



DrumWave Identity Guidelines

Version 1
August 30, 2023

00

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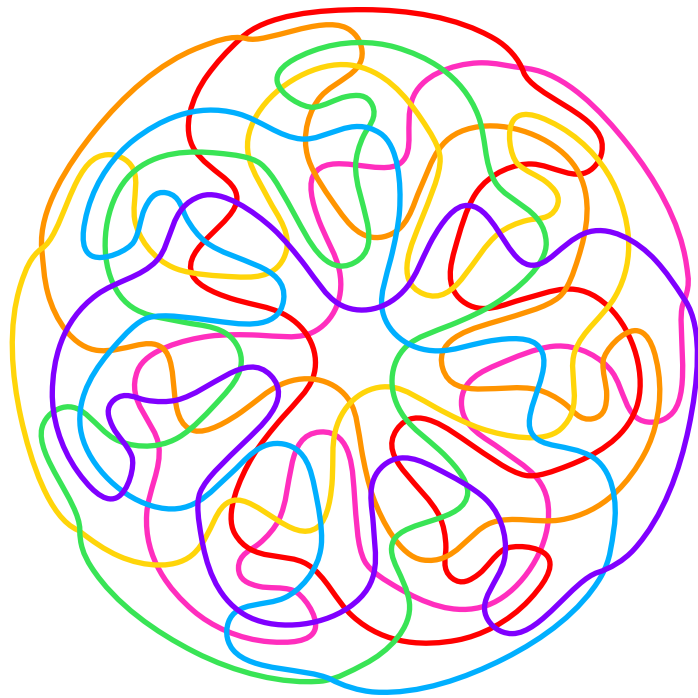
01

Logo

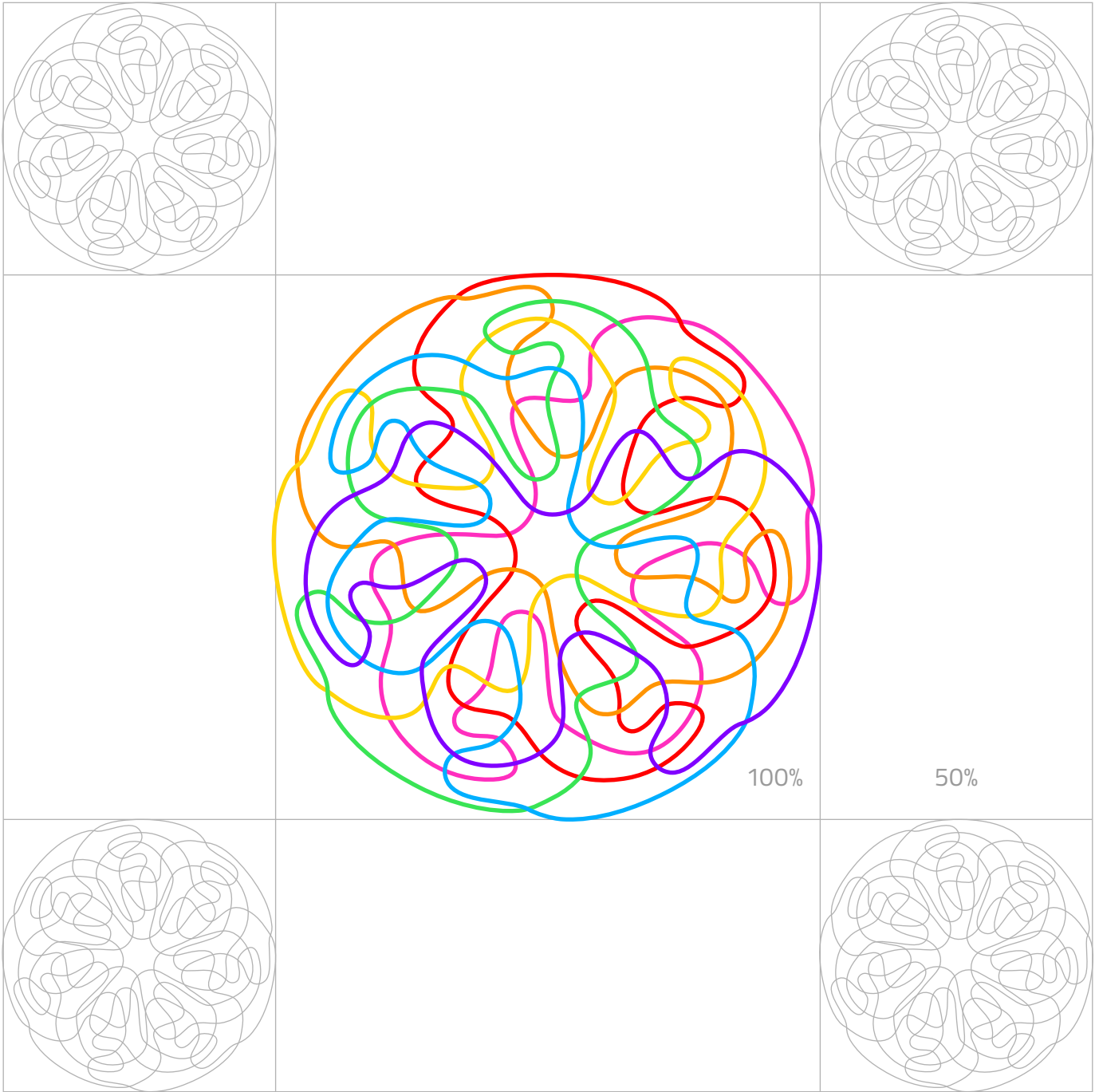
1. Symbol
2. Clearspace
3. Sizing
4. Primary use of logo
5. Common misuse

The symbol

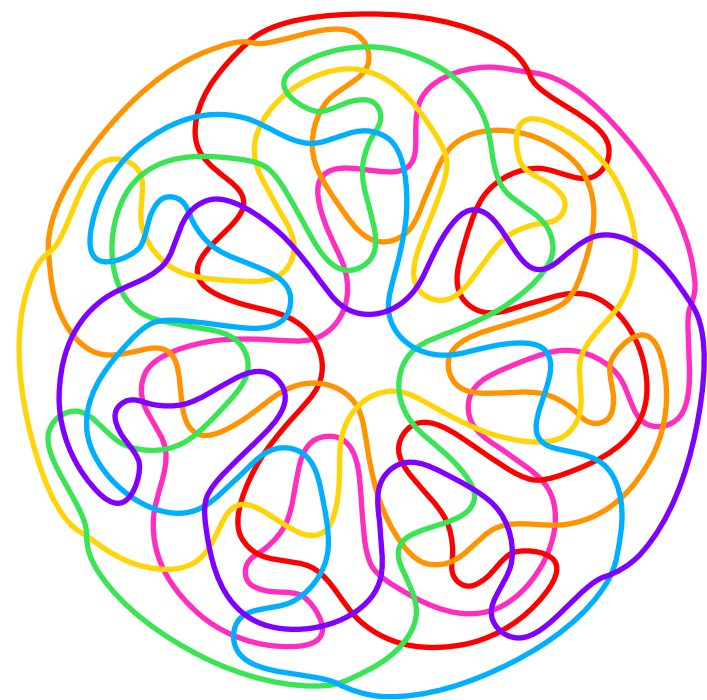
The DrumWave symbol should appear
in all branded communications.



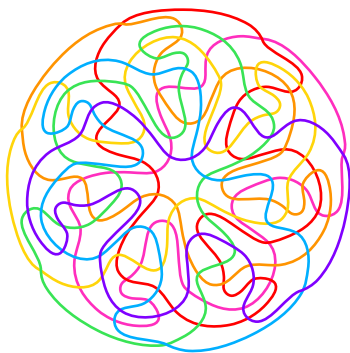
Clearspace for the symbol



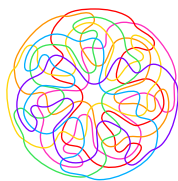
Sizing for the symbol



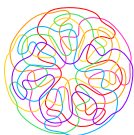
Large
256 points
2pt stroke width



Medium
128 points
1pt stroke width

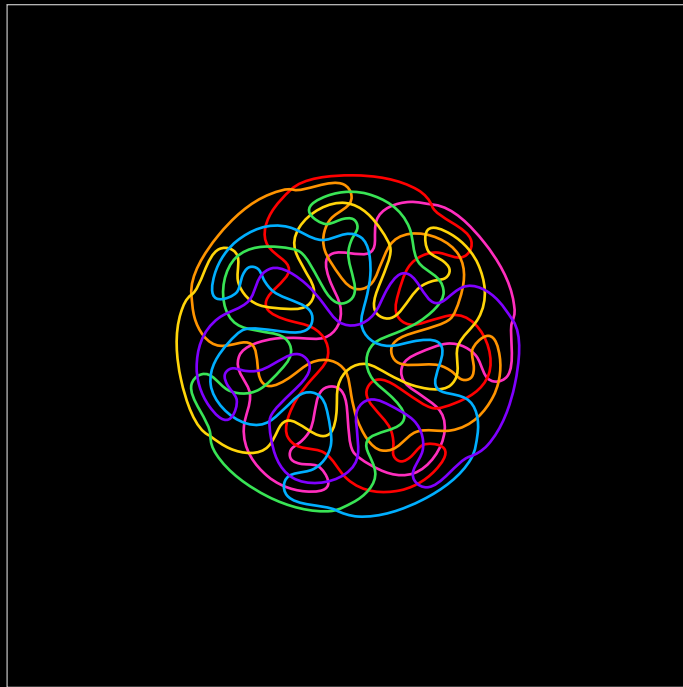


Small
64 points
0.5pt stroke width

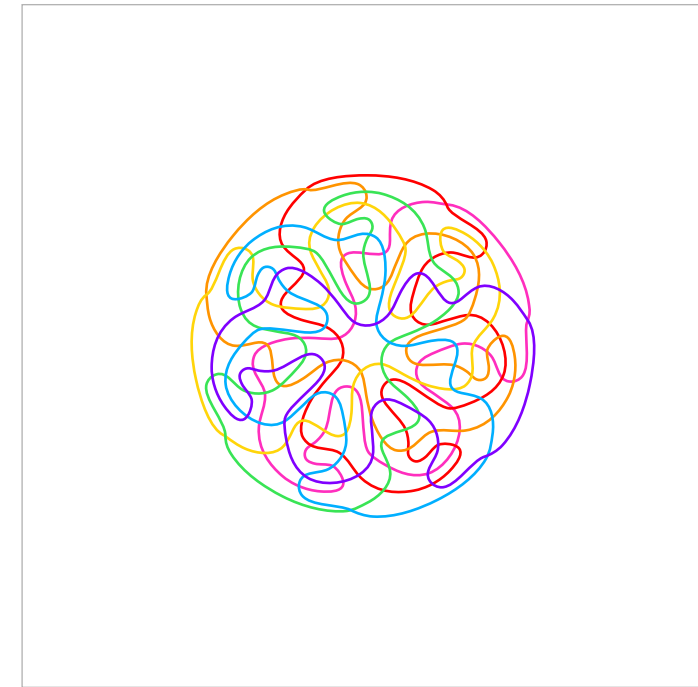


Minimum
48 points
0.25pt stroke width

Primary use of the symbol



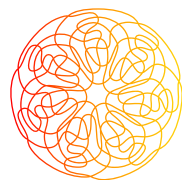
Full color on black



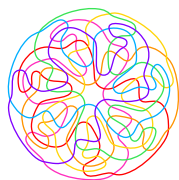
Full color on white

Download logo package: https://drive.google.com/file/d/1UdfFSiMBovjR7ync6JPQStrRsw9QmmZp/view?usp=drive_link

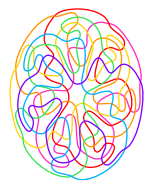
Common misuse of the symbol



No
Do not apply a gradient to the logo.



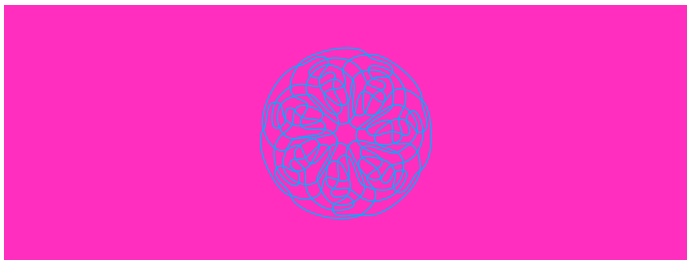
No
Do not rotate the logo.



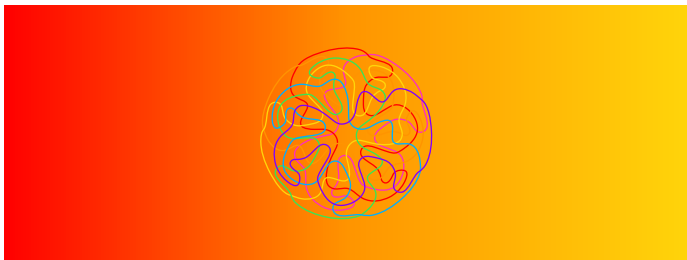
No
Do not distort or warp the logo.



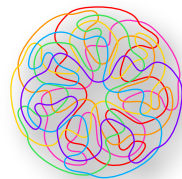
No
Do not use a logo without enough contrast against the background.



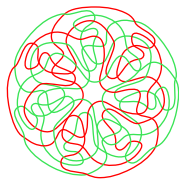
No
Do not use colors which are similar hues.



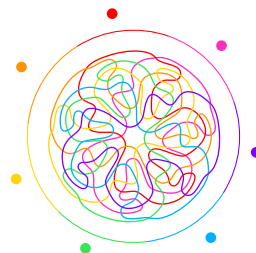
No
Do not place the logo on a gradient background.



No
Do not apply a shadow on the logo.



No
Do not change the color relationships of the logo.



No
Do not add additional elements to the logo.

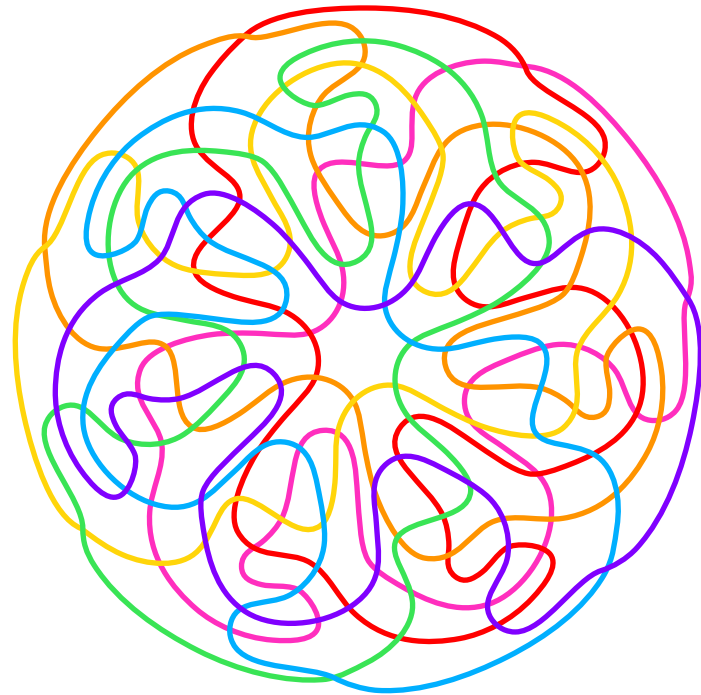
02

Logo lock-ups

1. Vertical lock-up
2. Vertical clearspace
3. Vertical sizing
4. Primary use of vertical lock-up
5. Horizontal lock-up
6. Horizontal clearspace
7. Horizontal sizing
8. Primary use of horizontal lock-up
9. Common misuses

The vertical lock-up

The primary lock-up features the DrumWave name typeset underneath the symbol.

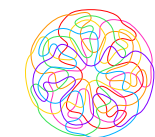
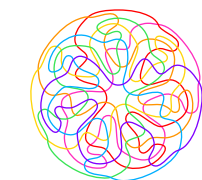
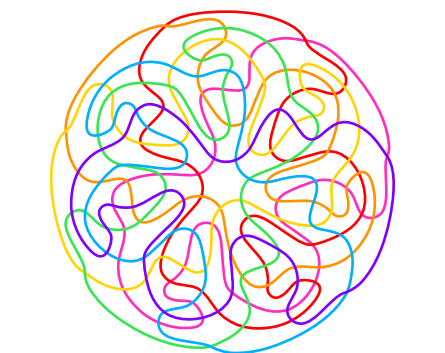
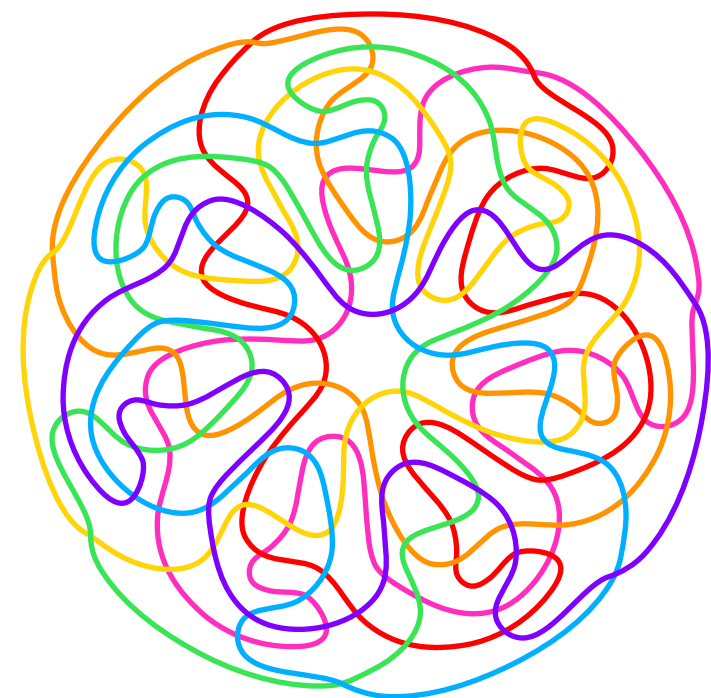


DrumWave

Clearspace for the vertical lock-up



Sizing for the vertical lock-up



DrumWave

DrumWave

DrumWave

DrumWave

Large
256 points
2pt stroke width

Medium
128 points
1pt stroke width

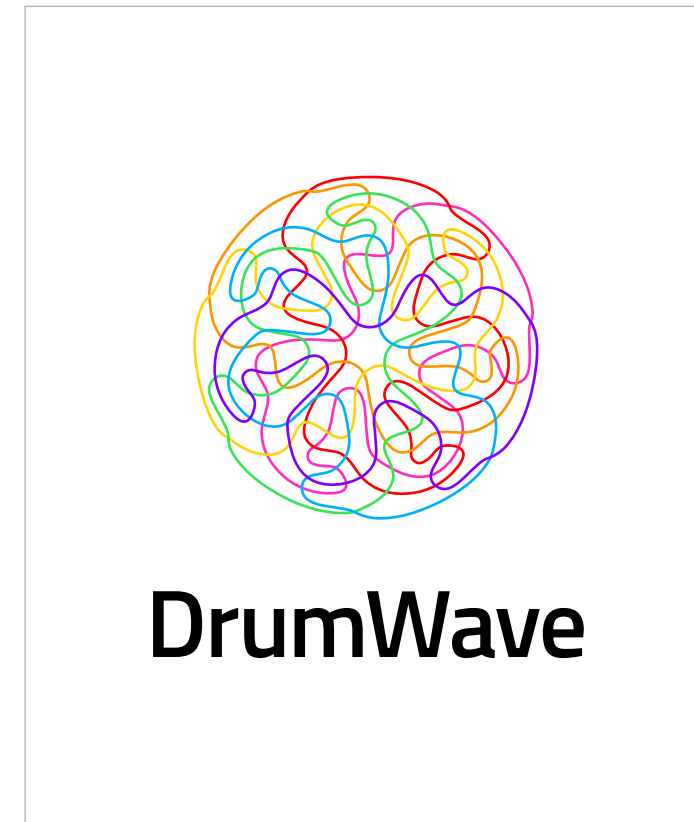
Small
64 points
0.5pt stroke width

Minimum
48 points
0.25pt stroke width

Primary use of the vertical lock-up



Vertical lock-up on black

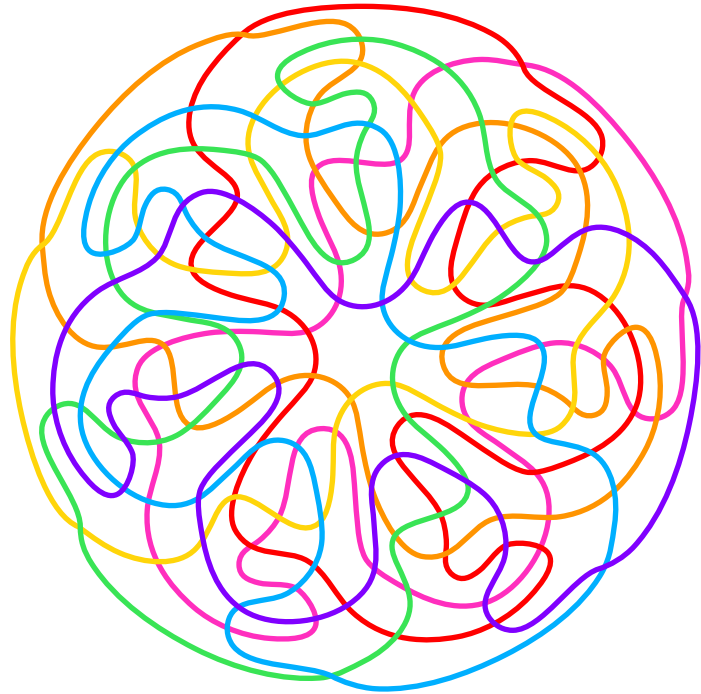


Vertical lock-up on white

Download logo package: https://drive.google.com/file/d/1UdfFSiMBovjR7ync6JPQStrRsw9QmmZp/view?usp=drive_link

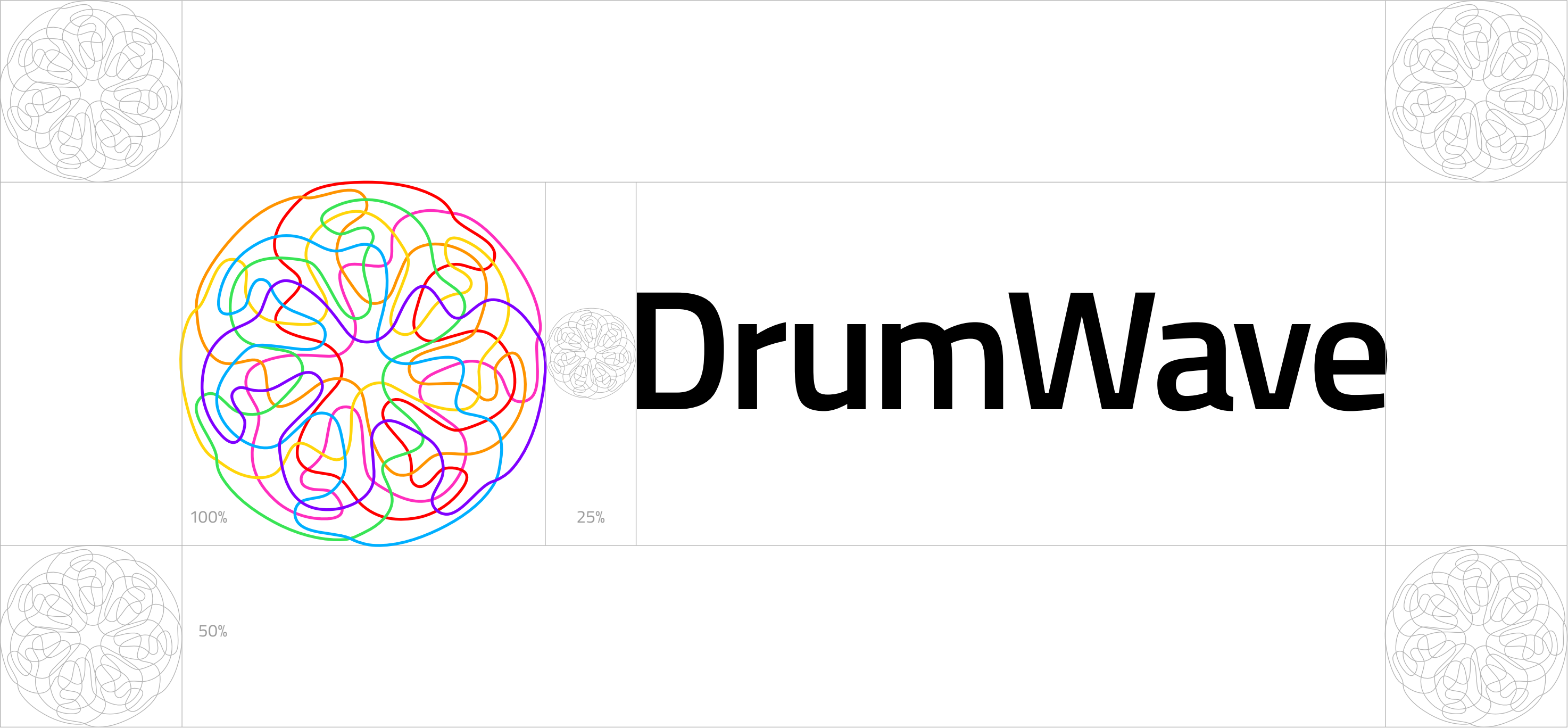
The horizontal lock-up

When vertical space is not available,
a horizontal lock-up offers flexibility
by placing the name to the right of the logo.



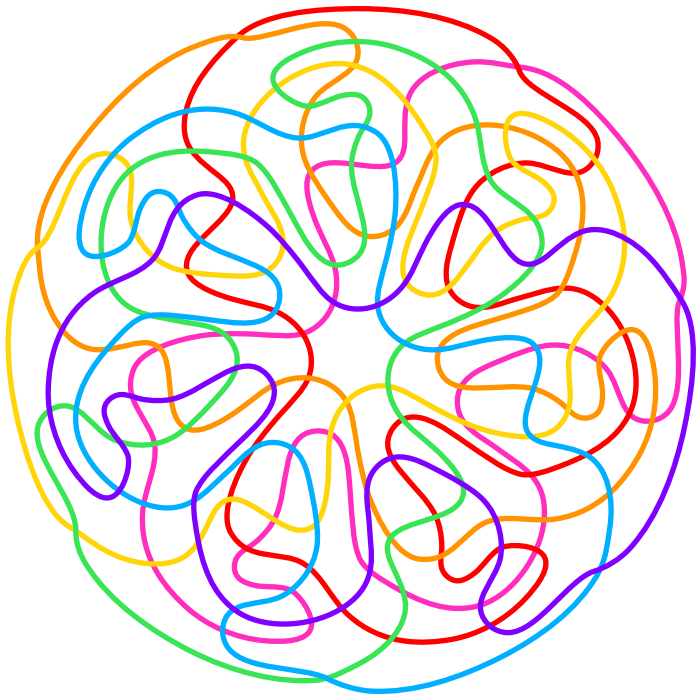
DrumWave

Clearspace for the horizontal lock-up



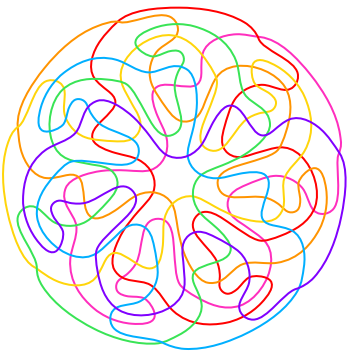
Sizing for the horizontal lock-up

Large
256 points
2pt stroke width



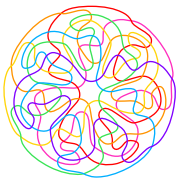
DrumWave

Medium
128 points
1pt stroke width



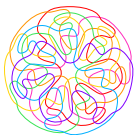
DrumWave

Small
64 points
0.5pt stroke width



DrumWave

Minimum
48 points
0.25pt stroke width

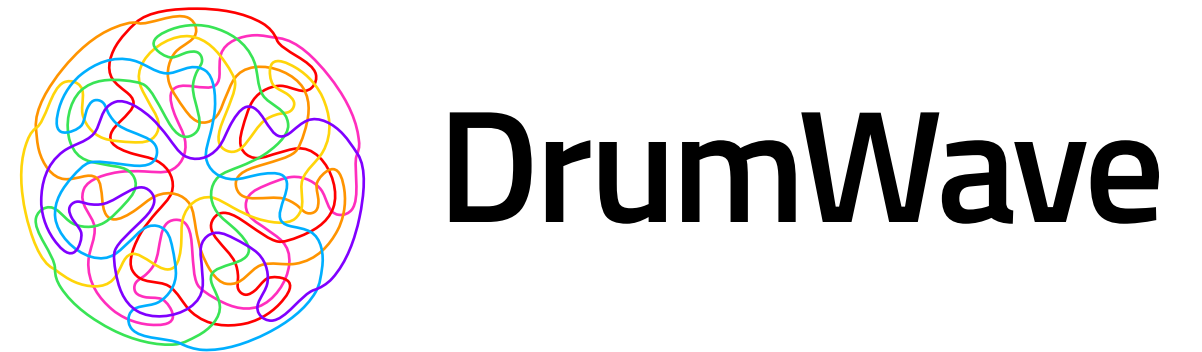


DrumWave

Primary use of the horizontal lock-up



Horizontal lock-up on black



Horizontal lock-up on white

Download logo package: https://drive.google.com/file/d/1UdfFSiMBovjR7ync6JPQStrRsw9QmmZp/view?usp=drive_link

Common misuse of the logo lock-up



No
Do not manipulate the relationship between the symbol and the name.



No
Do not rotate the logo lock-up.



No
Do not distort or warp the logo lock-up.



No
Do not outline the logo lock-up.



No
Do not resolve the logo lock-up in two different colors.



No
Do not apply a gradient to the logo lock-up.



No
Do not apply a shadow on the logo lock-up.



No
Do not change the case of the name, or add spaces or line returns.



No
Do not change the typeface.

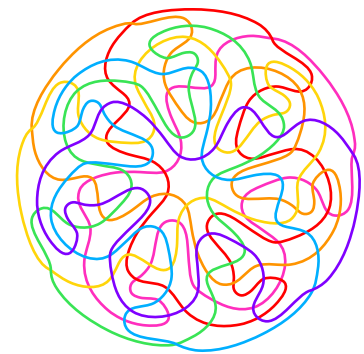
03

Partner lock-up

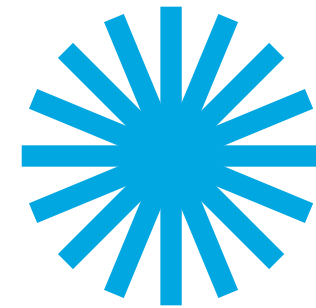
1. Partner lock-up
2. Partner lock-up clearspace
3. Primary use of partner lock-up
4. Common misuses

Partner lock-up

The DrumWave logo may be displayed together with a partner logo. The vertical “pipe” element joins the logos and creates cohesive appearance.

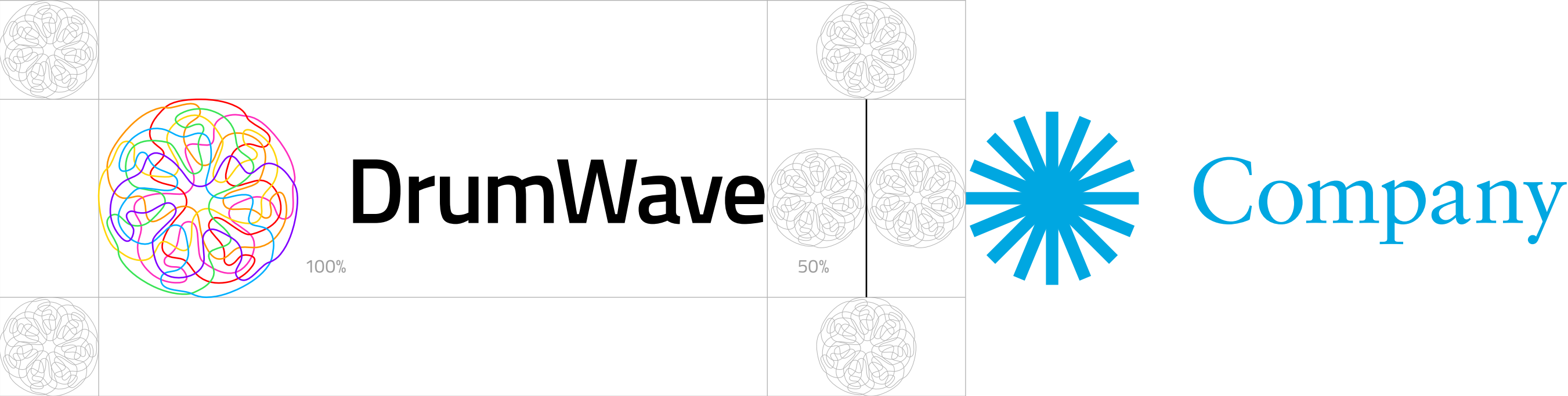


DrumWave



Company

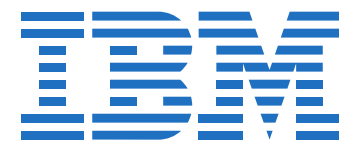
Clearspace for the partner lock-up



Primary use for the partner lock-up



✓ Yes
The initial letters of the company name are vertically centered with the pipe.
The yellow wedge protrudes above the pipe.



✓ Yes
The company logo is not as tall as the pipe so it's visually the same size as the DrumWave logo.



✓ Yes
The company logo is exactly as tall as the pipe so it's visually the same size as the DrumWave logo.

Common misuse for the partner lock-up



✗ No
Do not violate the clear space around the pipe.



✗ No
Do not make one logo visually larger than the another.

Common misuse for the partner lock-up

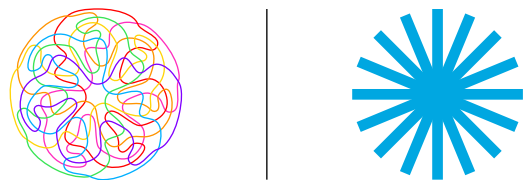


 No
Do not mix horizontal lock-ups with vertical lock-ups.



 No
Do not vertically stack the logos.

Common misuse for the partner lock-up



✗ No
Do not use symbols without the company names.

DrumWave + Company

✗ No
Do not use company names without their symbols and/or use a different symbol than the pipe.

04

Color

1. Color and hierarchy
2. Color palette values
3. Primary color combinations
4. Common misuses

Color and hierarchy

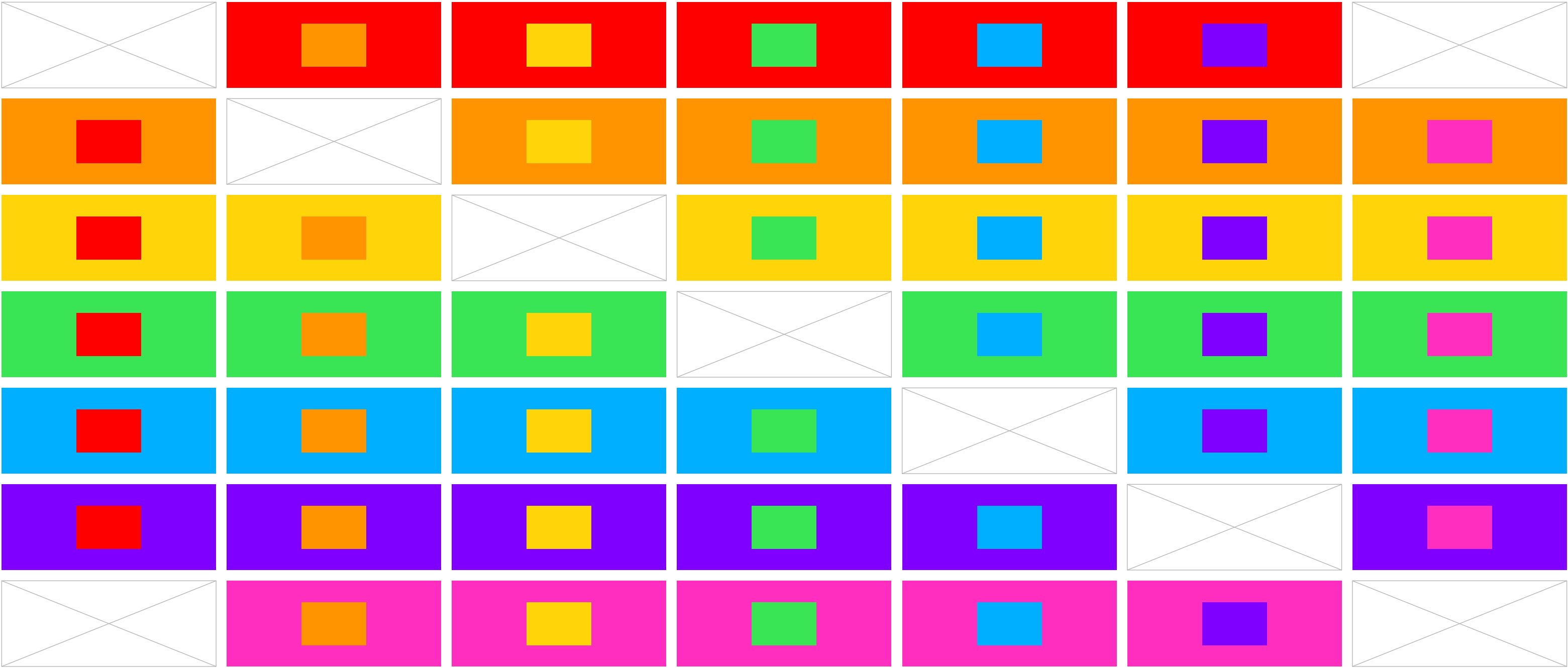
DrumWave communications should be predominantly black and white, with color used to provide focus/highlights, and supported with grayscale.

Black	White
000000	FFFFFF
Red	
FF0000	
Orange	
FF9400	
Yellow	
FFD50A	
Green	
39E455	
Blue	
00AFFF	
Indigo	
8000FF	
Violet	
FF2EBE	
Dark gray	
666666	
Medium gray	
999999	
Light gray	
E5E5E5	

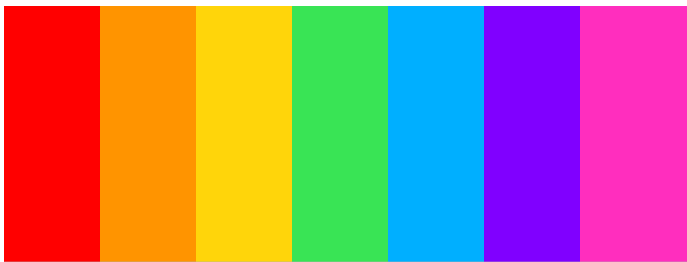
Color palette values

Name:	Red	Name:	Orange	Name:	Yellow	Name:	Green	Name:	Blue	Name:	Indigo	Name:	Violet
RGB:	255, 0, 0	RGB:	255, 149, 0	RGB:	255, 214, 10	RGB:	57, 229, 85	RGB:	0, 176, 255	RGB:	128, 0, 255	RGB:	255, 46, 191
HEX:	FF0000	HEX:	FF9400	HEX:	FFD50A	HEX:	39E455	HEX:	00AFFF	HEX:	8000FF	HEX:	FF2EBE
CMYK:	0, 81, 86, 14	CMYK:	0, 65, 100, 0	CMYK:	0, 18, 100, 0	CMYK:	100, 0, 62, 31	CMYK:	100, 25, 0, 12	CMYK:	47, 75, 0, 40	CMYK:	0, 100, 47, 15
PMS:	485	PMS:	Orange 021	PMS:	116	PMS:	354	PMS:	2995	PMS:	267	PMS:	Process Magenta
Name:	Black	Name:	Dark gray	Name:	Medium gray	Name:	Light gray	Name:	White				
RGB:	0, 0, 0	RGB:	102, 102, 102	RGB:	153, 153, 153	RGB:	229, 229, 229	RGB:	255, 255, 255				
HEX:	000000	HEX:	666666	HEX:	999999	HEX:	E5E5E5	HEX:	FFFFFF				
CMYK:	0, 0, 0, 100	CMYK:	40, 30, 20, 66	CMYK:	16, 11, 11, 27	CMYK:	5, 3, 5, 11	CMYK:	0, 0, 0, 0				
PMS:	Black 6	PMS:	Cool Gray 10	PMS:	Cool Gray 6	PMS:	Cool Gray 2	PMS:	-				

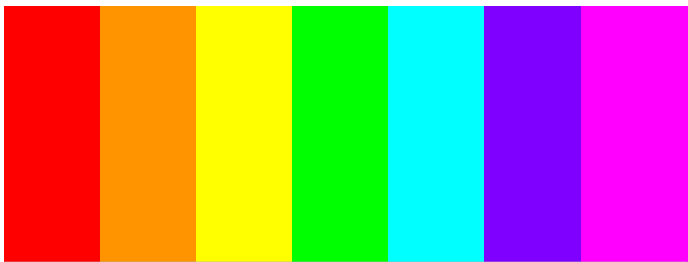
Primary color combinations



Common misuses of color



No
Do not use all the colors together; it's overwhelming.



No
Do not change the color values.



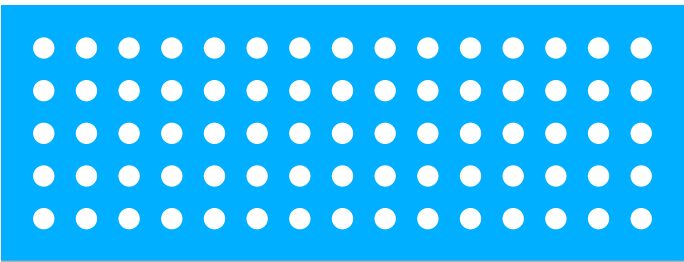
No
Do not use CMYK values in digital applications.



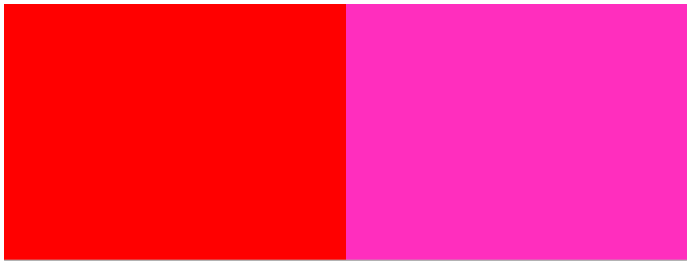
No
Do not add new colors.



No
Do not create gradients using the brand colors.



No
Do not use patterns.



No
Do not use colors which are similar hues.

05

Typography

1. Typeface
2. Specimen
3. Weights
4. Hierarchy
5. Primary use
6. Common misuse

The typeface

Introducing
Titillium Web

Download typeface: <https://fonts.google.com/specimen/Titillium+Web>

Typographic specimen

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmon
opqrstuvwxyz
0123456789

Titillium, SemiBold

Typographic weights

The Titillium font has 6 weights, but it's recommended to only use three. Additional weights may be used in other applications, but use discretion.

✗ No

Titillium, Extra Light

✗ No

Titillium, Light

✓ Yes

Titillium, Regular

✓ Yes

Titillium, SemiBold

✓ Yes

Titillium, Bold

✗ No

Titillium, Black

Typographic hierarchy

Headline
Titillium Bold
Type size × 1.1 = leading

Headlines at 60pt
would have 66pt leading.

Subhead
Titillium SemiBold
Type size × 1.2 = leading

Subheads at 30pt
would have 36pt leading.

Body
Titillium Regular
Type size × 1.4 = leading

Body copy at 15pt
would have 21pt leading.

Primary use for setting typography

✓ Yes

Welcome to the new data economy.

✓ Yes

The broad context

✓ Yes

Convergence

Three forces are converging.

Big tech.

Big finance.

And big government.

Apple is becoming a new sort of bank.

Banks already run on software and networks.

And governments are beginning to regulate tech,
just as they already regulate finance.

This convergence has laid the foundations
of the new data economy.

✓ Yes

Welcome to the new data economy.

✓ Yes

The broad context

✓ Yes

Convergence

Three forces are converging.

Big tech.

Big finance.

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Apple is becoming a new sort of bank.

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And governments are beginning to regulate tech,
just as they already regulate finance.

This convergence has laid the foundations
of the new data economy.

Common misuse for setting typography

WELCOME TO THE NEW
DATA ECONOMY!

✗ No
Do not use all uppercase for headlines.

*Welcome to the new
data economy.*

✗ No
Do not use italics for headlines.

Welcome to the new
data economy.

✗ No
Do not distort or warp the typography.

Welcome to the new
data economy.

✗ No
Do not outline the typography.

Welcome to the new
data economy.

✗ No
Do not highlight too many words using too many colors.

Welcome to the new
data economy.

✗ No
Do not apply a gradient to the typography.

Welcome to the new
data economy.

✗ No
Do not apply a shadow to the typography.

Welcome to the new
data economy.

✗ No
Do not rotate the typography.

Welcome to the new
data economy.

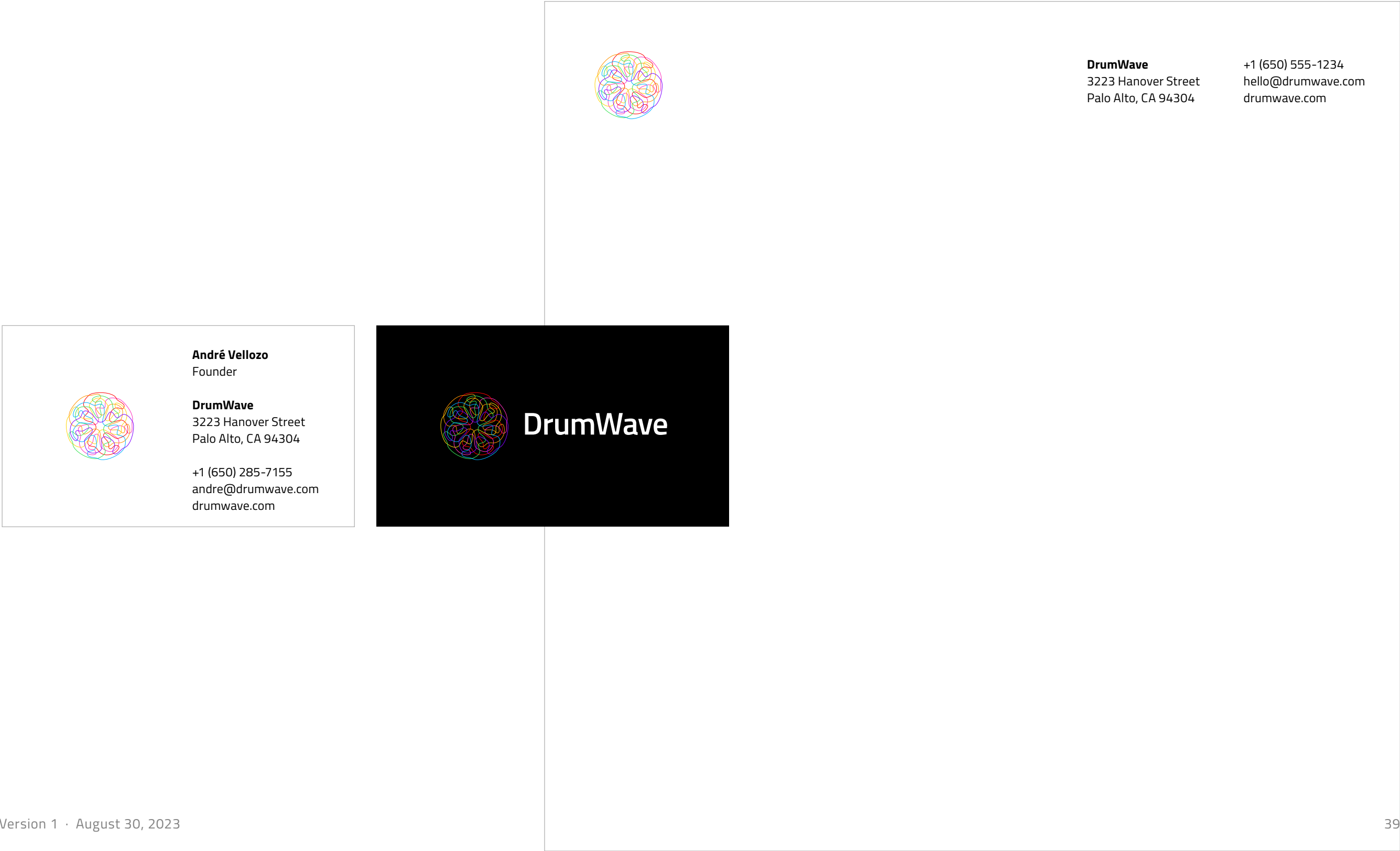
✗ No
Do not change the typeface.

06

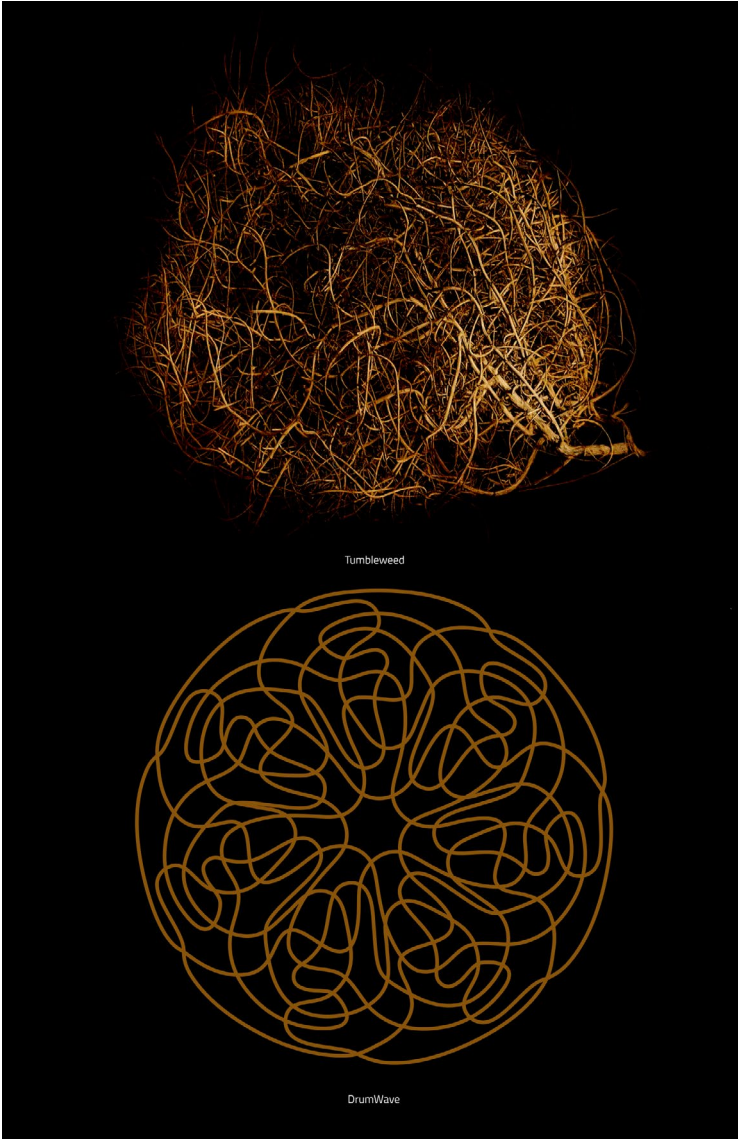
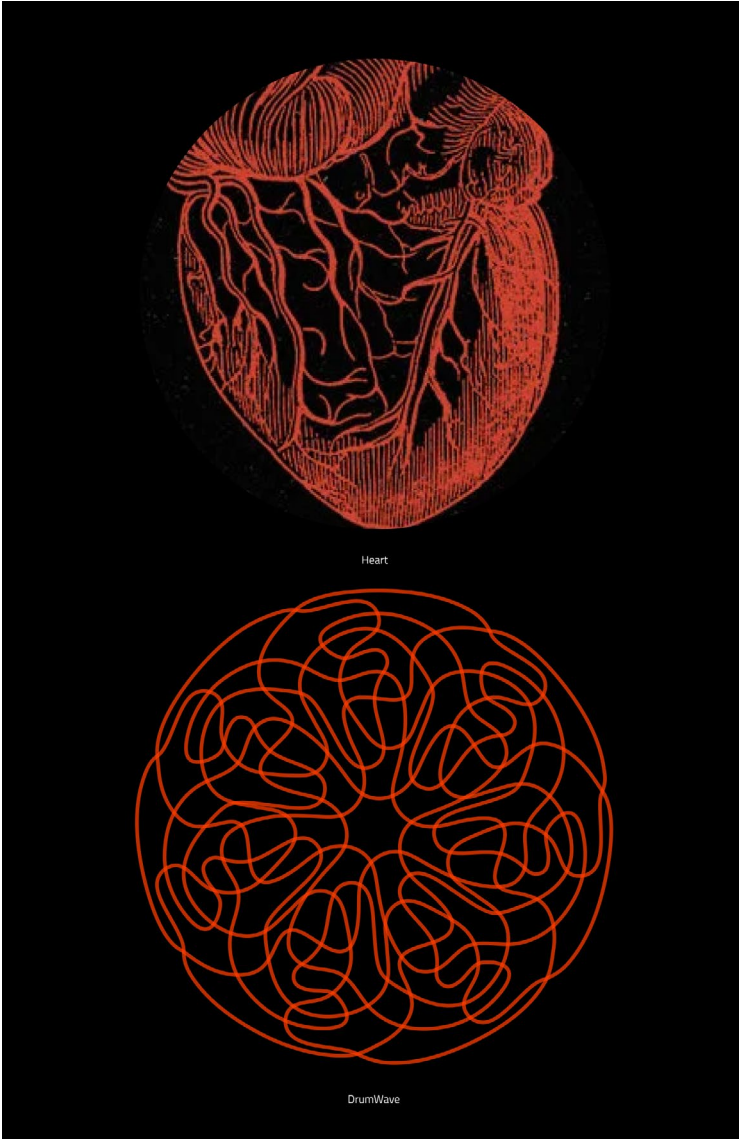
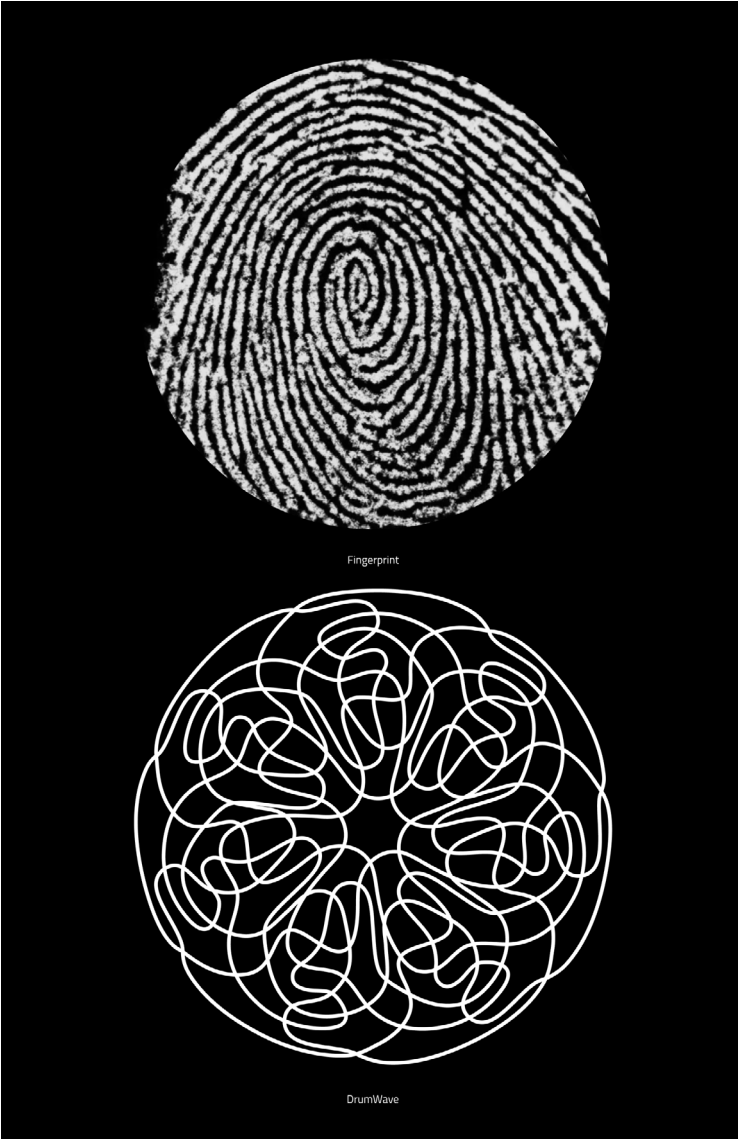
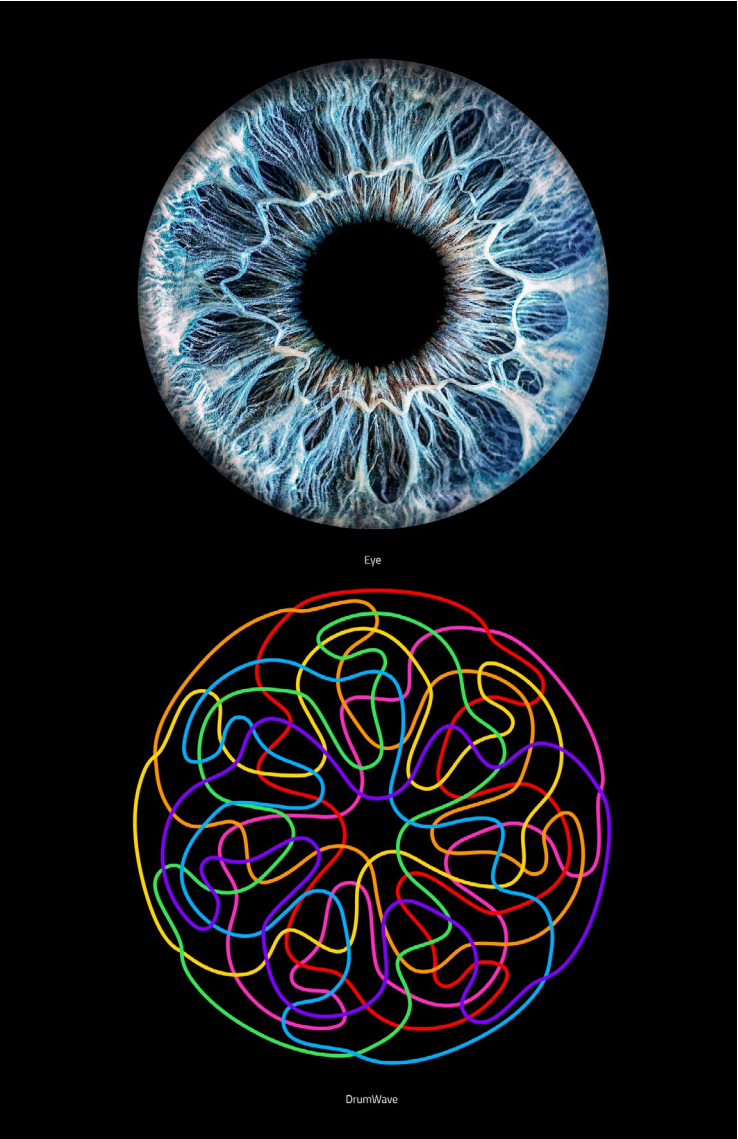
Application examples

1. Stationery
2. Posters
3. Apparel
4. Product
5. Website
6. Email signature
7. Presentation slides

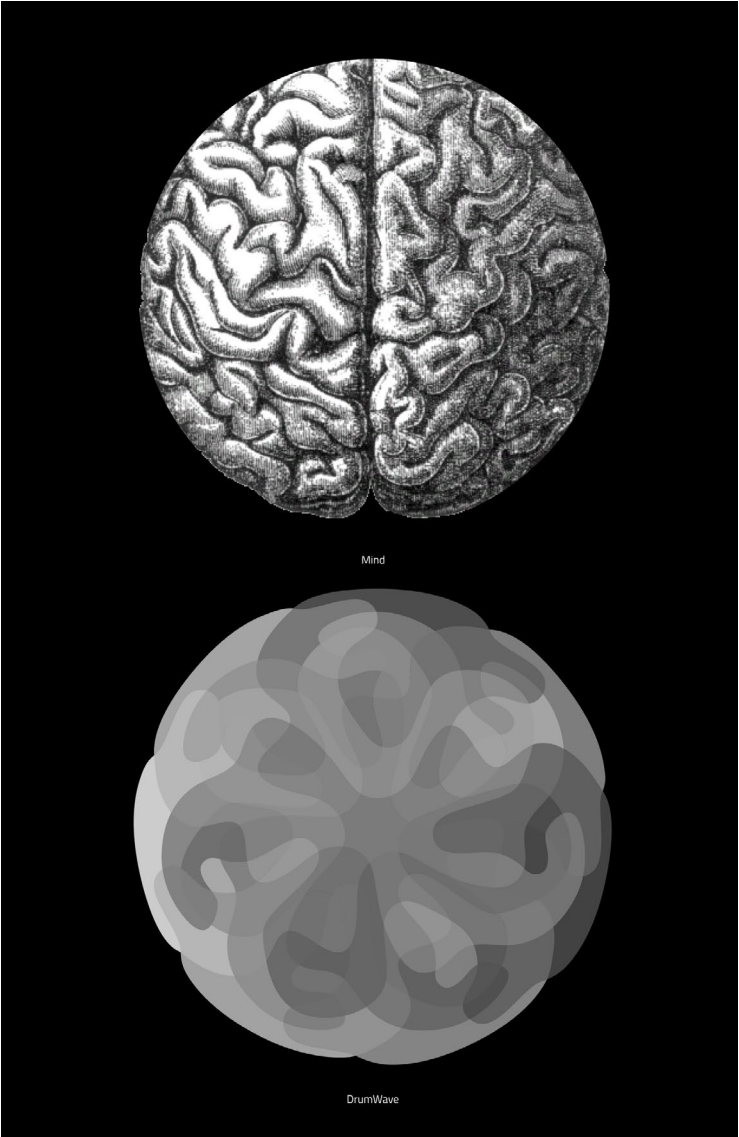
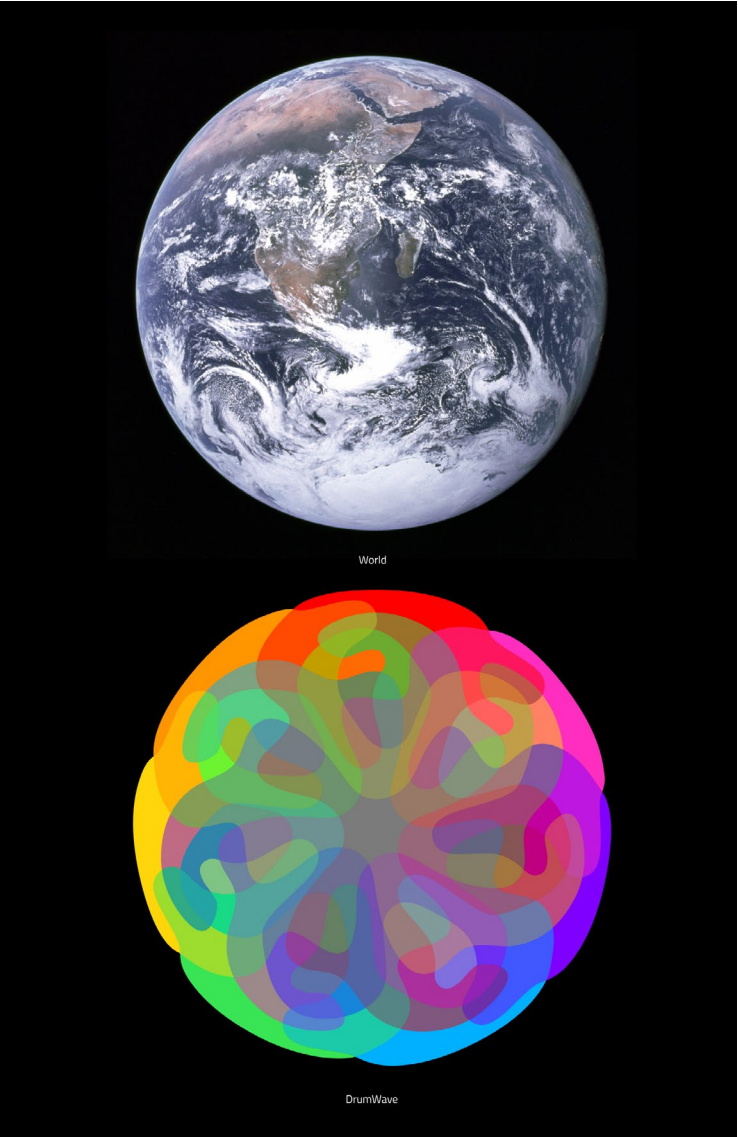
Printed stationery



Posters



Posters



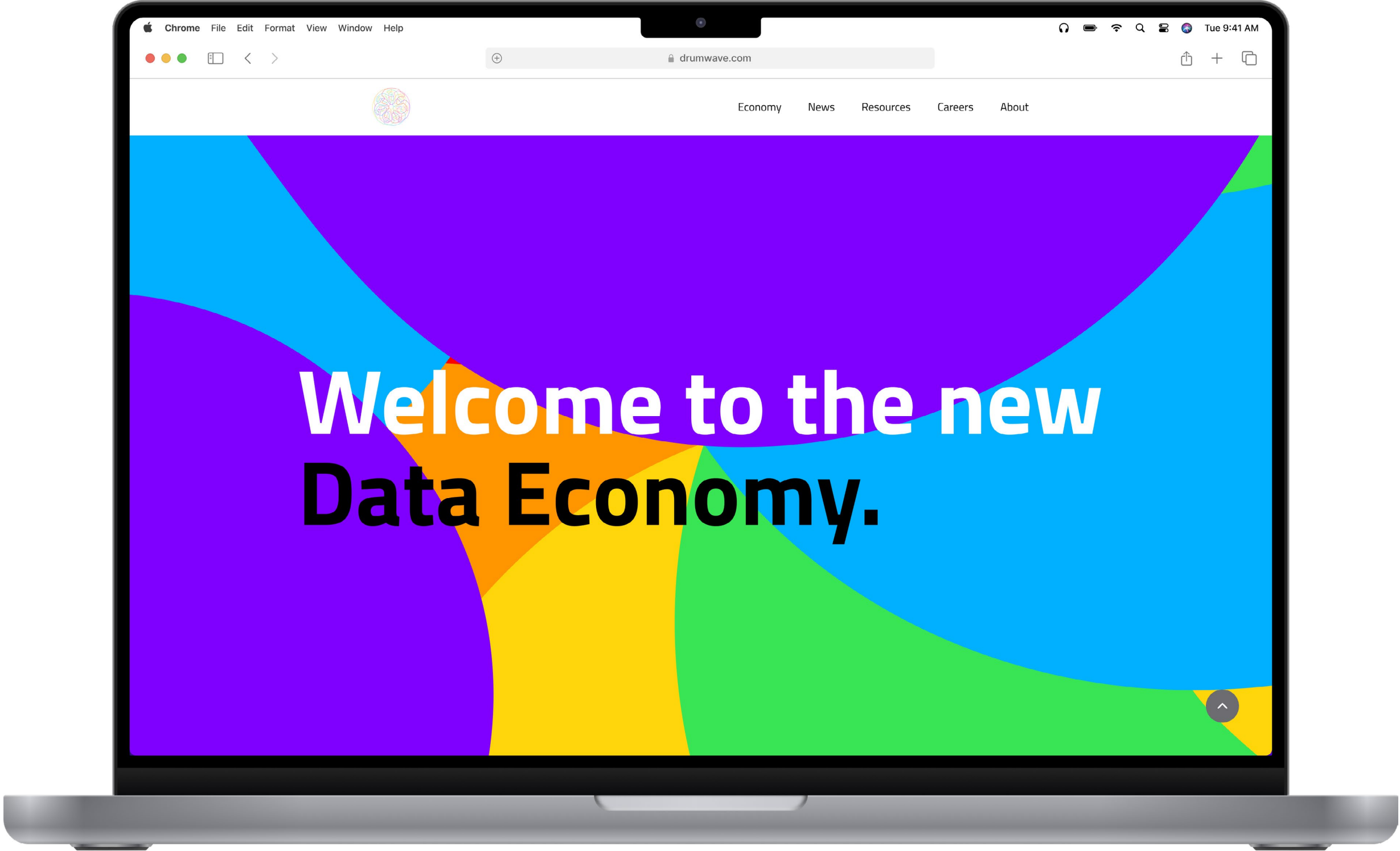
Apparel



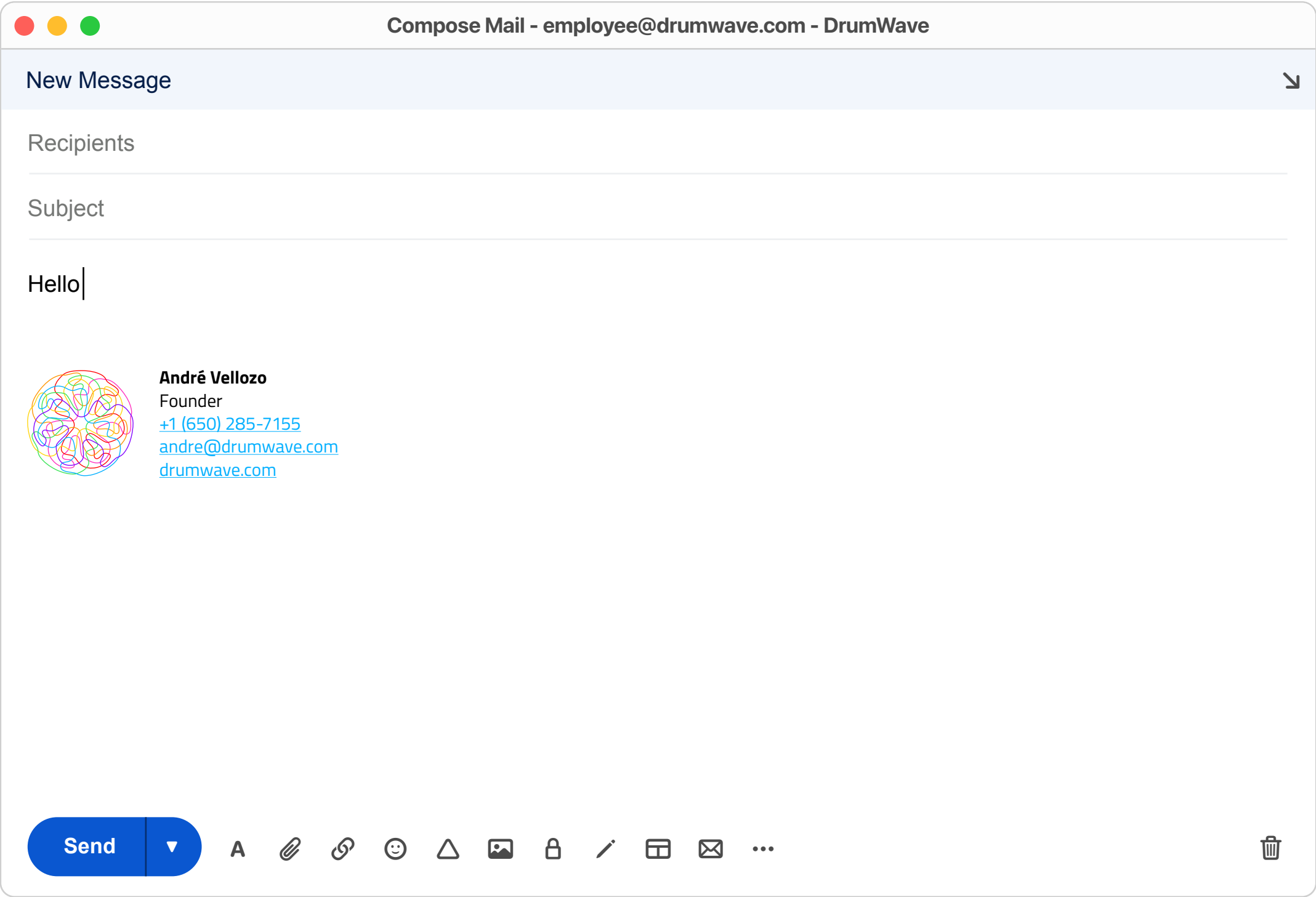
Product



Website



Email signature



Presentation slides

Title	Section	Statement	Text	Story	Text + Image	Charts	Photos	Closing

Download keynote template: https://drive.google.com/file/d/18Ht1R7tfaLsowfwEDgSnZsLFohUuf52P/view?usp=drive_link

The background of the image is a solid black field filled with a dense, chaotic pattern of thin, continuous lines. These lines are drawn in a variety of colors, including shades of blue, green, yellow, orange, red, and purple. The lines swirl, loop, and cross each other in a way that creates a complex, organic texture, reminiscent of a microscopic view of a liquid or a tangled web of fibers. The overall effect is one of vibrant energy and complexity against the stark black background.

Thank
you