



Dublin Tech Summit

Brand and **Design guidelines**

ELEVATE X INTEGRATE X ACCELERATE

Dublin Tech Summit

Unit 1a, Charlotte Quay
Dublin 4, Ireland

e: dublintechsummit.com

w: dublintechsummit.com

t: +353 0(1) 0000 000

Dublin Tech Summit

Professional Brand and Design Guidelines

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01 The logo

The DTS20 logo is a refresh of the original brand logo mark that debuted in 2017. The refresh keeps the distinctive 'X' and abbreviates to 'DTS' allowing for more flexibility with the logo mark. We refined our brand colours to focus on a more web based colour palette.

- ✓ The logo
- ✓ Logo version
- ✓ Logo sizing
- ✓ Logo usage

THE LOGO

Primary logo

Gray logo on blue background

01 // The logo mark

The refreshed logo symbol keeps the 'X' and abbreviates to 'DTS' allowing for more flexibility with the logo mark.

02 // The logotype

We have taken the text out of the logo mark for improved legibility



LOGO VERSIONS

Brand colour variations based on the primary colour palette

Logo A

Primary blue option

Logo B

Primary blue option on graybackground

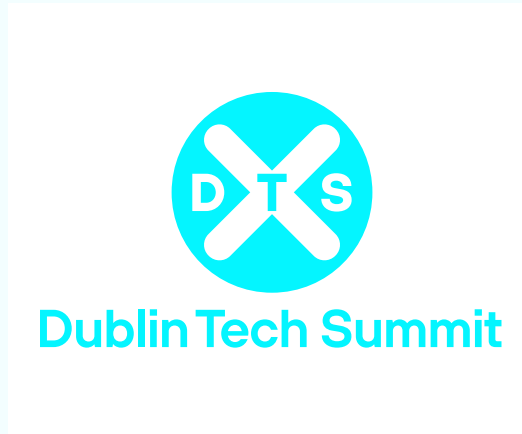
Logo C

Gray option

Logo D

Gray option on Blue background

Logo A



Logo B



Logo C



Logo C



THE LOGO MARK

Primary logo mark

DTS logo mark for internal use only



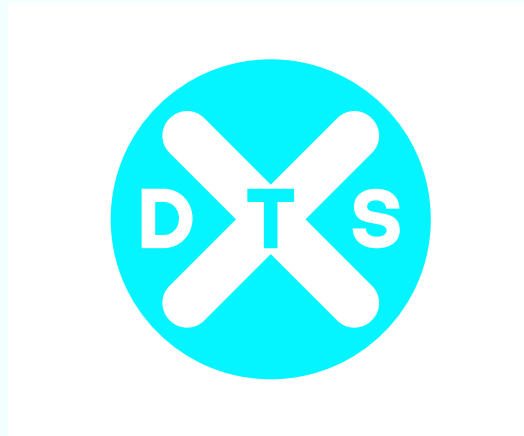
LOGO MARK VERSIONS

Brand colour variations based on the primary colour palette

Logo A

Primary blue option

Logo A



Logo B



Logo B

Primary blue option on gray background

Logo C



Logo C



Logo C

Gray option

Logo D

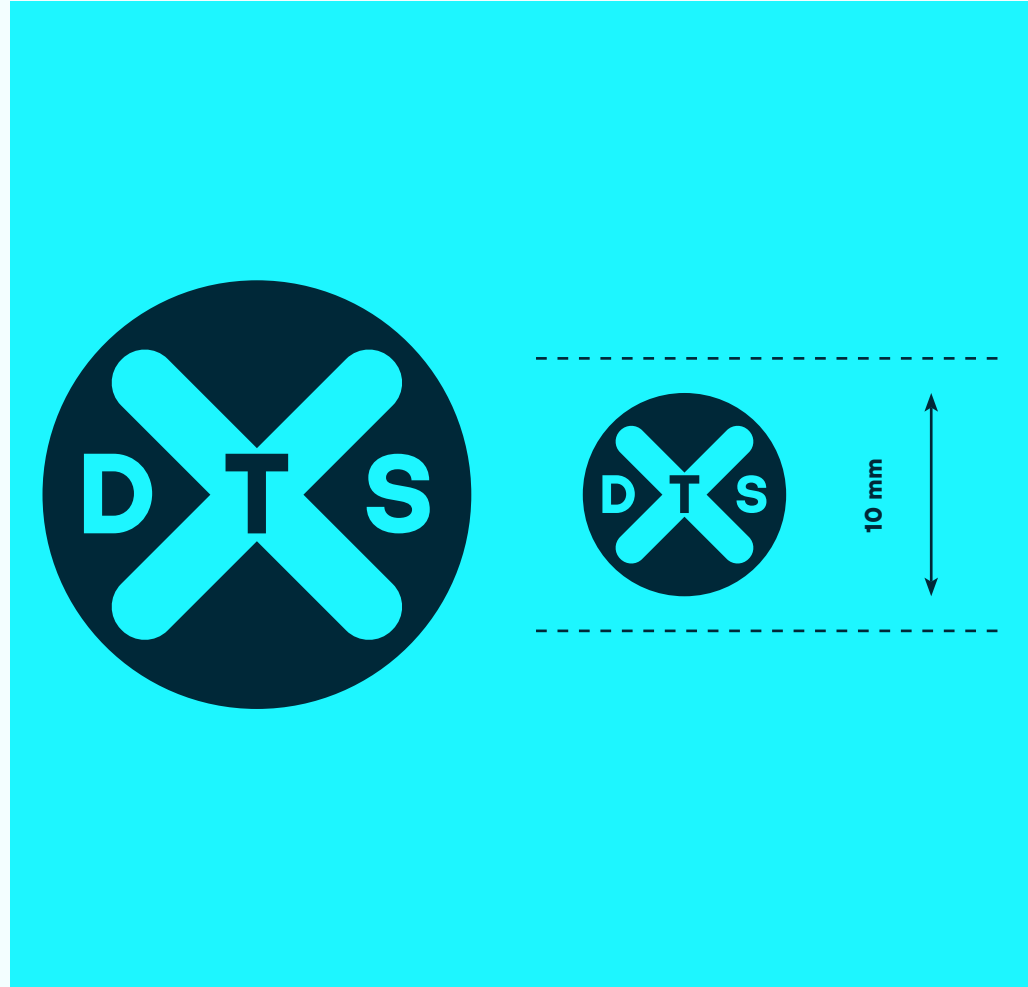
Gray option on Blue background

LOGO SIZING

The minimum height

The logo mark should never be less than 10mm in diameter.

It is critical that the logo is not stretched vertically or horizontally (all ratio 1:1).

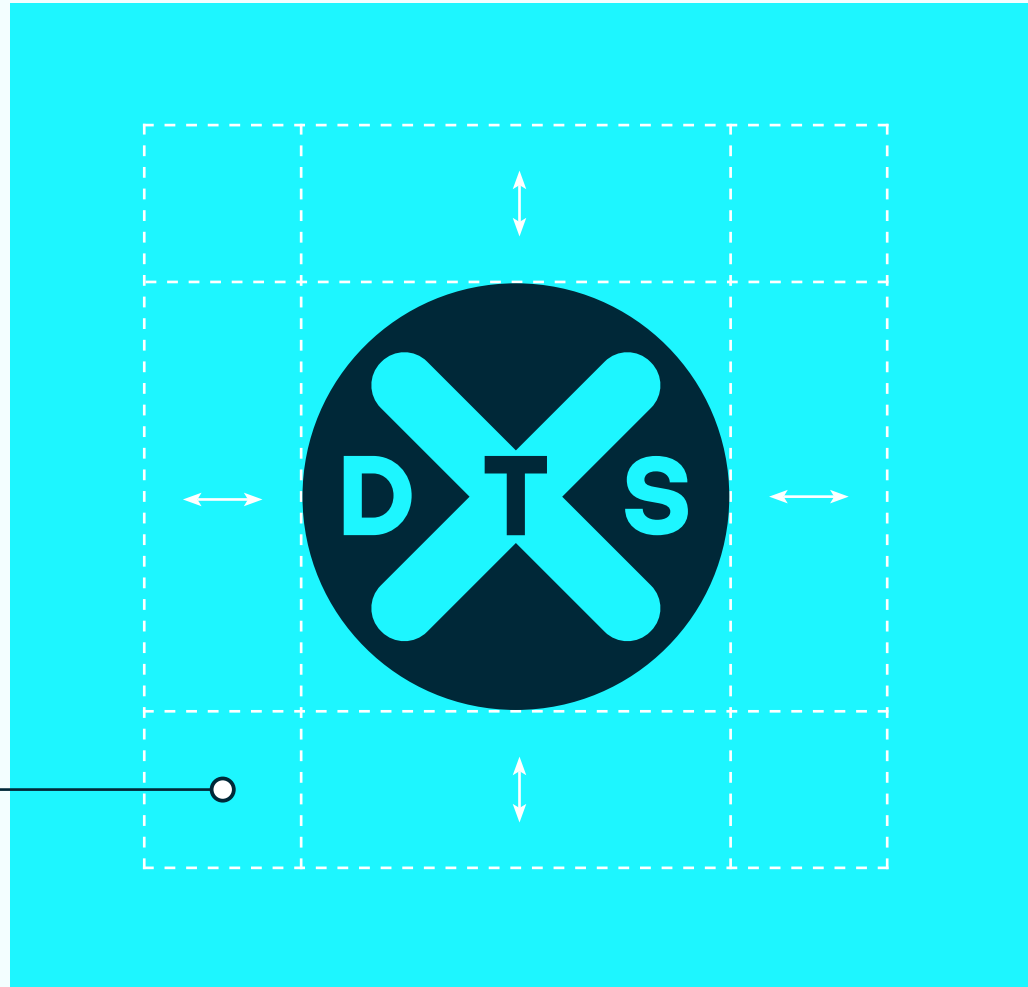


LOGO USAGE

Isolation area

Isolation area should never be less than half of the applied diameter.

Isolation area 50% of logo diameter





02 Typography

We chose sans serifs with recognisable patterns and geometry that are suited for solving visual problems in an evolving technology sector. TT Hoves and Poppins have distinct and similar characteristics that suit this evolving sector.

- ✓ Primary fonts
- ✓ Secondary fonts
- ✓ Hierachy

TYPOGRAPHY

Font: TT Hoves

TT Hoves has a distinct character, but without too bright bursts or kinks—it's not too neutral and is moderately bright. We wanted to create a sans serif with recognizable patterns and geometry that would be perfectly suited for solving visual problems in such areas as architecture, design, industry, science, astronomy, drawing, high tech, research, space, statistics.

Fonts specification

FONT NAME : TT HOVES
 STYLES : FAMILY OF 20 FONTS
 DESIGNER : TypeType

Link for download

myfonts.com/fonts/type-type/tt-hoves

Primary fonts

TT Hoves

AaBbCcDdFfGgHh

123456789@!\$%&#

Light

ABCD FEGHIJKLM
 NOPQRSTU VWXZ
 0123456789

Regular

ABCD FEGHIJKLM
 NOPQRSTU VWXZ
 0123456789

Bold

ABCD FEGHIJKLM
NOPQRSTU VWXZ
0123456789

Italic

ABCD FEGHIJKLM
NOPQRSTU VWXZ
0123456789

Medium

ABCDFEGHIJKLM
 NOPQRSTU VWXZ
 0123456789

Thin

ABCDFEGHIJKLM
 NOPQRSTU VWXZ
 0123456789

TYPOGRAPHY

Font: Poppins

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Fonts specification

FONT NAME : POPPINS
STYLES : FAMILY OF 18 FONTS
DESIGNER : Ninad Kale

Link for download

fonts.google.com/specimen/Poppins

Secondary fonts

Poppins

AaBbCcDdFfGgHh

123456789@!\$%&#

Light
ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

Regular
ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

Bold
ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

Extra Light
ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

Semi Bold
ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

Black
ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

HIERACHY

Fonts hierachy

Examples of fonts in use

HEADING - H1 **TT Hoves Medium 46 pt / 48**

AaBbCcDdFfGgHhJj
123456789@!\$%&#!>

HEADING - H2 **TT Hoves - 25 pt / 27**

AaBbCcDdFfGgHhIiJjKkLlMmNn
123456789@!\$%&#!>

SUBTITLE **TT Hoves - 12 pt / 16**

AABBCCDDFFGGHHIIJJKLLMMNN
123456789@!\$%&#!>

BODY COPY **TT Hoves - 9.5 pt / 12.5**

AaBbCcDdFfGgHhIiJjKkLlMmNn
123456789@!\$%&#!>

BODY TEXT **TT Hoves - 8 pt / 12**

AaBbCcDdFfGgHhIiJjKkLlMmNn
123456789@!\$%&#!>

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03 The colours

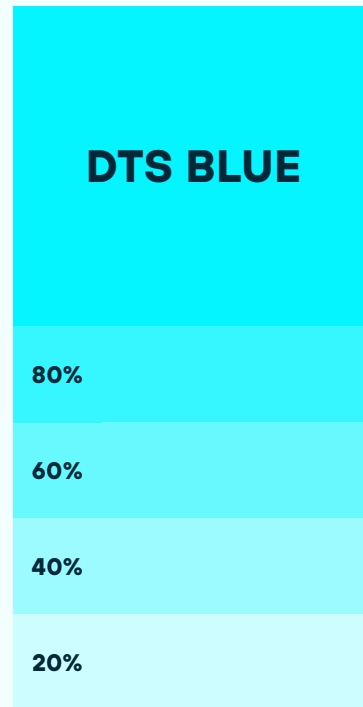
We refined our brand colours to focus on a more web based colour palette.

- ✓ Colours Usage
- ✓ Logo Colours

COLOR USAGE

Primary colors system

Primary colour palette



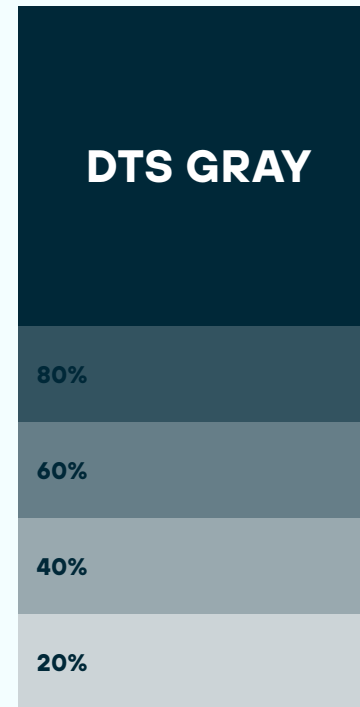
COLOR CODE

CMYK : C:**85** M:**0** Y:**19** K:**0**

Pantone : **3125 U**

RGB : R:**4** G:**245** B:**255**

Web : **#04f5ff**



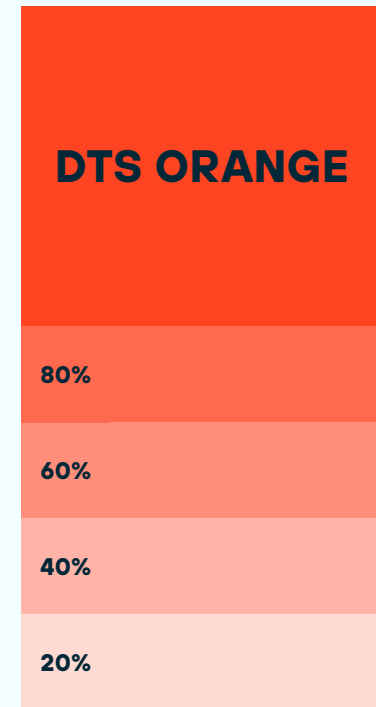
COLOR CODE

CMYK : C:**95** M:**70** Y:**50** K:**60**

Pantone : **303 C**

RGB : R:**0** G:**40** B:**56**

Web : **#002938**



COLOR CODE

CMYK : C:**85** M:**0** Y:**19** K:**0**

Pantone : **172 C**

RGB : R:**255** G:**68** B:**34**

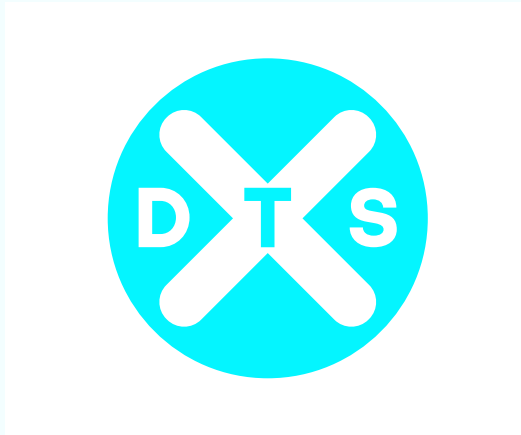
Web : **#ff4422**

LOGO COLORS

Background colors

Primary colour palette

White Background



DTS Blue Background



White Background



DTS Grey Background





We love
What we do

Dublin Tech Summit

Unit 1a, Charlotte Quay
Dublin 4, Ireland

e: dublitechsummit.com

w: dublitechsummit.com

t: +353 0(1) 0000 000