DIGIDOT ©

Brand Guidelines

OUTLINE

DigiDot is your virtual desktop companion, always there with a friendly face to support you when you need it most.

From reminding you to take regular breaks to ensuring you stay hydrated, DigiDot is dedicated to your wellbeing. Let DigiDot be your guide to improving your digital wellness and unlocking your full potential.
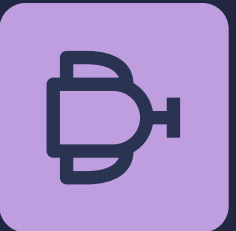
03

WELLBEING

We believe your wellbeing is the the most important factor of your life

EQUALITY

We believe DigiDot should be accessible to everyone regardless of differences

RESPONSIBILITY

DigiDot aims to be responsible and encourages our users to do the same

EMPATHY

We believe everyone works and learns at their own pace and deserves respect

DIGIDOT LOGO

PRIMARY

This should be used first if space allows for it. Use on websites, footers, stationery, signage etc.

SECONDARY

For when the primary logo doesn't fit in the required space. Used on websites and larger elements.

FAVICON

Social media profile pictures, stamps, favicon etc. Use this when other variations simple wont fit.

Primary Logo

Secondary Logo

Favicon

COLOUR PALETTE

CMYK

CMYK colours should be used when printing materials

RGB

RGB colours should be used on-screen for web design

HEX

Hex codes can also be used for on-screen and web design

GRADIENT 01

GRADIENT 02

PURPLE

CMYK	C 31 M 43 Y 0 K 0
RGB	R 191 G 158 B 223
HEX	#BF9EDF

DARK BLUE

CMYK	C 98 M 86 Y 46 K 60
RGB	R 24 G 31 B 54
HEX	#181F36

BLUE

CMYK	C 62 M 40 Y 0 K 0
RGB	R 105 G 149 B 251
HEX	#6995FB

WHITE

CMYK	C 5 M 4 Y 4 K 0
RGB	R 244 G 244 B 244
HEX	#F4F4F4

YELLOW

CMYK	C 1 M 33 Y 48 K 0
RGB	R 246 G 186 B 139
HEX	#F6BA8B

DIGI DOT

TYPOGRAPHY

PRIMARY

The primary font is your default typeface and should be used within headers and titles.

SECONDARY

The secondary font compliments your primary font. This will be used on subheadings.

BODY TEXT

This compliments the primary and secondary font. This should be used within the body copy.

Primary - Poppins Bold

AaBbCc

Secondary - Poppins Medium

AaBbCc

Body Text - Poppins Regular

AaBbCc

BRAND ASSETS

Illustrations can be used on their own or as a pattern swatch. Use these on websites, stationery, packaging printed materials, social posts etc.

DIGI DOT

BRAND ASSETS