



diag2act titanium

Patrick DELABORDE Conseil et Formation



BRAND GUIDELINES

This document contains the guidelines for the proper visual communication of the brand diag2act Titanium. Closely follow these rules to maintain brand consistency.

Included in these guidelines are all visual elements needed – Logos, typeface, colors and more – to create a consistent tone, look and feel for diag2act Titanium.





BRAND VISUAL IDENTITY



BRAND MAIN LOGO

Primary logo type for diag2act Titanium can be seen below. Designed to make the viewers feel Glamorous with it's unique brand mark and font.



LOGO USAGE

- For the logo to be used properly, it should be surrounded by clear space to ensure its visibility and impact
- No graphic elements of any kind should invade this zone.
- When using the logo, always maintain a clear space, equal to the size of the "X" placed on each corner around the logo





BRAND COLORS



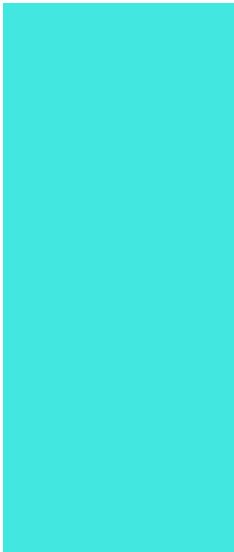
COLOR SYSTEM

Color plays an important role in the diag2act titanium brand identity. These colors are recommendations for various media. COLOR SYSTEM These colors are the core color of this brand which must be used across all digital and marketing material.

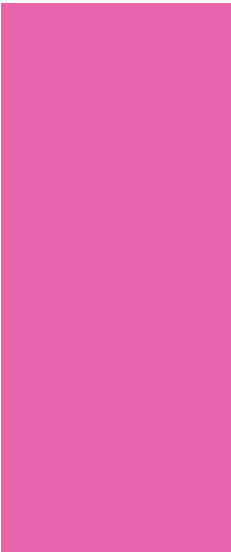
PRIMARY COLOR



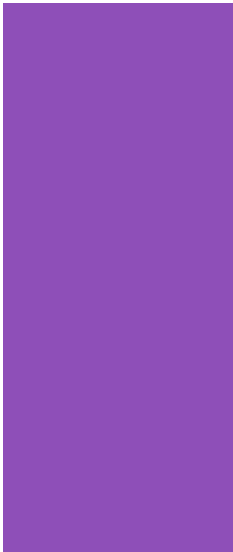
COLOR CODE
Hex : #15002b
Rgb : 21, 0, 43



COLOR CODE
Hex : #41e7df
Rgb : 65, 231, 223



COLOR CODE
Hex : #e865ab
Rgb : 232, 101, 171



COLOR CODE
Hex : #8f4fb9
Rgb : 143, 79, 185

GRADIENT





BRAND TYPOGRAPHY



MAIN LOGO FONT

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications.

Primary Font

NOIR PRO

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY FONT USAGE

HEADLINES

It should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use the block behind the text.

HEADING

It should be used in multipage documents and websites to denote a new section. .

SUBHEADLINES

It should be used under headlines or headers when necessary. Subheadlines may also be used as the first sentence of a paragraph in marketing communications.

BODY COPY

It should be used for supportive messaging

THIS IS HEADLINE

Noir Pro - Bold 132 pt type and 42 pt leadinglpsum

THIS IS HEADING

Noir Pro - Semi Bold 124 pt type and 28 pt leadingpsum

THIS IS SUBHEADLINE

Noir Pro - Regular 113 pt type and 14 pt leading

THIS IS BODY COPY

It should be used for supportive messaging

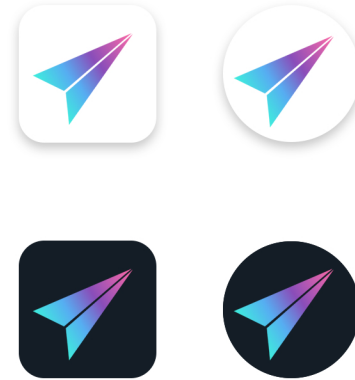




ICONOGRAPHY

Brand short logo can be use as logo icon identity

- Our full color logo should always be the first choice nevertheless, when using backgrounds that feature specific colors, the icons could be used in monoline versions.
- Favi icons are important branding elements for all websites, therefore, our Favi icons are specifically designed to serve as the main website's icon in order to make our website recognizable on the site tab, when multiple tabs are open





DO'S AND DON'TS



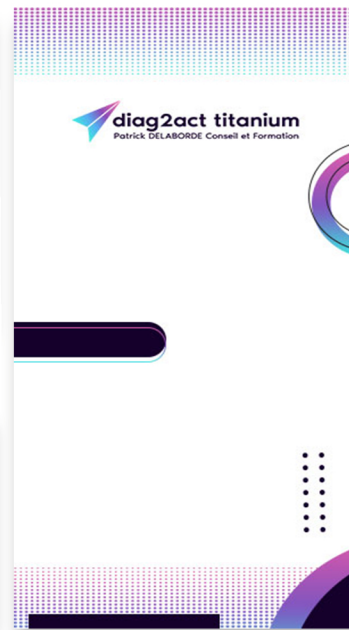
- Our logo mark should always be used in the original size with the defined colors





SOCIAL TEMPLATES









STATIONERY TEMPLATES





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YOUR NAME

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LOGO MOCKUPS



