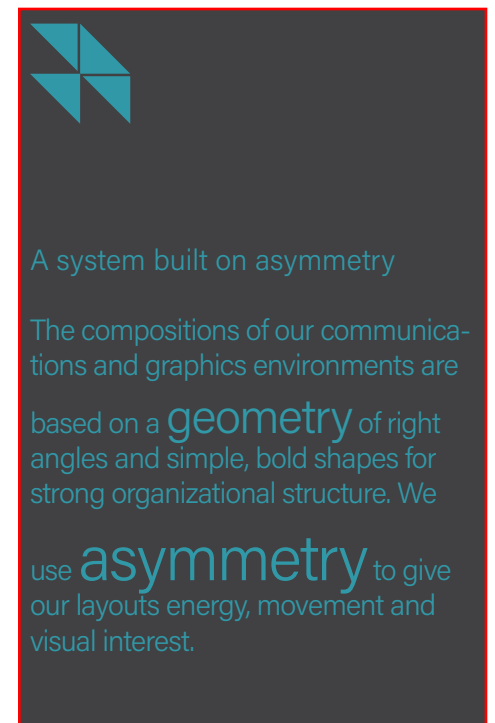
Only one size type should be used for an idea or statement.

All caps usage

Type may be occasionally be set in all caps. Please use this option sparingly and limit all caps usage to the following:

REST SPACES

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Short title or headline in Acumin Pro Thin

A SYSTEM BUILT ON ASYMMETRY

a system built on asymmetry

a system built on asymmetry

A SYSTEM BUILT ON ASYMMETRY

a system built on asymmetry

a system built on asymmetry
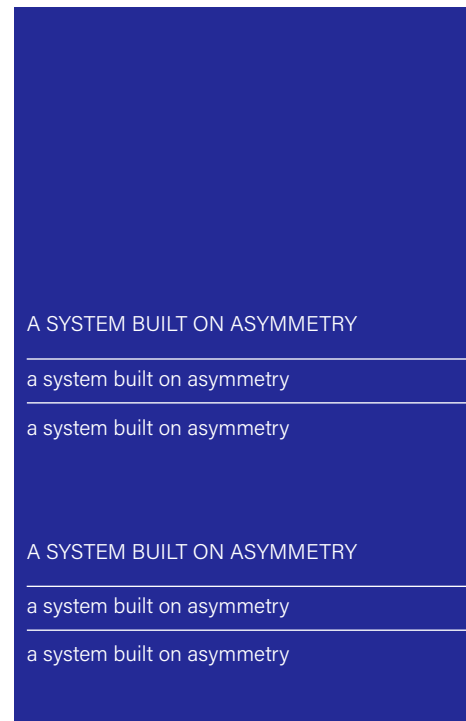
Chart heading and labels in Acumin Pro Light

We use asymmetry to give our layouts energy, movement and visual interest.

A SYSTEM BUILT ON ASYMMETRY
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Subheads in Acumin Pro Thin

DINERO