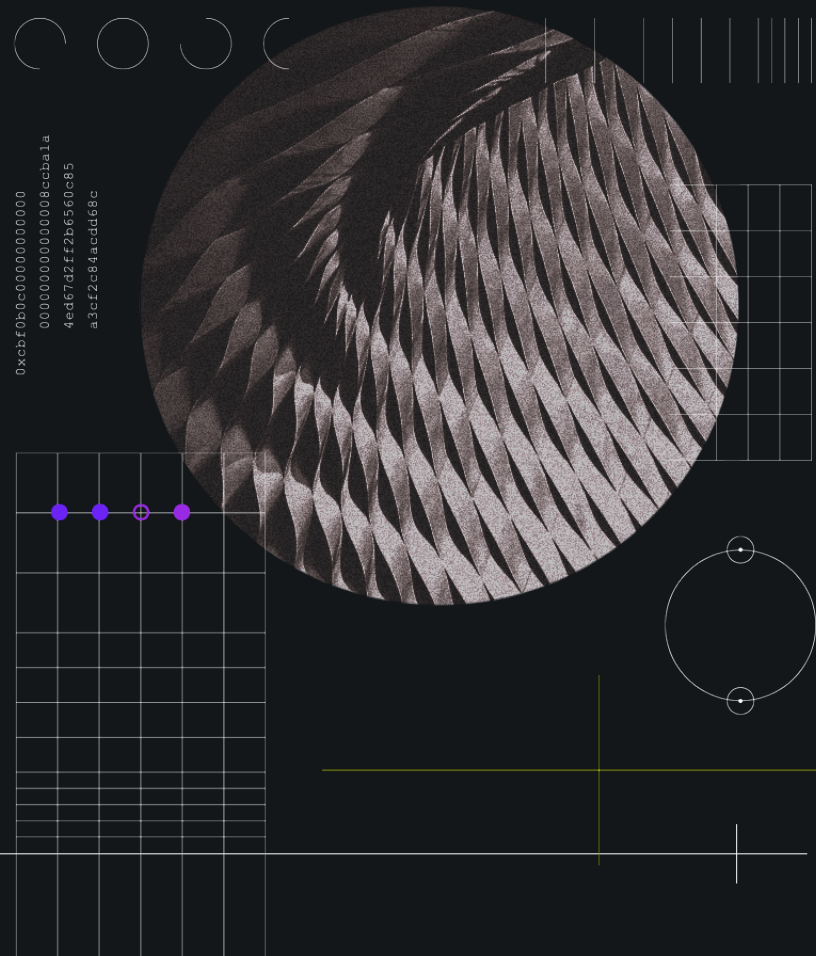


DEDAUB

BRAND GUIDELINES



BRAND GUIDELINES ———— V1.0 ———— 07.2021



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The logo type 'DEDAUB' is rendered in a dark blue, stylized, geometric font. The letters are bold and feature sharp, angular edges, giving it a futuristic and modern appearance. The 'D' and 'B' have a distinctive shape with a small notch at the top. The 'E' and 'A' also have unique, angular forms. The overall style is clean and minimalist, consistent with the brand's identity.

THE LOGO TYPE

01.0

Our logotype subtly communicates a sense of futurism, a forward momentum and inertia – emphasising that Dedaub is on the cutting edge of innovation and aims to stay there.

DEDAUB

DEDAUB



30MM PRINT

DEDAUB



90PX WEB

THE LOGO TYPE

01.1

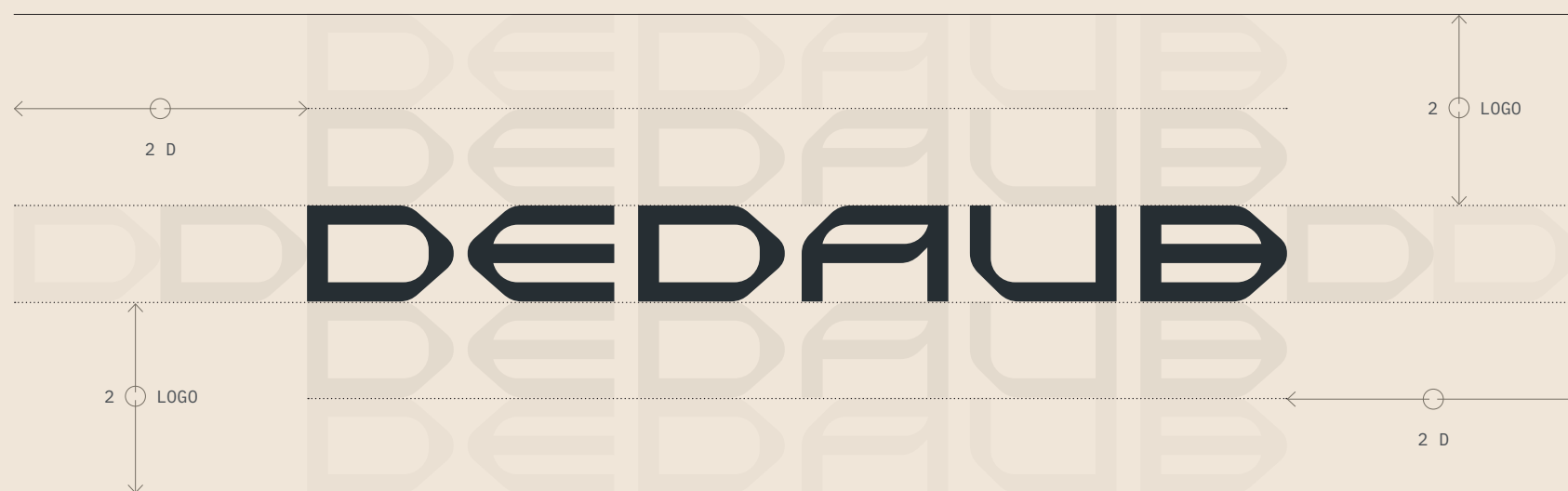
To ensure legibility the logo should not be applied at any size smaller than the recommended sizes. This will allow it to remain prominent throughout all its applications, and stand out amongst any other text and graphics while retaining legibility.



THE SILHOUETTE

01.2

As a complementary element, the logo silhouette may be used—primarily to be used within morphing logo animations, emphasising Dedaub’s mission of bringing clarity, to what would be otherwise interpreted as obscure.



LOGO CLEARANCE

01.3

The clearance space above is equal to double the height of the logotype, and double the width of the D icon to the left and right. This is the recommended space that should be left empty in order to maintain legibility and remain distinct without any external interference.



15MM PRINT

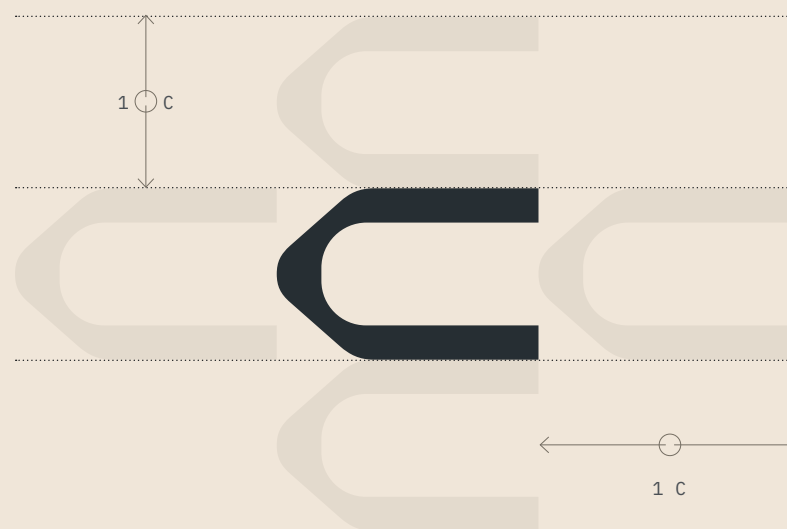
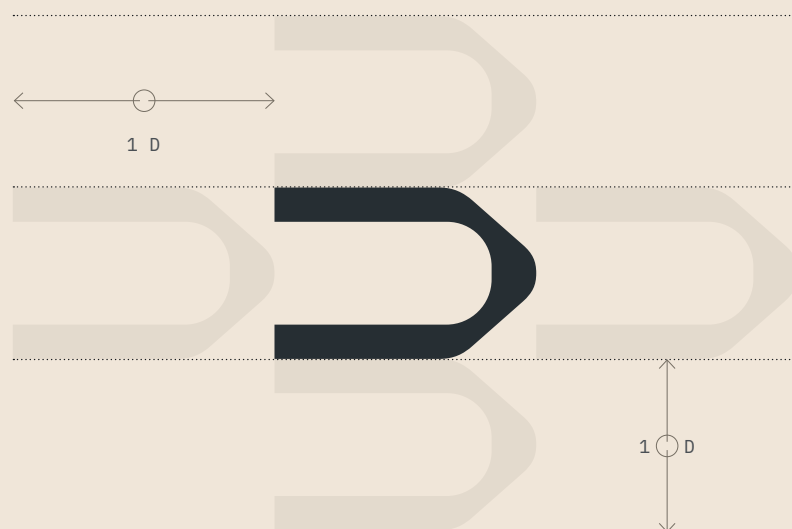


45PX WEB

LETTER ICONS

01.4

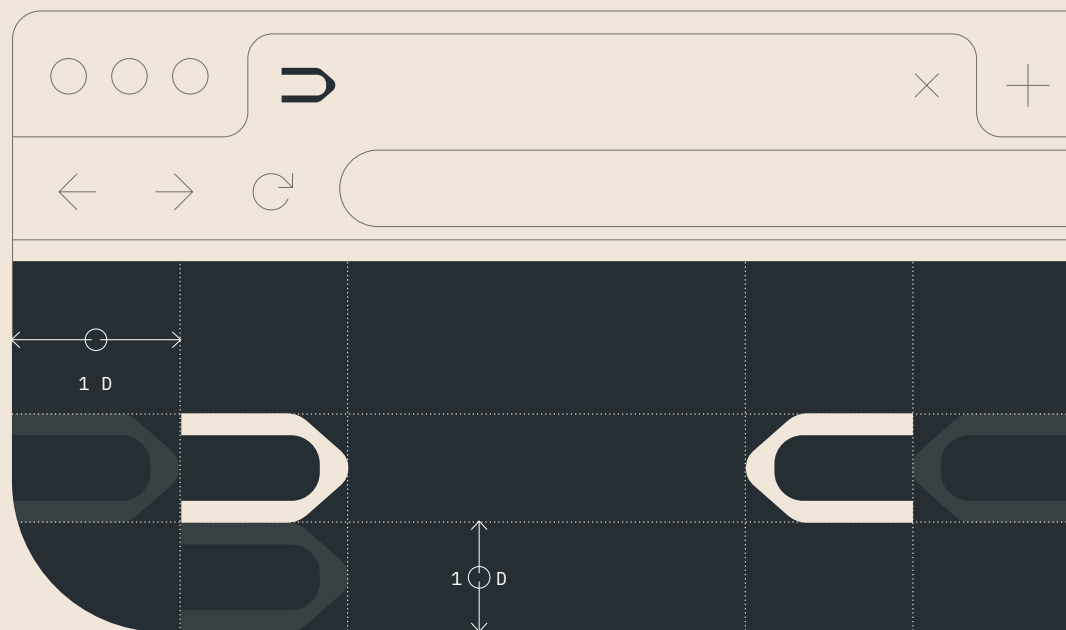
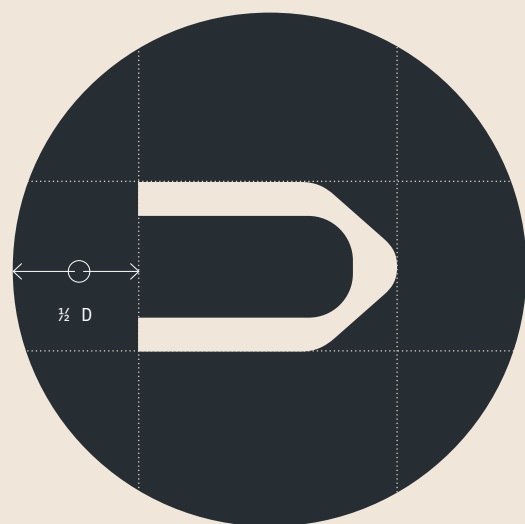
The letter icons can be used as complimentary devices within the Dedaub brand, to keep a sense of consistency, without having to design icons from scratch, when they could be derived from the main logotype.



ICON CLEARANCE

01.5

The clearance space above, to the left, right and below is equal to the height of the icon. This is the recommended space that should be left empty in order to maintain legibility and remain distinct without any external interference.



ICON CLEARANCE

01.5

The clearance space above, to the left, right and below is equal to the height of the icon.

This is the recommended space that should be left empty in order to maintain legibility and remain distinct. Half the icon width should apply in profile pictures.

The logo 'DEDAUB' in a stylized, blocky, black font.

Do not combine or use the logo and icon simultaneously.

The logo 'DEDAUB' in a stylized, blocky, black font with a grey drop shadow.

Do not add any background effects, layers or shadows.

The logo 'DEDAUB' in a stylized, blocky, black font.

Do not alter the logo or change its proportions or baseline in any way.

The logo 'DEDAUB' in a stylized, blocky, blue font.

Do not alter or change its colours or introduce any colours not found within these guides.



LOGO MISUSE

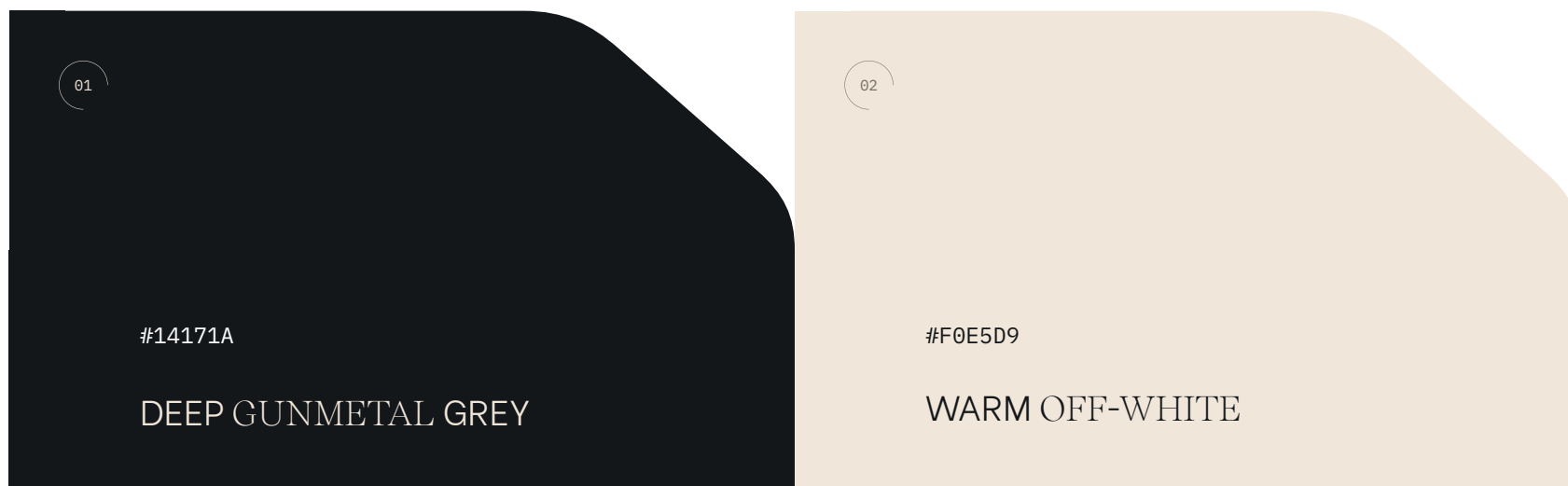
01.6

Consistency is essential to maintain recognisability and generate trust in the brand. The logo should therefore not be used in any form other than that stipulated in the guidelines.

02

THE COLOURS





PRIMARY COLOURS

02.1



SECONDARY COLOURS

02.2

RECIFE DISPLAY LIGHT

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

TYPOGRAPHY

03.1

A sharp, crisp, confident serif typeface that is to be used only within headlines, in uppercase and in conjunction with Be Vietnam below.

Be Vietnam

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.

TYPOGRAPHY

03.2

A universally available sans serif typeface that is clearly legible and works both in large and small sizes. To be used in uppercase when used in conjunction with Recife, above.

IBM Plex Mono

The quick brown fox
jumps over the lazy dog.

TYPOGRAPHY

03.3

A modern monospaced typeface which is evocative of the code which is the cornerstone of Dedaub's offering. To be used in small sizes, and is especially applicable to longer code/numbers in general.

IS YOUR PROJECT SAFE FROM HACKERS?

TYPOGRAPHY

03.4

As a shorter headline style, Recife and Be Vietnam should be used together—strictly in uppercase.

KILLING A BAD (ARBITRAGE) BOT TO SAVE ITS OWNER

DO NOT — SHORT HEADLINE STYLE

Never use only one (Recife or Be Vietnam) font in short headlines.



Our technology offers most of the practical advantages of formal verification, without many of its burdens, enabling more thorough security audits.

DO — SHORT HEADLINE STYLE

Be Vietnam (Thin) in sentence case



Dedaub offers significant security expertise, combined with leading program analysis technology to secure your blockchain projects.



DO NOT — KERNING

Never alter the kerning of any typeface in any way

DEDAUB