

# Digital Asset Brand Guidelines

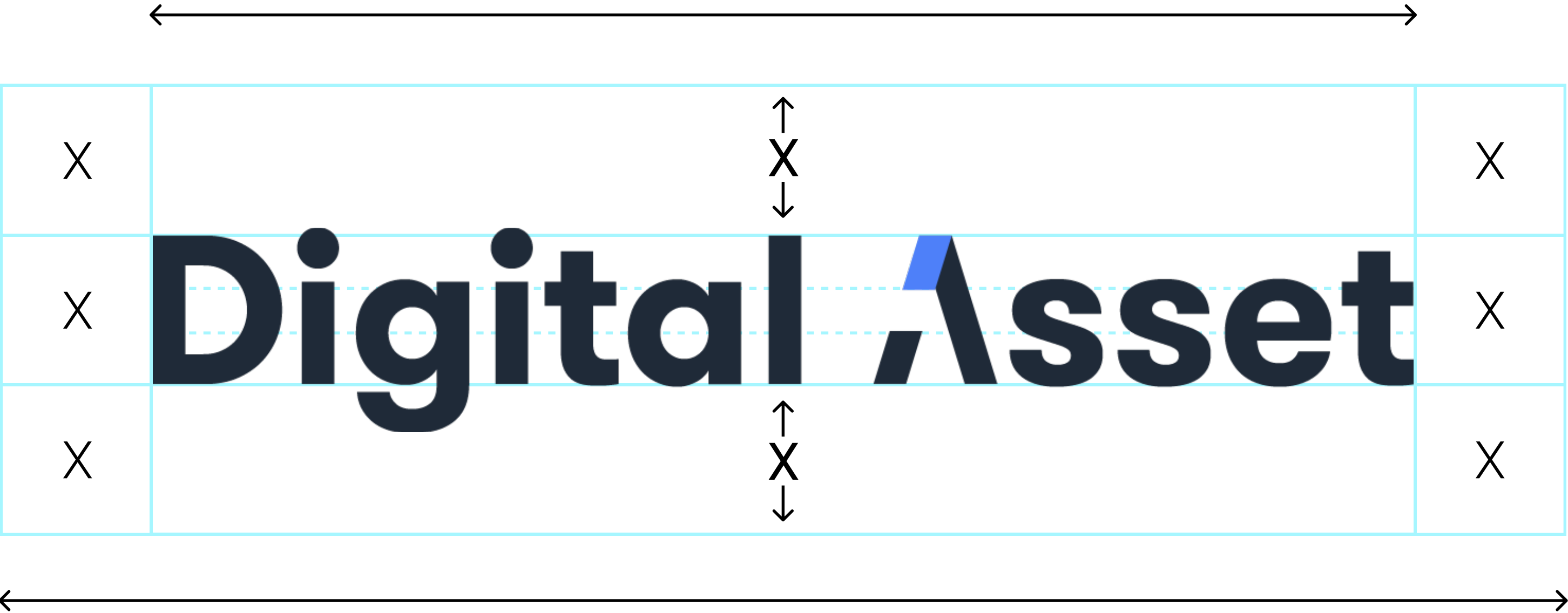
December 2021

# Logo Sizing

(Digital Asset)

Always leave at least 1X the height of the logo as white space margin around the logo.

The logo can be scaled down to a minimum of 133px x 23px.



# Prohibited Logo Usage



Do not use any of the old Digital Asset logos or Cube mark.



Do not use the logo in close proximity to another instance of the logo.



Do not use the Lambda mark outside of the Digital Asset text portion of the logo.



Do not rotate the logo in any direction.



Do not add any drop shadow effect.



Do not blur the logo.

# Color Palette

## (Primary Colors)

Colors are vital to the identity and integrity of a brand.

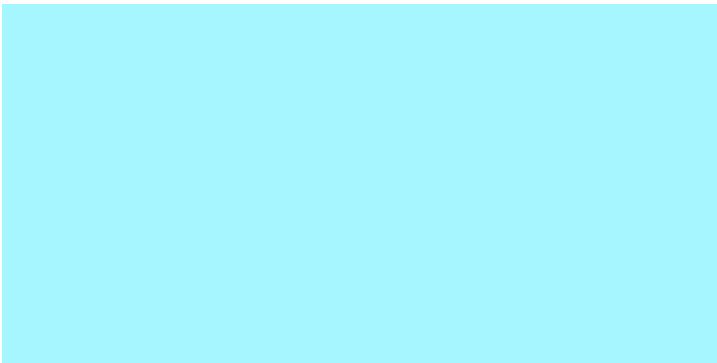
Primary Blue can be used as a background when using white or Accent Blue text.

Secondary Blue can be used for text on a white background. Secondary Blue can also be used as a background when using white text and/or Accent Blue icons.

Accent Blue can be used for navigation buttons, icons, and other minor highlights.



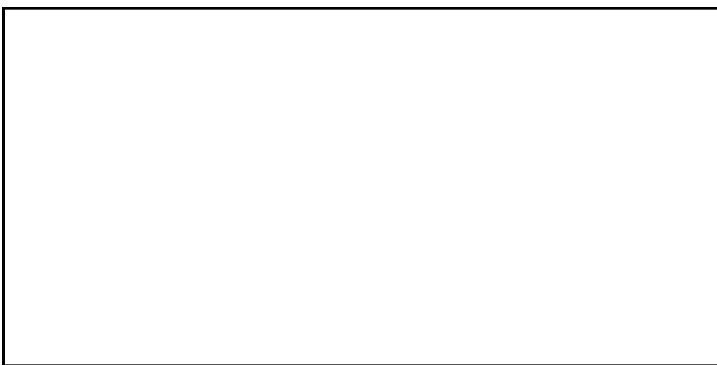
Primary Blue  
HEX #1F2A38  
RGB 31:42:56  
CMYK 45% 25% 0% 78%



Accent Blue  
HEX #A6F6FF  
RGB 166:246:255  
CMYK 35% 4% 0% 0%



Secondary Blue  
HEX #577FF1  
RGB 87:127:241  
CMYK 64% 47% 0% 5%



White  
HEX #FFFFFF  
RGB 100:100:100  
CMYK 0% 0% 0% 0%



# Color Usage For Logos

The standard Digital Asset logo is Primary Blue with the Secondary Blue highlight on the Lambda mark.

On dark backgrounds, the Digital Asset logo is White with the Accent Blue highlight on the Lambda mark.

On medium or busy backgrounds, the Digital Asset logo is solid White.

Digital **Λ**ssset

Digital **Λ**ssset

Digital **Λ**ssset

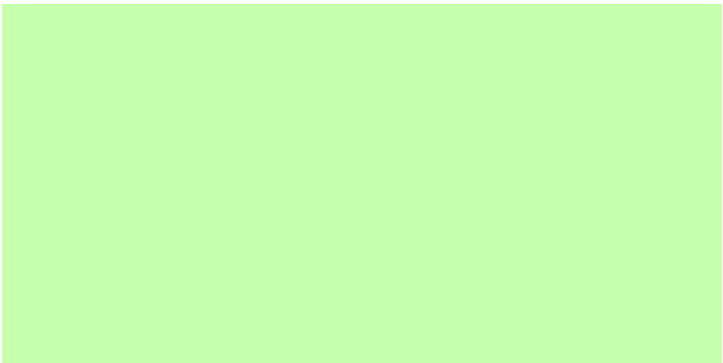
# Color Palette

(Secondary Colors)

The secondary colors are to be used sparingly. Secondary colors are to be used for situations outlining positive and negative responses.



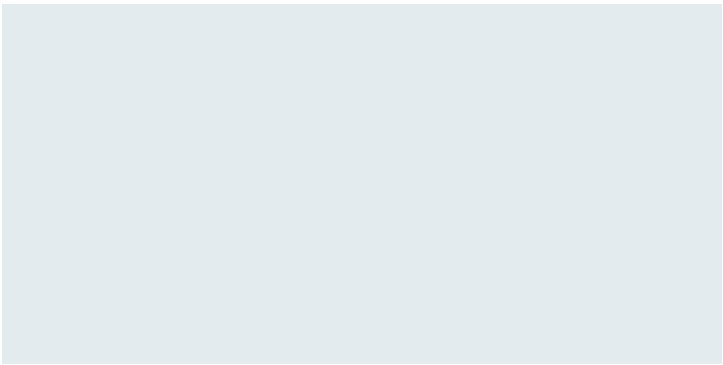
HEX #FFB2AD  
RGB 255:178:173  
CMYK 0% 37% 22% 0%



HEX #C6FFAD  
RGB 198:255:173  
CMYK 22% 0% 44% 0%



HEX #F4FFAD  
RGB 244:255:173  
CMYK 6% 0% 40% 0%



HEX #E3EBEE  
RGB 227:235:238  
CMYK 10% 3% 4% 0%

# Color Palette

(Secondary Colors  
Example)

The secondary colors are to be used sparingly. Secondary colors can be used for situations outlining positive and negative responses.

Secondary colors are only to be used in UIs and decks, when necessary.

## Value Change Over Time

### Asset Category 1

|         |                 |
|---------|-----------------|
| Asset 1 | ↑ +6.17 (3.40%) |
| Asset 2 | ↓ -2.22 (1.33%) |
| Asset 3 | ↑ +3.43 (8.00%) |

### Asset Category 2

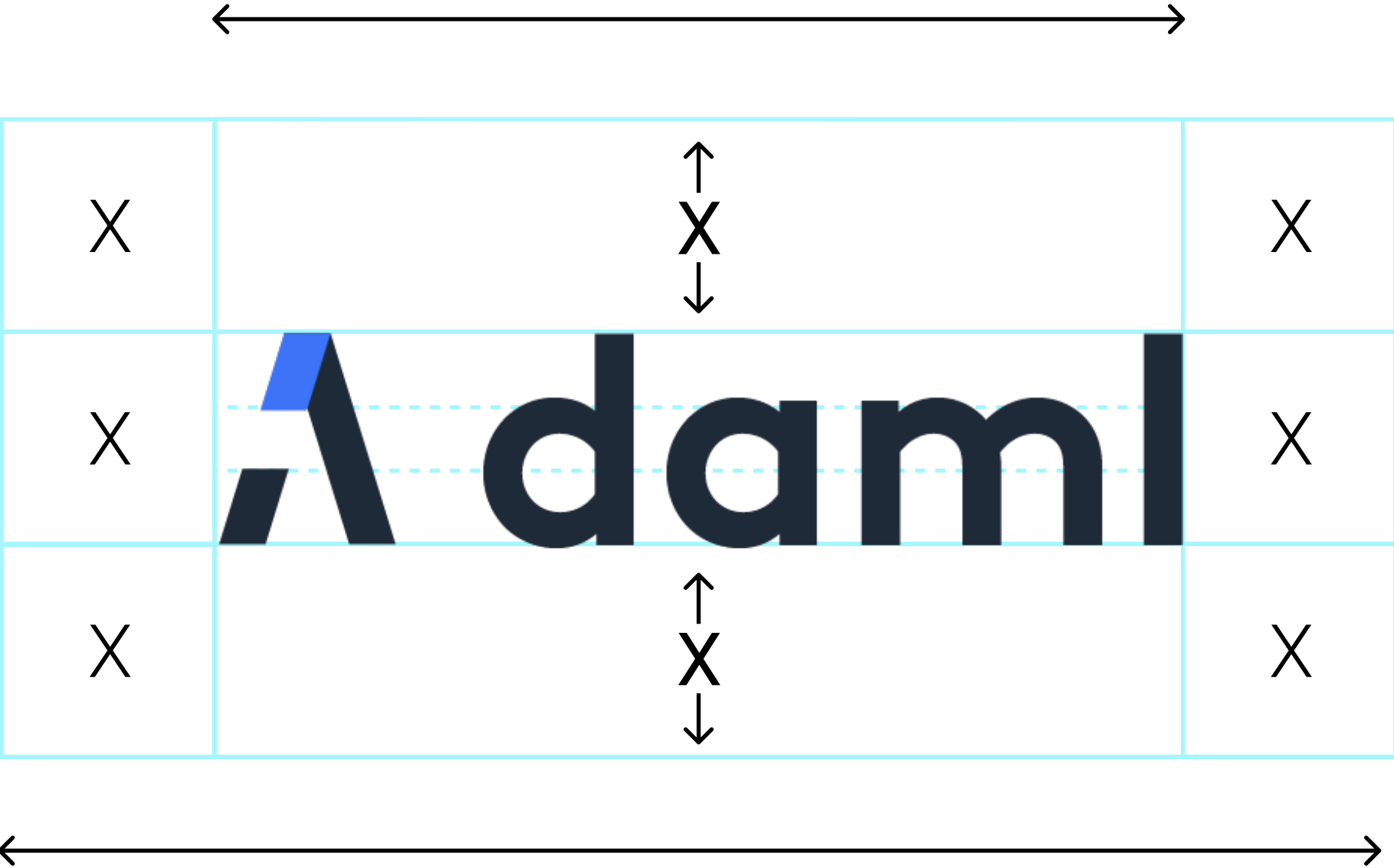
|         |                 |
|---------|-----------------|
| Asset 4 | ↑ +4.33 (2.43%) |
| Asset 5 | ↑ +7.33 (9.31%) |
| Asset 6 | ↑ +5.24 (4.13%) |

# Logo Sizing

(Daml)

Always leave at least 1 X the height of the logo as white space margin around the logo.

The logo can be scaled down to a minimum of 73px x 16px.



# Prohibited Logo Usage



Do not rotate the logo in any direction.



Do not use the logo in close proximity to another instance of the logo.



Do not blur the logo.



Do not add any drop shadow effect.

# Color Usage For Logos

The standard Daml logo is Primary Blue with the Secondary Blue highlight on the Lambda mark.

On dark backgrounds, the Daml logo is White with the Accent Blue highlight on the Lambda mark.

On medium or busy backgrounds, the Daml logo is solid White.

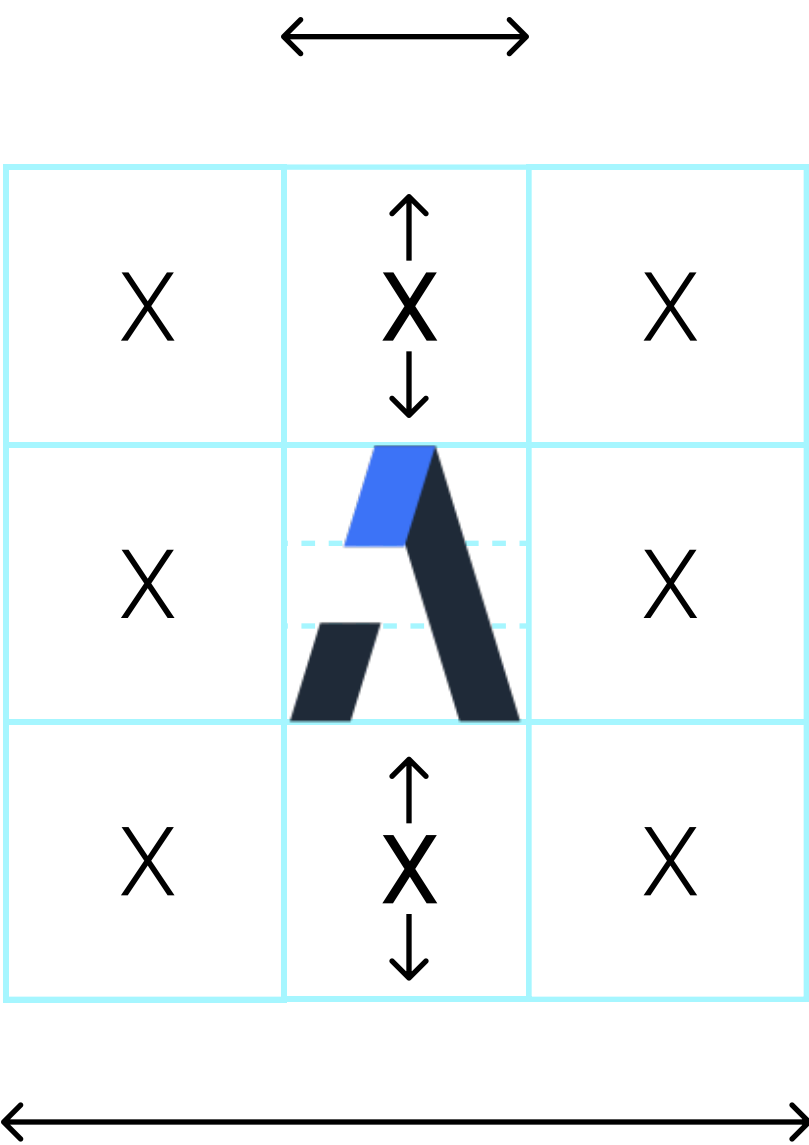


# Logo Sizing

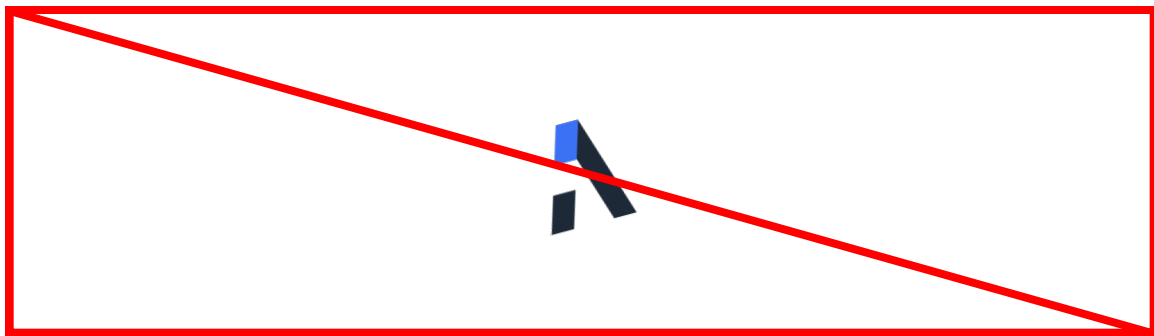
(Lambda mark)

Always leave at least 1 X the height of the logo as white space margin around the logo.

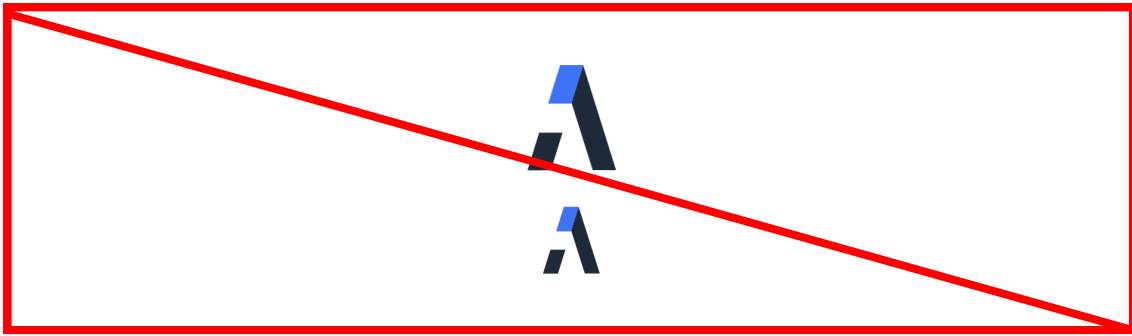
Square marks should be three times as tall as the mark's height.



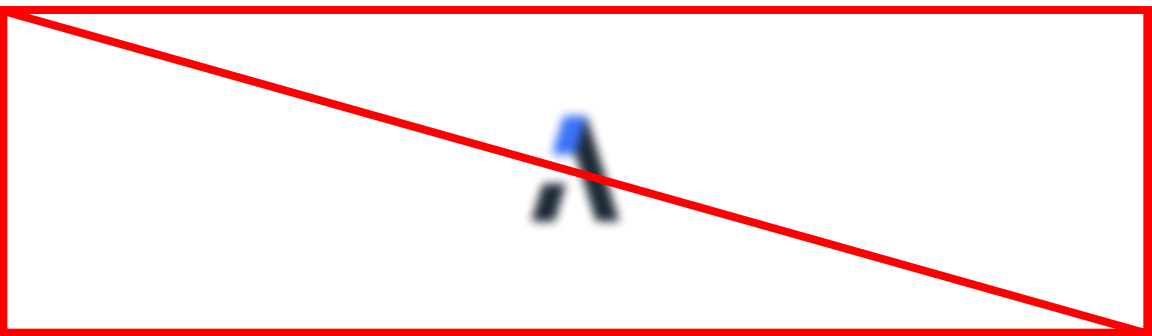
# Prohibited Logo Usage



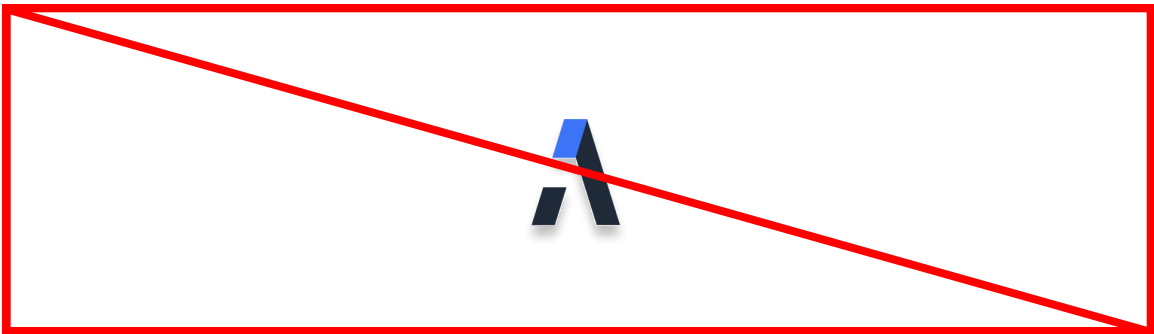
Do not rotate the mark in any direction.



Do not use the mark in close proximity to another instance of the mark.



Do not blur the mark.



Do not add any drop shadow effect.

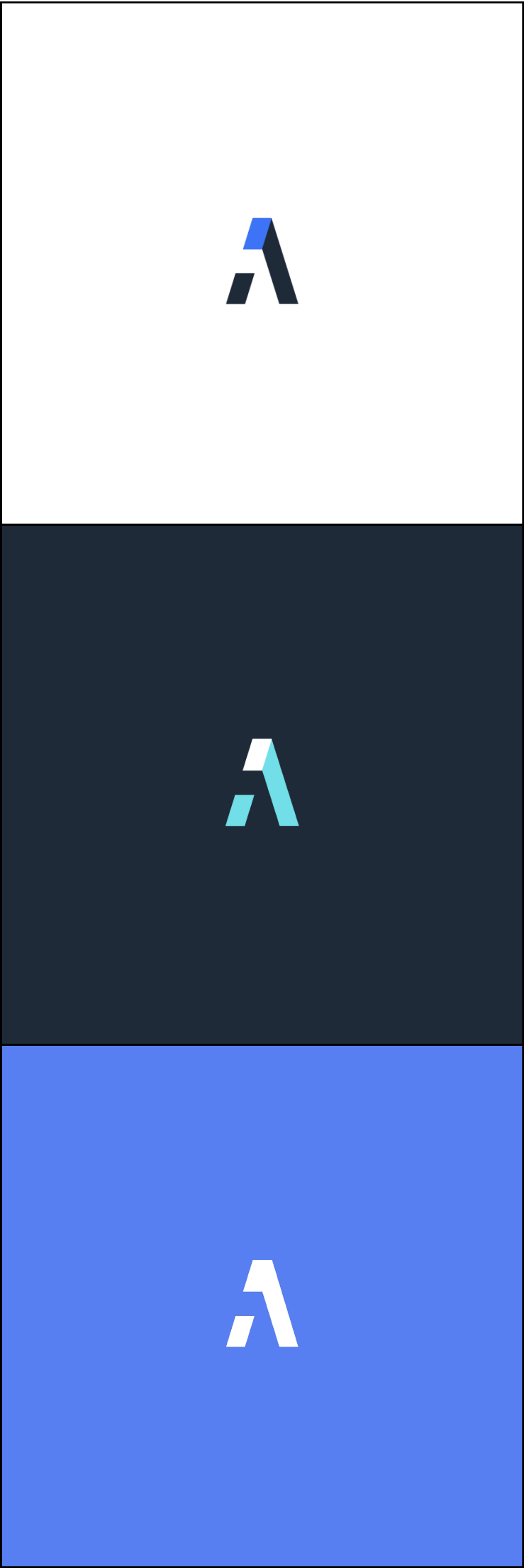


# Color Usage For Logos

The standard Lambda mark is  
Primary Blue with the Secondary  
Blue highlight on the Lambda mark.

On dark backgrounds, the  
Daml logo is White with the Accent  
Blue highlight on the Lambda mark.

On medium or busy backgrounds,  
the Daml logo is solid White.



# Typography & Usage

Lato should be used for headings and body text.

Lato

AaBbCc  
0123456789

Regular  
Medium  
Bold

Roboto Mono should be used sparingly for captions and tertiary information.

Roboto Mono

AaBbCc  
0123456789

Regular  
Medium

# Headings & Body Text

54 pt

48 pt

36 pt

24 pt

18 pt

14 pt

10 pt

Heading 1

Heading 2

Heading 3

Heading 4

Body 1

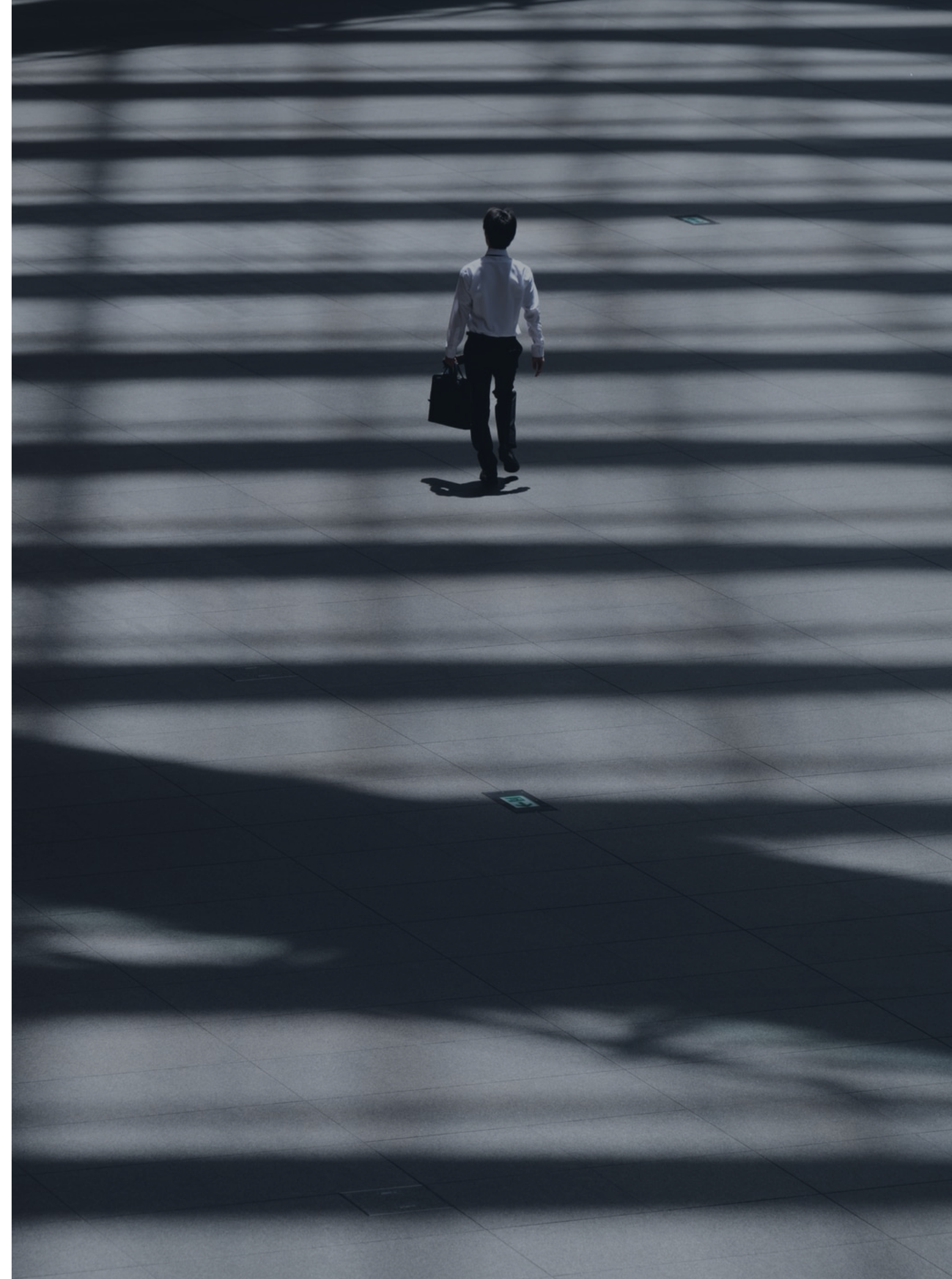
Body 2

Subtitle 1



# Imagery Usage

Imagery should have Primary Blue or Secondary Blue overlay dimmed to 40% opacity.





# Iconography Usage

When used, icons should be Accent Blue and placed only on Primary Blue or similar backgrounds (as depicted on this page.)

