

data8

The Data Quality Company

BRAND GUIDELINES

An Introduction to Data8

Data8 is a leading data quality and data validation company. Work with us to build confidence in your data, improve ROI, increase sales and achieve compliance.

Data8 was founded in 2005 with the ambition to deliver market-leading data solutions. We have evolved to be an award-winning data quality management company, delivering a range of data-driven marketing, data quality management and address validation solutions for an ever-growing client base.

We work with our clients to help them understand and enhance their data. Our solutions deliver benefits in a number of areas including helping achieve compliance, increased sales and improving marketing return on investment.

We have expertise and solutions for both business and consumer data and currently serve a wide range of clients across multiple sectors of industry.

It is essential to have clear and consistent messaging and visual identity for any organisation to increase brand recognition and credibility. Adhering to a set of guidelines ensures that all communications and materials created by the company convey a consistent message and align with the company's brand values and goals.

Following these guidelines will help to create a cohesive and professional image for the company, regardless of who is creating or delivering the communications. This will make it easier for the target audience to identify and engage with the company, increasing its overall impact and effectiveness.

It is important to note that these guidelines should be followed not only when creating external communications but also when creating internal materials, as they help to reinforce the company's values and goals among its employees.

Overall, consistent use of messaging and visual identity is key to building a strong and recognisable brand, and following these guidelines will help to achieve this goal.

The Data8 Logo

Please use the correct logo colours when placing on various backgrounds.

Primary Logo

data8 logo with strapline

Strapline font: Poppins Medium

data8 logo without strapline as shown below is to be used when a very small data8 logo is required. For example, website header or template footer



The Data8 Logo

Please use the correct logo colours when placing on various backgrounds.



✓ Use the light logotype colouring on dark backgrounds.



✓ Use the core logotype colouring on light backgrounds.



✓ Black is another accepted background colour



✗ Don't use any other background colours apart from branded ones.



✗ Don't change the colour, stretch or rotate the logotype.



✗ Don't change the colour, stretch or rotate the logotype.

Data8 Colours

These colours are representative of the Data8 brand.

Primary Logo Colours



PANTONE: 2758c
CMYK: 100.95.32.28
RGB: 37.39.87
HEX: #252757

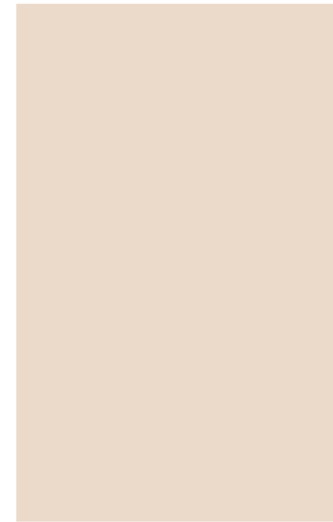


PANTONE: 1585c
CMYK: 0.67.93.0
RGB: 237.110.31
HEX: #ED6E1F

Secondary Logo Colours



PANTONE: 137c
CMYK: 0.45.85.0
RGB: 245.158.51
HEX: #F59E33



PANTONE: 7506c
CMYK: 9.16.22.0
RGB: 235.217.201
HEX: #EBD9C9



PANTONE: 7716c
CMYK: 80.24.41.7
RGB: 25.139.145
HEX: #198B91

Data8 Colours

Brand colours can be used in any combination. All are designed to compliment each other.

Five colour combination



Four colour combination



Three colour combination



Two colour combination



Data8 Typography

Our primary typeface is the Poppins family. This should be used on all brochures, exhibition stands, adverts, and other marketing materials where possible.
<https://fonts.google.com/specimen/Poppins>

Poppins Thin

Poppins Light

Poppins Regular

Poppins Medium

Poppins Semi Bold

Poppins Bold

Calibri should be used on all powerpoint presentations, word documents & emails

Calibri Light

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Data8 Logo Placement on Imagery

When placing the Data8 logo over an image, the logo must be clearly visible and positioned on a plain section of image as shown below.



Logo clearly visible over the background image.



Logo **not** visible over the background image.



Data8 Brand Imagery

When taking or selecting photos, it is important to ensure they are consistent with the tone of the Data8 brand. Use images with bright, natural lighting, featuring subjects who appear professional. Image colour tones should be consistent with the brand colour palette.



Good examples of images that follow the brand colour palette.



Data8 Brand Icons/Graphics

When creating and using icons/graphics, it is important to ensure they are consistent with the style of Data8's brand. Icons/graphics must follow the simplistic, thin line style of the examples below. No other colours to be used other than the colour from the brand palette.





HELP AND ADVICE

If you have any questions, or needs that are not addressed in this document, please contact:

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