



Corporate Identity Manual

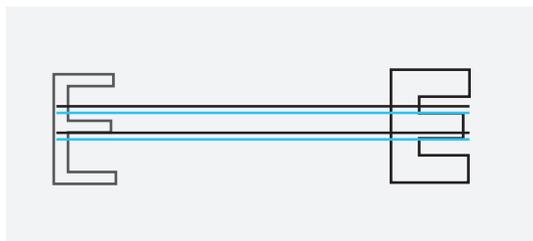


DESSIN

LOGOTYPE TYPOGRAPHY

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

LETTER "E" VARIATION



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.



C	30
M	50
Y	75
K	10

R	177
G	126
B	73



C	52
M	0
Y	100
K	0

R	143
G	191
B	33



C	72
M	0
Y	0
K	0

R	0
G	184
B	237



C	0
M	0
Y	0
K	80

R	87
G	87
B	86



COLOR VARIATIONS

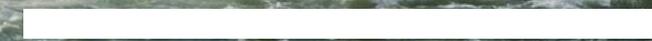
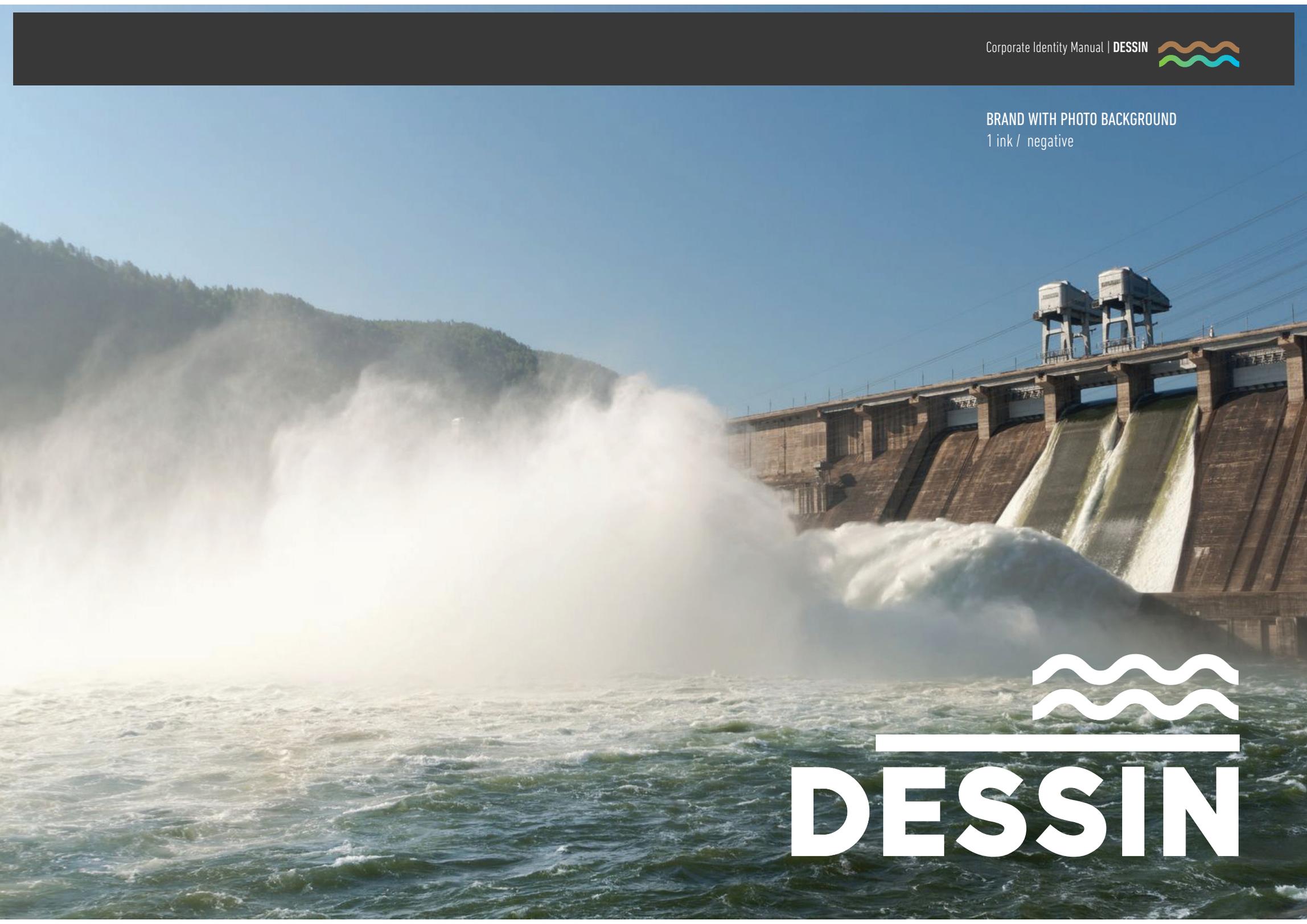
It's possible to use the brand in this different options, but always using one of the brand colors.





BRAND WITH PHOTO BACKGROUND

1 ink / negative



DESSIN



BLACK BRAND
1 ink



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**

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