



Logo & Brand Identity Guidelines

1 Logo Specifics

Official Logo



Official Solo Graphic

The Dataspeed Inc. abstract "DS" road logo may be used in instances only where the full graphic + text logo is used prior to on the same piece of material.



Logo Clear Space

White padding indicates the clear space for the logo. Other graphic elements should not encroach into this space.

For a scaled guide, use the lower case letter "l" in the word "mobile" as a measure all the way around.



2 Typeface Details

The Typeface Family

Two font styles are used for the logo. One from the Selawik family and the other from Myriad Pro family.

The Selawik family consists of 5 typeface widths: Selawik Light, Selawik Semilight, Selawik Regular, Selawik Semibold and Selawik Bold.

The Myriad Pro family consists of over 35 variations including numerous weights, italicization, and various widths.

When to Use:

Selawik Regular is the primary font used for the company name logotype/logo wording. It is used in capitalization for the company name, and the "inc." The copyright symbol is also in this font, as Myriad Pro does not support this symbol.

When to Use:

Myriad Pro (Light) is the secondary font used in the logo tag line. It is to be used for all forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Selawik (Regular)



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%^&*()

Myriad Pro (Light)



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%^&*()

3 Color Specifications

Primary Colors

Dataspeed Green and Dataspeed Grey are the two primary branding colors seen in the logo. Dataspeed Green is seen in the upper left half of the graphic and in the second half of the company name.

Dataspeed Grey is seen in the upper right half of the graphic, in the first half of company name and in the full tag line. These two colors are should be dominant in all marketing materials.

Pantone 361C
(Dataspeed Green)



PROCESS C83 M0 Y68 K29
SCREEN R30 G181 B58
WEB HEX #1EB53A

Pantone 431C
(Dataspeed Grey)



PROCESS C9 M3 Y0 K56
SCREEN R102 G109 B112
WEB HEX #666D70

Secondary Colors

Dataspeed Dark Green and Dataspeed Dark Grey are the two secondary logo colors. Dataspeed Dark Green is seen in the bottom left half of the graphic and Dataspeed Dark Grey is seen in the bottom right half of the graphic.

Pantone 2258C
(Dataspeed Dark Green)



PROCESS C84 M17 Y100 K4
SCREEN R25 G148 B47
WEB HEX #19942F

Pantone 425C
(Dataspeed Dark Grey)



PROCESS C66 M55 Y53 K28
SCREEN R84 G89 B91
WEB HEX #54595B

Accent Colors

These accent colors may be utilized in marketing materials such as website design, brochures, banners, etc.

White



PROCESS C0 M0 Y0 K0
SCREEN R255 G255 B255
WEB HEX #FFFFFF

Pantone 421C



PROCESS C31 M25 Y25 K0
SCREEN R178 G178 B178
WEB HEX #82B2B2

Pantone 2299C



PROCESS C51 M0 Y100 K0
SCREEN R139 G197 B63
WEB HEX #8BC53F

Black



PROCESS C75 M68 Y67 K90
SCREEN R0 G0 B0
WEB HEX #00000

4 Logo Styles

Primary Full Color

This is the primary logo. This is your main go-to version of the logo, except for limited exceptions below.



Full Tone Grey-scale

The grey-scale version can be used for higher quality, but still B/W printing.



Solid Black

The solid black logo is only to be used when necessary for B/W applications such as newspaper.



Without Tag line

The logo may be used without the tag line if the application needs a simpler format or is a smaller space.



Vertical Alignment

The logo may be rearranged to this specific vertical format should the application require a different layout.



5 Logo Best Practices

Do Not: Logomark

To ensure the logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change or modify any part of the logo.

Some examples of logo misuse are below.



Do Not: Move Graphics

Do not resize or move the graphic.



Do Not: Change Fonts

Do not change any fonts, either in the brand name or the tag line.



Do Not: Resize

Do not stretch or condense the logo. Sizing must be in proportion.



Do Not: Recolor

Do not recolor unless following the black and white guidelines.

