



Ship repair & metal constructions

Brandbook

2 0 2 4



Introduction

Our visual identity, with its carefully chosen colors and design principles, reflects our commitment to quality, expertise, and customer satisfaction. It helps us present a consistent and professional image in everything we do.

As we continue our journey from a trusted company to an industry leader, this brand book will guide us. It is more than a set of rules; it represents our mission and values. It shows our dedication to delivering top-quality services and meeting our clients' diverse needs.

Inside, you'll find the foundations of our brand's identity—from our selected colors that embody our spirit, to the typography that tells our story.

Each part is crafted to give you the knowledge and tools to represent our brand consistently and effectively.

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Brand logo

Page #1



Our logo exudes stability, reliability, and experience, reflecting the company's long history and traditions. It incorporates nautical symbols and metallic elements that reflect the company's field of operation.

Strong hues of blue and metallic gray colors signify technological advancement, modernity and trustworthiness, giving clients confidence in the company's stability and experience.



Logo clear space

Page #2



The clear space is determined by the letter “T”

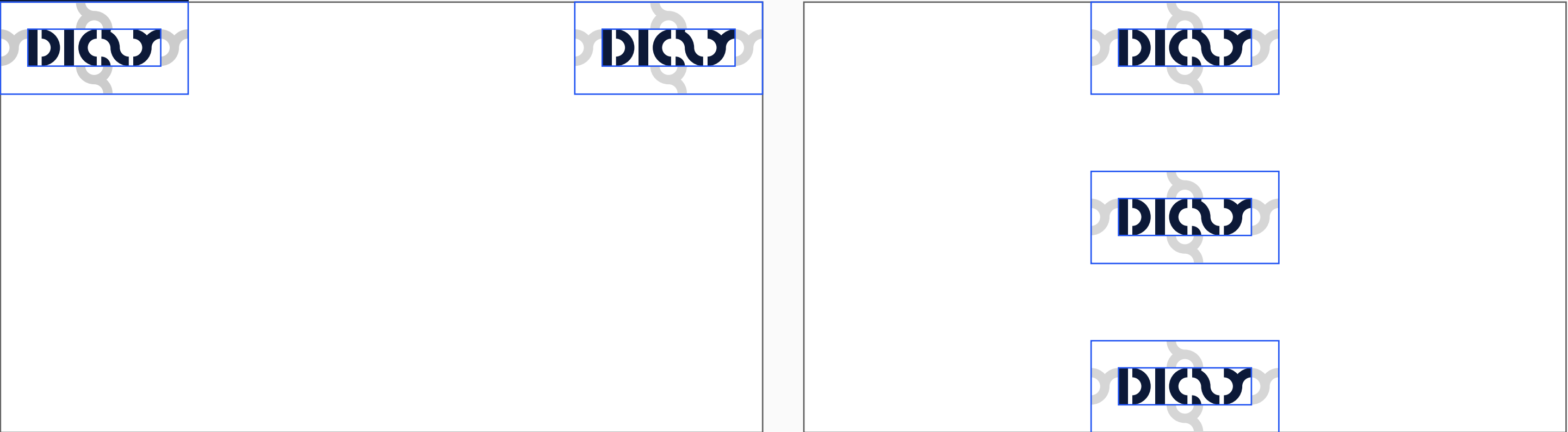
The clear space surrounding a logo is vital for maintaining its visibility and recognition. It acts as a buffer, preventing other elements from encroaching on or blending with the logo, thereby preserving its integrity and impact. Consistent clear space boosts the logo's effectiveness across different media and reinforces the brand's professional image.

Placement

Page #3

Using this template as an example, you can successfully place the logo in the required location on any page, allowing additional resources such as images and other text to dynamically align with the logo's placement.

Always ensure there is enough free space at the edges of the document to maintain readability.



Primary & Secondary

Page #4

Primary



Ship repair & metal constructions

Secondary



In most cases, the primary logo is used. The secondary logo comes into play when space is limited, when it is more visually appealing, or when other design elements surrounding the logo symbolize DIAT's field of work, so no additional description is required. Use your best judgment to decide where and how to place the logo appropriately.

How not to use the logo

Page #5



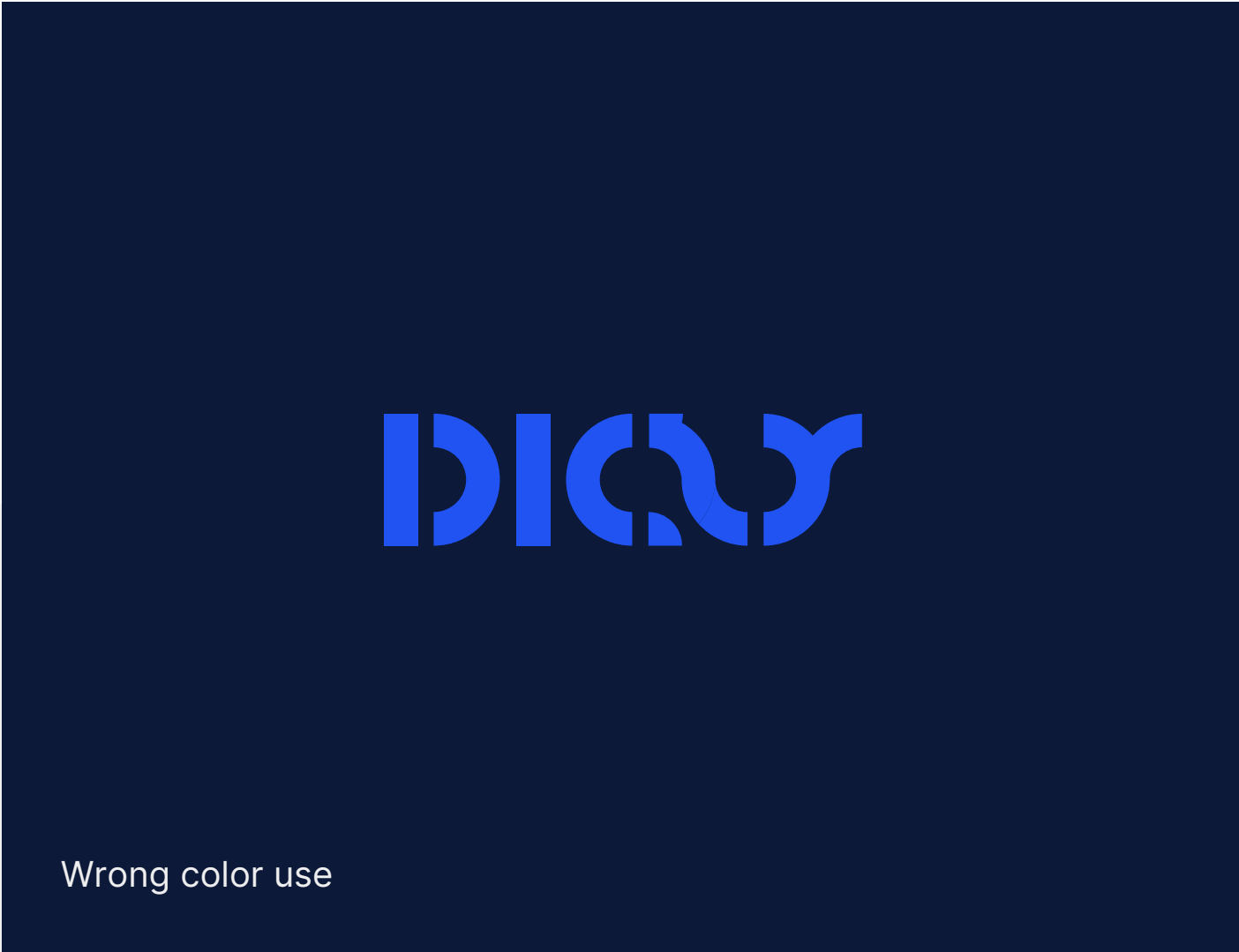
Bad contrast

When incorporating our logo into any design or branded material, it's crucial to maintain high contrast between the logo and its background. This ensures that the logo remains clear, legible, and impactful.



Altered logo

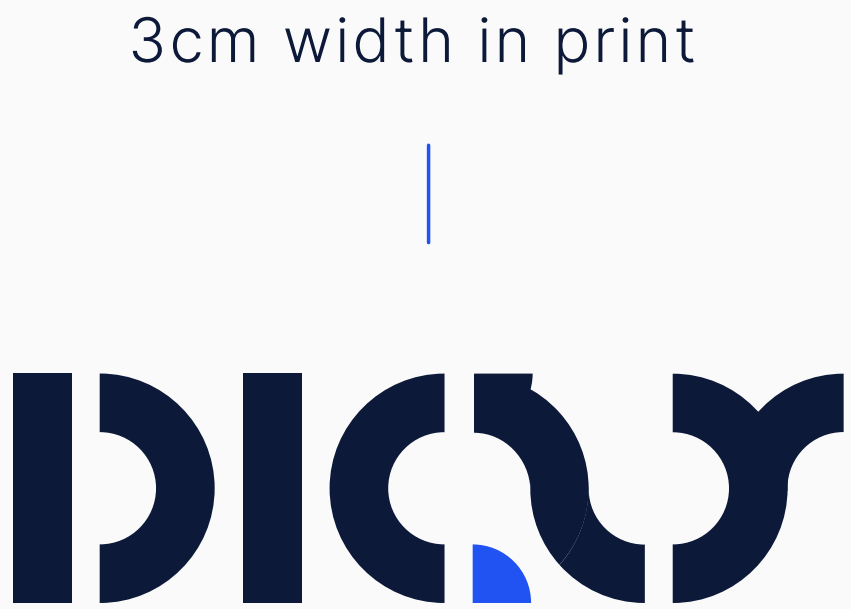
Our logo is the cornerstone of correct brand communication. Always use the logo file provided. Do not copy/paste logos from Google or other online sources. Do not alter or manipulate the logo files provided by our team.



Wrong color use

Ensuring the use of correct colors specified by this brandbook is essential for maintaining brand consistency and identity. Whenever possible, it is advisable to utilize the logo files provided by our team.

Minimum logo size



To maintain readability and brand recognition, avoid using the logo in sizes smaller than: 150px (width) in digital format and 3 cm (width) in print format.

Brand colors

Page #7



Each color in our palette is chosen for its psychological and cultural significance, ensuring visual effectiveness in both digital and print formats. Adhering to our specified color codes—HEX, RGB, and CMYK—maintains consistency in our brand's appearance across all platforms.

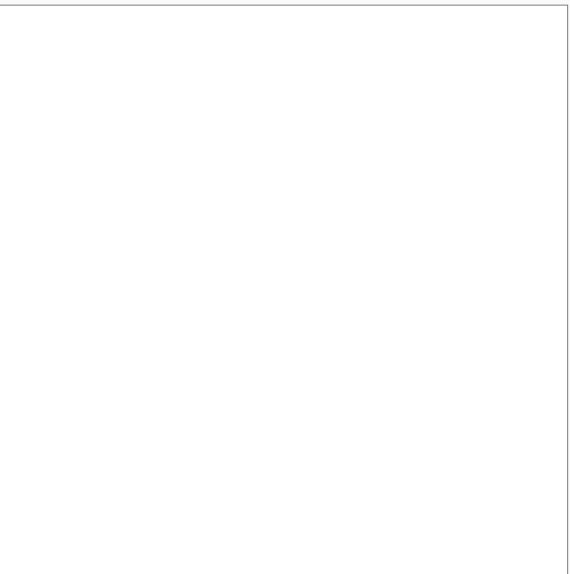


Color Palette

Core colors: These hues form the foundational palette that embodies our brand essence. They are ubiquitous across all platforms, from our logo to our promotional content, serving as the cornerstone of our brand identity and ensuring immediate recognition.

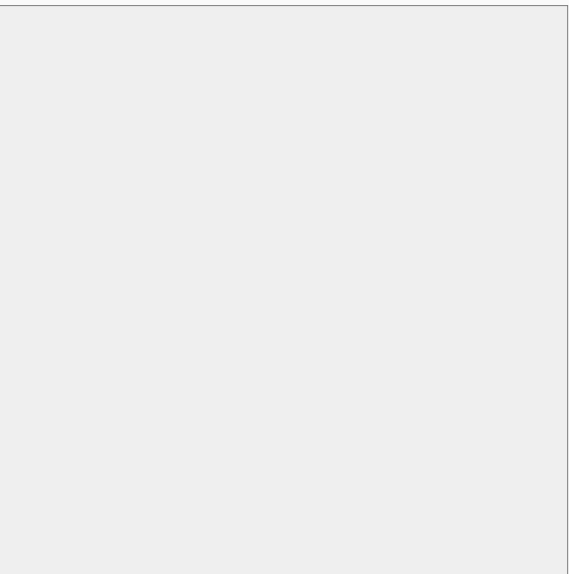
Accent colors: Serving as a complement to our core primary palette, these hues add dimension and adaptability to our brand's visual narrative. They enhance and distinguish different elements within our designs, offering harmony and diversity while maintaining brand unity.

Core colors



White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Light gray

HEX: #F2F2F2
RGB: 242, 242, 242
CMYK: 4, 2, 2, 0



Midnight blue

HEX: #0C1938
RGB: 12, 25, 56
CMYK: 97, 88, 46, 58

Accent colors



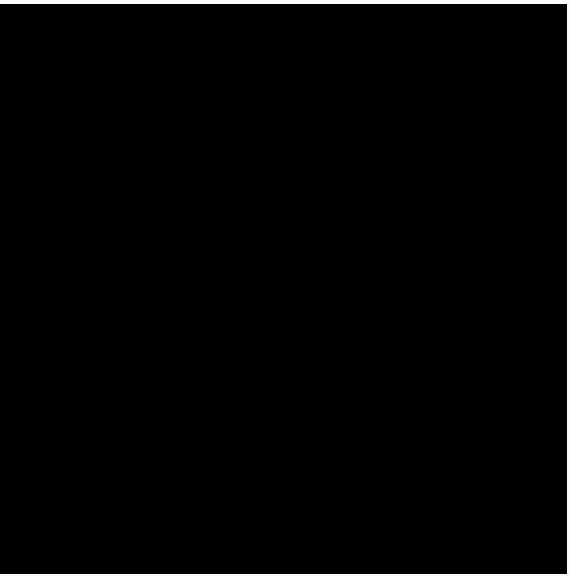
Sunset yellow

HEX: #EFB922
RGB: 239, 185, 34
CMYK: 7, 27, 100, 0



Royal Azure

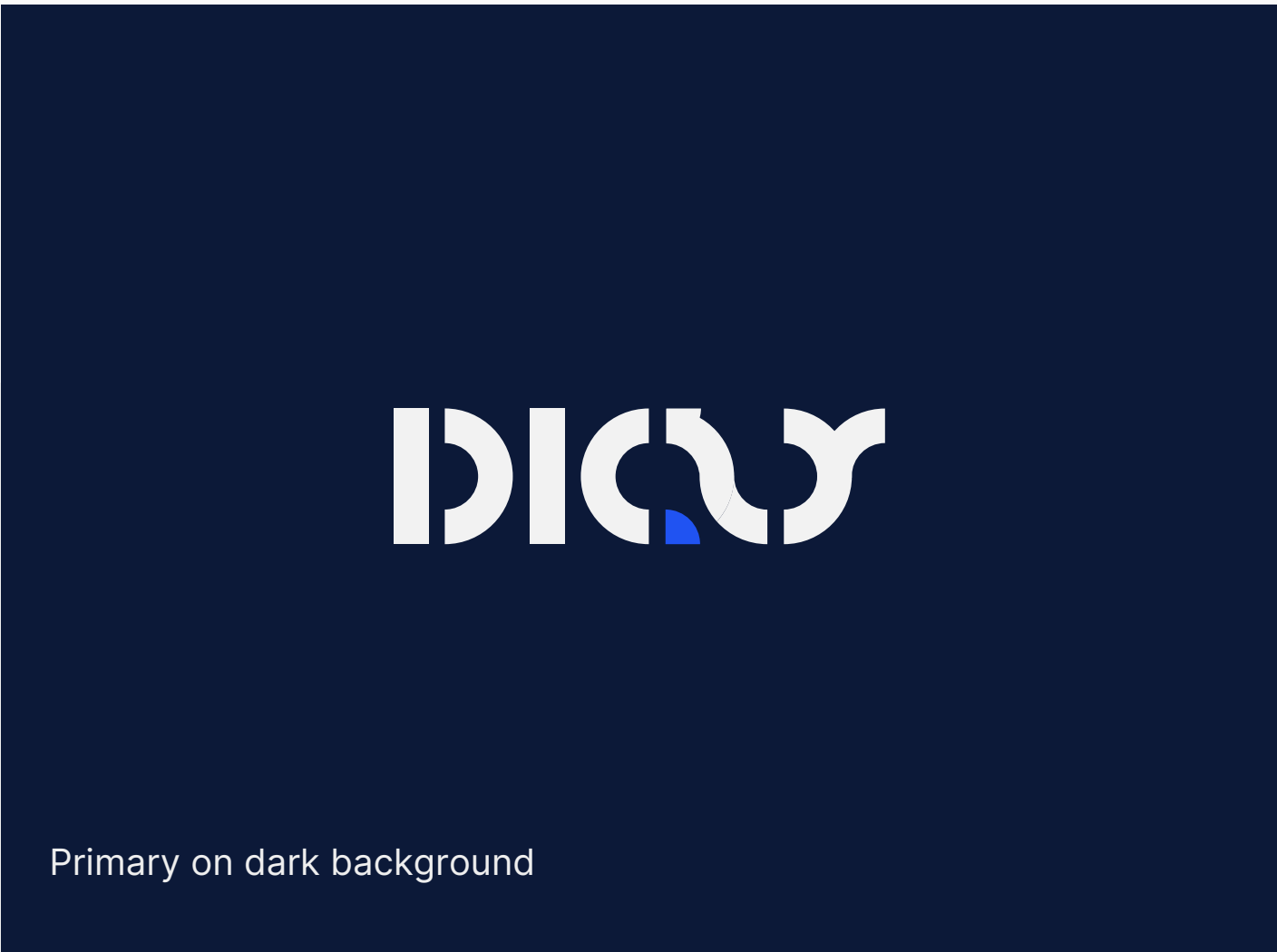
HEX: #2053F2
RGB: 32, 83, 242
CMYK: 82, 68, 0, 0



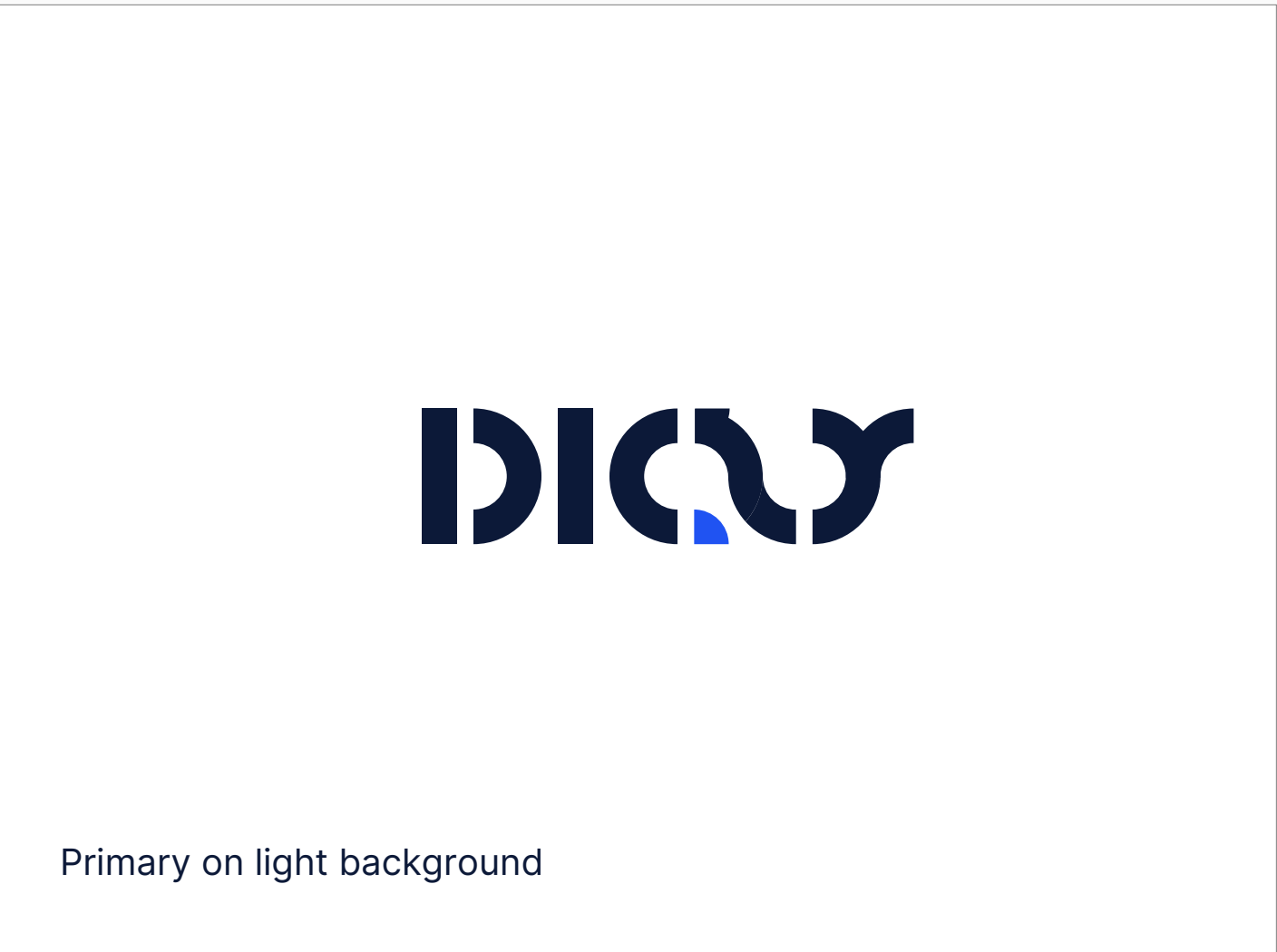
Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 60, 60, 60, 100

Primary and monotone color variations



Primary color on dark background - If the background color is dark use the light primary logo variation. It consists of two color combination: Light gray and Royal Azure



Primary color on light background - If the background color is light use the dark primary logo variation. It consists of two color combination: Midnight blue and Royal Azure



Monotone color variants - 100% black and 100% white. They should be used only in exceptional cases, such as documents that need to be printed without color.

Logo usage on brand color background

Page #10

It's imperative to uphold the integrity of the logo at all times. These guidelines are crafted to guarantee that our logo receives the respect and visibility it merits, regardless of the background against which it is placed.



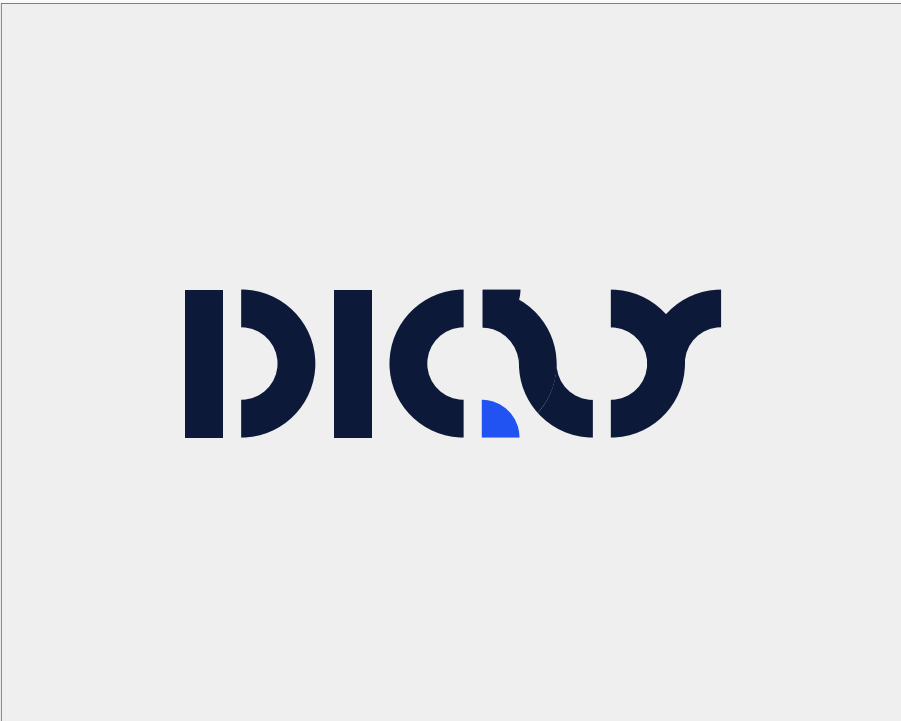
For Royal Azure background, utilize a 100% white version of the logo to ensure it remains clear and vibrant, offering a striking contrast.



For Midnight blue background, utilize a light gray version of the logo to create a stark contrast and ensure it stands out prominently.



On sunset background the logo should be used 100% monotone color, providing sufficient contrast while maintaining the brand's approachability.



On light grey background, use the logo in its primary color palette to ensure it pops, maintaining clear visibility and brand integrity.

Brand Typography

Page #11



Typography is pivotal for our brand identity, maintaining consistent voice and tone across all channels. This section outlines our chosen fonts, ensuring clarity, professionalism, and contemporary appeal in our messaging.



Primary typeface

Page #12

Inter is our primary typeface and is used across most of our branded materials.

Inter Bold: Utilized for all headings and subheadings to capture attention and emphasize important sections. Its strong presence helps in structuring content clearly and is ideal for titles and impactful statements.

Inter Medium: Best suited for captions, footnotes, and less prominent text that requires a subtler approach. It complements the bolder weights by providing contrast and reducing visual fatigue.

Inter Light: This is the backbone of our body text. Use it for all standard paragraph text, descriptions, and any informative content. It ensures excellent readability and comfort for extended reading.

Inter (bold)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Inter (light)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Inter (Medium)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Secondary typeface

Page #13

For presentations and Word documents, the "Arial" typeface is used to ensure compatibility with computers that do not have the font "Inter".

Arial Bold: Should be used for headings and subheadings in scenarios where Inter is not an option, maintaining the hierarchical importance and attention-grabbing quality needed in these elements

Arial Regular: Acts as a substitute for Inter Medium and Light, used for body text where Inter cannot be employed. It ensures that our messages remain clear and accessible.

Arial (bold)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Arial (Regular)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Brand assets

Page #14



The brand assets showcased in this section provide a visual reference to inspire and inform your designs. While these examples illustrate our brand's aesthetic direction, they should be interpreted flexibly. Use them as a foundation, but adapt and innovate as needed to best suit specific project requirements and context.



Formal letter concept



PĒTERSALAS IELA 17 A,
RĪGA, LATVIJA,
LV-1045

Title of letter

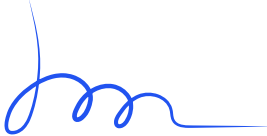
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Merat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod



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Office stationery concept



Office stationery concept

Page #17



Formal stamp concept



Transport branding concept

Page #19



Business card concept

Page #20



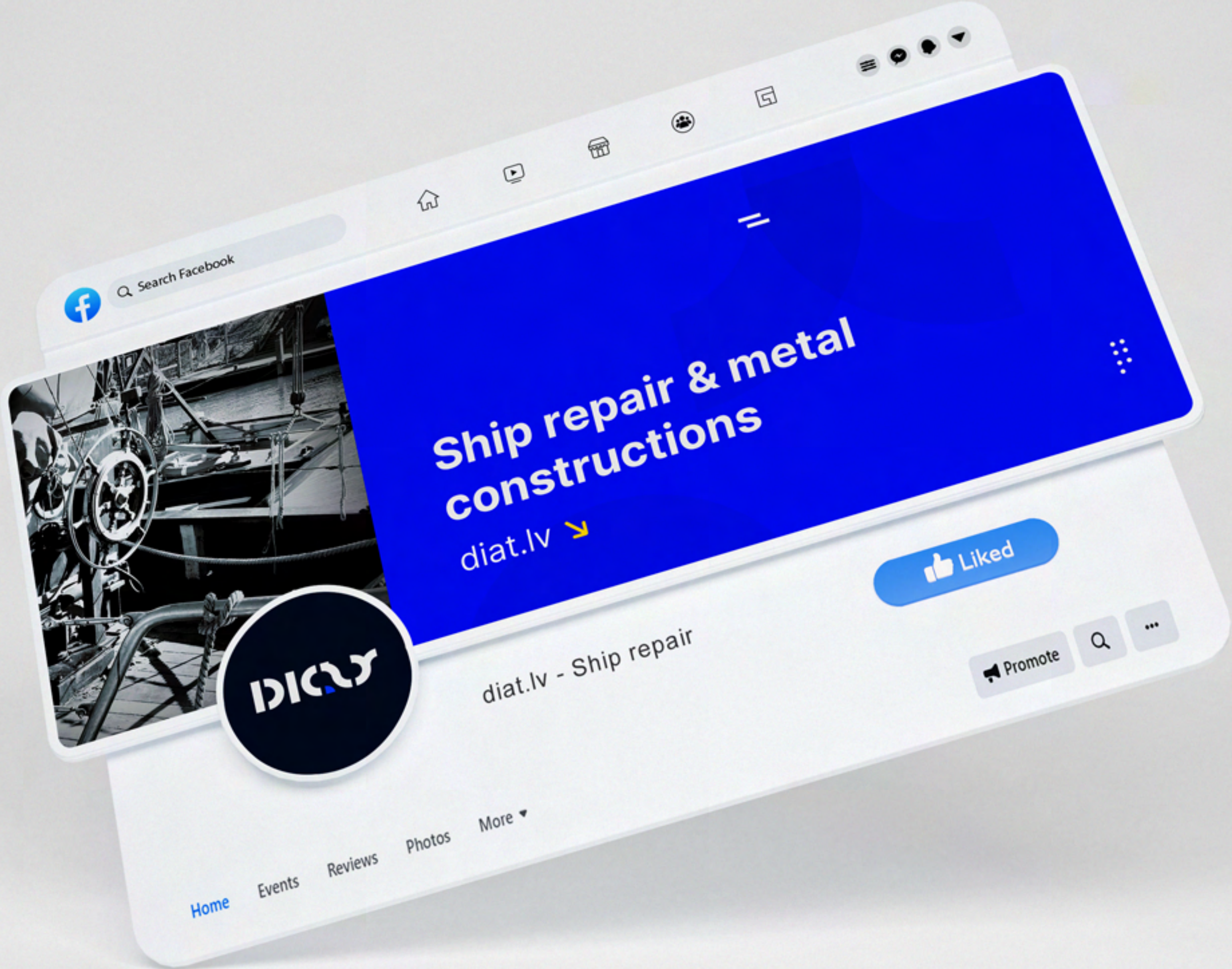
Safety vest concept

Page #21



Facebook page concept

Page #22



Contact us

Page #23



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