



01

Logo
Guidelines



Logo Construct

Logo Symbol

Clear Space

Minimum Size

Logo Misuse

Logo on Photography

Logo Placement



domotz

Primary 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.



Logo Symbol

The symbol can be used individually as a graphic element or inside the logotype. If the logo is smaller than the minimum size or needs to be used in a compact format, it is advisable to use the logo symbol only.



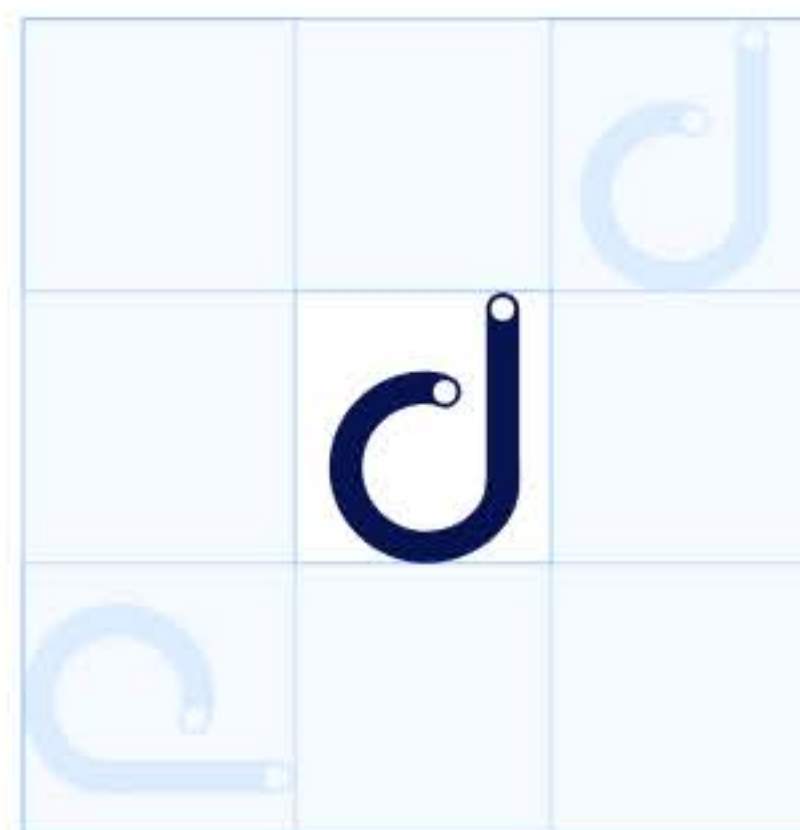


Logo Symbol

Maintain a consistent clear space around the Domotz logo, referencing the height of the letter 'd' in the primary logo text. This clear space ensures optimal legibility and proper brand visibility.

Example: If the 'P' is 50 pixels in height, maintain a 50-pixel clear space around all sides of the logo, applicable to both the word mark and logo icon.

These guidelines are essential across various applications, digital or print, to preserve the Domotz brand's cohesive and impactful presentation.



The word "domotz" in a dark blue, lowercase, sans-serif font. A light blue bracket is positioned below the text.

Print 80 mm



Print 23 mm

The word "domotz" in a dark blue, lowercase, sans-serif font. A light blue bracket is positioned below the text.

Digital 173 px



Digital 35 px

Minimum Size

Ensure the Domotz logo is never reproduced smaller than 80mm in print and 173px in digital applications. For the logo icon, maintain a minimum size of 23mm in print and 35px in digital formats.

Adhering to these size standards guarantees legibility and preserves the visual integrity of our brand across various mediums.



Color Variations

Our logo may only be placed on our main background colors in our brand's white or rich black colors. The objective is to maintain sufficient contrast and consistency within the use of our logos.

The logo may not be used in any other colors but the defined brand colors shown here.



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Logo Misuse

Consistent and accurate presentation of our logo reinforces awareness of our brand and ensures the legal protection of our identity.

To avoid misuse, follow these guidelines and standards shown in these misuse examples of our logo. Use approved Domotz logo files only.

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- ✗ 1. Our logo may never be distorted horizontally or vertically.

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- ✗ 2. Never use a gradient or any other color that is not part of our brand's color palette for our logo.

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- ✗ 3. Never apply any effects, such as a drop shadow, to our logo.

stomob

- ✗ 4. Never change the orientation of our logo.



- ✗ 5. Never place the logo on an image where legibility and visibility are compromised.

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- ✗ 6. Never use a secondary colour in the logo icon.



Logo on Photography

When placing the logo on image backgrounds, apply any of the full color logo variations.

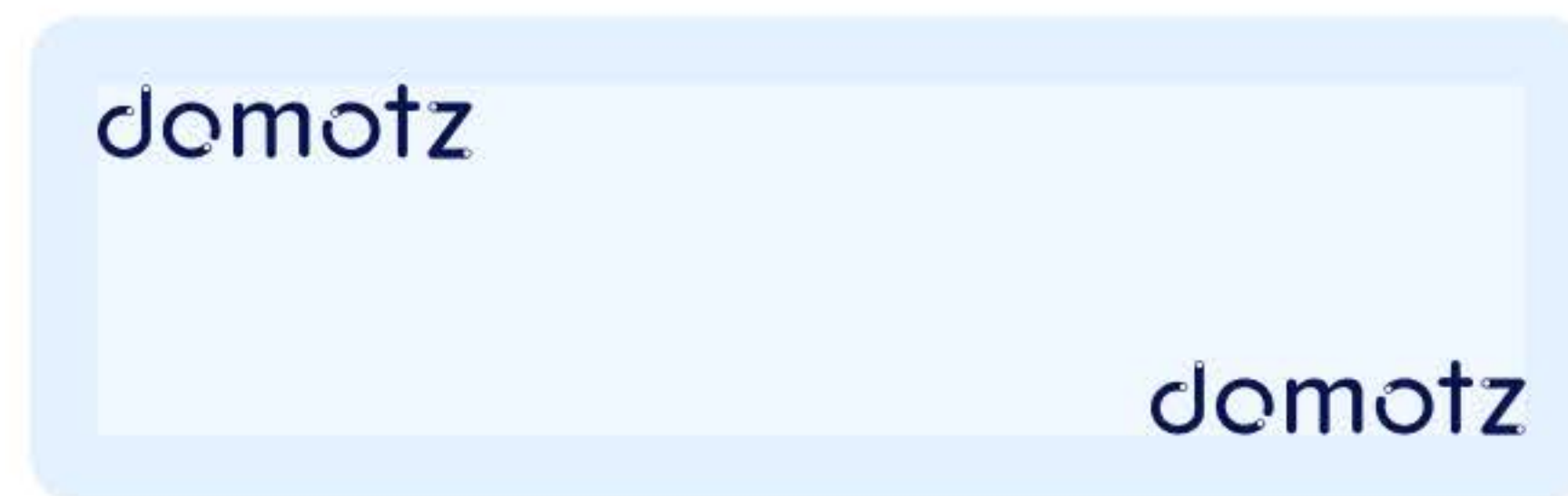
Be mindful when placing our logo on imagery. For instance, do not place the logo in a busy area or over a person's face. Ensure that the logo remains visible and legible at all times.





Logo Placement

With the dynamic and progressive nature of our brand the logo can be placed in any corner of the layout as shown here.





02

Color
Palette



Primary Palette

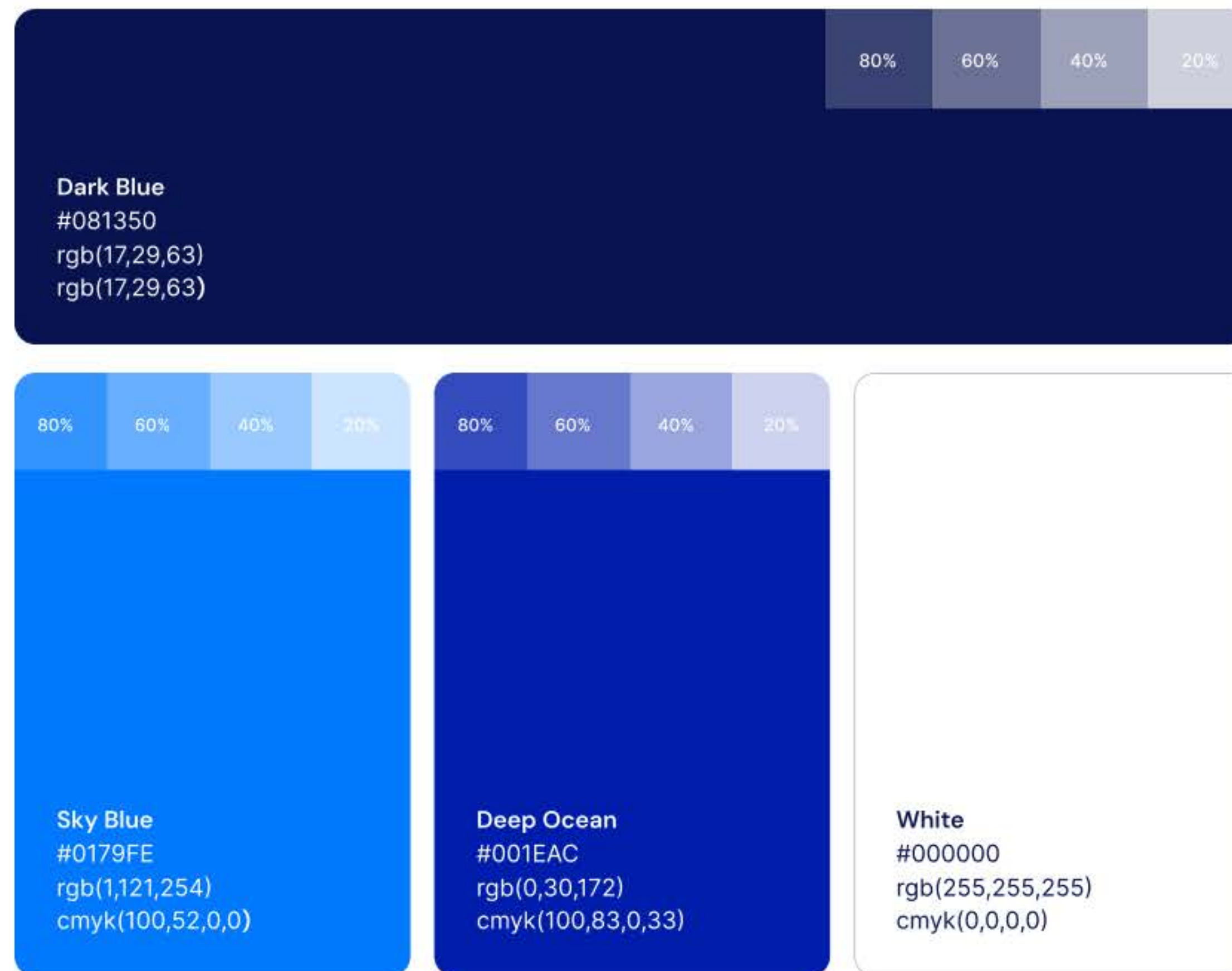
Supporting Colors

Color Pairings



Primary Palette

Color adds personality and instant recognition to a brand and therefore a vital component to consider. For our brand, each color has an important role in our visual identity and when applied. Our primary color palette is inspired by our brand's purpose.



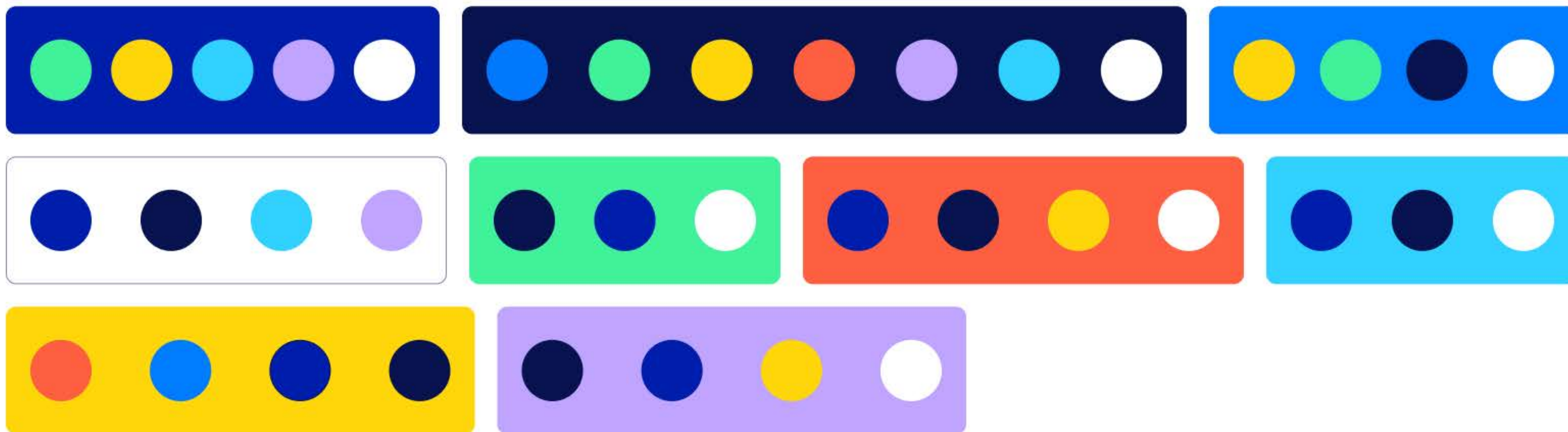


Supporting Colors

Our second vibrant color palette allows us to show that we are modern, tech savvy and playful. The usage of color is also determined by the type of application, i.e., a social media post can be more vibrant and fun, while the website sticks to less colors.

The CMYK colors should be used across all print platforms and the RGB values should be used across all digital mediums.





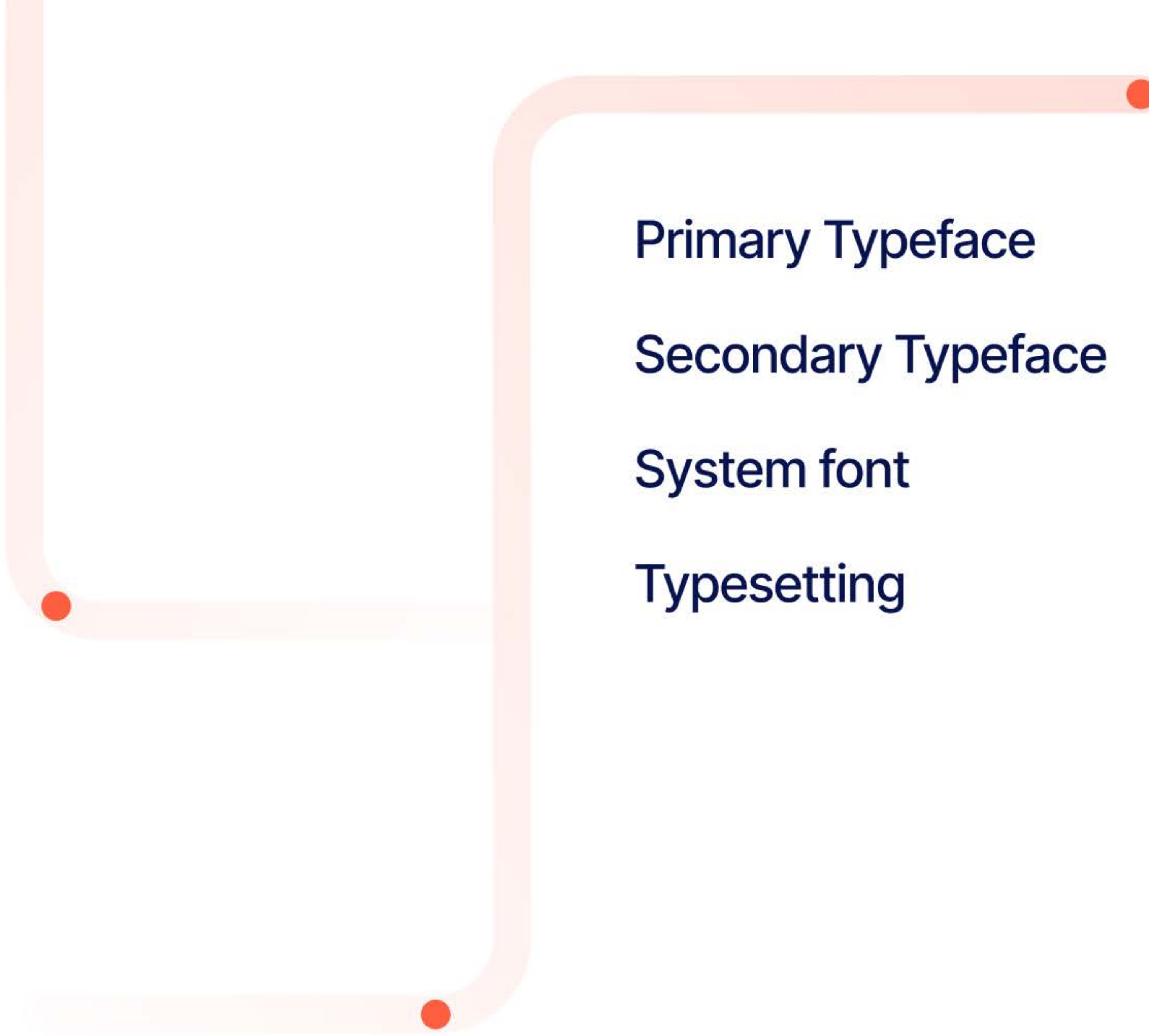
Color Pairings

In order to ensure legibility, make sure type over backgrounds meets AA accessibility. Use the examples to the right to help guide color contrast decisions. All examples here do pass accessibility for graphics, large text, and normal text..

The background is a solid blue color. It features several abstract geometric elements: a large white '03' in the lower-left; a yellow 'Typography' text in the lower-right; and a series of light blue lines and yellow dots. One line starts from the top left, goes right, then curves down and right. Another line starts from the top center, goes right, then curves down and right. A third line starts from the middle right, goes left, then curves down and left. There are three yellow dots: one at the top left, one at the middle right, and one at the bottom right.

03

Typography



Primary Typeface

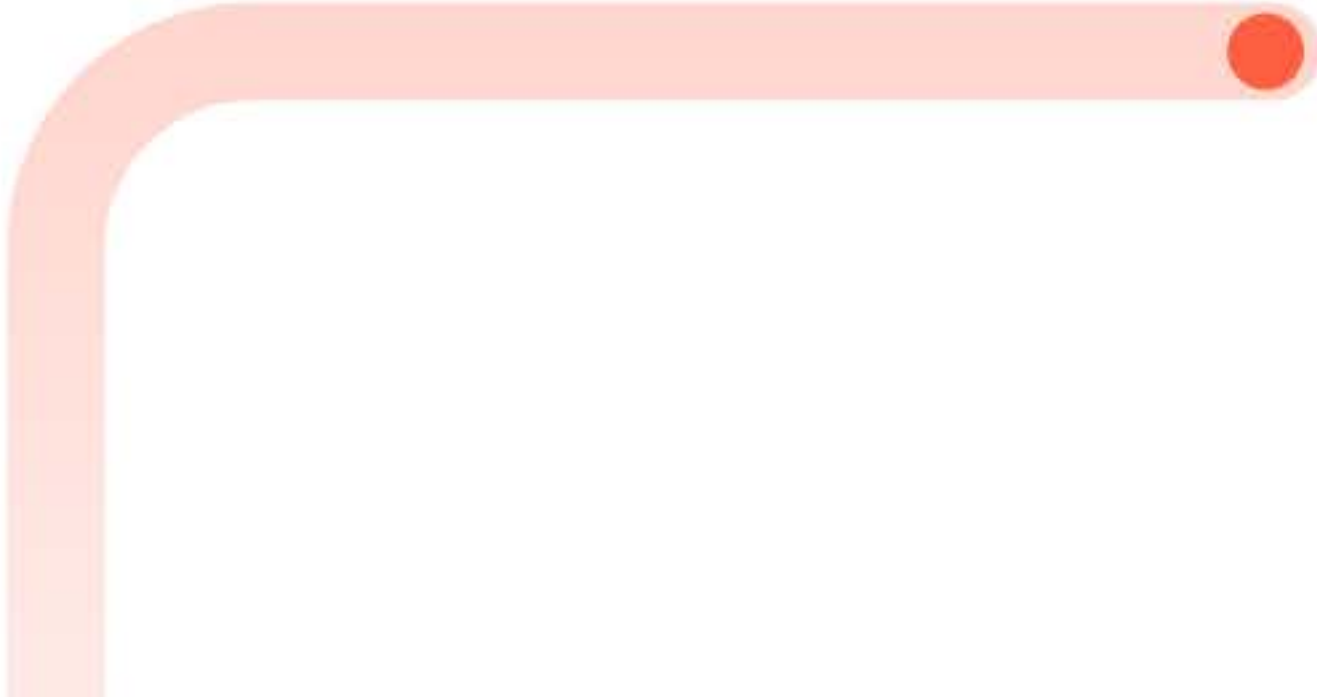
Secondary Typeface

System font

Typesetting

Inter

AaBbCc

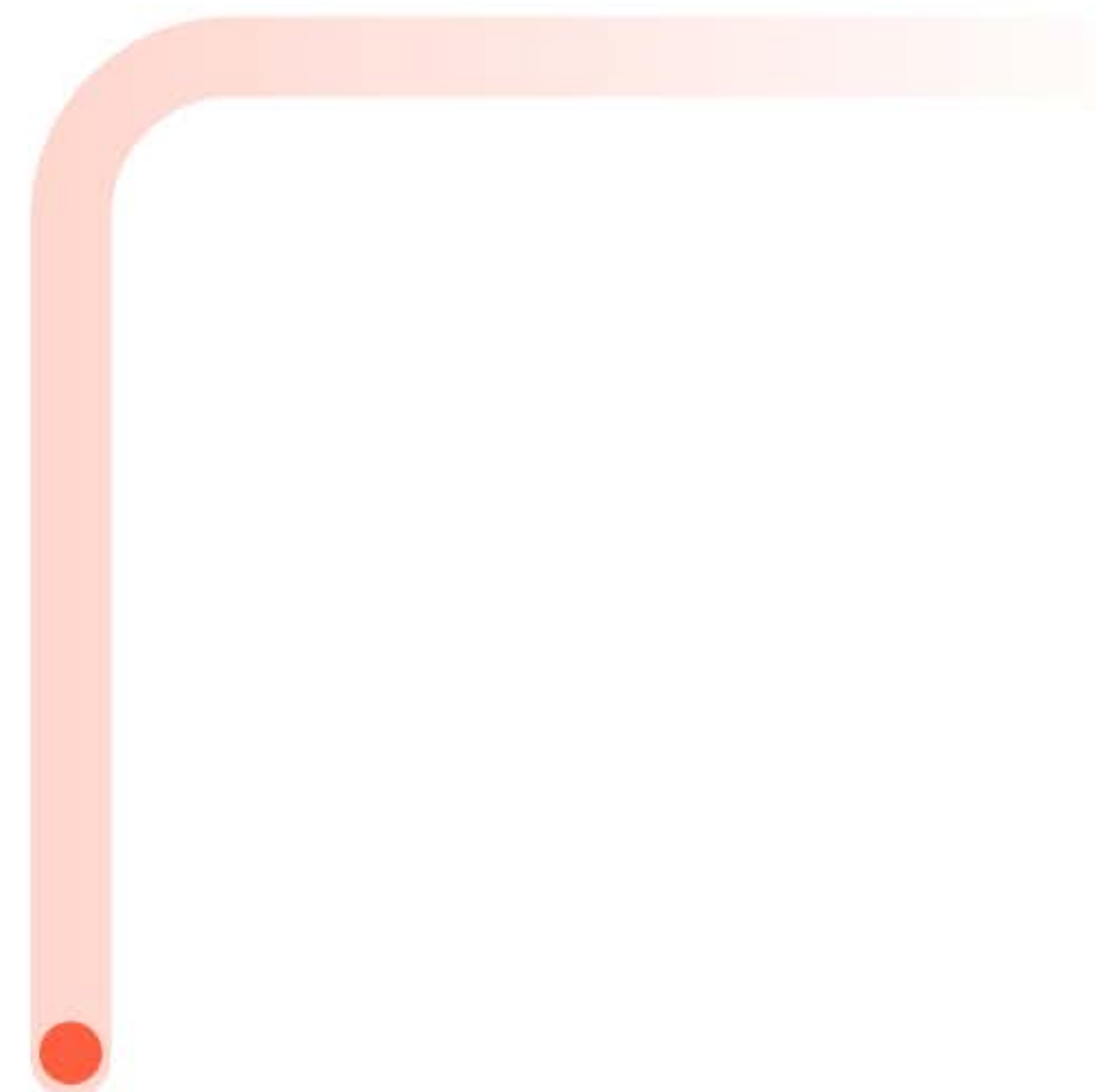


Primary Typeface

Use this font for titles and subtitles



Black
Medium
Light



Primary Typeface

Use this font for titles and subtitles



ent, Community, Hub, C

ofessional, Togetherne

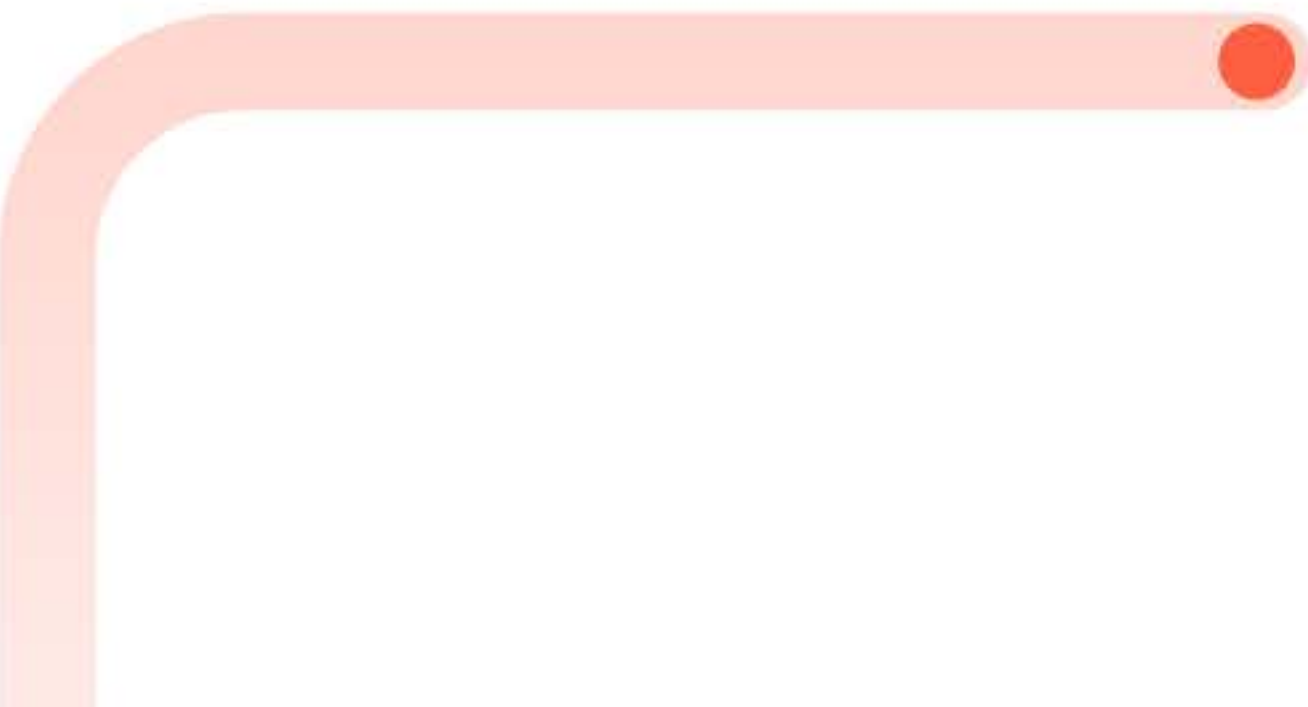
Simple, **domotz**, Intera

Connnection, Network,

Radiance, Simple, Nexu

Arial

AaBbCc

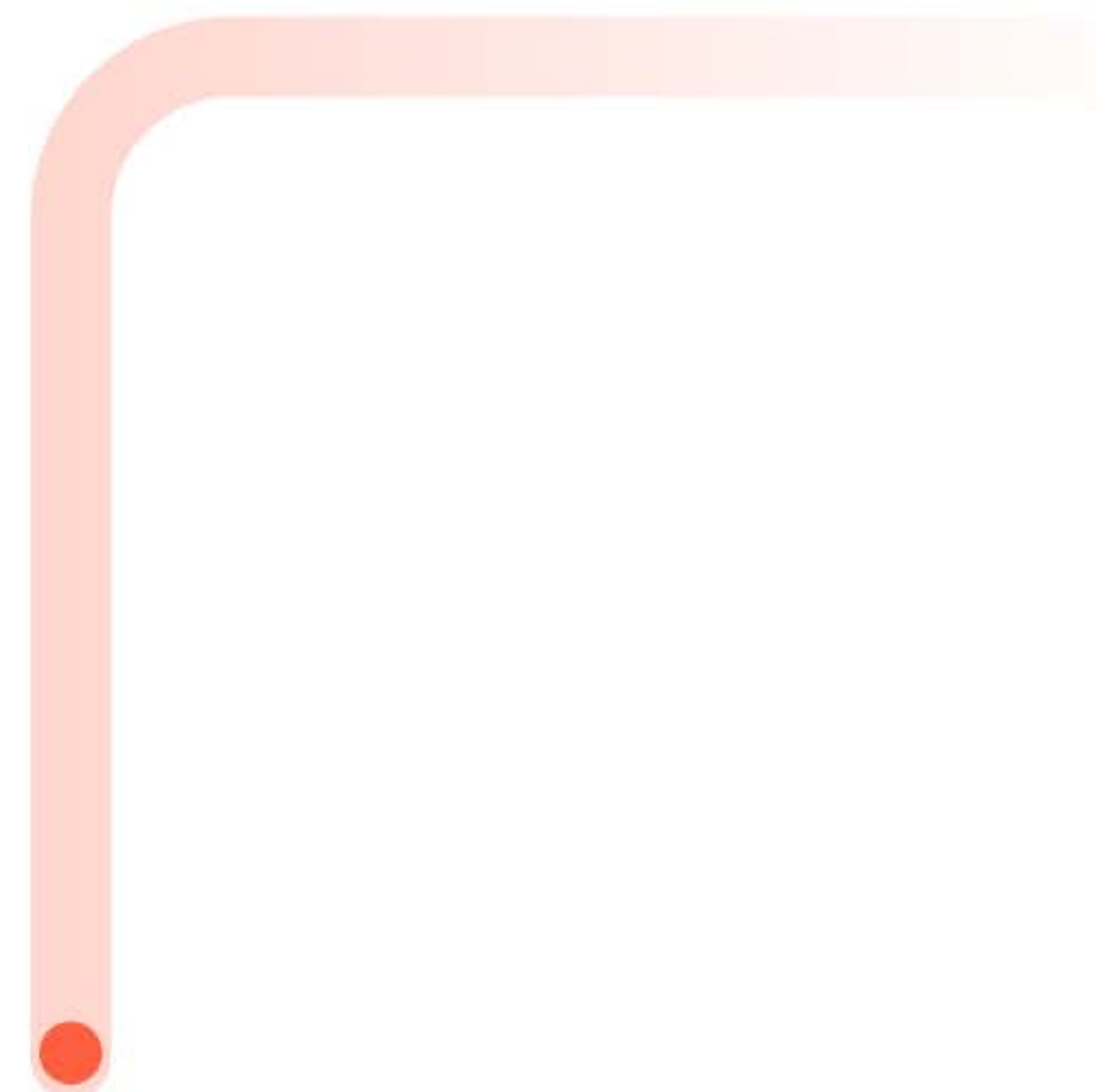


System font

Use this font for presentation, emails, and where brand fonts are not usable.



Bold
Italic
Regular



System font

Use this font for presentation, emails, and where brand fonts are not usable.



Typesetting

This diagram offers use cases and guidance to achieve balance and determine hierarchy for our typefaces.

Eyebrow

Eyebrow Headline

Inter Regular

Headline

Headline Example

Inter Black

Subhead

Subhead Example Lorem ipsum dolor

Inter Medium

Body

Body copy quisque sit egestas sed pharetra eleifend. Aliquet id pulvinar velit hendrerit in semper volutpat leo. Ultrices lectus mi vitae vel nibh tempus molestie malesuada egestas. Lectus porttitor mauris ultricies blandit risus volutpat eros. Molestie at at ut nulla. Amet turpis tellus eget vestibulum.

Inter regular

CTA

Join the Beta

Join the Beta

Inter Bold