DIMOCO BRAND MANUAL

The DIMOCO brand is one of our most valuable asset and attributes and artwork that reflects the spirit of our company and differentiates us from the competition by enabling a lively dynamic design that interacts with the content and the images.

The consistent use **within and outside the organisation** will strengthen our position as a leading payment innovator.

These guidelines are designed to function as a tool for all involved parties to understand the correct use of the DIMOCO brands.

Please read them carefully.

Content

▶ 1.1 Logo types

The gradient version of the logo should be used primarily.
In some exceptions, such as when printing on certain materials, the solid version of our logo must be used since gradients may not have a satisfactory outcome.

For bright backgrounds

For dark backgrounds

The ICON is only to be used in Website CTA´s and Digital Design CTA´s.

▸ Back to Content

1.2 Logo elements

Our logos consist of a left-aligned icon and a word mark. The logo is available in two versions: one includes a descriptor, e.g.: "payments", in addition.
The version of the logo which includes the descriptor should be used primarily, unless the readability is not ensured, such as in sports sponsoring, small print projects or Company Events print & digital materials.

DIMOCO payments — Company name

Icon   Wordmark

DIMOCO

Icon   Wordmark

1.3 Logo positioning and clear space

When implementing the logo, being aware of its size and legibility is key.
Please observe the clear space around the logo to maximise visual effectiveness.
No other elements should intrude this specified space.

Both of these recommendations apply to all DIMOCO brand logos.

Minimum size:

DIMOCO payments

8mm   20mm

Print: 28 mm
Web: 80 px

Clear space

x

x   **DIMOCO payments**   x

x
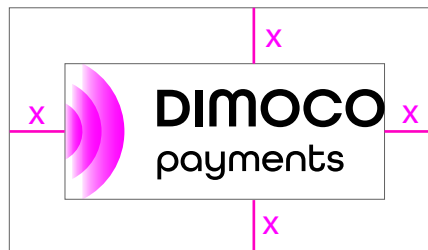
↖ Back to Content

1.4 Corporate colours

To achieve the ideal pink on printed materials, we optimised our pink CMYK version to the Pantone colour scheme.

RGB	255 - 0 - 255
CMYK	19 - 77 - 0 - 0*
HEX	#FF00FF
PANTONE	239 C*

*altered colours for optimized prints

RGB	1 - 85 - 253
CMYK	87 - 67 - 0 - 0
HEX	#0155fd

RGB	15 - 23 - 46
CMYK	88 - 77 - 33 - 58
HEX	#0f172e

Back to Content

▶ **1.5 Don'ts**

Dont' change the font

Don't change the font size

Don't change the space between the icon and wordmark

Don't compress the logo

Don't stretch the logo

Don't colourize the logo in a different colour

Don't tilt the logo

Don't use the logo on a similar coloured background

Don't place the logo on cluttered background

▶ Back to Content

2 Corporate typefaces

The typeface utilised in the wordmark and descriptor of each of the DIMOCO company logos is a custom typeface.

Exo 2 is our primary typeface, to be used in all documents (except email content). Other typefaces can be used only when typographic limitations occur (Excel tables, simulations of third-party websites and apps, absence of support for addition al fonts…).

Aa

Exo2

CHARACTERS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"$%&/()=?':;

VARIATIONS
DIMOCO is a regulated payment company.
DIMOCO is a regulated payment company.
DIMOCO is a regulated payment company.
DIMOCO is a regulated payment company.
DIMOCO is a regulated payment company.

It is recommended to use the following font weights:

Exo 2 Light   (Body text)
Exo 2 Regular   (Body text in light on dark)

Exo 2 Medium   (titles, emphasized body text)
Exo 2 Semi Bold   **(titles, emphasized body text)**
Exo 2 Bold   **(titles, graphics)**

Exo 2 Extra Light, Thin, Extra Bold and Black are NOT to be used)

▶ Back to Content

3 Contact

For further questions please contact:

Alexander Zajic
Graphic & Web Design Manager

✉ Alexander.Zajic@dimoco.eu
☐ +43 664 88 35 05 611

▸ Back to Content