2025 STYLE GUIDE

# DOMOPALO ZA®

THE AI + DATA CONFERENCE

# Logo

Multi-color w/ Tagline:





**Multi-color and Reversed:** 





**Alternate Stacked:** 





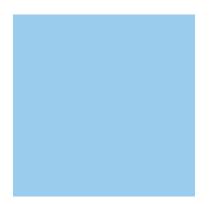
**Alternate All Black:** 





# **Brand Colors**

### **DOMO Colors:**



RGB: **153, 204, 238** HEX: **#99CCEE** Pantone **291C** CMYK **36, 9, 0, 0** 

Links: #88BBDD



RGB: **136, 136, 136** HEX: **#888888** Pantone 877C CMYK **47, 39, 36, 0** 



RGB: **85, 85, 85** HEX: **#55555** Pantone **425C** CMYK **72, 64, 59, 10** 



RGB: **247, 152, 45** HEX: **#F7982D** Pantone **1375C** CMYK **0, 44, 87, 0** 

### **DOMOPALOOZA Colors:**



RGB: **130, 71, 173** HEX: **#7A3CA3** CMYK **65, 79, 0, 0** 



RGB: **168, 37, 147** HEX: **#A82592** CMYK **37, 90, 0, 0** 



RGB: **244, 120, 195** HEX: **#F478C3** CMYK **10, 53, 0, 0** 



RGB: **91, 137, 179** HEX: **#5B89B3** CMYK **65, 32, 6, 0** 



RGB: **86, 156, 59** HEX: **#569C3C** CMYK **63, 5, 94, 10** 

# **Fonts**

Primary Headers / Callouts:

## Roc Grotesk Wide Medium

Secondary Headers / Supporting/Body Copy:

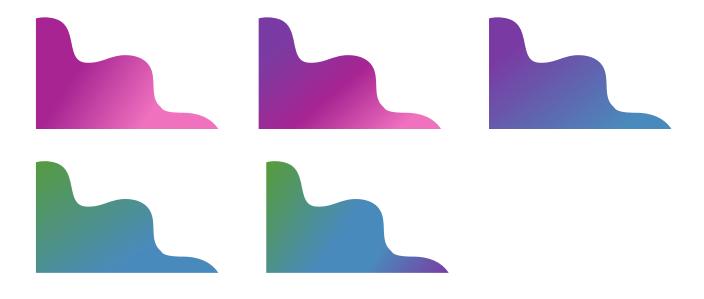
# Open Sans

Mainly use Open Sans Regular for body copy but utilize bold/italics when needed. Do *not* use the condensed versions.

# **Blobs + Gradients**

### **Color Rules:**

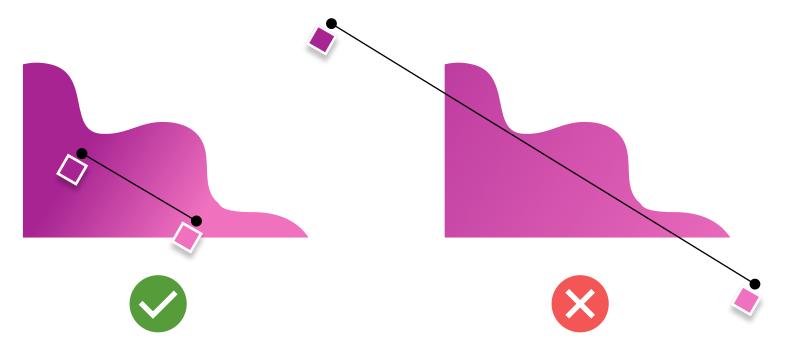
- Green should only bleed into blue and blue to purple
- 2-3 colors per shape should be the general rule of thumb unless there's a larger space that lends itself to all 5 colors in one shape



### **Gradients**

Gradients are typically around a 45° or -45° angle but isn't a rigid rule, follow your heart and do whatever looks nice for the shape/design.

Endpoints should stay well within the blob shape so you can clearly see each color.



### Layering:

Single and multiple layers can be used based on what works with the design and spacing constraints. Layering should be a minimal supporting graphics and still allow for ample white space.

Ensure the colors on each layer contrast well with the layer in front/behind it.

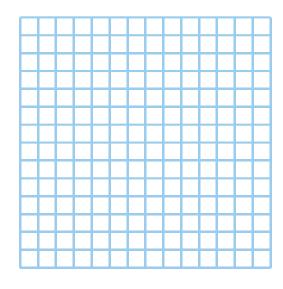


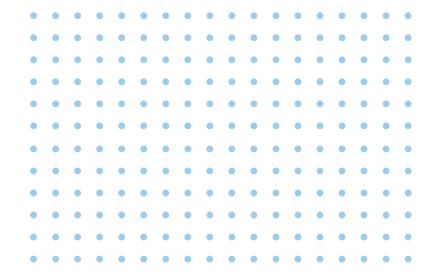


# **Patterns**

### **Rules:**

- Use as a supporting graphic in areas that need more filler
- Length and width can vary as needed
- Can mask with the shape of a blob
- Should mainly be DOMO blue to not compete too much with gradient blobs







# **Halftone Imagery**

### **Rules:**

- Stick with a "grid" halftone pattern for consistency (avoid "cluster" patterns)
- Lean towards lighter, more exposed imagery to achieve a nice balance in the dots
- Imagery should be more playful and "punk rock" as opposed to "business" but without going too extreme
- Utilize pops of DOMO blue either as parts of the image, background color, or fun flourishes

