



Brand Guidelines

Guiding Brand Integrity

The purpose of these guidelines is to define the principles of correct brand application while equipping you with the essential assets to produce consistent, compelling visual experiences.

Interactive Document Structure

To ensure an intuitive experience, this PDF features responsive, website-style navigation. Main sections remain accessible through the top navigation bar, with contextual submenus guiding you through detailed content. Click the top menu at any time to return to the main index.



Summary

03 Brand

- 04 Building Lettering
- 05 Simple Versions
- 06 Safety Area
- 07 Building Symbol
- 08 Symbol Versions
- 09 Safety Area
- 10 Minimal Sizes
- 11 Prohibited Uses
- 12 Partners
- 13 Special Versions

14 Identity

- 15 Main Colors
- 16 Typography
- 17 Pattern & Shapes
- 18 Icons Style

19 Imagery

- 20 Image Principles
- 21 People Centered
- 22 Product Centered
- 23 Misuse Examples

24 Usage

- 25 Stationary
- 26 Branded Materials
- 27 Email Signature
- 28 Slide Deck
- 29 Cover & Avatar
- 30 Social Media

01 . Brand

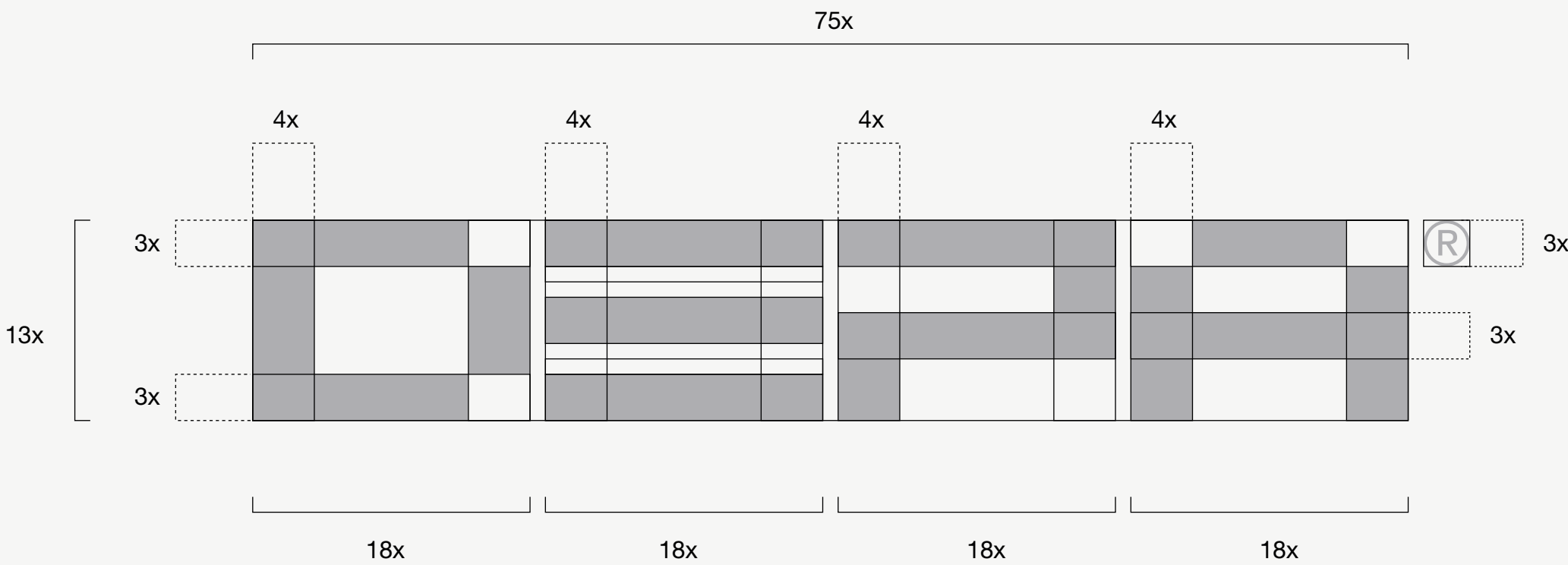
1.0

Building a custom lettering logo.

Overview

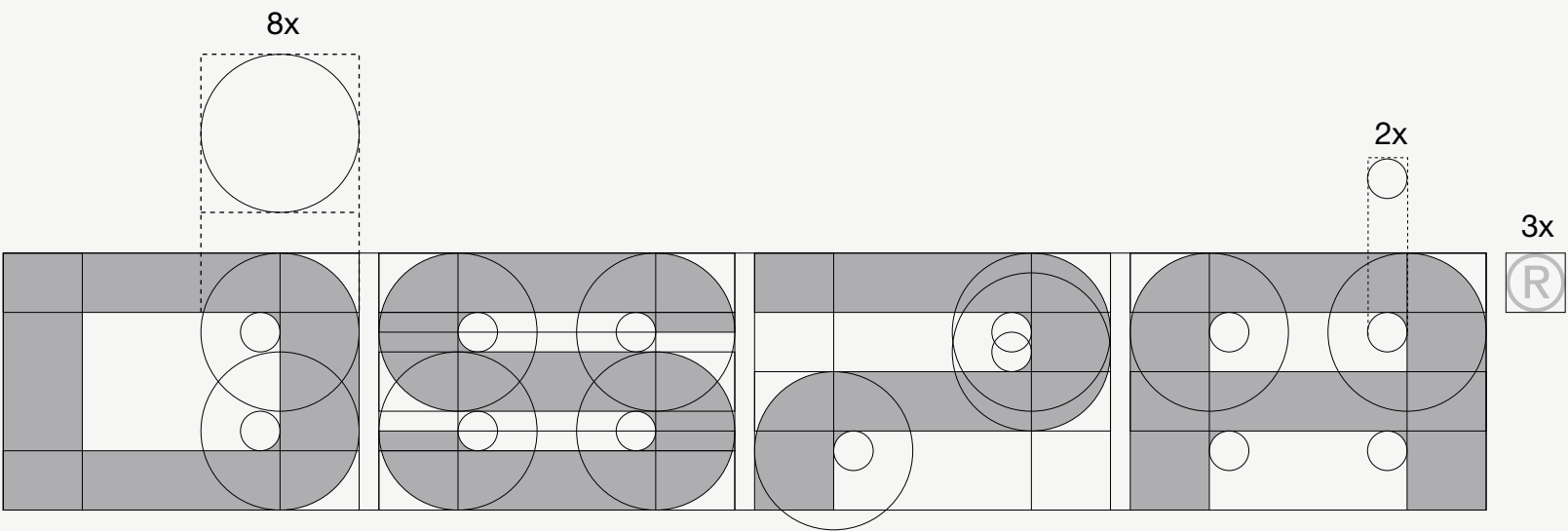
Building custom lettering for a logo allows much greater control over how the brand functions within its visual ecosystem.

The proportions and modules used in its construction help us better plan its applications and the creation of the brands presented next.



Monospaced typography

Adopting a monospaced typography conveys a sense of industrial precision and technical efficiency.



Typographic Structure

The same rule was applied to the stroke width of every letter.

1.1

Simple Version

Overview

The simplest application of the DSPA logo represents the brand's complete corporate universe. Its simplicity and the minimalist approach of its custom typography make it ideal for company materials and general signage.

Vertical tagline version

Ideal for larger materials, as it has less reduction potential. Its alignment layout works best for centered compositions.

Horizontal tagline version

Although it takes up more horizontal space, its reduction potential is higher, making it ideal for small-scale applications. Its alignment layout works best for left-aligned compositions.

DSPA[®]
Aerosol Fire Suppression

DSPA[®]

DSPA[®]
Aerosol Fire Suppression

DSPA[®] Aerosol
Fire Suppression

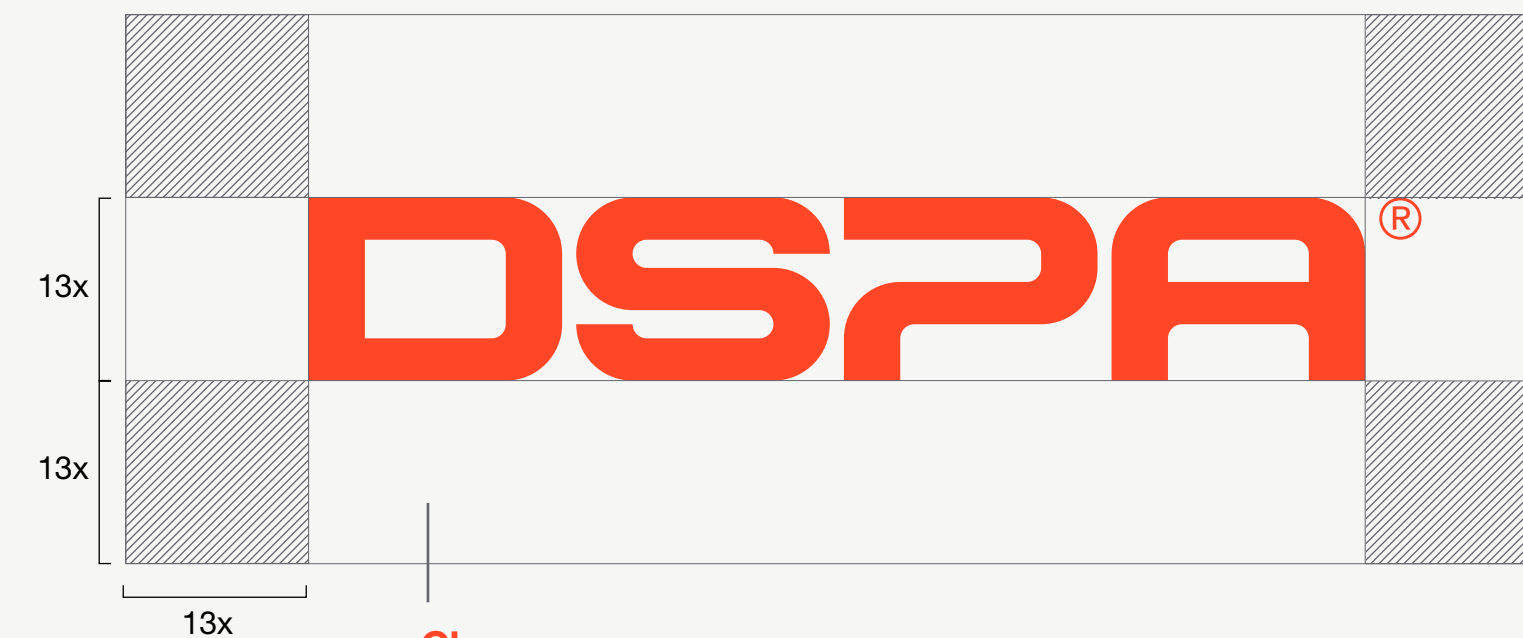
1.2

Safety Area

Safety area

To preserve visual impact and clarity, all DSPA logo versions require a minimum safe area around them. This clear space prevents interference from surrounding visual elements and keeps the mark prominent.

Using the height of the letter 'D' as the scaling unit ensures this protective margin remains fully proportional, no matter the final size of the logo.



Clear space area

The clear space must be kept free from any other visual element. Use the lettering height to calculate the safety area.



Tagline area

It is necessary to consider the tagline to define the safe area for this version of the logo.



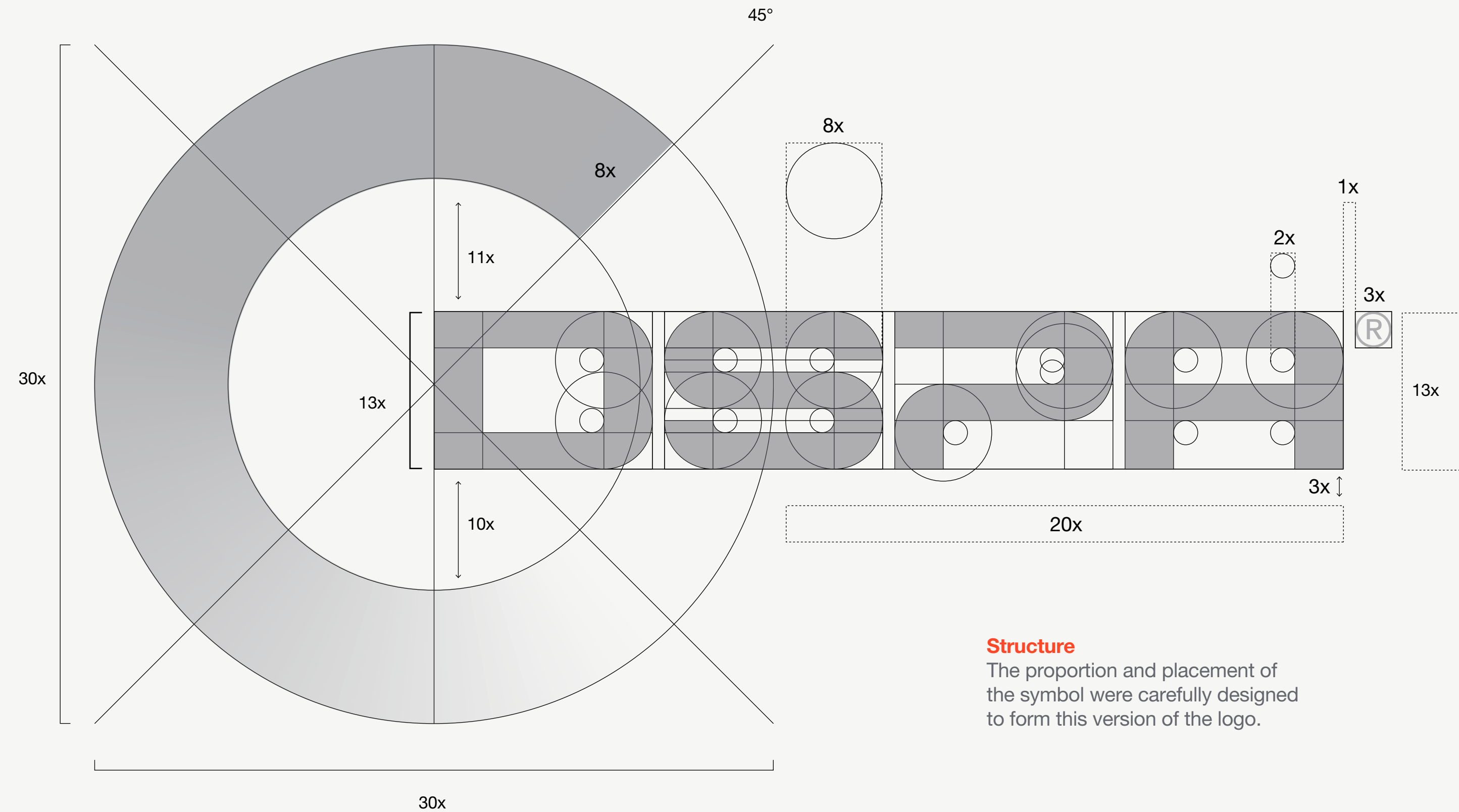
1.3

Symbol Versions

Overview

The full version adds the circular element of the branding. The symbol perfectly reflects the circular shapes of DSPA's main products, making this version ideal for product communications.

Just like the simple version, it is available with and without a tagline, in both horizontal and vertical formats.



Structure

The proportion and placement of the symbol were carefully designed to form this version of the logo.

1.4

Symbol Versions

Full version

The full version adds the circular element of the branding. The symbol perfectly reflects the circular shapes of DSPA's main products, making this version ideal for product communications.

Vertical tagline version

Ideal for larger materials, as it has less reduction potential. Its alignment layout works best for centered compositions.

Horizontal tagline version

Although it takes up more horizontal space, its reduction potential is higher, making it ideal for small-scale applications. Its alignment layout works best for left-aligned compositions.



1.5

Safety Area

Safety area

To preserve visual impact and clarity, all DSPA logo versions require a minimum safe area around them. This clear space prevents interference from surrounding visual elements and keeps the mark prominent.

Using the height of the letter 'D' as the scaling unit ensures this protective margin remains fully proportional, no matter the final size of the logo.



1.6

Minimum Sizes

Tints and Shades

We can use tints and shades to expand our main color palette and create a more versatile and dynamic design system. By adding white or black to our core colors, we can build a harmonious palette that adds depth while ensuring the visual integrity of our brand remains intact. However, tints and shades must never be used on the logo itself, as it should only appear in its approved color variations.

Extended Palette

An extended palette of extra colors is available for specific use. While this palette can be used for internal communications, its use is highly discouraged for external or public-facing materials, as it is not part of the primary brand identity.



1.7

Prohibited Uses

Important

This manual provides clear guidelines to protect our brand’s integrity. To maintain the visual strength of our identity, never distort the logo, alter its colors, or use it in unapproved placements. Consistent and respectful use is vital for our brand’s success.

This section illustrates some possible errors, but not all; therefore, it is essential to use good judgment.



Lettering & Tagline Colors

The tagline and the DSPA lettering must always be the same color, regardless of the logo version.



Gradient

The gradient effect on the symbol must never be used on any other element of the logo.



Effects

Do not apply any styles or effects to the approved logos, such as outline, glow, or drop shadow.



Inverted Colors

Do not invert the logo colors. Changing the symbol color is only allowed in monochrome versions of the brand.



Symbol Consistency

The symbol must always keep the same position, thickness, and scale relative to the other logo elements.



Tagline

Do not change or create layout variations for the tagline. Only the approved horizontal and vertical versions should be used.

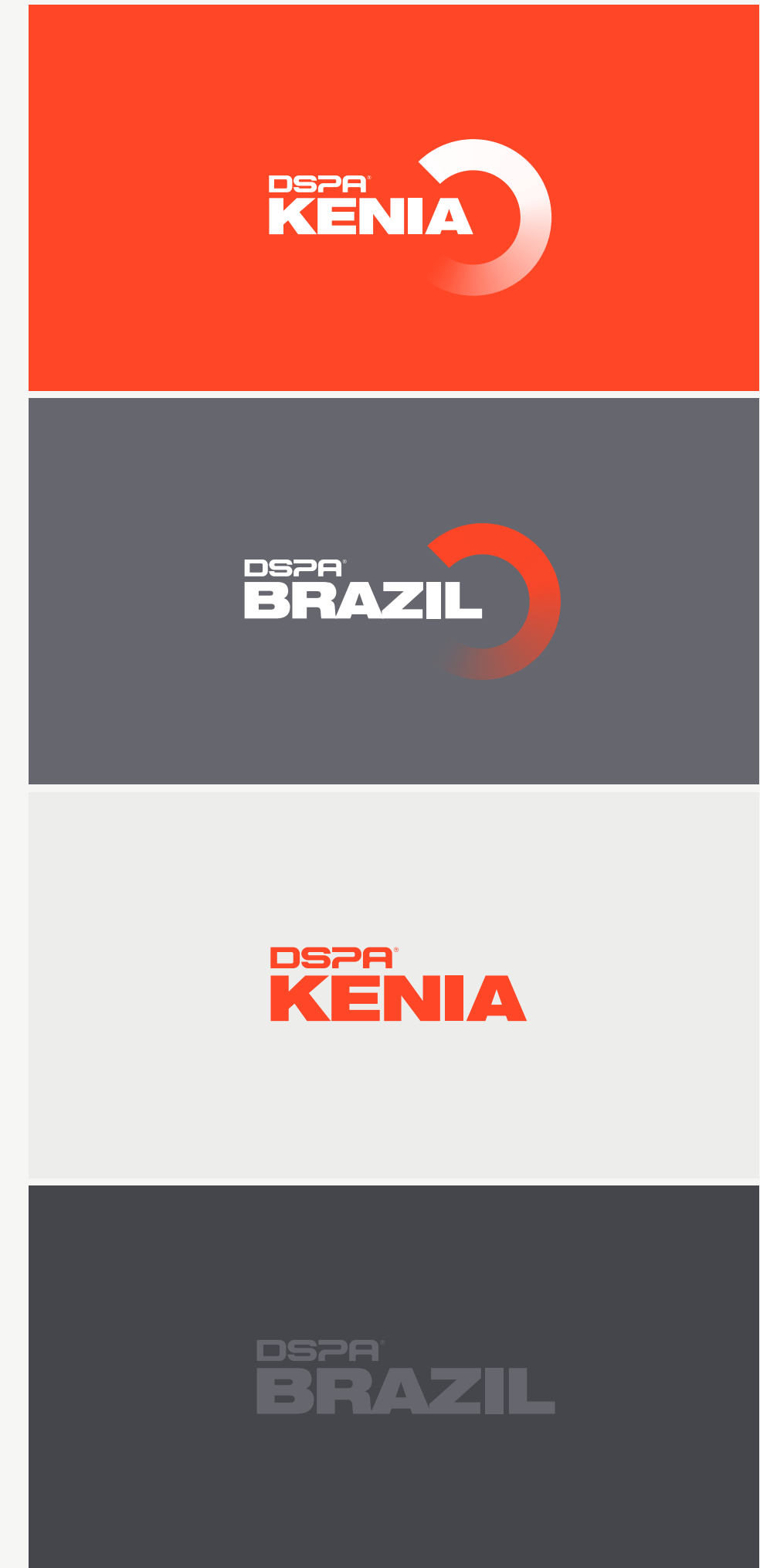
1.8

Partners

Important

This manual provides clear guidelines to protect our brand's integrity. To maintain the visual strength of our identity, never distort the logo, alter its colors, or use it in unapproved placements. Consistent and respectful use is vital for our brand's success.

This section illustrates some possible errors, but not all; therefore, it is essential to use good judgment.



1.9

Special versions

Important

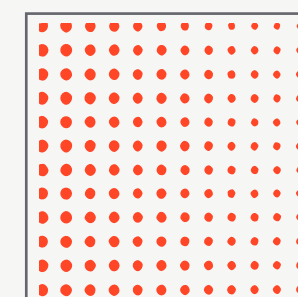
This manual provides clear guidelines to protect our brand's integrity. To maintain the visual strength of our identity, never distort the logo, alter its colors, or use it in unapproved placements. Consistent and respectful use is vital for our brand's success.

This section illustrates some possible errors, but not all; therefore, it is essential to use good judgment.



Halftone

The difference in dot sizes allows simulating a transparency gradient without using additional effects or colors.



02. Identity

2.0

Main Colors

Primary Colors

Red and Gray are the brand’s key colors and should be prioritized in all visual communications.

Secondary

These neutral and complementary tones offer versatility, adding diversity while maintaining synergy with the primary colors.

Tints and Shades

Adding white or black creates depth and balance without compromising visual integrity, though tints or shades must never be applied to the logo itself, which should strictly use approved color variations.

Primary Colors

DSPA Red C0 M81 Y75 K0 R255 G72 B45 #FF482D	66676d			
	+50% White	+25% White	+25% Black	+50% Black
DSPA Gray	+50% White	+25% White	+25% Black	+50% Black
C58 M47 Y41 K29 R102 G103 B109 #66676D				

Secondary Colors

DSPA Blue C61 M0 Y18 K0 R131 G207 B220 #83CFDC	DSPA Offwhite C4 M4 Y8 K0 R246 G244 B238 #F6F4EE
---	---

Extra Colors

C90 M83 Y14 K3 R64 G65 B128 #404180	C97 M0 Y55 K0 R0 G163 B143 #00A38F	C30 M0 Y95 K0 R207 G219 B51 #CFDB33
C0 M60 Y95 K0 R224 G126 B30 #E07E1E	C6 M25 Y100 K0 R227 G189 B29 #E3BD1D	C0 M97 Y56 K0 R206 G9 B74 #CE094A

2.1

Typography

Helvetica Neue Lt Pro Brand Font

The DSPA typeface for all communications is Helvetica Neue Lt Pro. Using Helvetica's entire family allows flexibility, gives the brand a modern, clean, and organized look and feel, allowing the voice, messaging, and content to lead in our communications across all media.

Arial Digital font

The Arial font has a similar look and feel to Helvetica but not as many options or the same flexibility. As a system font, present in computers by default, that option is perfect for designing presentation decks and documentation.

Typeface family

Helvetica
Neue Lt Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#*

THIN LIGHT ROMAN MEDIUM
ITALIC BOLD HEAVY BLACK
EXTENDED CONDENSED

Digital / Internal

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#*

REGULAR **BOLD BLACK**
NARROW NARROW BOLD
ITALIC NARROW BOLD ITALIC

2.2

Pattern & Shapes

Overview

Our graphic elements are derived from our symbol and were designed to complement the brand's visual identity. They should be used strategically to reinforce brand recognition and differentiation across all communications.

Things to consider

- Use as masks for dynamic visuals.
- Combine elements to build custom shapes.
- Avoid overusing the elements.
- Keep compositions clean and simple.



Circular element

When used as a graphic element, the circular gradient symbol can be modified by adjusting its circumference, transparency, and thickness.



Icons and Favicons

To create icons for web and apps, you can use the logo's gradient circle. In this case, it is ideal to keep its original thickness, but the circumference can be complete.

2.3

Icons Style

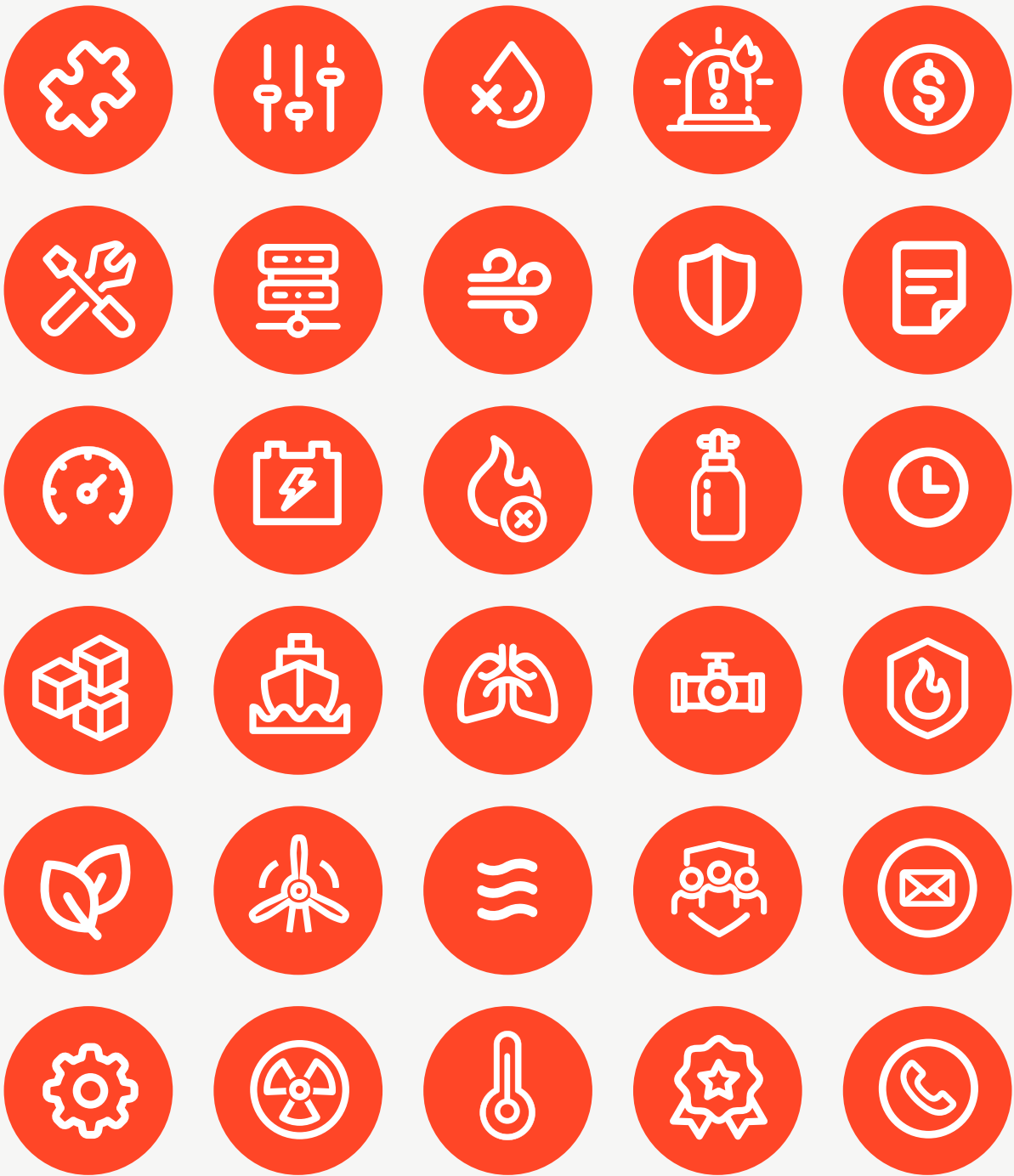
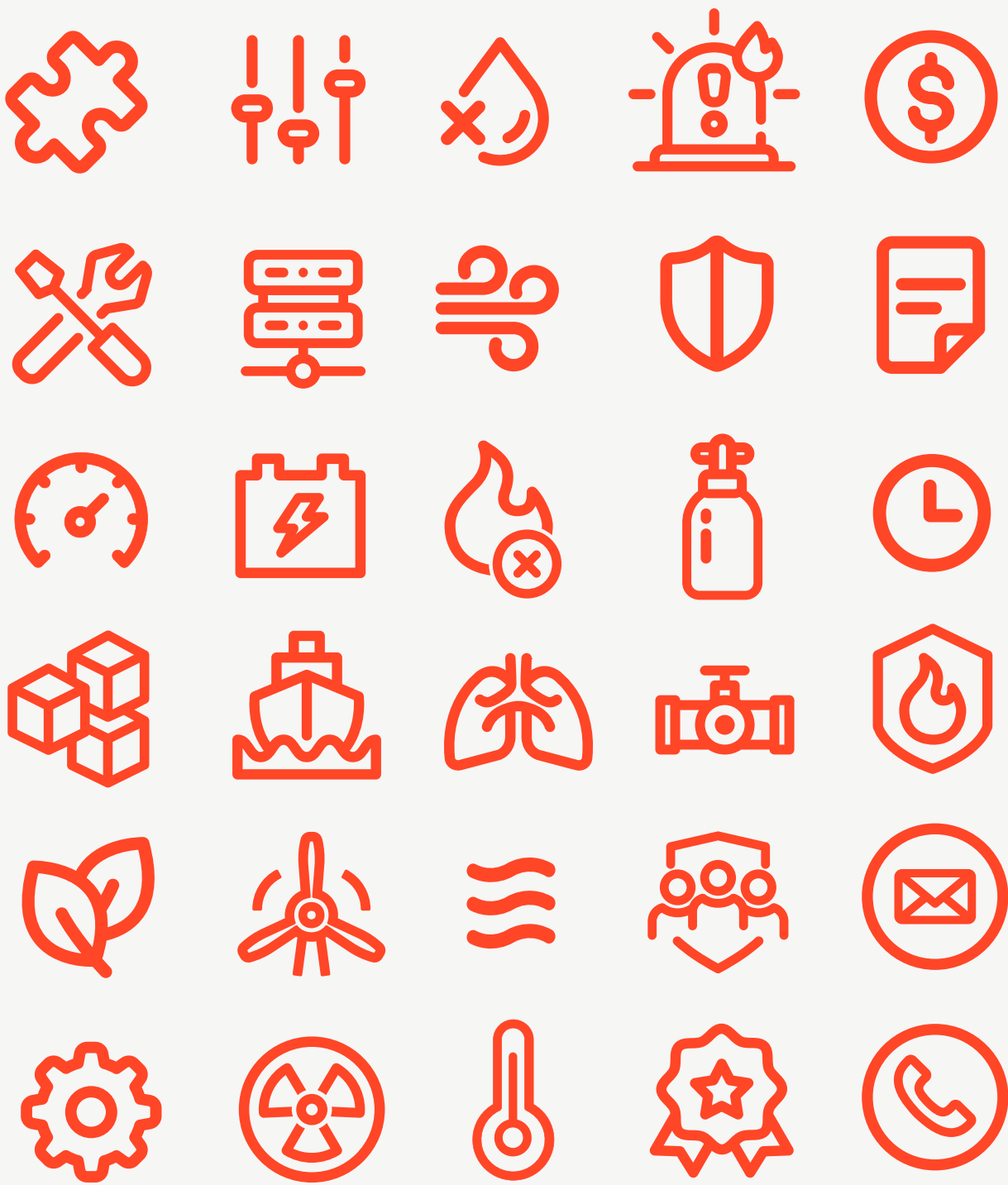
Examples

The icons described and illustrated here serve as a reference for DSPA’s communication materials.

The icons should be simple, geometric, and line-based, using basic shapes to represent ideas.

Things to consider

- Maintain a clean and simple style.
- Do not use organic or hand-drawn icons.
- Avoid overusing icons.



03 . Imagery

3.0

Image style

Overview

DSPA photography style relies on striking, inspiring imagery that balances human connection with technology. Through a atmospheric, mood-driven approach, our visuals align with the brand’s voice to drive curiosity and engagement.

We communicate our brand through three distinct photography categories, which combine to tell a cohesive story that reflects the core of what we do.

Authentic approach

Our photography style centers on genuine human moments. We capture real people along with their true goals and ambitions, stepping away from staged setups. This authentic approach makes our brand relatable, building personal connections and deepening trust.



Dynamic energy

Our photography style focuses on movement and purpose. We capture the energy of progress by showing people actively creating, working, and collaborating. This approach ensures our brand always feels active, forward-thinking, and on the move.



3.1

People Centered

Real moments in motion

Our visual strategy centers on authentic human experiences. We feature real people engaged in action, working, creating, and collaborating, rather than static, staged poses. By focusing on genuine stories and purposeful movement, our imagery feels alive and vibrant, building stronger personal connections and trust.

Key guidelines

- Showcase real people we collaborate with.
- Favor clean, natural lighting.
- Choose photos that incorporate our brand colors or can be color-corrected to align with our palette.



3.2

Product Centered

Precision and detail in focus

Our product photography highlights the quality, design, and engineering of DSPA solutions. We focus on clean compositions, sharp details, and realistic lighting to show our products both in studio settings and active, real-world environments. By presenting them clearly and authentically, we emphasize their reliability, safety, and functionality.

Key guidelines

- Highlight products being handled or deployed in authentic operational scenarios.
- Use close-up shots to emphasize textures, materials, and technical details.
- Ensure clean contrast and natural reflections without overexposing key features.



3.3

What to avoid

Overview

Visual consistency relies on recognizing improper usage. The examples shown alongside demonstrate common photo selection errors, serving as a practical guide to protect our brand’s integrity.

In contrast, our guidelines focus on capturing real moments, dynamic energy, and strong aesthetics. Use these correct principles as a reference to exercise good judgment in every selection.



Unnatural Poses: Images must reflect real, unscripted moments. Avoid static or staged setups to keep our visual language genuine and relatable.



Overused Stock Models: Do not use generic, recognizable stock actors. Portray real, unique individuals to preserve brand authenticity.



Gimmicky Effects: Steer clear of low-quality CGI or dated futuristic graphics. These detract from our sophisticated, high-end look.



Overacted Expressions: Images should never feature exaggerated or theatrical emotions. Our brand communicates through subtle, genuine human moments, reflecting a tone that is always honest and grounded.



Playful or Juvenile Styles: Avoid cartoons, whimsical drawings, or playful 3D models. Stick to clean, modern, and minimalist visuals.



Flawed AI Content: Never use AI-generated imagery with visible errors or synthetic textures. Subpar visuals weaken brand trust and visual standards.

04. Usage

4.0

Stationery

Examples

Stationery plays a critical role in preserving brand consistency in every detail. Designed as physical touchpoints, items from business cards to letterheads embody our visual identity. Maintaining uniformity across all print collaterals strengthens our professionalism and presents a unified brand.

Important

- For printed materials, ensure colors are in CMYK.
- Respect the clear space and minimum reduction size when applying the logo.
- Choose the most appropriate logo version for each type of material.



4.1

Branded Materials

Examples

Branded materials extend our visual identity into physical Touchpoints, including uniforms, IDs, merch, and packaging. Applying the logo correctly across all corporate assets ensures a cohesive brand presence and maintains high standards of quality and professional recognition.

Important

- The logo version featuring the circular gradient symbol is restricted to standard CMYK printing.
- For special production processes, such as silkscreen, laser cutting, debossing, embossing, or hot stamping, the complex gradient symbol must be avoided. Use either the purely typographic version or the custom halftone logo to ensure crisp execution and technical accuracy.



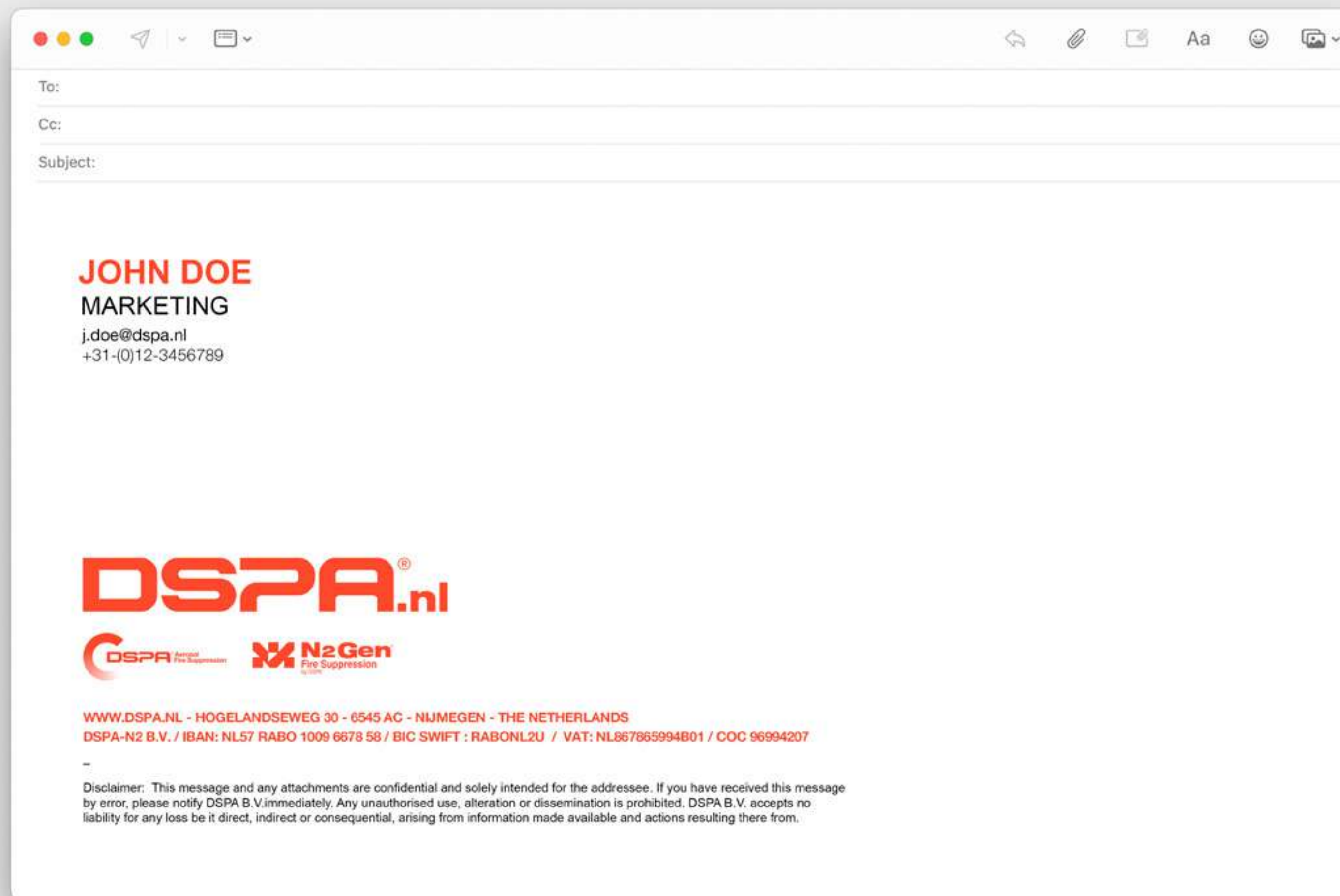
4.2

Email Signature

Example

Your email signature serves as an essential digital touchpoint for our brand. To maintain visual consistency, use only the primary logo versions paired with our official typography.

For customizable details such as your name and title, apply the Arial font.



4.3

Slide Deck

Example

Institutional presentations rely on clean, neutral visual assets to adapt seamlessly to any context. Strategic color choices provide clear contrast and distinction while preserving a professional look.

Important

Use Arial font exclusively for this material. This guarantees optimal rendering across all devices and software platforms.

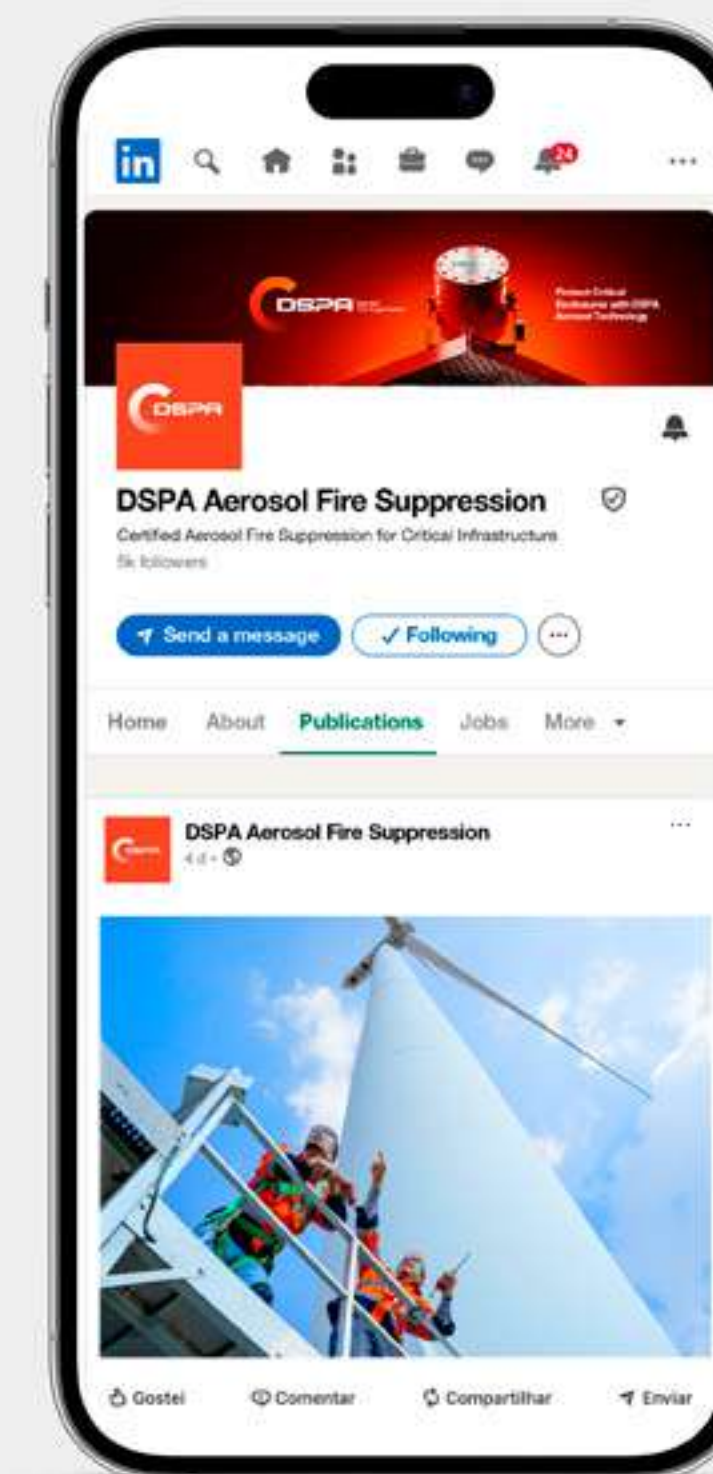
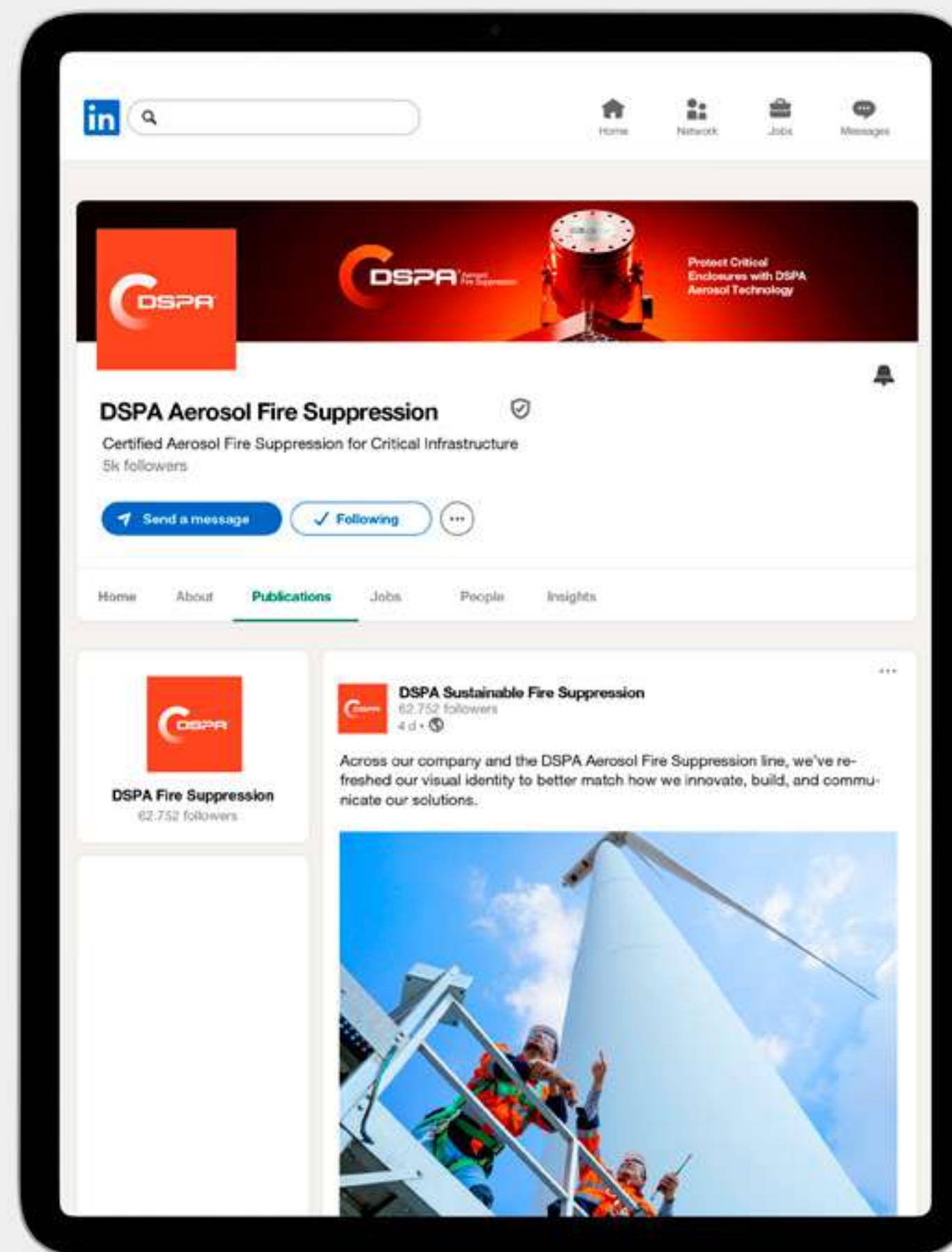


4.4

Cover & Avatar

Example

Social media headers should consistently represent our core brand identity or feature the primary campaign visual.



4.5

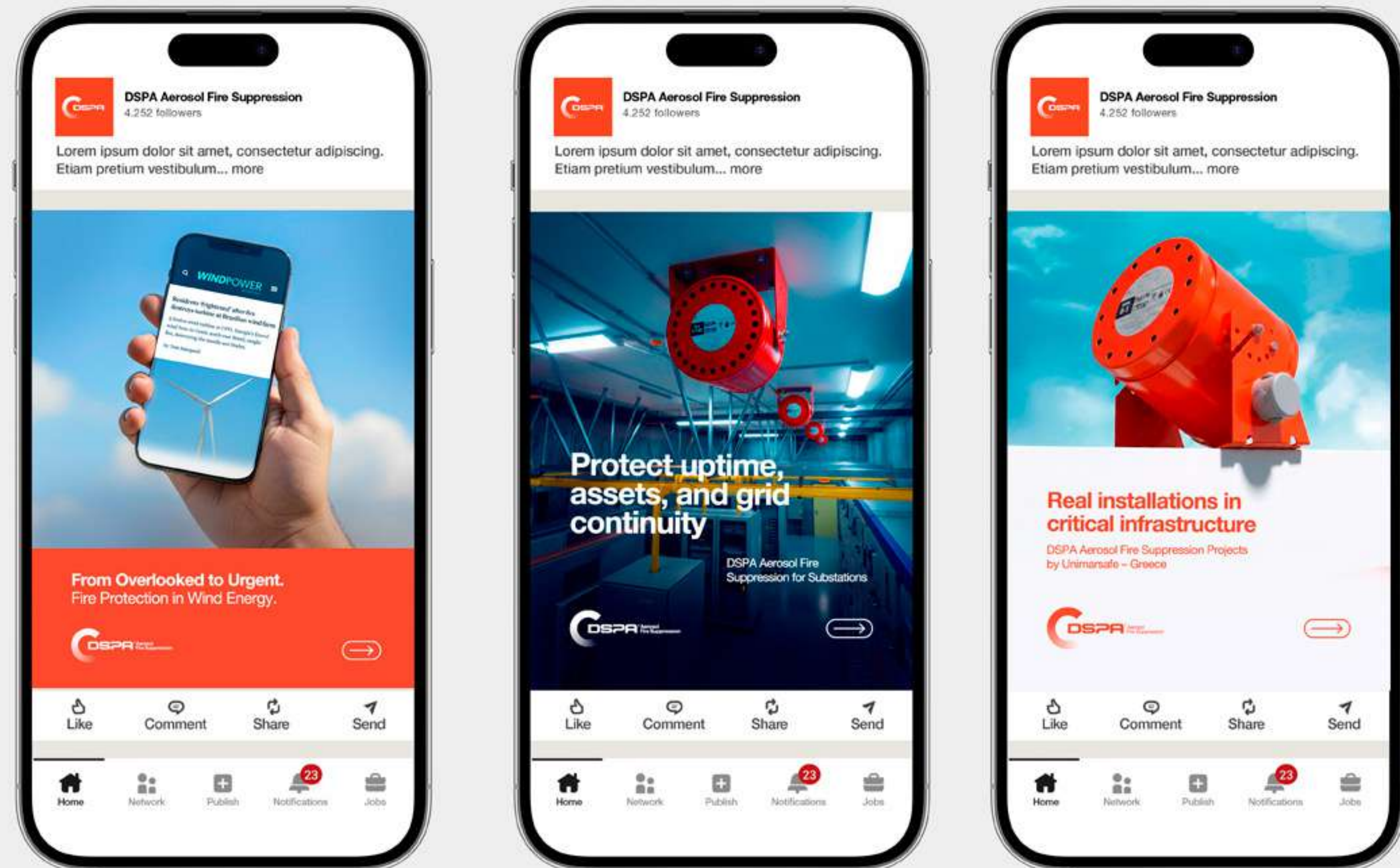
Social Media

Examples

Maintaining a simple approach is essential for long-term consistency across social channels. Maximize the visual impact of your imagery while ensuring every post delivers a clear, concise message.

Things to consider

- Opt for straightforward layouts, such as combining single images with typography.
- Apply color adjustments to maintain harmony with brand standards.
- Maintain generous margins to keep the design clean and uncluttered.



Our team is available to assist you.

If you need guidance on brand guidelines or require access to institutional templates and files, feel free to contact us.

We look forward to helping you bring our visual identity to life in all your work.



Contact us
DSPA B.V.
info@dspa.nl - www.dspa.nl
Platinawerf 10, 6641 TL
Beuningen, The Netherlands