

 DECIMA

Style Guide

01

Brand Colours

Primary Colours



Data Purple
#8A00FF



Electric Blue
#00F2FE

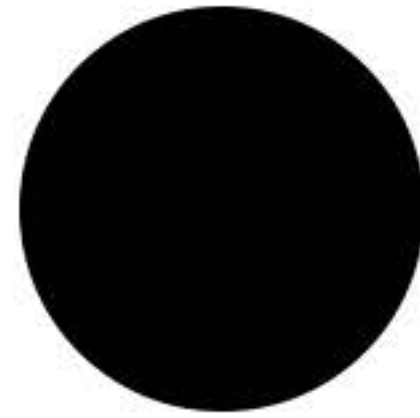


Electric Data Gradient
#8A00FF - #00F2FE

Secondary Colours



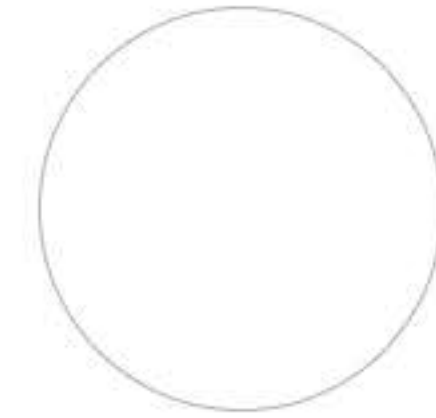
Highlight Gradient
#23ADFA - #00EEFB



Jet Black
#000000



Calming Grey
#F1F1F1



Pure White
#FFFFFF

02

Brand Imagery

Imagery

The background of the page is a dark, almost black, field filled with a grid of small, glowing orange dots. The dots are arranged in a pattern that creates a sense of depth and movement, with the grid curving and undulating across the frame. The lighting is soft, with the dots appearing brighter in some areas and dimmer in others, creating a gradient effect. The overall aesthetic is modern and digital.

Imagery with gradient

Imagery crops



03

Brand Identity

Brand identity

Logo on black



Solid logo on black



Icon on black



Solid icon on black



Brand identity

Logo on white



Icon on white



Solid logo on white



Solid icon on white



03

Brand Typography

Typography

Nunito Sans Black

Aa

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
vwxyz0123456789!
@£\$%&'*~

Nunito Sans Regular

Aa

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
vwxyz0123456789!
@£\$%&'*~

Nunito Sans SemiBold

Aa

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
vwxyz0123456789!
@£\$%&'*~

 DECIMA

Thank you