

DIAKRIT

SEEING IS BELIEVING™

Design Guidelines v.2.0

Colour palette

Logotype

Logo with tagline

Tagline

Monogram

Typography

Last revised on Feb 24th, 2012

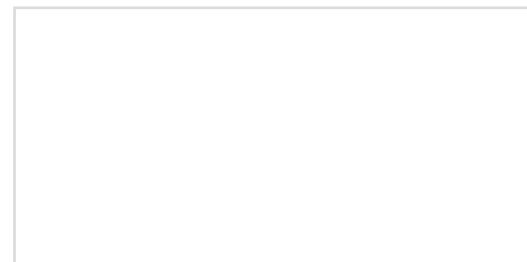
Colour palette Specifics

The DIAKRIT colour palette uses White, a warm Dark Grey, Green and Light Grey.

The bright White and Light Grey are the basic colours to achieve a bright, clean and airy feeling.

Dark Grey is there as contrast in typography and Green is there to spice it up, but as default the Green colour should never be dominant. The colour palette and the way it is used is one of the most important elements in the DIAKRIT visual identity.

PRIMARY COLOURS



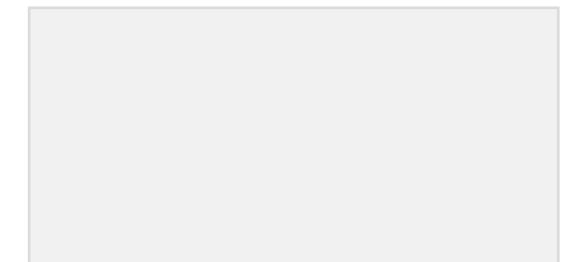
White
RGB: 0 0 0
CMYK: 0 0 0 0



DIAKRIT Dark Grey
RGB: 55 50 50
CMYK: 0 10 5 92
PMS: Pantone 440 C



DIAKRIT Green
RGB: 0 136 0
CMYK: 90 20 100 0
PMS: 347 C

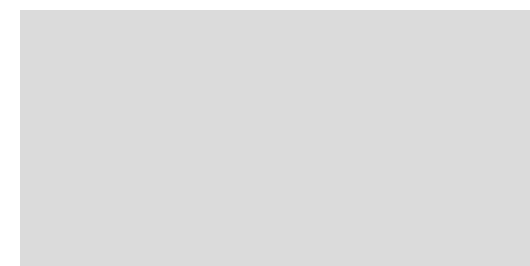


DIAKRIT Light Grey
RGB: 245 245 245
CMYK: 0 0 0 5
PMS: Warm Grey 1 C,
50% tint, important!!

SECONDARY COLOURS



DIAKRIT Light Green
RGB: 70 170 55
CMYK: 70 0 100 0
PMS: 360 C



DIAKRIT Medium Grey
RGB: 219 219 219
CMYK: 0 0 2 10
PMS: Warm Grey 2 C



DIAKRIT Grey
RGB: 200 200 200
CMYK: 0 0 3 20
PMS: Warm Grey 4 C

The logo

Logo

The logotype is strong and distinct. It reflects the area of business, the open floor plan, and properties standing solidly on the ground. It has elegance and sharpness.

Colour

The default representation of the logo is the dark grey version on white. This is to convey a bright, clean and airy feeling.

But the logo also can be used inverted, white on dark grey and white on green.

RGB Version(Screen and web)



DIAKRIT



DIAKRIT DIAKRIT

The logo

Space

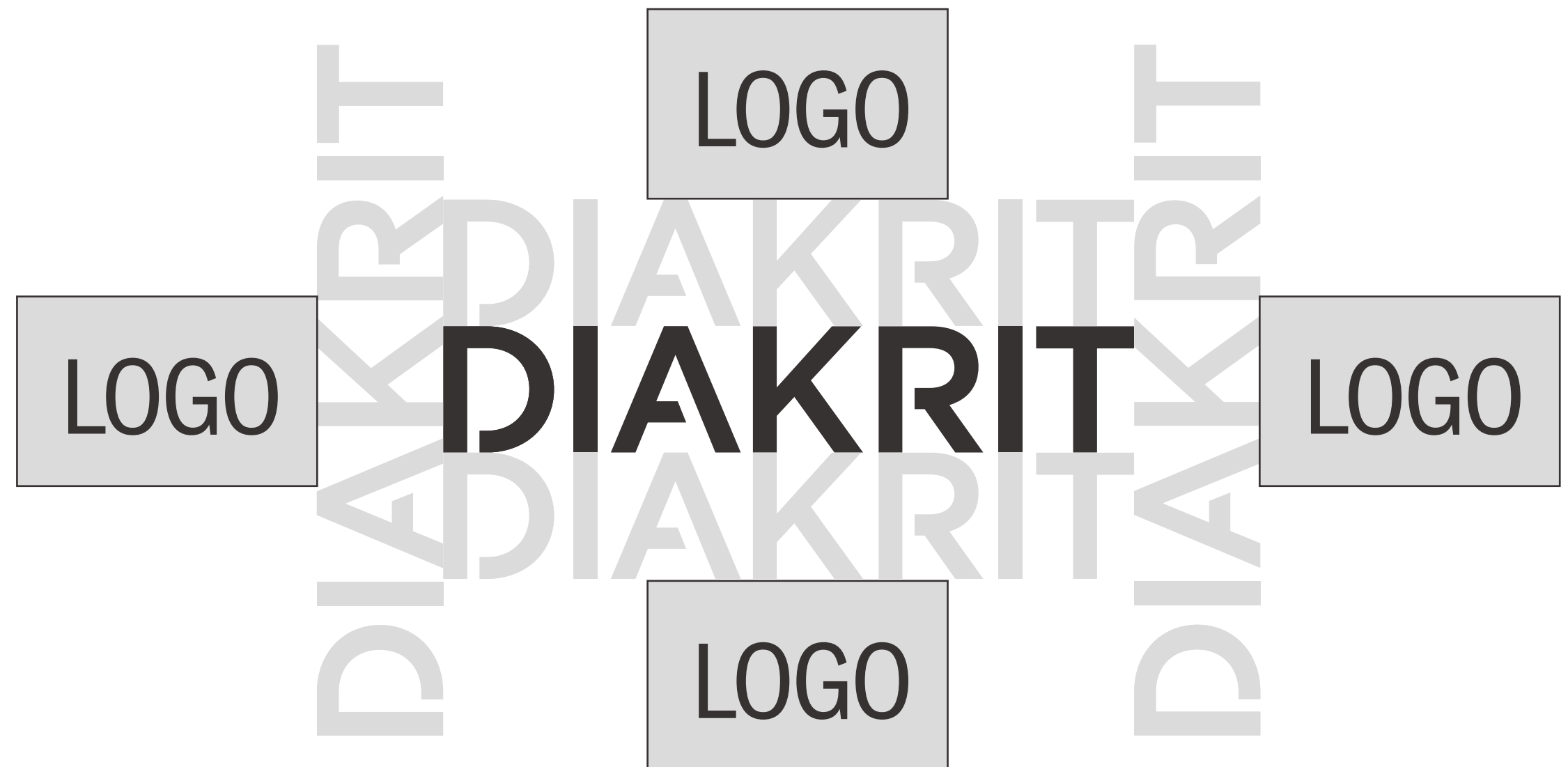
The minimum amount of space surrounding the logo shall not be less than half the height.



The logo Space

Space

When it is necessary to place the DIAKRIT logo next to other logos, the space in between each logo should be equal to or greater than the height of the DIAKRIT logo.



The logo with tagline

The main logotype comes paired with a tagline:
SEEING IS BELEIVING™

The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of the DIAKRIT brand.

The tagline shall be used with the logo as much as possible.

Colour

The default representation of the logo(with tagline) is the dark grey version on white. This is to convey a bright, clean and airy feeling.

But the logo(with tagline) also can be used inverted, white on dark grey and white on green.

RGB Version(Screen and web)



The logo with tagline

DIAKRIT
SEEING IS BELIEVING™
SEEING IS BELIEVING™

The space between "DIAKRIT" and the tagline is equivalent to the height of the letters in the tagline.

The right side of the "™" should be positioned at the mid-point between the DIAKRIT letters "R" and "I".

The logo with tagline

Space

Space

When it is necessary to place the DIAKRIT logo with tagline next to other logos, the space in between each logo should be equal to or greater than the height of the DIAKRIT logo with tagline.



The tagline

Colour

The default representation of the tagline is the dark grey version on white. This is to convey a bright, clean and airy feeling.

But the tagline also can be used inverted, white on dark grey and white on green.

RGB Version(Screen and web)

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The logo and tagline

If the size of the logo(with tagline) is so small that it is impossible to read the tagline, the two shall be divided into two separate objects on the page/sheet/type area.

The logo is always number one in hierarchy. If the tagline is unreadable, move it and make it big enough to read somewhere else on the page/sheet/ type area.

Test header Second row

This is test type to illustrate a composition with logotype, header and running text. This is test type to illustrate a composition with logotype, header and running text. This is test type to illustrate a composition with **logotype**, header and running text. This is test type to illustrate a composition with logotype, header and running text. This is test type to illustrate a

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DIAKRIT

Monogram

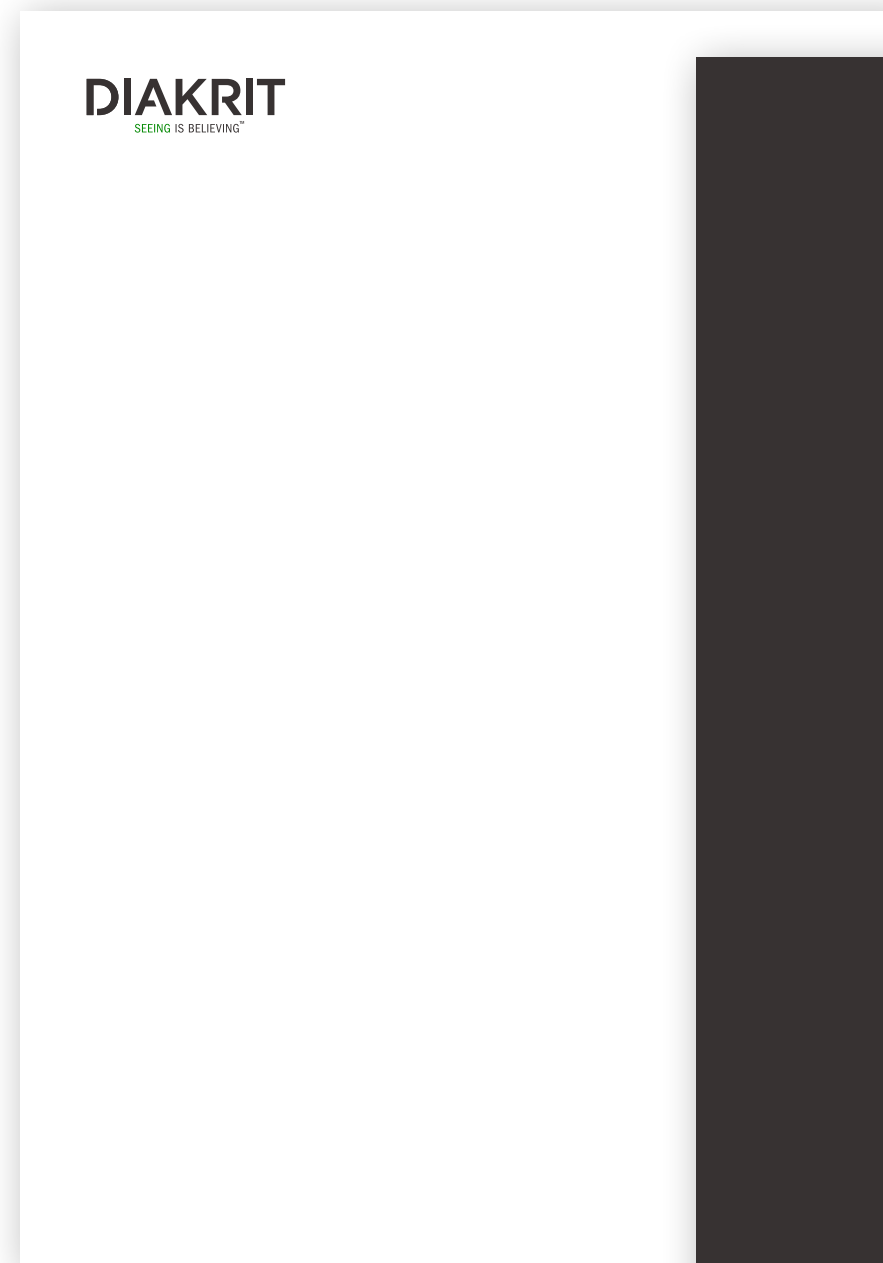
The logotype can be reduced down to a monogram. The negative space in the “D” forms a “P” that stands for DIAKRIT’s primary focus: Property.

This symbol should be used sparsely. It can be used on special items such as corporate clothing, on t-shirts, cuff links etc.

It should not compete with the logotype and NOT be present on the same side as the logo of a surface/sheet.

The “D” can work with the tagline on the same sheet, but never in one group. The tagline is on the opposite area of the page for example.

Example of sheet, front



Example of sheet, back



Monogram

Colour

The default representation of the monogram is the dark grey version on white. This is to convey a bright, clean and airy feeling.

But the monogram also can be used inverted, white on dark grey and white on green.

RGB Version(Screen and web)



Typography

The primary typeface - ITC Franklin Gothic Condensed

DIAKRIT has a primary typeface that works as a strong identity carrier. The typeface is ITC Franklin Gothic Condensed. The elegant condensed style expresses the verticality in buildings and properties and reflects the core values: Sharp, Minimalistic, Modern, Clean, Distinct.

The typeface can be used in lower case letters as well as in capital letters. The default usage is lower case with high contrast in size. It is also used with contrast in colour, such as mixing the dark grey with the green, in the same heading, The default weight is Book Condensed. Never use anything else for the basics. The Medium Condensed can be used for weight contrast in headings and in very small text.

The general rule for kerning in large headings is -10. For small running text it is 0.

ITC Franklin Gothic Book Condensed

abcdefghijklmnopqrstvwxyzåäö
ABCDEFGHIJKLMNQRSTU
VWXYZÅÄÖ12345678910!\$&
%&(@?]ß

ITC Franklin Gothic Medium Condensed

abcdefghijklmnopqrstvwxyzåäö
ABCDEFGHIJKLMNQRSTU
VWXYZÅÄÖ12345678910!\$&
%&(@?]ß

Typography

The secondary typeface - Arial Narrow

This secondary typeface is Arial Narrow. It is used in running text and small text. It is a system font and exists on all computers.

It can be used in italics as well, for quotation paragraphs for example.

The general rule for letter kerning is +10. Wordspacing should be reduced -10%.

Arial Narrow Regular

abcdefghijklmnopqrstvwxyzåäö
ABCDEFGHIJKLMNQRSTU
VWXYZÅÄÖ12345678910!\$&
%&(@?][ß

Arial Narrow Bold

abcdefghijklmnopqrstvwxyzåäö
ABCDEFGHIJKLMNQRSTU
VWXYZÅÄÖ12345678910!\$&
%&(@?][ß

Typography

Print

In print the typeface ITC Franklin Gothic Condensed shall be used. In Chinese, the typeface should be Heiti SC. In Thai the typeface should be Angsana New.

Web

On running text on the web where a system font has to be used, it is replaced with Arial Narrow. In Chinese and Thai, the typeface should still keep Heiti SC and Angsana New.

On the web, large headers and short text is set in Franklin Gothic using the Cufon technique or similar.

Office

In Office documents that are sent out to people who do not have the typeface Franklin Gothic, Arial Narrow is used instead.

Print

ITC Franklin Gothic Book Condensed

DIAKRIT

Heiti SC

迪克特

Angsana New

เดียกริท

Web

Arial Narrow Regular

DIAKRIT

Heiti SC

迪克特

Angsana New

เดียกริท