



Brand Identity Guideline

This document can be sent to approved third party vendors and customers using Devika trademarked intellectual property within the following parameters.

Background Check

We specialize in using emerging technology to build meaningful experiences and solve problems across different industries. Devika is a bright, young company that partners with experts to experiment and discover new ways enterprises and society can benefit from emerging technology. Our experiences extend over virtual reality, augmented reality, artificial intelligence, mobile applications, websites and the internet of things to achieve the best results for every unique situation.

To us, being a meaningful business means building experiences that place equal importance on people, the planet, pushing boundaries and profit. As part of this commitment, we started Devika Learning, a program dedicated to moving students from content consumers to content creators. Using a hands-on and gamified approach to education, we provide workshops that equip today's students with in-demand skills in technology. Guided by our values, our team has worked alongside companies such as Westpac, Intel, Coachella, Transport for NSW, the University of Wollongong, Latella Neuromuscular Training Systems and Unity.

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Branding Identity

Logo



Icon



Branding Colors

Printing

When printing using process colors, brand colors should be matched using:

C: 18%
M: 100%
Y: 89%
K: 7%

C: 0%
M: 0%
Y: 0%
K: 100%

Digital

For internet usage the following combination is recommended:

R: 190
G: 34
B: 48

R: 0
G: 0
B: 0

Color Variations

Full Colour



● C: 18% M: 100% Y: 89% K: 7%

● C: 0% M: 0% Y: 0% K: 100%

○ C: 0% M: 0% Y: 0% K: 0%

Monochrome



● C: 0% M: 0% Y: 0% K: 100%

● C: 0% M: 0% Y: 0% K: 80%

Black



● C: 0% M: 0% Y: 0% K: 100%

Reverse Colour



○ C: 0% M: 0% Y: 0% K: 0%

Logo Misuse

Do not reverse the colour order



Do not rotate



Do not change the colours



Do not distort



Do not reproduce on a background with insufficient contrast



Do not add words or attach slogans



Do not add a background, which could interfere with clarity



Do not alter the size relationships between the elements



Clear Space

The Devika logo is the most important component of the company. To enhance the logo's importance, it is necessary to leave space around the logo or a "clear zone" which takes the form of an invisible border around the logo.



Minimum Size

The minimum size of the logo for print is determined by the width, which should not be reproduced in a size smaller than indicated below.



Reversals and Backgrounds



This chart may be used as a guide when choosing between a black or white logo.

Slogan

Slogan is a very important element for a company, it makes it that much easier to increase consumers retention rate and desire. It is a advertising statement that describes what your company is all about.

Devika slogan is composed by 5 words, those words must always be used together and not separately. The slogan's sentence cannot be modified or add additional words.

The slogan is used to describe Devika however should not be considered an element.

Enabling you with technology in mind

Typography

Typeface: Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface: Helvetica Neue Light

The swift brown fox jumps over the lazy dog.

The Primary typeface for Devika is Helvetica Neue-Light. It is a serif typeface from Adobe collection, a digital type library available for Macintosh and IBM compatible computers.

Helvetica Neue-Light should be used for body and be set in upper and lower case.

Helvetica-Neue can be used in the following weights:

- > Helvetica Neue Light
- > *Helvetica Neue Light Italic*
- > Helvetica Neue Regular
- > *Helvetica Neue Italic*
- > **Helvetica Neue Medium**
- > **Helvetica Neue Bold**
- > ***Helvetica Neue Bold Italic***

Typeface: Helvetica Neue Ultralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typeface: Pt Mono Regular

THE SWIFT BROWN FOX JUMPS OVER THE LAZY DOG.

The complementary typeface for Devika is Helvetica Neue-Ultralight. Digital type libraries available for Macintosh and IBM compatible computers.

PT Mono Regular should be used for titles.

Devika.com