ILUSTRATIVE AND
PHOTOGRAPHIC STYLE

THE LOGO

EXAMPLES OF
MATERIALS

COLORS

YOU ARE HERE

LETTERS

dcs

VISUAL
**IDENTITY
GUIDE**

dcsplus.net
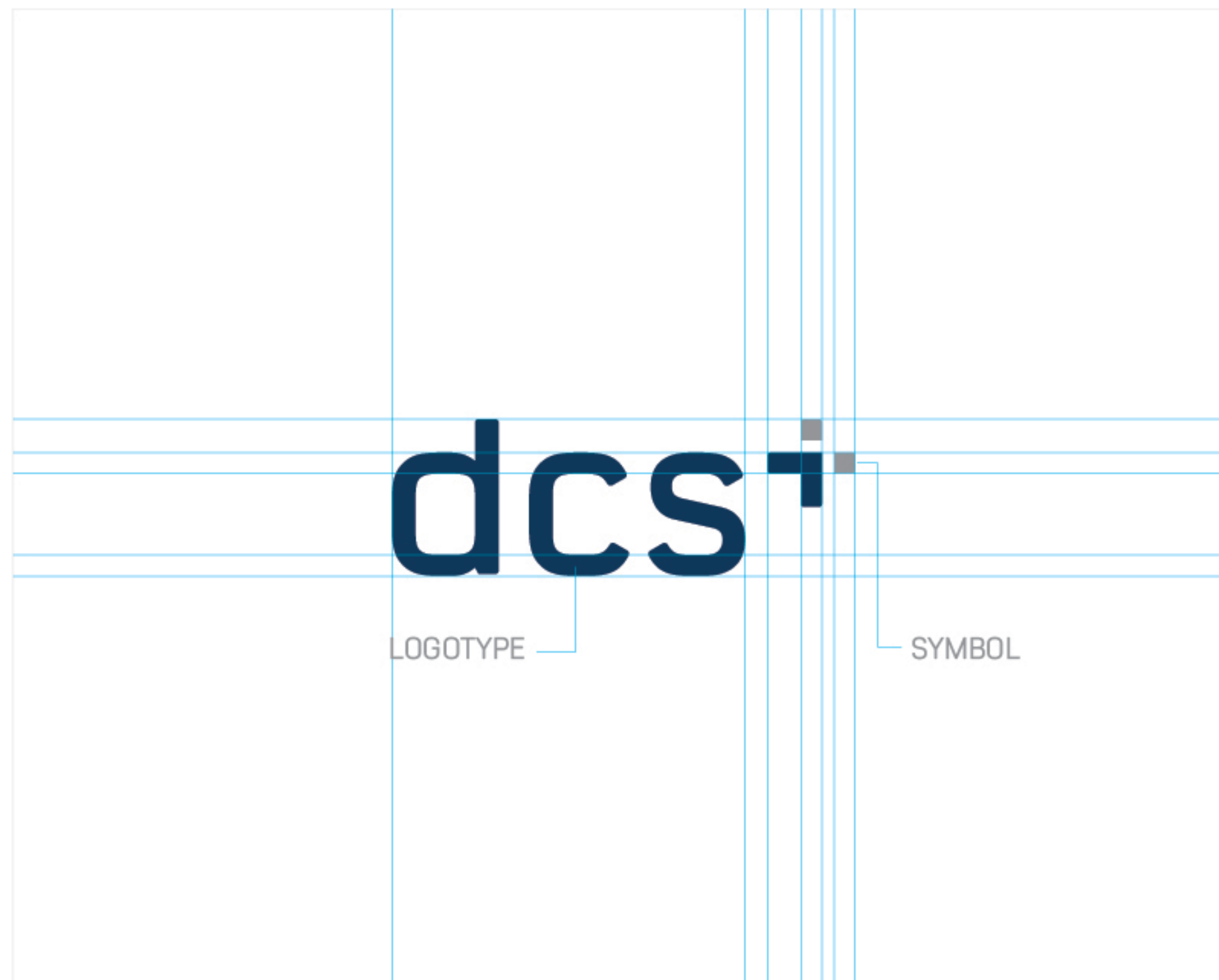
LOGO
PROPORTIONS

dcs plus logo comprises two elements: symbol and logotype.

The schema enclosed illustrates the relative proportion and positioning of these elements. This schema is useful for understanding the logo construction. You shouldn't use it to redesign the logo from scratch – that is forbidden.

dcs

LOGOTYPE   SYMBOL

LOGO
MAIN VERSION

dcs plus logo has versions for light, dark, or photographic background, as it can be seen in the images on the right.

POSITIVE

This is the basic version (the simplest). This should be used only on light color backgrounds.

NEGATIVE

This version should be used only on dark color backgrounds.

POSITIVE

dcs+

NEGATIVE

dcs+

LOGO
SECONDARY VERSIONS

When color reproduction is not possible due to technical or commercial reasons, one of the monochrome versions of the logo should be used – please see the images on the right.

POSITIVE

dcs⁺

NEGATIVE

dcs⁺

LOGO
ICON

In digital applications (e.g.: favicon), a simplified version of dcs plus logo is often needed. This variant is presented in the images on the right.

The logotype is eliminated and only the brand symbol is kept.

POSITIVE

NEGATIVE

LOGO
SAFETY AREA

Our logo should 'breathe'. That is why, we have to make sure that there is always empty space around it – in the shape and size represented in the image enclosed.

This rule applies with no exception to all the materials where dcs plus logo is used.

Unit of measurement.

correct

incorrect

graphic element

graphic element

LOGO USAGE
INTERDICTIONS

1. Do not distort the logo.
2. Do not rotate the logo.
3. Do not modify the position of the elements and the logo proportions.
4. Do not change the colors of the logo.
5. Do not rewrite the logotype, do not redesign the logo.
6. Do not use the logo on resolutions lower than 72 dpi on web and 300 dpi in print.
7. Do not apply outlines, strokes, or other graphic effects treatments to 'highlight' logo.
8. O not apply shadows or any other effects to the logo.
9. Do not apply the logo directly over the grid pattern.
10. Do not use the old symbol.
11. Do not use the logo without the symbol.
12. Do not use the logo in block-text.

01	02	03
dcs⁺	dcs⁺	dcs⁺

04	05	06
dcs⁺	DCS⁺	dcs⁺

07	08	09
dcs⁺	dcs⁺	dcs⁺

10	11	12
dcs⁺	dcs	lorem ipsum dcs⁺

COLORS
DCS PLUS

DCS BLUE

DCS GRAY

CMYK	C:100 M:80 Y:40 K:30
RGB	R: 15 G: 56 B:90
HEX	#0F385A
PANTONE	302 C

CMYK	C:0 M:0 Y:0 K:50
RGB	R:147 G:149 B:152
HEX	#939598
PANTONE	COOL GRAY C

SECONDARY PALETTE

Secondary colors have a low share in the overall colored areas within the communication materials.

Their share increases significantly and they can become dominant if applied to product communication materials.

C:0 M:0 Y:0 K:100 R:0 G:0 B:0 #000000 PANTONE BLACK C	C:100 M:80 Y:40 K:0 R:28 G:79 B:120 #1C4F78 PANTONTE 7700 C	C:64 M:38 Y:0 K:10 R:88 G:129 B:184 #5881B8 PANTONE 646 C	C:79 M:13 Y:39 K:0 R:0 G:165 B:165 #00A5A5 PANTONE 7467 C
C:100 M:0 Y:100 K:0 R:0 G:166 B:81 #00A651 PANTONE 7482 C	C:9 M:15 Y:80 K:0 R:235 G:206 B:82 #EBCE52 PANTONE 610 C	C:5 M:75 Y:81 K:0 R:229 G:100 B:65 #E56441 PANTONE 7416 C	C:16 M:100 Y:79 K:5 R:196 G:32 B:60 #C4203C PANTONE 7636 C

COLORS
INTERDICTIONS

1-2. Do not use the logo on backgrounds with low contrast.

3. Do not use the logo over gradient effect.

4-5. Do not place the logo on dissonant colors.

6. Do not place the logo on vibrant models or textures.

LETTERS
DCS PLUS

CORE SANS R

01

TITLES
ARE ALWAYS WRITTEN IN CAPITAL LETTERS AND CAN SPREAD
ON THREE ROWS MAXIMUM.

Core Sans R (http://www.myfonts.com/fonts/s-core/core-sans-r) is a modern font/ type of letter suitable for the software industry due to its technical and geometric layout. It is also a friendly letter type, slightly rounded and very legible.

The 7 weights available help in ranking the information (according to its importance) and enable the creation of a wide variety of communication materials.

7 WEIGHTS

CALIBRI

01

3 WEIGHTS

TITLES

ARE ALWAYS WRITTEN IN CAPITAL LETTERS AND CAN SPREAD

THREE ROWS MAXIMUM.

Calibri is a letter available by default in all modern computer operating systems. It is visually similar to CORE SANS R.

Use Calibri in regular work documents such as the MS Office Suite, in order to avoid any problems that may arise with sharing or processing them by third parties.

On marketing materials, always use CORE SANS R.