

Brand Guidelines

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01

Logo, Icon & Tagline

The Logo

The DDK Capital Logo

The DDK Capital logo consists of two elements; the icon “K” and the logotype. Combined together they create an instantly recognisable image of brand. They should be represented consistently across all digital and print materials.

Minimum Size

The DDK Capital logo should always be large enough to ensure legibility. By establishing a minimum size, we ensure it is always prominent and readable.

Horizontal Logo:

30 mm (width) for print

80 pixels (width) for digital

Vertical Logo:

15 mm (width) for print

40 pixels (width) for digital

Horizontal Logo



The DDK Capital Icon

The DDK Capital Logotype

Vertical Logo



Clear Space

Logo Clear Space

The amount of clear space around the logo should be equal to or greater than the height of the letter C in the word Capital. This keeps the logo from getting crowded by images, text, or other graphics that compromise its visual integrity. This guidance applies to all of our logos and badges.



Logo with Tagline

Logo with Tagline

Whenever the logo and tagline are used together, follow the same clear space as the logo itself.

Note: Ensure the logo and tagline are displayed at a size that guarantees clear legibility. If this isn't feasible, opt for using the logo without the tagline.

Horizontal Logo with Tagline



Vertical Logo with Tagline



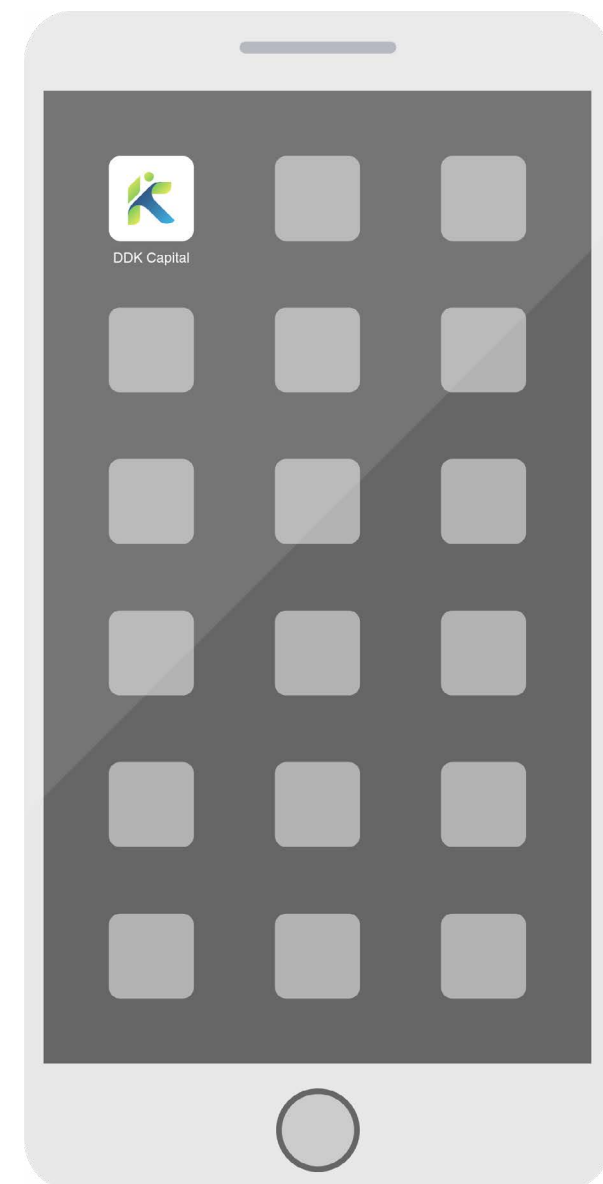
The Icon

The DDK Capital Icon

The icon can be used as a symbol to represent the DDK Capital brand. The icon may also be used in instances where there is insufficient room to accurately display the DDK Capital logo. Some examples are social media icons, mobile application icons or the favicon.



The DDK Capital Icon



Logo Usage

Approved Colour Combination

The DDK Capital logo should normally be rendered in full color. There are two options:

Positive use applications: Full colour icon with Sapphire Blue logotype

Negative use applications: Full colour icon with white logotype

In extreme cases use the full white or black logo, but only when you have determined that a colour option is not possible. A general rule is if you cannot achieve enough contrast then use a full white or black logo.



Full Colour



Black



Positive use of full colour icon with Sapphire Blue logotype



Negative use of full colour icon with white logotype



Used in extreme cases



Used in extreme cases

02

Brand Colours

DDK Capital Sapphire Blue

Main Colour

DDK Capital Sapphire Blue is a rich and vibrant shade of dark blue with a hint of teal, symbolizing innovation, trust, and the forward-thinking nature of the brand.

Sapphire Blue

HEX	#1b3e71
RGB	27 62 113
CMYK	100 84 29 15
PMS	3597 C

Brand Colour Palette

Colour Palette

A brand's color palette establishes its visual identity, evoking emotions and creating recognition. It ensures consistency across all materials, from logos to marketing, reinforcing the brand's values, tone, and message to resonate with its audience.



Sapphire Blue

HEX #1b3e71
 RGB 27 62 113
 CMYK 100 84 29 15
 PMS 3597 C



Sky Blue

HEX #2cace3
 RGB 44 172 227
 CMYK 69 14 0 0
 PMS 6120 C



Spring Green

HEX #53b94d
 RGB 83 185 77
 CMYK 69 0 96 0
 PMS 7738 C



Citrus Green

HEX #e6e64c
 RGB 230 230 76
 CMYK 13 0 84 0
 PMS 388 C

Gradients

Gradients in DDK Capital's branding add depth and modernity, symbolizing transformation and innovation. They enhance visual interest and reinforce the brand identity by creatively using the brand's colors across digital and print materials.



Blue Gradient



Sapphire Blue

Sky Blue



Green Gradient



Spring Green

Citrus Green

Tints and Shades

Tints and Shades Colour Palette

The tints and shades allows for subtle color touches. This can be helpful when type and graphics overlay color fields, charts, infographics, and illustrations where you need more variation of colour. The tints gets lighter and shades get darker from the colour palette.

All tints and shades are derived from the color palette

Sapphire S5	Sky S5	Spring S5	Citrus S5
Sapphire S4	Sky S4	Spring S4	Citrus S4
Sapphire S3	Sky S3	Spring S3	Citrus S3
Sapphire S2	Sky S2	Spring S2	Citrus S2
Sapphire S1	Sky S1	Spring S1	Citrus S1
Sapphire Blue	Sky Blue	Spring Green	Citrus Green
Sapphire T5	Sky T5	Spring T5	Citrus T5
Sapphire T4	Sky T4	Spring T4	Citrus T4
Sapphire T3	Sky T3	Spring T3	Citrus T3
Sapphire T2	Sky T2	Spring T2	Citrus T2
Sapphire T1	Sky T1	Spring T1	Citrus T1

03

Typography

Typefaces

Overview

The typeface used for DDK is VAG Rundschrift D. We selected it for its modern, rounded design which balances professionalism with approachability, reflecting the firm's focus on innovation, human-centric values, and cutting-edge technology in a versatile and appealing style.

Note: VAG Rundschrift D is our main typeface for all applications except for digital presentations, e.g., PowerPoint. For those tools we use Arial.

 [Download fonts](#)

VAG Rundschrift D Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

VAG Rundschrift D Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

VAG Rundschrift D Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

VAG Rundschrift D Regular Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Typestyles

Overview

Typographical hierarchy is a critical design principle employed in creating any DDK Capital branded layout or composition. Scale, weight, and orientation considerations made when laying out messaging ensures that copy is both legible and harmonious for the reader. The demonstration presented here is a brief but relevant example of best practices in regards to typographical hierarchy.

Use sentence case for headlines on print and digital communications as shown on the right.

— Eyebrow (optional)
VAG Rundschrift D
Regular

— Headline
VAG Rundschrift D
Light, sentence case

— Body
VAG Rundschrift D
Light, sentence case

Introduction

DDK CAPITAL provides technical and management advisory services with a focus

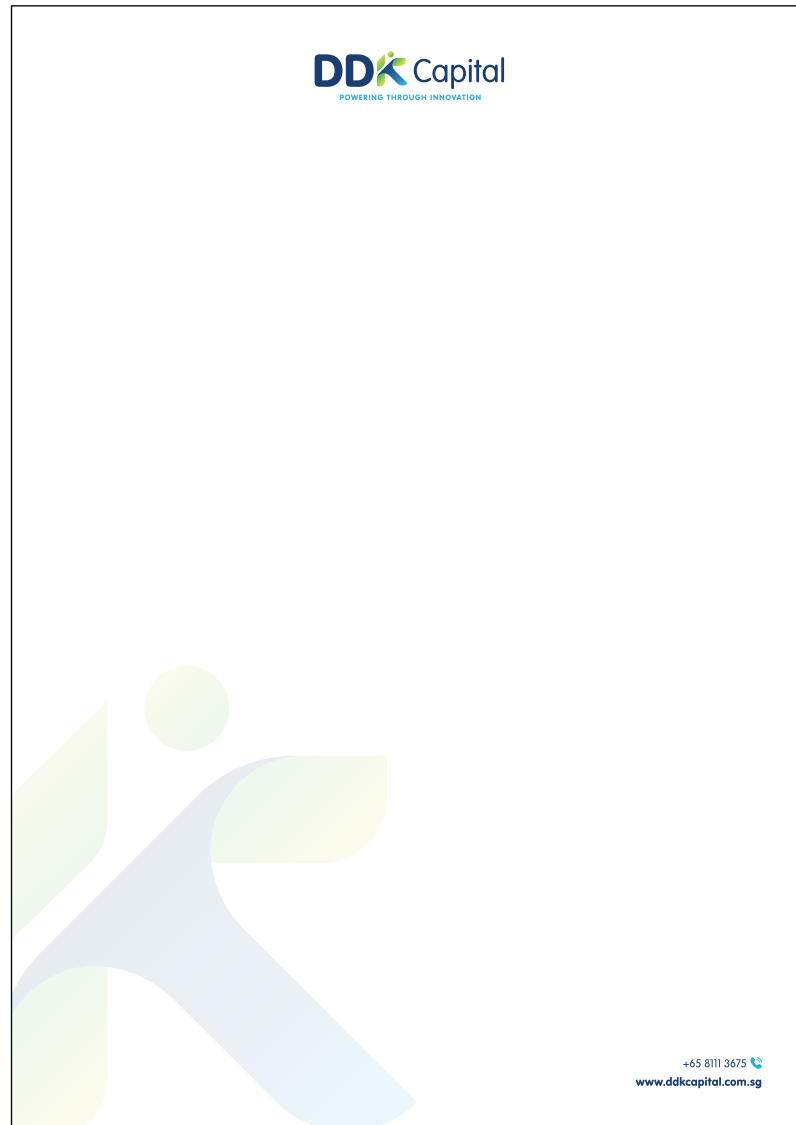
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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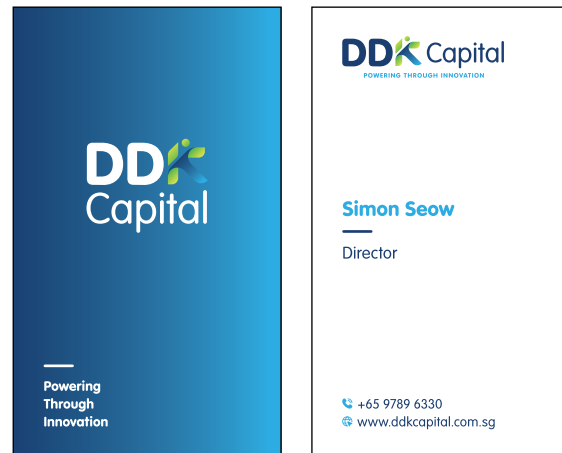
04

Brand In Use

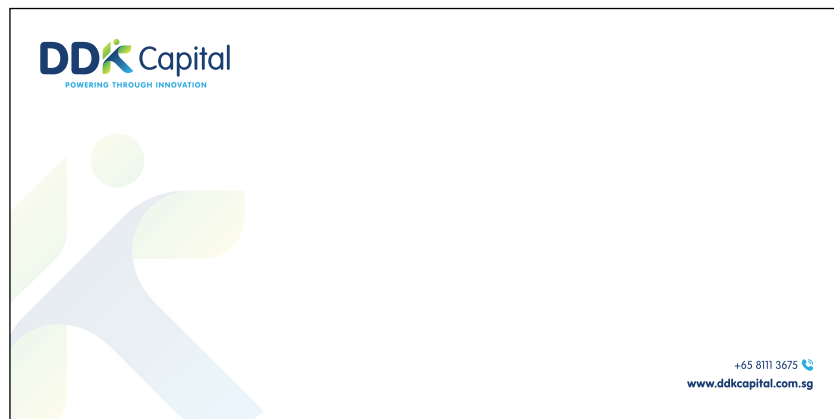
Stationery



Letterhead



Namecard



Envelope

Powerpoint



DDK Capital
Sustainable. Intelligent. Connected.

Presentation Title

Subtitle goes here

DDK Capital
Sustainable. Intelligent. Connected.

Lorem Ipsum Dolor

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation.
- Ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.
- Dolore eu fugiat nulla pariatur.

DDK Capital
Sustainable. Intelligent. Connected.

Lorem Ipsum Dolor

Subtitle goes here

DDK Capital
Sustainable. Intelligent. Connected.

Lorem Ipsum Dolor

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation.
- Ullamco laboris nisi ut aliquip ex ea commodo consequat.

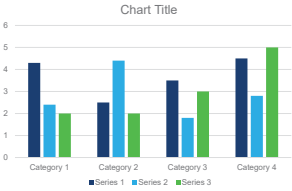


DDK Capital
Sustainable. Intelligent. Connected.

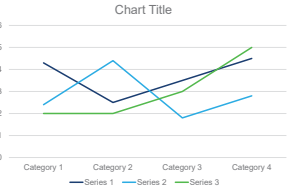
Lorem Ipsum Dolor

Sub header goes here

Sub header goes here



Category	Series 1	Series 2	Series 3
Category 1	4.5	2.5	2.0
Category 2	2.5	4.5	2.0
Category 3	3.5	1.5	3.0
Category 4	4.5	2.5	5.0

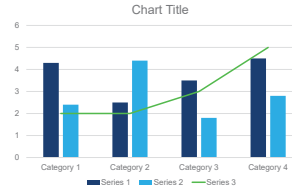


Category	Series 1	Series 2	Series 3
Category 1	4.5	2.5	2.0
Category 2	2.5	4.5	2.0
Category 3	3.5	1.5	3.0
Category 4	4.5	2.5	5.0

DDK Capital
Sustainable. Intelligent. Connected.

Lorem Ipsum Dolor

Sub header goes here



Category	Series 1	Series 2	Series 3
Category 1	4.5	2.5	2.0
Category 2	2.5	4.5	2.0
Category 3	3.5	1.5	3.0
Category 4	4.5	2.5	5.0



Backgrounds

Overview

Backgrounds can be used for Zoom, Google Meets and Microsoft Teams when having a virtual meeting. There are two sizes:

Zoom and Microsoft Teams: 1920 x 1080 pixels

Google Meets: 1920 x 1090 pixels



