Dublin Tech Summit
Brand Guidelines

dublintechsummit.tech

Complete branding guidelines for
Dublin Tech Summit

Elevate
Integrate
Accelerate

Contents

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 overlayed 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.
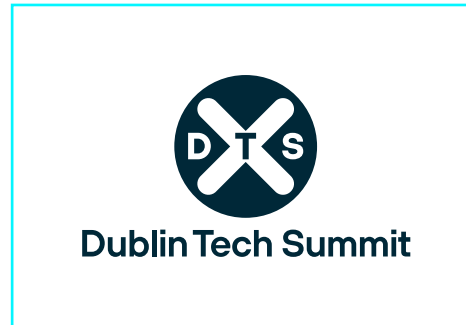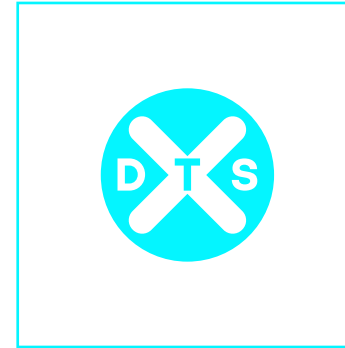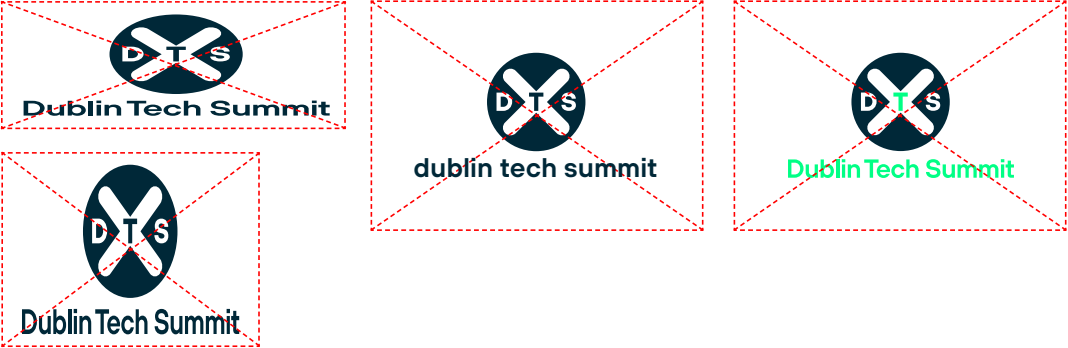
VERSION A
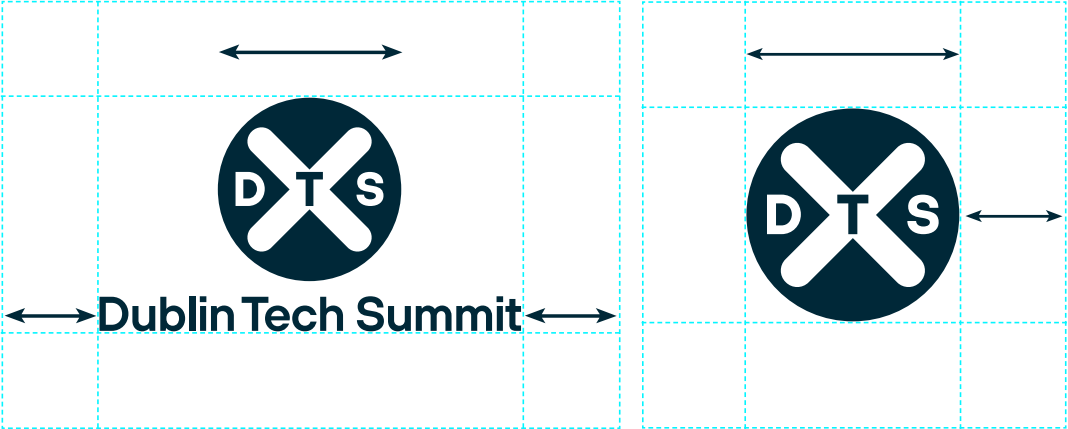

VERSION B

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.

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
ABCDFEGHIJKLMNOPQRSTUVWXZ 0123456789

Demibold Italic
ABCDFEGHIJKLMNOPQRSTUVWXZ 0123456789

Regular
ABCDFEGHIJKLMNOPQRSTUVWXZ 0123456789

Italic
ABCDFEGHIJKLMNOPQRSTUVWXZ 0123456789

Light
ABCDFEGHIJKLMNOPQRSTUVWXZ 0123456789

Light Italic
ABCDFEGHIJKLMNOPQRSTUVWXZ 0123456789

Download TT Hoves

Download Poppins

010.

Graphic Assets

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.

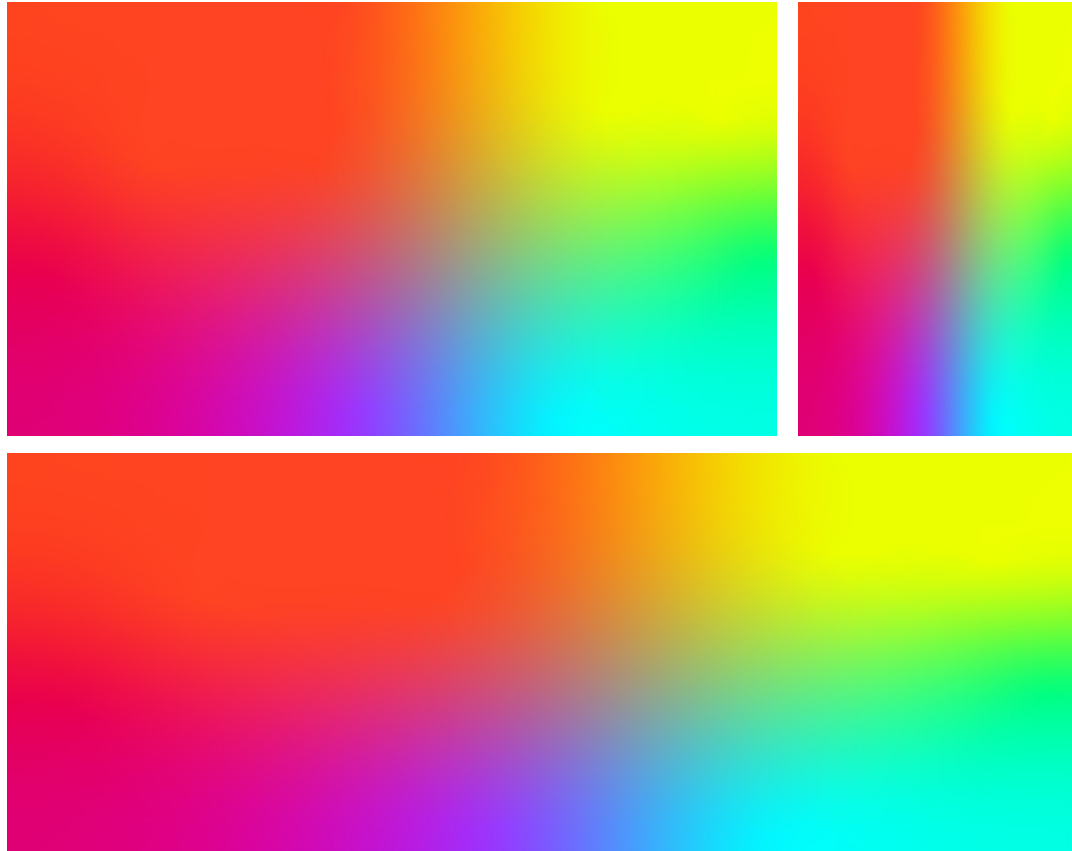The DTS logo and text can be placed inside the 'X Extended' asset without boundaries.
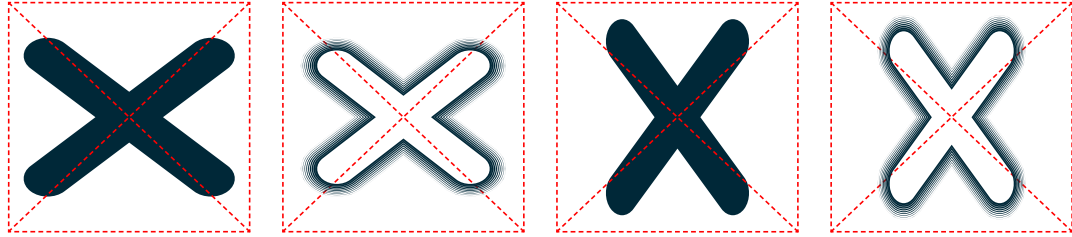
'X'

'X EXTENDED'

Gradient

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

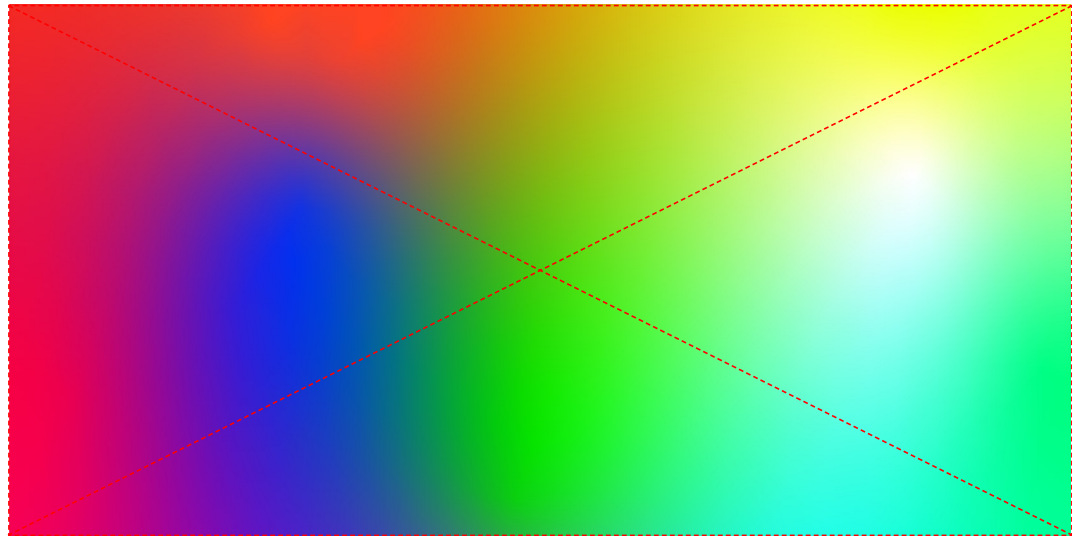The gradient can be stretched to fit any size.

GRAPHIC ASSETS

Misuse

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

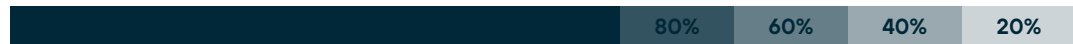No additional colours or patterns should be added to the gradient asset.

Colours

Colours

The DTS22 colour palette consists of 7 colours.

The primary colours are Navy and Blue.

	80%	60%	40%	20%

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

	80%	60%	40%	20%

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

	80%	60%	40%	20%

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

	80%	60%	40%	20%

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

	80%	60%	40%	20%

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

	80%	60%	40%	20%

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

	80%	60%	40%	20%

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

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