

Visual Identity 1.0.0

DASH

VISUAL IDENTITY GUIDE

December 2016

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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.

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LOGOTYPE

DASH

Main Color



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

Sub Color



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

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: 255, 255, 255
CMYK: 0, 0, 0, 0
Hex: #FFFFFF

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

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

Color Schemes

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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



DASH



DASH



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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

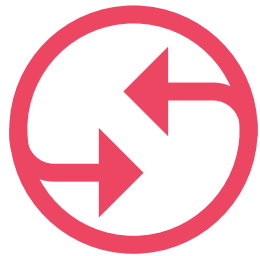
Sub Color



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

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DASH INSTANT SEND



INSTANT
SEND

Main Color



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

Sub Color



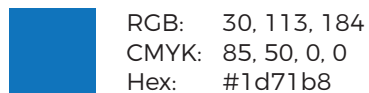
RGB: 0, 0, 0
CMYK: 91, 79, 62, 97
Hex: #000000

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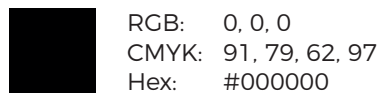
DASH PROJECT LOGOS



Main Color



Sub Color

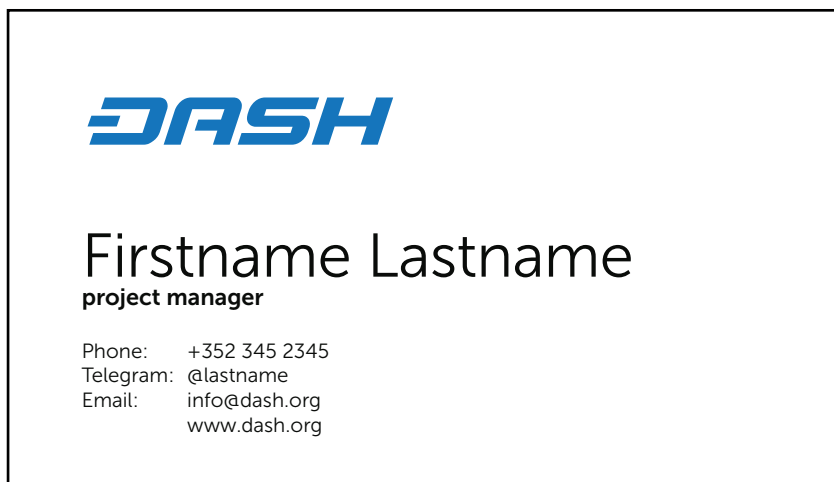


Project Logos

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BUSINESS CARDS



Support Text

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BUSINESS CARDS

DASH

***DIGITAL CASH
YOU CAN SPEND
ONLINE***

Join to Community

Slack channel slack.dash.org
Telegram @dash_telegram
Website dashnation.org

Support Text

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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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