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# Divi Brand Identity Guidelines



# Brand Identity — The Way We See It

Our ‘brand role’ is a simple and powerful statement that guides everything we do. Including how we look, think and talk to the world.

## Why?

The beauty of working together is that everybody has their own ideas and perspectives. However, if we want to build something amazing together we have to agree on a solid foundation.

## How?

The purpose of brand identity is to give you a solid foundation for your work, but it won’t solve every design question you’ll encounter with. Stay creative and feel free to think out of the box when necessary.

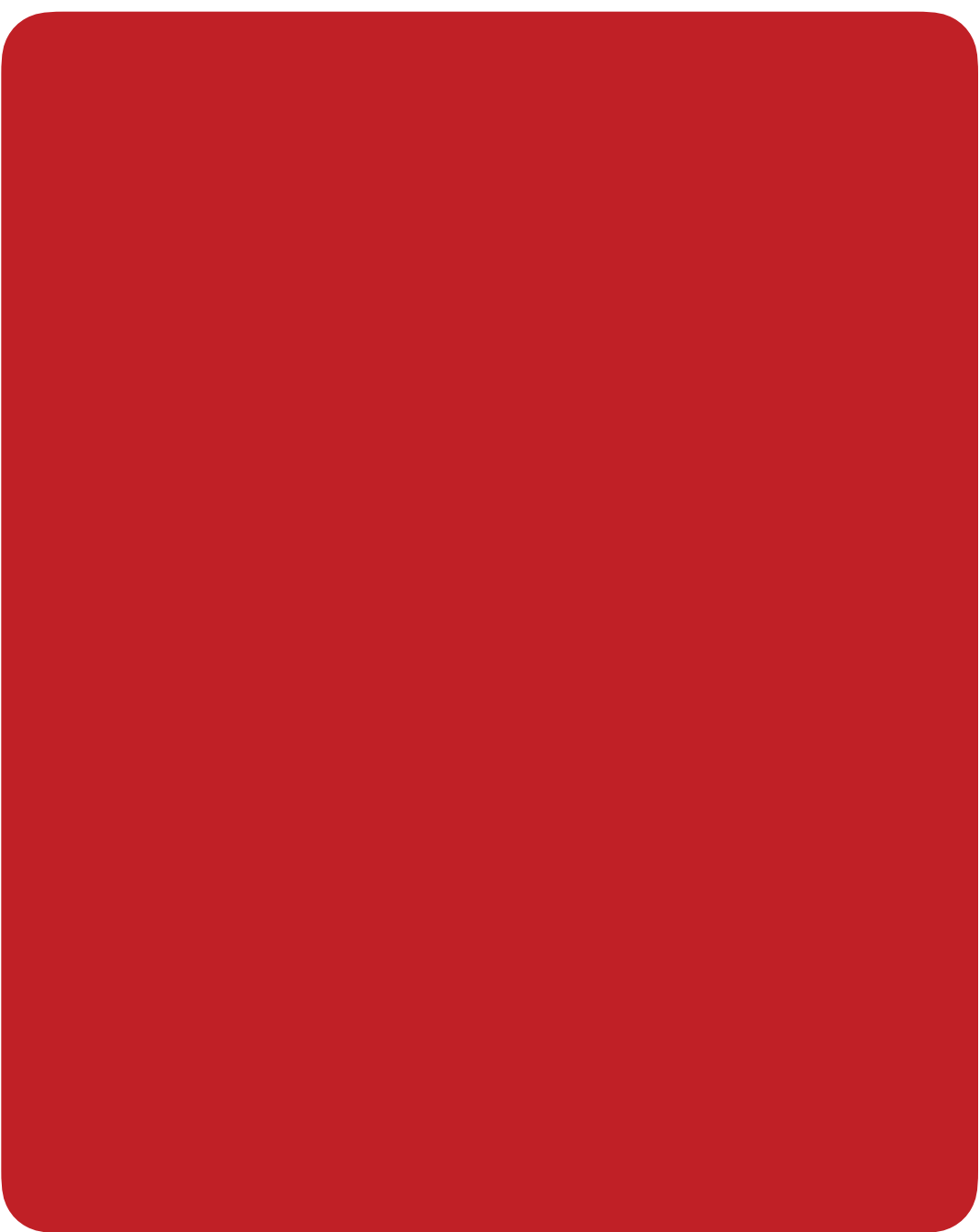
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COLORS

# Solid Colors

We love colors. Mostly we use our two main colors, but we also have a wide variety of secondary colors as well.

## Primary Colors



#C02026  
RGB (192, 32, 38)

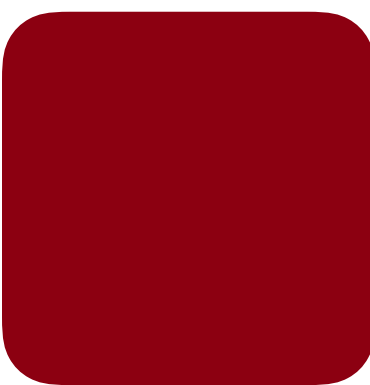


#4A4A4A  
RGB (74, 74, 74)

## Secondary Colors



#000000  
RGB (0, 0, 0)



#8C0011  
RGB (140, 0, 17)



#0077B5  
RGB (0, 119, 181)

# Gradients (draft)

Our passion for colors doesn't stop at solid colors.  
We also collected are our favorite gradients.



**#32FBFC**

RGB (50, 251, 252)

**#3214F2**

RGB (50, 20, 242)

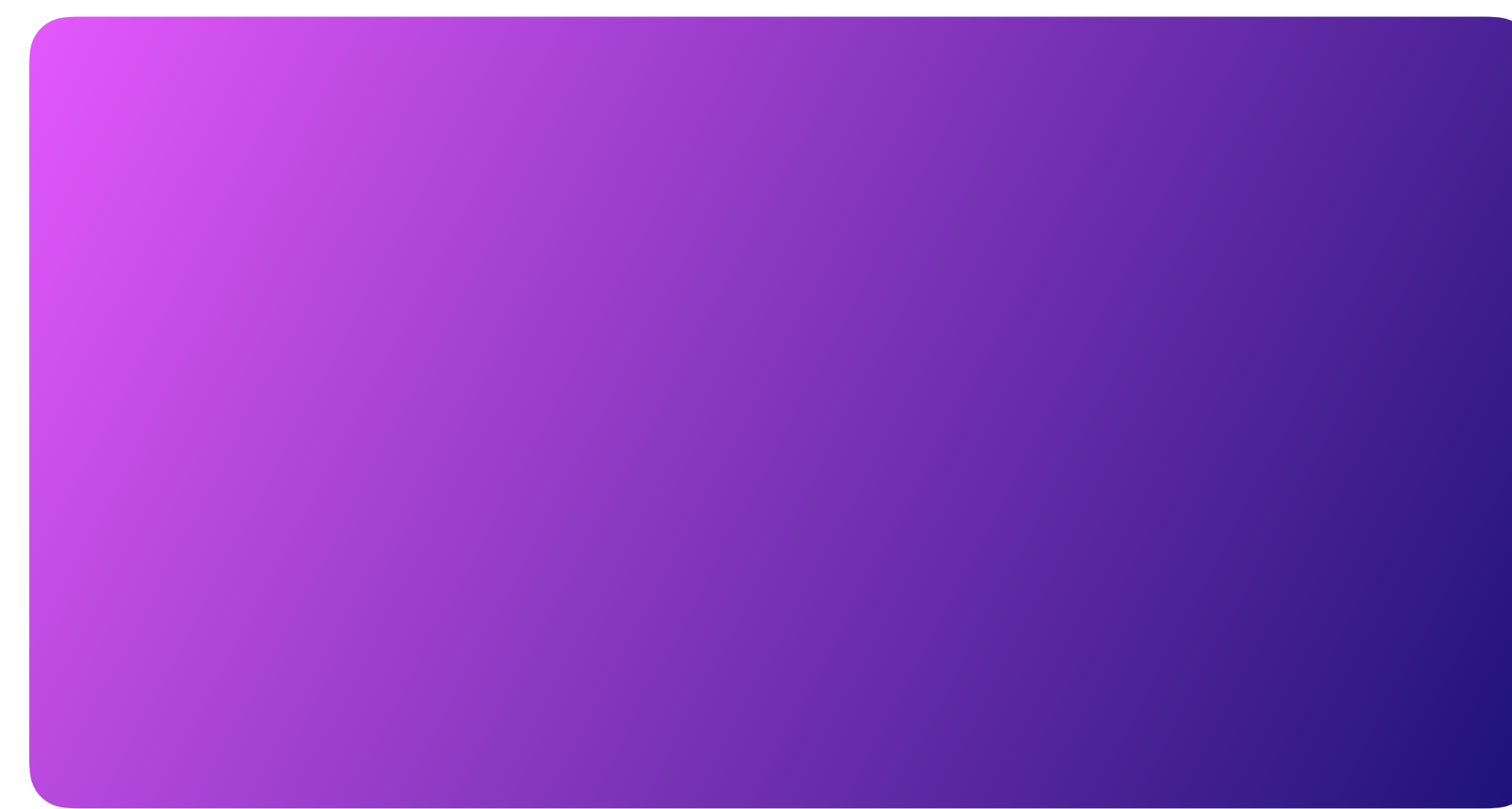


**#F2C314**

RGB (242, 195, 20)

**#FC3832**

RGB (252, 56, 50)



**#E458FC**

RGB (228, 88, 252)

**#1D1279**

RGB (29, 18, 121)



**#15EAFA**

RGB (21, 234, 250)

**#FDF70F**

RGB (253, 247, 15)

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# Typographic Style

We are extreamly serious about pushing our typographic experience to the next level.

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ROBOTO MEDIUM FOR HEADINGS

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZ  
z123456789!@#\$%

When we digged through the online world for the perfect typeface for our headings we wanted a typeface, which emphasize credibility, confidence and trust reflecting our deep underlying values. After days of searching we found Aktiv Grotesk the single most versatile font with all the features we dreamed about.

ROBOTO LIGHT FOR BODY TEXTS

AaBbCcDdEeFfGgHhIiJjKkLlMmN  
nOoPpQqRrSsTtUuVvWwXxYyZz1  
23456789!@#\$%

For our body text we wanted to choose a typeface which is impossible to stop reading it. This is the point where we can grab that attention we get from using Aktiv Grotesk. Thanks to the slightly curved shape of Proxima Nova, it gives a friendly tone to our voice in the typographic world.

CARDS

# Cards & Shadows

We use cards to make our articles visually more appealing and interesting.

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BLOG

## Newest Design Techniques

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## Design Report of the Month

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## Practice Design

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# Create Forms Easier (draft)

We prepared everything for you, so you can create forms within seconds.

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## Inputs & Textareas

First name

Email address

✖

Your message

Type your questions here...

First name

Email address

✔

## Buttons

Default		Pressed	Disabled
Default	Hover	Pressed	Disabled

# The Way We Communicate

Sometimes how you say something is more important than what you say

## Personal

We love communicating on a personal level. This is the core of who we are and what we do.

## Friendly

We're your friends. We exist to help you manage through the difficulties of understanding the motivation of your customers.

## Simple

We hate jargon. Our communication is clear, effortless and blissful.



# Wanna talk?

We would love to!

For more information about our brand  
feel free to contact **Michael  
Greenwood.**



**Michael Greenwood**  
michael@diviproject.org

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