



Brand Guidelines

Corporate Identity & **GEODI DSPM** Product Brand

Brand Foundation

The DECE brand should feel clear, confident, credible and easy to navigate. Strong brand work comes from clarity, consistency and purposeful restraint.

- | | | |
|----|-------------------|--|
| 01 | Brand Essence | Clear technology communication for complex environments. |
| 02 | Personality | Confident, precise, modern and approachable. |
| 03 | Clarity First | Clarity before decoration. |
| 04 | Consistency | Consistency at every touchpoint. |
| 05 | Hierarchy | Strong hierarchy and decisive alignment. |
| 06 | Purposeful Accent | Use green as a purposeful accent, not as visual noise. |

Logo

Logo System

Use approved master logo files only. Preserve clear space, legibility and consistency across every application.

PRIMARY LOGO



REVERSED LOGO



CLEAR SPACE



MONOCHROME LOGO



INCORRECT USAGE



Do not stretch



Do not recolor



Do not add effects



Do not place on
busy backgrounds

Logo System

The product logo keeps its blue-green pin identity across light and dark environments.

PRIMARY LOGO



REVERSED LOGO



CLEAR SPACE



MONOCHROME LOGO



INCORRECT USAGE



Do not stretch



Do not recolor



Do not add effects



Do not place on busy backgrounds

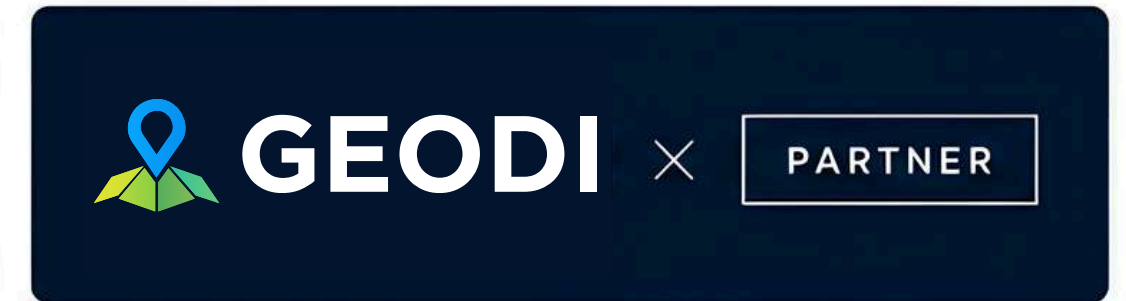
Partner Co-Branding

Our partnerships reflect shared values and mutual success. Present DECE and GEODI alongside partners with clarity, balance, and respect.

APPROVED CO-BRAND LOCKUPS



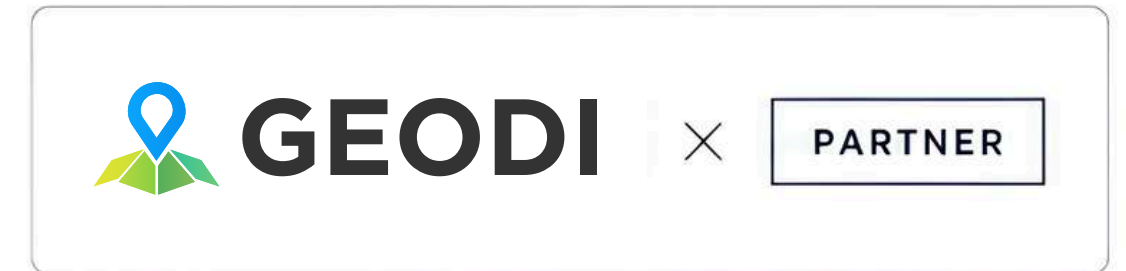
DECE x PARTNER
DARK BACKGROUND



GEODI x PARTNER
DARK BACKGROUND

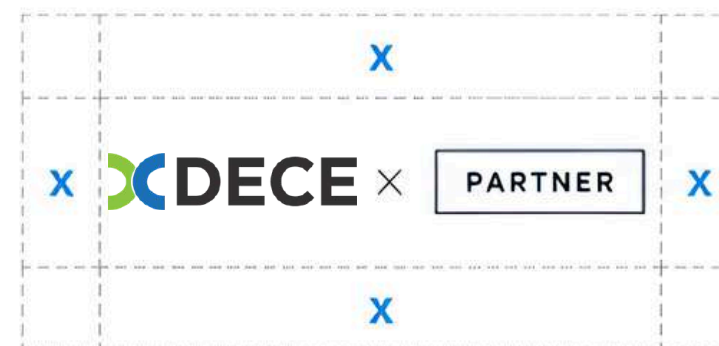


DECE x PARTNER
LIGHT BACKGROUND



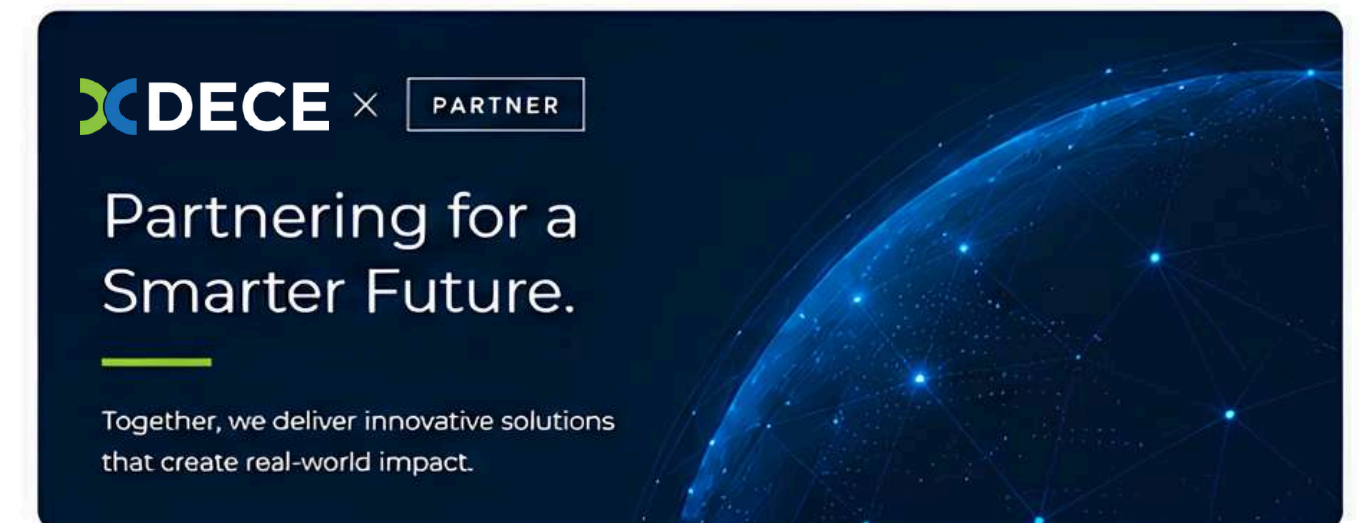
GEODI x PARTNER
LIGHT BACKGROUND

CLEAR SPACE



 = minimum clear space

APPLICATION EXAMPLE





Typography

Typeface

Primary typeface for DECE and
GEODI communications.

Montserrat

UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ
LOWERCASE	abcdefghijklmnopqrstuvwxyz
NUMBERS	0123456789
PUNCTUATION	! * " ' () / % : \$? < > ; @ & +

Aa Bb Cc 0123456789

Discover. Classify. Remediate. Automate.

Type Hierarchy

H1 Built for Better Decisions

Montserrat Bold / 48 pt

H2 Turn Data Into Clarity

Montserrat SemiBold / 36pt

SUBHEADING Discover, understand and protect your data

Montserrat Medium / 24pt

BODY Our typography system creates a clear and consistent reading experience across every brand touchpoint.

Montserrat Regular / 18pt

CAPTION Supporting information, labels and secondary details.

Montserrat Thin / 10pt

Color System

The brand palette balances trust, clarity and energy across corporate and product communications.

Primary Color Palette

DECE GREEN
#8bc53f

DECE BLUE
#1a6fb7

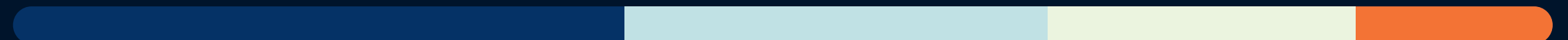
Secondary Color Palette

MIDNIGHT
NAVY
#063367

MIST
BLUE
#c0e1e4

SOFT
IVORY
#ebf4df

ACCENT
ORANGE
#f37335



Social Post Templates

A flexible post system for DECE corporate communication and GEODI product communication.

EVENT POST



DSPM POST



HOLIDAY POST



ANNOUNCEMENT POST



AWARD / RECOGNITION POST



Support Q

01 APPROVED POSES / USE CASES



ASK

Get answers instantly.



EXPLAIN

Clarify and guide.



HANDLED

Confirm resolution.



WELCOME

Friendly first impression.

02 EXPRESSIONS



HAPPY



WINK



THINKING



CONFUSED



SLEEPY

03 CHARACTER PRINCIPLES



FRIENDLY

Approachable and easy to interact with.



HELPFUL

Guides, explains, and takes action.



RELIABLE

Accurate, secure, and always dependable.



LIGHTWEIGHT

Fast, efficient, and built for ease.

Thank You.

Together, we build a safer
data tomorrow.