



Brand Guidelines



Logotype

COLOR VARIANTS





Logotype

VERTICAL LOGO



digitalsamba



digitalsamba



digitalsamba



digitalsamba



Logotype

PROPER USAGE



Do: Use the logo as outlined in these guidelines or as downloaded from the web.



Don't: Use drop shadow on colored logo.



Don't: Rearrange the position of the logo.



Don't: Use non blurred drop shadow on the logo.



Don't: Change the colors of the logo.

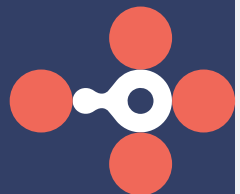


Logotype

SPACINGS



Spacing from icon is at least the size of the circle of logo from each side. Keep spacings the same all around.



Spacing from icon is at least the size of the circle of logo from each side. Keep spacings the same all around.

For designs with limited space, use only the icon.





Logotype

SPACINGS

Spacing from the full logo is at least the size of the circle of logo icon on it's longest side from each edge. Keep spacings the same all around.



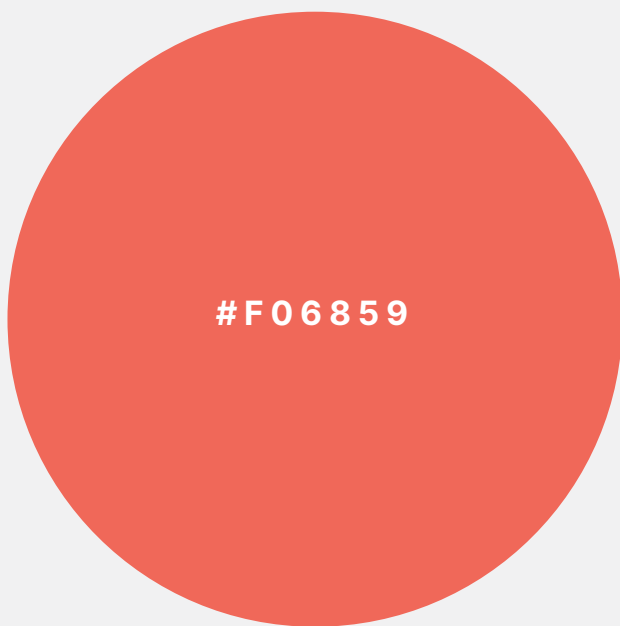
Spacing from the full logo is at least the size of the circle of logo icon on it's longest side from each edge. Keep spacings the same all around.





Colors

MAIN COLORS



#F06859

RGB: 237 / 109 / 40

CMYK: 2 / 73 / 63 / 0



#323F66

RGB: 50 / 63 / 102

CMYK: 89 / 79 / 35 / 22



Colors

SECONDARY COLORS

#F6DBD1

#F4A585

#EFD5E8

#AD7FA0

#784D6C

#AFC8E4

#6D8AAB

#42120E

#3F2039

#101628



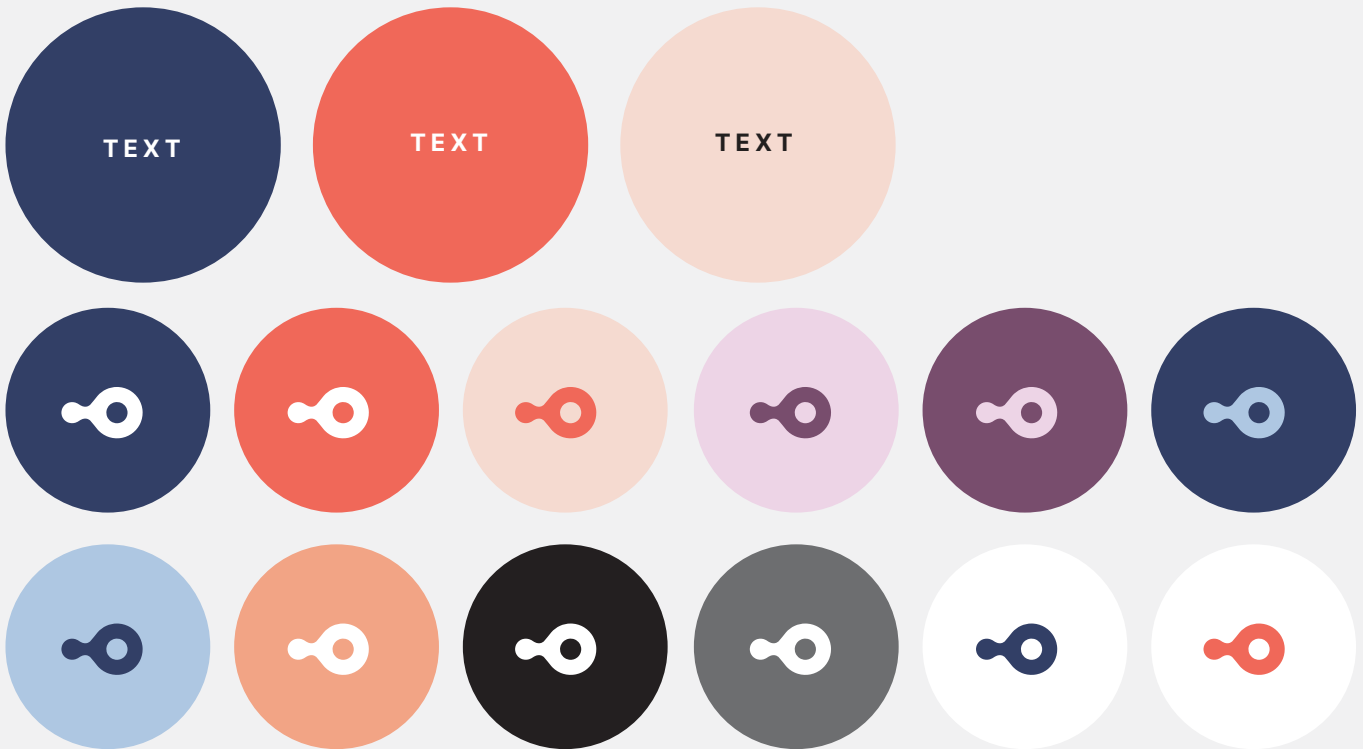
Colors

PROPER CONTRAST

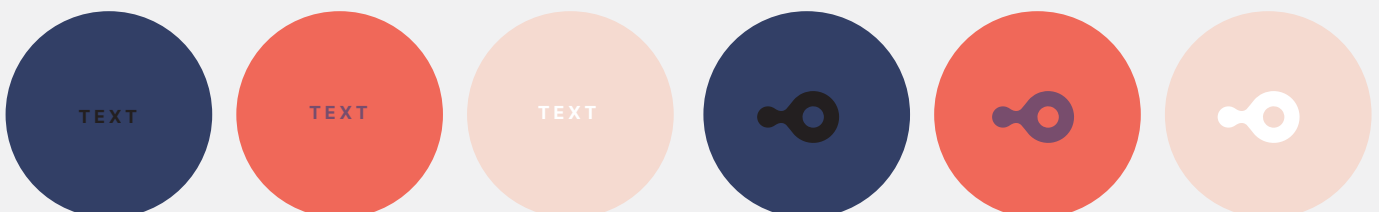
Aim for good contrast of color vs text & color vs logo



Proper usage



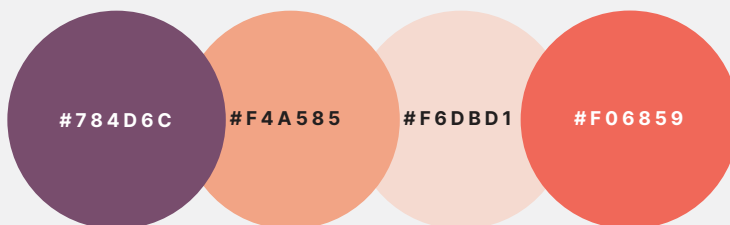
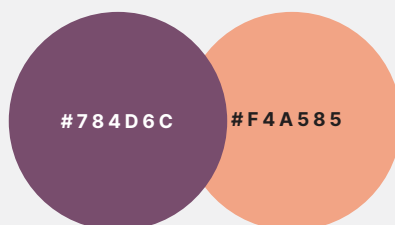
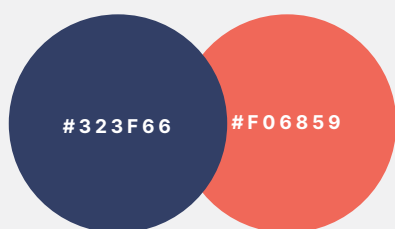
Improper usage





Colors

COLOR COMBINATIONS





Typography

BRAND FONT

**We use Inter Bold
for Titles.**

We use Inter Regular for Subtitles,
Intro Titles & Quotes.

We use Inter Regular for body text.



Co-Branding

PROPER USAGE



For horizontal co-branded logos
use Digital Samba horizontal logo.



For vertical co-branded logos
use Digital Samba vertical logo.