

# DATANOVA

# CORPORATE BRAND GUIDELINES

Updated 27 January 2016



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The background is a dark blue gradient with faint, light blue technical drawings and binary code (0s and 1s) overlaid. The drawings include various geometric shapes, lines, and text like '116.5', '5127', and 'A'.

# THE WAY WE WORK

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ABOUT US

## DATANOVA

### SOLUTIONS FOR EFFECTIVENESS

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Initially operating under the name of Vitol IT, Datanova began operation in 2002.

Primarily offering Business Intelligence (BI) solutions, Vitol IT assisted companies to better manage their information systems and their data. Soon after, Vitol IT launched its first full-scale data centre.

Datanova have since grown to become a market leader through the delivery of management and maintenance solutions for essential business technology to a wide variety of businesses & organisations of various sizes.

Our Quality Policy is defined and strongly driven by the following management principles and behaviours:

**1.** Build a mutually profitable relationship with our customers, ensuring their long-term success, through the understanding of their needs and the needs of their customers as well.

**2.** Enhance the systematic research and use of best preventive practices at all levels and ensure reliable risk management.

**3.** Drive continual improvement and innovation based upon efficient business processes, well-defined measurements, best practices, and customer surveys.

**4.** Develop staff competencies, in fields such as creativity, empowerment and accountability through appropriate development programs and show strong management involvement and commitment.



### WHEN WORK BECOMES A A LIFETIME PASSION

*It is our mission to provide organisations with predictable, business-focused IT services that optimise operations, manage risk and deliver measurable business value to our customers.*



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WE CONSTANTLY STRIVE TO ACHIEVE THE  
HIGHEST POSSIBLE STANDARDS.

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# THE DATANOVA LOGO

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## STANDARD LOGO

The corporate logo is the most immediate representation of our company, our values, and our brand to the world.

Datanova staff may use the logo in documentation and to create marketing material.

It is a valuable corporate asset that must be used consistently in the proper, approved forms.

To get a copy of the logo please contact the Founding Director or General Manager.



SOLUTIONS FOR IMPROVING EFFECTIVENESS

## USING THE STANDARD LOGO

The standard logo should be used for four main purposes:

1. Online communications (i.e. website, and social media)
2. Digital communications (i.e. digital brochures, or slideshows)
3. Print communications (i.e. brochures, tradeshow banners)
4. By third parties, under license only (i.e. partner communications, co-marketing, sponsorships, etc)



WE ARE THE  
RESULT OF  
OUR HARD  
WORK.

OUR PASSION  
FOR WHAT WE  
DO MAKES US  
PIONEERS IN  
OUR SECTOR.

## LOGO ICON




The logo icon as depicted on right is to be used where the standard logo cannot be used. For instance on the Datanova Facebook or Twitter page.





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# THE DATANOVA BRAND



Throughout our organisation we've always looked to bring together the right skills and knowledge to support our technology development, network growth and customer service.

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# INCORRECT USE

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1. Do not alter the Datanova logo in any way.
2. Do not animate, color, rotate, skew, or apply effects to the logo.
3. Do not separate the elements.
4. Never attempt to create the logo yourself.
5. Never attempt to change the font, or alter the size or proportions.
6. Don't move "Datanova".
7. Don't remove "Datanova".
8. Don't apply any effects.
9. Don't rotate the logo.
10. Don't skew or attempt to make the logo 3-dimensional in any way.
11. Don't make a pattern or texture out of the logo.
12. Don't alter the transparency of the logo.
13. Don't recolor the logo.
14. Don't alter the logo to run vertically.

*"AN ORGANISATION, NO MATTER HOW WELL DESIGNED,  
IS ONLY AS GOOD AS THE PEOPLE WHO LIVE AND WORK IN IT."*

## THE COLOUR BLUE

Blue is the favorite colour of many people. It's nature's colour for water and sky, but is rarely found in fruits and vegetables. Today, blue is embraced as the colour of heaven and authority, denim jeans and corporate logos.

Blue has more complex and contradictory meanings than any other color. These can be easily explained by pinpointing the specific shade of blue.

Most blues convey a sense of trust, loyalty, cleanliness, and understanding. On the other hand, blue evolved as symbol of depression in American culture. "Singing the blues" and feeling blue" are good examples of the complexity of color symbolism.

**Dark blue:**  
Trust, dignity, intelligence, authority.

**Bright blue:**  
Cleanliness, strength, dependability, coolness.

**Light blue:**  
Peace, serenity, ethereal, spiritual, infinity.

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# CORPORATE COLOURS AND FONT

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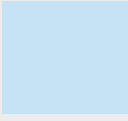

## CORPORATE COLOURS

The colour palatte outlined on right are the Datanova corporate colours. These colours reflect our values, our company and our people.

These colours are to be used when creating official documentation and corporate uniforms.

Other colour palattes may be used for marketing materials such banners, flyers, event marketing material and others. These colours are to be cohesive and are to align with the datanova brand and values. No other colours may be used without prior approval from the Fouding Director or General Manager.

Over time, new colour palattes may be created by the Datanova marketing team and will be added to this document accordingly.

	R: 113 G: 113 B: 113
	R: 12 G: 132 B: 199
	R: 47 G: 167 B: 221
	R: 197 G: 228 B: 244
	R: 101 G: 215 B: 248



# CORPORATE FONT

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Open Sans Light AaBbCcDdEeFfGg

*Open Sans Light Italic AaBbCcDdEeFf*

Open Sans Regular AaBbCcDdEeFf

*Open Sans Italic AaBbCcDdEeFfGgHh*

**Open Sans Semibold AaBbCcDdEe**

***Open Sans Semibold Italic AaBbCcDd***

**Open Sans Bold AaBbCcDdEeFfGg**

***Open Sans Bold Italic AaBbCcDdEe***

**Open Sans Extrabold AaBbCcDd**

***Open Sans Extrabold Italic AaBbCc***

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