Dexfinity
Go Beyond

Design Manual
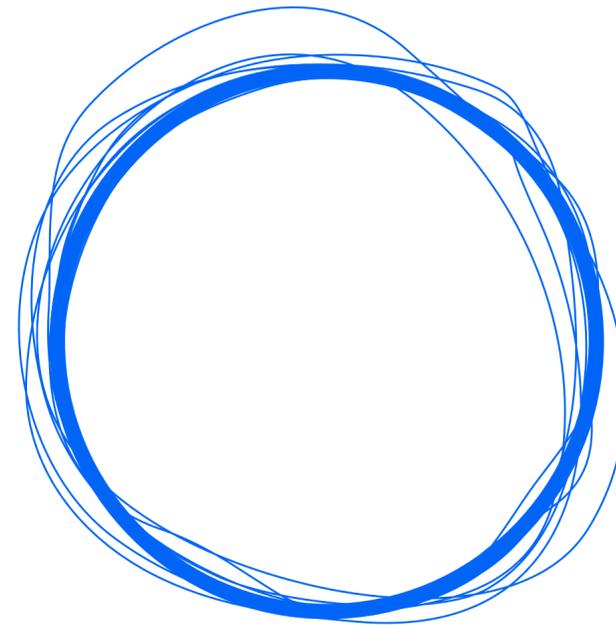
Design Manual
Dexfinity 12/2020

Logotype

Big version.
Basic version.
Use only if enough space
to see details in lines.

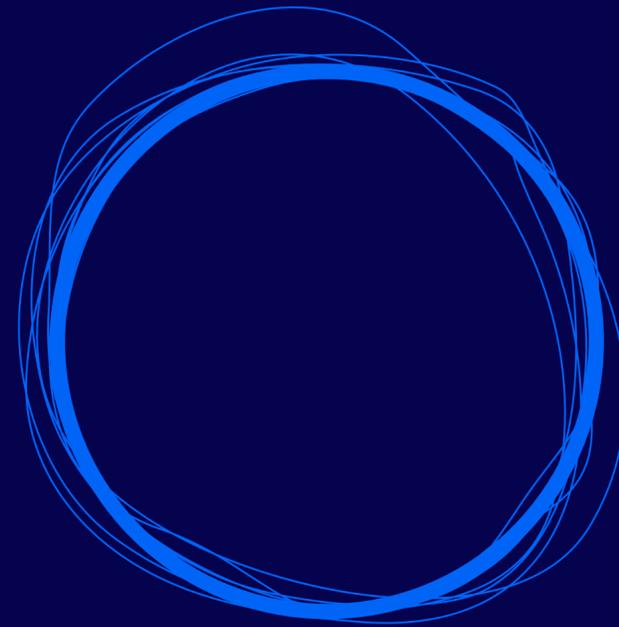# Dexfinity
Go Beyond
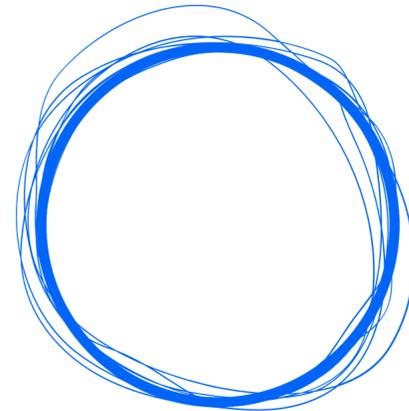
Logotype

Dexfinity
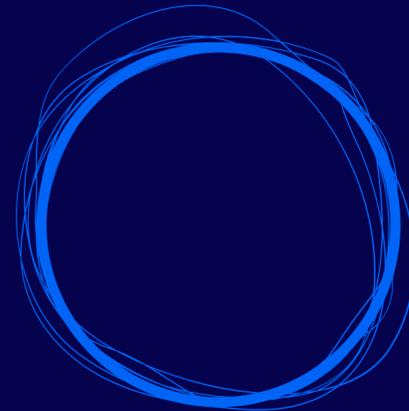
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Logotype Small

If is logotype used in small size, use simplified version.
Small size means, that shapes are merging.
Horizontal and vertical version.

Dexfinity
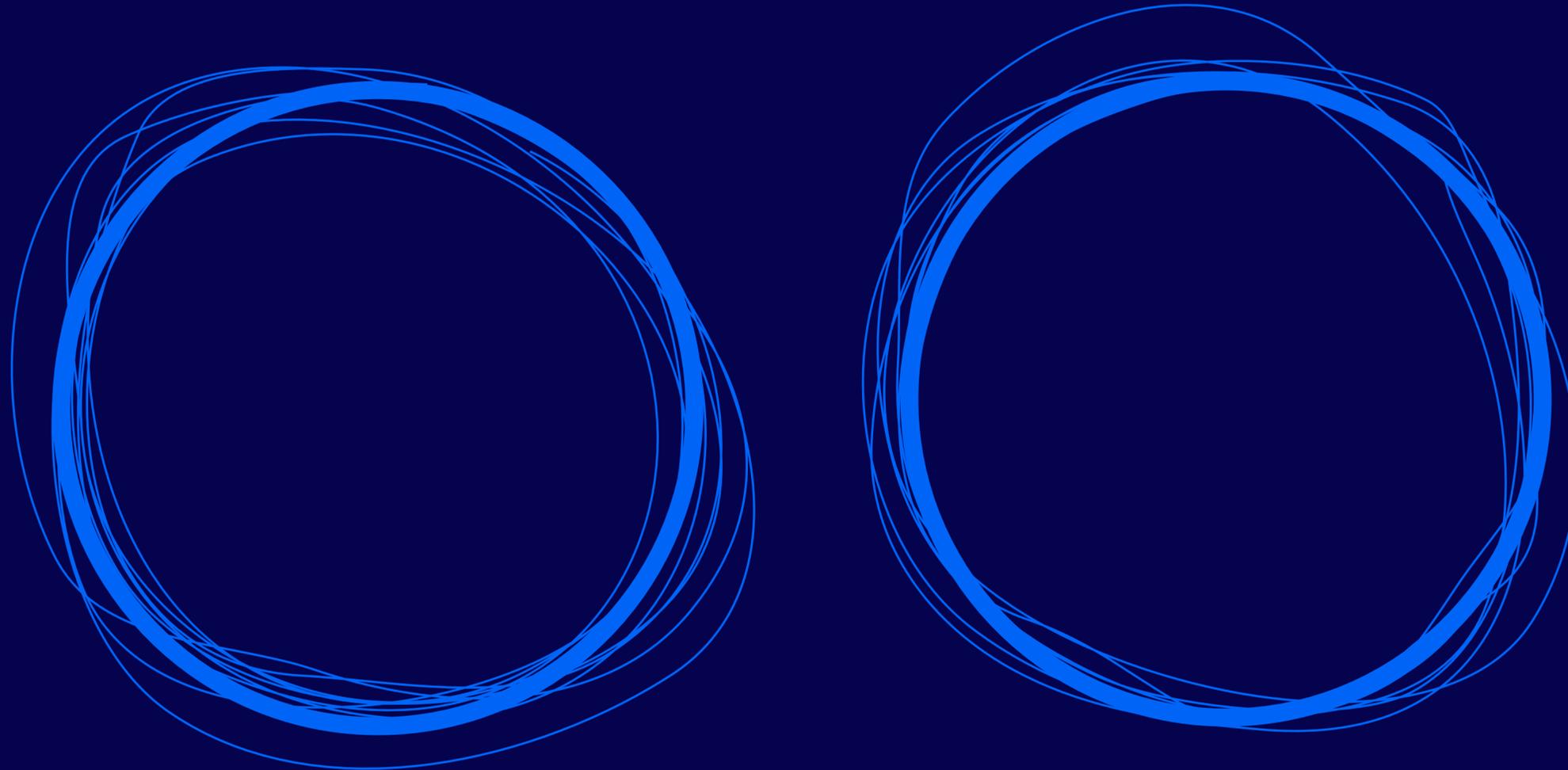Go Beyond

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Shape

Do not have exact form.
It is just shape.
High petential for
animation.

Typography

Used for headlines and also text blocks. Google font: https://fonts.google.com/specimen/Questrial#glyphs

If not possible, use Arial. (need to use system font)

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910
;,.:!?"§$%&/()=`«=+*#'<>-
ľščťžýáíéäúň

Regulo
Bold

Colors

Very simple color
scheme.
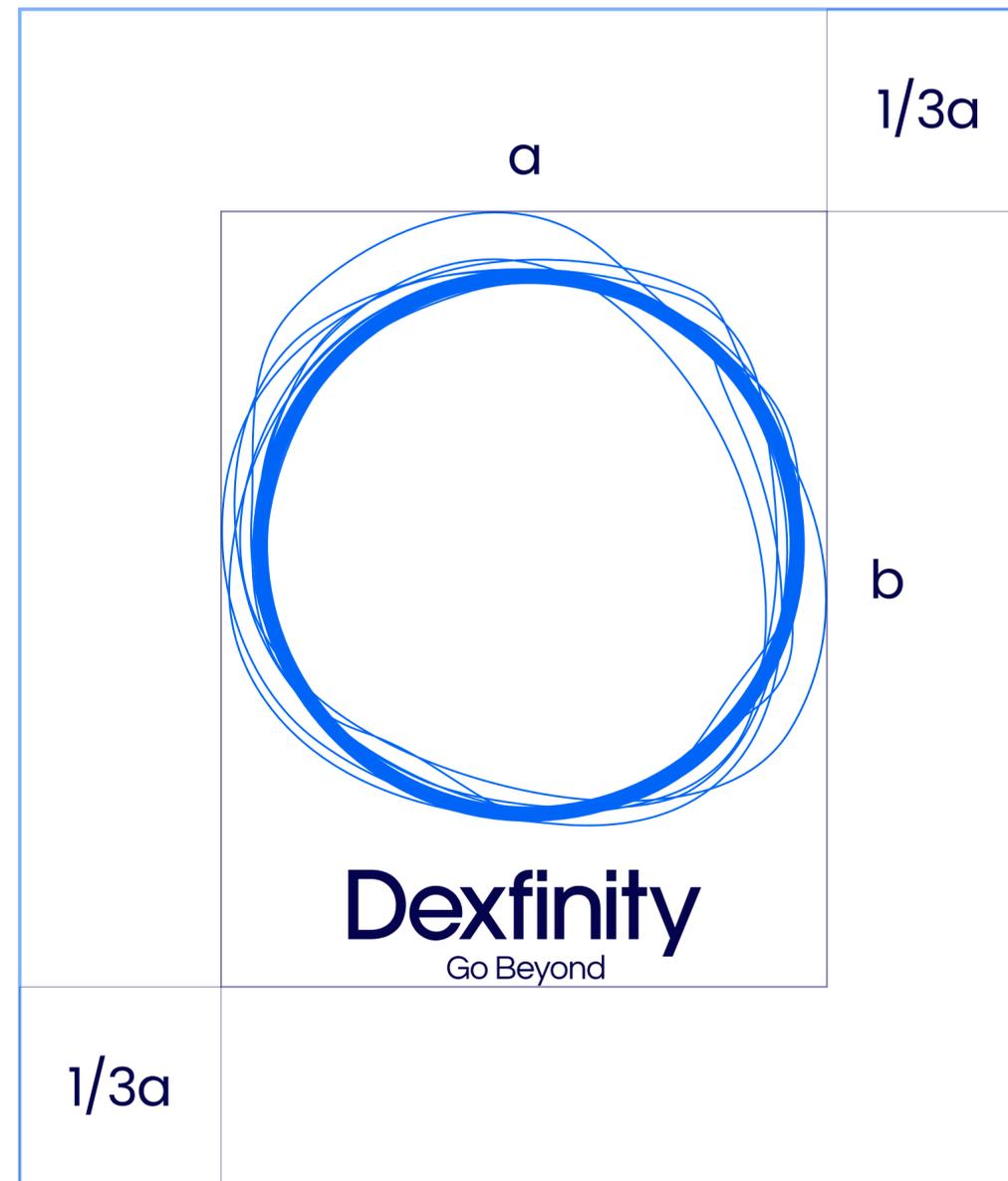Light blue is accent color.
Use dark blue for
backgrounds.

#05024E
5, 2, 78
100, 98, 27, 46

#0065F7
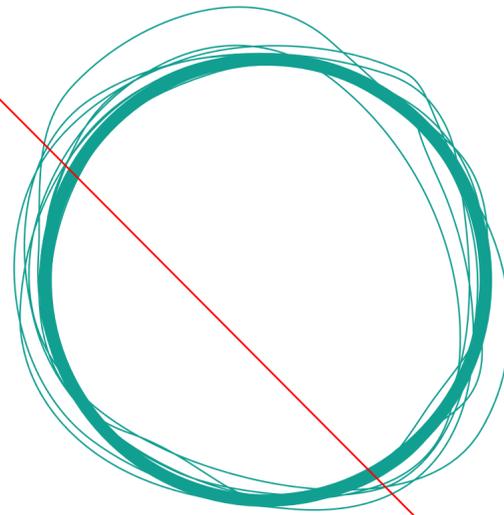0, 101, 247
100, 25, 0, 0

#ffffff
0, 0, 0
0, 0, 0, 0

Safe Area

The safe area is used to prevent from placing other elements near the logo that may distort the perception of the sigh.

a

1/3a
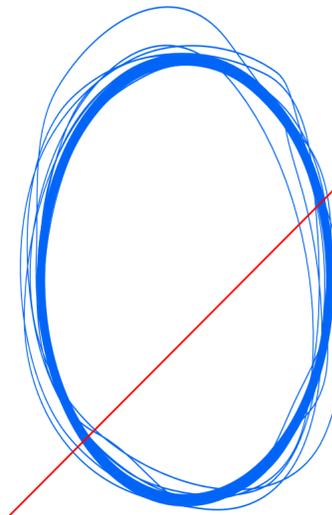
b

Dexfinity
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1/3a

Do not do

In order to ensure absolute integrity, any modification of the logotype is forbidden. Here are some examples of inappropriate use of the logotype. This list is not exhaustive.
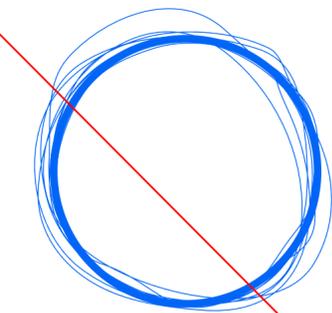
Graphic Element

Circle.
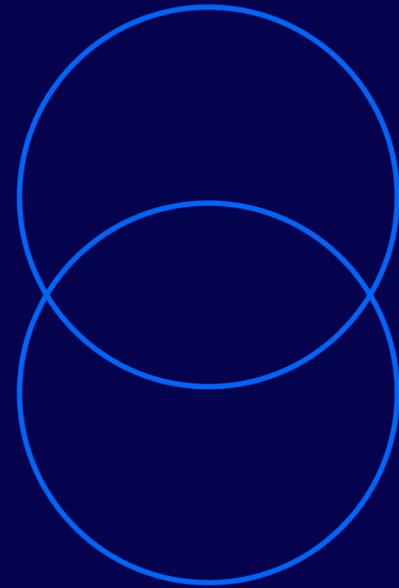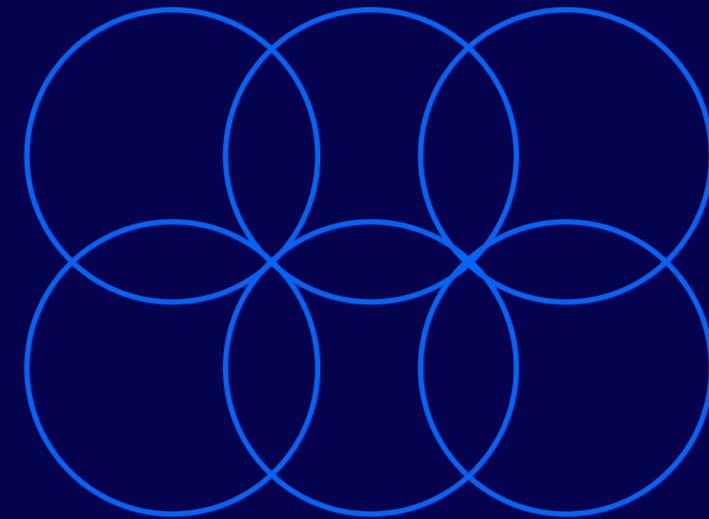Circle is basic shape and
is perfectly variable.
Use circle like Lego brick
to make nice graphics.

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cooperation

Dexfinity
Go Beyond

team

Photography

Every photography have
rounded corners.
Use photos that show
working together.