Visual Identity 1.0.0

DASH

VISUAL IDENTITY GUIDE

December 2016

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CONTENTS

WHAT IS DASH?

Dash (DASH) is a privacy-centric digital currency with instant transactions. It is based on the Bitcoin software, but it has a two tier network that improves it. Dash allows you to remain anonymous while you make transactions, similar to cash.

With Bitcoin, transactions are published to the blockchain and you can prove who made them or to whom, but with Dash the anonymization technology makes it impossible to trace them. This is important because the blockchain is accessible to anyone with an internet connection – a significant drawback for those don't wish their transaction history and balances to be publicly available. Dash does this through a mixing protocol utilizing an innovative decentralized network of servers called Masternodes, avoiding the need for a trusted third party that could compromise the integrity of the system.

Dash transactions are almost instantly confirmed by the Masternodes network. This is a great improvement on Bitcoin's system, where confirmations take much longer because all the work is done by the miners.

LOGOTYPE

DASH

Main Color

RGB: 30, 113, 184
CMYK: 85, 50, 0, 0
Hex: #1d71b8

Sub Color

RGB: 236, 34, 39
CMYK: 0, 99, 97, 0
Hex: #ec2227

Dash Logotype

Use Dash to make instant, private payments online or in-store using our secure open-source platform hosted by thousands of users around the world.

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LOGOTYPE ICON

Main Color

RGB: 30, 113, 184
CMYK: 85, 50, 0, 0
Hex: #1d71b8

Sub Color

RGB: 236, 34, 39
CMYK: 0, 99, 97, 0
Hex: #ec2227

Dash Logotype

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COLOR PALETTE

Main Color Scheme

RGB: 30, 113, 184
CMYK: 85, 50, 0, 0
Hex: #1d71b8

RGB: 227, 227, 227
CMYK: 13, 9, 11, 0
Hex: #e3e3e3

RGB: 0, 0, 0
CMYK: 91, 79, 62, 97
Hex: #000000

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Hex: #ffffff

Color Schemes

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Sub Colors

RGB: 232, 58, 91
CMYK: 0, 88, 49, 0
Hex: #e7395a

RGB: 9,155,72
CMYK: 82,9,91,0
Hex: #724494

RGB: 40,53,131
CMYK: 100,90,10,0
Hex: #273582

RGB: 236, 34, 39
CMYK: 0, 99, 97, 0
Hex: #099c48

This color can be use in sub logo, additional project or visual branding custom elements

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FONTS

Gunship Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890£&?!%

Montserrat Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£&?!%

Typeface

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COLOR LOGOS

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DASH FORUM

DASH
FORUM

Main Color

RGB: 30, 113, 184
CMYK: 85, 50, 0, 0
Hex: #1d71b8

Sub Color

RGB: 0, 0, 0
CMYK: 91, 79, 62, 97
Hex: #000000

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DASH CHAT

DASH
CHAT

Main Color

RGB: 30, 113, 184
CMYK: 85, 50, 0, 0
Hex: #1d71b8

Sub Color

RGB: 232, 58, 91
CMYK: 0, 88, 49, 0
Hex: #e7395a

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DASH PRIVATE SEND

PRIVATE SEND

Main Color

	RGB: 236, 34, 39
	CMYK: 0, 99, 97, 0
	Hex: #099c48

Sub Color

	RGB: 0, 0, 0
	CMYK: 91, 79, 62, 97
	Hex: #000000

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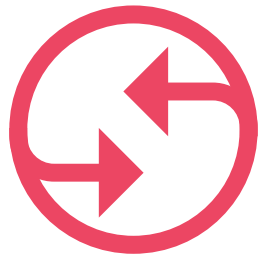
DASH INSTANT SEND

Main Color

RGB:	232, 58, 91
CMYK:	0, 88, 49, 0
Hex:	#e7395a

Sub Color

RGB:	0, 0, 0
CMYK:	91, 79, 62, 97
Hex:	#000000

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DASH PROJECT LOGOS

DASH
BUDGET SYSTEM

DASH
MASTERNODES

Main Color

RGB: 30, 113, 184
CMYK: 85, 50, 0, 0
Hex: #1d71b8

Sub Color

RGB: 0, 0, 0
CMYK: 91, 79, 62, 97
Hex: #000000

Project Logos

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BUSINESS CARDS

Support Text

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Main Color

RGB:	30, 113, 184
CMYK:	85, 50, 0, 0
Hex:	#1d71b8

Sub Color

RGB:	0, 0, 0
CMYK:	91, 79, 62, 97
Hex:	#000000

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WORD TEMPLATES

Support Text

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POWERPOINT DOCUMENT

Support Text

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DASH PRESENTATION

Support Text

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DASH CONFERENCE HANDOUTS

Support Text

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MARKETING MATERIALS

Support Text

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SOCIAL NETWORKS GUIDE

Support Text

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