

THE DOMOTZ BRAND BOOK

V.1.0

Domotz Inc.

2024



TABLE OF CONTENT

COMPANY | LOGO | COLORS | TYPOGRAPHY | ICONOGRAPHY |
MEDIA ASSETS | DIGITAL PRESENCE | AWARDS

Welcome to the Domotz Brand Book, where the essence of our mission and the heart of our commitment converge to empower and inspire. At Domotz, we are dedicated to redefining the landscape of network visibility and IT infrastructure monitoring and management. Our journey is fueled by a relentless pursuit of simplicity, efficiency, and innovation in a technology-driven world.

Our mission is clear: to provide effortless network visibility and comprehensive IT infrastructure monitoring and management through a centralized, user-friendly platform. We understand the complexities and challenges that MSPs and IT professionals face daily. In response, we strive to offer solutions that are not only powerful and reliable but also accessible and intuitive. Domotz is more than just software; it's a partner in optimizing the performance and security of your network infrastructure.

Our commitment to excellence is unwavering. We are constantly innovating and evolving our platform to meet and exceed the demands of an ever-changing digital landscape. This dedication ensures that Domotz remains at the forefront of network management technology, providing our users with an unmatched experience in the industry.

The Domotz brand stands for more than technological advancements; it represents a promise to our customers. A promise of quality, reliability, and support. We believe in building lasting relationships with our users, grounded in trust and mutual respect. Our commitment to this principle is reflected in every interaction, every update, and every solution we provide.

Join us as we continue to break barriers and set new standards in network visibility and IT infrastructure management. Welcome to Domotz, where your IT infrastructure potential is limitless.

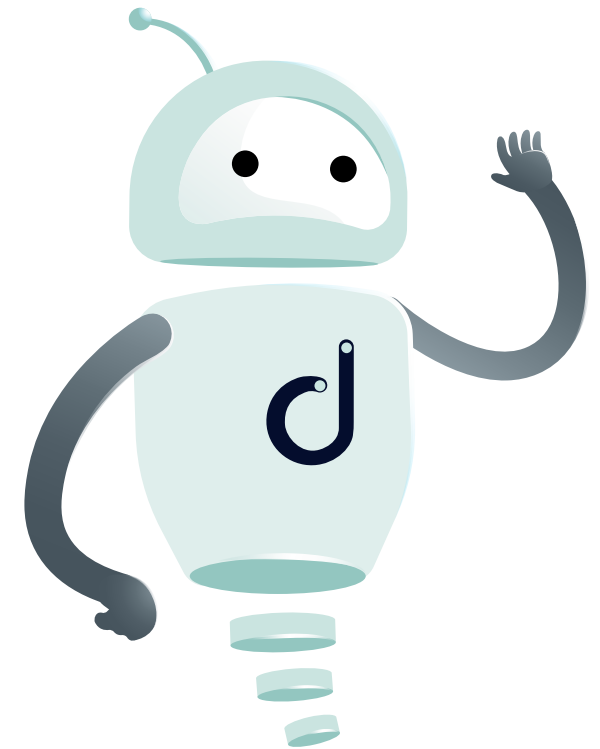
COMPANY

INTRO | ABOUT US | FEATURES | VALUES | MISSION | VISION

INTRO

This is the brand book for Domotz, your comprehensive guide to understanding and embodying our brand's mission, values, and visual identity. Inside, you will find a detailed exploration of what makes Domotz a leader in network visibility and IT infrastructure monitoring and management.

This document serves as a blueprint for our brand's expression across all platforms and interactions, ensuring consistency, clarity, and impact in every message we convey.



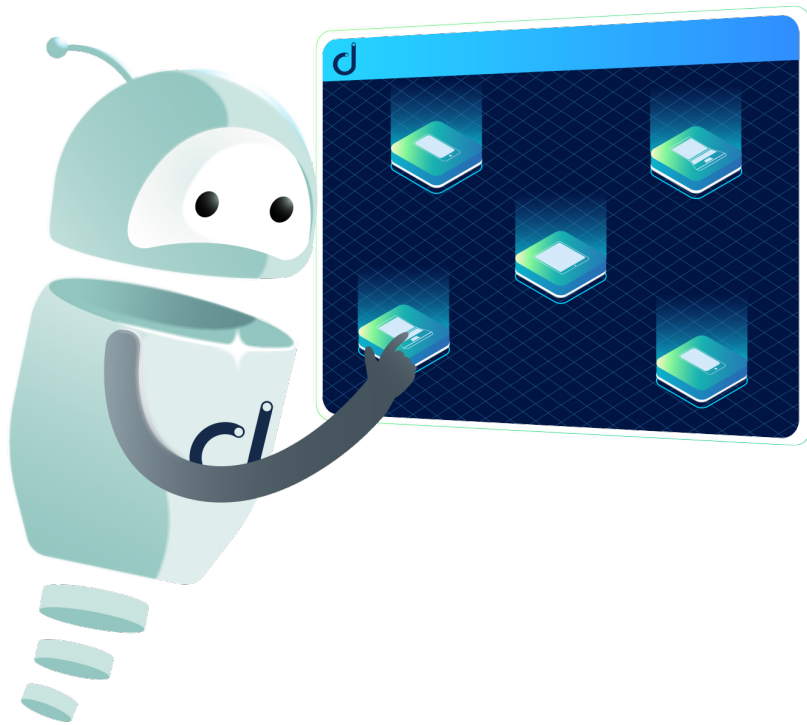


THE DOMOTZ PEOPLE

ABOUT US

Founded in 2015, Domotz is a pioneering force in IT infrastructure monitoring & management within the fast-evolving digital corporate landscape. The company's award-winning platform offers comprehensive solutions for IT professionals, MSPs, and Enterprises, empowering them with complete oversight and managing diverse digital networks. Domotz's innovative solutions enhance operational efficiency, security, and remote troubleshooting capabilities, serving over 4,000 companies and monitoring 40,000+ networks globally. Domotz continues to shape the future of IT infrastructure management, driven by its commitment to excellence, innovation, and customer satisfaction. Discover more about our software.

OUR VALUES



EMPOWERMENT

We believe in trust, collaboration, and communication. We encourage our people to take the initiative, think creatively, and be proactive in problem-solving.

GROWTH CULTURE

We're growing fast, meaning nothing stays the same very long. We must all remain curious, adaptive, and open to new ideas to succeed.

CONTINUOUS IMPROVEMENT

We adopt a continuous improvement mentality to create a culture of innovation and progress, enabling individuals and organizations to evolve and grow continuously.

OUR VISION

Domotz provides unparalleled visibility of digital assets & data flows, empowering its users with mission-critical knowledge & actionable insights from their digital networks.

OUR MISSION

Domotz aims to combine real-time knowledge of a digital network with easy-to-use functionality in order to empower a Domotz user to excel at IT Support and Digital Security.



LOGO DESIGN

OUR LOGO | VARIATIONS | RESPECT AREA LOGO

OUR LOGO

This is our logo. It is an integral part of our brand identity and should be used consistently. Our logo will often be presented in navy blue but can also be adapted to be used on a dark background. In this case will be white, as displayed on our website.



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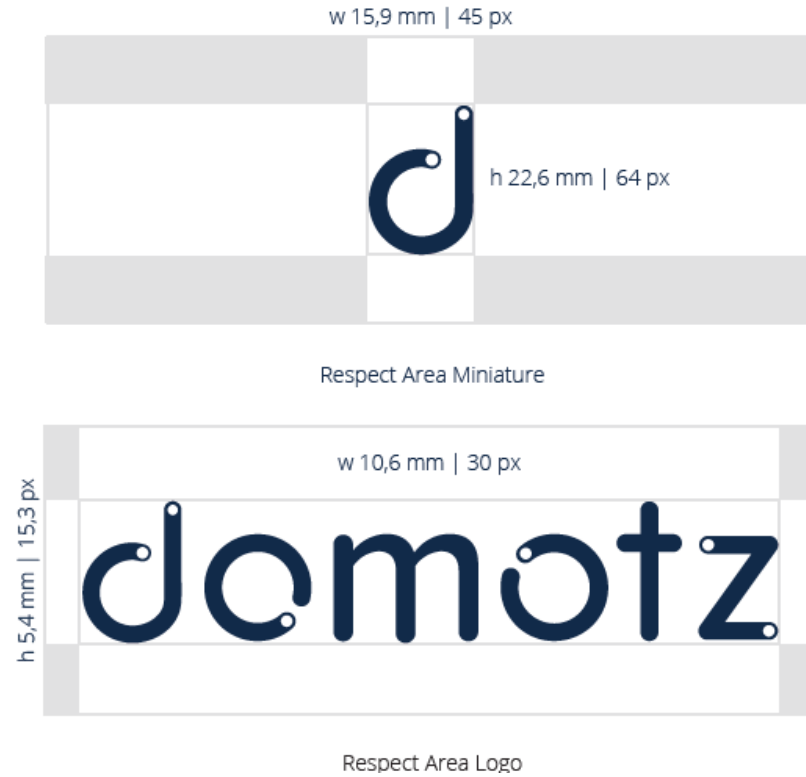
VARIATIONS & RESPECT AREA

The Domotz Logo should work across all media. The style you choose will depend on the environment in which the logo appears. To ensure the expression of the logo is right for its content, we've created these simple guidelines related to the variations and respect areas to ensure the logo is used consistently with our brand.

LOGO VARIATIONS



RESPECT AREA



COLORS

OUR COLOR PALETTE

COLOR PALETTE

The Color Palette section of the Domotz Brand Book defines the essence of our brand's identity. Here, we introduce the carefully selected colors that represent Domotz: a palette that is aesthetically pleasing and deeply symbolic of our values and mission.

Our primary colors - bold & dynamic - evoke the innovation and energy that drive our solutions. With its nuanced shades, the palette supports and complements, providing versatility and depth to our brand's visual narratives.

Each color has been chosen for its ability to communicate reliability, automation, and innovation, mirroring the qualities that Domotz brings to IT infrastructure monitoring and management. This section provides detailed guidelines on how to use these colors across various mediums, ensuring consistency & coherence in our brand's visual communications.



HEX
001543

HSB
221, 100, 26

HSL
221, 100, 13

RGB
0, 21, 67

CMYK
100, 69, 0, 74

HEX
FCB800

HSB
44, 100, 99

HSL
44, 100, 49

RGB
252, 184, 0

CMYK
0, 27, 100, 1

HEX
FFFFFF

HSB
0, 0, 100

HSL
0, 0, 100

RGB
255, 255, 255

CMYK
0, 0, 0, 0

HEX
CD3278

HSB
333, 76, 80

HSL
333, 61, 50

RGB
205, 50, 120

CMYK
0, 76, 41, 20

HEX
32CD36

HSB
122, 76, 80

HSL
122, 61, 50

RGB
50, 205, 54

CMYK
76, 0, 74, 20

HEX
54B2FF

HSB
207, 67, 100

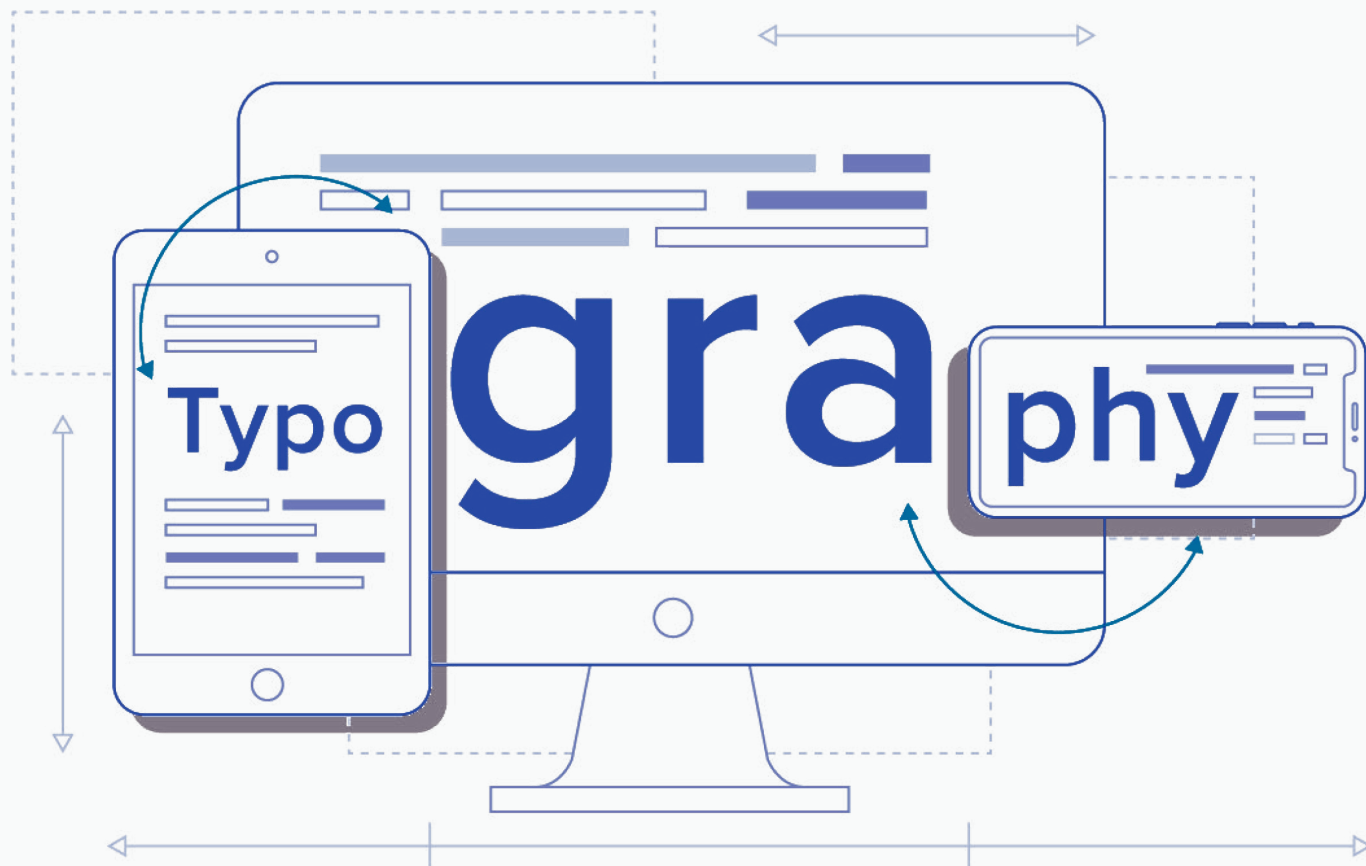
HSL
207, 100, 66

RGB
84, 178, 255

CMYK
67, 30, 0, 0

TYPOGRAPHY

PRIMARY FONT | SECONDARY FONT



PRIMARY FONT

MAGISTRAL

Light

IT INFRASTRUCTURE MONITORING

Regular

IT INFRASTRUCTURE MONITORING

Semibold

IT INFRASTRUCTURE MONITORING

Bold

IT INFRASTRUCTURE MONITORING

Light

IT INFRASTRUCTURE MONITORING

Regular

IT INFRASTRUCTURE MONITORING

Semibold

IT INFRASTRUCTURE MONITORING

Bold

IT INFRASTRUCTURE MONITORING

SECONDARY FONT

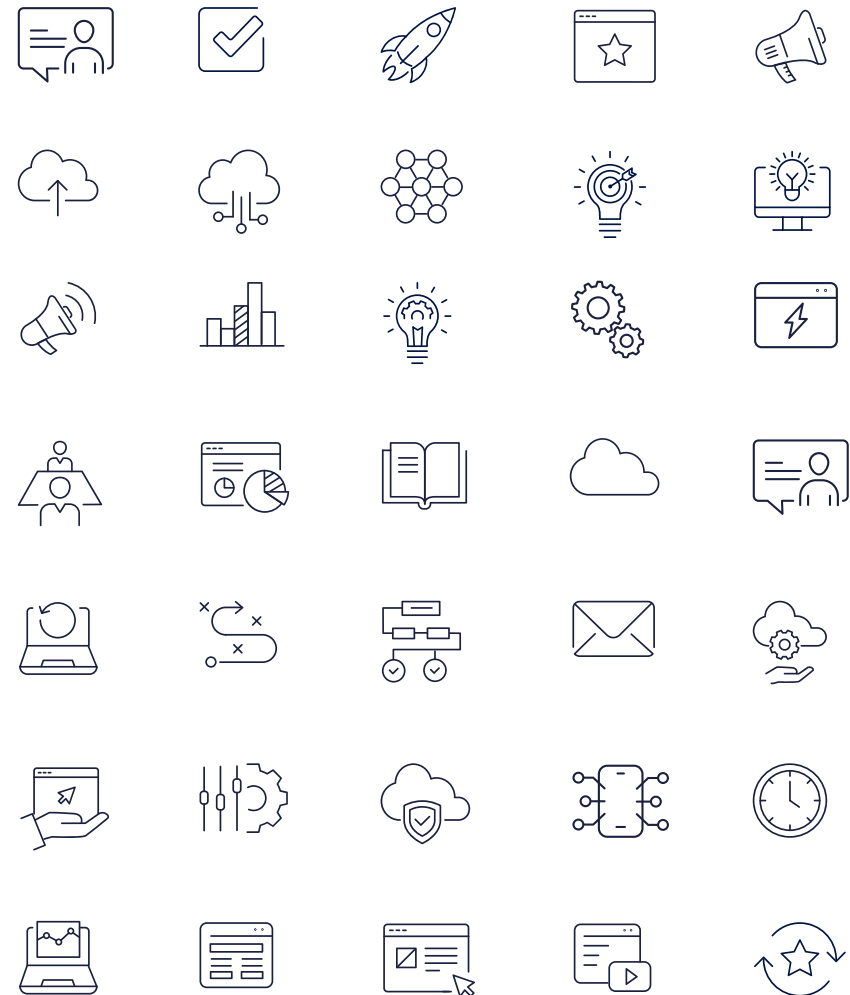
OPEN SANS

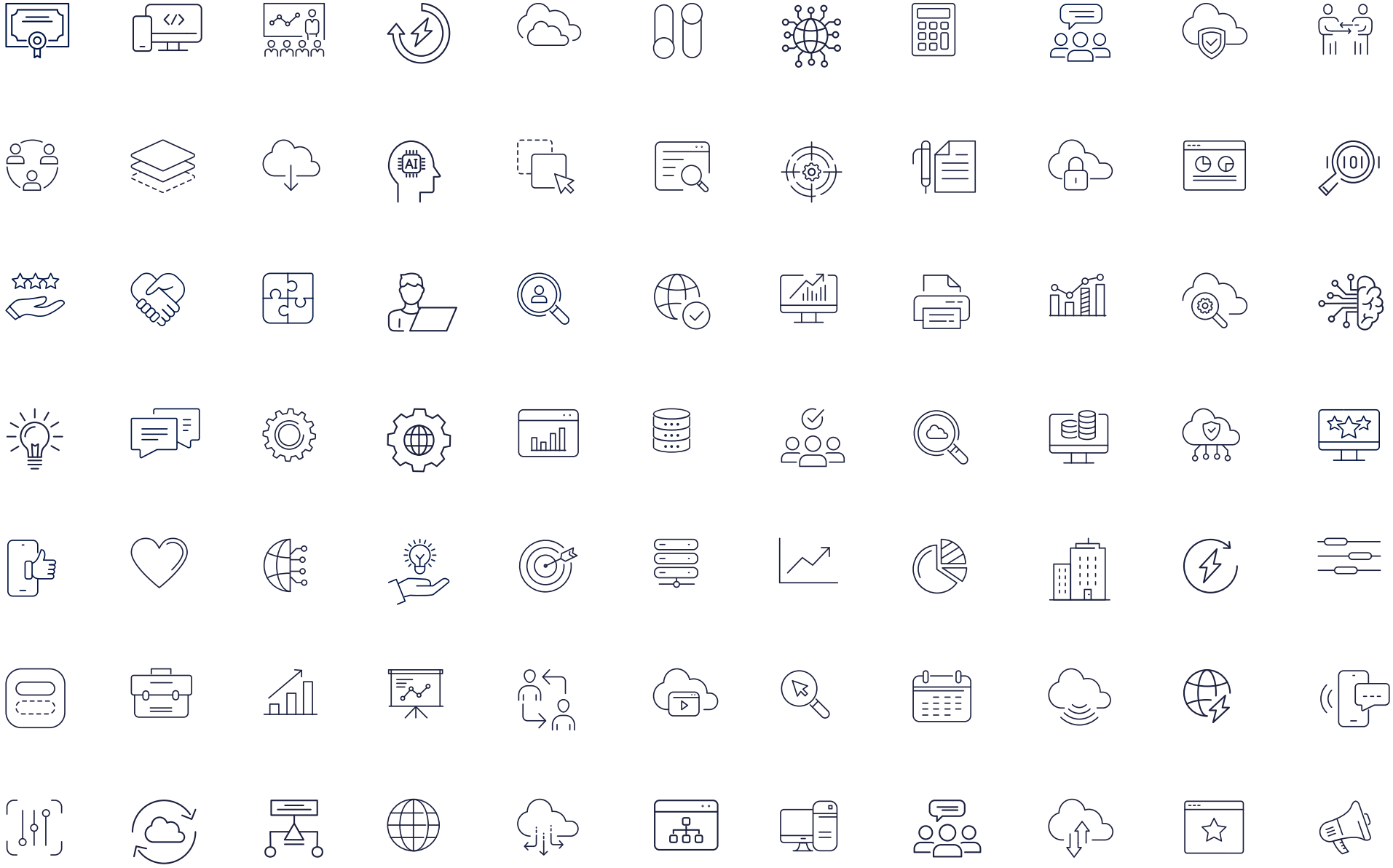
ICONOGRAPHY

ICON STYLES

demotz

ICON STYLES

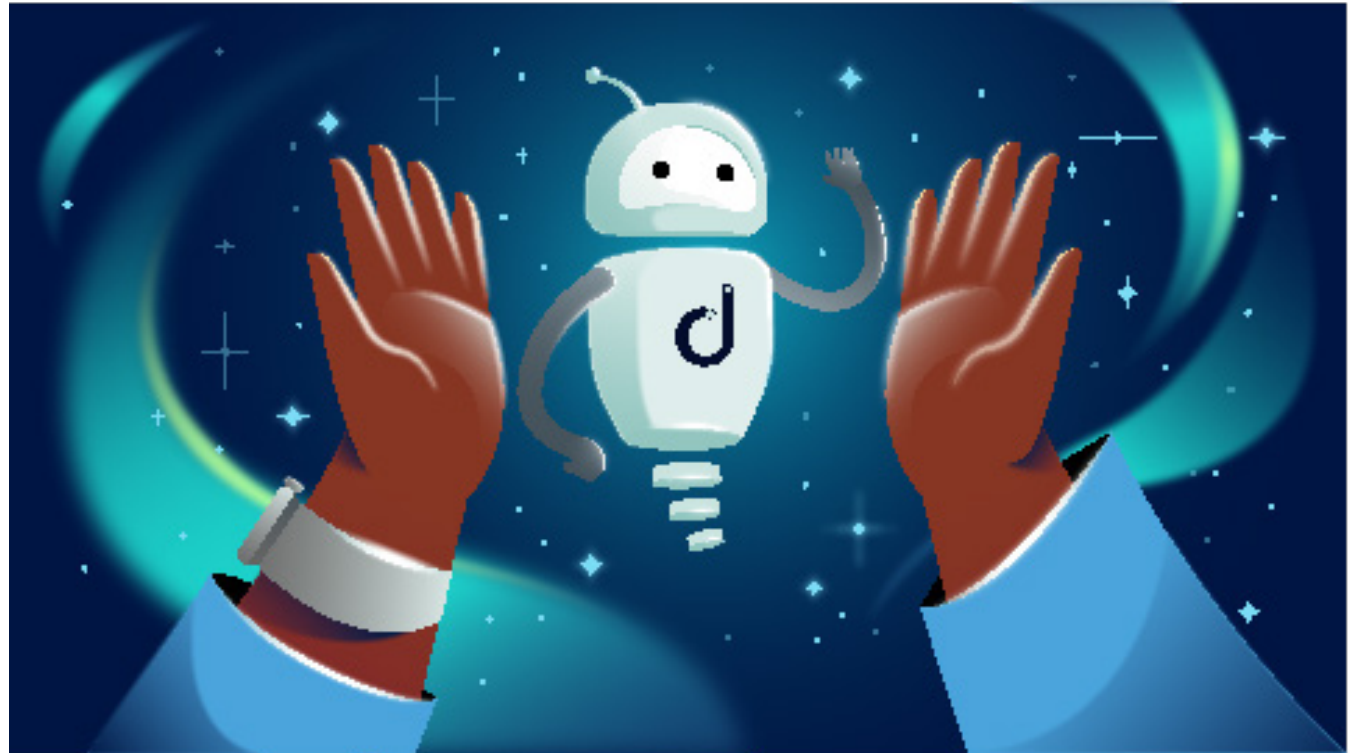


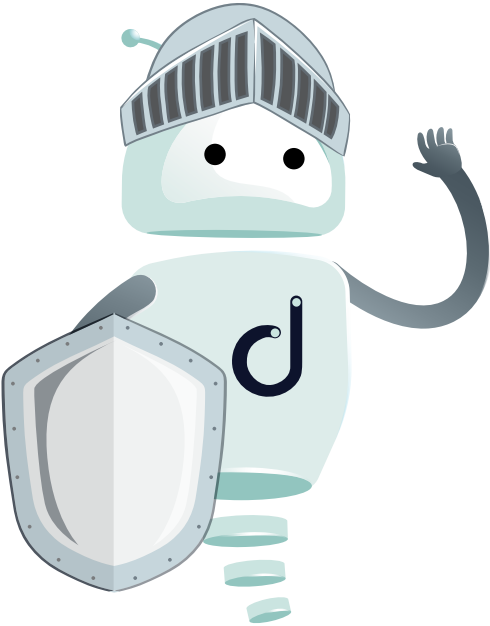


MEDIA ASSETS

IMAGERY

IMAGERY



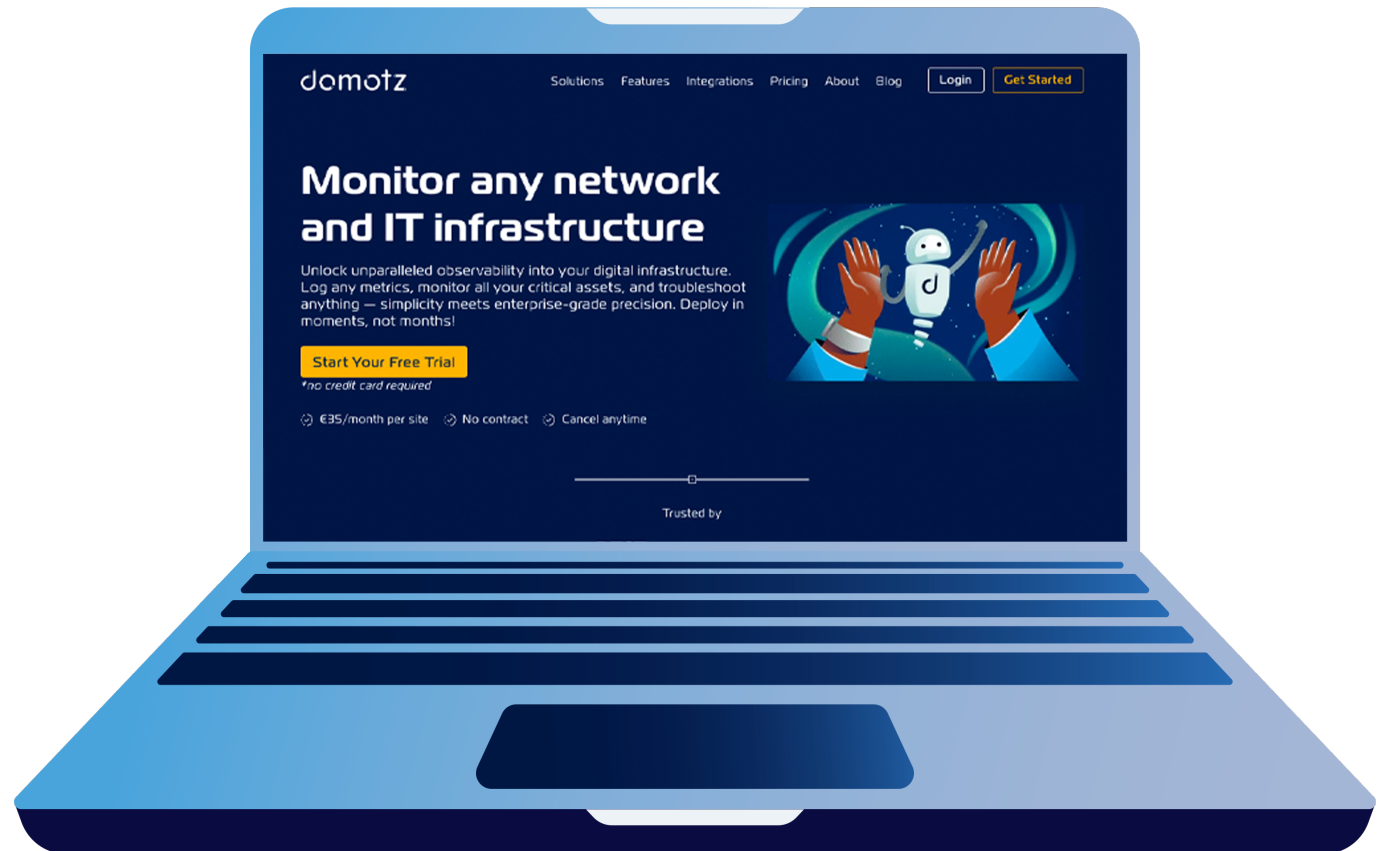


DIGITAL PRESENCE

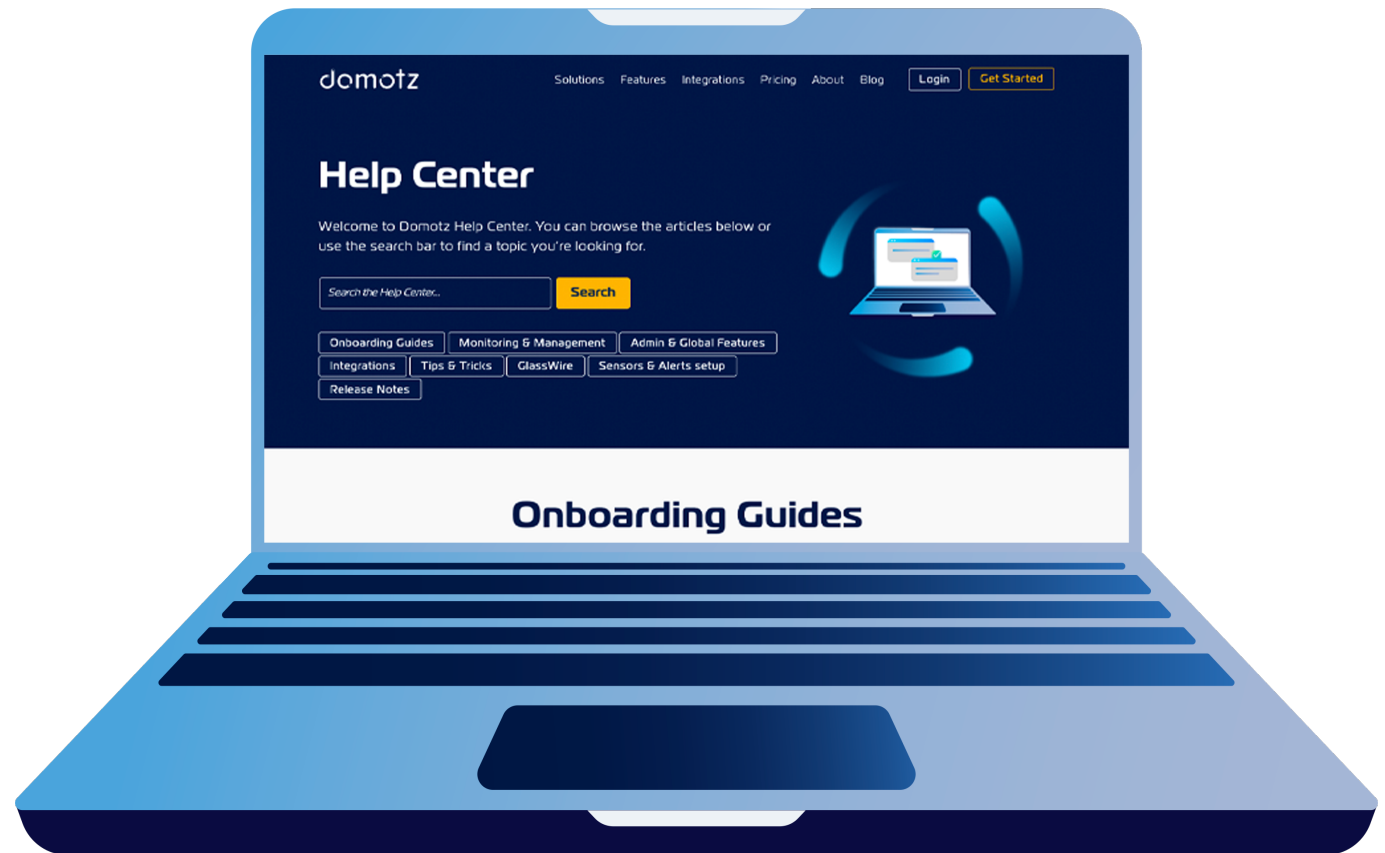
WEBSITE | HELP CENTER | BLOG | NEWSLETTER
SOCIAL MEDIA

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OUR WEBSITE



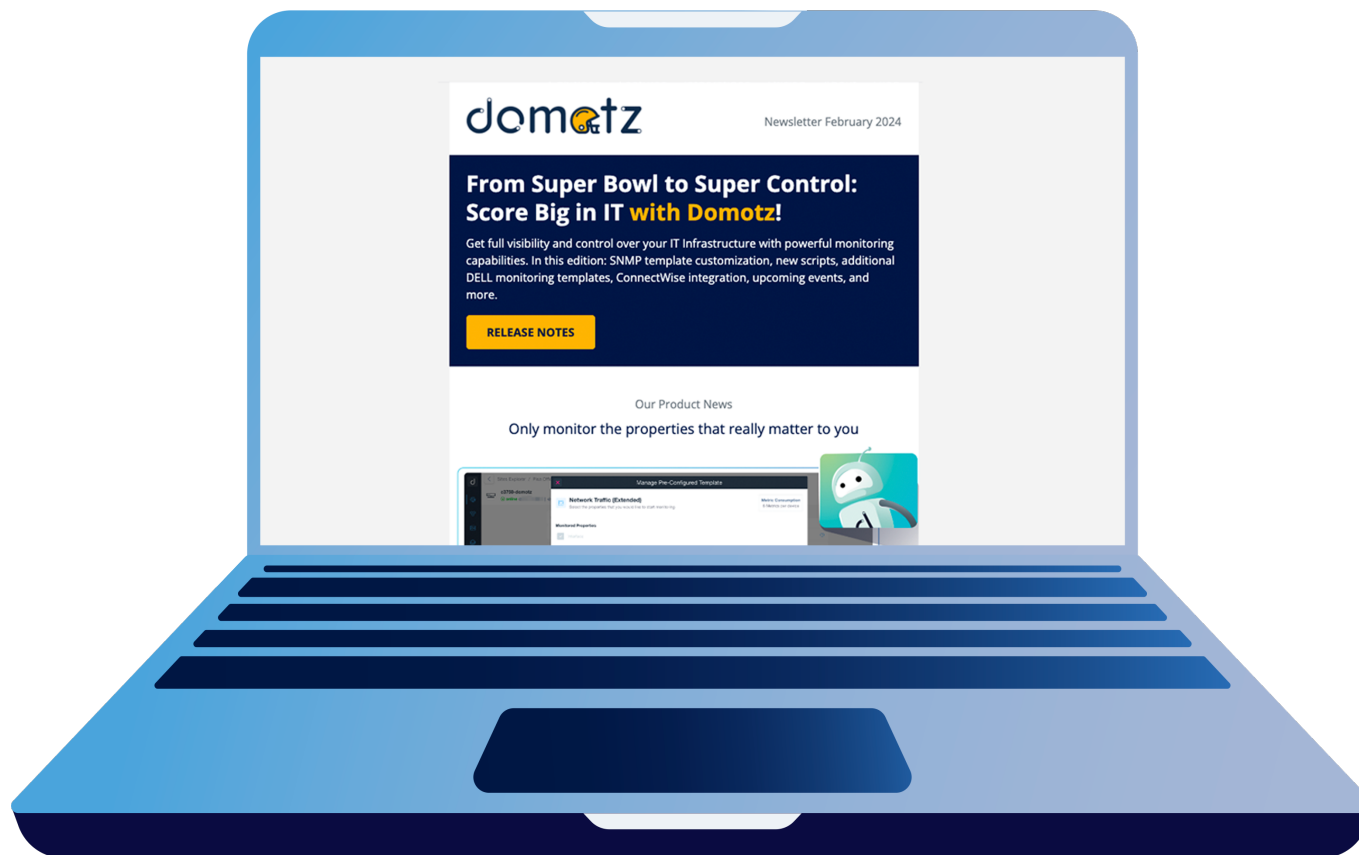
HELP CENTER



OUR BLOG



NEWSLETTER



SOCIAL MEDIA



AWARDS

OUR AWARDS

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AWARDS

We take immense pride in being a leading organization in the field of IT infrastructure monitoring and management. Our clients have widely appreciated our services, and we have received numerous testimonials showcasing their satisfaction. We invite you to explore these testimonials and discover how we stand out from our competitors:



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