

Brand Guidelines

Towards a healthy world with the help of AI

INTRODUCTION

These are Your Brand Guidelines. Refer back to these guidelines whenever you or your team have questions about colour, typography, layout, or how to use your logo.

Keep your brand consistent and looking as sharp and new as the day it was born.

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Logo

Your Brand's
LOGO



**Fast Data
Science**



**Fast Data
Science**



**Fast Data
Science**

Your Brand's
LOGO



Fast Data Science



Fast Data Science

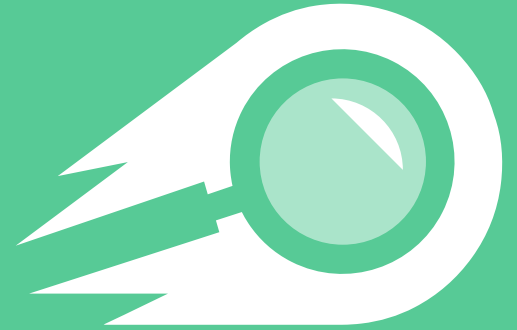
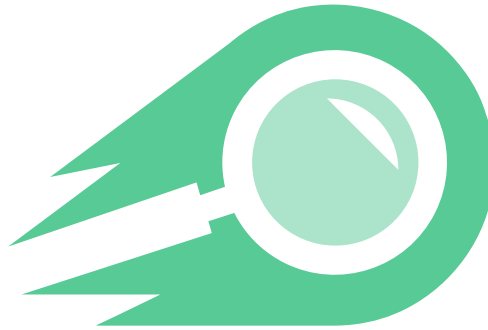


Fast Data Science

Your Brand's
**ABBREVIATED
LOGO**



Your Brand's
LOGO ICON
PRIMARY
VERSION



Your Brand's **LOGO ICON** ALTERNATE VERSION

The FDS icon can appear with xy or lines in the middle of the magnifying glass.

Alternative icons are on the right side.

Alternative icons can be used when the logo icon appears by itself (meaning there is less text).



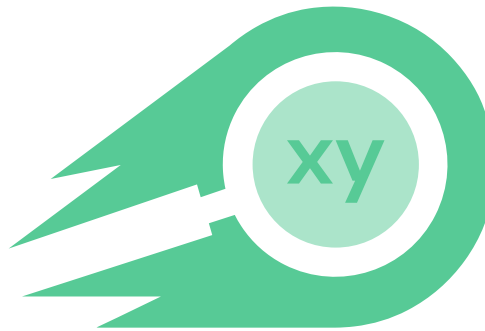
Your Brand's ICON

The FDS logo icon is available in different versions.

The general rule to follow is that the smaller the icon, the less detail it should contain.

Note that the icon contains less detail as it gets smaller.

This ensures the visual clarity of the icon, even when the scale is significantly reduced.



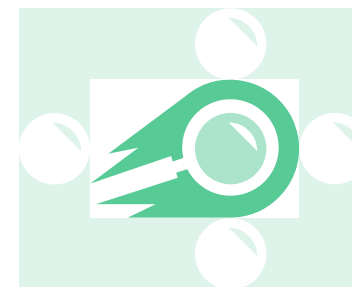
Safe Space

Your Brand's LOGO SPACING

Give your logo plenty of space so it's easily recognizable to your audience.

To determine how much empty space you need around your logo, always use a multiple of a specified value. The value of the safe space is measured as the height of the magnifying glass.

**Icon to typography ratio is different.
Hence the different X scale should
be applied.**



Your Brand's LOGO SPACING

Give your logo plenty of space so it's easily recognizable to your audience.

To determine how much empty space you need around your logo, always use a multiple of a specified value. The safe space value is measured as the height of the entire icon.

**Icon to typography ratio is different.
Hence the different X scale should
be applied.**



height

Typography

Typography

Your Brand's LOGO TYPEFACE

DM Sans Font is a geometric and low-contrast sans serif for everyday use related to typography. The letterforms are clear, simple, and balanced to allow clarity and help the typeface communicate contents in a neutral, objective sound.

You should always use it for your headlines and subheadlines too.

DM Sans

medium

Fast Data Science

Font
Weight

medium

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Font
Weight

headlines

Natural language processing consultancy

Use

Your Brand's PRIMARY TYPEFACE

Mukta is a Unicode compliant, versatile, contemporary, humanist, mono-linear typeface family.

Designed so that the visual features of the font do not dominate over others. This makes it ideal for both short and long body copy.

Mukta Mahee

regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Font
Weight

body copy

Use

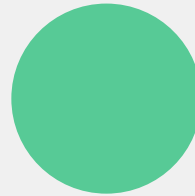
We help organisations extract value from unstructured data. We provide professional data science consulting services for businesses.

Colour Palette

Colour palette

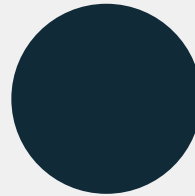
Your Brand's COLOURS PRIMARY COLORS

Your Brand's colour palette is based on are branded green, navy blue, graphite and white.



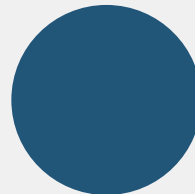
#57cc98

C: 62, M: 0, Y: 53, K: 0
R: 87, G: 204, B: 152



#102a38

C: 97, M: 71, Y: 51, K: 60
R: 16, G: 42, B: 56



#225679

C: 89, M: 59, Y: 31, K: 17
R: 34, G: 86, B: 121



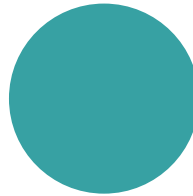
#FFFFFF

C: 0, M: 0, Y: 0, K: 0
R: 255, G: 255, B: 255

Your Brand's **COLOURS** ILLUSTRATIONS

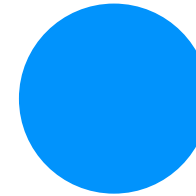
Additional colors.

Use them in accents, illustrations
and when creating promotional
materials for your brand.



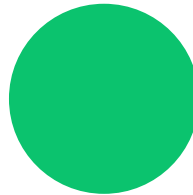
#37a3a5

C: 89, M: 59, Y: 31, K: 17
R: 34, G: 86, B: 121



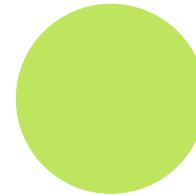
#0195fe

C: 74, M: 37, Y: 0, K: 0
R: 1, G: 149, B: 254



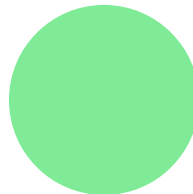
#0195fe

C: 71, M: 0, Y: 72, K: 0
R: 11, G: 197, B: 110



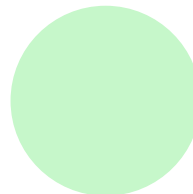
#bfe75d

C: 33, M: 0, Y: 75, K: 0
R: 191, G: 231, B: 93



#7fed99

C: 50, M: 0, Y: 56, K: 0
R: 127, G: 237, B: 153



#c8f9cc

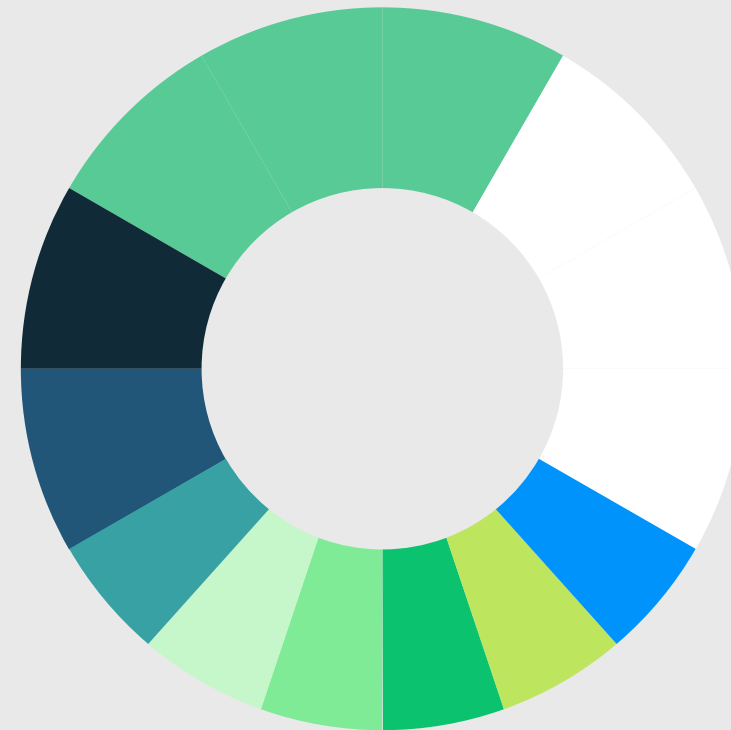
C: 26, M: 0, Y: 30, K: 0
R: 200, G: 249, B: 204

Your Brand's COLOUR EMPHASIS

The customer identifies the company primarily by color. The basic color is white and branded green, as well as navy blue and graphite.

Use navy blue and graphite to balance white and green (e.g., in backgrounds) and to highlight important elements (e.g., buttons).

The rest of the shades of green and blue color are secondary colors. Use primary colors more often than secondary colors to reinforce the association of that color with your company.



Your Brand's **BLACK & WHITE LOGO**

Apply fully coloured logo
whenever possible.

If monochromatic logo is required,
please refer to these examples.

All black and white logos and icons
are included in the logo sheets
provided by our designers.



Visual emphasis

Visual emphasis is a design technique used to draw the viewer's attention to a specific element in a composition. It can be achieved through various methods, including color, size, position, and contrast.

One common method is using color. A bright, saturated color can stand out against a more muted background. Another method is using size; a larger element will naturally attract more attention than a smaller one.

Position is also a key factor. Elements placed in the center or at the top of a page are more prominent than those at the bottom or to the side. Finally, contrast, such as bold text or high-contrast images, can effectively emphasize a particular part of a design.

Your Brand's ILLUSTRATION

To create the dynamic and full of live pattern we used your brand palette but included three hues from your brand logo. Accompanied by a bit darker navy the colors create unique combination that can be instantly linked to your brand.



Your Brand's ILLUSTRATION



Your Brand's ILLUSTRATION



Your Brand's ILLUSTRATION



Your Brand's ILLUSTRATION



Your Brand's **ILLUSTRATION** SERVICES



Your Brand's **ILLUSTRATION** SERVICES



AI for healthcare



AI for pharmaceuticals



AI for public sector
procurement



AI for due diligence

Your Brand's
ILLUSTRATION
SERVICES



Your Brand's **ILLUSTRATION** SERVICES



Your Brand's
ILLUSTRATION
SERVICES



Your Brand's
ILLUSTRATION
SERVICES



Your Brand's **ILLUSTRATION** SERVICES



Your Brand's **ILLUSTRATION** SKILLS



Your Brand's **ILLUSTRATION** SKILLS



Your Brand's ILLUSTRATION SKILLS



Your Brand's
ILLUSTRATION
CASE STUDY



Your Brand's
ILLUSTRATION
CASE STUDY



Logo application

Your Brand's LOGO APPLICATION

Consistency and visual contrast are critical to maintaining the recognizability of your logo and business. Don't use too little contrast or too many colours.

Reference the examples to the right to get a sense of bad logo contrast and colour.



Your Brand's LOGO MISUSE

To ensure that your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo. Some examples of logo misuse are shown to the right.

- A: Do not change positioning of typography.
- B: Keep safe space free of any visual elements (p. 14-15).
- C: Do not use any other typeface, no matter how close it might look to the original typography.
- D: Do not change the colours. Use official colour specification detailed in these guidelines.
- E: Do not squish or squash the logo.
- F: Do not rotate the logo.
- G: Do not resize logo icon or logotype separately.

× A



× B



× C



× D



× E



× F



× G



Your Brand's **LOGO USE** PHOTOGRAPHIC

The Fast Data Science identity can be used directly on photographs and illustrations with a non-competitive background.

This means that the legibility of the logo or logo icon should not be compromised.



Your Brand's **LOGO USE** PHOTOGRAPHIC

The Fast Data Science identity can be used directly on photographs and illustrations with a non-competitive background.

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You are ready to go!