

D-SMART BRAND GUIDELINES



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01 BRAND LOGO

Primary Logo

The DSMART logo combines the outline of the Lombardy Region with a simplified skyline representing key architectural landmarks, symbolizing the project's connection to territorial heritage and regional innovation. The minimal line-art style ensures clarity and adaptability across formats, while the green and grey color palette reflects sustainability, technology, and institutional reliability. The stylised “D” with Wi-Fi arcs reinforces the project's focus on digital transformation and smart regional infrastructures.



Color Versions

The project's main color version combines the institutional green (#0BA040) with supporting tones of grey (#2E4349) and black. This palette establishes a fresh yet authoritative look, balancing regional identity with a contemporary, technology-driven character. The green highlights the geographical element of the logo, while the darker tones provide contrast and visual harmony across digital and printed outputs.



Monochrome Versions

For environments where color use is limited or graphic constraints apply, the logo is also available in a stripped-down monochrome format. Rendered entirely in black or white, this version focuses on shape and contour, ensuring clear recognition in low-color, high-contrast, or technical layouts. It preserves the structure and proportions of the main design and remains fully compatible with a wide range of backgrounds and applications.



Brand Colors

The DSMART colour palette is built to support a clear and cohesive visual identity across all project materials. It combines a primary highlight tone with complementary neutrals to ensure readability, balance, and consistency in different communication contexts. The following section presents the official colours and their digital and print specifications for accurate reproduction.

Green

#0BA040 rgb(11,160,64) cmyk(81,5,96,0)

Gray

#2E4349 rgb(46,67,73) cmyk(79,54,50,50)

Black

#000000 rgb(0,0,0) cmyk(0,0,0,100)

White

#FFFFFF rgb(255,255,255) cmyk(0,0,0,0)

02 **Typography**

2.1 Primary Font

2.2 Secondary Font

02

TYPOGRAPHY

Primary Font

The DSMART identity uses a straightforward and accessible typographic system built around the Calibri and Helvetica families. Calibri Bold is reserved for main titles and prominent headings, while Calibri Regular supports subtitles and secondary text elements, ensuring a clear hierarchy throughout the materials.

Calibri

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam felis tellus, scelerisque ut aliquet ut, imperdiet sed tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam felis tellus, scelerisque ut aliquet ut, imperdiet sed tortor.

Light

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Light Italic

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Secondary Font

For body copy and general communication, Helvetica provides a clean, neutral appearance that maintains readability across both digital and printed formats. Together, these fonts create a balanced structure that keeps the project’s communication clear and consistent.

Helvetica

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam felis tellus, scelerisque ut aliquet ut, imperdiet sed tortor.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam felis tellus, scelerisque ut aliquet ut, imperdiet sed tortor.

Aa

Light

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvwxyz
xyz1234567890!@#\$%&?.

Cc

Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvwxyz
xyz1234567890!@#\$%&?.

03

03 Patterns
3.1 Pattern

PATTERNS

Pattern

To enrich the visual language of the project, a subtle pattern derived from elements of the DSMART logo is used across selected materials. This graphic motif adds texture and modernity without overwhelming the content, helping create a recognisable visual thread throughout presentations, templates, and digital assets. Applied with moderation, the pattern supports the overall identity by extending the logo's shapes into a versatile design element.



THANK YOU!