Digitopia Brand Identity Guide

APRIL 2022 | Version 3.0

Content

This guide was created to define the brand identity of Digitopia and guide future uses.

01

Brand Definition

About

Who we are?

We are a purpose-driven organisation. We see that most organisations out there are struggling. We bring light to their darkness, simplify complexity, and quantify business impact. That's why we are entirely determined to help you.

We are the leading business impact platform. We are experts on business impact, especially in digital transformation and sustainability. We change the way consulting is delivered.

What we do?

We quantify business impact. We measure and benchmark maturity as the ultimate transformation KPI. Our business impact platform assures success in your enterprise transformations. We align your executive leadership, create a shared vision, clarify priorities, accelerate your journey, and grow your impact.

Our Culture

Our purpose is to bring light to digital transformation darkness.

Consulting is one of the oldest professions in history. For centuries, Kings have asked their wise advisors if, when, and how they should fight a war. Leaders need trusted people to rely on, who will always tell them the brutal truth, even if it would cost their lives. Nowadays all kinds of important people have advisors, managers, and consultants, who ask critical questions, and discuss their decisions toward a broader view to form an independent opinion. Data and experience factor into any situation. We are your companion.

Brand Values

The key dimensions of Digitopia's brand personality are given below, and it's used as a vehicle to express Digitopia's brand values.

Attitude Your approach to problems and opportunities
We are progressing by taking brave steps in the digital transformation world, and we are moving forward to achieve our goals in a stable manner.

Origin How you express the origin and future of your brand
We deliver innovative approaches to accelerate your transformation and act with a future-oriented focus.

Audience Considering your audience
We offer adaptable business solutions to all our customers and we are easily accessible.

Mood How you feel as a brand.
We are a social company that works with the leading companies around the globe within a calm environment.

Impression What people will think when they encounter your brand
We are sincere because we believe that giving advice, first and foremost, requires integrity. Our dynamic team will work until they have the best result.

Stance The feeling you create in your customers as a brand
We assure success on your digital journey by delivering creative solutions with an intellectual point of view.

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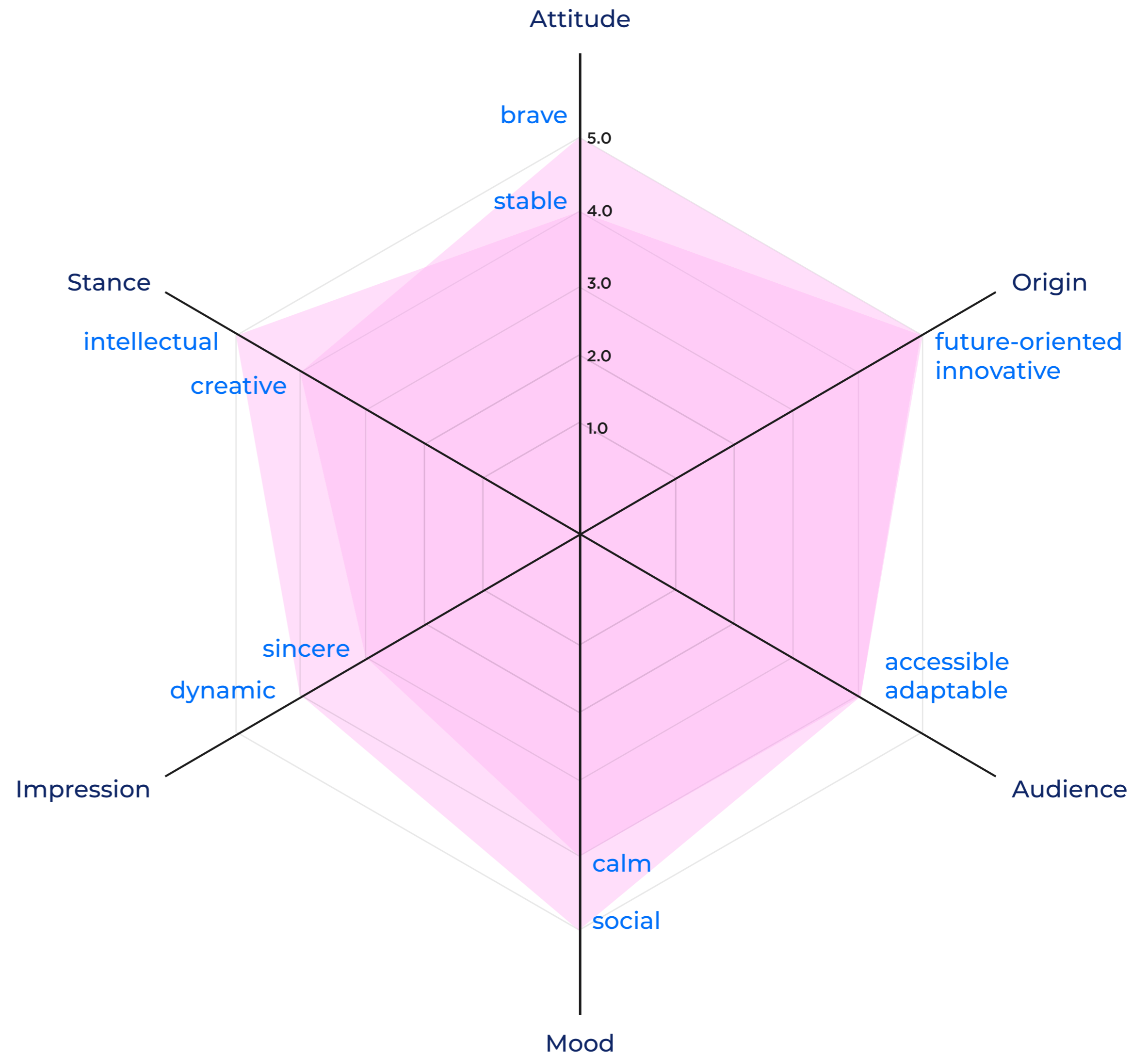
Digitopia Logo

Digitopia Logo

Digitopia's icon was created by an AI logo generator. Then, in 2019, the typography and logo - font hierarchy were revised by Baht. Ubuntu is preferred as the logo text for a dynamic and modern stance, and the geometric logo icon is in harmony with this font in an energetic way. It represents the lively and cool attitude of Digitopia.

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Ratios and Borders

Digitopia logo ratios are as follows in the horizontal usage. The settlements should be arranged considering area A created by the value of the icon around the logo.

The logo cannot be moved closer to the workspace edges than the specified area. Other logos/texts from borders cannot be placed any closer.

Positive Usage

The positive usage of the logo, which is the general usage format of the Digitopia logo, is as follows.

Negative Usage

The negative usage of the logo is as follows. The logo and the icon should be used in white.

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Misuses

The following changes cannot be made to the Digitopia logo.

Not Expandable to Scale

Not Collapsible Without Scale

Distance between letters (tracking) cannot be reduced

Distance between letters (tracking) cannot be increased

Icon cannot be used bigger

The color of the icon cannot be changed

It cannot be rotated at different angles. It can only be used upright at 90 degrees.

Correct usage

Digitopia Icon

The Digitopia logo is dynamically designed to expand and narrow according to the area. Digitopia logo only changes to its the geometric icon in small areas such as social media profile photos, favicons etc.
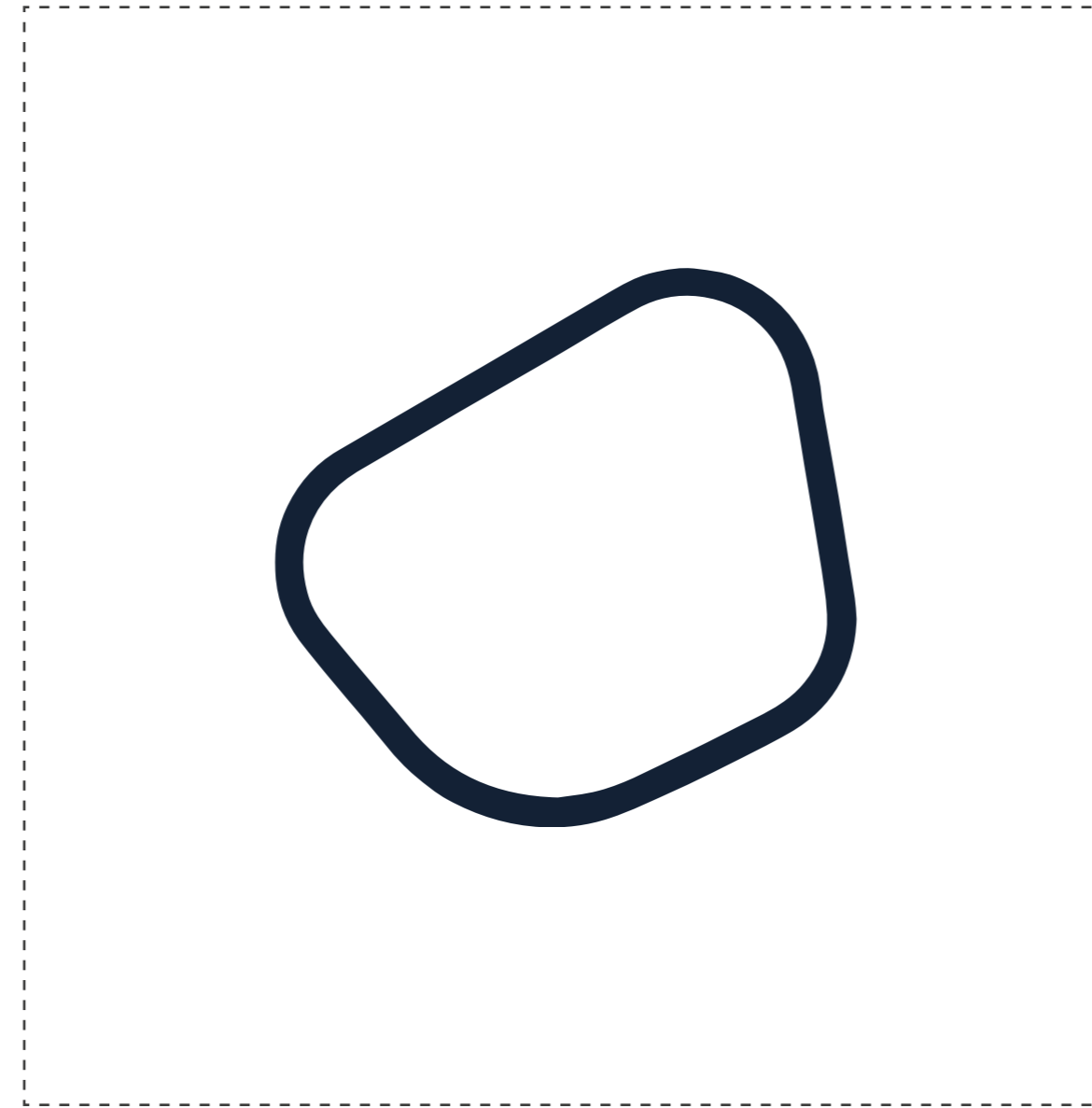
Digitopia Icon

The icon can be used on a light or dark background where deemed necessary.

03

Digitopia Colours

Main Colours

Digitopia's corporate colours and hierarchy are given below.

Anthracite Blue

R:19 G:33 B:53
#132135
PANTONE: 7547C

Dark Blue

R:16 G:37 B:102
#102566
PANTONE: 2756C

Neon Pink

R:255 G:174 B:244
#FFAEF4
PANTONE: M 0521C

Blue

R:03 G:234 B:118
#03EA76
PANTONE: 2945C

Neon Blue

R:0 G:113 B:249
#0071F9
PANTONE: 285C

Secondary Colours

Digitopia's secondary colours and shades are given below. Secondary colours can be used in social media, data and graphics when necessary.

R:16 G:37 B:102 #102566 PANTONE: 2756C	R:191 G:81 B:186 #BF51BA PANTONE: 2582C	R:242 G:158 B:48 #F29E30 PANTONE: 1375C	R:12 G:163 B:80 #0CA50 PANTONE: 7482C
#0A459B	#E08CD8	#F4B75D	#22BC6B
#0071F9	#FFAEF4	#EDBA3A	#4CCE93
#38A6E8	#FCD4F8	#F7D05C	#72DDB6

Sub-Brand Colours

Digitopia's sub-brand colours are given below. Each gradient is mixed with the Digitopia Neon Pink.

Digital Maturity Index	Sustainability Maturity Index	Metaverse Maturity Index
#005ECF	#22BCB3	#883FFF
Analytics Maturity Index	Innovation Maturity Index	Operation Maturity Index
#00AEF9	#ED9B3A	#FF3F3F

04 Typography

Corporate Typography

Digitopia's corporate typeface is the Brother 1816 font. Ubuntu is used in the logo. In areas such as long text, presentation content, etc., Abril Display font and weights of the Brother 1816 family are used as secondary fonts.

Brother 1816

Treasury solutions partner for leading banks

Aa

Aa Bb Cc Çç Dd Ee Ff Gg Ğğ Hh İi Iı Jj Kk Ll Mm Nn Oo Öö Pp Rr Ss Şş Tt Uu Üü Vv Yy Zz

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Brother 1816 - Book

Book

Brother 1816 - Regular

Regular

Brother 1816 - Medium

Medium

Brother 1816 - Bold

Bold

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Abril Display - Regular

Book

Abril Display - Bold Italic

Regular

Visual Element

Visual Element Variation

With reference to the Digitopia icon, variations can be created by using gradients as in the examples below. These assets cannot be used as the Digitopia icon nor can be placed next to the Digitopia logo.
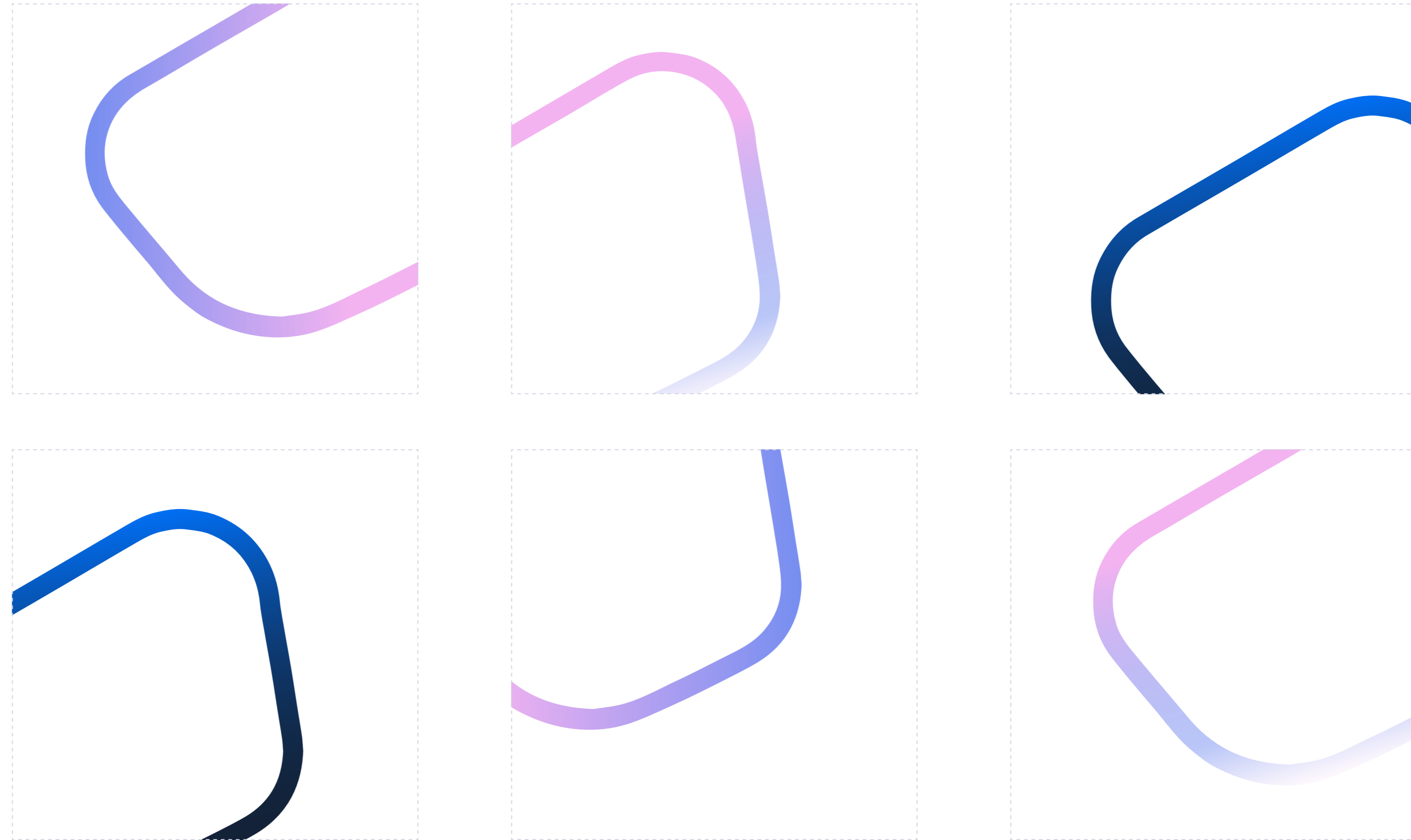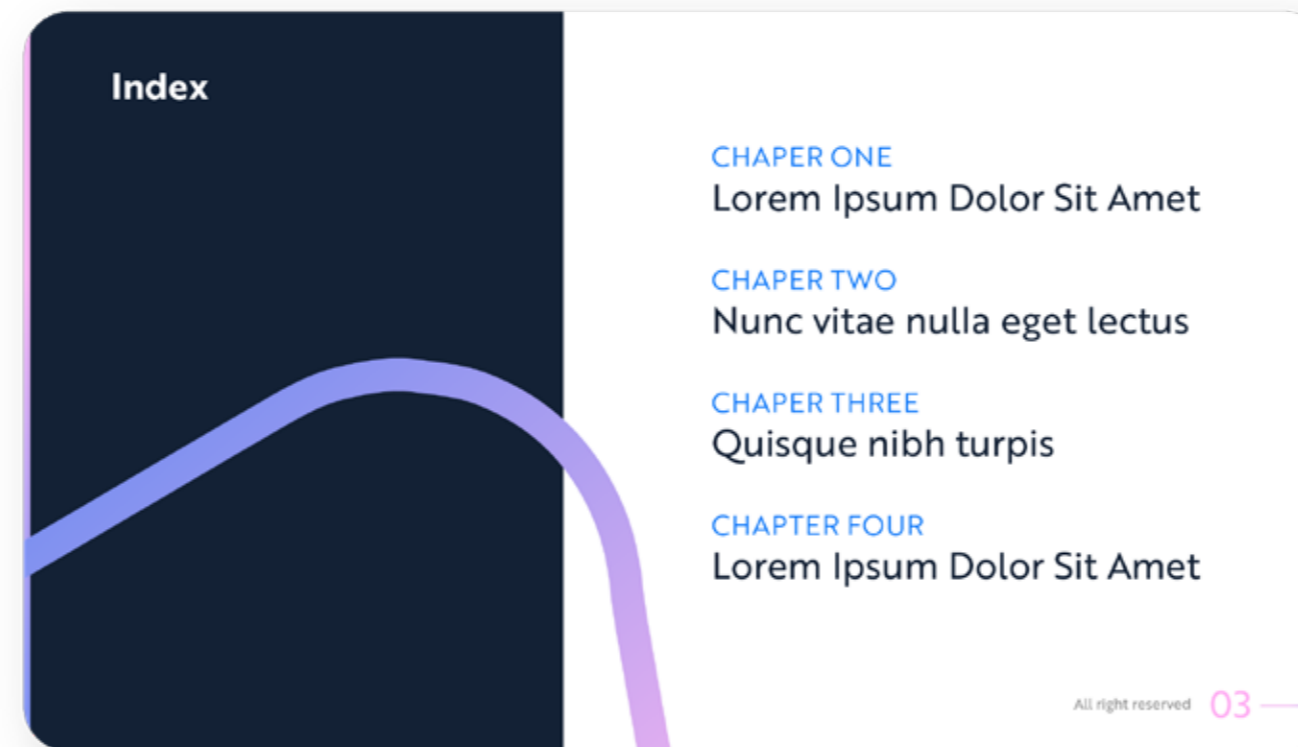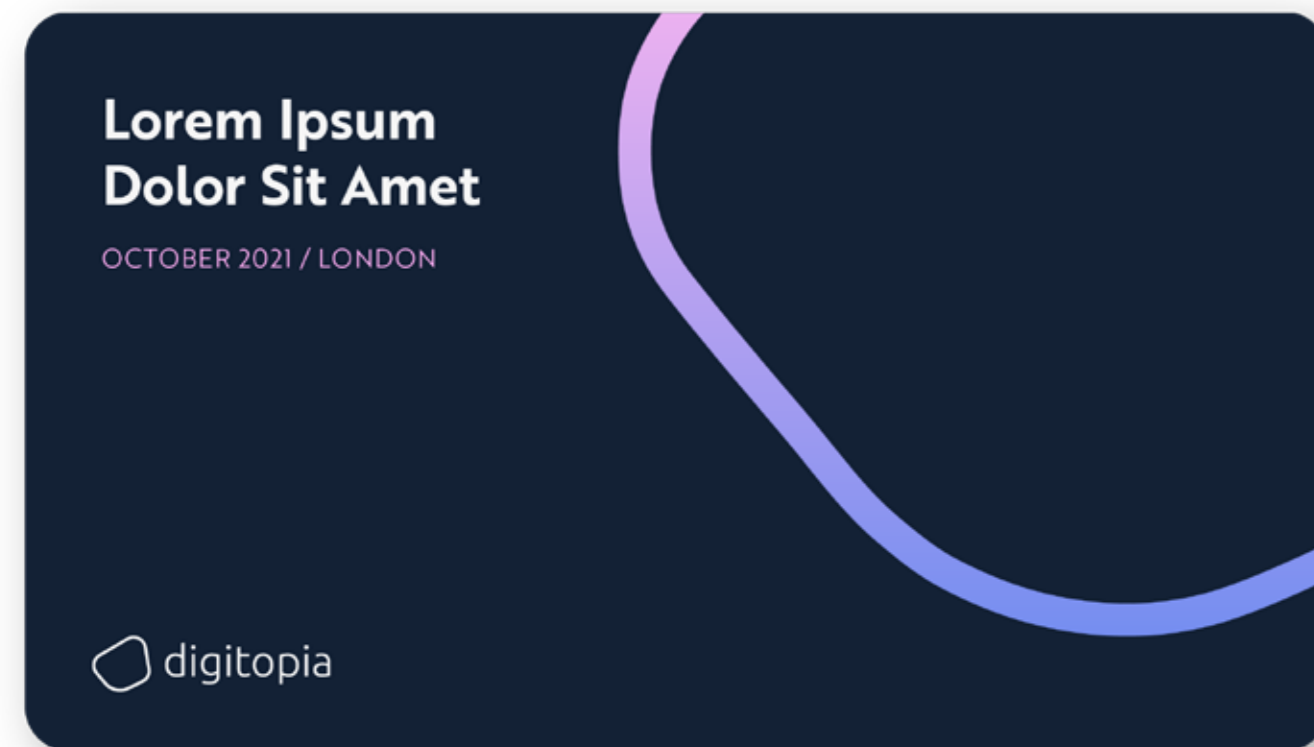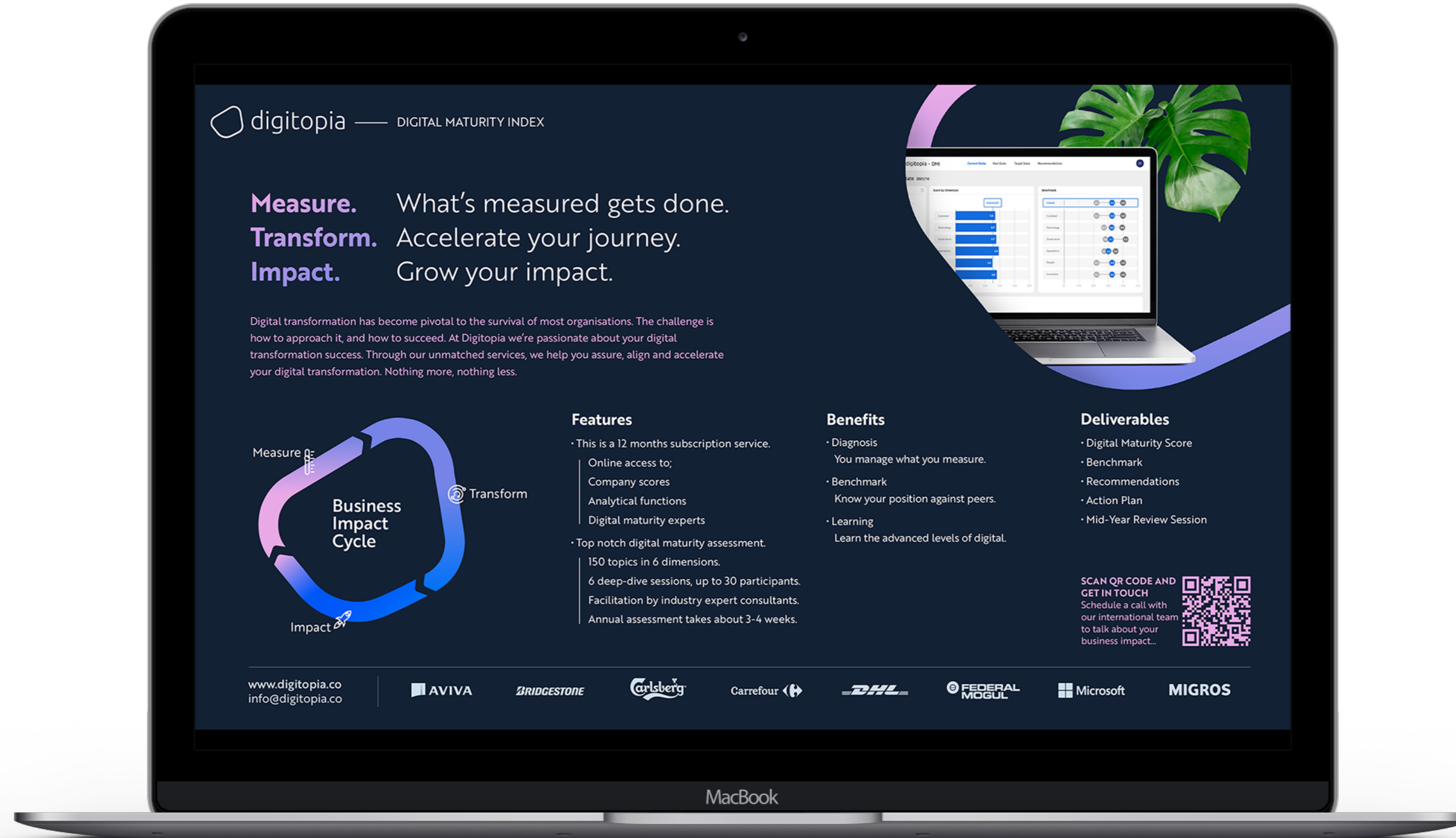
Corporate Identity

Presentation Template

Digitopia's corporate presentation template is a presentation sample prepared in accordance with the brand identity guide to making Digitopia's brand presentations consistent.
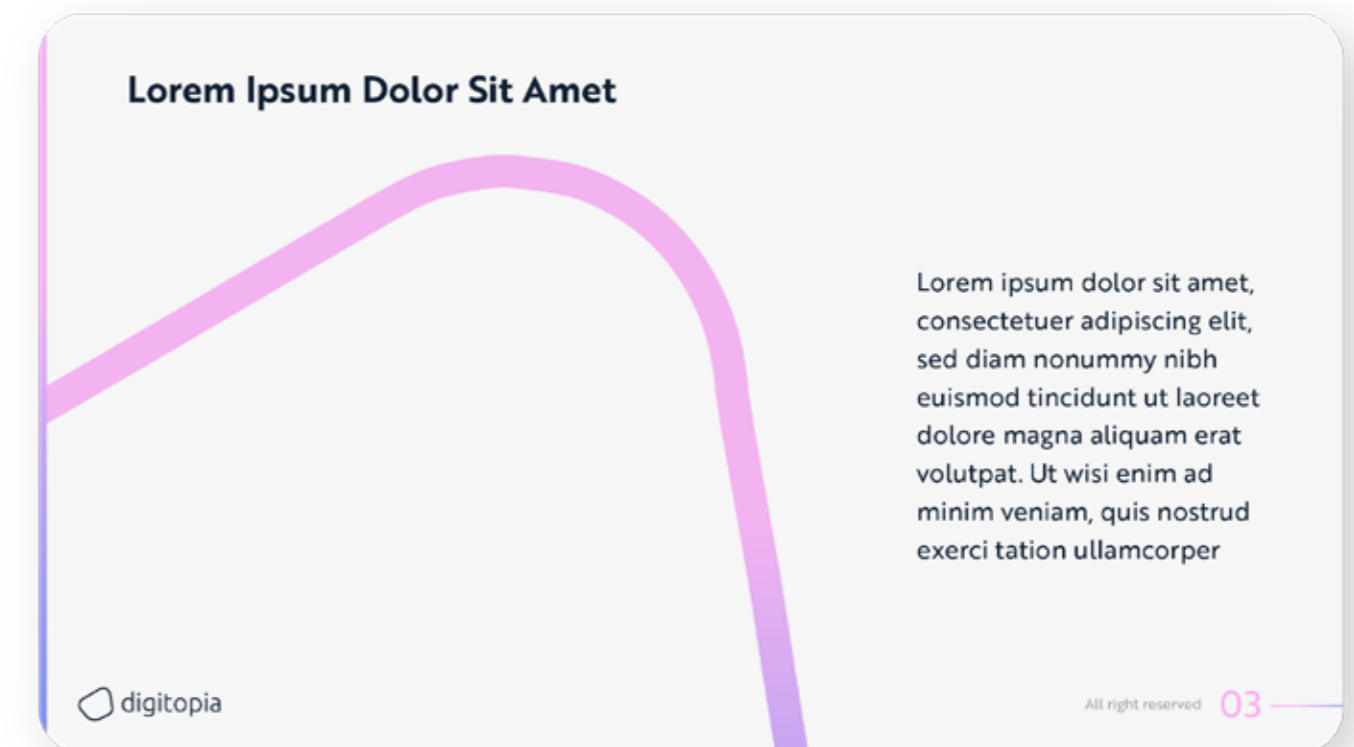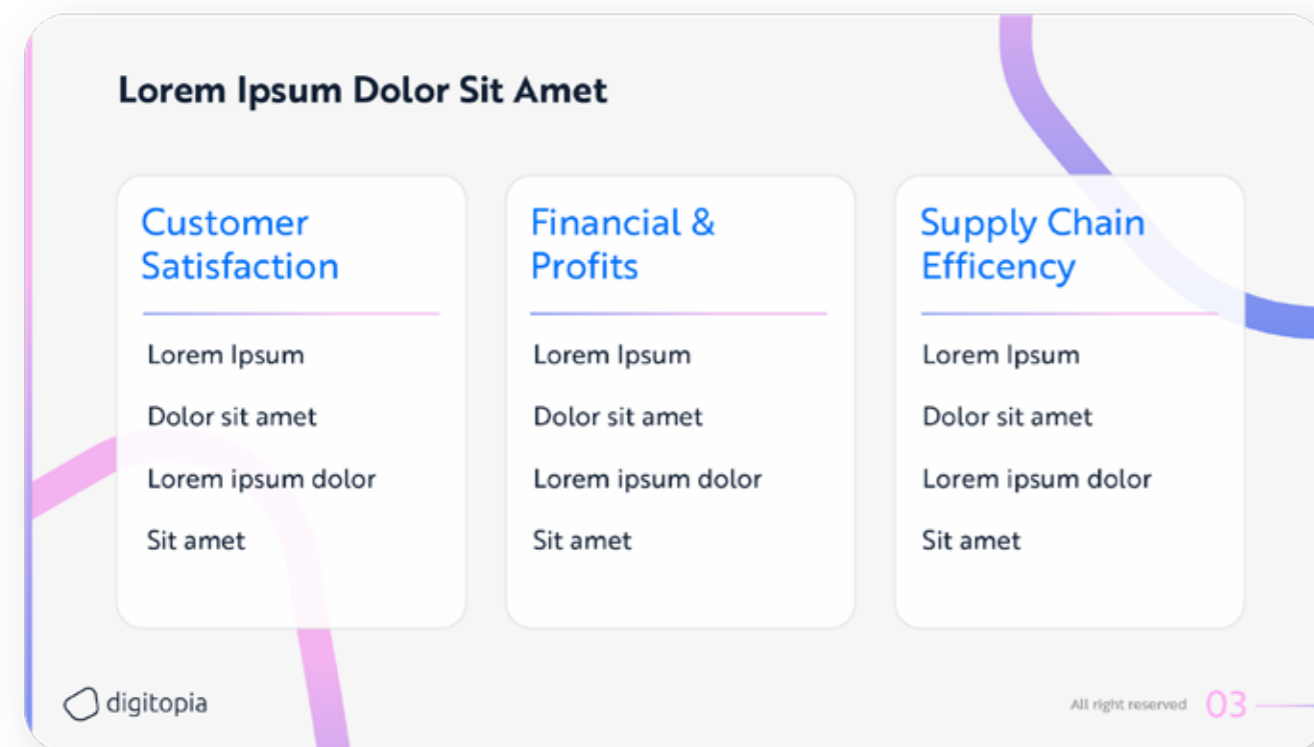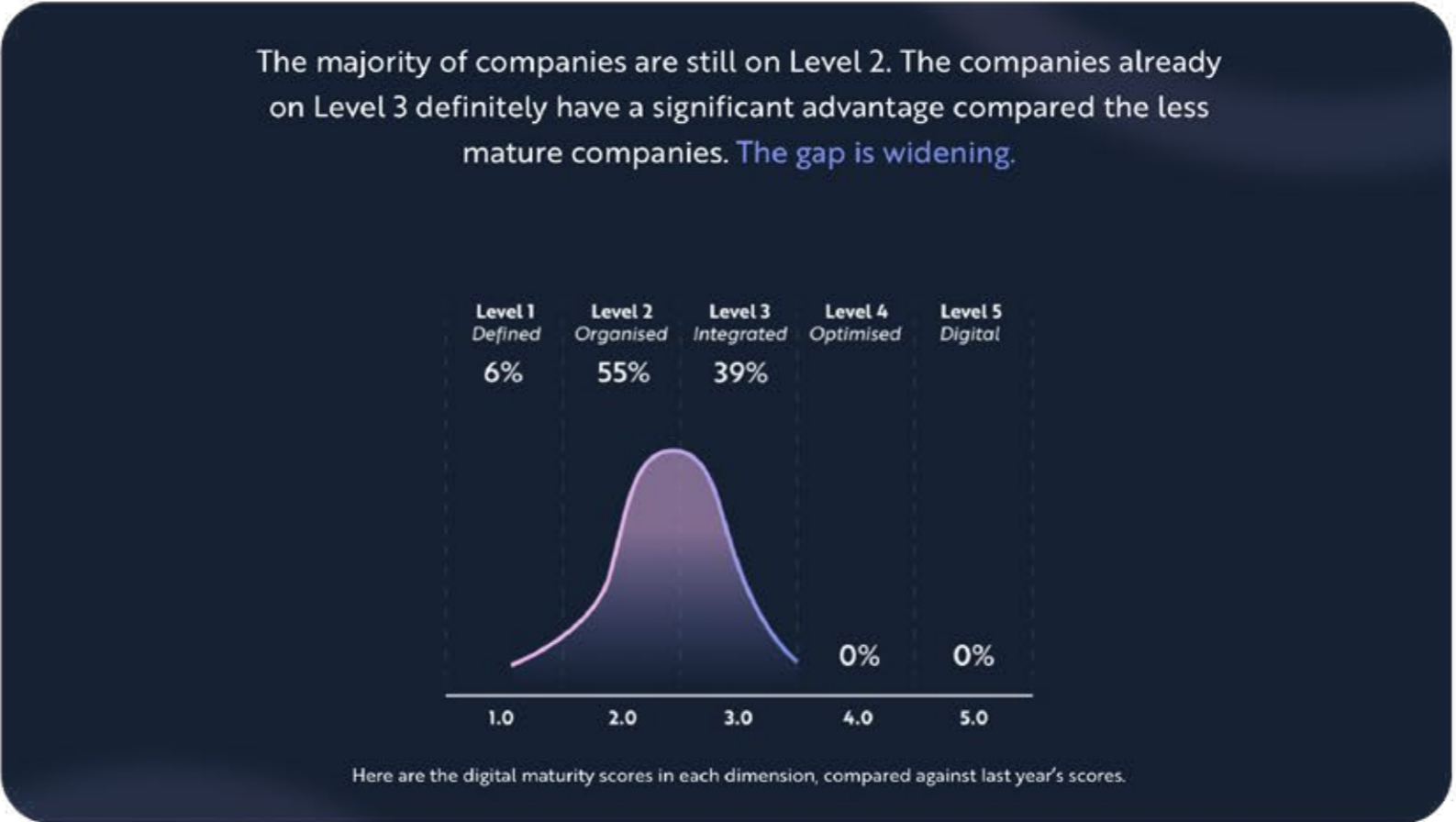
Onepager

Digitopia's corporate onepager is given below, and it's prepared following the brand identity guide to make corporate one-pagers consistent.

Data Visualization

The graphical representation of information and data is as follows. Data visualization examples can be used for reports, one-pagers and presentations.

Promotion

Notebook

Digitopia's corporate identity materials can include additional elements, as shown above.
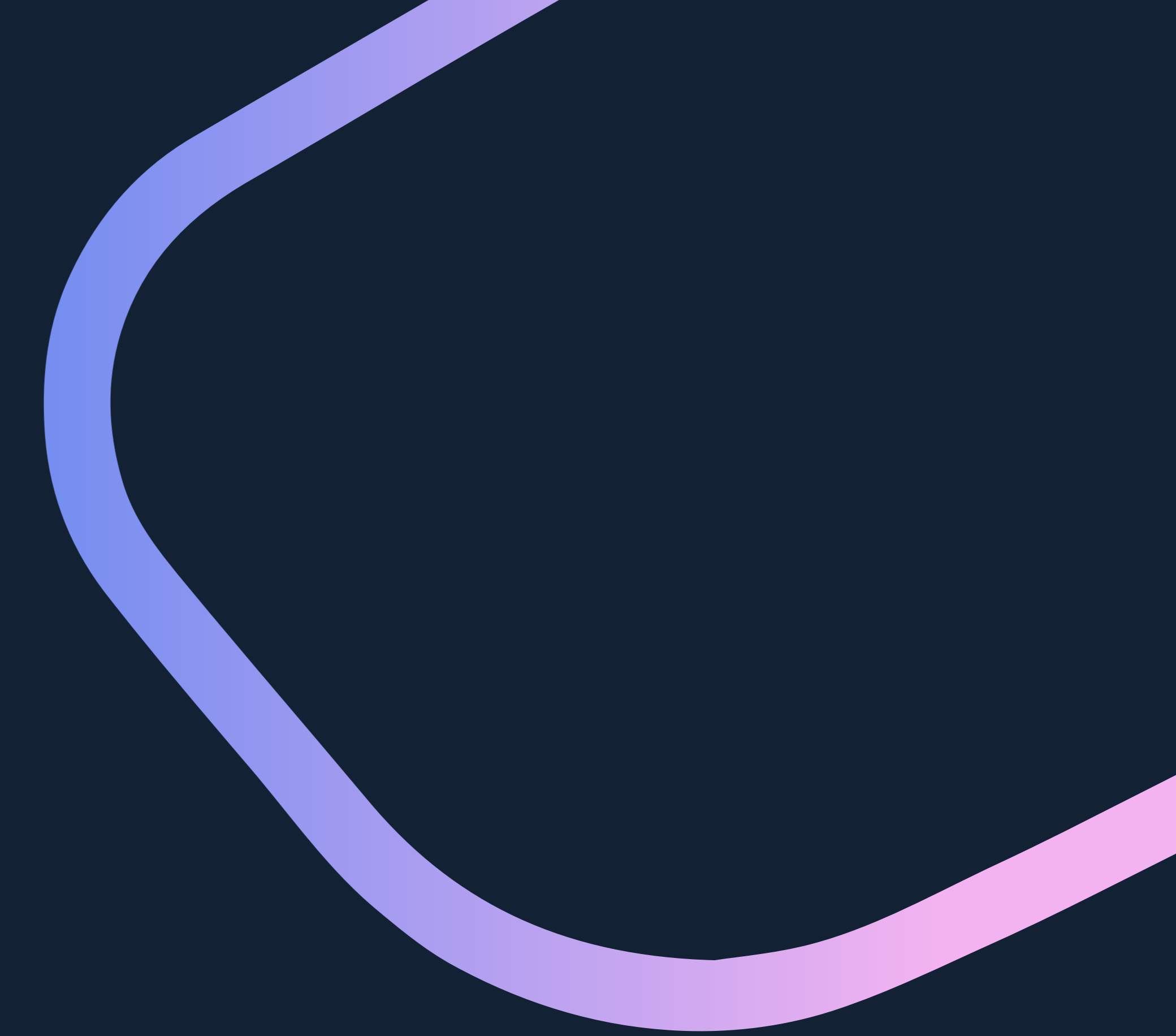
Report

Digitopia's corporate identity materials can include additional elements, as shown above. Reports are prepared using different visual assets in accordance with Digitopia's corporate colours.

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Digital Future Scenarios:
Colors of Retail 2030

— *Digitopia Resarch Team*
June, 2021, London

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Financial Services Industry:
Digital Maturity Report

— *Digitopia Resarch Team*
June, 2021, London

Social Media

Social Media

Examples of visual content for Digitopia's social media platforms are as follows.

Website

The Digitopia website is as follows and has been designed in accordance with the branding concept.
For more information visit www.digitopia.co

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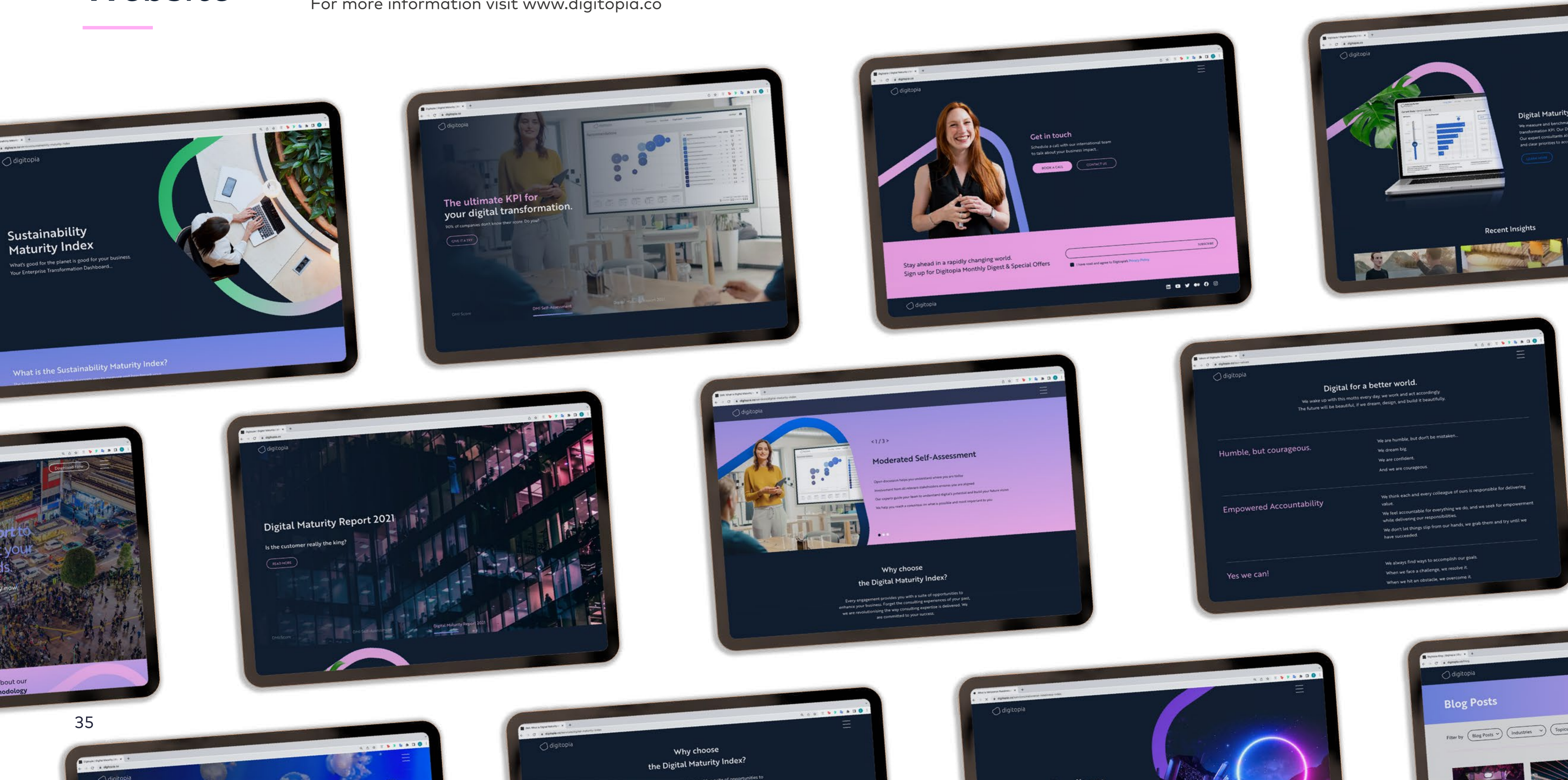
Contact

You can contact Digitopia or Baht. Design Studio for any questions you want to ask about the brand identity guide.

Digitopia Global Consulting Limited
London Office: 20 Fitzroy Square, London W1T 6BE, UK
Istanbul Office: İstiklal Cd. No:178 Kat:5, 34430 Beyoğlu/İstanbul, TR

www.digitopia.co
info@digitopia.co

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mail@baht.design
www.baht.design

Baht.