



Logo Guidelines

This guide serves as a crucial resource for anyone involved in designing or creating visual materials for Dataroid. Its purpose is to provide clear direction on how the Dataroid brand should be represented across both online and offline platforms.

Logo & Icon

Definition, proportions and correct usage rules of the logotype and the icon.

Logotype

This is the logotype for Dataroid.
The focus on D letter reflects the brand feel related to the Analytics and Engagement Platforms.
This structure becomes more strong with the shoot up expression.

Clear Space

The Dataroid logo should always be surrounded by sufficient clear space to ensure visibility, legibility, and brand recognition. No text, graphics, or other visual elements should enter the defined clear space.

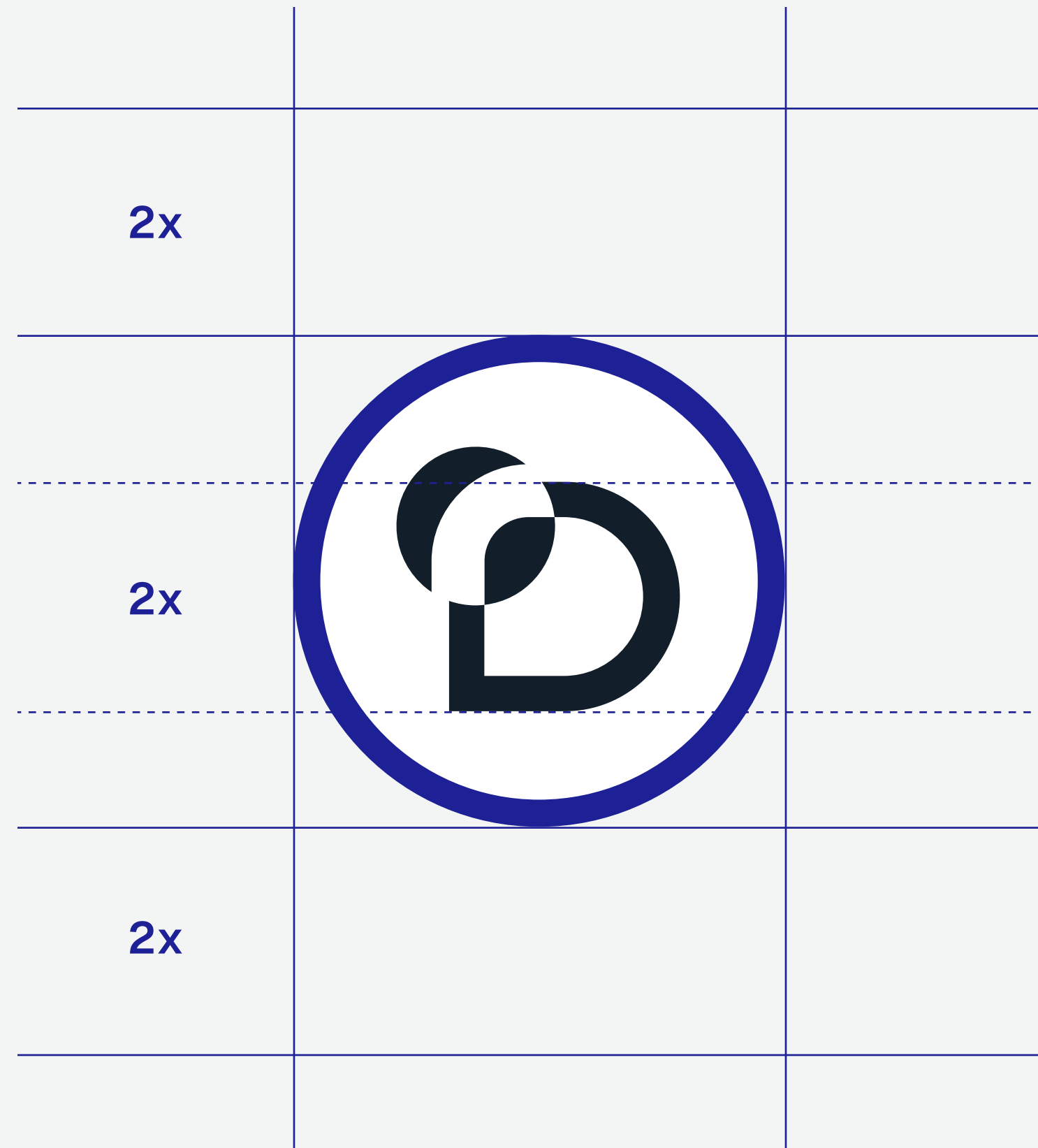


Icon

Definition, proportions and correct usage rules of the logotype and the icon.

Clear Space

The Dataroid icon should always be surrounded by sufficient clear space to ensure visibility, legibility, and brand recognition. No text, graphics, or other visual elements should enter the defined clear space.



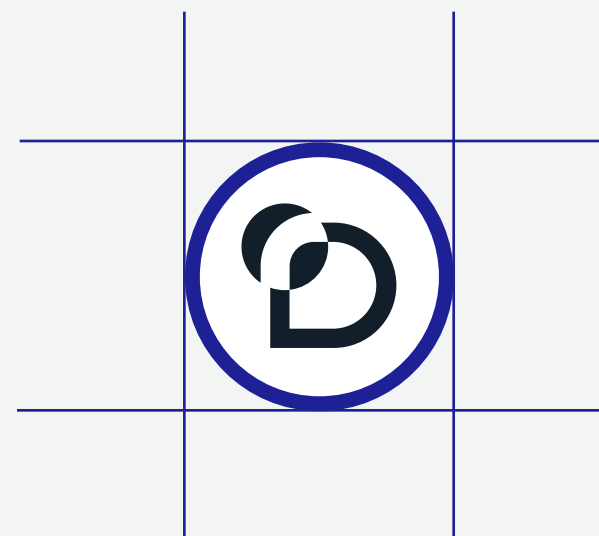
Minimum size

To ensure legibility and consistent brand recognition, never reproduce the Dataroid logo below the minimum sizes shown.

The full Dataroid logo should not be reproduced smaller than 30 mm in print or 120 px in digital applications.

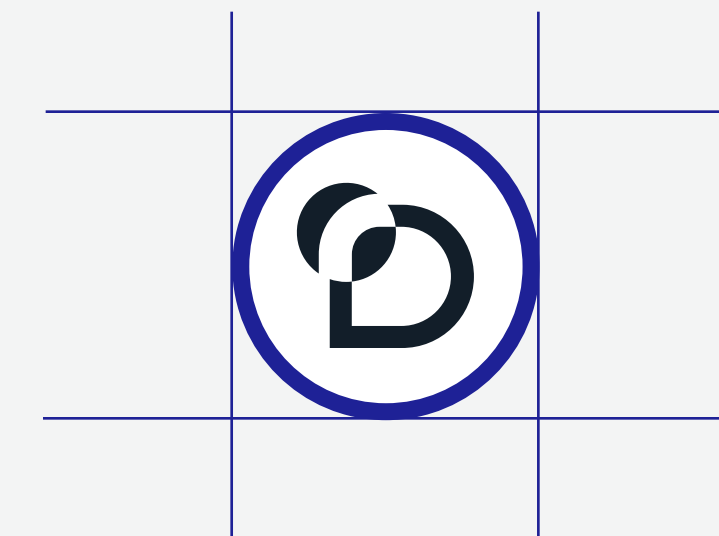
The standalone symbol may be used at a minimum width of 10 mm in print and 32 px in digital applications.

Print



10 mm

Digital

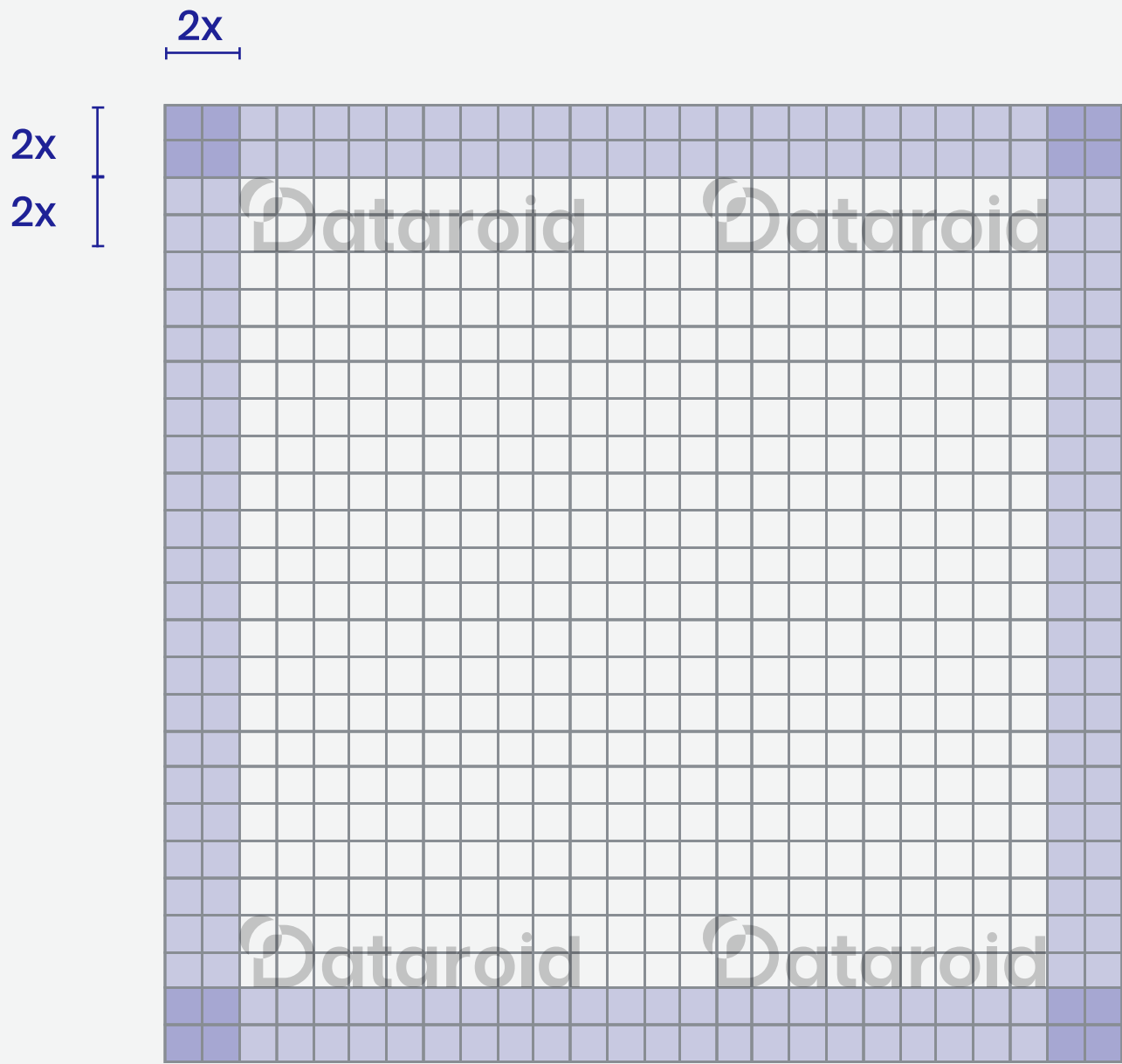


32 px



Live Area

The Dataroid logo should always be placed within the designated live area. Maintain the required clear space from the edges and avoid positioning the logo too close to the boundaries of the layout.



Logo Color

Dataroid logo is available in approved color variations to ensure consistency and legibility across different backgrounds and applications. Always use the version that provides the highest contrast while maintaining brand consistency.

BLACK

PANTONE 7547C
RGB 19 39 41
CMYK 86 74 55 68
#131E29

OFF WHITE

PANTONE COOL GRAY 1C
RGB 243 244 244
CMYK 0 0 0 4
#F3F4F4

Logo Usage

Use on backgrounds

The appropriate version of the Dataroid logo depends on the background color. Always use the logo variation that provides the highest contrast with the background to ensure maximum legibility and consistent brand presentation.



Dataroid



Dataroid



Dataroid

Logo Usage

Use on photos

When the Dataroid logo is placed on a photo or image, use the approved logo variation that provides the highest contrast with the background to ensure maximum legibility and brand consistency.





Incorrect Logo Usage

The Dataroid logo is a key brand asset and must always be used consistently and correctly. To preserve its integrity and ensure strong brand recognition, the logo must not be altered, distorted, or reproduced in ways that compromise its visibility or visual identity.



NO
Do not change the logo colors unless specified in the Logo Colors section.



NO
Do not outline the logo



NO
Do not crop photos or patterns through the logo.



NO
Do not rotate the logo.



NO
Do not apply gradients to the logo.



NO
Do not distort or warp the logo.

Brand Colors

Dataroid brand primary colors are **blue** and **black**.

Purple, orange, aqua and off white are secondary brand colors, used to support the primary palette and add visual flexibility across applications.

BLACK

PANTONE 7547C

RGB: 19 39 41

CMYK: 86 74 55 68

HEX: 131E29

BLUE

PANTONE 2736

RGB: 30 34 170

CMYK: 86 74 55 68

HEX: 1E22AA

Brand Colors

Dataroid brand primary colors are blue and black.

Purple, orange, aqua and **off white** are secondary brand colors, used to support the primary palette and add visual flexibility across applications.

PURPLE

PANTONE 2645C
RGB: 173 150 197
CMYK: 32 42 1 0
HEX: AD96DC

ORANGE

PANTONE 157C
RGB: 232 158 91
CMYK: 7 43 72 0
HEX: ECA154

OFF WHITE

PANTONE COOL GRAY 1C
RGB: 243 244 244
CMYK: 0 0 0 4
HEX: F3F4F4

AQUA

PANTONE 2915C
RGB: 91 194 231
CMYK: 55 12 2 0
HEX: 5BC2E7



Thank you

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