

VERSION 2022



Dublin Tech Summit Brand Guidelines

dublitechsummit.tech

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Complete branding guidelines for
Dublin Tech Summit

Elevate
Integrate
Accelerate



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04.

The Logo

The Logo

The DTS22 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.

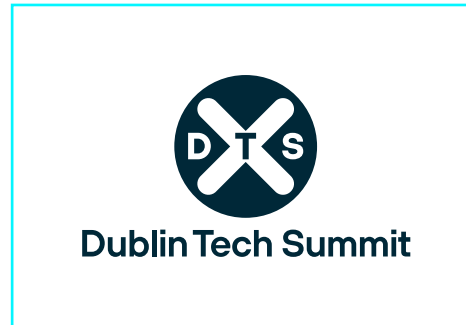
01 // Primary logo

Logo mark with Dublin Tech Summit text.

02 // The logo mark

Circle with the 'X' in the centre and DTS overlaid onto it.

VERSION A



VERSION B



VERSION C



VERSION D



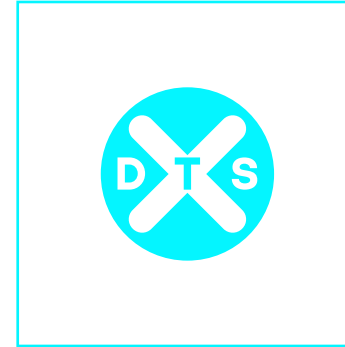
The Logo Mark

The DTS22 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.

VERSION A



VERSION B



VERSION C



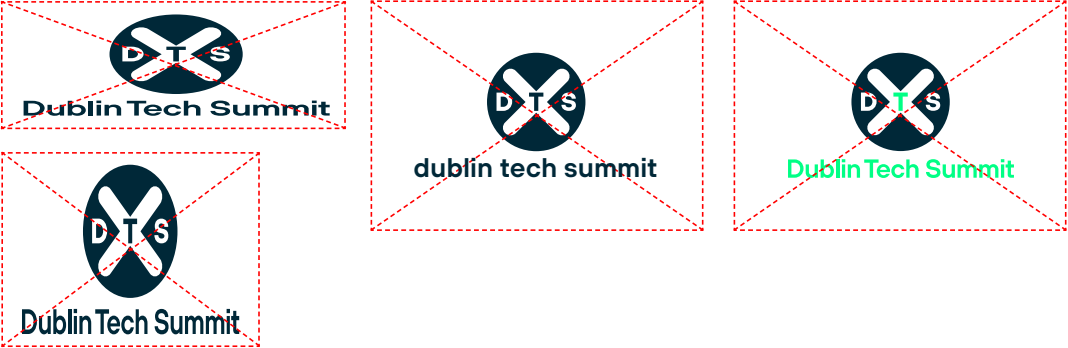
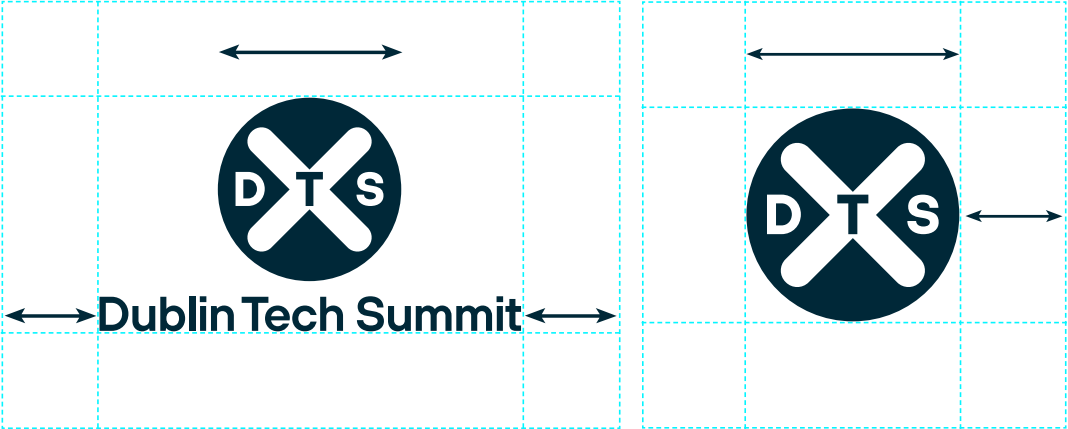
VERSION D



Isolation Area & Misuse

The isolation area should never be less than half the diameter of the logo mark.

The logo should never be stretched disproportionately or modified.



08.

Typography

Primary Typeface

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.

Google/Web Alternative

Poppins

Demibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Demibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

[Download TT Hoves](#)

[Download Poppins](#)

010.

Graphic Assets

'X'



The 'X'

The DTS 'X' asset has a multitude of uses. It can be rotated and repeated to create a pattern.

'X Extended'

The 'X Extended' asset is used most often. It is not necessary to show the entirety of the asset.

The DTS logo and text can be placed inside the 'X Extended' asset without boundaries.

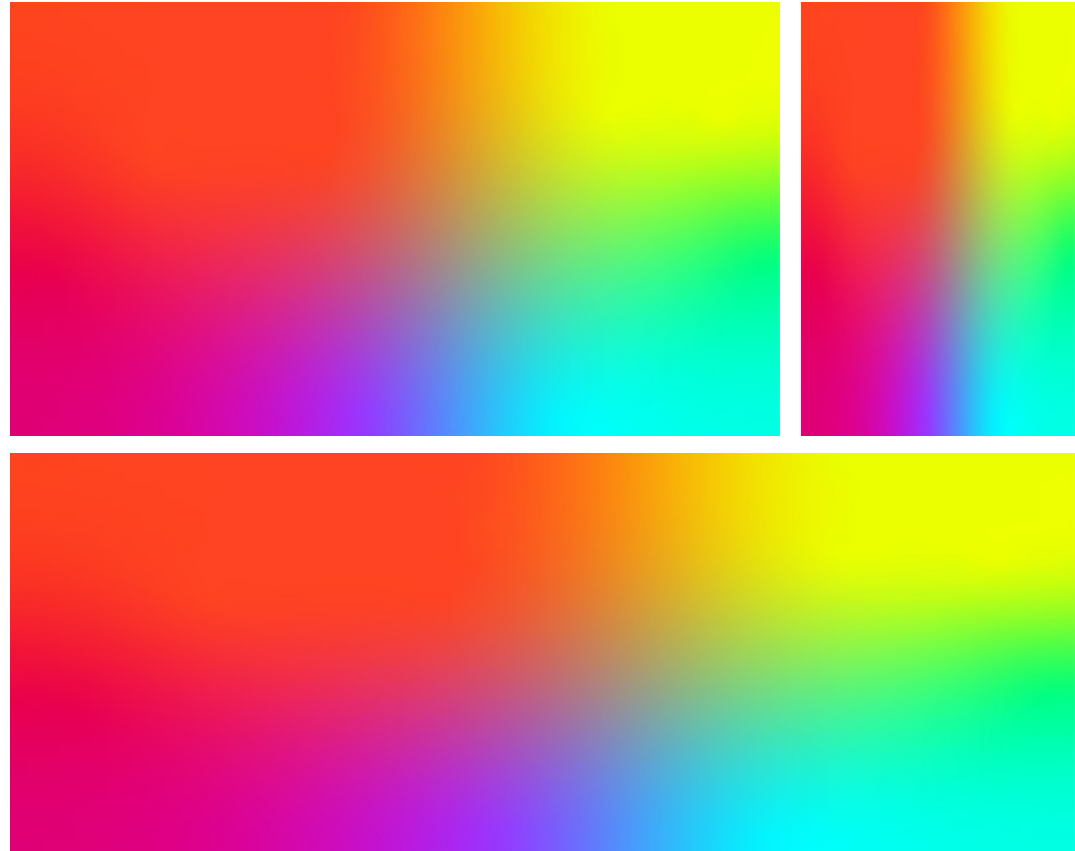
'X EXTENDED'

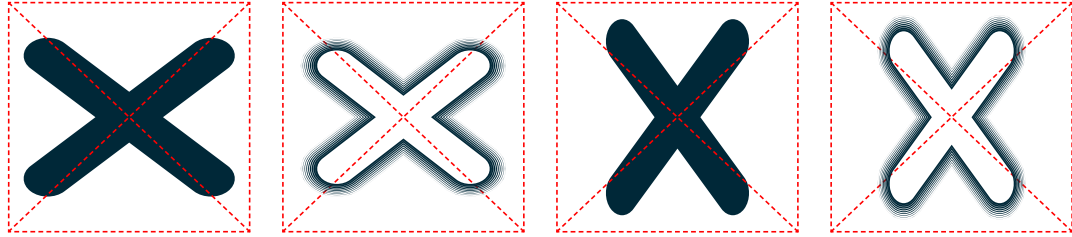


Gradient

The DTS22 gradient can be used across multiple assets. It consists of every bright colour in the DTS22 palette.

The gradient can be stretched to fit any size.

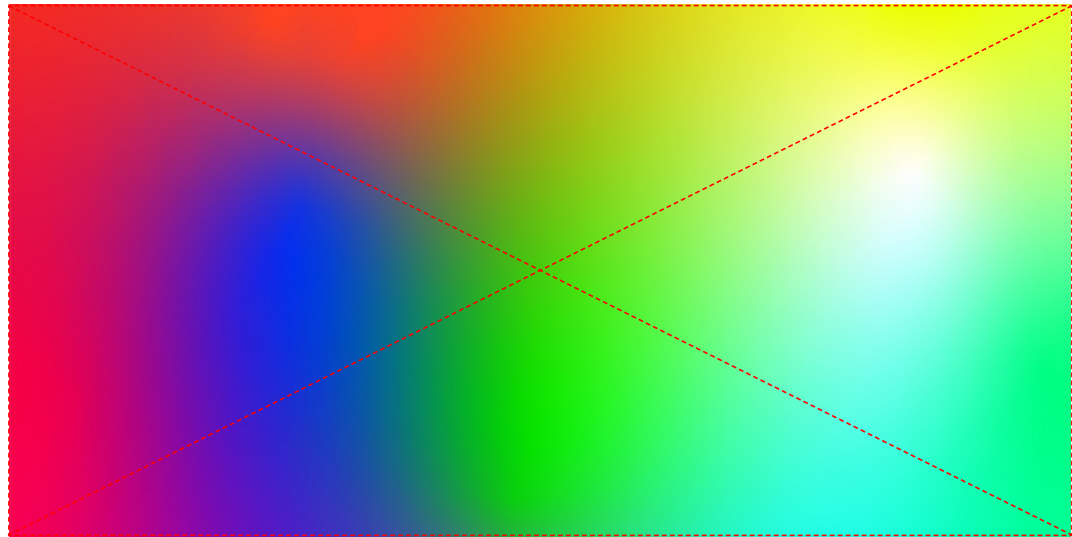




Misuse

The 'X' and 'X Extended' should not be stretched disproportionately.

No additional colours or patterns should be added to the gradient asset.



014.

Colours

Colours

The DTS22 colour palette consists of 7 colours.

The primary colours are Navy and Blue.



NAVY

RGB 0, 40, 56 | HEX #002838 | CMYK 96, 73, 53, 58



BLUE

RGB 4, 245, 255 | HEX #04F5FF | CMYK 53, 0, 10, 0



ORANGE

RGB 255, 68, 34 | HEX #FF4422 | CMYK 0, 87, 93, 0



GREEN

RGB 0, 255, 133 | HEX #00FF85 | CMYK 59, 0, 76, 0



CORAL

RGB 233, 0, 82 | HEX #E90052 | CMYK 2, 100, 58, 0



PURPLE

RGB 150, 61, 255 | HEX #963DFF | CMYK 61, 75, 0, 0



YELLOW

RGB 235, 255, 0 | HEX #EBFF00 | CMYK 14, 0, 100, 0

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