

V1.0

Brand guidelines




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Visual system

The laurel

This is our primary brand symbol, giving purpose to every aspect of the brand. It visually represents our core values, serving as a unifying emblem that encapsulates the essence of who we are and what we stand for.

Thrive together

Driving collective success by moving our clients forward.

Rise up

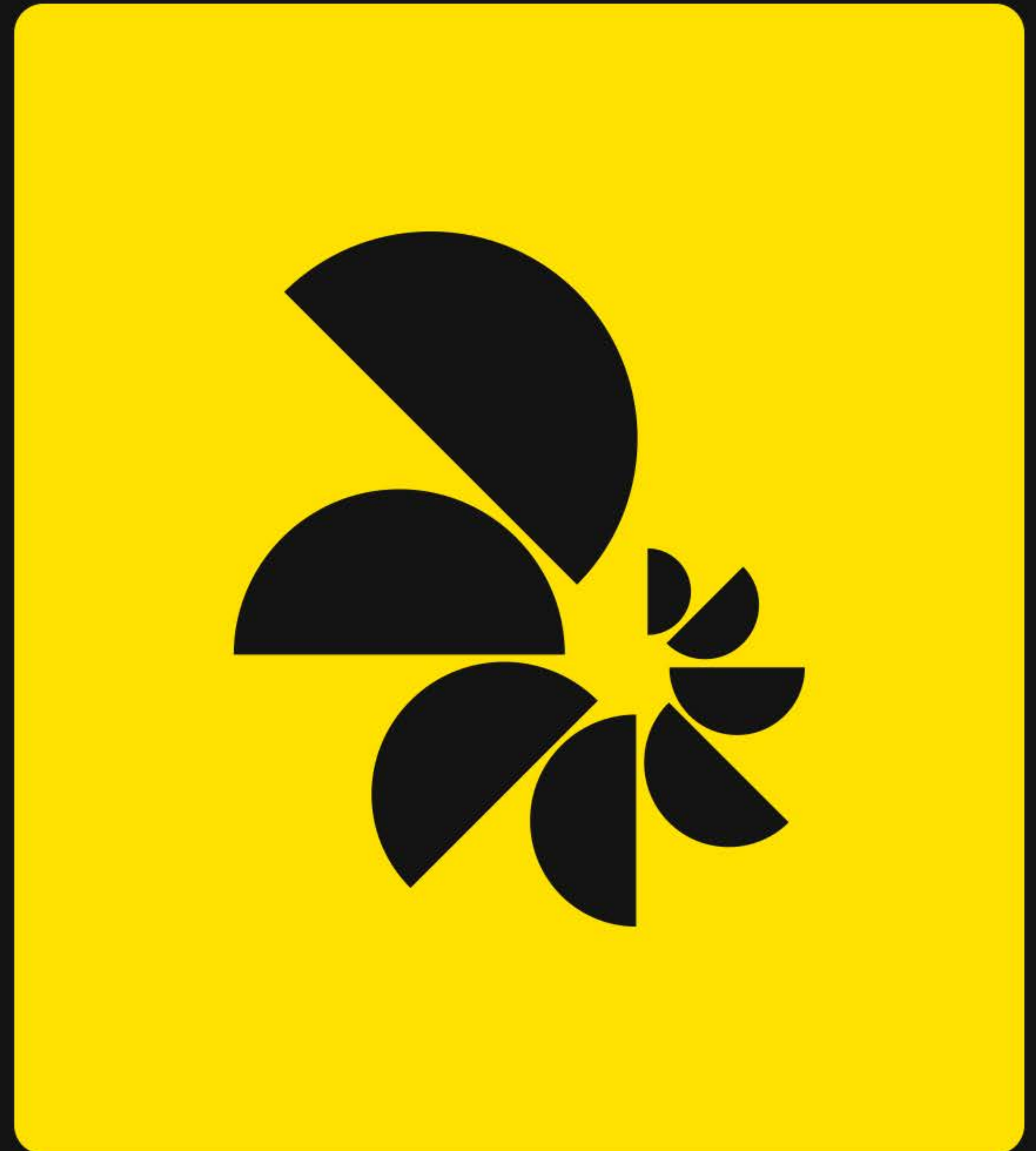
Empowering growth and progress

Go beyond

Leveraging over 20 years of expertise to push boundaries.



Visual system



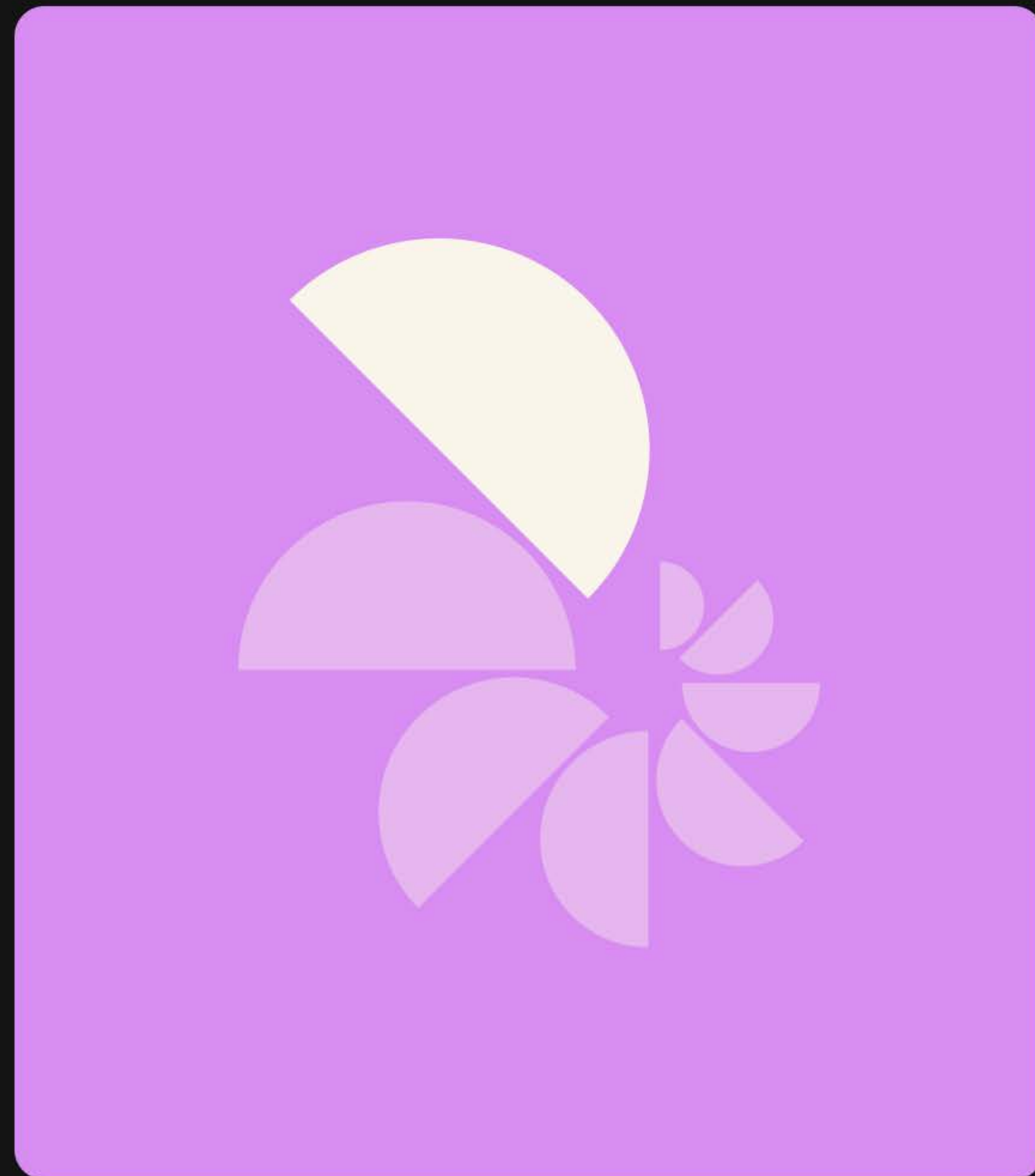
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The leaf

Each leaf represents a component of our network, whether it's a company, solution, or a step in our process. This symbolic use of the laurel leaves highlights the interconnectedness and growth within our ecosystem.



Visual system



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Key principles

To create dynamic Laurel graphics, we play with a few key parameters.



Leaf count



Leaf growth

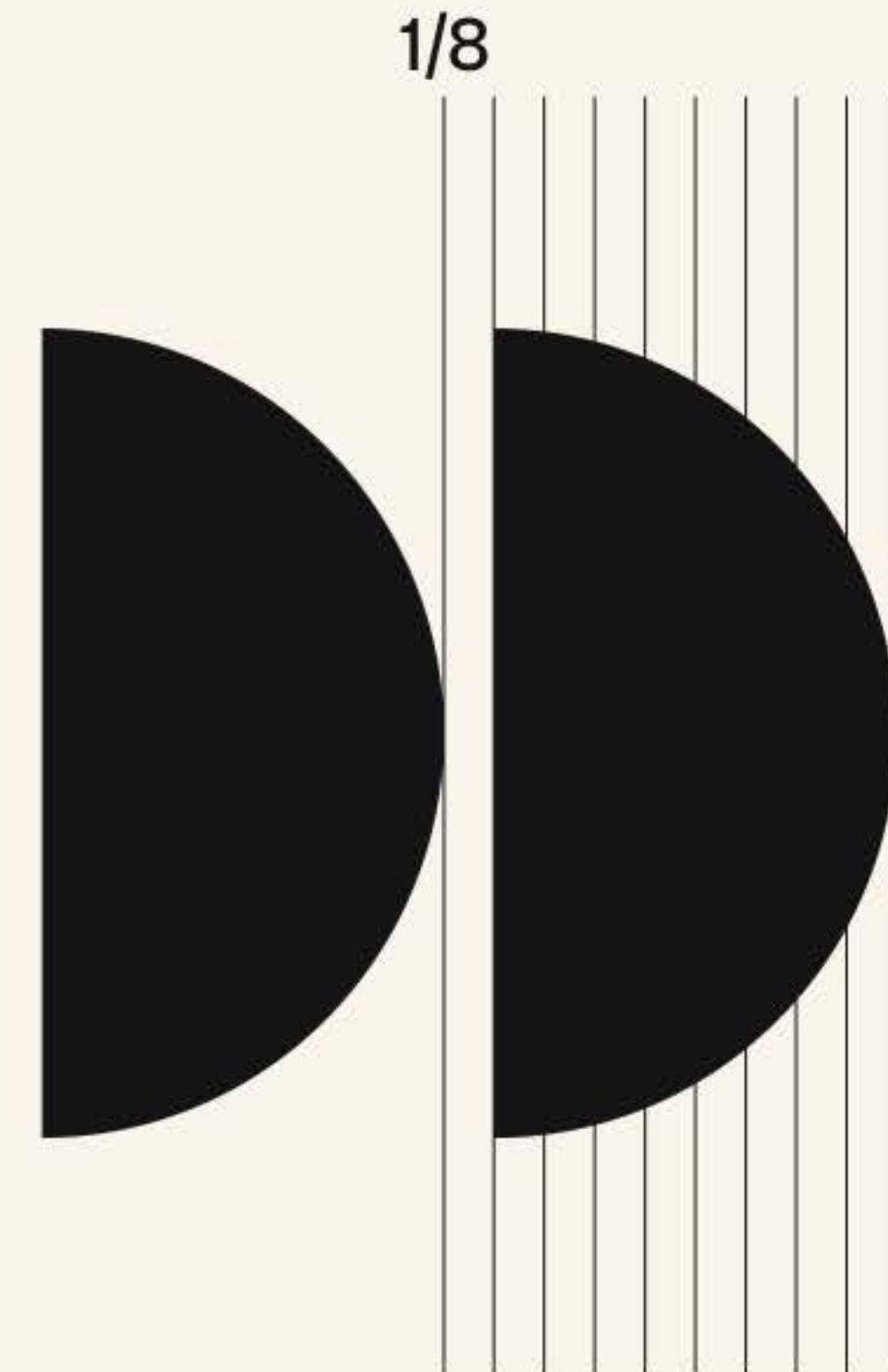


Leaf direction



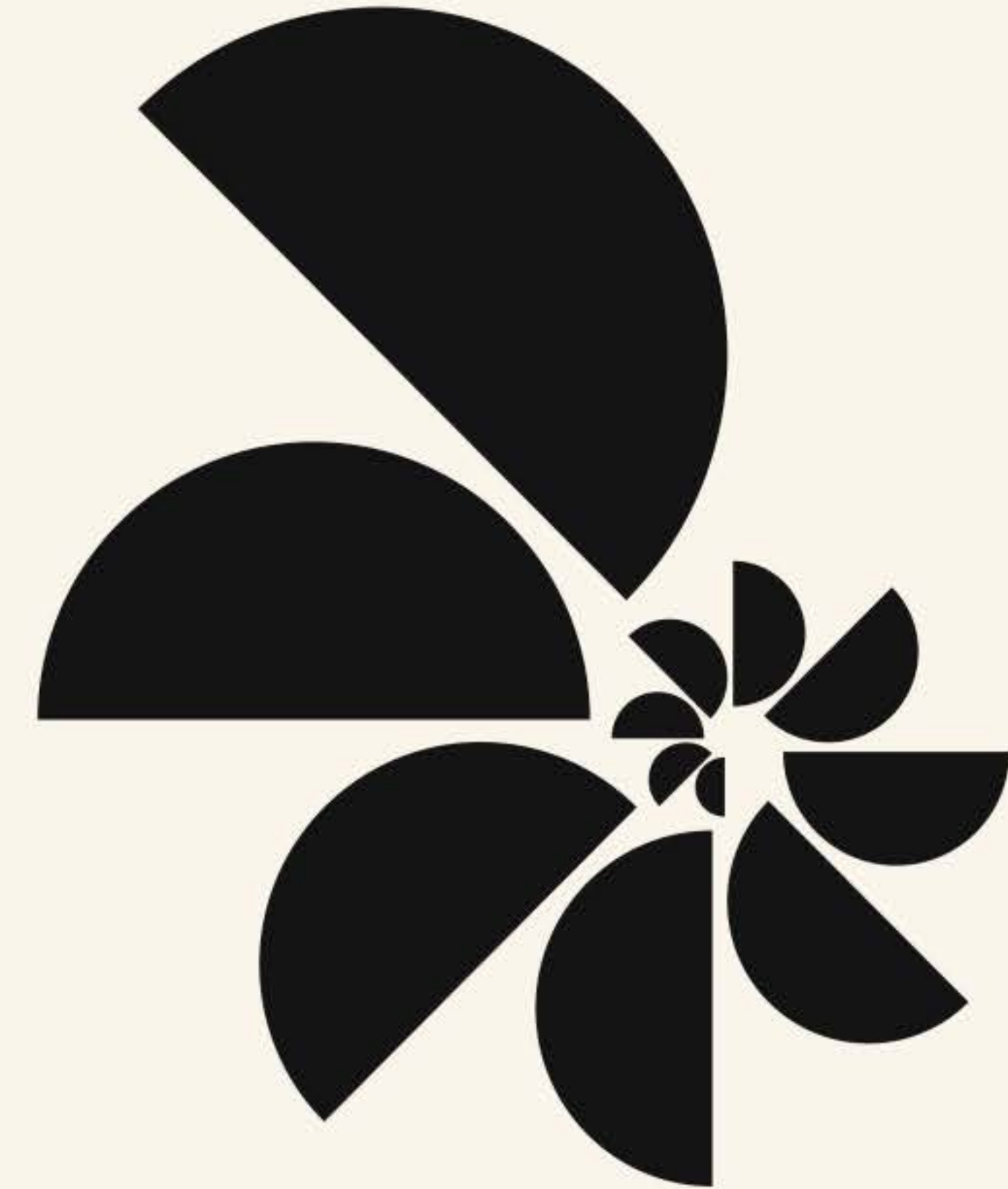
General spacing rule

The overall spacing between the leaves should be approximately $\frac{1}{8}$ of the leaf shape. This consistent spacing ensures a harmonious arrangement.



Leaf count

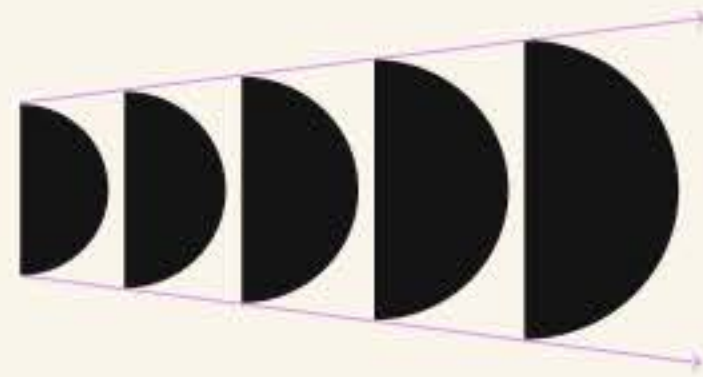
The Laurel is composed of a minimum of 1 leaf and can include up to 12 leaves. This range ensures that the visual remains clean and cohesive, avoiding an overly intricate or finicky appearance,



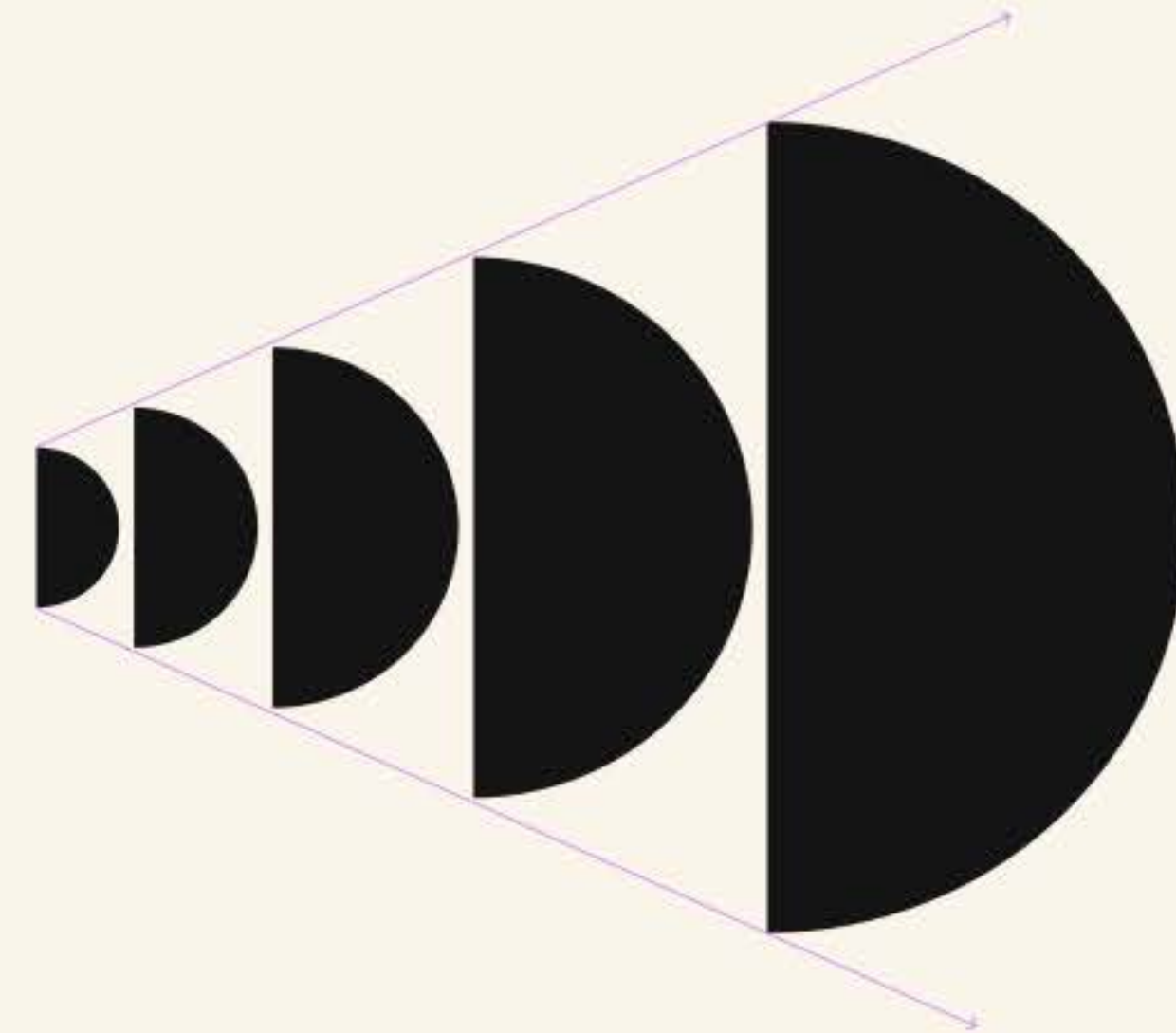
1 up to 12 leaves

Leaf growth

The leaf growth determines the amount of expansion at each stage. The minimum growth is set at +115%, while the maximum growth can reach 150%.



Min +115%



Max. 150%



Leaf direction

The direction defines the orientation of the laurel. The parameters range from 0° to 45°, ensuring that the laurel always points upwards and maintains a positive, uplifting appearance.



Min. 0° —



Max. 45° 



Visual volumes

The visual volumes enhance the flexibility of our brand system, represented through various visual variants of the laurel.

Light

In this variant, the laurel shapes are outlined, providing a delicate and airy feel.

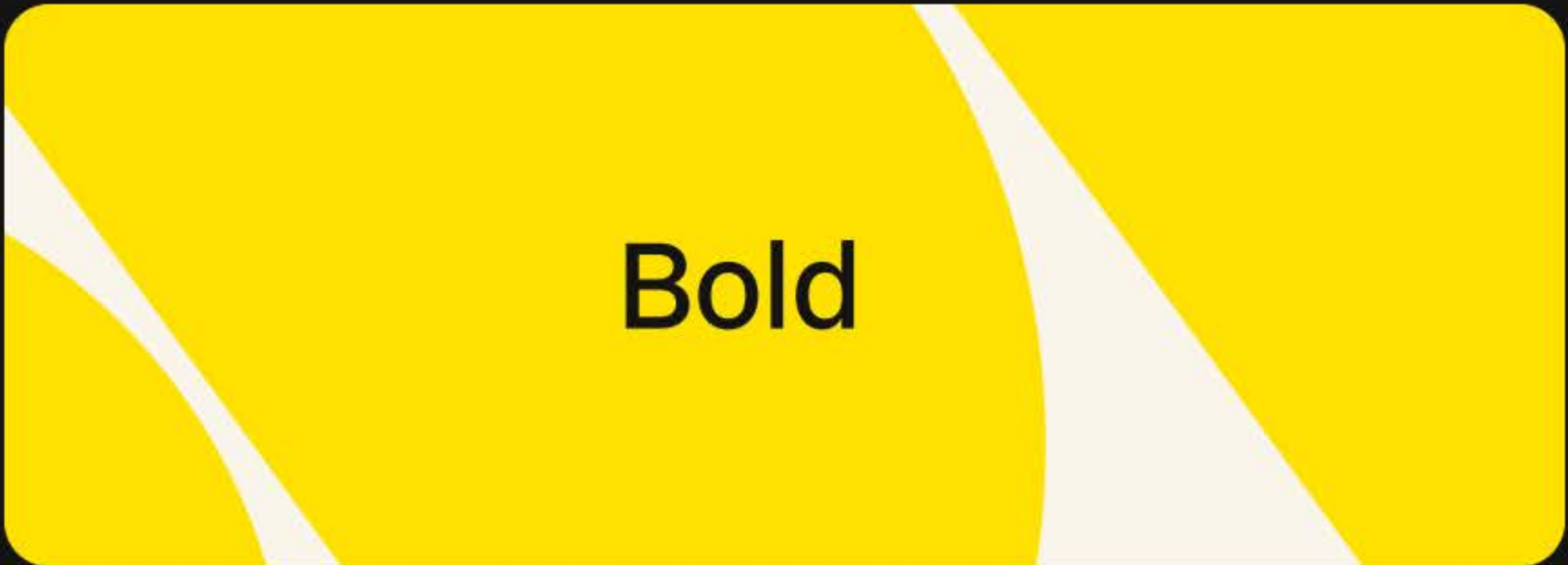
Medium

This variant features the laurel portrayed with a gradient, adding depth and dimension to the design.

Bold

The laurel shape is fully colored, delivering a strong and impactful presence.

These three visual volumes allow us to adapt our branding across different applications while maintaining a cohesive identity.




Light volume

The light volume is more technical in appearance, making it ideal for toned-down applications that prioritise messaging.

Grow on your terms

Reach new audiences, lower costs and maximize conversion with the most personal payment setup.



DIMOCO

20+ years experience

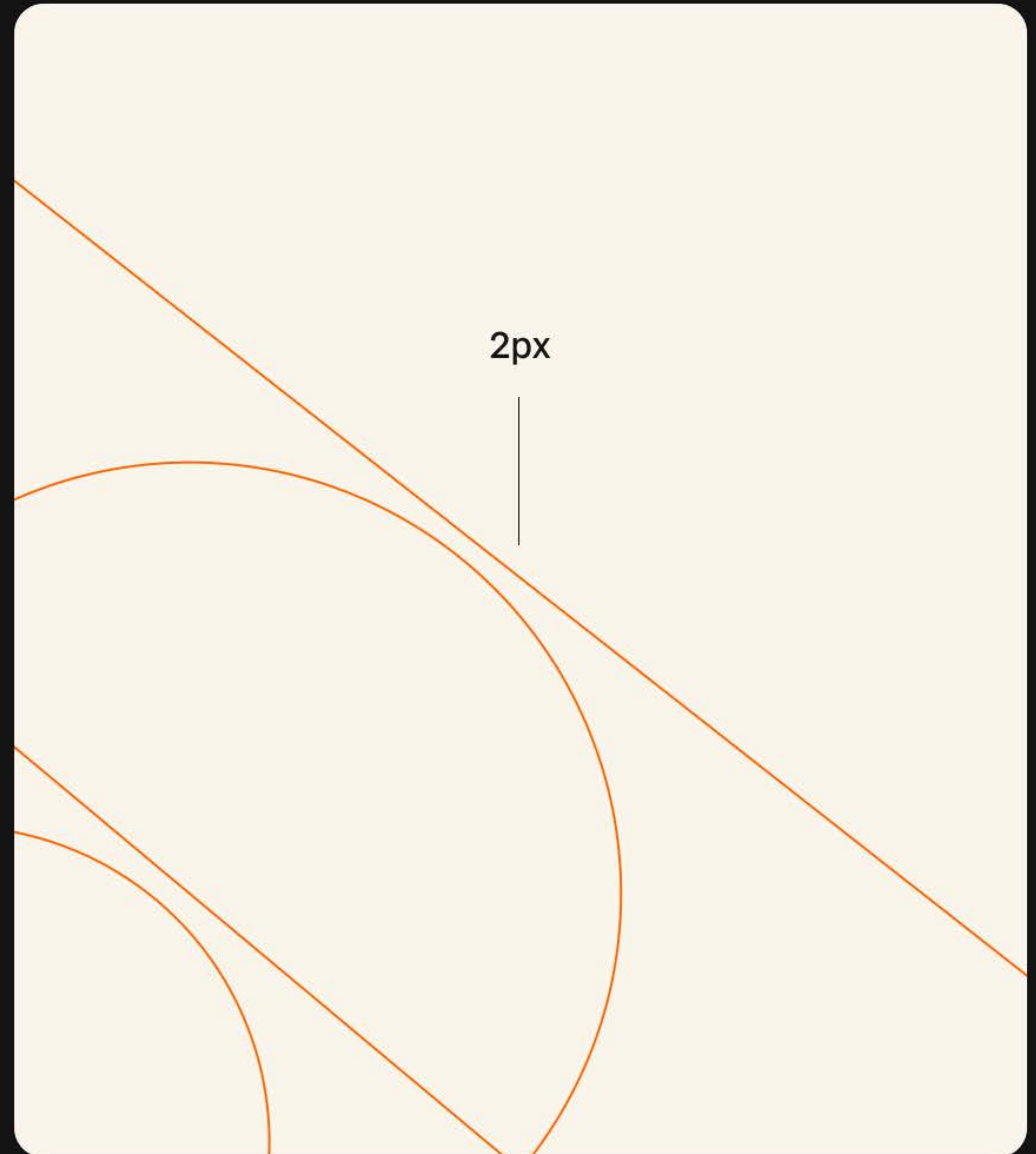


dimoco.com



Stroke weight

The stroke weight for the light volume is 2px on a 1920x1080 (16:9) surface. It scales proportionally down on smaller surfaces but should never exceed 3px when scaling up.



Dark mode

The Light layer is the only time we use the Laurel in dark mode.



Visual system



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Medium volume

The medium volume carries a more epic tone, making it perfect for bold messaging and immersive visuals.



**Access
new markets**



Democratize digital transactions



Gradient rules

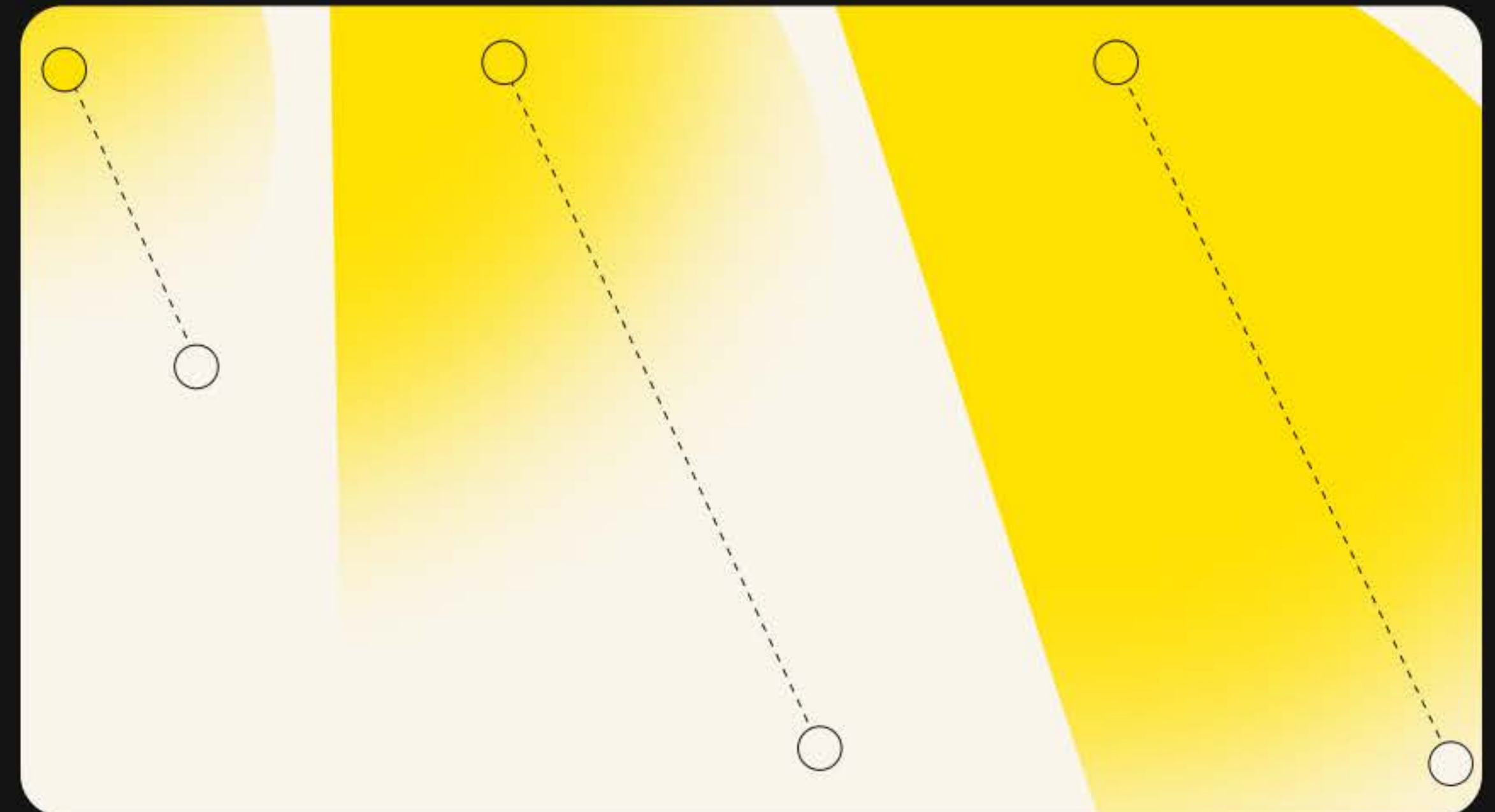
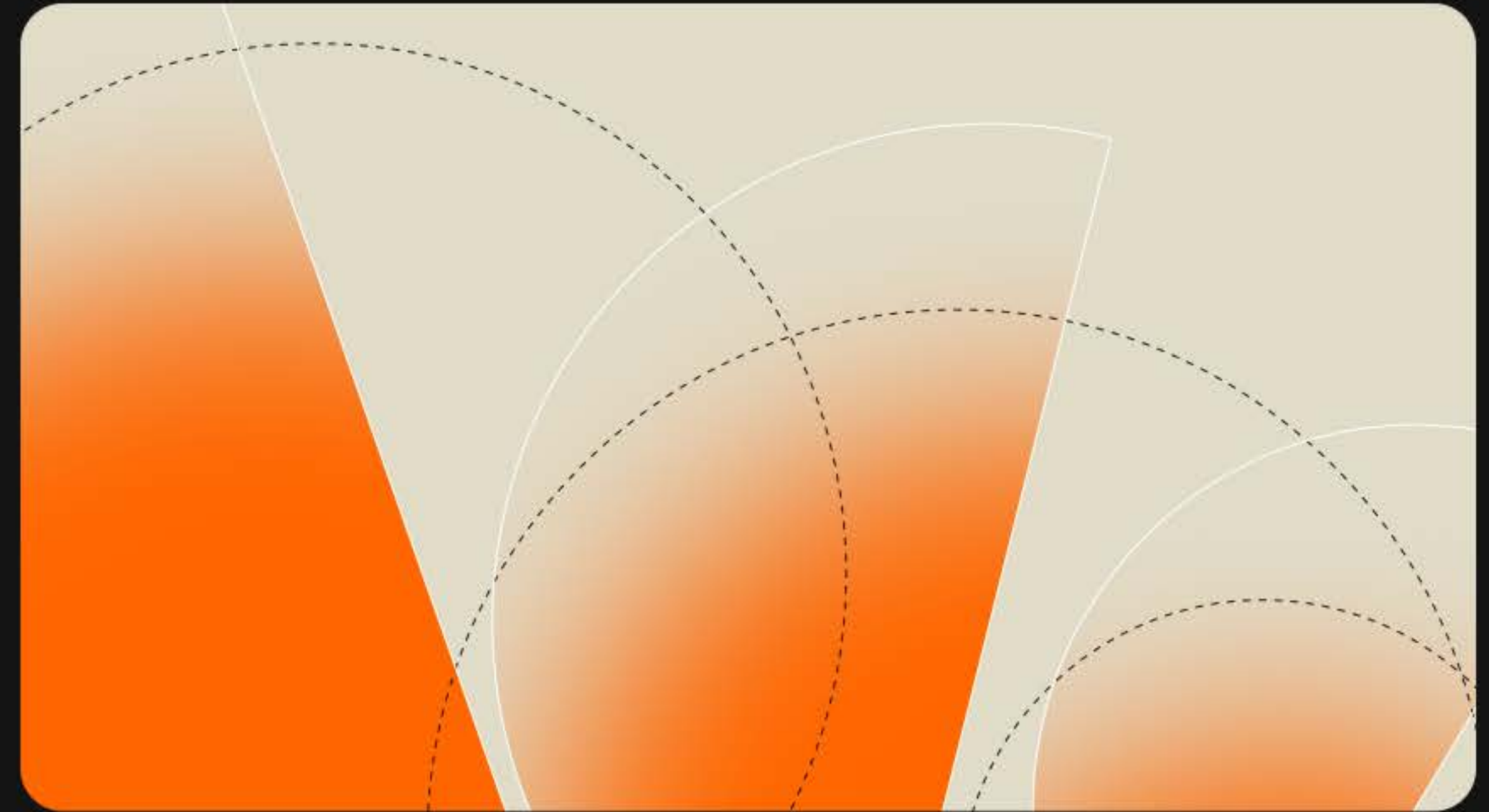
To create dynamic Laurel graphics, we manipulate several key parameters:

The gradient

The gradient is created by adding a circle inside the leaf shape with a layer blur of 140px. The gradient incorporates our signature colors—**Dimoco Yellow**, **Outlaw Orange**, or **Payment Pink**. These colors enhance the vibrancy and visual appeal of the graphics.

The position

As the size of the leaf increases, the gradients become more prominent, adding depth and interest to the design.

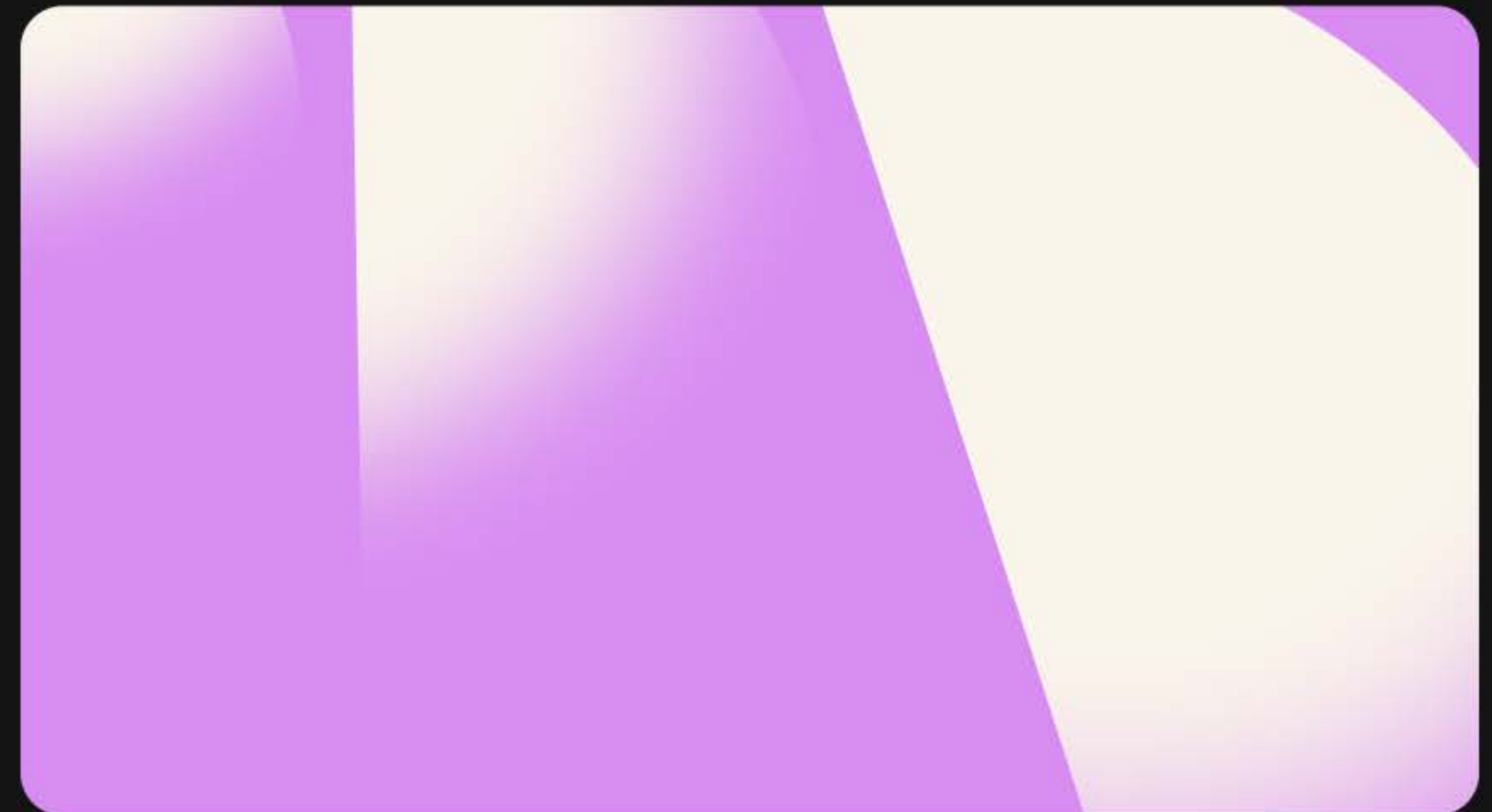
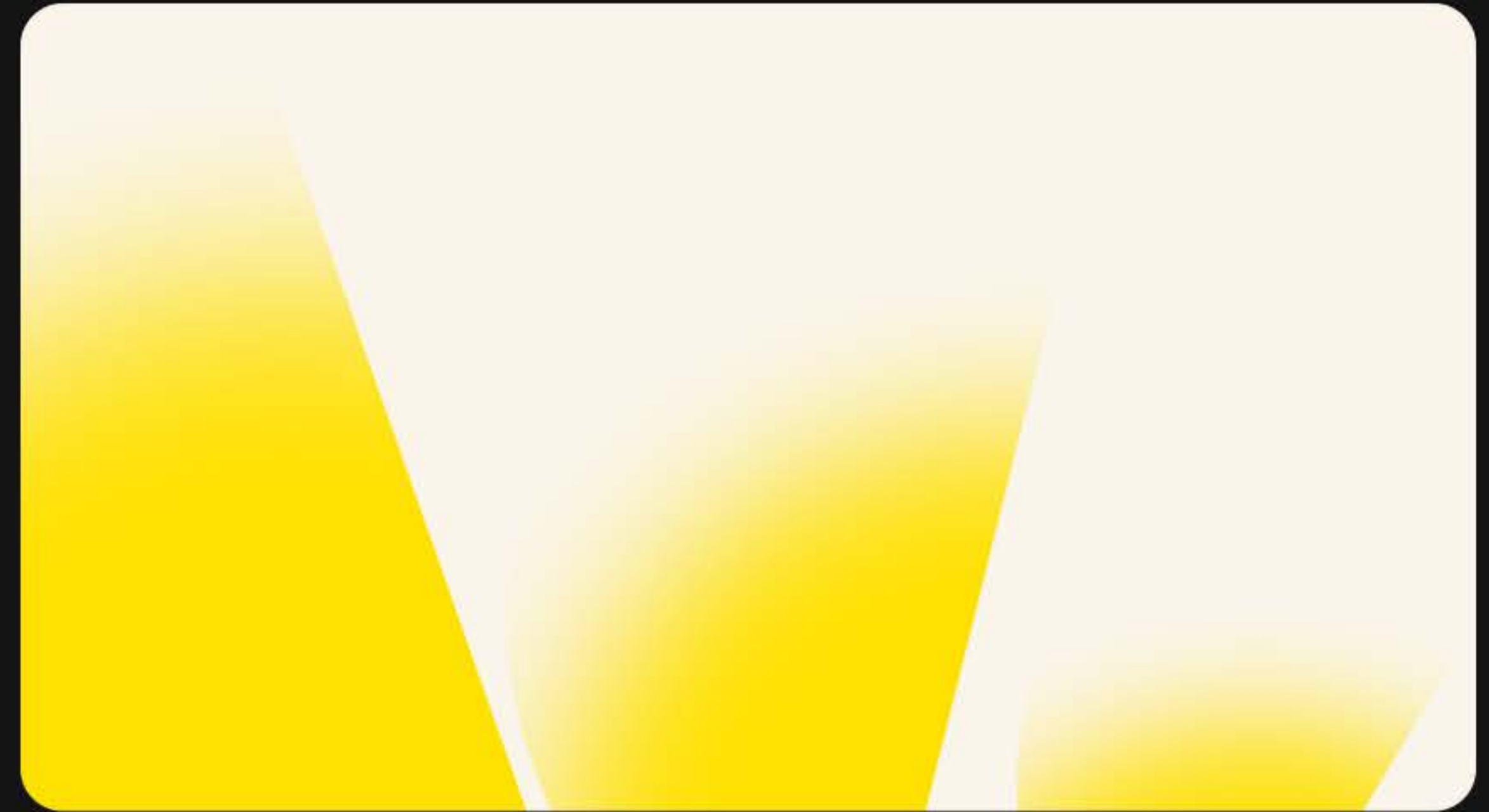


Visual system

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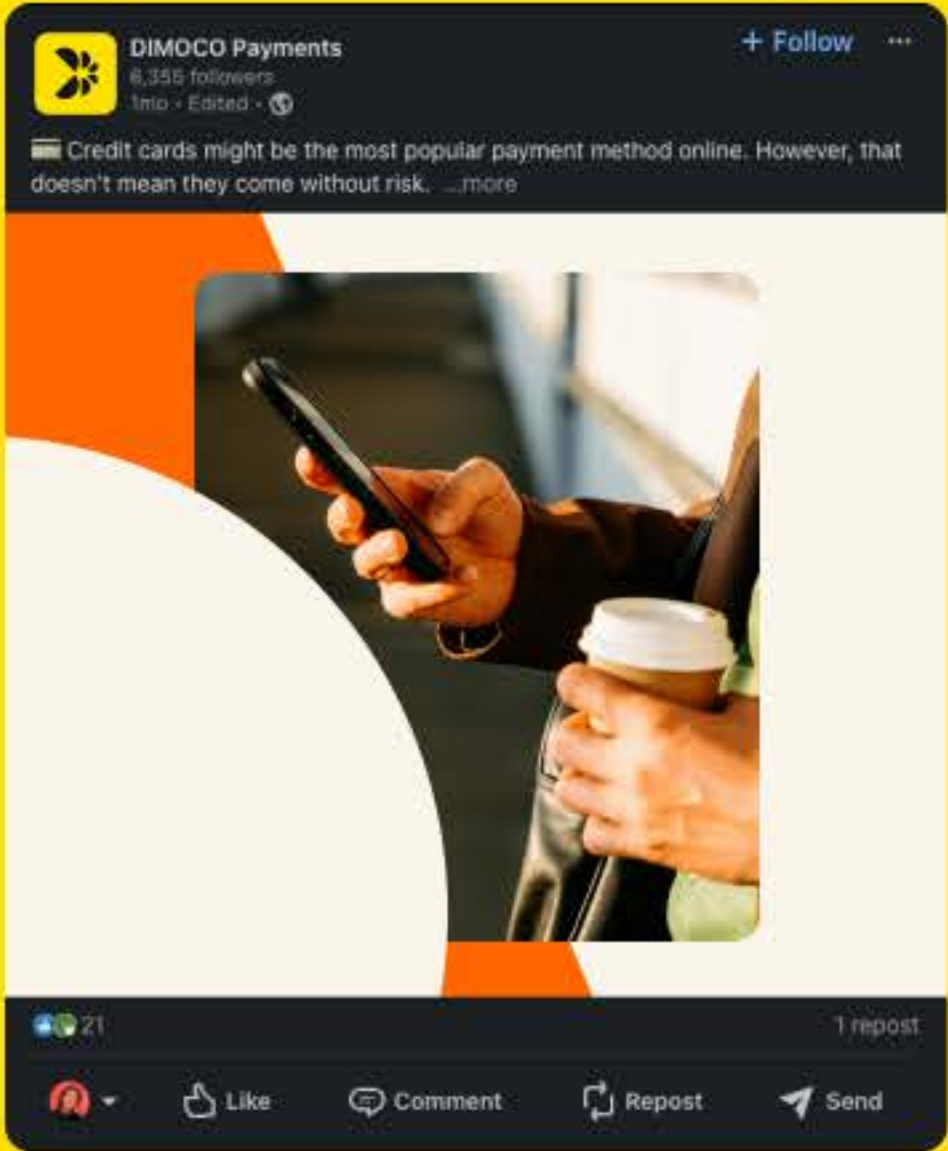
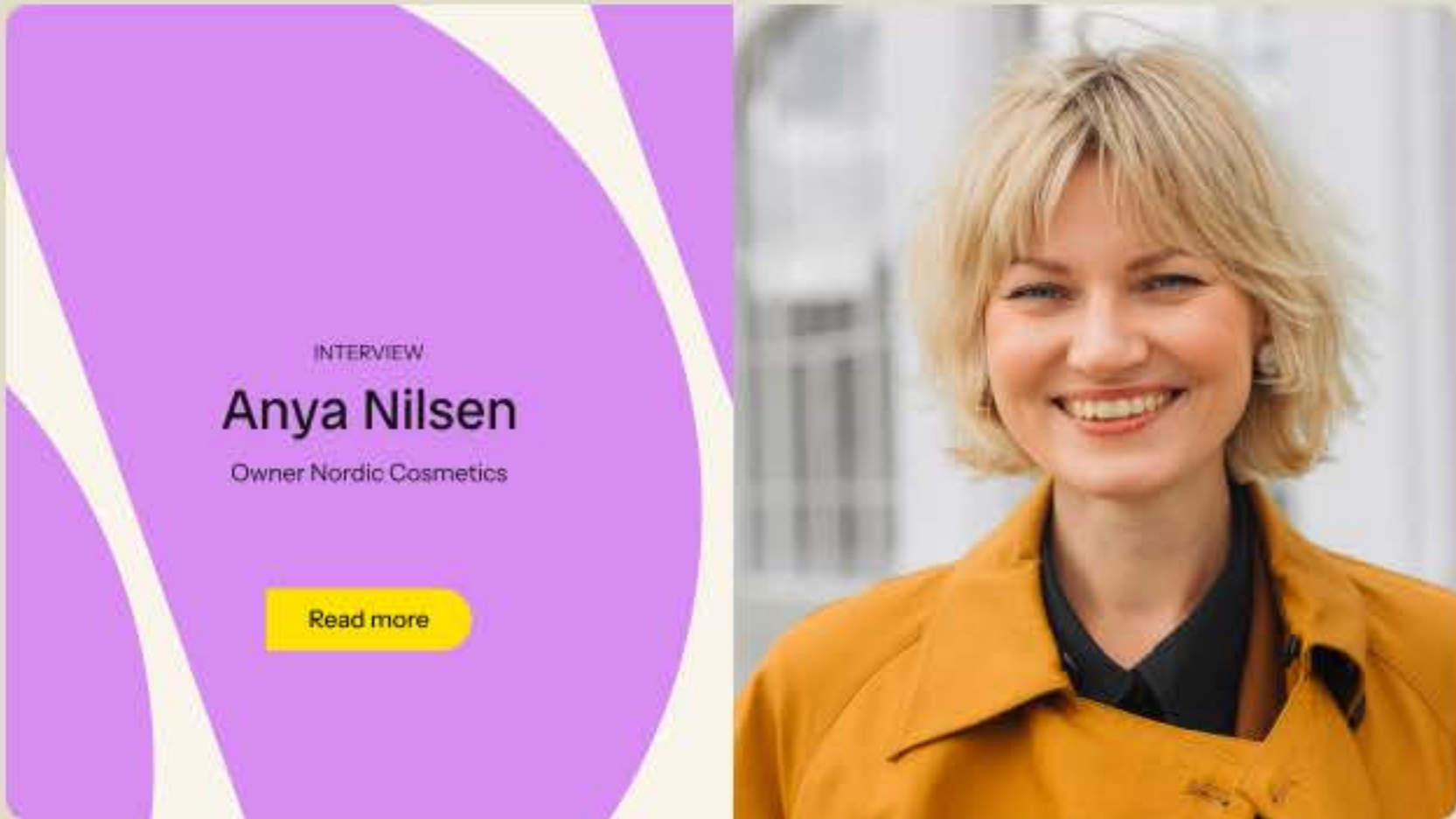
Dia positive

In the medium volume, colors can be applied in two ways:
either on a Paper background or with a Paper-colored
Laurel placed on **Dimoco Yellow**, **Outlaw Orange**,
Payment Pink, or Stone backgrounds.



Bold volume

The bold volume emphasises optimism and boldness, making it perfect for more playful applications of higher volume.



Laurel zoom levels

To create dynamic Laurel graphics, we play with a few key parameters.

Zoom level 0

No Laurel

Zoom level 1

One leaf visible

Zoom level 2

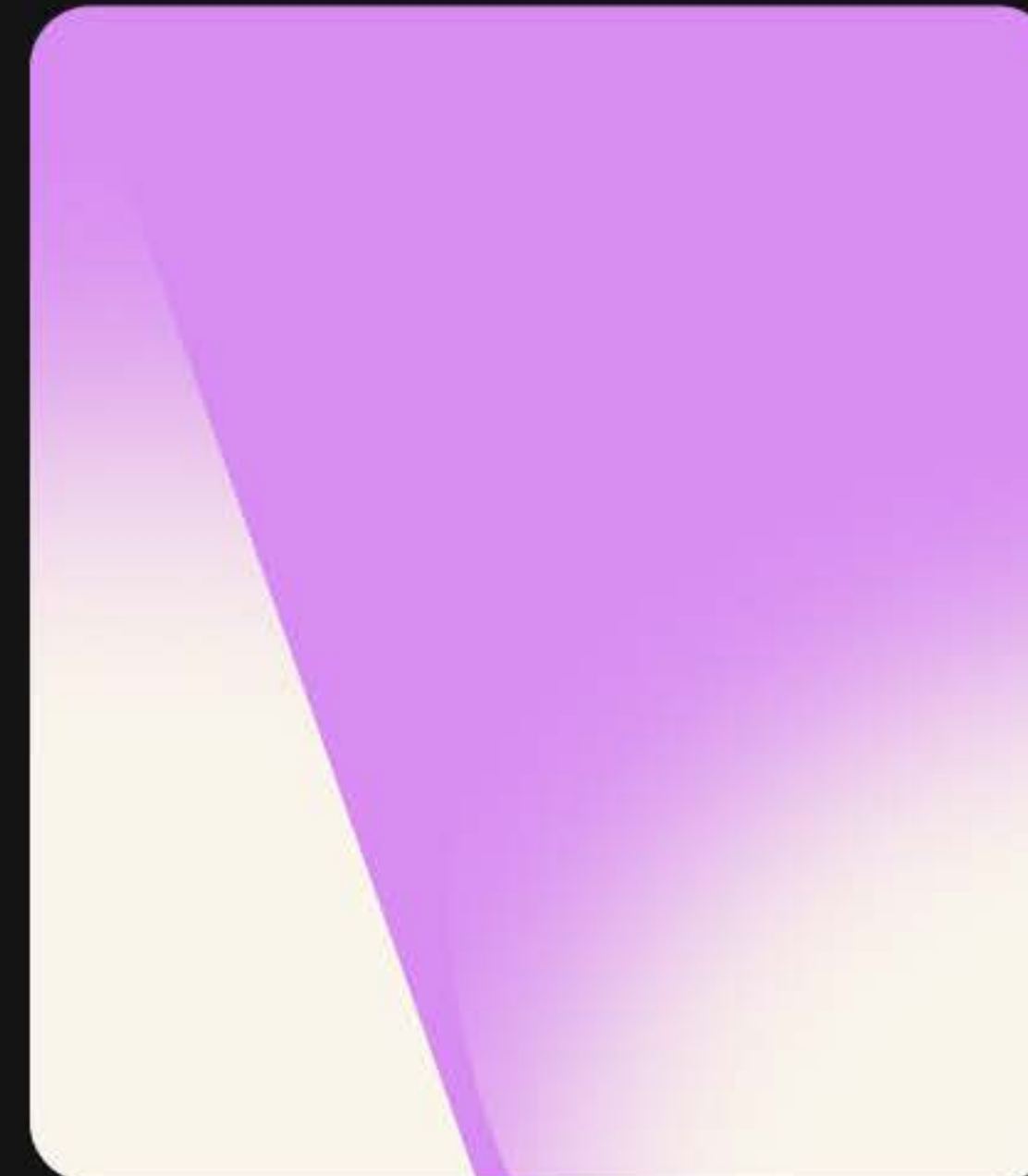
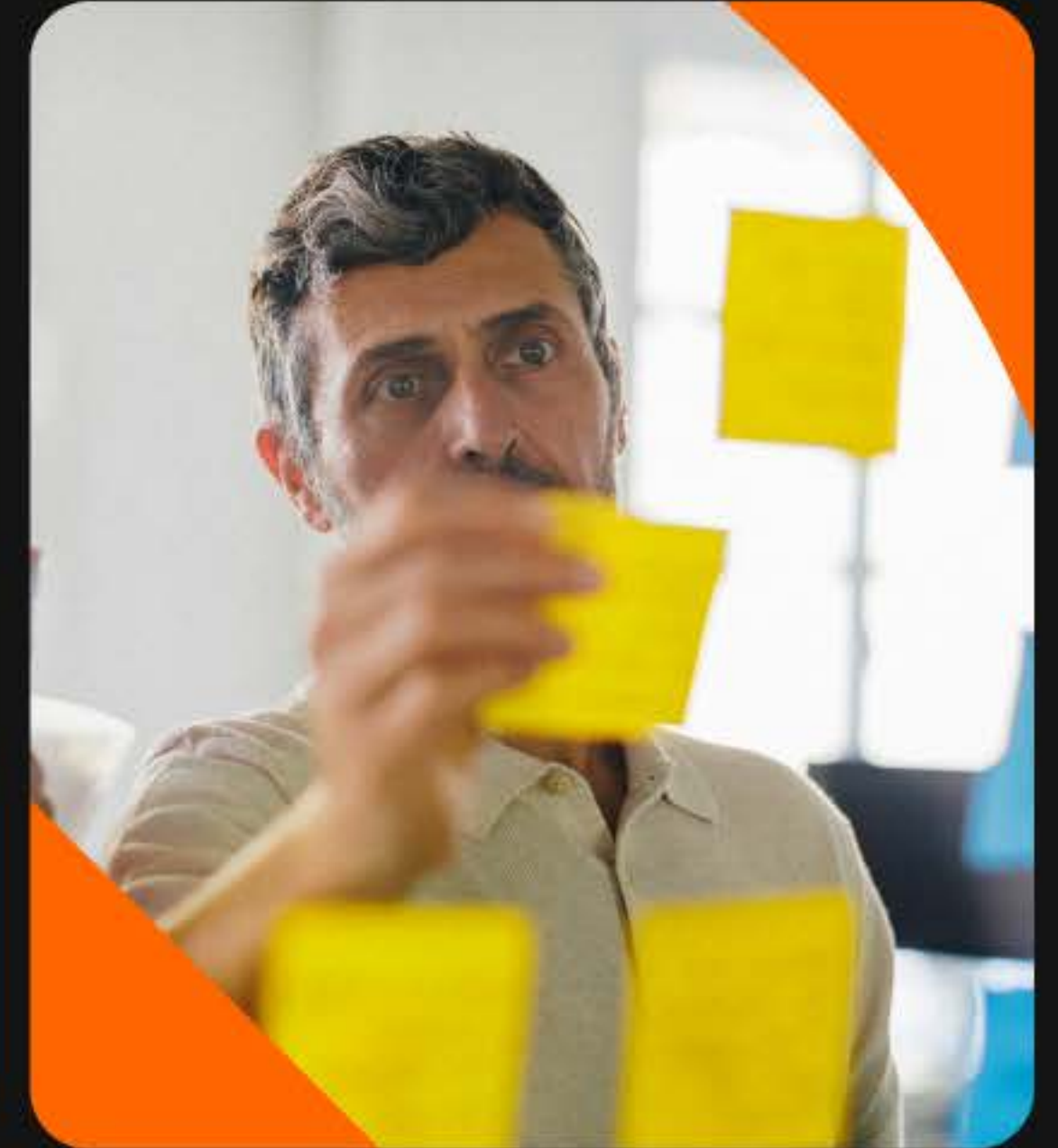
3 leaves visible

Zoom level 3

More than 3 leaves visible



Visual system



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Volume cheat sheet

Need some help deciding which volume you need?

| Light | Medium | Bold |
|---|---|--|
| The application needs to be toned down. | We want to convey a big and bold statement. | We want to be bold. |
| The application needs to facilitate a lot of information. | The application needs to bridge human and tech. | The application needs a playful approach. |
| We need a dark mode application. | We want to build up brand equity using our logo. | The application needs stopping power. |
| We want to emphasize our technical ability. | We want to use interesting motion in our application. | We need a optimistic backdrop for our photography. |



Logo and icon

Main logo

Our primary logo combines a distinctive brand icon with a custom wordmark. The icon incorporates the laurel shape to form a bespoke 'D'. This is our most frequently used logo, representing the core of our brand identity.



Primary combinations

Our logo may be placed in the following combinations.



Logo & icon

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Secondary combinations

Additional to our primary combination we may also place our logo using these color combinations.



Logo & icon

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Minimum margin

We maintain clear spacing around our logo by ensuring a minimum margin of 1x the thickness of the letter 'l' from our wordmark. This provides the logo with ample space to breathe and enhances its visibility.



Icon

Our brand icon integrates the laurel shape to create a bespoke 'D'. This icon is designed for versatile use, ensuring it remains effective and recognizable even at the smallest sizes.

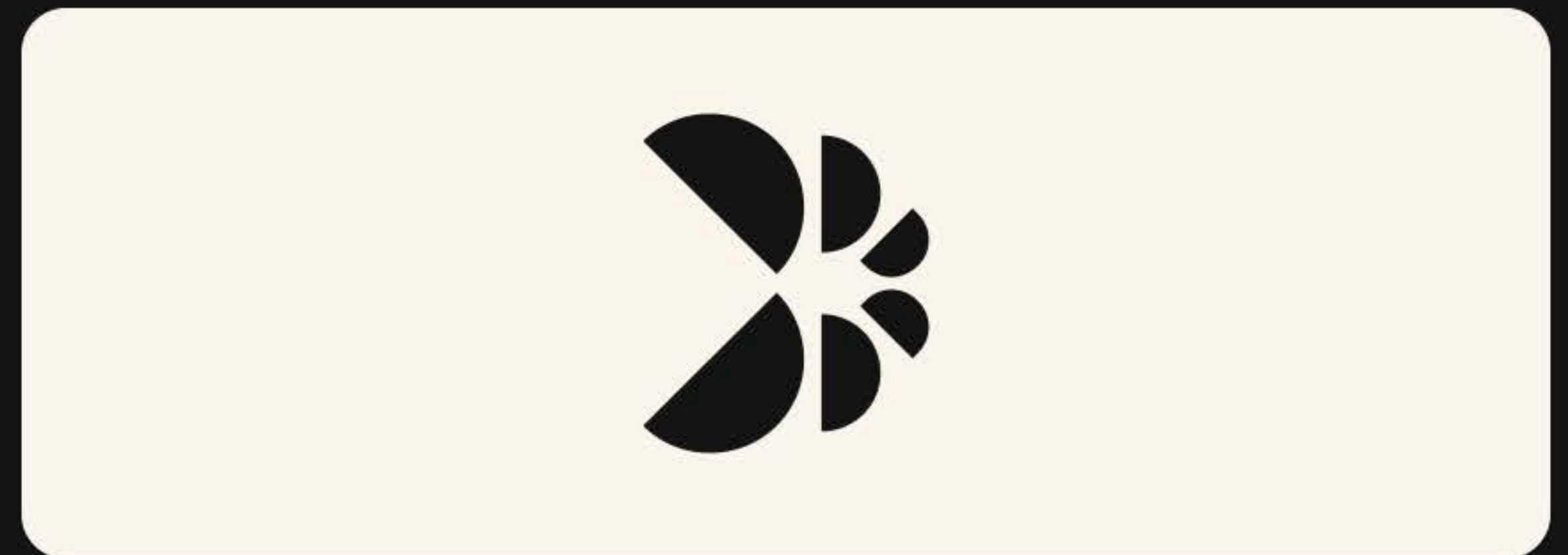
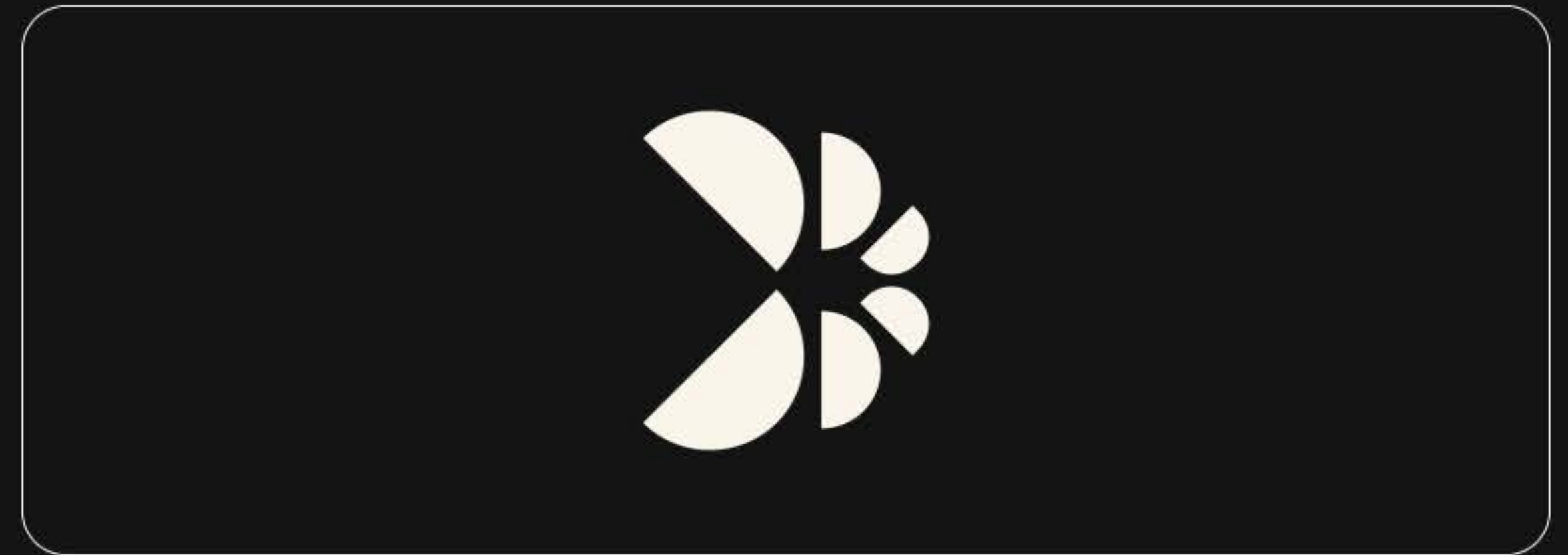
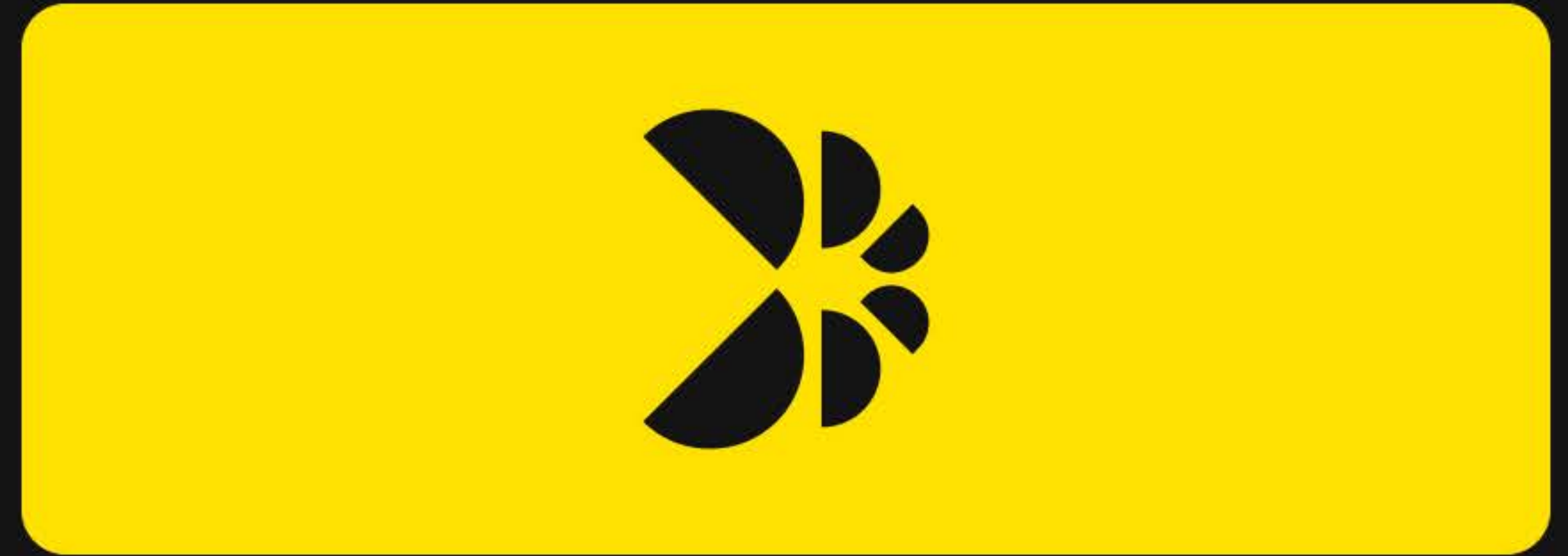


Icon color combinations

Our logo may be placed in the following combinations.



Logo & icon



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Icon vs wordmark

Our icon and wordmark can be used separately, allowing for flexibility in branding applications.

DIMOCO



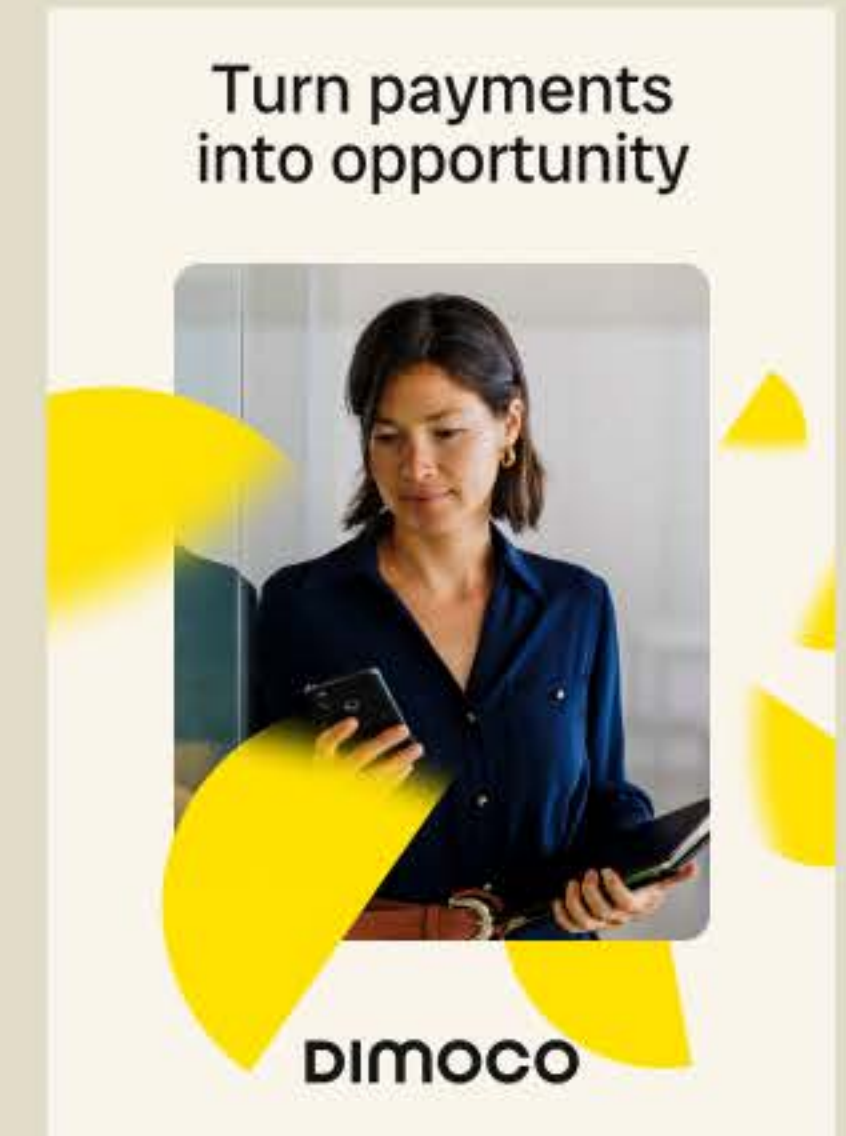
Logo & icon

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Full logo vs wordmark

The primary logo placement rule is to use the full logo, including the brand icon, on applications that do not feature the laurel shape.

Conversely, use the wordmark on applications that already incorporate the laurel. This ensures the laurel is represented in every application without visual conflict.



Exception to the rule

An exception to the full logo vs. wordmark rule occurs when applying our logo on platforms that require each distinctive brand asset to be visible in a single viewport, such as a presentation title slide or a web design. In such cases, ensure there is ample white space around the logo for clarity and balance.



Logo & icon

Welcome




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Icon + label

The icon can also be utilized to brand our solutions and products, reinforcing our identity across various offerings. For instance, it may be prominently featured alongside solutions like 'Dimoco Merchant Services.'

This consistent application of the icon enhances brand recognition and establishes a cohesive visual language across all our services.




 SOLUTION

Merchant services

In order for you to manage your payments successfully, we use the best technology.

Learn more

 SOLUTION

Payment products

Every country, every customer, a perfect payment fit.

Learn more

The background features three overlapping, semi-transparent orange geometric shapes. On the left is a large triangle pointing downwards. In the center is a large circle. On the right is a smaller triangle pointing upwards. The word "Colors" is centered in the white space between these shapes.

Colors

Primary colors

For our main brand communications, we use our primary colors. These are the colors we're claiming and use them consistently to build recognition.

Dimoco Yellow

RGB: #FFE100

CMYK: 0, 10, 100, 0

PANTONE: 109 C/UC

Paper

RGB: #FAF5EB

CMYK: 0, 2, 5, 0

PANTONE: -

Black

RGB: #141414

CMYK: 0, 0, 0, 100

PANTONE: Black C/UC

Dimoco Yellow

#FFE100

Paper

#FAF5EB

Black

#141414



Accent colors

We use our secondary colors to create more flexible and versatile brand communication.

Outlaw Orange

RGB: #FFE100

CMYK: 0, 75, 100, 0

PANTONE: Bright Orange C/UC

Payment Pink

RGB: #D88CF2

CMYK: 25, 60, 0, 0

PANTONE: 2572 C/UC

Outlaw Orange

#FF6600

Payment Pink

#D88CF2



Neutral colors

We use our neutral colors to create balance and facilitate content.

- White**
RGB: #FFFFFF
CMYK: 0, 0, 0, 0
PANTONE: -
- Paper**
RGB: #FAF5EB
CMYK: 0, 2, 5, 0
PANTONE: Neutral Black C/UC
- Stone**
RGB: #E1DCC8
CMYK: 10, 10, 20, 0
PANTONE: Warm Gray 1 C/UC
- Black**
RGB: #141414
CMYK: 0, 0, 0, 100
PANTONE: Black C/UC



White

#FFFFFF

Paper

#FAF5EB

Stone

#E1DCC8

Black

#141414

Full color palette

Here is a full color overview.



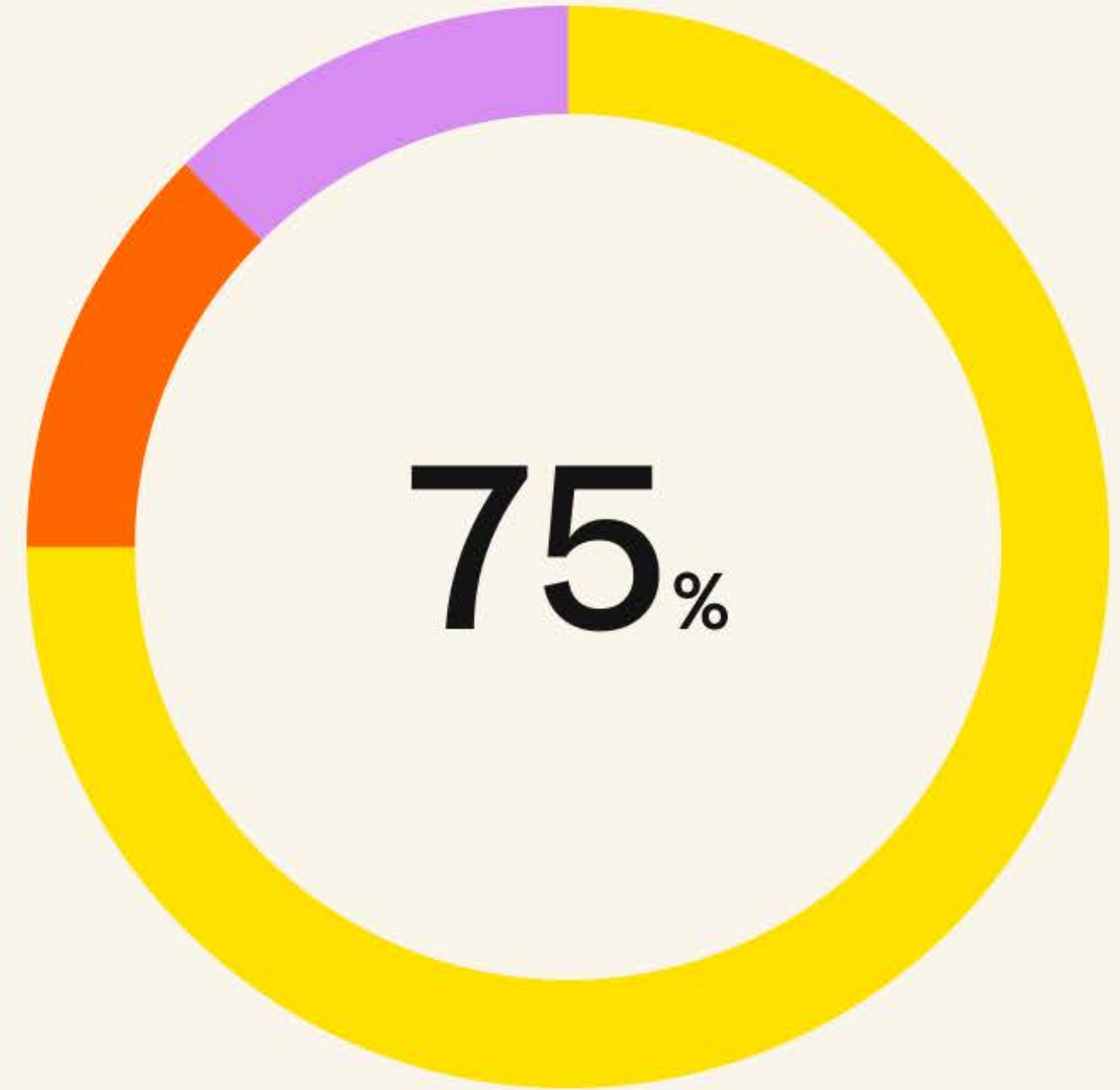
Colors

| | |
|---|--|
| <div>Dimoco Yellow</div> <div>#FFE100</div> | |
| <div>White</div> <div>#FFFFFF</div> | <div>Paper</div> <div>#FAF5EB</div> |
| <div>Stone</div> <div>#E1DCC8</div> | <div>Black</div> <div>#141414</div> |
| <div>Outlaw Orange</div> <div>#FF6600</div> | <div>Payment Pink</div> <div>#D88CF2</div> |

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Primary color harmony


To fully embrace and own our distinctive primary color, ensure that **Dimoco Yellow** is the prominent color in 75% of applications. This consistency strengthens brand recognition and visual impact.




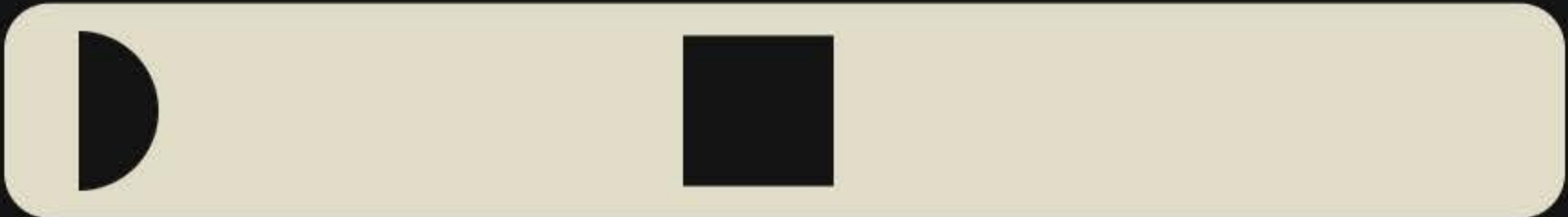
Color usage

These colors may be applied to create:

Laurel / Leaves 

Backgrounds 

Texts 

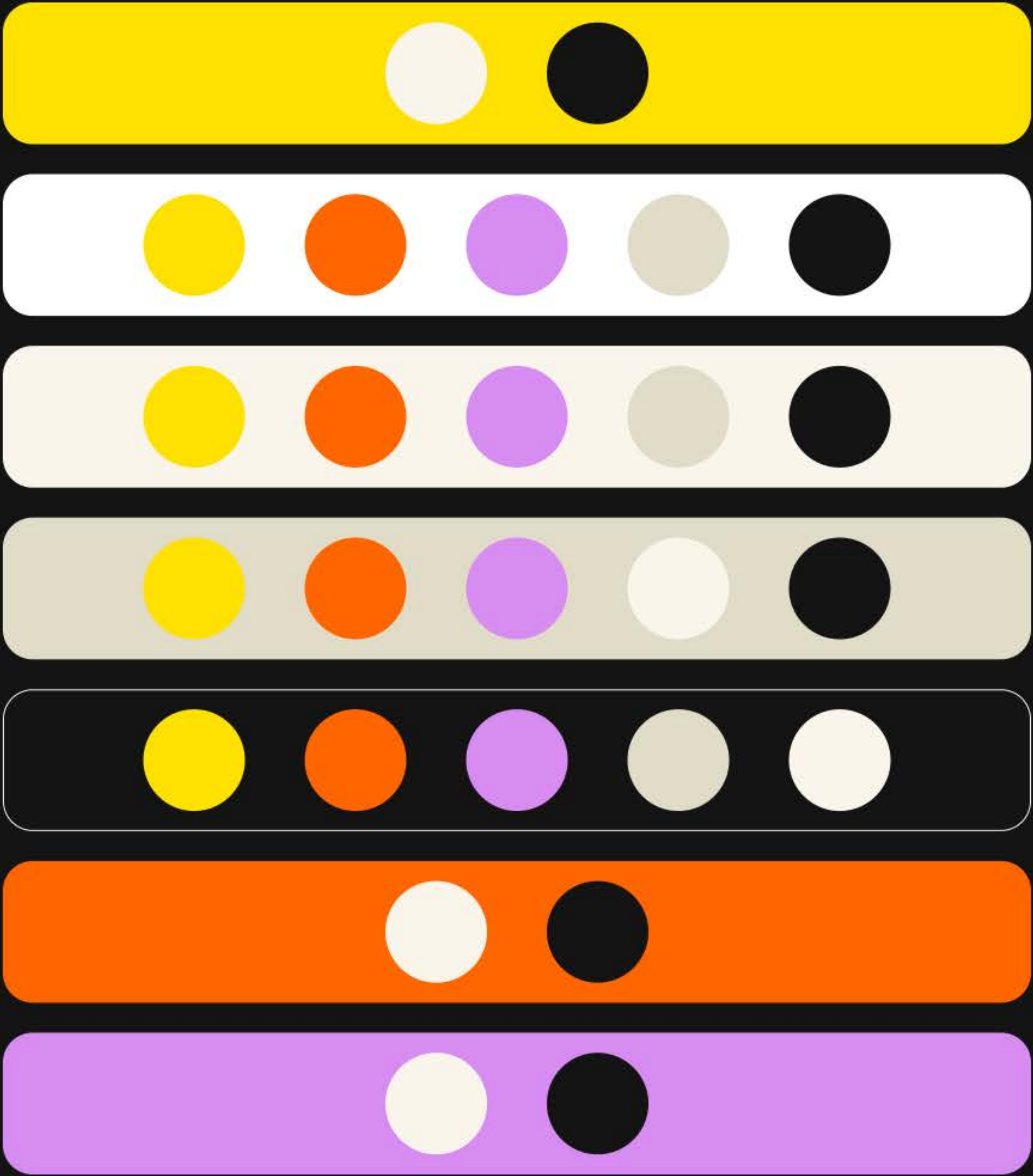


Colors

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Color combinations

To ensure the best visual output for our brand, some color combinations should not be made. The dots in this overview indicate which colors can be used on top of others, all combinations that are not present in the overview should not be used.



The background features three large, overlapping, semi-transparent yellow circular segments on a white background. One segment is in the top right, another in the middle left, and a third in the bottom left. The word "Typography" is centered in a bold, black, sans-serif font.

Typography

Display typeface

The **Canada Radio Big Medium** typeface is employed for our headers and primary copy titles.

The typeface can be downloaded here:

<https://fonts.google.com/specimen/Radio+Canada+Big>

Access

**Aa Bb Cc Dd Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

**? ! @ # \$ % % ^ & * ()
1234567890**



Body typeface

The **Instrument Sans Regular** typeface is employed for body copy.

The typeface can be downloaded here:

<https://fonts.google.com/specimen/Instrument+Sans>

Payments

Aa Bb Cc Dd Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

? ! @ # \$ % % ^ & * ()
1 2 3 4 5 6 7 8 9 0



General kerning and line spacing

Our typography should always be neat and precise, with kerning and line spacing playing a key role in achieving this.

Refer to the longer text example on the right for a demonstration of typographic hierarchy. Keep in mind, this is a general guide, and each application may require slight adjustments to best suit the layout.

Radio Canada Big Medium

Kerning: -1%
Line space: 110%

Instrument Sans Regular

Kerning: +0%
Line space: 150%



Democratize digital transactions

One tap or click may seem small, but to us, it's monumental. We are **DIMOCO**, with nearly three decades of experience. Our ambition is to provide unparalleled access for businesses to meet customer needs anywhere, anytime. We break barriers to make the digital economy accessible for everyone.

Access means regulated paytech, personalized solutions, and bridging gaps between growth and customer needs. Every payment setup should be safe, fast, and tailored. With **DIMOCO** payments, access isn't just granted—it's guaranteed.

Empower your business today!

Text alignment

The way we position text on a surface can vary depending on the application's needs. Here are some general guidelines for maintaining clean typographic layouts:

Minimum Margin

To keep the layout clean, use a minimum margin of 5% of the application's width. This is a guideline and can be adjusted as needed by the designer.

Text alignment

Text can be aligned to the left, right, or center based on the application. Always ensure the text follows a logical reading direction to maintain clarity.



5%

Democratize digital transactions

Democratize digital transactions

Democratize digital transactions

Fallback system typeface

Only in situations where we are unable to utilize our branded typography options, such as in automated emails or within the Microsoft suite, we resort to Arial as our fallback choice.

Success

Aa Bb Cc Dd Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

? ! @ # \$ % % ^ & * ()
1234567890



Illustrations

Illustration style

A big part of the identity is a custom set of illustrations created together with [Studio Patswerk](#).

The illustrations bring a distinctive touch of playfulness to our identity and help us explaining our services.



Illustration color combinations

The illustrations may be placed on any of the primary colors.



Categories

The illustrations are divided into three categories:

Products

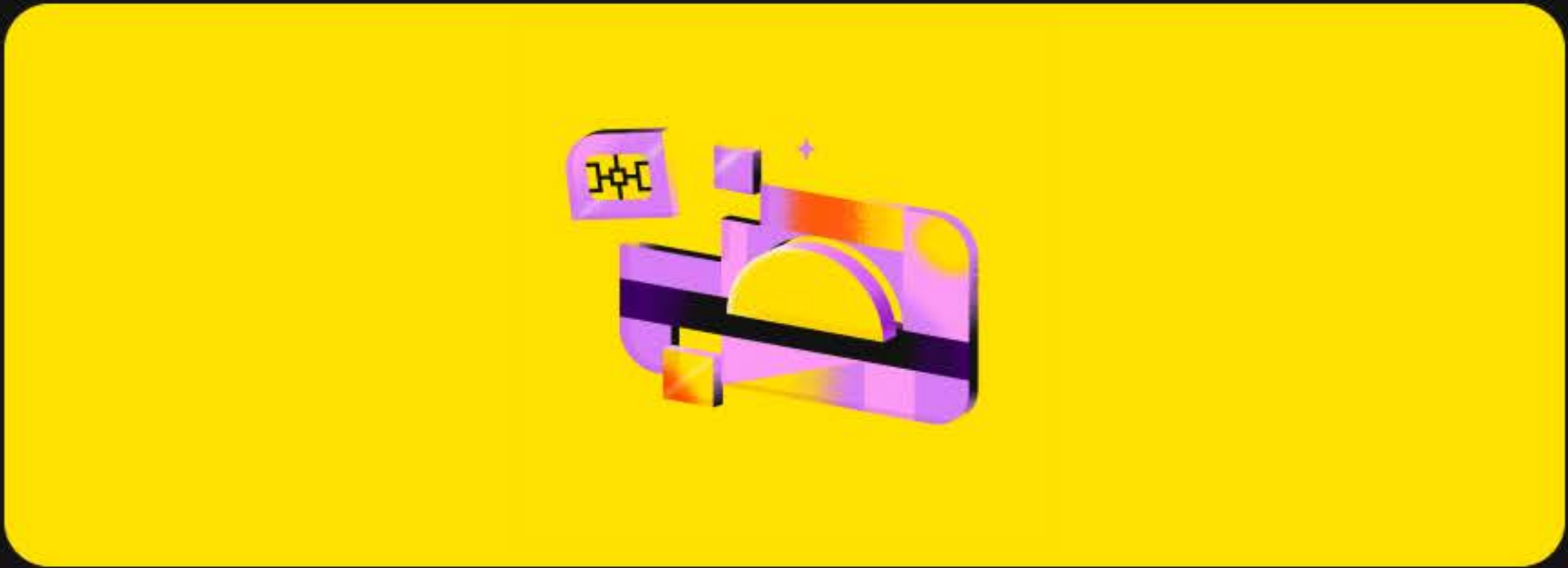
These help us explain our services.

Solutions

These demonstrate the industries we support.

Brand

These visuals communicate who we are and what we stand for.



Product illustrations



Solution illustrations



Brand illustrations

