



DATATHINGS

Brand Guidelines

Version 1.0 | 2023

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Introduction



“Driven by emerging technologies, like the Internet of Things, cyber-physical systems, and the so-called Industry 4.0, our businesses are becoming more and more complex every day. This makes taking sustainable operational decisions hard, especially when they need to be taken in live. At DataThings we believe that the large amount of data collected today from various sources has the potential to help you to better understand your businesses.

Our technology can empower a wide range of fields: health care, transportation systems, building management, Internet of Things, financial sector and nearly every other business that deals with live data. DataThings mission is to develop intelligent software systems to transform your data into actionable and valuable insights to support you in taking the best operational decisions – even in live.”

- Gregory, Assaad, Thomas, Francois
Co-Founders at DataThings

OUR MISSION

- For many years we are driven by the obsession to bringing outstanding value through data-related services to our customers.

OUR VISION

- Data analytics and machine learning are today game changers for our society as well as organizations and their business models.
- We believe that our contribution in this technological field with state-of-the-art solutions delivering optimum performance enables to deliver strategic competitive advantages to our clients.
- Modern businesses need software that keeps them invaluable.

OUR START-UP

- The growth and evolution of our startup requires the consolidation and development of our team.
- At DataThings, you need: an idea, a little imagination, and coffee ...



Logo



Our Logo

The DataThings logo consist of a Wordmark & Logo Symbol. Ideally both should be displayed together. The logo can be used in horizontal or stacked form.

Always use the logo files provided. Do not re-create the logo.



2-color horizontal



Reversed white horizontal



1-color stacked



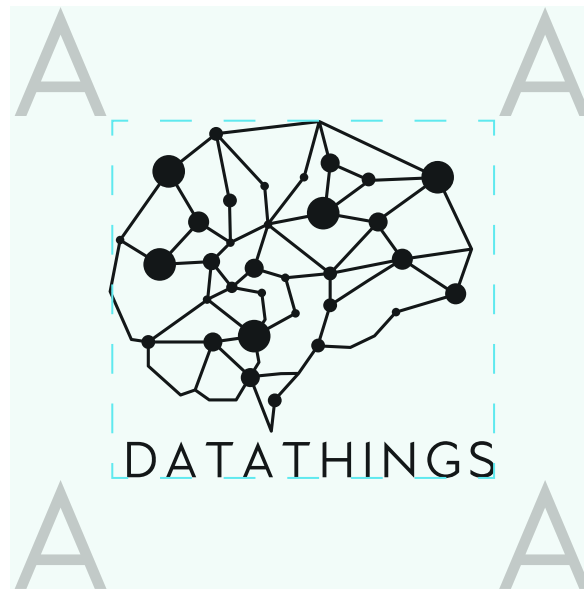
Reversed white stacked



Protection area

Protection area is delimited by a set of margins around a logo that must always be respected, and remain free of intrusion from other graphic elements to ensure their legibility. The Protection area equals the height of the cap letter "A" from the logo.

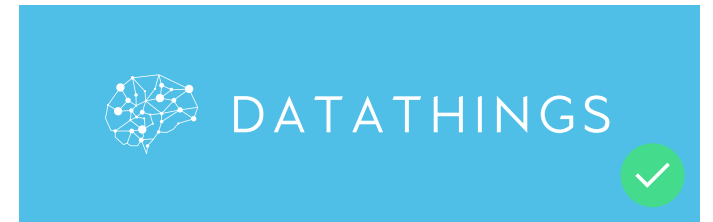
Whenever the logo is used, you must make sure to keep a reasonable free space around the logo to distinguish it from surrounding design elements.



Usage on backgrounds

The DataThings logo should be used preferably on black, white or blue background.

If you place the logo on any other color, make sure that there is enough contrast between the logo and the background. The logo should be always readable.



Do's and Don'ts

The DataThings logo should not be altered. These logo standards apply for all types of media. Make sure to follow these guidelines when using the DataThings logo.



Don't tilt the logo.



Don't distort the logo.



Don't place the watermark after the word mark.



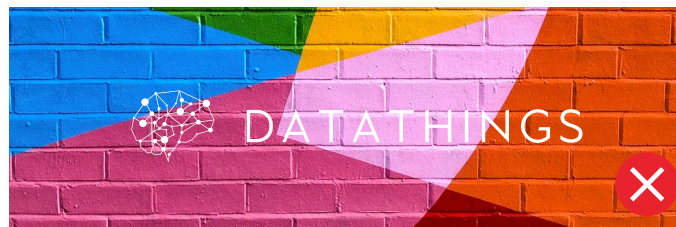
Don't place the logo on top of an object.



Don't change the proportions of the logo.



Don't change the colors of the logo. (besides Black, white and Blue).



Don't place the logo on top of a colorful background.



Don't place the logo on top of a pattern.

Logo line

In special cases the DataThings logo could be used only as a wordmark. The protection space around the logo should be ensured.



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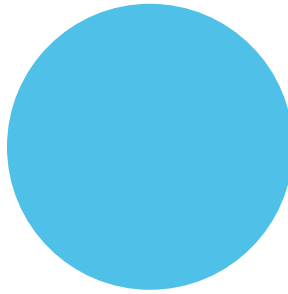


Colors



Primary colors

The primary colours of DataThings are Blue & Black.

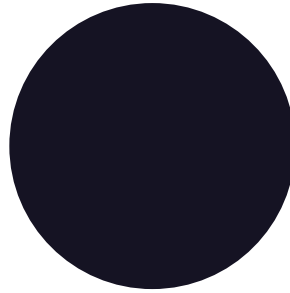


DataThings Blue

HEX: #4fc0e8

RGB: 79 192 232

CMYK: 60 4 3 0



DataThings Black

HEX: #131022

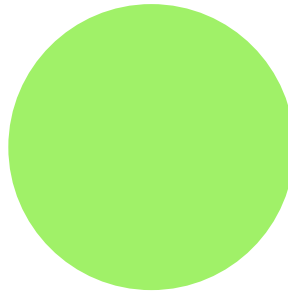
RGB: 19 16 34

CMYK: 83 79 55 73



Secondary Colors

The Secondary colors of DataThings are Green and Blue & Green gradient



DataThings Green

HEX: #A0F168

RGB: 160 241 104

CMYK: 38 0 79 0



DataThings Gradient

HEX: #4fc0e8

HEX: #a0f168



Color Shades

DataThings Blue

#61c6ea
#72cded
#84d3ef
#95d9f1
#a7e0f4
#b9e6f6
#caecfa8
#dcf2fa
#edf9fd

DataThings Green

#a9f277
#b3f486
#bcf595
#c6f7a4
#cff8b3
#d9f9c3
#e2fbd2
#ecfce1
#f5fef0

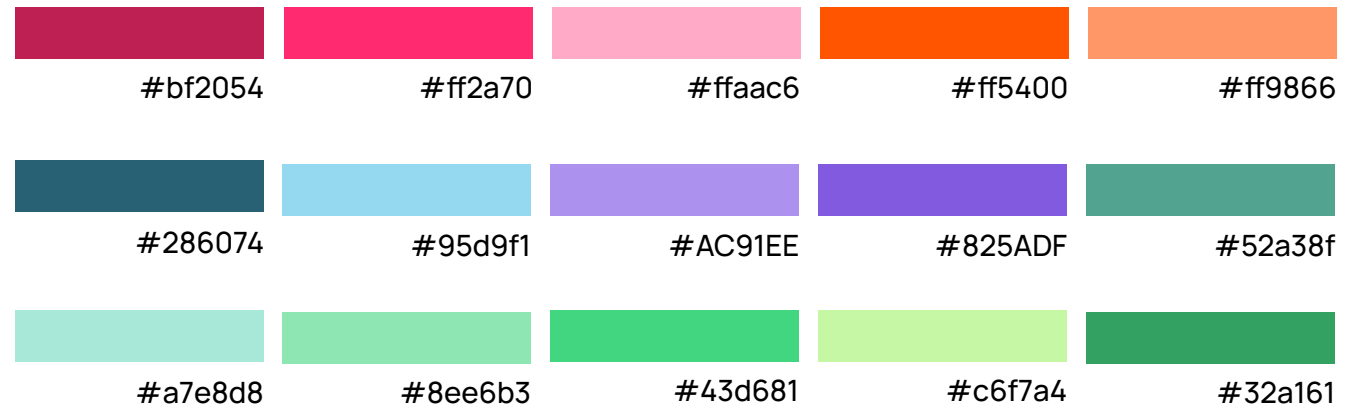
DataThings Black

#1c1732
#241f41
#2d2651
#362d61



Tertiary Colors

Tertiary colors can be used in Presentations, Icons, Graphs and in any situation where more colours are needed.



Typography



Primary Font

The Primary font of DataThings is
“Source Sans Pro”.

ABC

Source Sans Pro

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Main Typefaces

Source Sans Pro - Light

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, %, &, ?, !, £, \$

Source Sans Pro - Regular

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, %, &, ?, !, £, \$.

Source Sans Pro - SemiBold

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, %, &, ?, !, £, \$.

Source Sans Pro - Bold

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, %, &, ?, !, £, \$.



Replacement Font

The Replacement font of DataThings is “Arial”. Whenever the Primary font can't be used, the Replacement font should be used instead. For example in Word documents, Powerpoint Presentations, Email signatures, etc.

Arial

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Arial - Regular

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, %, &, ?, !, £, \$

Arial - Bold

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, %, &, ?, !, £, \$

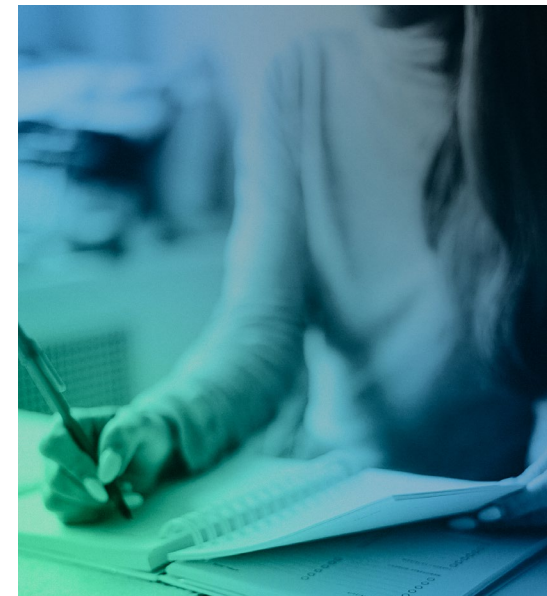


Imagery world



Images

The Images need to have more desaturated tones. When needed the DataThings gradient can be added as a layer on top of the photos.



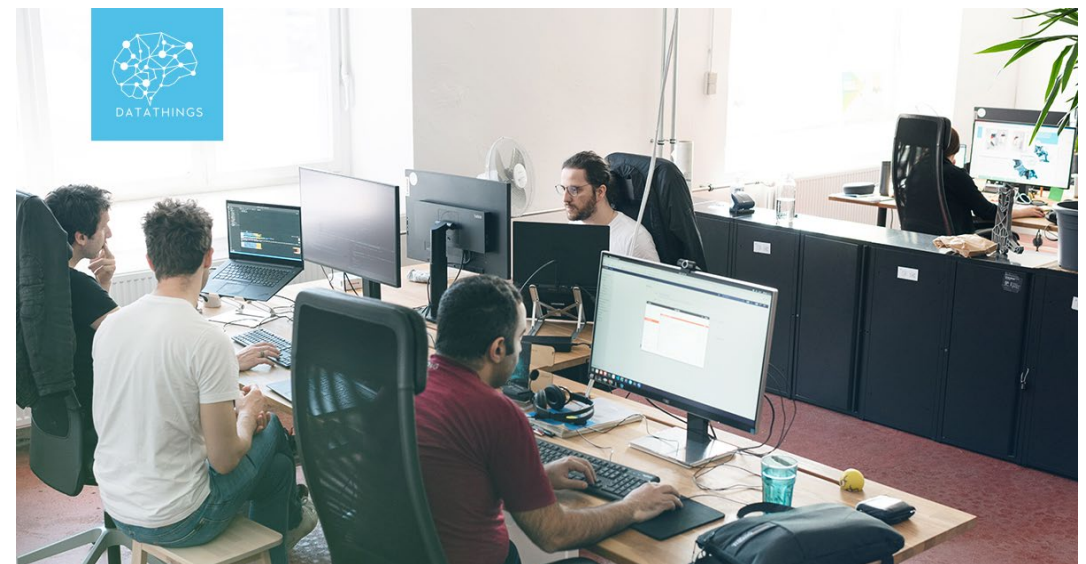
Team Photos

The team photos are incorporating the DataThings colours - Blue & Green.



Social Media

In order to keep the brand look and feel and to keep the consistency, all images posted on social media should have similar look, following the guidelines for Images. The DataThings logo should be always present on the images.

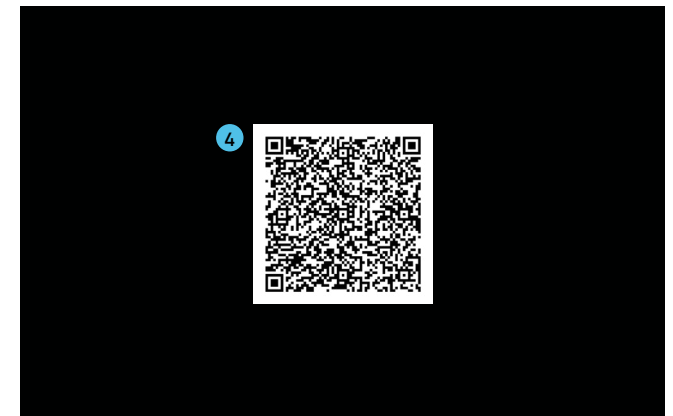


Stationery



Business cards

- 1 Font: Source Sans Pro Bold
Size: 11,5 pt
- 2 Font: Source Sans Pro Regular
Size: 10,5 pt
- 3 Font: Source Sans Pro Regular
Size: 7 pt
- 4 Size: 23mm





DATATHINGS

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