

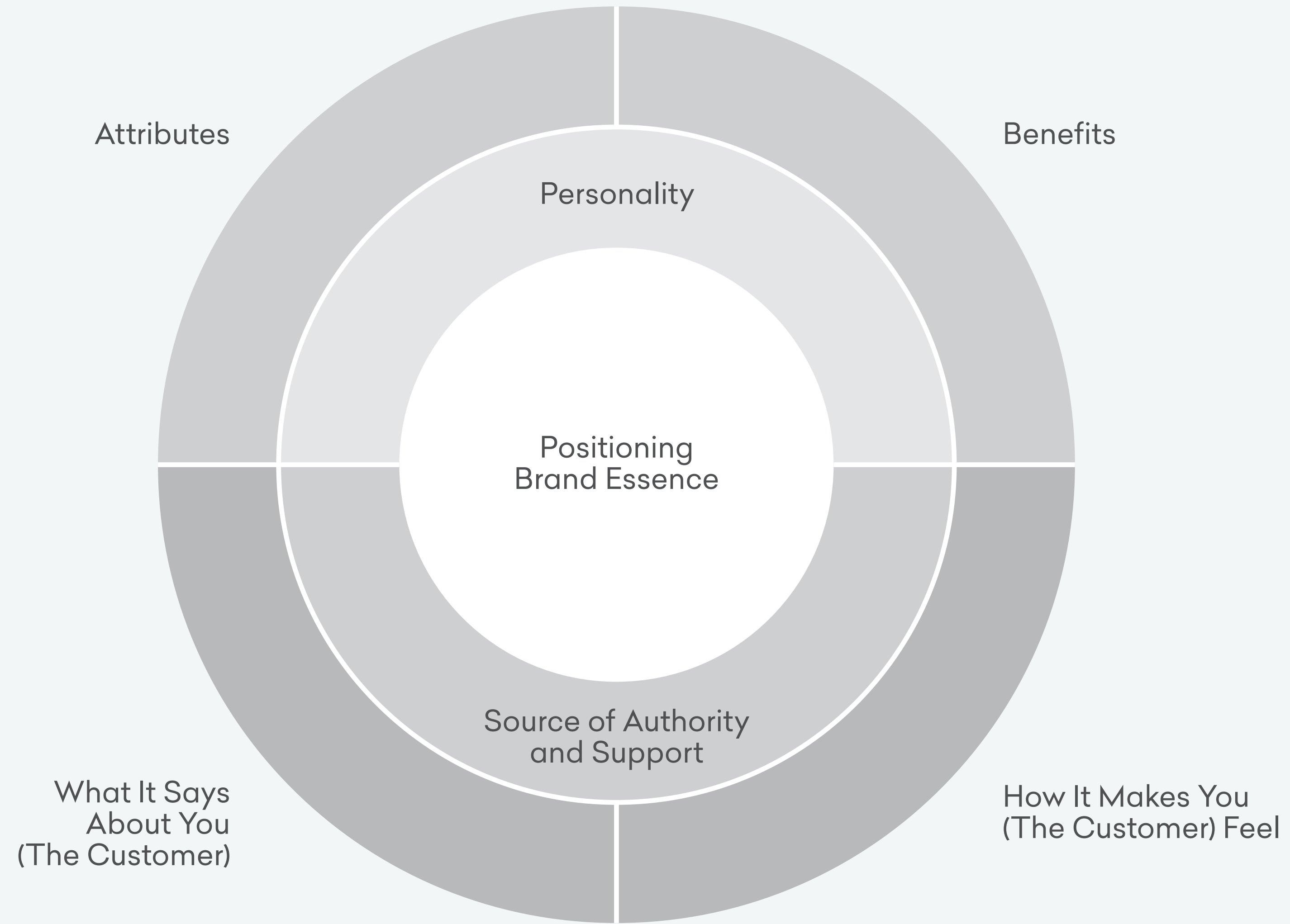
# DTEC

## Brand Guide

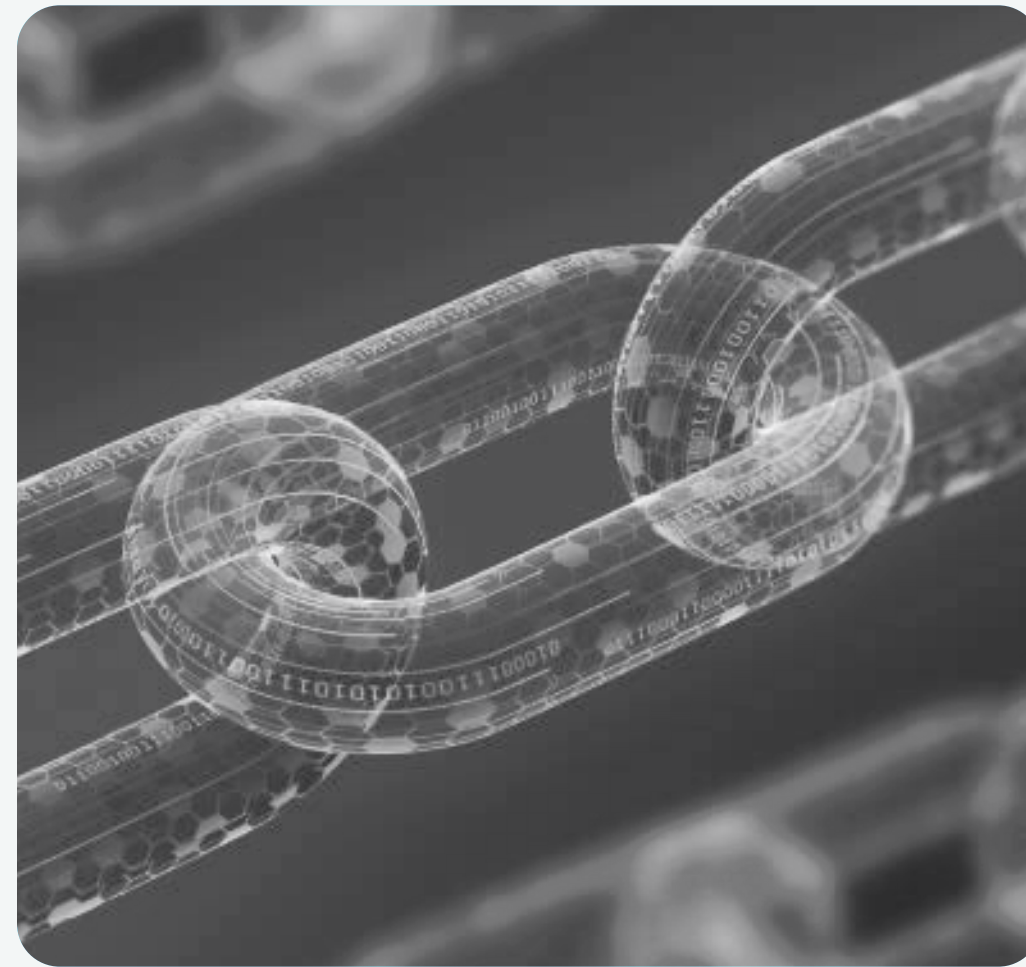


ДТЕС





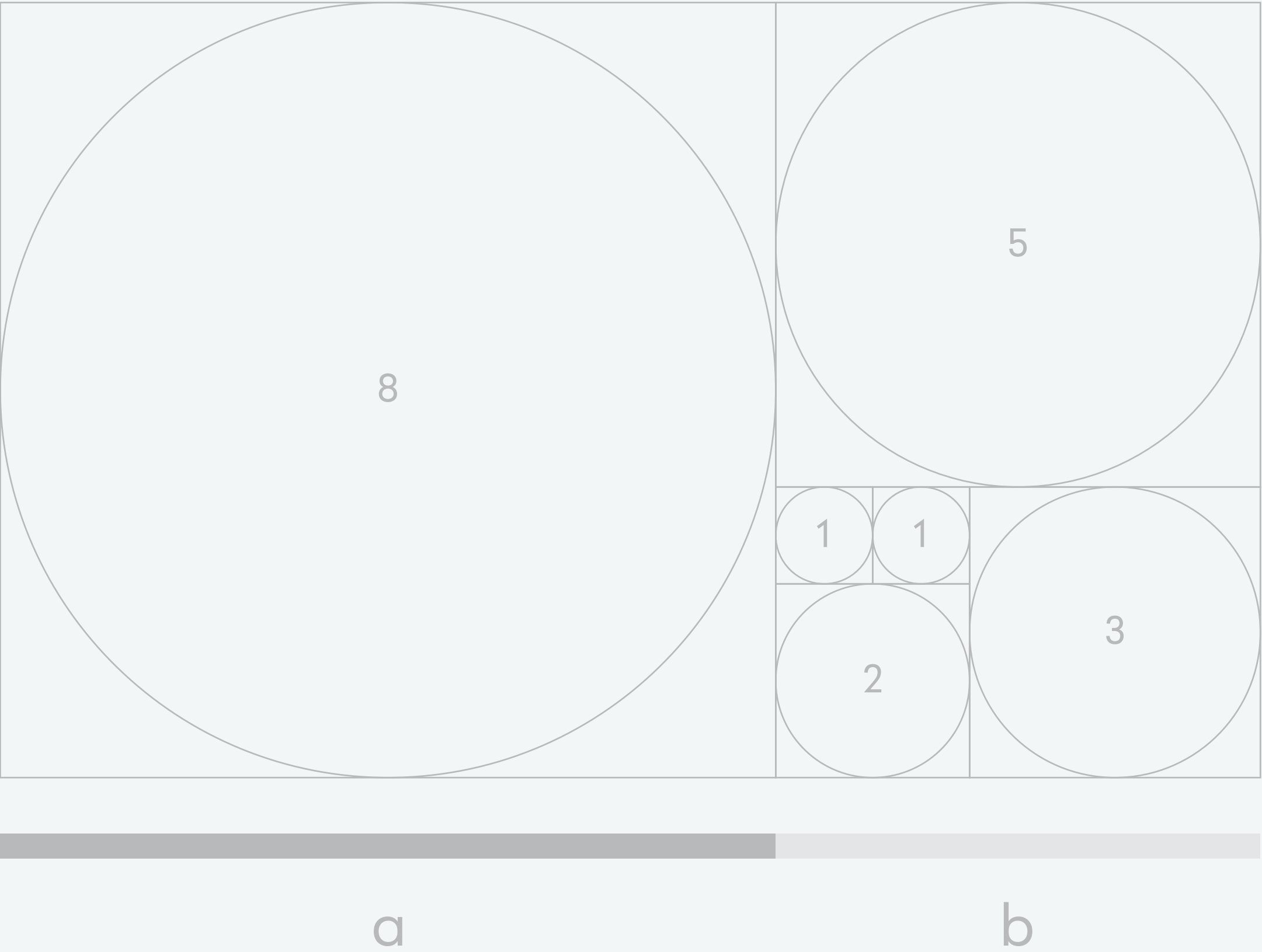
# Key Visual





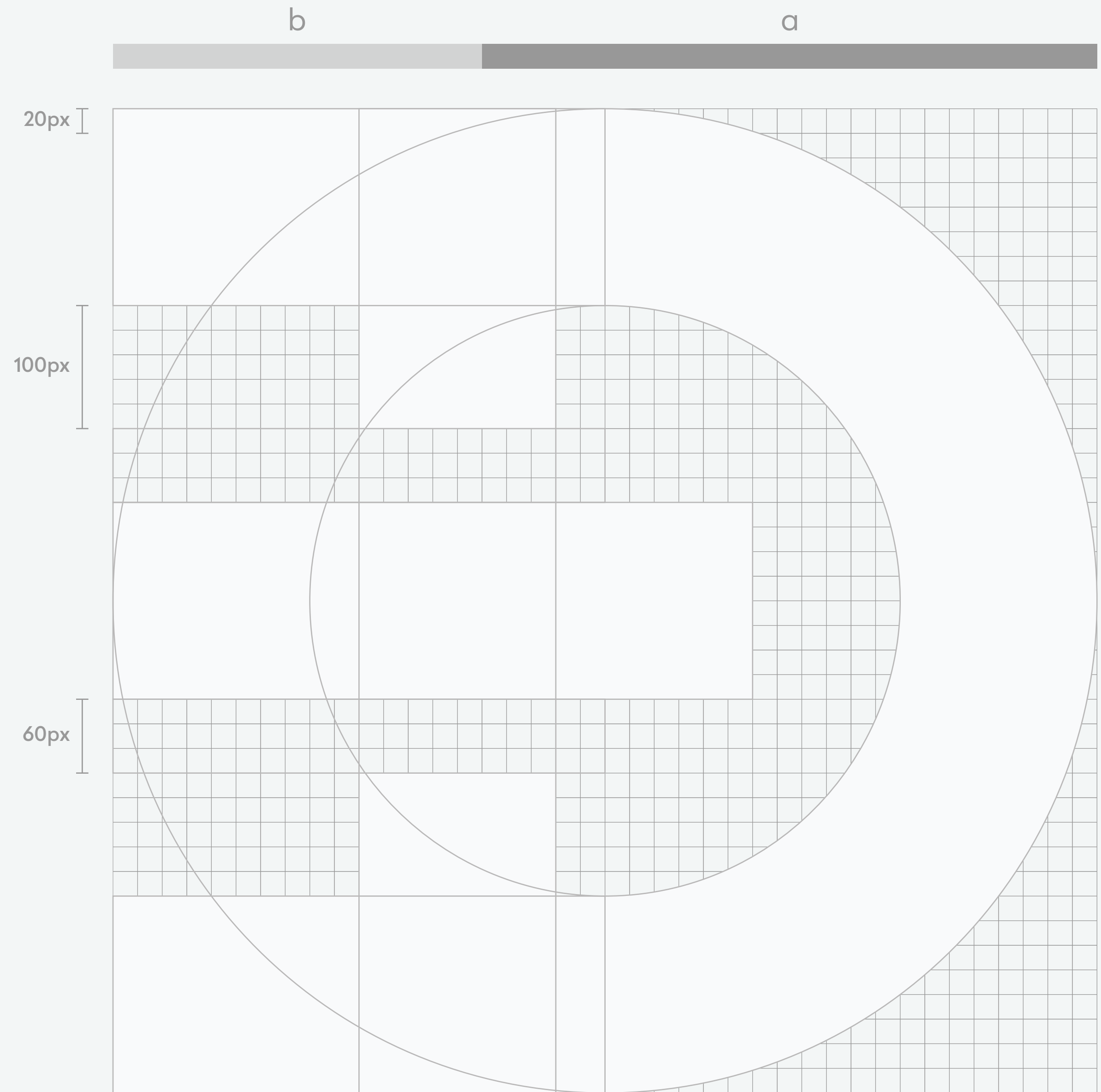
# Golden Ratio

The golden ratio describes predictable patterns on everything from atoms to huge stars in the sky. Nature uses this ratio to maintain balance, and because of its apparent lure of the human eye, this logotype was also calculated with the golden ratio.



# Construction

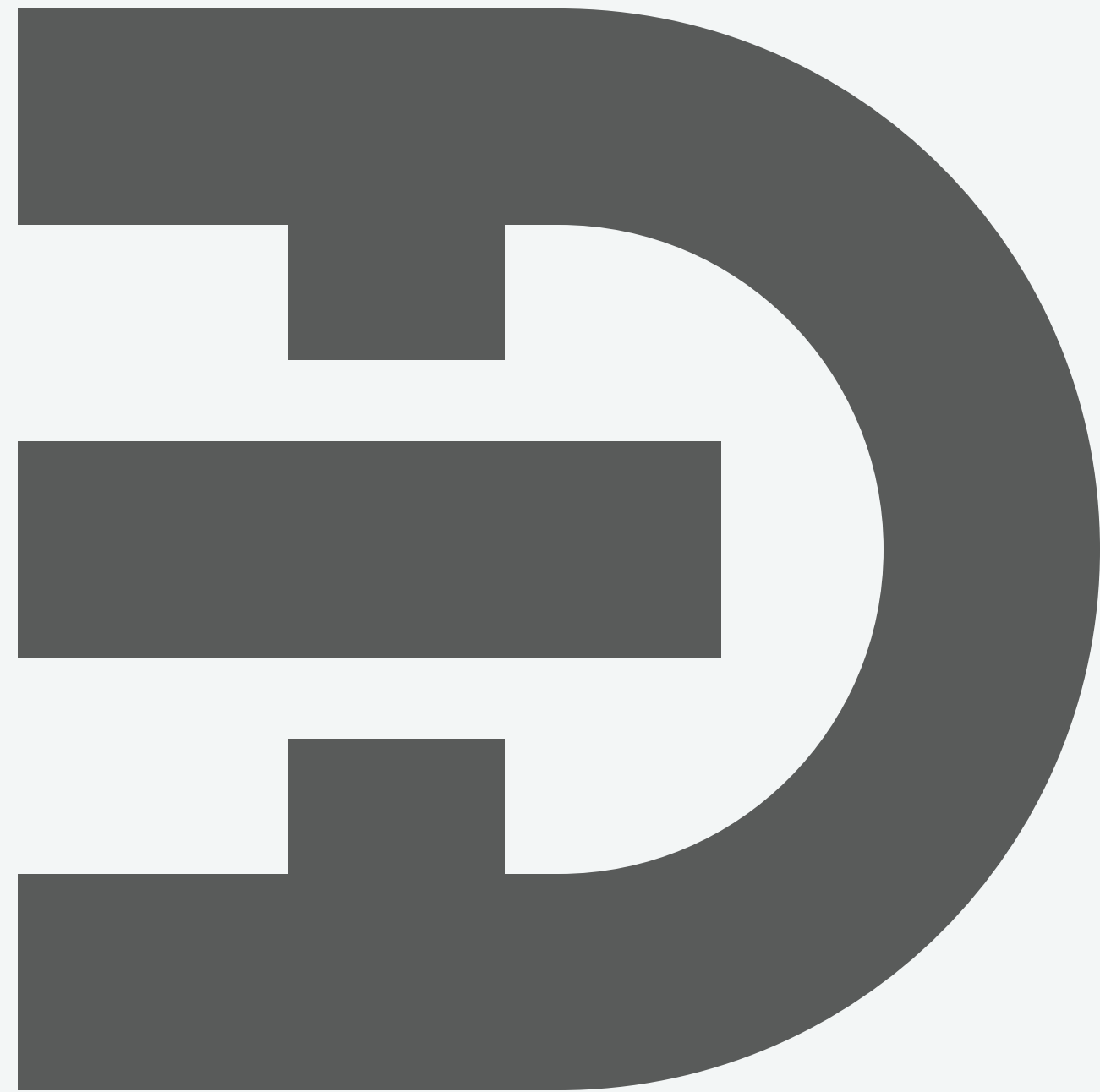
All elements of the pictogram where precisely calculated and positioned to get a perfect visual balance.







# Final Monogram





# Typography

Celias is a geometric with sharp corners. The Celias family includes 7 weights, from Hairline to Black, with their corresponding italics. Each font includes OpenType Features such as Stylistic Alternates, Proportional Figure, Tabular Figures, Numerator, Superscript, Denominators, Scientific Inferiors, Subscript, Ordinals, Ligatures and Fractions.

**Latin language support:**

Afrikaans, Albanian, Asturian, Azeri, Basque, Bosnian, Breton, Bulgarian, Catalan, Cornish, Corsican, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Filipino, Finnish, Flemish, French, Frisian, Friulian, Gaelic, Galician, German, Greenlandic, Hungarian, Icelandic, Indonesian, Irish, Italian, Kurdish, Latin, Latvian, Lithuanian, Luxembourgish, Malagasy, Malay, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Provençal, Romanian, Romansch, Saami, Samoan, Scots, Scottish, Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof.

# Celias

AaBbCcÇçDdEeFfGgĞğHhIiJjKkLlMmNn

OoÖöPpQqRrSsŞşTtUuÜüVvWwXxYyZz

0123456789

> £ # \$ ½ § { [ ] } \ | @ Σ € ₺ ¥ ®

Celias Thin

*Celias Thin Italic*

Celias Light

*Celias Light Italic*

Celias Regular

*Celias Italic*

**Celias Medium**

***Celias Medium Italic***

**Celias Bold**

***Celias Bold Italic***

**Celias Black**

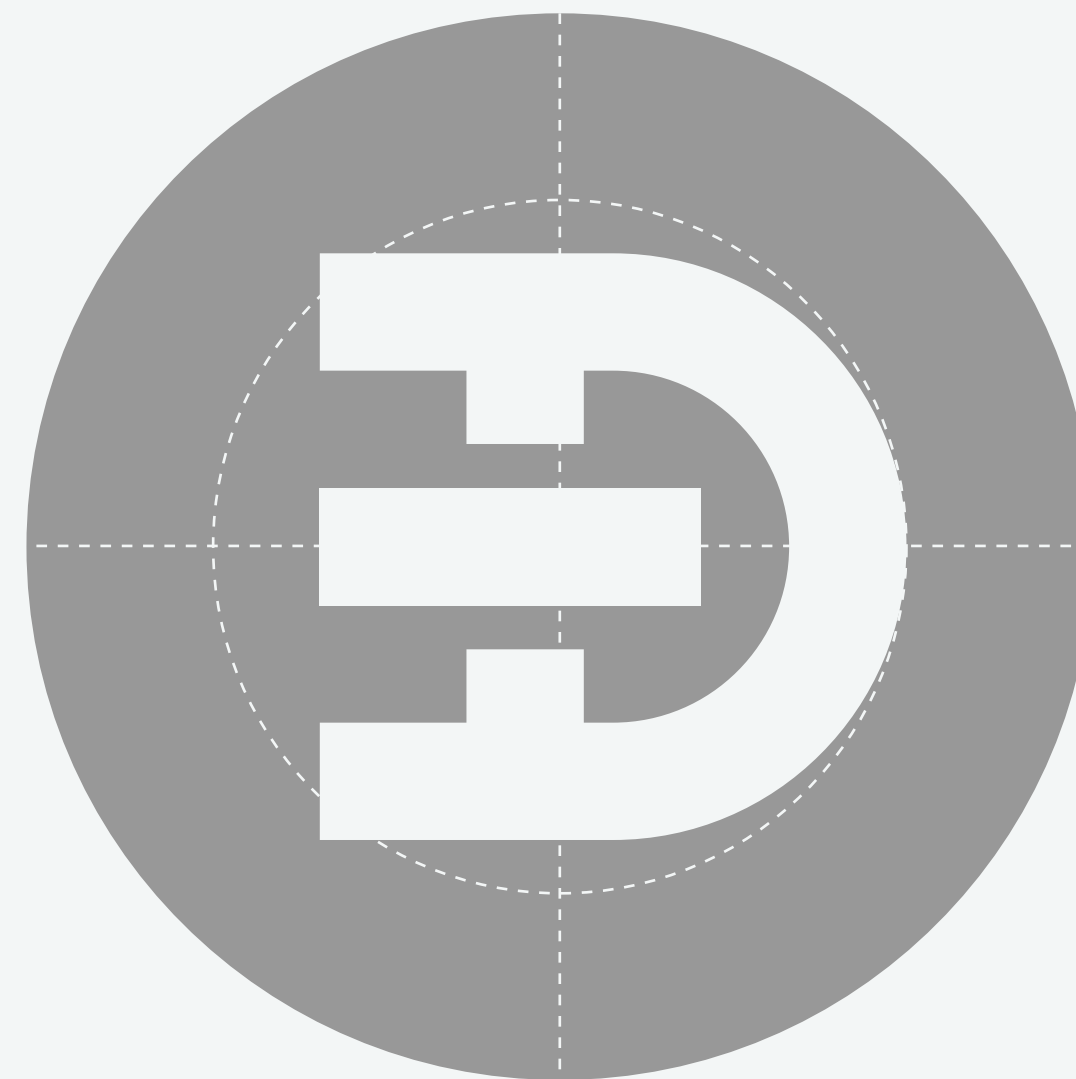
***Celias Black Italic***



# Logotype Design



METRIC ALIGN



OPTIC ALIGN

DTFC

2x

2x

2x

2x

x

x

x



# Brand Colors

01

#000000

02

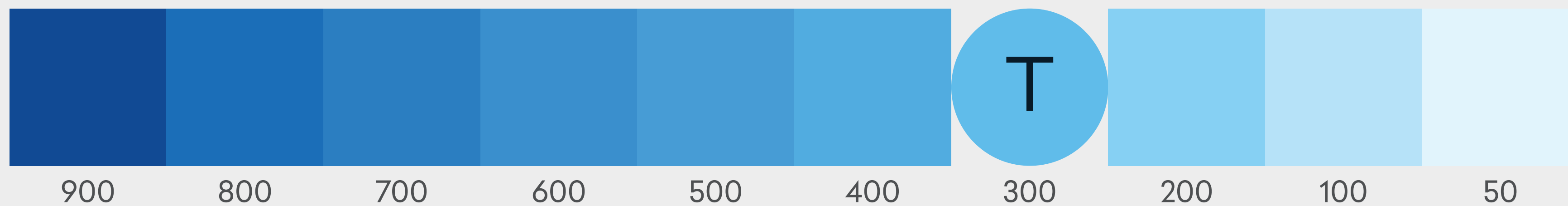
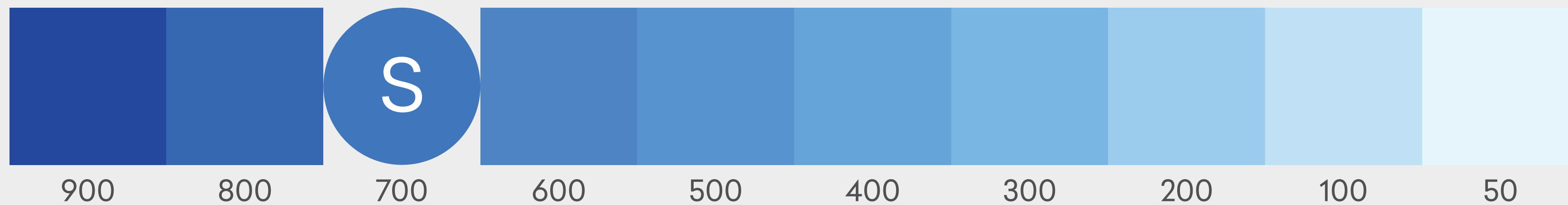
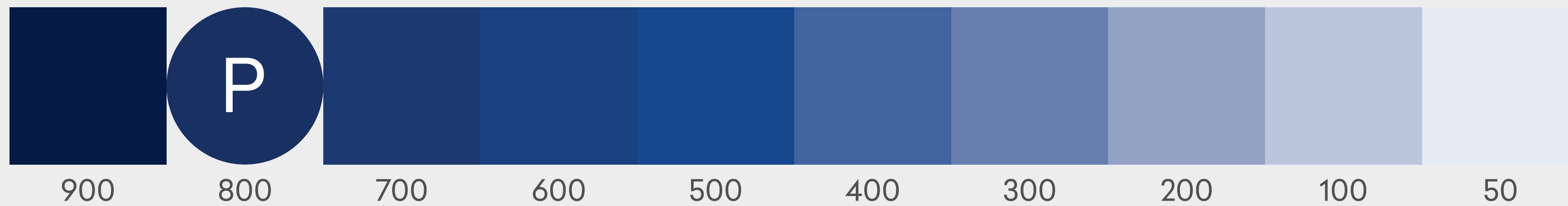
#143773

03

#3d7ee2

04

#5fc0fa



**Color variations for accessibility**

These palettes provide additional ways to use your primary and secondary colors. They include lighter and darker options to separate surfaces and provide colors that meet accessibility standards.



Gray 50

100

200

300

400

#FAFAFA

#F5F5F5

#EEEEEE

#E0E0E0

#BDBDBD

500

600

700

800

900

#9E9E9E

#757575

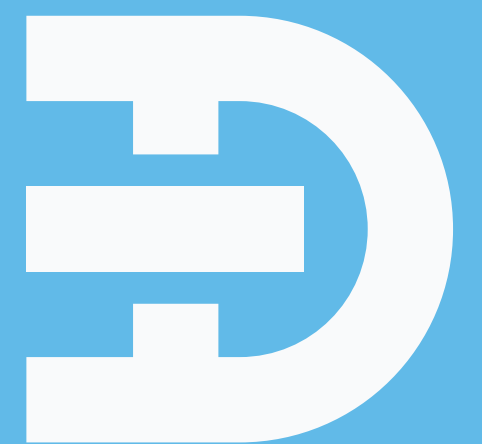
#616161

#424242

#212121

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256 px



128 px



64 px



32 px





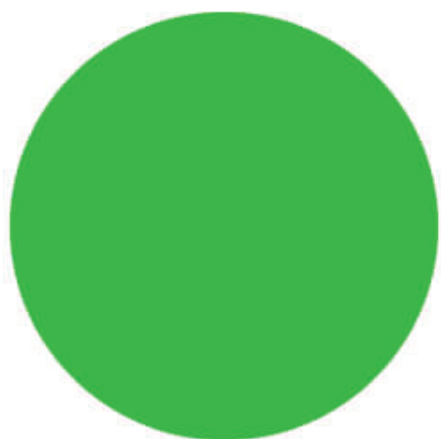
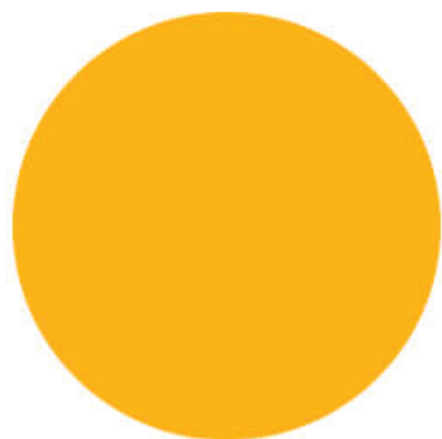
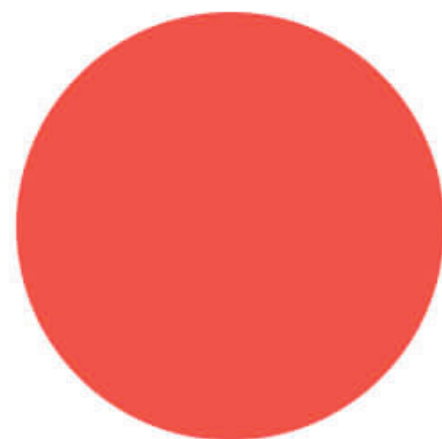




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# Favicon Design



dtec.space







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