



# BRAND STYLE GUIDE

## BRAND STYLE GUIDE

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# 00.

## INTRODUCTION

This brand style guide contains everything you need to create a thoroughly recognizable Dash document. It also offers our valued partners the necessary information to clearly and successfully market their brand in conjunction with ours.

These guidelines are meant to help us express Dash's core identity and values. Through the correct and consistent use of our visual system, you help to keep our Dash identity, style and brand strong and immediately recognizable.

The design of each one of your presentations, collateral and digital assets, is important. Every touchpoint bearing the Dash name and logo that people encounter influences and helps to create the overall perception of Dash.

By remaining consistent to our overall brand identity, we help to demonstrate to others we are all committed together, albeit perhaps in our own ways, to a unique, but unified core platform and vision.

Remember that these are only style guidelines and are provided to help you create beautiful documents. It's up to you and any collaborators to communicate the Dash brand in a focused, dynamic and positive way.

If you have a question about something you've produced and want us to take a look, please contact the communications and marketing department.

That's what we're here for.

OUR IDENTITY

# 01.

## OUR LOGO

### LOGOTYPE + COLOR PALETTE

The full logotype is formed by the wordmark with the dashmark inside the letter D.

#### Dash logo typeface

Handel Gothic Heavy Italic (modified)

The logo should always be displayed with the established colors, guaranteeing the best visual contrast with the background.

In plain text, Dash is written in sentence case where only the D is capitalized.

The logo consists of a stylized blue 'D' with a horizontal dash inside its upper curve, followed by the word 'ash' in a bold, italicized, sans-serif typeface, all in blue.

DASH BLUE  
HEX: #008de4  
RGB: 0, 141, 228  
CMYK: 76, 38, 0, 0  
PANTONE: 2925c



WHITE  
HEX: #ffffff  
RGB: 255, 255, 255  
CMYK: -  
PANTONE: -

# 01.

## LOGO REVERSAL

### LOGOTYPE + COLOR PALETTE

Use the brand standard blue version of the logo wherever possible but it also can be displayed in white on the Dash blue background.

The Dash logo is displayed in white on a solid blue background. The logo consists of a stylized 'D' followed by the word 'ash' in a lowercase, italicized sans-serif font.

**DASH BLUE**  
HEX: #008de4  
RGB: 0, 141, 228  
CMYK: 76, 38, 0, 0  
PANTONE: 2925c



**WHITE**  
HEX: #ffffff  
RGB: 255, 255, 255  
CMYK: -  
PANTONE: -

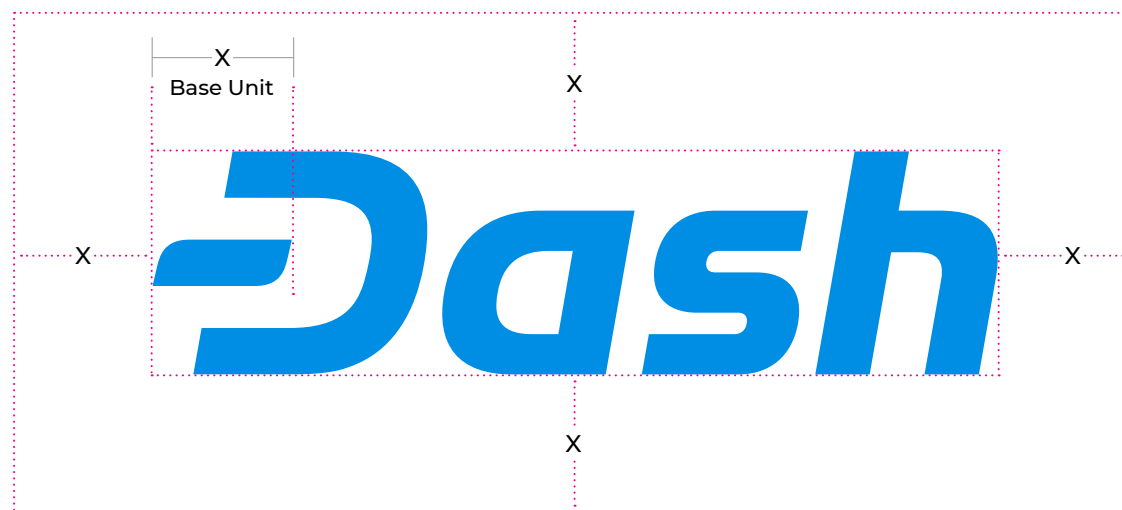
# 01.

## CLEAR SPACE

A designated clear space consistently surrounds the logo.

No text, graphic elements, symbols, logos, etc. should be placed in this protected area.

When the brand includes its descriptor “Digital Cash”, its clear space must be applied as shown in Section 04.



X = length of Dashmark

# 01.

## CLARITY & MINIMUM SIZE

Choosing an appropriate size range for the logotype allows a correct interpretation of the Dash identity.

The size of the logo should be adapted in order to keep the highest possible quality.

Any size below the minimum should not be used.

Minimum recommended size





# 01.

## WHAT TO AVOID

Please:

1. Do not use alternate colors
2. Do not use alternate typefaces
3. Do not deform proportions
4. Do not alter perspective
5. Do not tilt
6. Do not use Handel Gothic typeface for any other text

The correct Dash logo is displayed in blue. It features a stylized 'D' icon followed by the word 'ash' in a bold, italicized sans-serif typeface.

1.

An incorrect version of the Dash logo where the word 'ash' is green. A red diagonal line is drawn over the entire logo.

2.

An incorrect version of the Dash logo where the word 'ash' is in a different, more decorative typeface. A red diagonal line is drawn over the entire logo.

3.

An incorrect version of the Dash logo where the word 'ash' has been horizontally compressed. A red diagonal line is drawn over the entire logo.

4.

An incorrect version of the Dash logo where the word 'ash' is slanted to the right. A red diagonal line is drawn over the entire logo.

5.

An incorrect version of the Dash logo where the entire logo is tilted clockwise. A red diagonal line is drawn over the entire logo.

6.

An incorrect version of the logo where the word 'LOREM' is used in a different typeface. A red diagonal line is drawn over the entire logo.

# 02.

## FULL COLOR PALETTE



### DASH BLUE

HEX: #008de4

RGB: 0, 141, 228

CMYK: 76, 38, 0, 0

PANTONE: 2925c



### WHITE

HEX: #ffffff

RGB: 255, 255, 255

CMYK: -

PANTONE: -



### DEEP BLUE

HEX: #012060

RGB: 1, 41, 93

CMYK: 100, 93, 31, 29

PANTONE: 534c



### GRAY

HEX: #787878

RGB: 120, 120, 120

CMYK: 54, 46, 45, 11

PANTONE: Cool Gray 9 C



### MIDNIGHT BLUE

HEX: #0b0f3b

RGB: 1, 41, 93

CMYK: 100, 93, 31, 29

PANTONE: 534c



### BLACK

HEX: #111921

RGB: 17, 25, 33

CMYK: 82, 71, 59, 75

PANTONE: Black 6 C

# 02.

## BACKGROUNDS

In case it is necessary to reproduce the logo on color backgrounds, use the Dash blue version wherever possible.

The Dash logo, consisting of a stylized blue 'D' followed by the word 'ash' in a blue, italicized sans-serif font, is centered on a white background.The Dash logo is centered on a solid blue rectangular background. The 'D' and 'ash' are rendered in white, with the 'ash' in an italicized sans-serif font.The Dash logo is centered on a dark blue rectangular background. The 'D' and 'ash' are rendered in a lighter shade of blue, with the 'ash' in an italicized sans-serif font.The Dash logo is centered on a very dark blue rectangular background. The 'D' and 'ash' are rendered in a light blue shade, with the 'ash' in an italicized sans-serif font.

# 02.

## BLACK & WHITE

The black-and-white version is used in black-and-white productions (fax, etc.) where the color version is unsuitable.

It can also be used in very exceptional cases for special applications such as embroidery or engraving.

The Dash logo, consisting of a stylized 'D' followed by the word 'ash' in a bold, italicized sans-serif font, is displayed in black on a white background.The Dash logo, consisting of a stylized 'D' followed by the word 'ash' in a bold, italicized sans-serif font, is displayed in white on a black background.

# 02.

## GRAYSCALE BACKGROUNDS

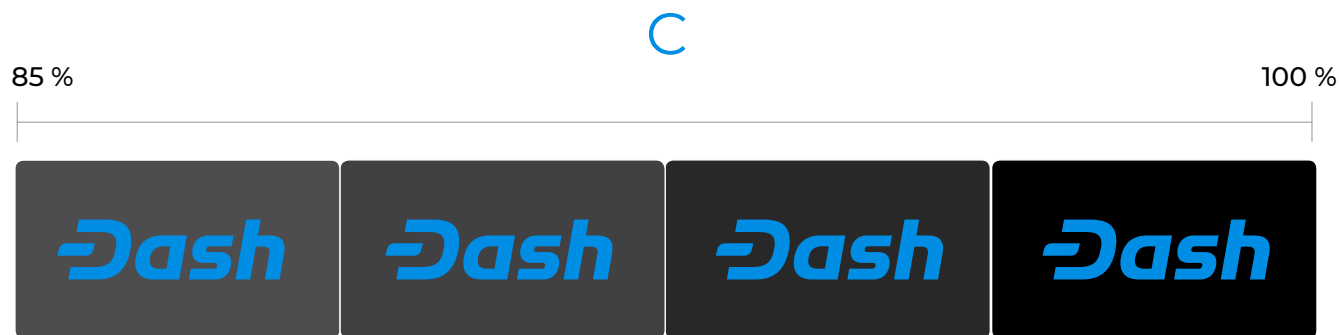
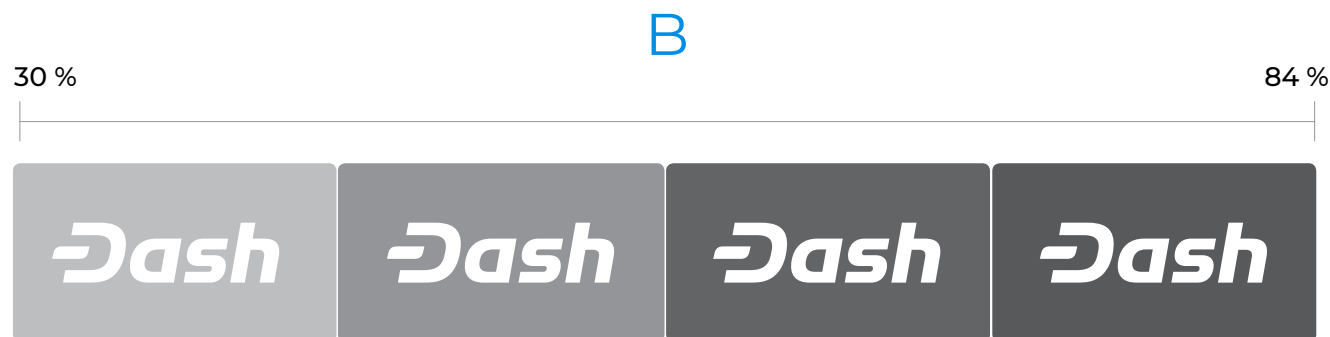
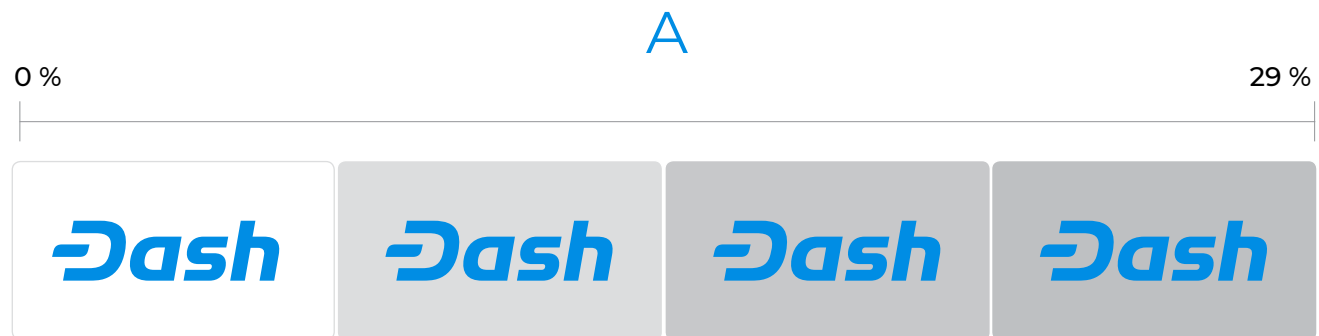
Use the Dash logo on backgrounds that guarantee optimal visual contrast and readability.

Use either the blue or white version depending on the shade and saturation of the background.

A. For black values up to 30% use the Dash blue version of the logo

B. From 30% to 84% black use the white version

C. For black values over 84% use the blue version.



# 03.

## TYPEFACE

### Principal Typeface

Montserrat is our main typeface in the weights shown.

Use this typeface for most web and print communications (titles, body text, etc).

### Secondary typeface

Pair Montserrat with Roboto Condensed in any weight.

Useful when space is limited.

## Montserrat

---

We promptly judged antique ivory buckles for the next prize.

Light  
Regular  
Medium  
SemiBold  
**Bold**  
**Black**

*Light Italic*  
*Regular Italic*  
*Medium Italic*  
*SemiBold Italic*  
***Bold Italic***  
***Black Italic***

123450@!&

To install:

<https://fonts.google.com/specimen/Montserrat>

<https://github.com/JuliettaUla/Montserrat>

## Roboto Condensed

---

We promptly judged antique ivory buckles for the next prize.

Light  
Regular  
**Bold**

*Light Italic*  
*Regular Italic*  
***Bold Italic***

123450@!&

To install:

<https://fonts.google.com/specimen/Roboto+Condensed>

<https://github.com/google/roboto/>

# DESCRIPTORS & CO-BRANDING

# 04.

## LOGO & LOCK-UP

For specific applications, the logotype will be applied with its tagline: Digital Cash.

The tagline must always be below the Dash wordmark.

Digital Cash

Montserrat Semibold

The logo features a stylized blue 'Dash' wordmark with a white arrow-like cutout in the 'D'. Below it, the tagline 'Digital Cash' is written in a blue, sans-serif font.

**Dash**  
Digital Cash

The logo features a stylized white 'Dash' wordmark with a white arrow-like cutout in the 'D'. Below it, the tagline 'Digital Cash' is written in a white, sans-serif font.

**Dash**  
Digital Cash



# 04.

## GRAPHIC CONSTRUCTION

Dash logo typeface  
Handel Gothic Heavy Italic  
(modified)

Digital Cash  
Montserrat Semibold

### IMPORTANT

Handel Gothic typeface is  
reserved for the Dash logo only.

Do not use Handel Gothic in any  
other brand communication.



B = height of Dashmark



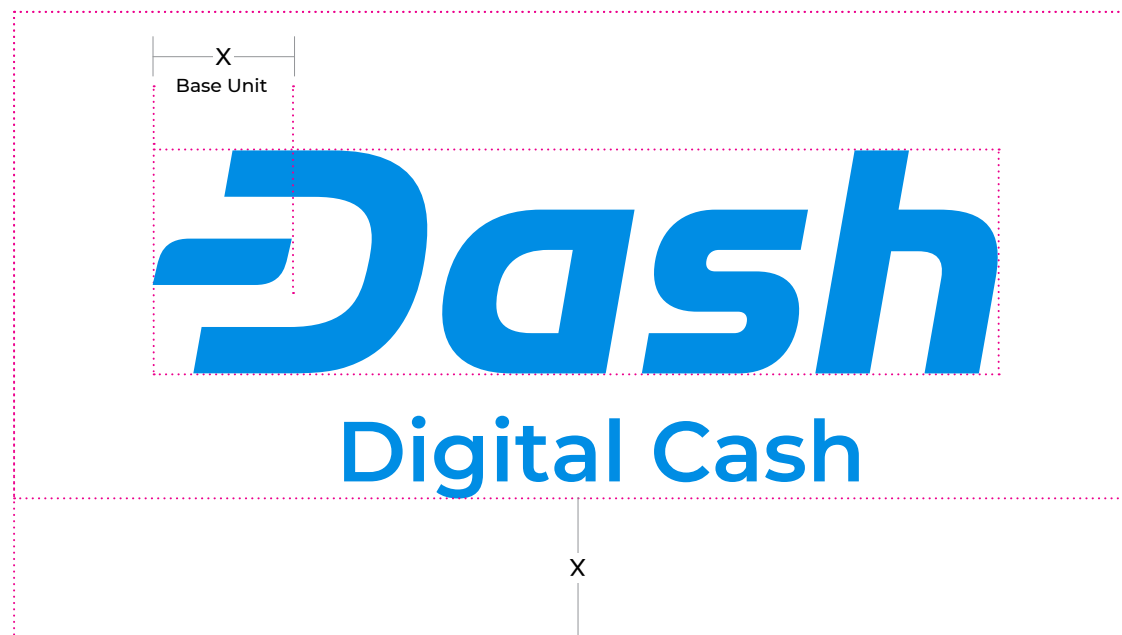
X = length of Dashmark

# 04.

## CLEAR SPACE

A designated clear space consistently surrounds the logo. No text, graphic elements, symbols, logos, etc. should be placed in this protected area.

When the brand includes its tagline, its clear space must be applied as shown here.



X = length of Dashmark

# 05.

## SUB-BRANDING

Take care to be consistent with spacing and proportions when integrating projects with the Dash identity.

Sub-brand text:

Montserrat SemiBold Italic

B = Height of Dashmark

Use B for lowercase letter height in sub-brand (baseline to median)

Use B for distance from bottom of Dash logo and the top of standard lowercase letter

Angle of “h” in Dash sets position of top of last letter in sub-brand text



B = Height of Dashmark

**Dash**  
*Venezuela*

Sub-brand text in Montserrat SemiBold Italic

# 06.

## CO-BRANDING

Partner and platform projects should use the Dash logo with “Powered” as shown.

Powered text

Montserrat SemiBold Italic

B = Height of dashmark

Use B for sub-brand lowercase letter height (baseline to median)

Use B for distance from bottom of Dash logo and the top of standard lowercase letter

Angle of “h” in Dash sets position of top of “d” in “powered”



Powered text in Montserrat SemiBold Italic

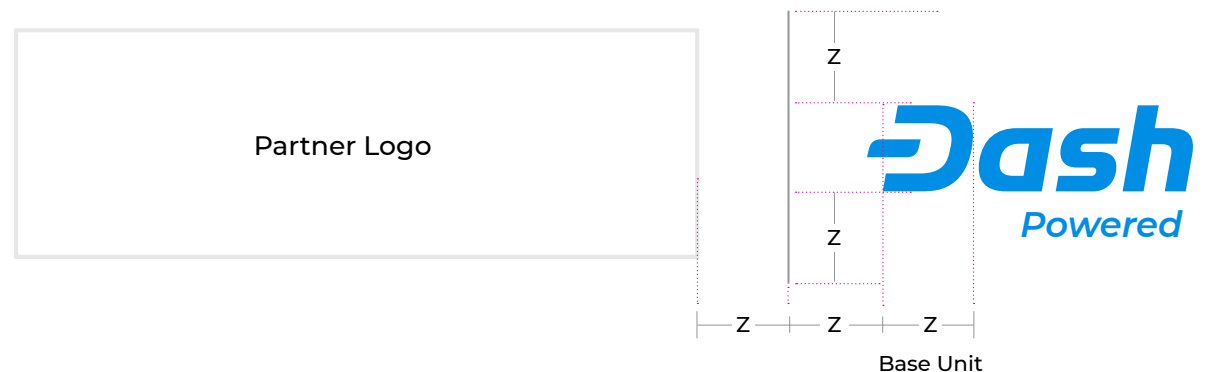
# 06.

## CO-BRANDING

Partner and platform projects should use the Dash logo with “Powered” as shown.

Take care to be consistent with spacing and proportions when integrating projects with the Dash identity.

Use this side by side version with the gray vertical connecting line.



Z = Width of D in Dash

# 06.

## CO-BRANDING

Partner and platform projects should use the Dash logo with “Powered” as shown.

Take care to be consistent with spacing and proportions when integrating projects with the Dash identity.

This stacked version is also permitted if you can’t use the side-by-side version on the previous page.



A = Height of D in Dash

LOOK & FEEL

# 07.

## BACKGROUND COLORS

The primary background color palette is derived from the brand color palette.

Depending on the background color of the communication, use the appropriate Dash color logo shown here.





# 08.

## BACKGROUND PHOTOGRAPHY

### Logo + Photography

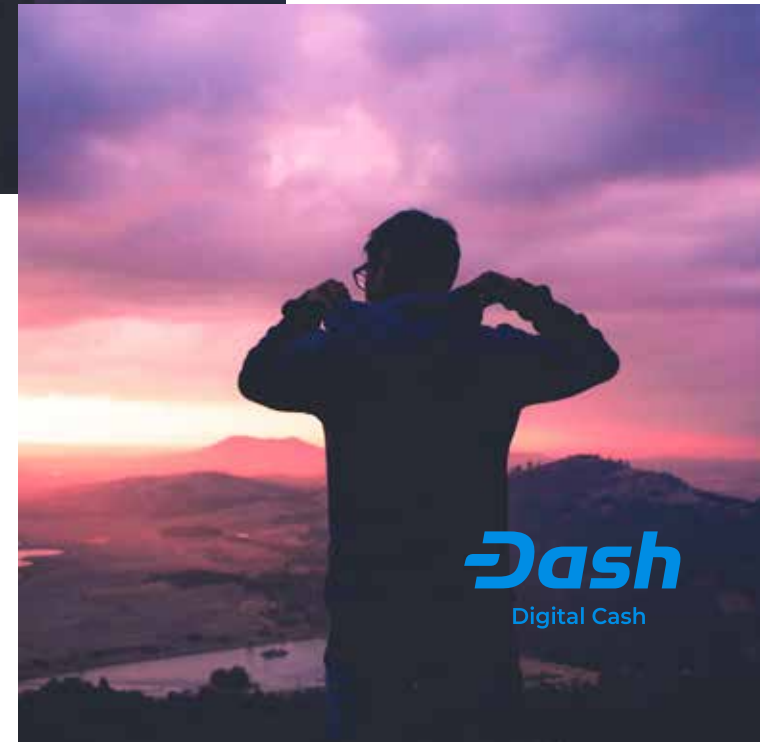
Place the logo directly on the background photograph.

Avoid placing the logo on high contrast areas that could interfere with readability.

Avoid placing the logo in the direct center of the page.

Avoid complex montages.

Use simple, strong, personal, confident imagery .



# 08.

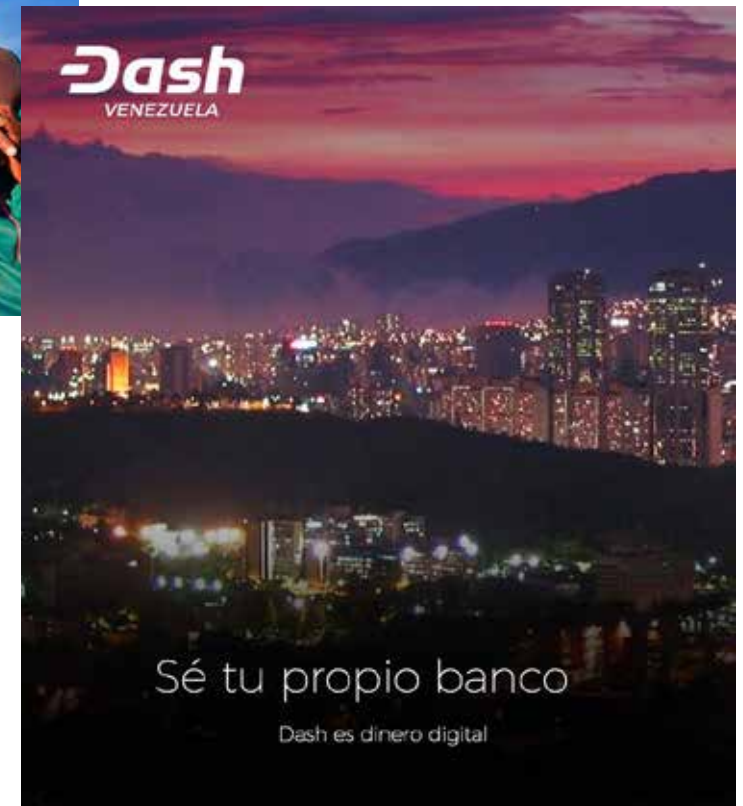
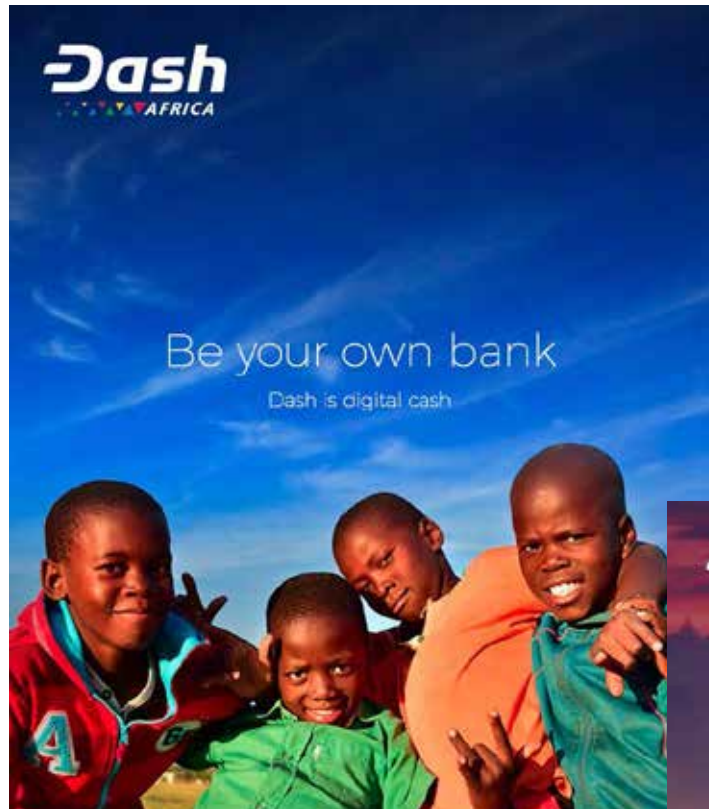
## SUB-BRANDING

Place the logo directly on the background.

Avoid placing the logo on high contrast areas that could interfere with readability.

Avoid complex montages.

Use simple, strong, personal, confident imagery.



# 08.

## BANNERS

Web banners use the same principles for typography and backgrounds and photography.

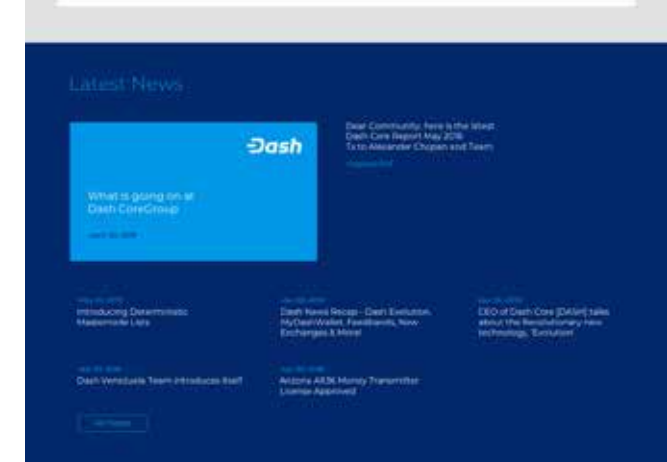
Use simple, strong, personal, confident imagery.



# 09.

## DESIGN & EXPRESSION

Design ideas for brand expression, color use and lay-out



# 09.

## DESIGN & EXPRESSION

Button examples are presented for the digital environment.

Use the established colors with the most relevant information in Dash Blue.

Use a slightly rounded rectangle.

### Principal Color



### Secondary Color



# 09.

## DESIGN & EXPRESSION

More sophisticated backgrounds can be constructed using the dashmark. The color palette is derived from the brand colors.

Keep pages simple and clean, not crowded. Let elements breathe on the page.

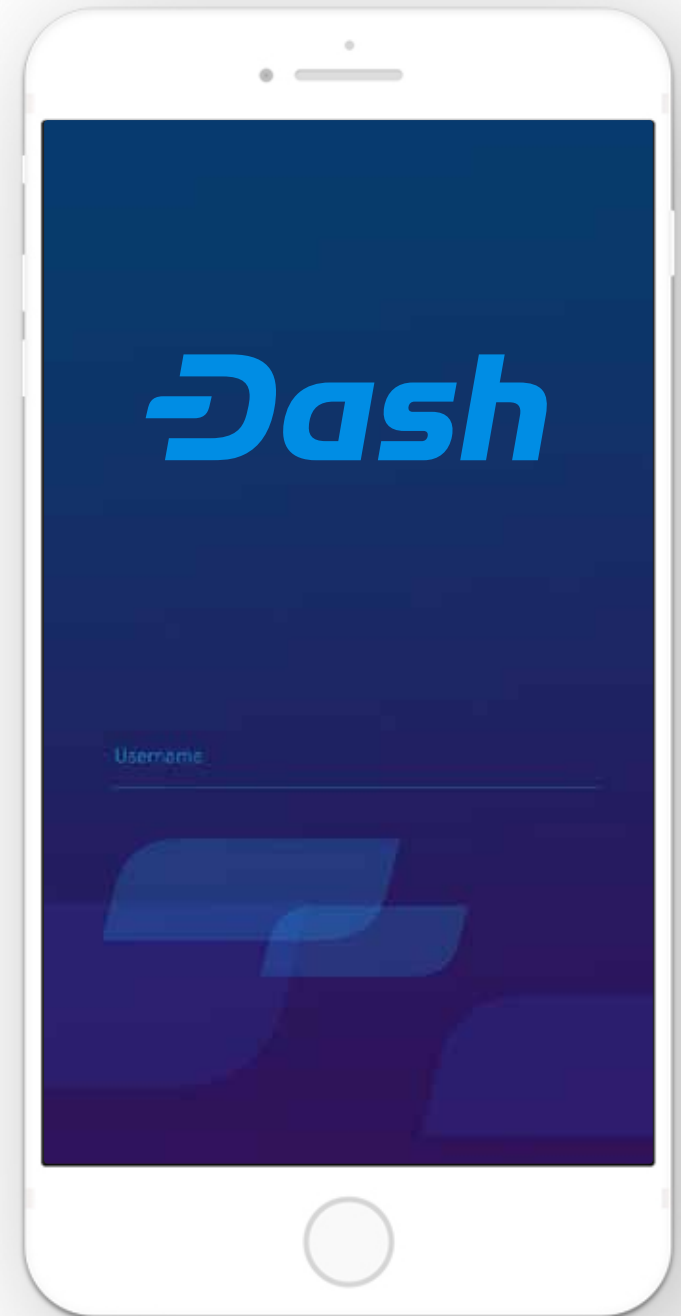


# 10.

## APPS

Showcase the logotype. The look and feel should be simple and clean.

Take care in selecting uncomplicated, strong, confident imagery.



# ICONOGRAPHY



# 11.

## DASH “D” ICON

The full Dash logo should be used by default to reinforce the brand name and help to build awareness.

While not to be used as a replacement for the logo, the distinctive Dash D can be used where appropriate to represent the brand along side other icons.

The Dash D icon can also be used with care as a brand design element.

If they are present on the same page, separate the logo and the icon so they act as counterpoints and not as a complete symbol.



Use the same color rules as the logo.

# 11.

COIN



# 11.

## DASH ICON STYLE

When creating icons, please use  
a simple linear style, as shown.

Icon typeface

Montserrat Light or  
Montserrat SemiBold Italic



Instant



Private



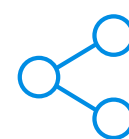
Secure



# 11.

## GENERAL ICON STYLE

When creating icons, please use a simple linear style, without enclosures, as the style shown.



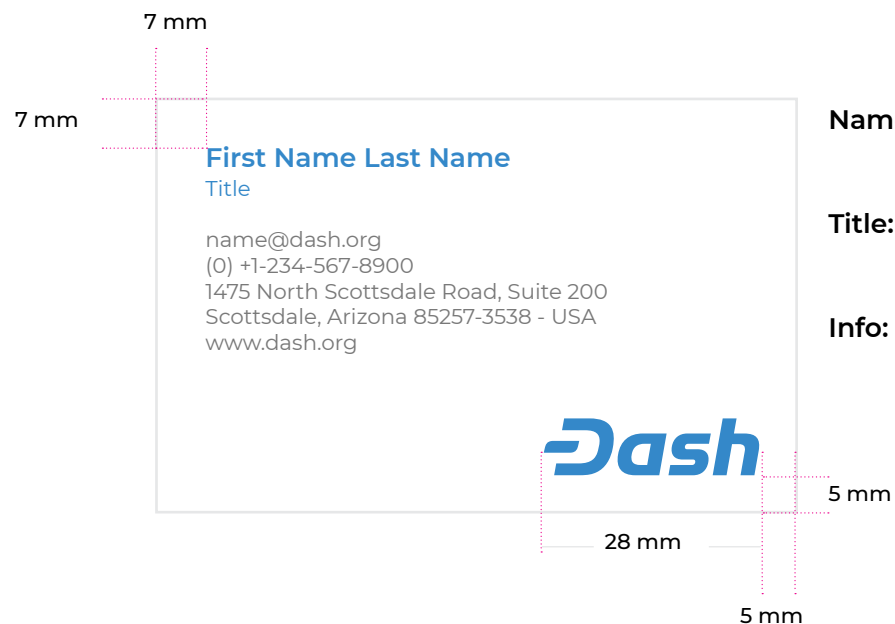
STATIONARY



# 12.

## STATIONARY

### Business Cards



90mm x 55 mm

**Name:** Montserrat SemiBold 10 pt.  
Dash Blue

**Title:** Montserrat Regular 8 pt.  
Dash Blue

**Info:** Montserrat Regular 8 pt.  
Gray



Card back example

# 12.

## STATIONARY

### Letterhead



Dear Ms. Florentino,

Lorem ipsum dolor sit amet, et est ubique oportere erroribus, malorum gloriatur duo ea. Ei novum adversarium his. Epicuri efficiendi ne nam, ius saperet dissentias ne. Altera iudicabit an nec. Eros hendrerit et eam, veri epicurei pro ut, ad est unum intellegam. Vim everti constituto an. Ea sale quas his.

Latine aliquam noluisse his no, qui cibo munere an. Ut vel utroque fuisset conclusionemque, ut-amur tritani nusquam eu vix. Ne eum erroribus democritum disputationi, eum viris option ad-modum eu, iriure quaerendum disputando ea sea. Amet nostrum eam at, pri viderer incorrupte in, aliquam denique platonem id his. Melius quaestio in mel, has rationibus consequuntur eu.

Epicuri officiis qualisque an sed, illud aperiarn temporibus usu cu. Et oratio insolens intellegam vel, eam porro ubique ne. Mel facilis deterruisset concludaturque ei. Probo appareat duo no, lorem repudiandae philosophia eos eu.

Te his libris democritum definiebas. Integre inermis evertitur cum ei, ea aequae feugiat accusam cum. Mei eu dolor principes, alia dicta incorrupte usu in. Mei meliore intellegat inciderint ne, ad purto copiosae tincidunt vix, his cu scribentur comprehensam.

Duo dicam quodsi lucilius te, ut nulla fabulas deserunt has. Duo ea quot salutatus vituperata, has mutat periculis ne. Everti virtute perpetua duo et, legimus torquatos at eos. Sea et dolor audire, vim ne ubique aliquip, mea in alii aliquid dolorem. Reque tamquam patrioque et quo.

Te est eius liber. Et stet mucius has, lorem quando aliquid mel cu. Ne nam case discere ceteros. Vitae nostro gloriatur eum et, no sea quaeque volumus.

A stylized, handwritten signature in black ink, appearing to read 'M. Florentino'.

1475 North Scottsdale Road, Suite 200  
Scottsdale, Arizona 85257-3538 - USA  
info@dash.org - www.dash.org



# 12.

## STATIONARY

Folder



# MERCHANDISE & MARKETING

# 13.

## T-SHIRTS



# 14.

ADDITIONAL  
EXAMPLES





# 14.

## ADDITIONAL EXAMPLES



# 14.

ADDITIONAL  
EXAMPLES



# *Dash*

ENJOY!