

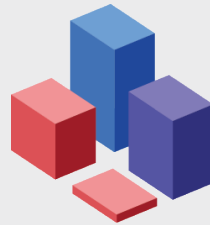


BRAND BOOK 2020



DiTech[®] Media

VALUES. MISSION. VISION



DiTech[®] Media

WHO ARE WE?

DiTech Media is Gives You The World Digital Technology News, Experts Talks, Marketing, Reviews, Resources and many more in the Digital Technologies Area.

WHAT DO WE STRIVE TO ACHIEVE?

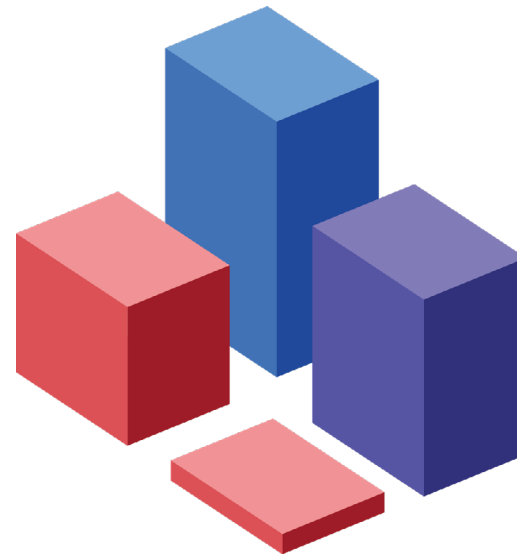
The main vision of DiTech is a leading media in the development of the digital industry in the world, which creates added value for the community and contributes to the digital transformation of the business.

WHAT DO WE BELIEVE IN?

The main vision of DiTech is a leading media in the development of the digital industry in the world, which creates added value for the community and contributes to the digital transformation of the business.

SIGN

Our logo is the face of Ditech Media – the main visual tool which shows who we are. This means we need to use it correctly and consistently.



LOGOTYPE

DiTech[®] Media

BASIC COLORS



CMYK
1 5 28 0

HEX
#f19396



CMYK
9 83 63 1

HEX
#dc5156



CMYK
25 100 90 21

HEX
#9e1c27



CMYK
57 28 1 0

HEX
#6e9fd3



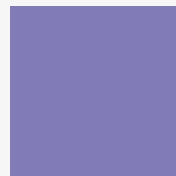
CMYK
79 54 1 0

HEX
#4172b6



CMYK
98 83 3 0

HEX
#20489b



CMYK
54 53 1 0

HEX
#817bb8



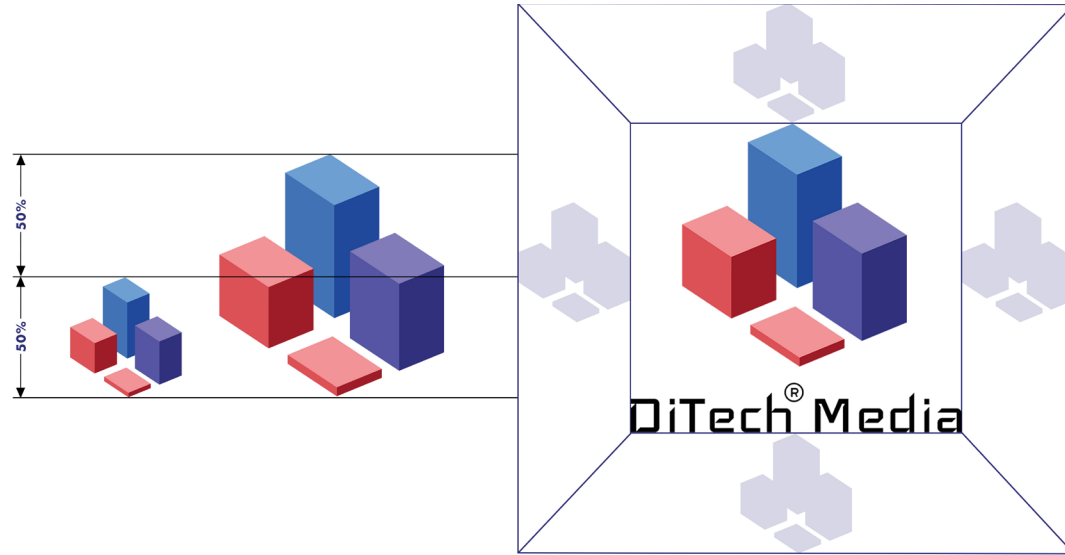
CMYK
78 76 1 0

HEX
#5555a3



CMYK
99 97 18 6

HEX
#30307b



EMPTY SPACE

The empty space helps the logo to be distinguished from the text, pictures, and other graphic elements that interfere with the logo to be read. This place is determined by taking 50% of the size of the logo and placing it on all sides.

FONT

Only one font styles are used for the logo: Iceland

WHEN TO USE IT

Futura (Bold) or Europe (Bold) are the fonts we use for headings parts in the texts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

WHEN TO USE IT

Futura (Book) or Europe (Normal) are the fonts we use in our messages in our ads, our magazines , on the printed materials, etc..

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@„,\$%^&*()

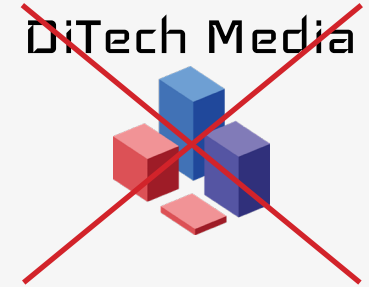
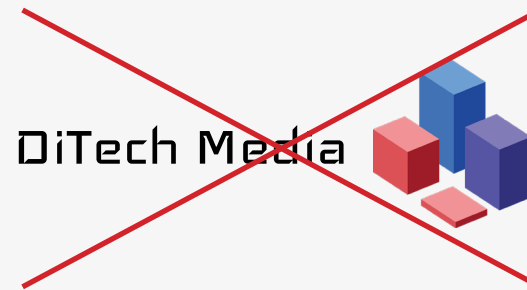
WHEN TO USE IT

Segoe UI is the font we use on our website.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

DO NOT APPLY: LOGOTYPE

Don't place the sign in untypical for the brand places.



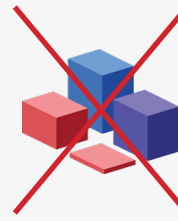
DO NOT APPLY: FONT

Don't use another font no matter how similar it is to the logo.



DO NOT APPLY: RESIZING

Don't "squash" or "stretch" the logo. The size should be proportional to the form of the logo.



DO NOT APPLY: COLORS

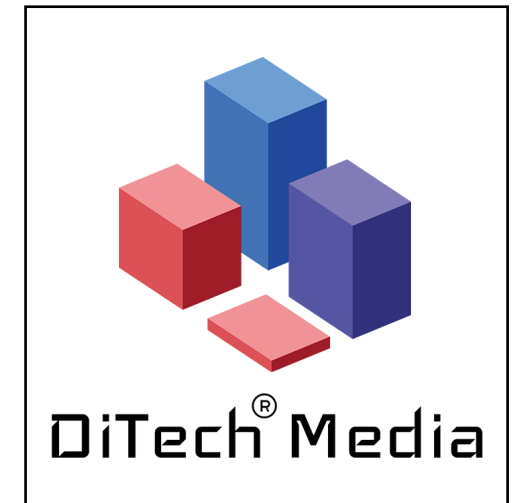
Don't change the colors of the logo even if they look similar. Use only the brand colors in this guide.



The usage of the logo often depends on the background color it is placed on.

The full color logo is good to be used on white and close to white backgrounds.

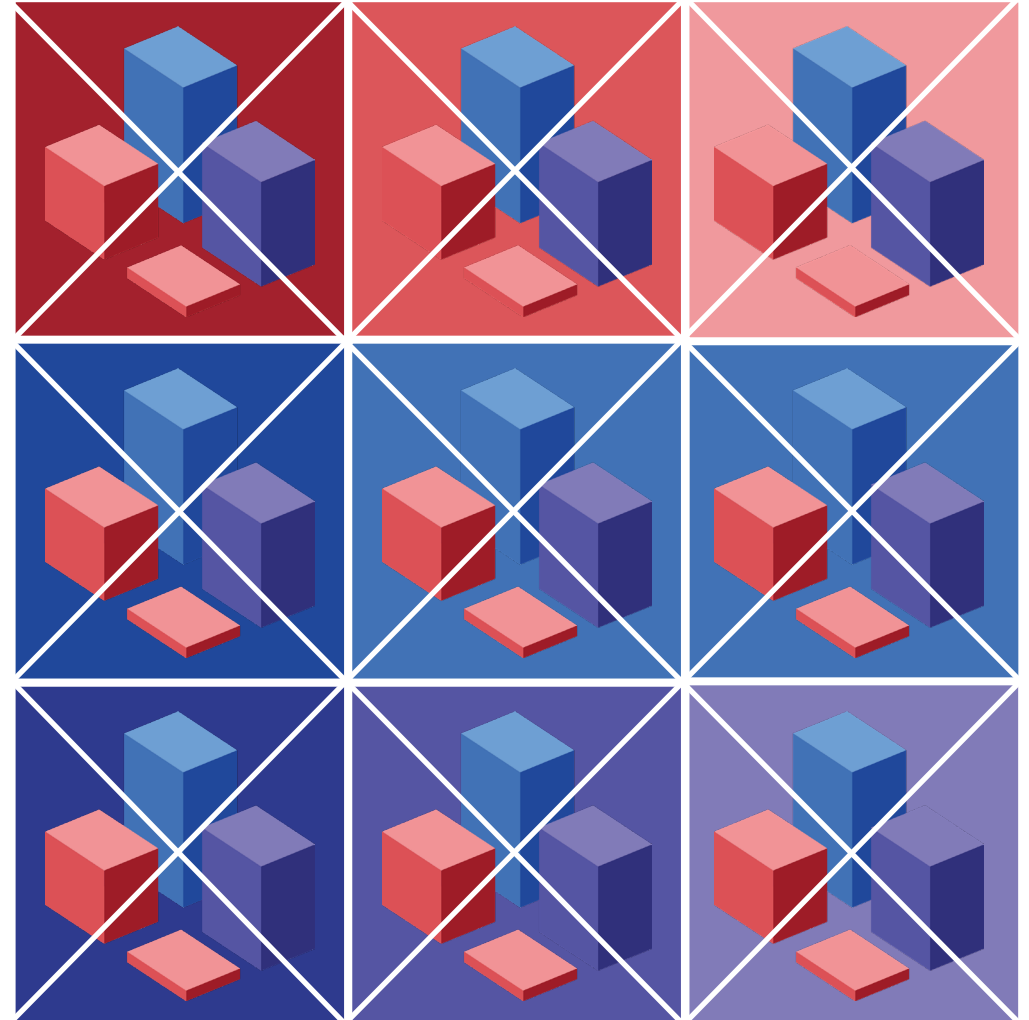
While the white option of the logo could be used on dark colors.



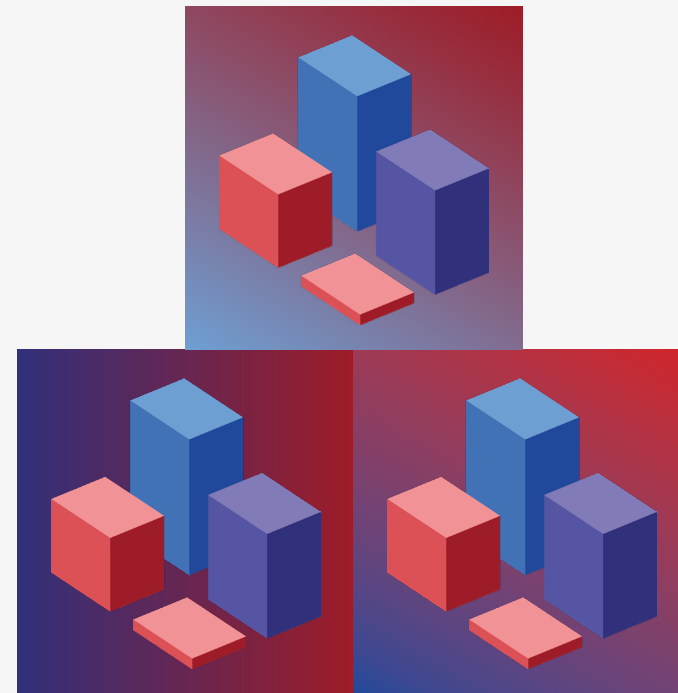
BACKGROUND

The sign of the logo can be combined on different color combinations exclude include the main colors of the brand.

It is important to follow the rule for good contrast so the readability of the sign would not be lost.

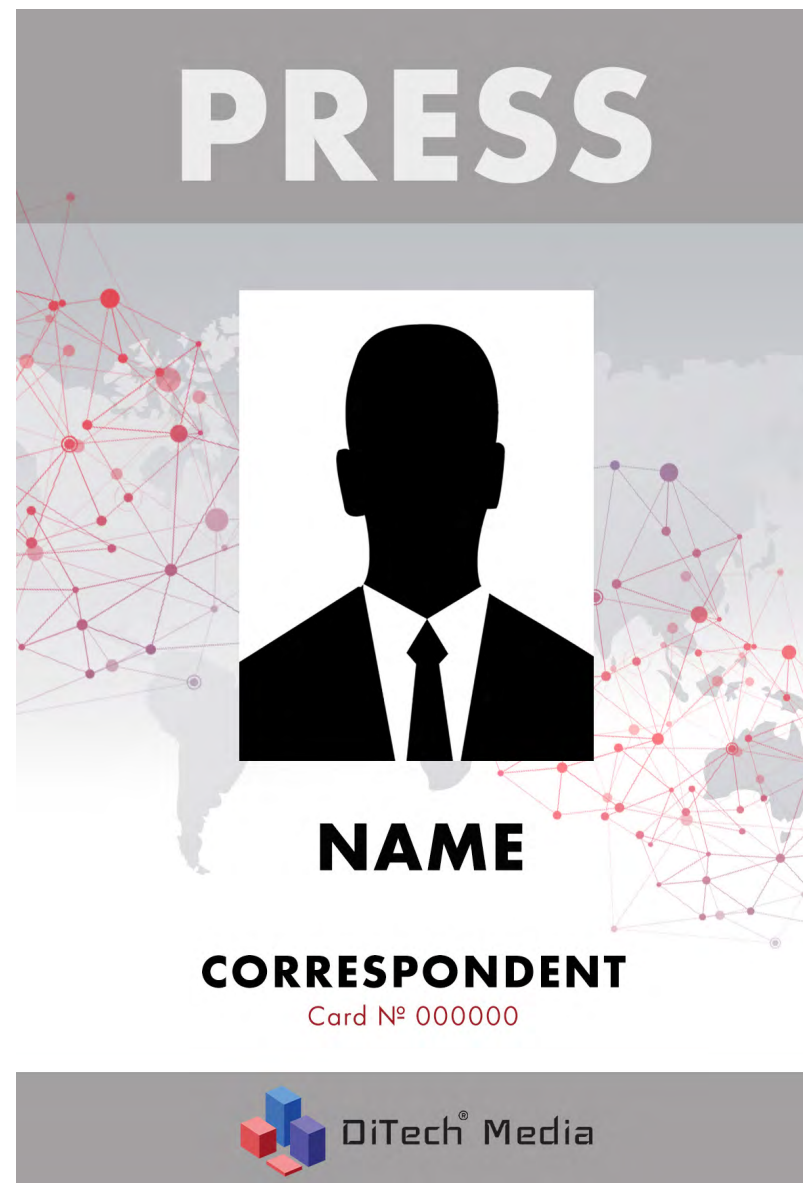


Can be used well on gradient backgrounds combined with the main colors of the logo.



a few examples

ID CARD SET





**ID Card
Size
52x90mm**



DiTech[®] Media

ID CARD SET

**ID Card
Sizes
115x78mm
90x52
mm**



BUSINESS CARD

Size

90 mm * 55 mm

Front:

- The sign and the logotype on the left
- Name of employee
- Employee's position
- Phone number
- Email address
- Website

Back:

- Centralized brand sign and website

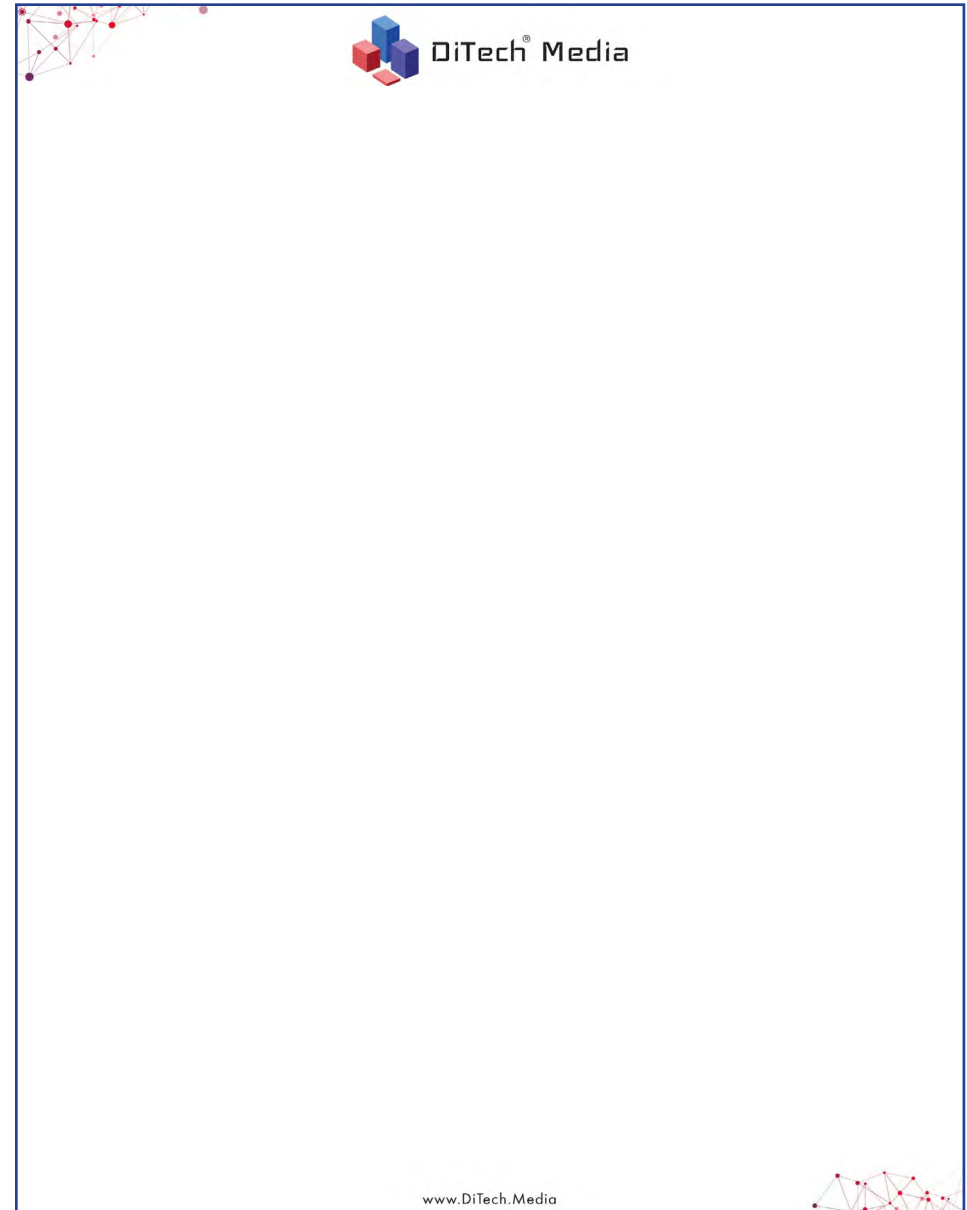


DOCUMENT FORM

- Size of the header 2480x236px
- Size of the footer 2480x177px

MAIL SIGNATURE

- Size 551x180px





THANK YOU

www.DiTech.Media