

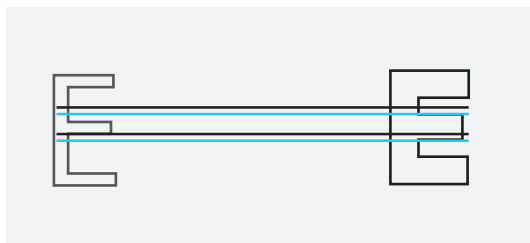


# Corporate Identity Manual



**DESSIN**

LETTER "E" VARIATION



#### LOGOTYPE TYPOGRAPHY

The chosen logotype typography is Biko Black, a Sans Serif font with a variation on its letter "E".

Biko Black

AaBbCcDdEeFfGg  
gHhIiJjKkLlMmNn  
nOoPpQqRrSsTt  
vWwXxYyZz



#### LOGOTYPE SYMBOL

The symbol of DESSIN's logo is based on the concept of waves, that evokes clearly a water symbol. The combination of colours represents the dual objective of the innovative solutions of the project to deal with water scarcity (brown) and water quality (from green to blue).



### BRAND COLOR

There are 4 colors on the brand cromatism, two of them mixed on a gradient.  
The "ESS" acronym is outstanded using the dark grey.



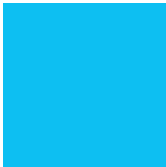
<b>C</b>	30
<b>M</b>	50
<b>Y</b>	75
<b>K</b>	10

<b>R</b>	177
<b>G</b>	126
<b>B</b>	73



<b>C</b>	52
<b>M</b>	0
<b>Y</b>	100
<b>K</b>	0

<b>R</b>	143
<b>G</b>	191
<b>B</b>	33



<b>C</b>	72
<b>M</b>	0
<b>Y</b>	0
<b>K</b>	0

<b>R</b>	0
<b>G</b>	184
<b>B</b>	237



<b>C</b>	0
<b>M</b>	0
<b>Y</b>	0
<b>K</b>	80

<b>R</b>	87
<b>G</b>	87
<b>B</b>	86



#### COLOR VARIATIONS

It's possible to use the brand in this different options, but always using one of the brand colors.





BRAND WITH PHOTO BACKGROUND

1 ink / negative



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**DESSIN**



BLACK BRAND  
1 ink



  
**DESSIN**

WHITE BRAND  
1 ink / negative





#### BRAND WITH DESCRIPTION

Brand composition when is necessary to add the brand description.

There are two options:

- Project Description
- Project Description + Web



## CORPORATE TYPOGRAPHY

This font is used for communication and corporative texts.

Din Next LT Pro Light Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Din Next LT Pro Medium Condensed

**AaBbCcDdEeFfGgHhIiJjKkLlMm**  
**NnOoPpQqRrSsTtUuVvWwXxYyZz**

CORPORATE IDENTITY MANUAL **DESSIN**