



2022

# **DIGITANDO BRAND**

**ZAGREB**

[www.digitando.net](http://www.digitando.net)



2022

BRAND MANUAL

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MANUAL

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Digitando is a feeling of belief, compassion and a never ending drive to provide our clients with quality products that impact their life in many ways. This never ending desire to make our clients better business providers is something that we preach and believe in.

We strive to set the highest standard of quality in everything we do. We always want to drive towards the next great thing by constantly challenging ourselves to improve and break new ground.

Our passion for our core purpose gives us the courage to reach beyond our comfort zone to try innovative and unconventional ideas. We view honest failure as a learning opportunity for the future.

We've created a positive and inclusive culture that fosters open, honest, and meaningful relationships. We celebrate and embrace our diversity, finding ways for everyone to belong. We invest in each other and we win and learn as a team.

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# Behind the Logo

**Digitando is built by the people who love versatility.**



## Significance of a Logo

A company logo is a symbol of your company's identity. It creates your customers' first impression of your company. The best logos send a message to customers about the company's values, create brand loyalty and give company letterhead, vehicles and signs a more professional appearance.

Some company logos convey a message with no words or explanation required, such as Mr. Clean, who represents strength. Others are fun or memorable once consumers associate the logo with a particular product or service, such as the Aflac duck or Geico gekko. Eventually, consumers get the business logo meaning. Popular logos and brands go hand in hand after the connection is established.

## Types of Logos

The three basic kinds of logos are font-based, literal illustrations and abstract symbols, according to Entrepreneur magazine. Some logos use a combination of these types. Font-based logos consist of just the company name in a carefully chosen font that makes it stand out. Literal illustrations, such as a loaf of bread alongside the name of a bakery, simply send a message about what that company does.

Abstract symbols, such as Nike's swoosh, are immediately identified with the company's brand and image that promotes an athletic way of life. Using just a symbol as a logo is a risky move as it requires customers to immediately associate your company with that symbol, whereas a font-based logo allows consumers to recognize new companies by their name.

## Features of Logos

All of the design choices involved in creating a logo ultimately represent the company in a specific way: as classy, cutting edge, inventive or sincere. Imagery, font and color all work together to create this image. For example, a bakery called "From the Hearth" that wants to create an image of warmth, love and sincerity might use script that looks handwritten for their company name. They might also incorporate hearts, an image of home or other symbols that suggest love and sincerity.

Red could become a predominate color that communicates the image they have in mind. When business owners begin to design logos, it's important to consider how their logo can communicate an image that will attract their target audience and differentiate their company from the competition. They should also consider how this logo will look on business signs, vehicles and packaging.

## Considerations When Creating Logos

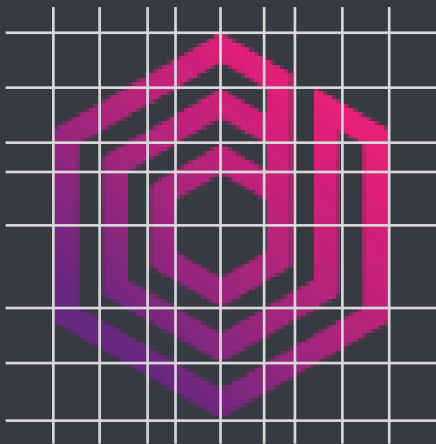
## The Meaning of the Hexagon

The hexagon is the connecting center of universal coherence which ties everything together and links everything back. It teaches you more the more you look at it and reflect on it. It's new mindblowing concepts and thrills and mysteries for those seeking danger, or safe passage home for those seeking a stable center.



## The hexagon has uncanny properties.

First, it solves the tile problem. The hexagon is the shape which covers and creates open area the best while minimizing boundary as (humanly) discovered in 1999 by Thomas Hales. This minimizes the amount of material needed to build these boundaries, hence the use of hexagons by honeybees.



# Logo Variation

## Preachers of Digitalization

Digitando logo has five variations. Two with white background, two with dark background, and one with color background.

It is important for anyone that uses our logo to keep in line with this example. If not the logo will not be validly placed and we will not acknowledge the reason of placing that logo on other companies visual representations.

There are two types of digitando logo one is a gradient of our brand colors and the other is the pure white color logocolor logo that we sometimes use.

The typography is consisted of font named Ubuntu Bold that we use. Colors of typography differ according to the background but there are three types white, black and purple.

Consistent brand in the Croatian and European Market



**DIGITANDO**



**DIGITANDO**



**DIGITANDO**



**DIGITANDO**



**DIGITANDO**

# Logo Placement

## Quality products

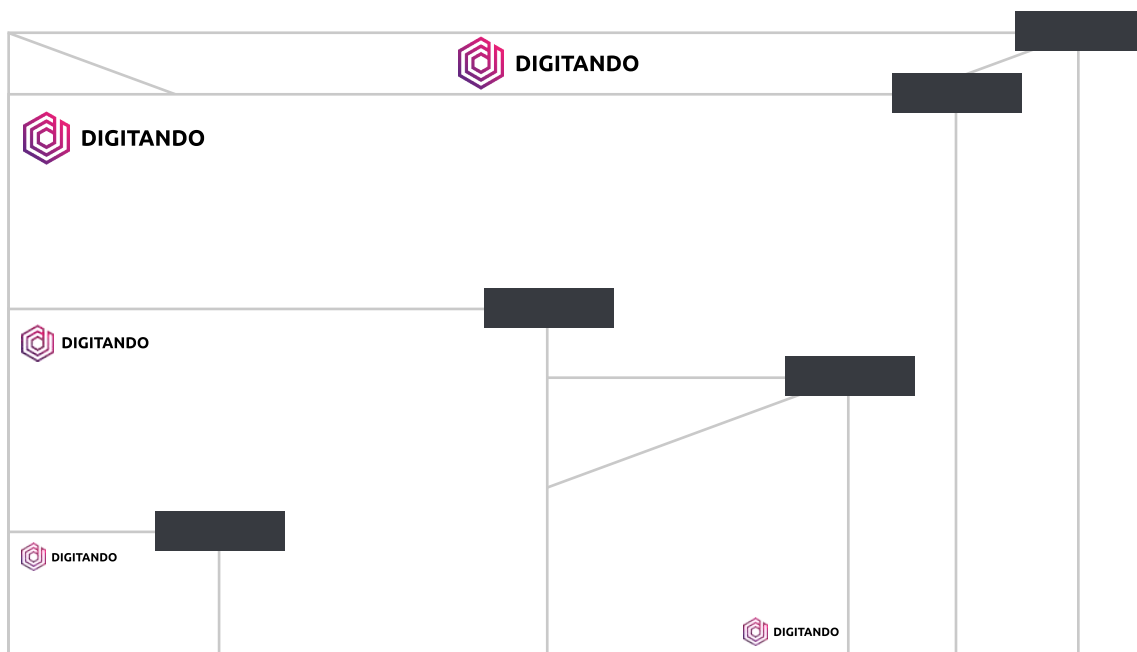


### How to handle our logo?

Logo placement is really important to be able to represent Digitando in the best light. If you are placing our logo onto a Envelopes of different sizes please follow the representations shown lower.

Our logo needs to be visible, and its size should be appropriate to the size of the envelop.

The biggest and smallest envelope has a different design from the others so please follow the design shown lower.



# Color Palette

## The colors of Digitando

Here you can see four main colors that we use in our branding. Two of them are primary colors Midnight color and Red Purple color.

Purple represents wealth, royalty, and richness which also has associations to leadership and revenue.

The color Midnight Purple belongs to the color family Dark Purple. It is of a low brightness and a high saturation.

Other two colors that we use are Black and White.



Colors that we use

**#75247E**

Midnight

**#000000**

Black

**#DF2179**

Red Purple

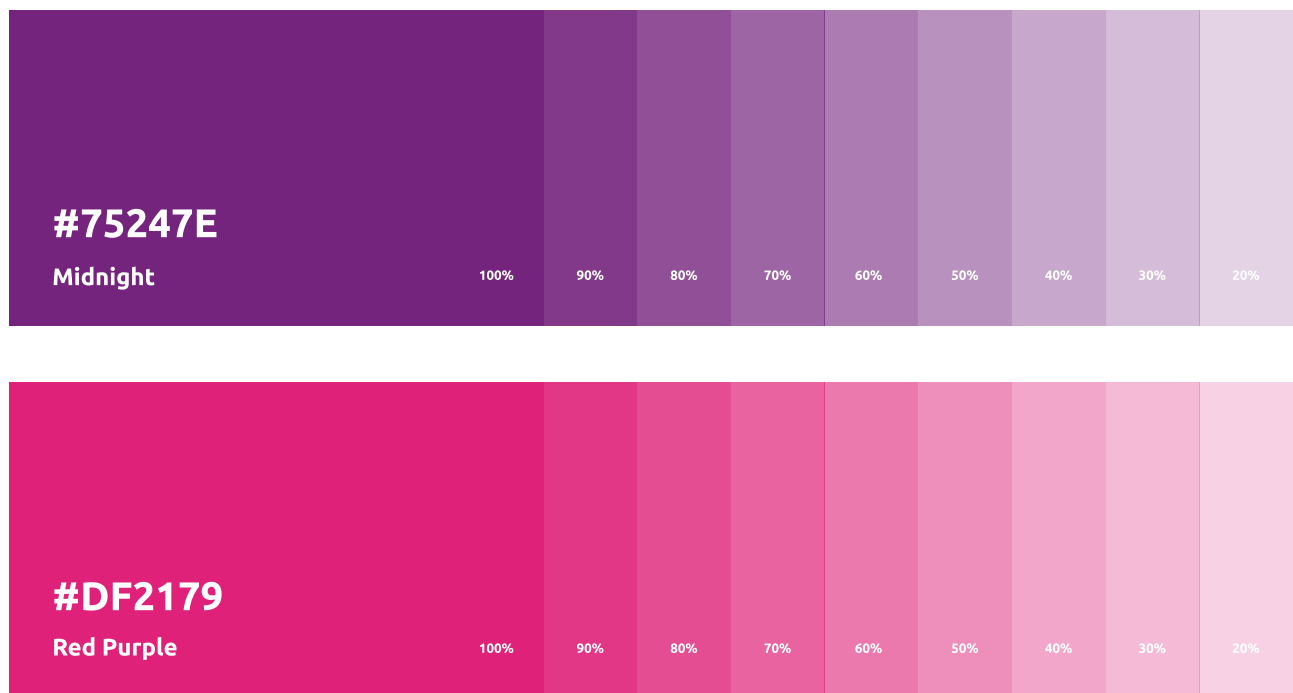
**#FFFFFF**

White



## How to work with our primary colors?

The representation on of our brand and its color tones need to be the same as they are in this document.



# Typography

## Our Typography

We use Ubuntu font predominantly in a bold weight of the letters. It is important to use this font whenever you are representing Digitando as this is our main font.

Glyph

Ubuntu

Character

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
~!@#\$%^&\*()-=\_+[]{}|;:'",./<>?

Styles

- Thin
- Extra Light
- Light
- Regular**
- Bold**

Ubuntu is an OpenType-based font family, designed to be a modern, humanist-style typeface by London-based type foundry Dalton Maag, with funding by Canonical Ltd.

The font was under development for nearly nine months, with only a limited initial release through a beta program, until September 2010. It was then that it became the new default font of the Ubuntu operating system in Ubuntu.

Its designers include Vincent Connare, creator of the Comic Sans and Trebuchet MS fonts.

Aa

The scope of the Ubuntu Font Family includes all the languages used by the various Ubuntu users around the world in tune with Ubuntu's philosophy which states that every user should be able to use their software in the language of their choice. So the Ubuntu Font Family project will be extended to cover many more written languages.

#### Glyph

Ubuntu

#### Character

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~!@#\$%^&\*()-=\_+[]{}|;:'",./<>?

#### Styles

Thin

Extra Light

Light

**Regular**

**Bold**



# Paragraph Styles

Our process defines  
our **products**

Here you can see a few examples of paragraphs made with Ubuntu font. The design of those paragraphs needs to be represented the same on everything that is connected with Digitando.

Titles can have up to three variations of size and color. White, Red purple, Dark and some size differences.

Paragraphs can differ in letter size, and orientation, letter spacing can also differ from paragraph to paragraph.

When you are quoting something, please use the following schematic. Quote design should be the same on everything that is connected with Digitando.



## Title Here

Ecum sum adionse rionecu llati deligent estio dolorpo eosam nata dolorer orendunt volaribusa cullupt atissum as expliatasant eum faccaes abori optatem id quis pa dolorem quiat.

Ecum sum adionse rionecu llati deligent estio dolorpo sandest est volupta speliquatio dolesequam is ni ullest, eosam nata dolorer orendunt volaribusa cullupt atissum as expliatasant eum faccaes abori optatem id quis pa dolorem



## Title Here

Ecum sum adionse rionecu llati deligent estio dolorpo eosam nata dolorer orendunt volaribusa cullupt atissum as expliatasant eum faccaes abori optatem id quis pa dolorem quiat.

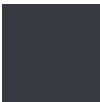
Ecum sum adionse rionecu llati deligent estio dolorpo sandest dolorer orendunt volaribusa cullupt atissum as expliatasant eum faccaes abori optatem id quis pa dolorem quiat.

When working with entries you need to follow the example shown below. The design of entries needs to be the same as one shown.

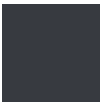
For the rest of paragraph designs use a combination of everything shown. Designs can differ a bit from what we used, but not a lot.









Lam, quiae vide nihilles ad  
Modis volo coribeam ut veliquissit  
Vendian turernatur  
Ignient eiumeni hitior maximust  
Senis doloria doluptatur, cuscipi tatium  
A dit liatibus il ilit omnimus  
Tatae. Nam faciis arum rerchicillor  
Ad quid quis ad moditas volorem  
Oluptatur aut adipsam, con nobitio  
Nsequi officiaero ommosa volorem enitatur



Lam, quiae vide nihilles ad  
Modis volo coribeam ut veliquissit  
Vendian turernatur  
Ignient eiumeni hitior maximust  
Senis doloria doluptatur, cuscipi tatium  
A dit liatibus il ilit omnimus  
Tatae. Nam faciis arum rerchicillor  
Ad quid quis ad moditas volorem  
Oluptatur aut adipsam, con nobitio  
Nsequi officiaero ommosa volorem enitatur



-  Lam, quiae vide nihilles ad
-  Modis volo coribeam ut veliquissit
-  Vendian turernatur
-  Ignient eiumeni hitior maximust
-  Senis doloria doluptatur, cuscipi tatium
-  A dit liatibus il ilit omnimus

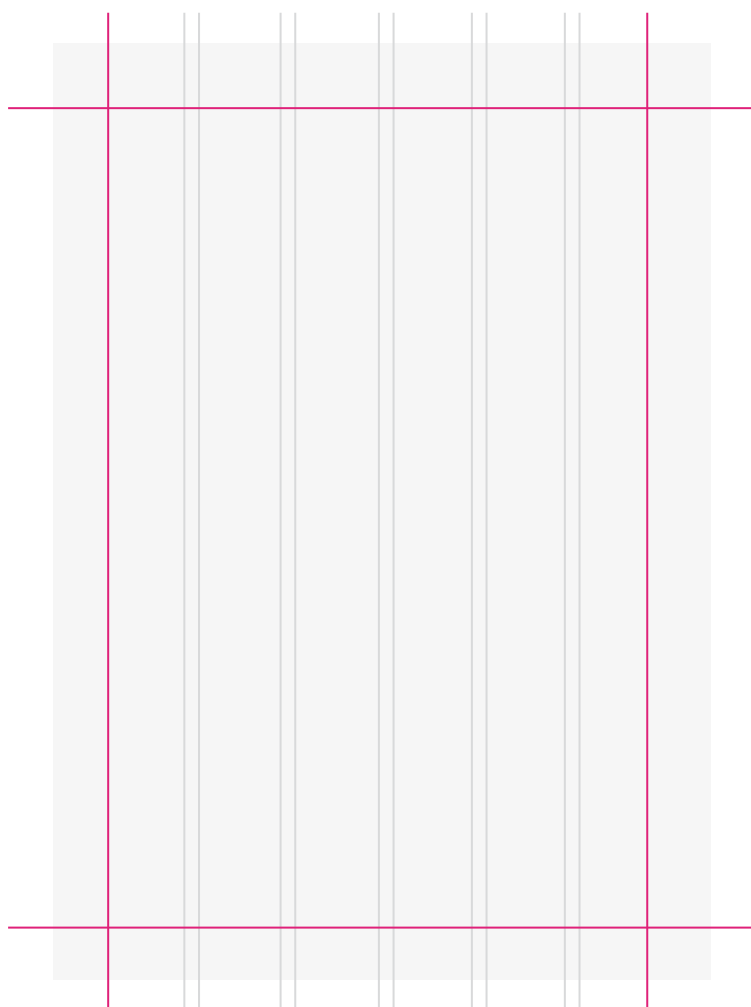
# Grid System

## Digitando Documents

Here you can see how we work with our documents. Every document needs to have the same margin. We are using a margin of 20px for all the content shown in our documents. The designs can go out of margins shown.



How we design documents?

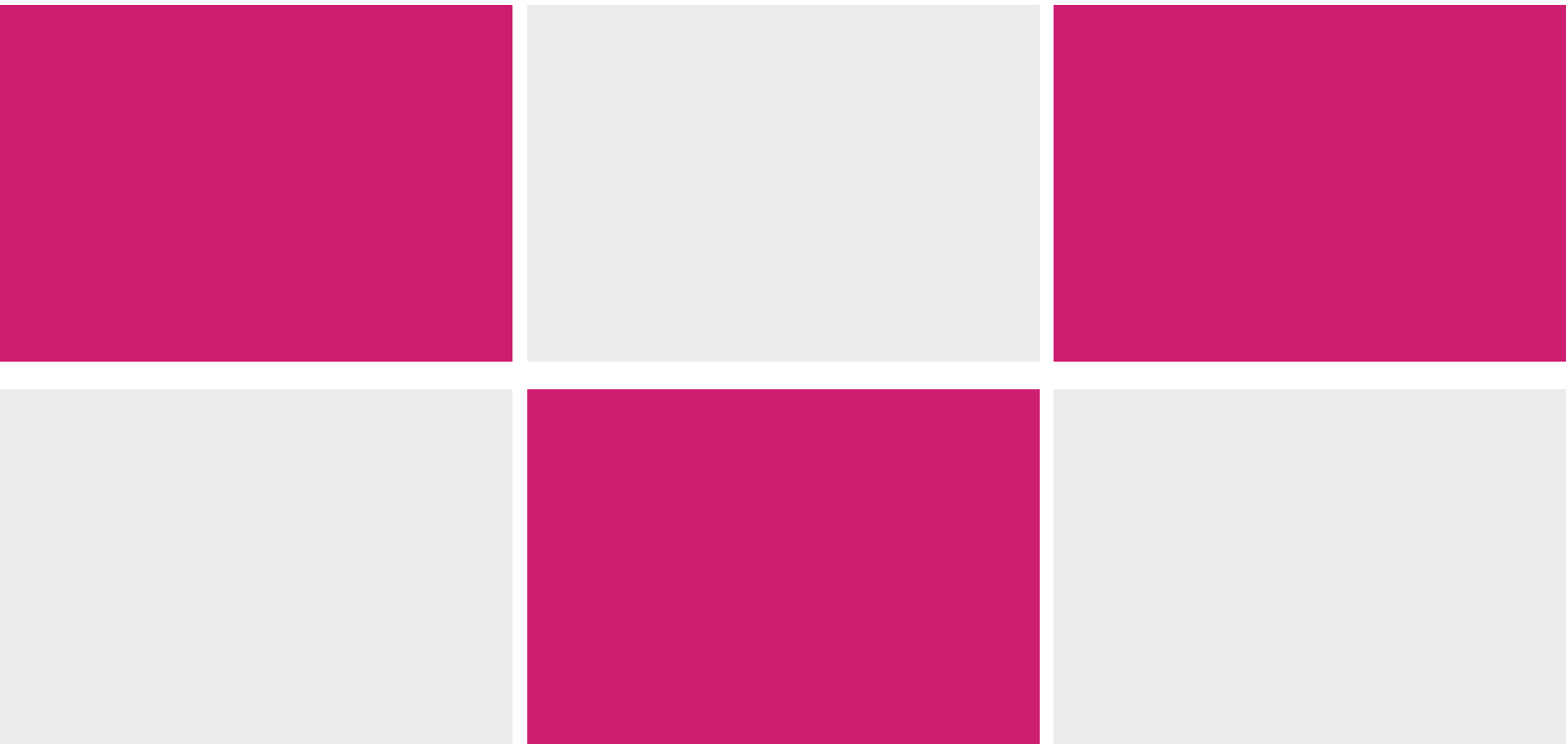


Margins in documents



# Image Style

## Images we use



When working with images we use color overlays. The color we use is Red Purple. When making a gallery please use the design shown in the upper part of this page.

The images we are using are more of a darker part, and have technology theme.



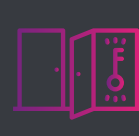
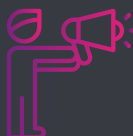
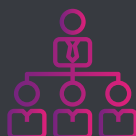
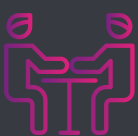
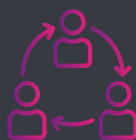
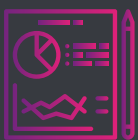
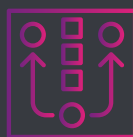
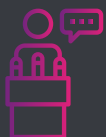
# Iconography

## Icons we use

As graphic symbols, computer icons help users quickly and easily identify what they need or want. The use of icons also provides a more appealing visual representation, which makes them more enjoyable to use than traditional text-based links.

In today's modern context, an icon is an image on the computer screen that represents an application, a capability, or some other concept or specific entity with meaning for the user. For example, on a computer with an operating system from Microsoft or Apple, the icon for the recycle bin -- or where files go when they are deleted -- is represented by the image of a small trash bin.

On a webpage, an icon represents the topic or information category of another webpage. Frequently, the icon is also a hypertext link to that other page. Icons are typically gathered in one or two places on a page, either as separate graphic files or as a single image map.

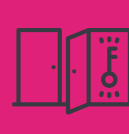
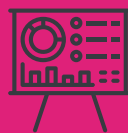
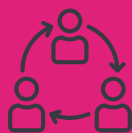
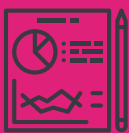
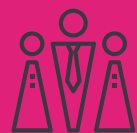
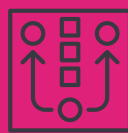




In today's age of technological advancement, most people recognize the word icon as referring to a small selectable or nonselectable image representing or leading to something else in a computer's graphical user interface (GUI) or on the web.

The original and other still used definition of icon is a person or thing widely admired, especially for having great influence or significance in a particular sphere. Icon was derived from the Greek eikōn or eikēnai, which means "to seem or to be like." Often the context was religious paintings from the Eastern Orthodox Church.

Icons that we use are minimalistic, colors are the same as the ones we use in the Color palette. We are using even more icons, but these ones are the main ones.



# App Grid System

## How our apps look?

Here you can see how our apps look in general. Main points to take from this are logo placement, colors, menu placement.



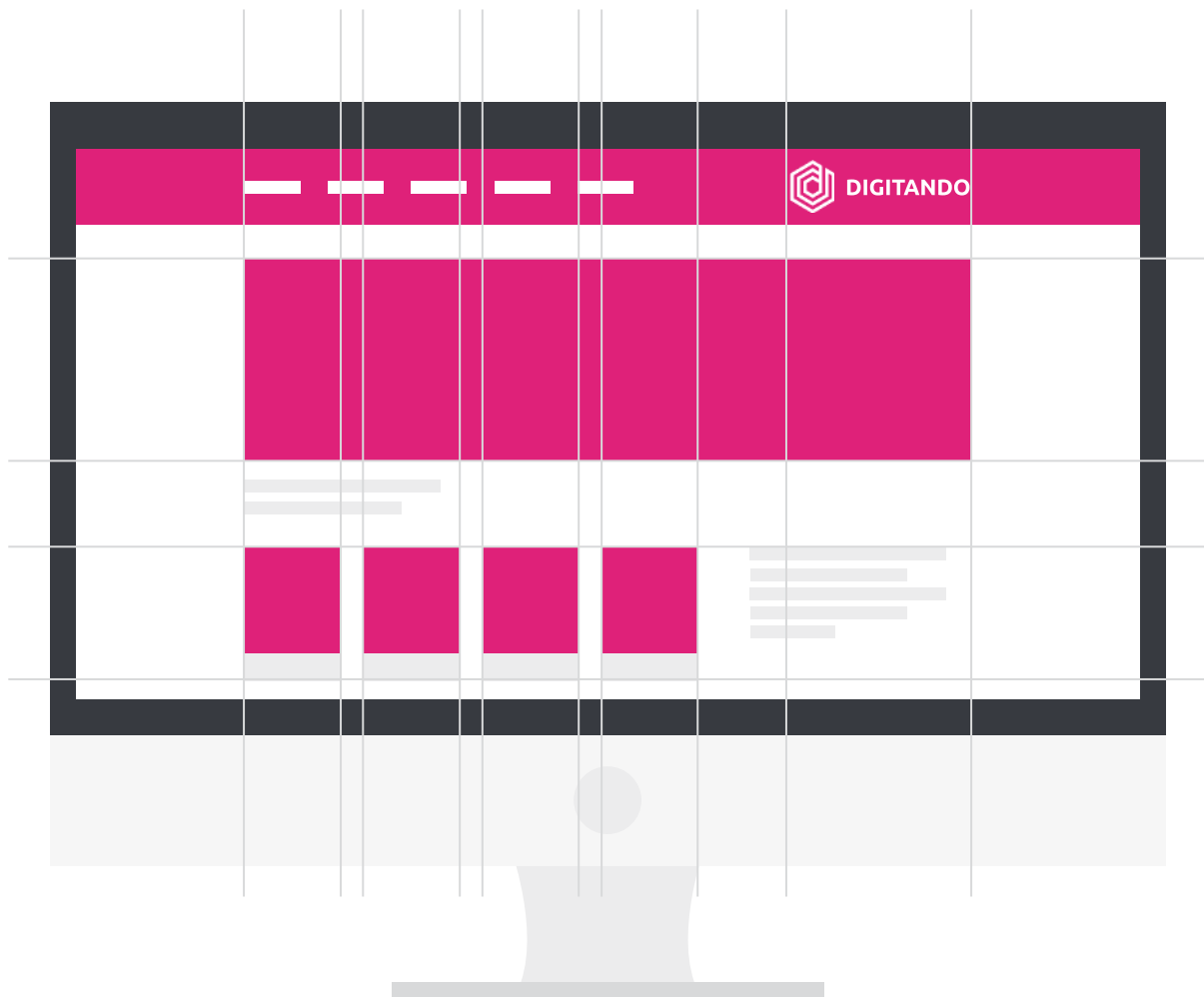
# Website Grid

The design of our  
website can be seen  
at [www.digitando.net](http://www.digitando.net)

A website is a collection of publicly accessible, interlinked Web pages that share a single domain name. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes.

Together, all publicly accessible websites constitute the World Wide Web.

Although it is sometimes called “web page,” this definition is wrong, since a website consists of several webpages. A website is also known as a “web presence” or simply “site”.





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