DMD DIAMOND,
BRAND GUIDE

DMD
DIAMOND

DESIGN AND BRAND GUIDELINE BOOK

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BRAND GUIDELINE

CREATED FOR:

DMD Diamond
www.bit.diamonds

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DMD DIAMOND

DESIGN AND
BRAND GUIDELINES

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INTRODUCTION
TO OUR GUIDELINES

ISSUE 01:

BRAND GUIDELINE

ABOUT DMD DIAMOND

Diamond (DMD) is a non-government controlled digital currency that allows people to send money anywhere in the world instantly, securely and at near zero cost. This modern age financial instrument makes an excellent storage of value that is supported by the network protocols, infrastructure and services.

In our philosphy we follow the idea of scarcity, value and security - a wealth storage and profit generating solution.

MISSION

DMD Diamond aims to empower people to achieve financial freedom by making every DMD coin an interest bearing asset with high annual interest rate. DMD Diamond is achieving this goal by creating a great network architecture, ever evolving software and sensible management.

VALUES

To encapsulate its passion for innovation with integrity and focus, DMD Diamond follows philosophy of scarcity, value and security to create a stable wealth storage and profit generating solution.

VISION

DMD Diamond aims to become a new class of investment asset, a digital gold, a luxury commodity where investors park their wealth and hedge against market volatility. What is more, DMD Diamond with its ability to adapt and evolve will become a part of the greater blockchain economy.

CORPORATE LOGO

THE LOGOTYPE - AN INTRODUCTION

The DMD Diamond Corporate Logo comprises of two elements, the logo symbol and logo type. The logo symbol is a powerful image evoking the culture of the empowerment.

The corporate logo is presented through the use of color as well as shape and form.

RECOMMENDED FORMATS ARE:

.eps | .ai | .png | .jpg | .tiff

ATTENTION:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This behavior undermines the logo system and brand consistency. Please consult with DMD Diamond, Trademark Licensing if you have any questions or need further help.

PRIMARY LOGO

For applications where there are no printing restrictions and legibility of the logo permits it; this would be the preferred logo for DMD Diamond.

Preferred logo for DMD Diamond

PRIMARY LOGO REVERSED

For applications where the preferred logo wouldn't be legible or if printing restrictions limits the ability to do so, the logo reversed is allowed.

Logo on dark background

LOGO COMPONENTS

LOGO COLOR VARIATIONS

1 THE GENERAL LOGO

The main Logo is the vertical assembled Preferred Logo used on white or light colored backgrounds. For darker backgrounds you will find the Primary Reversed Logo.

DMD
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2 THE LOGO SYMBOL

Consists of a powerful precious stone element evoking the culture of technology services.


3 THE GENERAL LOGO

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of different font weights between the prefix and suffix.

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ALTERNATE LOGO APPLICATION

LOGO SYMBOL VERSION

The logo symbol consists of a powerful yet simple element evoking the culture of information services. This element has been developed as a visual support element to the brand identity and brand recognition.
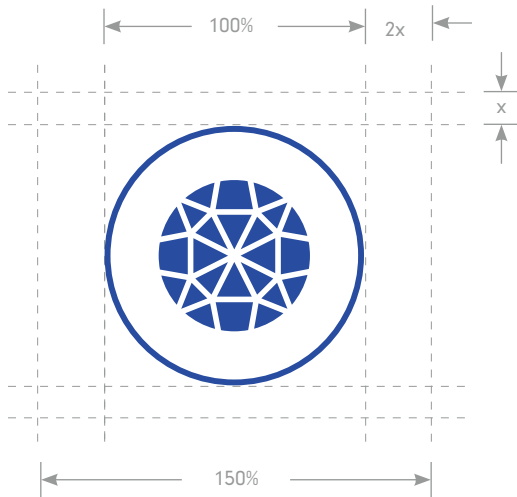
All logo symbol versions must have a clear space surrounding it at all times in order to maintain clear brand aesthetics.

The logo symbol may be used individually or in any combination to best complement individual marketing communications. It may be resized proportionally.

CMYK:	95/81/0/0	
Pantone:	7685 C	
RGB:	1/69/178	
HEX#:	0145B2	

CMYK:	95/81/0/0	
Pantone:	7685 C	
RGB:	1/69/178	
HEX#:	0145B2	

CMYK:	00/00/00	
Pantone:	1-1 C	
RGB:	255/255/255	
HEX#:	FFFFFF	

CMYK:	00/00/00	
Pantone:	1-1 C	
RGB:	255/255/255	
HEX#:	FFFFFF	

ALTERNATE LOGO APPLICATION

LOGO TYPE VERSION

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in corporate colors. The font that has been used is Arial Bold and Arial Regular.

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Use primary typeface Arial Bold in all upper case.

Use primary typeface Arial Regular in all upper case.

Top Line:
Arial Bold
HEX#: 0145B2
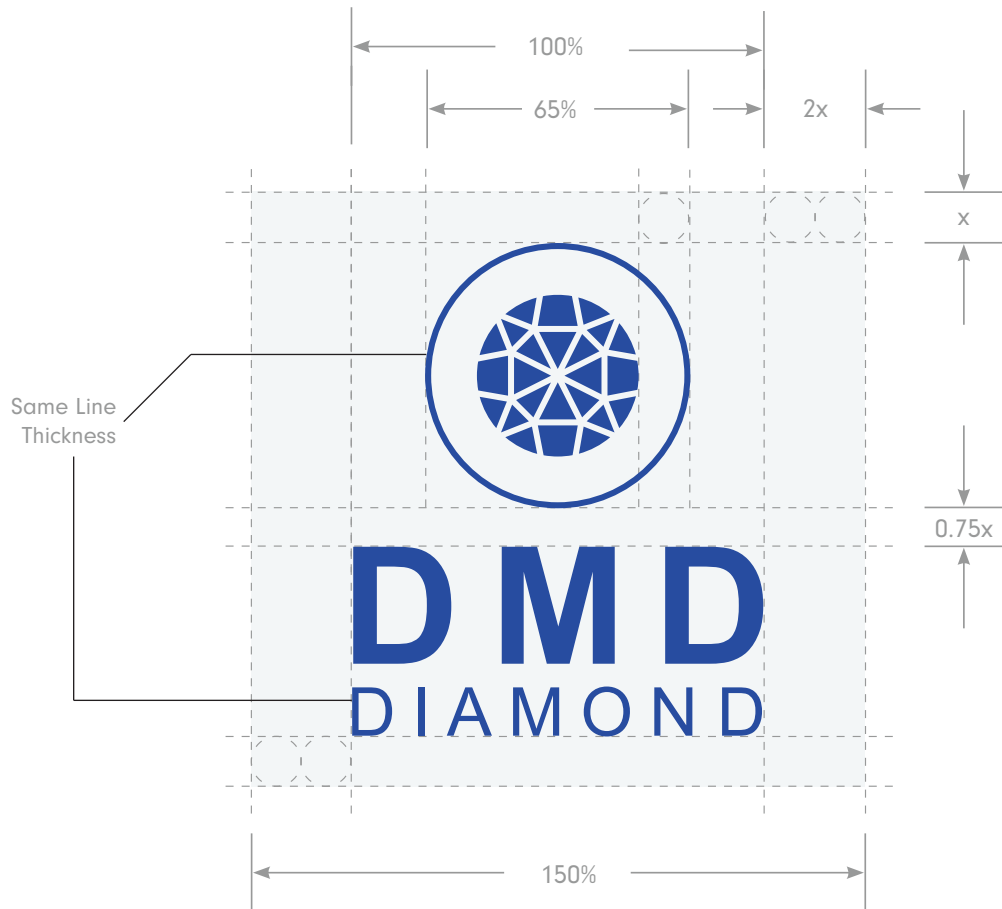**CMYK:** 95/81/0/0
RGB: 1/69/178

Bottom Line:
Arial Regular
HEX#: 0145B2
CMYK: 95/81/0/0
RGB: 1/69/178

LOGO CLEARSPACE AND COMPUTATION

All logo versions must have a clear space surrounding the logo at all times in order to maintain clear brand aesthetics's.

100%

65%

2x

x

0.75x

Same Line
Thickness

DMD

DIAMOND

150%

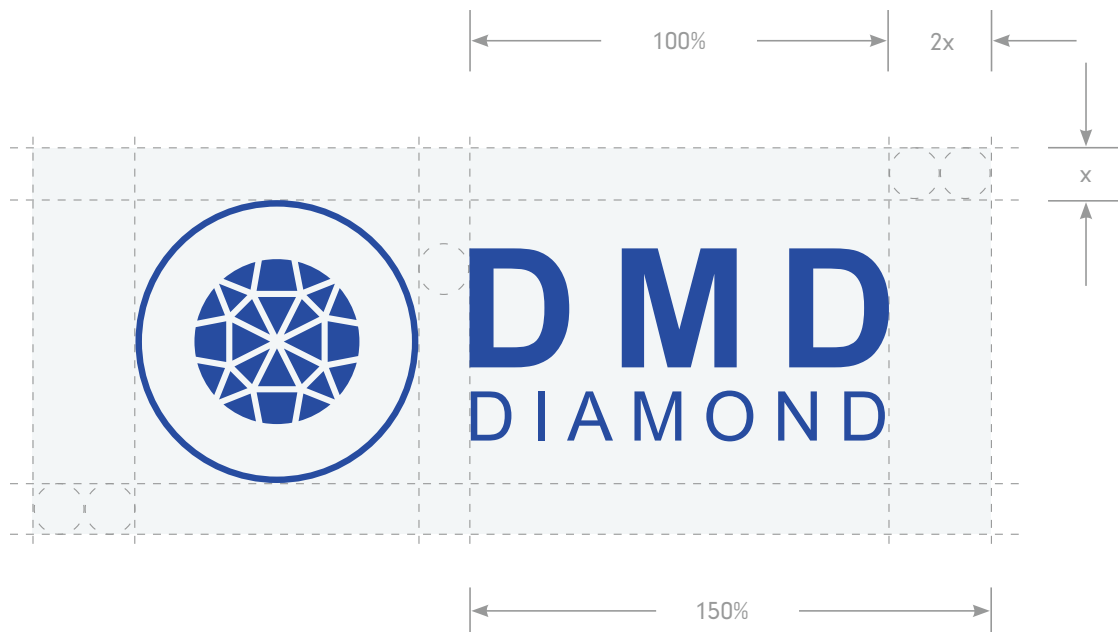VERTICALLY ALIGNED LOGO

LOGO CLEARSPACE AND COMPUTATION

All logo versions must have a clear space surrounding the logo at all times in order to maintain clear brand aesthetics's.

HORIZONTALLY ALIGNED LOGO

LOGO MINIMUM SIZE

The Minimum size has been carefully established to ensure our logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and provides a strong level of identification. When using a lower-quality printing technique (i.e. screenprinting), it is recommended that the logo be used in a larger size.
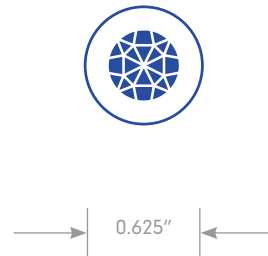
MINIMUM SIZE LOGO

Full Logo

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|← 1" →|

A minimum of 1 inch (25.4mm) width for print is preferred.

Logo Symbol

0.625"

A minimum of 0.625 inch (15.875mm) width for print is preferred.

Horizontal Logo

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|← 1.5" →|

A minimum of 1.5 inch (38.1mm) width for print is preferred.

Logo Typo

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|← 1" →|

A minimum of 1 inch (25.4mm) width for print is preferred.

LOGO VERSIONS

LOGO COLOR VARIATIONS

Our Logo is the key building block of our identity, the primary visual element that identifies us. The logotype is a combination of the symbol itself and our company name - they have a fixed relationship that should never be changed in any way.

1 POSITIVE VERSIONS

2 REVERSED VERSIONS

3 BLACK VERSIONS

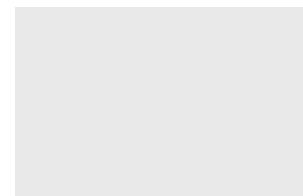# SECONDARY LOGO APPLICATION

LOGO-ON-IMAGE

For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo. The only exception will be due to some limitations with color printing. This is the only time the logo is permitted to be display in black.

LOGO LIGHT VERSION

The logo in white will be the preferred version when the background is light color.

DMD DIAMOND

Layer 2
10 - 20% black ink.

Layer 1
Original image.

The logo light version will be the preferred version when the background is light color.

LOGO MISUSE

LOGO COMMON MISUSE

Do not -
Apply outlines

Do not -
Apply drop shadows

Do not -
Apply special effects

Do not -
Apply gradients

Do not -
Rotate or stretch

Do not -
Use unauthorized colors

PRIMARY DISPLAY TYPEFACE

EXPLANATION AND EXAMPLES

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 DMD Diamond communications.

We have selected Arial Font Family which helps inject energy and enthusiasm in to the entire enterprise as the primary corporate typefaces.

PRIMARY FONT
Arial Regular
Arial Bold

ARIAL

REGULAR

BOLD

PUBLISHER:

Monotype

CLASSIFICATION

Sans Serif

THE FONT

The Arial® typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content.

While some believe Arial has its design roots in the Helvetica® typeface, its foundation is actually in the Monotype Grotesque® design, drawn at the turn of the last century.

CHARACTERS

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 & $ %
! @ # ^ * ( ) _ + = " : ? > <

STYLES

Regular
Bold

SECONDARY DISPLAY TYPEFACE

EXPLANATION AND EXAMPLES

CHARACTERS

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v
w x y z

0 1 2 3 4 5 6 7 8 9 & $ %
! @ # ^ * ( ) _ + = " : ? > <

STYLES

Light
Book
Medium
Bold

SECONDARY FONT
GOTHAM ROUNDED

PUBLISHER:

Hoefler & Co

CLASSIFICATION

Sans Serif

THE FONT

Gotham Rounded is a technical letter that goes from friendly to high-tech to cheeky with ease.

TYPOGRAPHY AND TEXT HIERARCHY

PRINT TYPOGRAPHY BREAKDOWN

Caption Text	Sample Typography Text - Arial Regular 6 pt Type / 9 pt Leading	Typography hierarchy is another form of visual hierarchy, a sub hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.
Copy Text	Sample Typography Text - Gotham Rounded Book 9 pt Type / 11 pt Leading	
Headlines Copy-text	**SAMPLE TYPOGRAPHY TEXT** - Arial Bold - Capital Letters 10 pt Type / 12 pt Leading	Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for DMD Diamond's layouts.

Sub-lines Sections

SAMPLE TYPOGRAPHY TEXT

-

Arial Bold - Capital Letters
16 pt Type / 18 pt Leading

Big Headlines and Titles

Sample Typography Text

-

Gotham Rounded Bold
25 pt Type / 27 pt Leading

Sequencer and Title for Marketing

Sample Text

-

Arial Bold
40 pt Type / 43 pt Leading

TYPOGRAPHY AND TEXT HIERARCHY

SCREEN DISPLAY TYPOGRAPHY BREAKDOWN

All of the tools used in print also apply to screen display. Digital typography hierarchy also includes consideration for HTML. This additional level of thinking ensures that your visual levels will translate to other users on screen.

When it comes to mobile applications, you need to think about visual typographic hierarchy, HTML typographic hierarchy and usability in typography hierarchy. Not only does text have to look good and work properly, but it also has to be designed in such a way that users know what to do with it and it interacts as expected.

Remember to use typographic hierarchy to add emphasis, impact and create calls to action that users can see and react to quickly.

Caption Text

Sample Typography Text
-
Arial Regular
14 px Font Size / 1.5 Line Height

Body Copy

Sample Typography Text
-
Gotham Rounded Book
16 px Font Size / 1.62 Line Height

Header 4

SAMPLE TYPOGRAPHY TEXT

-

Arial Bold - Capital Letters
14 px Font Size / 1.25 Line Height

Header 3

SAMPLE TYPOGRAPHY

-

Arial Bold - Capital Letters
16 px Font Size / 1 Line Height

Header 2

Sample Typography

-

Gotham Rounded Bold
20 px Font Size / 1 Line Height

Header 1

SAMPLE TEXT

-

Arial Regular - Capital Letters
40 px Font Size / 1 Line Height

COLOR GUIDE

Color plays an important role in the DMD Diamond corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the singular color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the DMD Diamond brand.
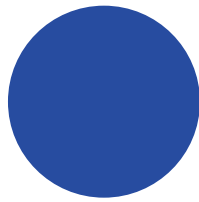
PRIMARY COLORS
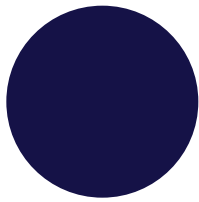
Saphire
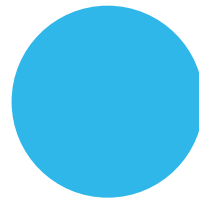**CMYK:** 100/98/31/47
Pantone: 2765 C
RGB: 3/10/73
HEX#: 030A49

Cobalt
CMYK: 95/81/0/0
Pantone: 7685 C
RGB: 1/69/178
HEX#: 0145B2

Summer Sky
CMYK: 66/8/0/0
Pantone: 298 C
RGB: 39/183/237
HEX#: 27B7ED
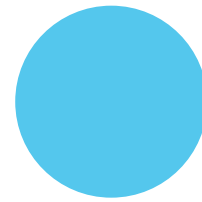
Turquoise Blue
CMYK: 57/1/3/0
Pantone: 305 C
RGB: 88/198/235
HEX#: 58C6EB

SECONDARY COLORS
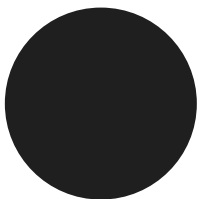
Dark Gray
CMYK: 73/62/58/50
Pantone: 447 C
RGB: 53/59/62
HEX#: 353B3E
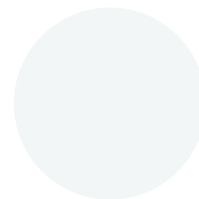
White
CMYK: 00/00/00
Pantone: 1-1 C
RGB: 255/255/255
HEX#: FFFFFF

WEB BUTTONS

It is important that our buttons match the overall contextual style of the DMD Diamond Brand. This means fitting in with the color palette and graphic style already defined in the Brand Guide.
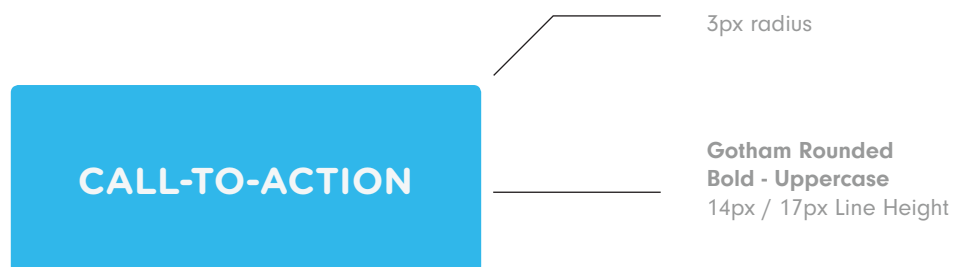
1   PRIMARY COLOR BUTTON

Small	Medium	Large	X-Large

2   SECONDARY COLOR BUTTON

Small	Medium	Large	X-Large

3   CALL-TO-ACTION BUTTON

Small	Medium	Large	X-Large

3px radius

CALL-TO-ACTION

**Gotham Rounded
Bold - Uppercase**
14px / 17px Line Height

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