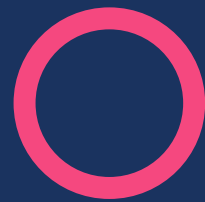


Brand
Guidelines



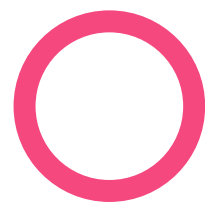
IDOPI CONSULTING
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info@digitalcook.com
www.digitalcook.com



Section

Brand DNA



Brand DNA

WHY : boost the business growth and endorse innovation culture

WHAT : We provide network and system infrastructure support and we manage IT projects on behalf of our clients

HOW : Through subject matter experts and creative solutions

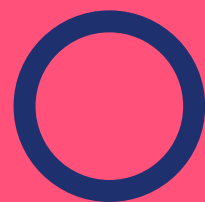


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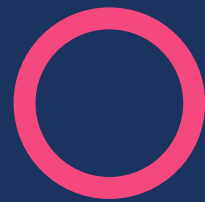
Image Guideline

11

Icons &
Illustrations

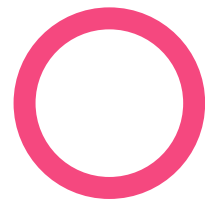
12

Digital and Web



Section

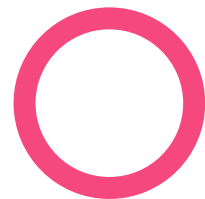
Mission Statement



Mission Statement

we dare to be creative innovative and we aspire to drive change by empowering people and businesses to do better, be better , inspire.

We trigger innovation and induce business growth through supporting creativity and empowering talents.



We Have a Commitment



Innovation



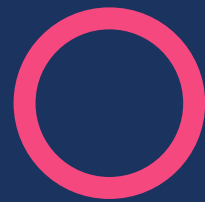
Growth



Creativity

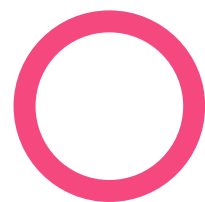


Empowering Talents



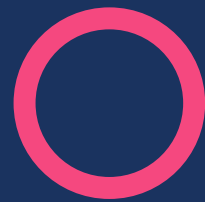
Section

Brand Values



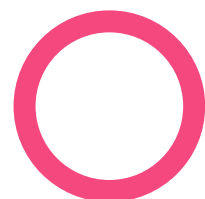
Brand Values

- Empowering
- Trust
- Belonging
- Human-Centered
- Growth
- Leadership
- Innovation
- Diversity
- Commitment



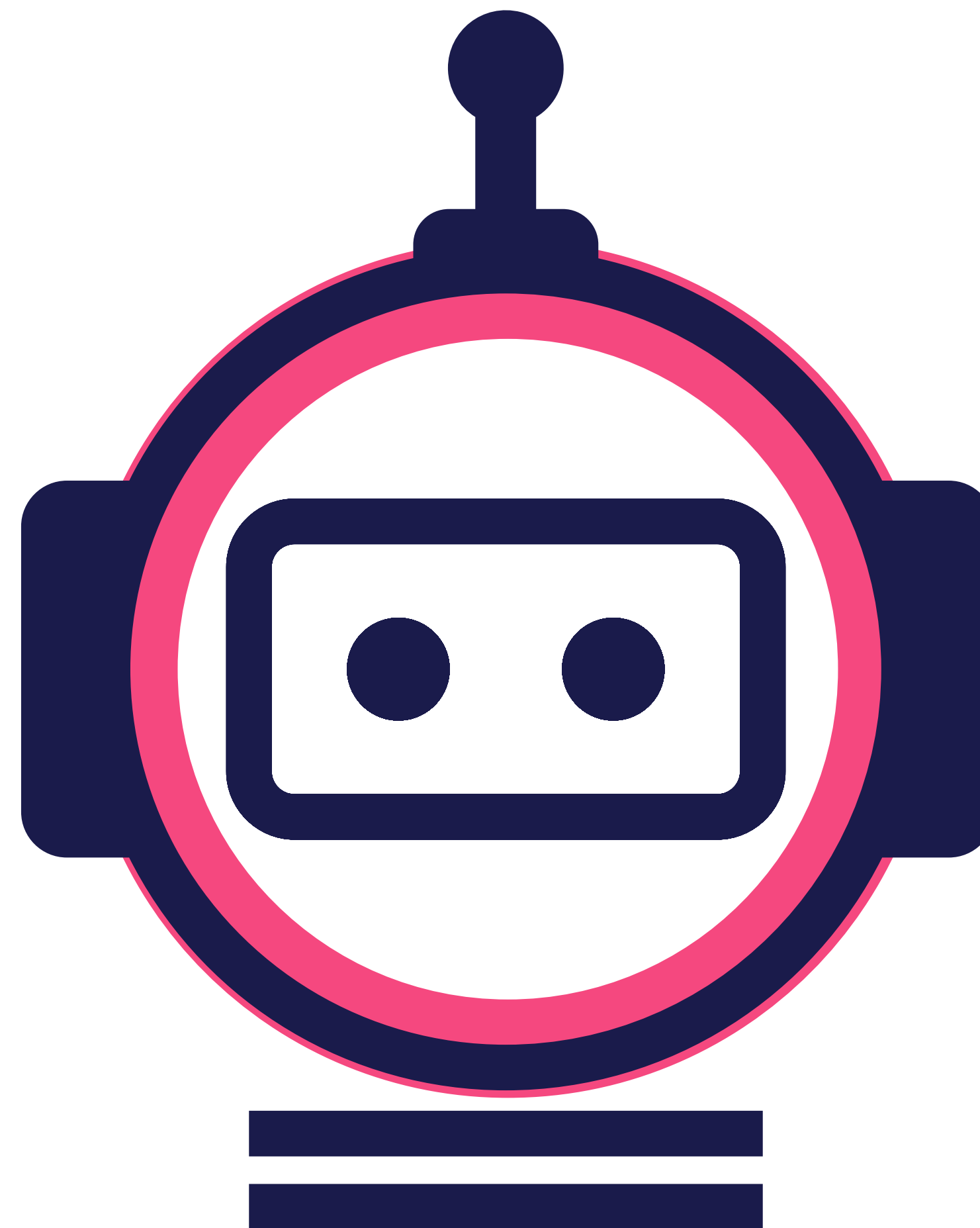
Section

Brand Personality



Brand Personality

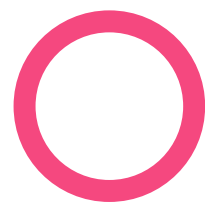
The Innovator





Section

Sound Branding



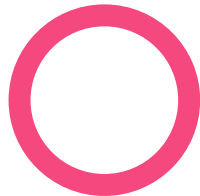
Sound Branding





Section

Brand Colouring



Brand Colouring

Primary
Colouring



Dark Blue

HEX #1F306E
RGB 31 : 48 : 110
CMYK 100% 93% 28% 15%



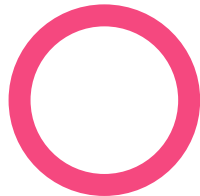
Digital Pink

HEX #F5487F
RGB 245 : 72 : 127
CMYK 0% 86% 24% 0%



Blue

HEX #3A9EFD
RGB 58 : 158 : 253
CMYK 65% 31% 0% 0%



Brand Colouring

Primary Colouring

Dark Blue

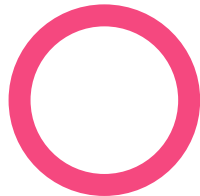
HEX #1F306E
RGB 31 : 48 : 110

Digital Pink

HEX #F5487F
RGB 245 : 72 : 127

Blue

HEX #3A9EFD
RGB 58 : 158 : 25



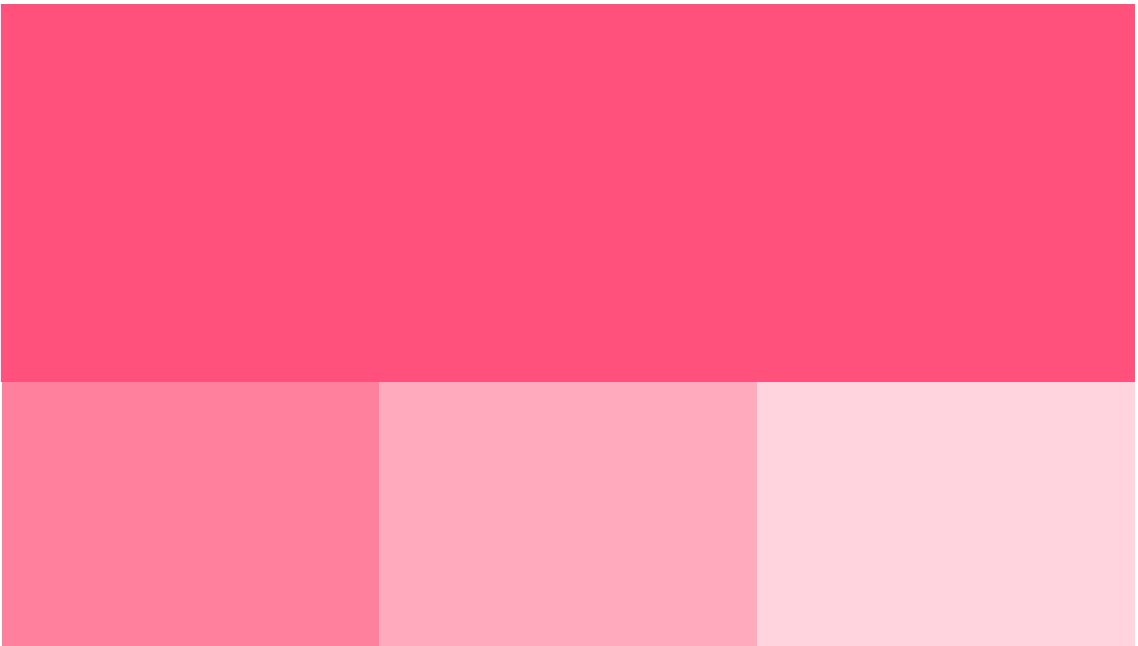
Brand Colouring

Color
Exploring



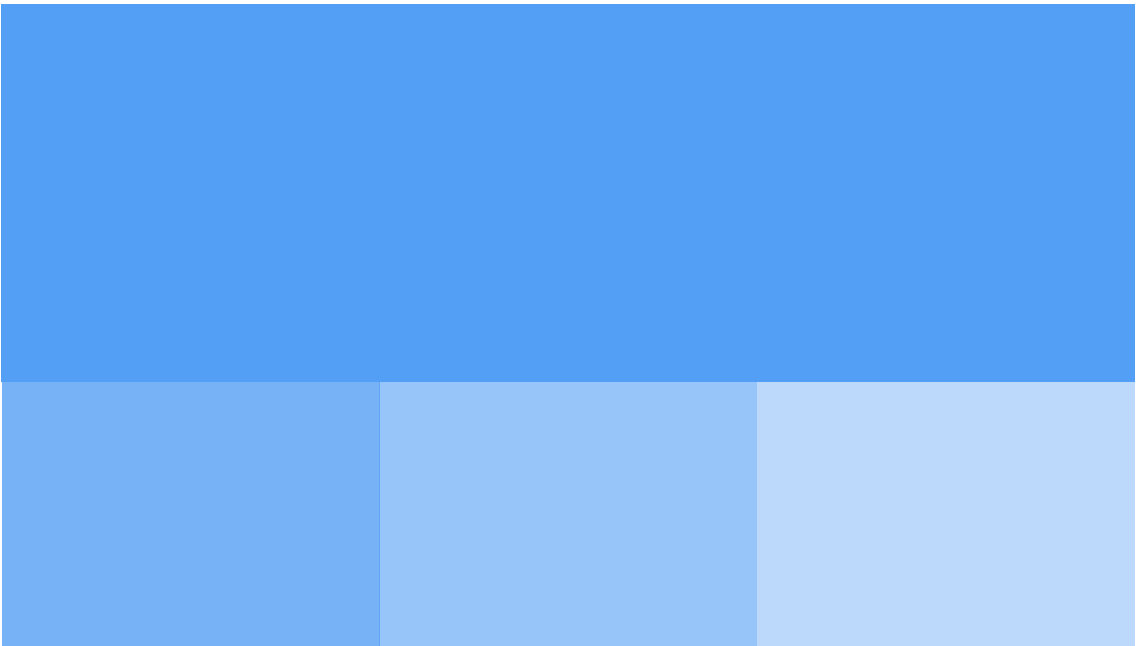
Dark Blue

HEX #1F306E
RGB 31 : 48 : 110
CMYK 100% 93% 28% 15%



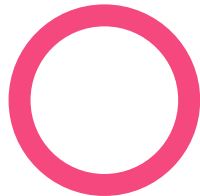
Digital Pink

HEX #F5487F
RGB 245 : 72 : 127
CMYK 0% 86% 24% 0%



Blue

HEX #3A9EFD
RGB 58 : 158 : 253
CMYK 65% 31% 0% 0%



Secondary Brand Colouring

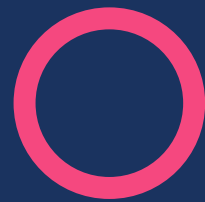
Secondary Colouring

Orange

HEX #EF4136
RGB 239 : 65 : 54

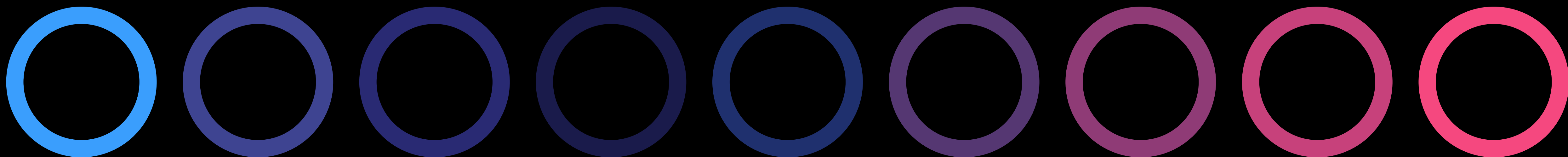
Yellow

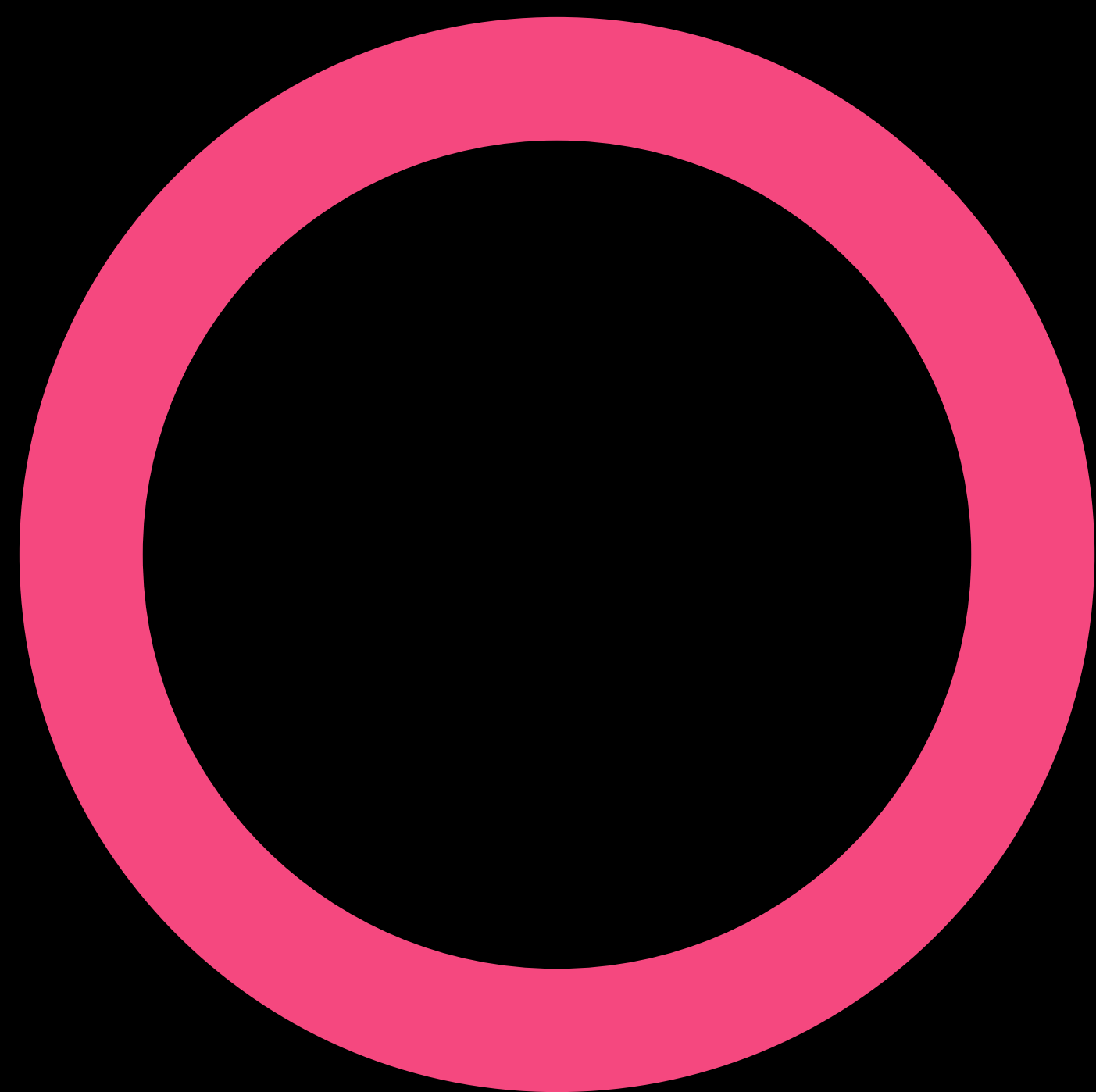
HEX ##F1607E
RGB 241 : 96 : 126



Section

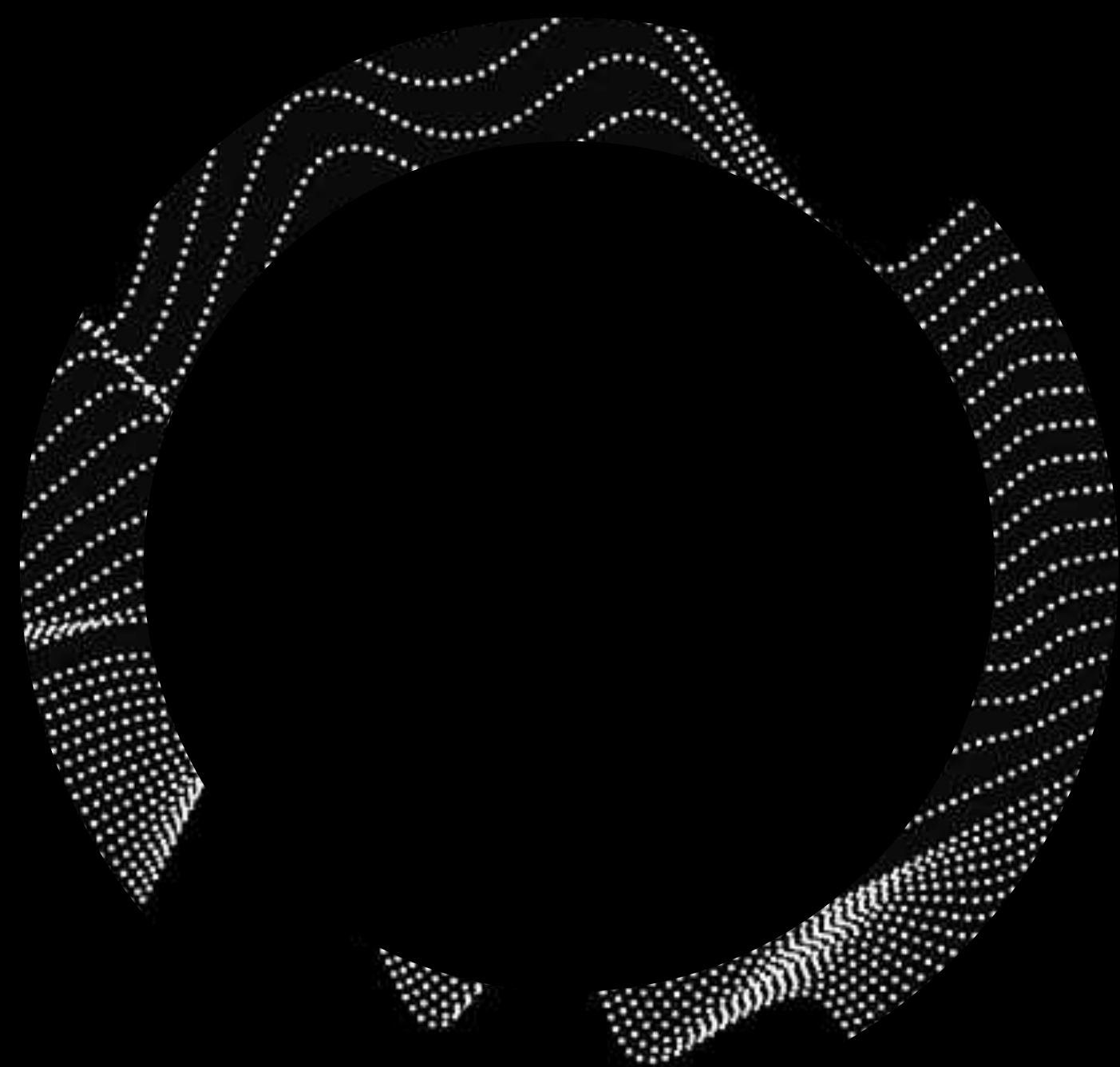
Logo Guidelines





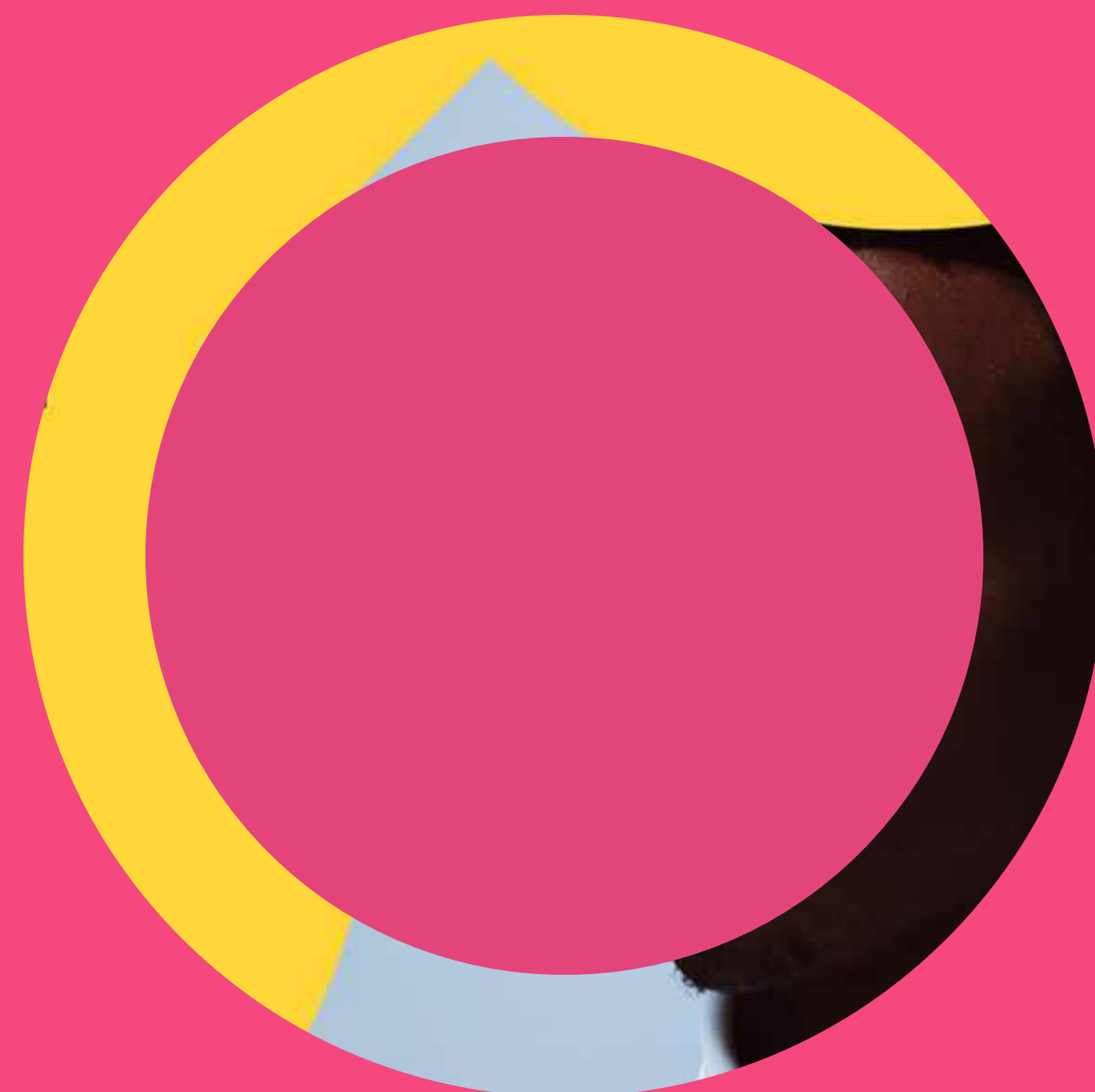


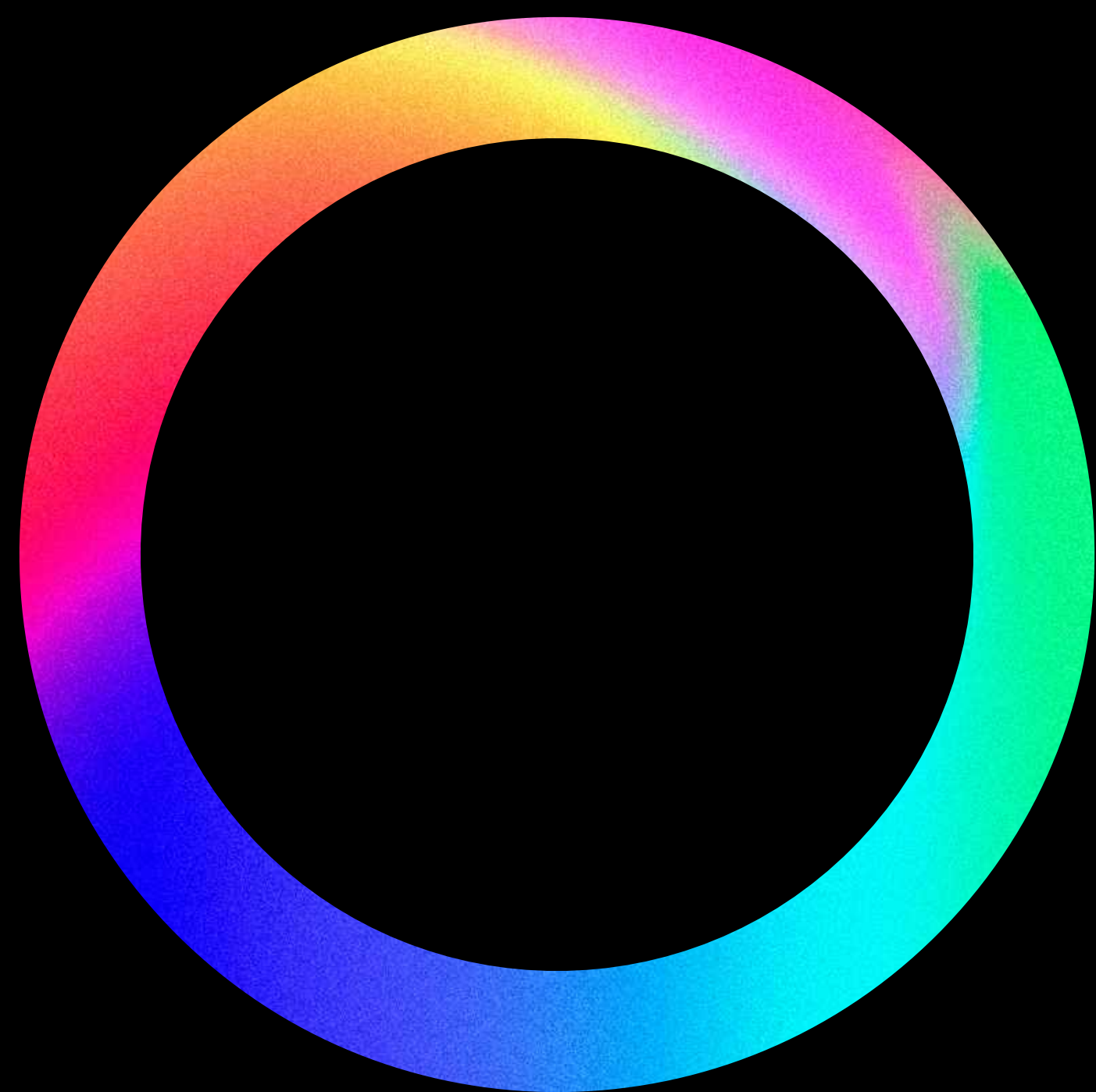


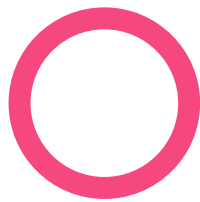






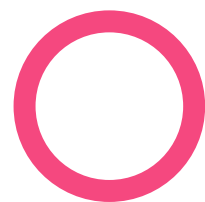






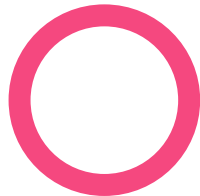
Logo Guidelines



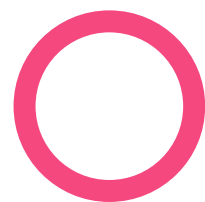


Logo Guidelines





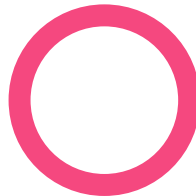




Logo Guidelines

The logos should ideally be used in white on our brand colors or dark background.







DigitalCook



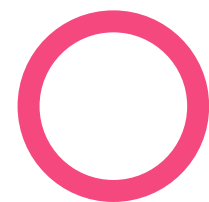
DIGISYS
By DigitalCook



WIPING
By DigitalCook

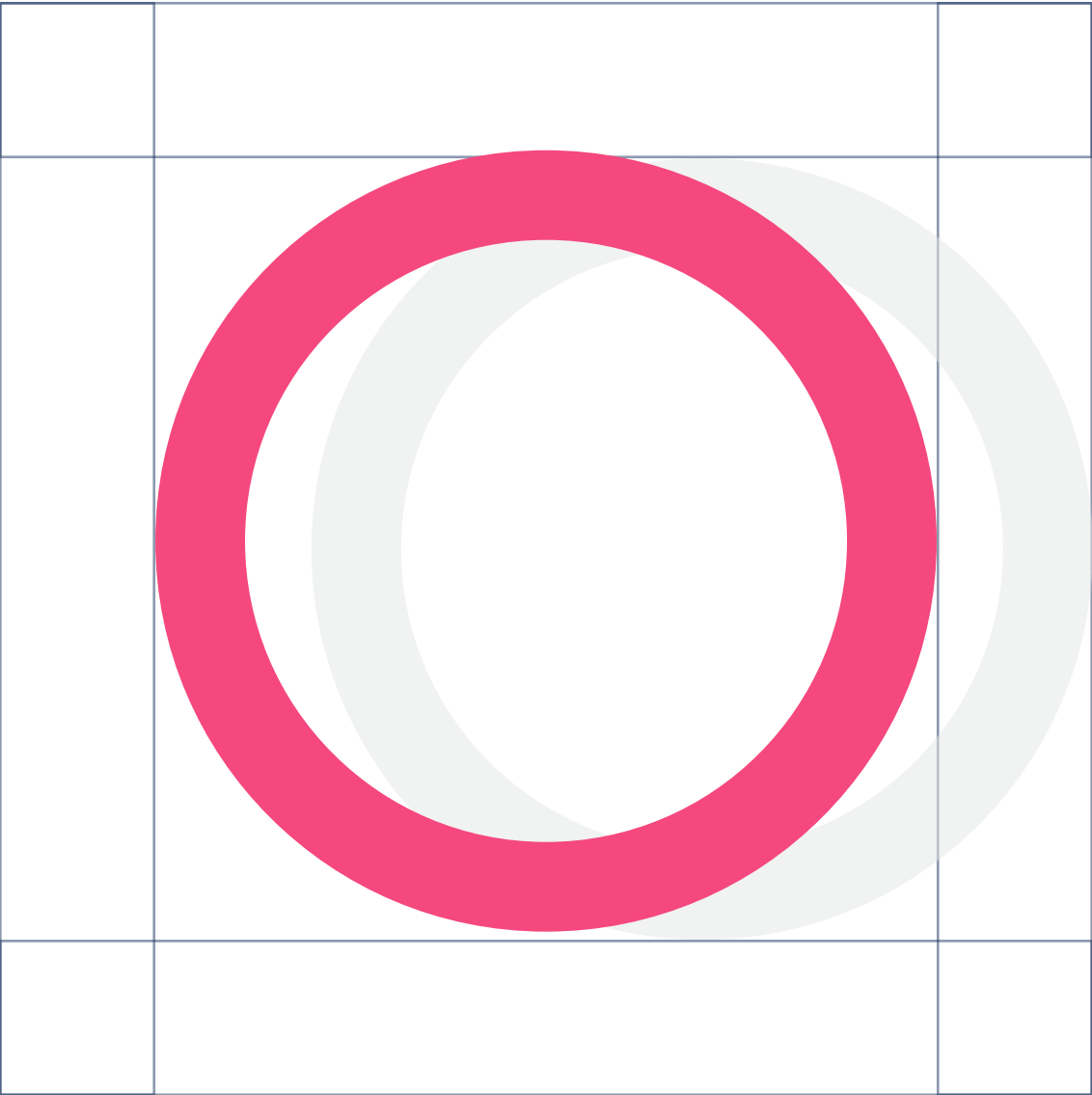


EDUTECH
By DigitalCook



Logo Guidelines

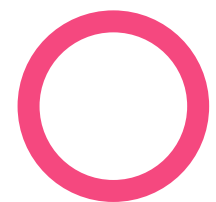
Logo mark
Spacing





Section

Font Pairings



Font Pairings

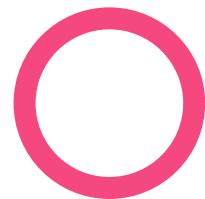
Primary Typeface

Visby CF

Secondary Typeface

Aileron

Visby is a geometric typeface inspired by the stark beauty and crisp air of the Arctic. Friendly and charismatic in lowercase; sophisticated and authoritative in uppercase. Hard lines and sharp corners mesh with smooth, rounded letterforms, while humanist nuances add a little warmth.



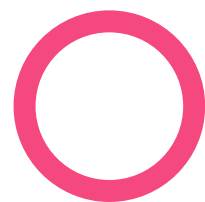
Font Pairings

Primary Typeface

visby[®]
sans·serif

Primary Typeface

gitalcoo



Stick to the plan.

F Y I

Too much money
in too few places
only puts a smile
on particular faces

G E T

O N

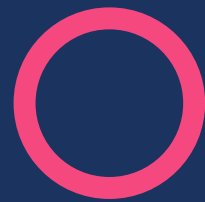
U P I

'Triple TOKYO VERMONT Quartet'

Written by Steve Reich in
1998. Commissioned by
and dedicated to the Kronos
Quartet. Premiered on May
22, 1999 in the Kennedy
Center, Washington DC.

C O U N T E R

P O I N T



Section Image Guidelines

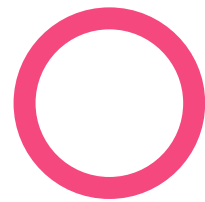
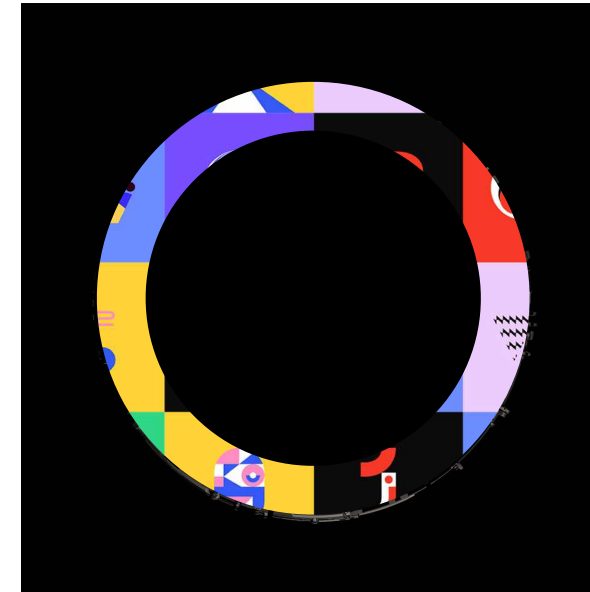


Image Guidelines



Moodboard



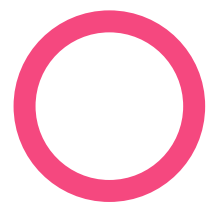
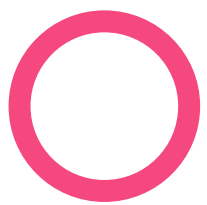
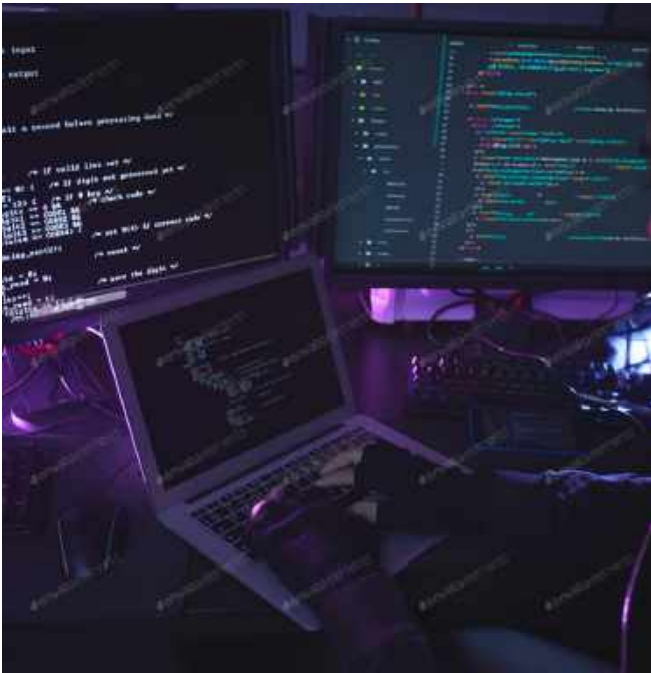
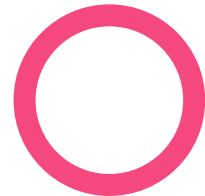


Image Guidelines

Moodboard

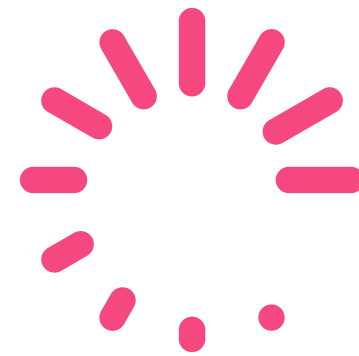
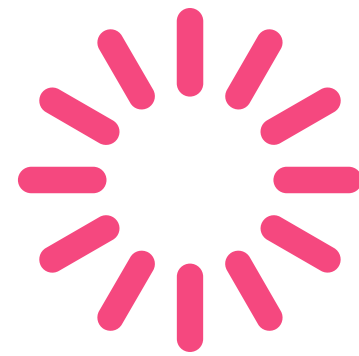




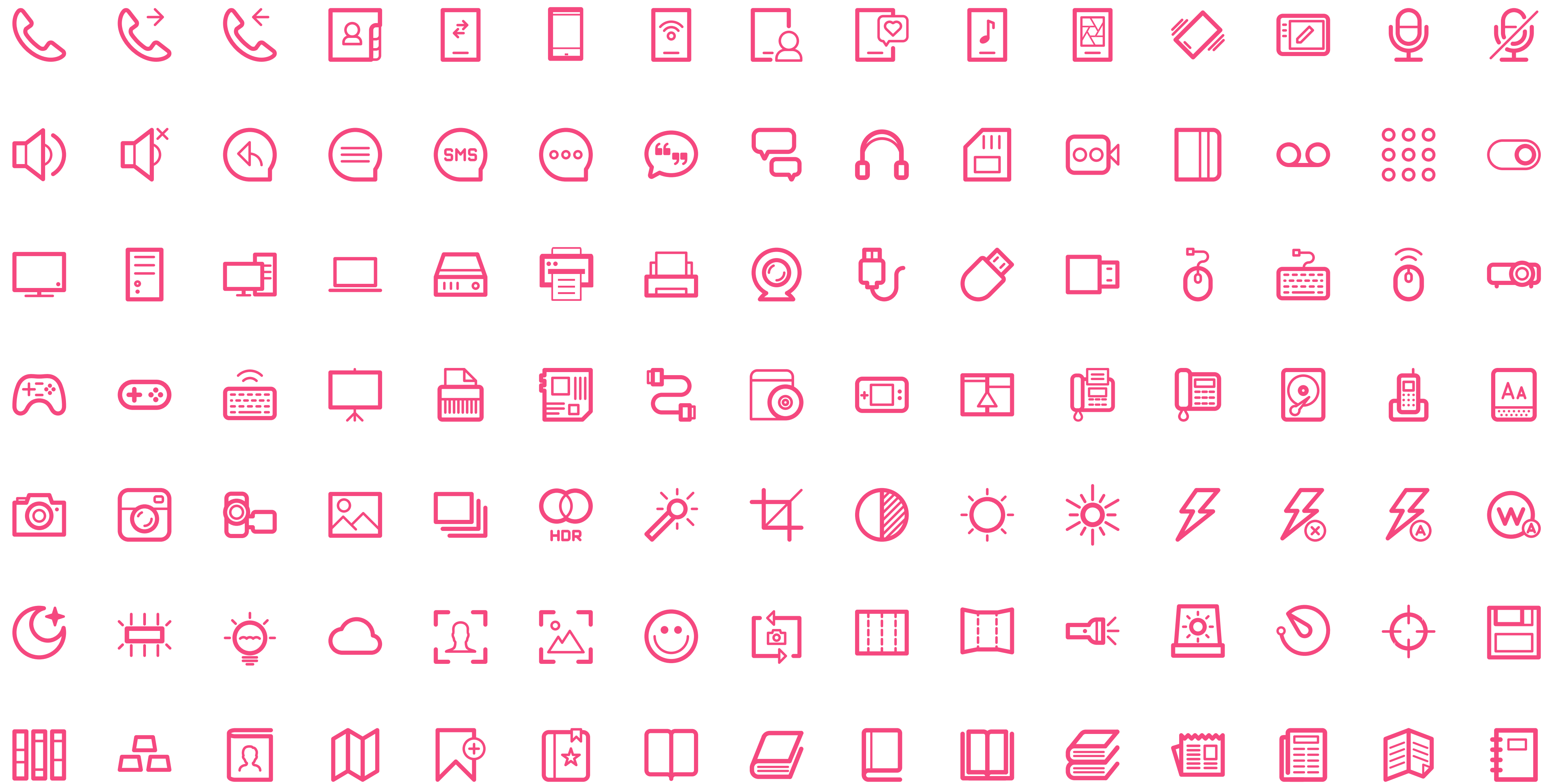


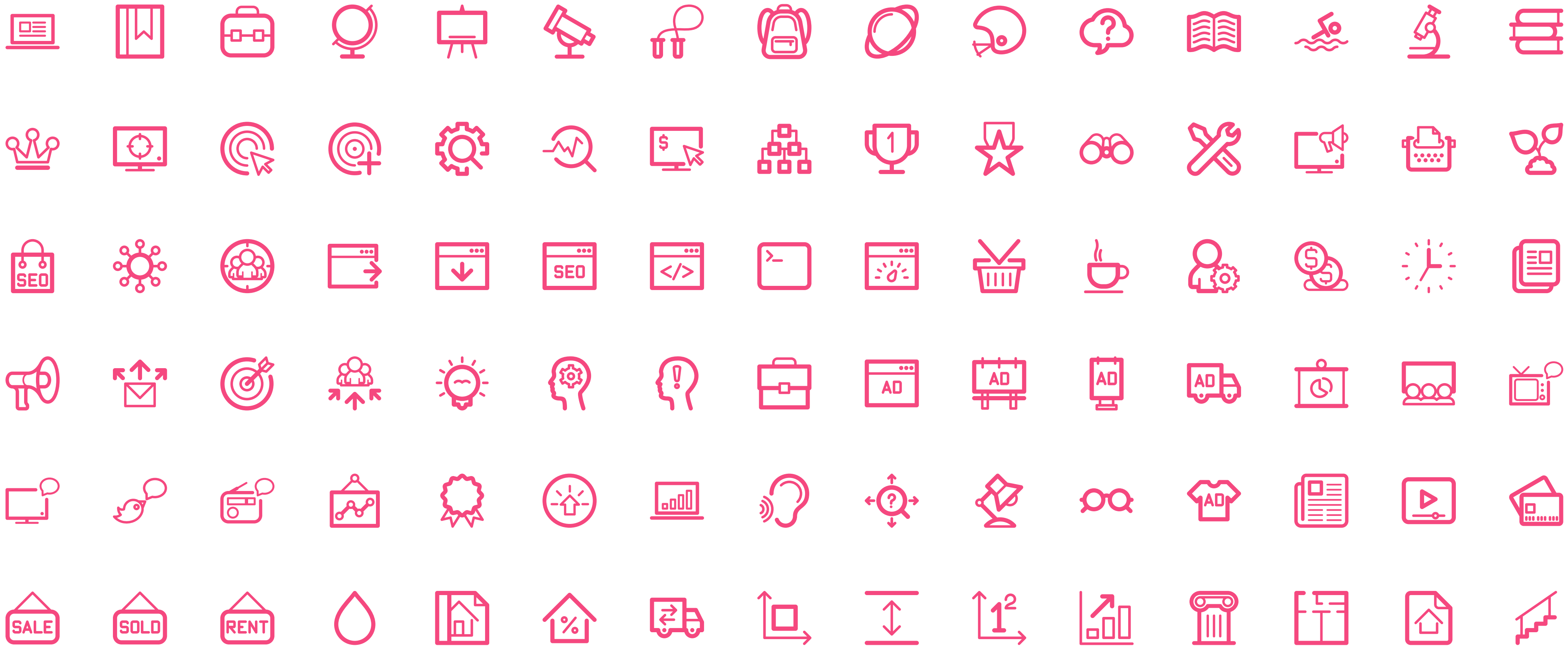
Section

Digital Application

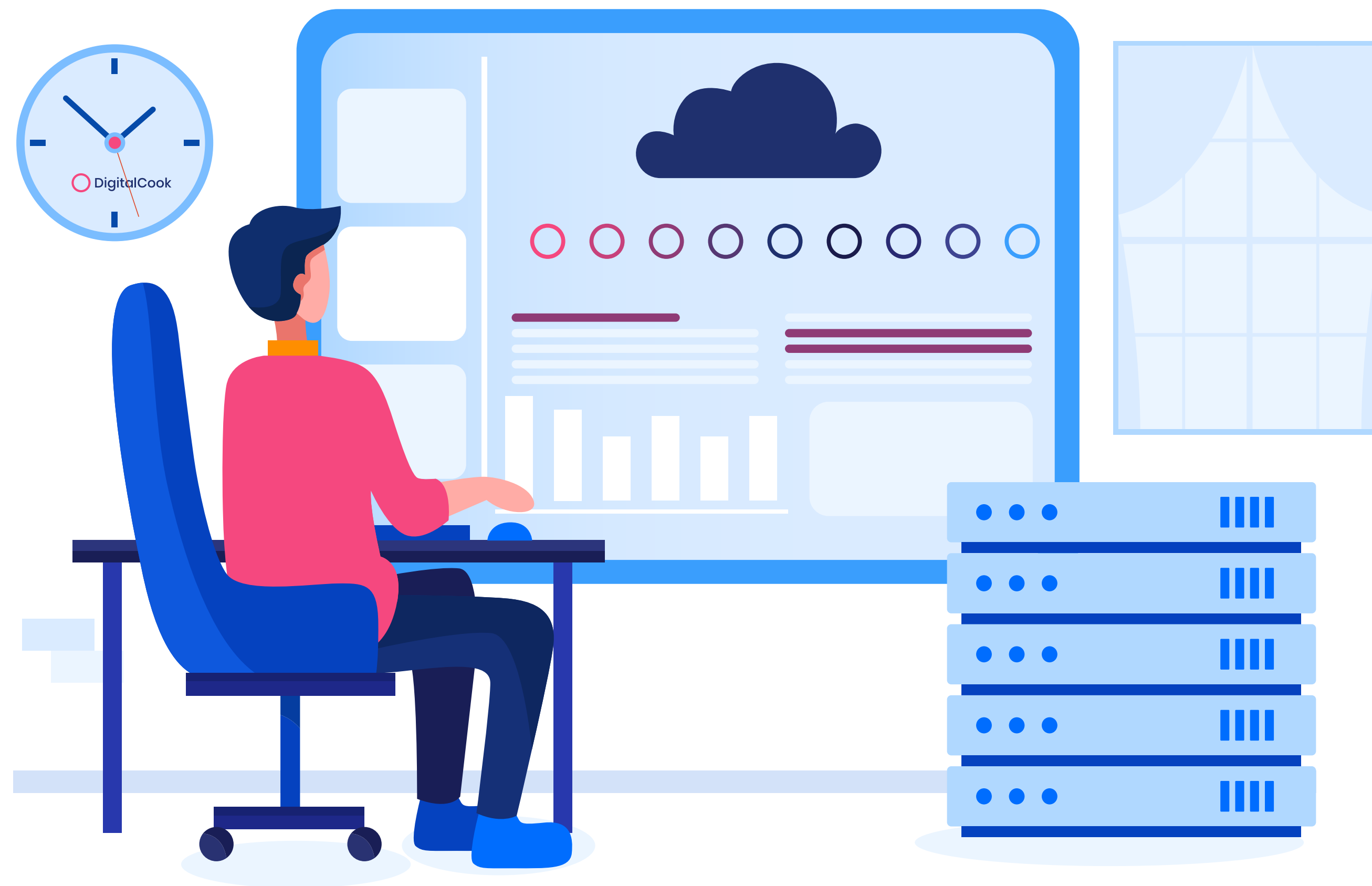


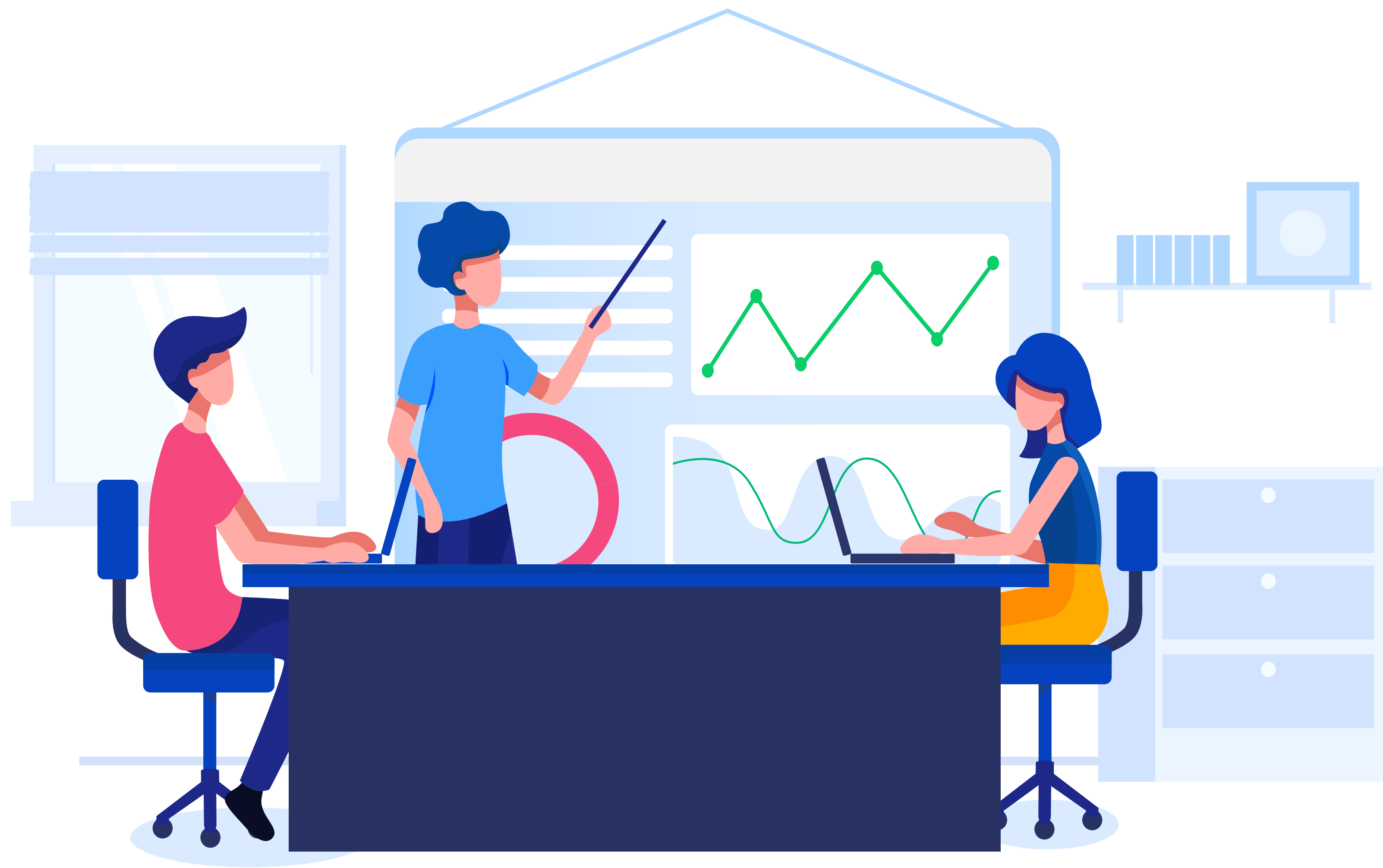


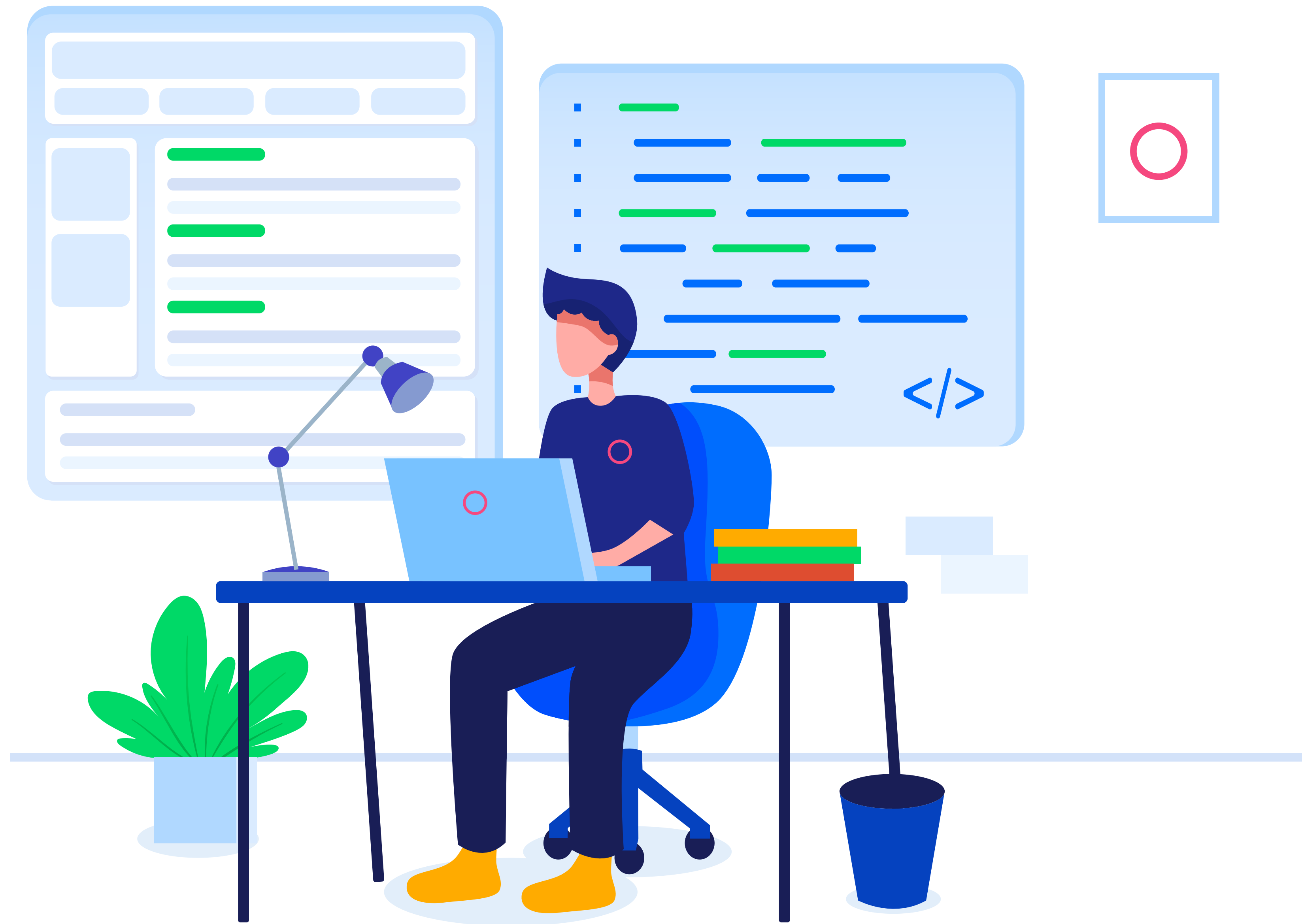




Section **Illustrations**







Web Design

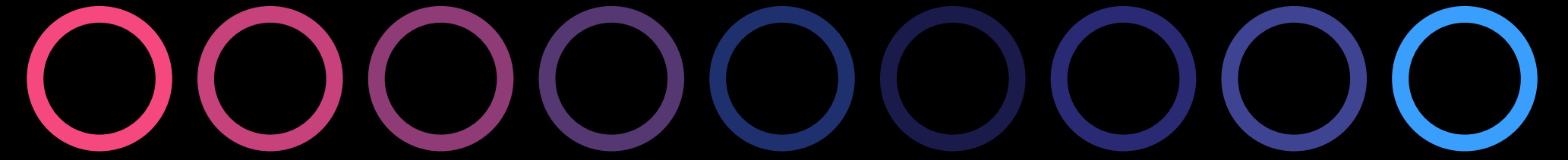


Brand Guidelines



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Thank You