



— DIGITAL IDENTITY MANAGEMENT · EST. 2020

# Brand *Guidelines*



The complete reference for logo, color,  
type & voice — handle with care.

ISSUED  
June 2026 · Lahore, PK

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A single source of truth for how Digital Space Co looks, reads and behaves across every surface — print, screen and social.

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PRIMARY TYPEFACE

**Schibsted Grotesk**

ACCENT TYPEFACE

*Instrument Serif*

SIGNATURE COLOR

**Clay #D97757**

DESCRIPTOR

**Digital Identity Studio**

# 01 Brand & Positioning

Digital Space Co is a digital identity studio. We don't chase traffic for its own sake — we build the brand that makes traffic worth having, and keep compounding it.

**We don't chase the algorithm. We build the *identity* that makes it chase you.**

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## Strategy *before* deliverables

Every asset traces back to a business number that matters. We start with the goal, not the artwork.

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## One *connected* system

Brand, content, search and web move as one, so every touchpoint compounds the last instead of fighting it.

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## Always *measured*

If we can't measure it, we don't claim it. Each campaign ships with the metrics attached.

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# 6

Disciplines, one roof

# 12

Specialists on the floor

# '20

Building since 2020

# ∞

Revisions until it's right


## 02 Logo — Wordmark

The primary logo is the full wordmark set in Schibsted Grotesk ExtraBold with a single clay dot. The dot is the brand's smallest unit — it carries the accent color and must never be removed or recolored.



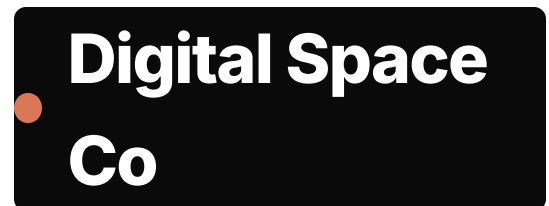
● **Digital Space Co**

ON LIGHT



● **Digital Space  
Co**

ON INK (REVERSED)



● **Digital Space  
Co**

### Clear space & minimum size

⋄ = dot diameter

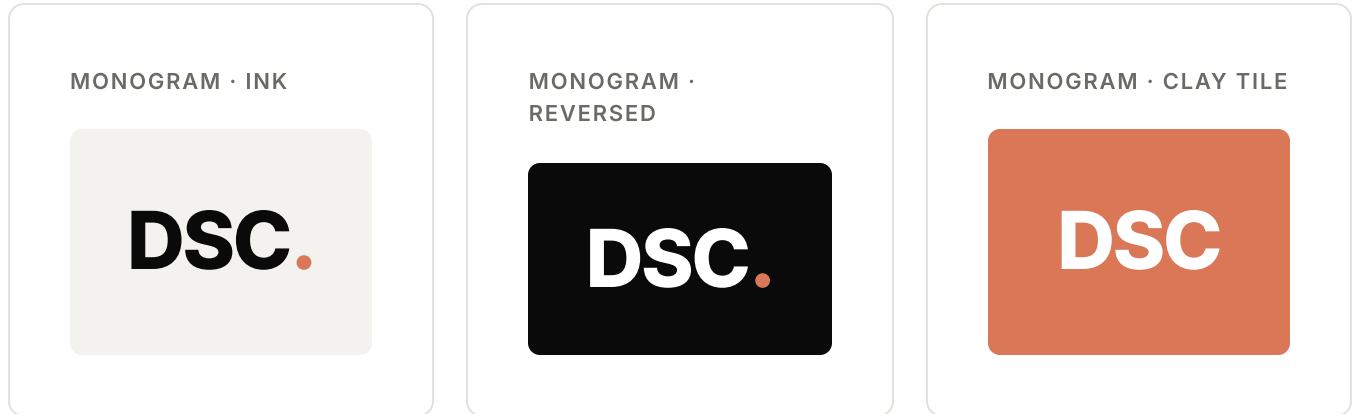


● **Digital Space Co**

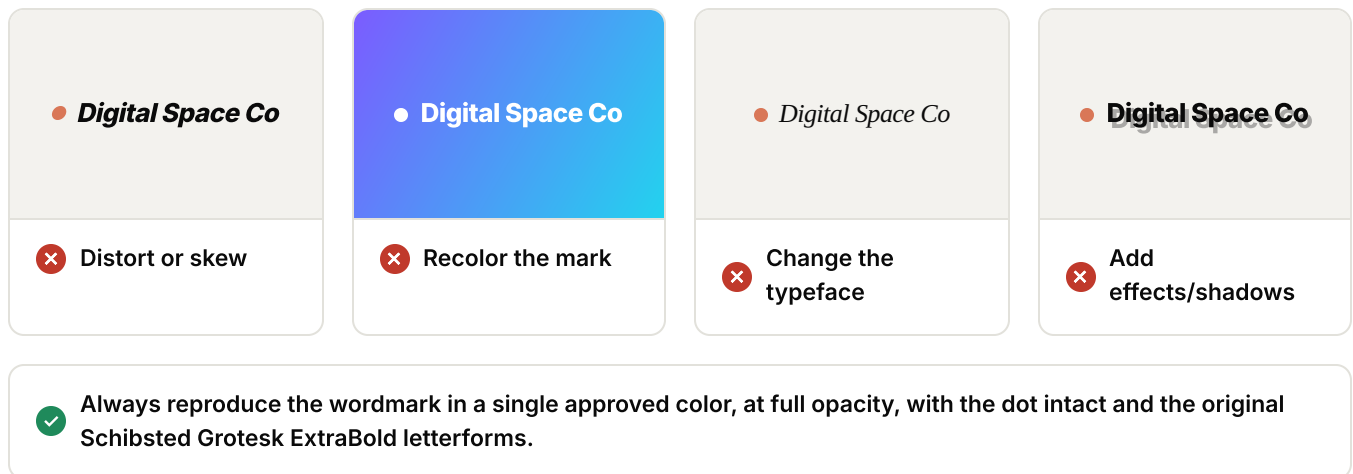
Keep clear space on all sides equal to the diameter of the clay dot. Minimum legible width: 120px on screen / 28mm in print.

## 03 Logo — Monogram & Use

Where space is tight — avatars, favicons, app tiles — use the **DSC** monogram or the standalone dot. Three approved color treatments only.





### Misuse — never do this


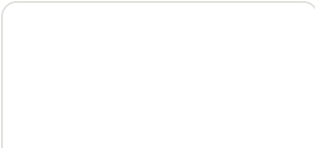
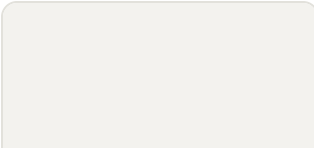
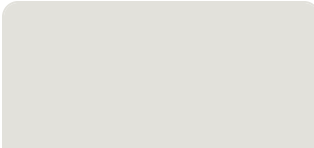



## 04 Color — Core System

A warm, editorial palette: a single confident clay accent over a near-black ink and soft paper-cream neutrals. Clay is the only chromatic color — use it deliberately.

 <p><b>Clay</b></p> <p>PRIMARY · SIGNATURE ACCENT</p> <p>HEX <b>#D97757</b></p> <p>RGB <b>217 · 119 · 87</b></p> <p>CMYK <b>0 · 45 · 60 · 15</b></p> <p>VAR <b>--clay</b></p>	 <p><b>Clay Deep</b></p> <p>HOVER · PRESSED STATES</p> <p>HEX <b>#BF5D3F</b></p> <p>RGB <b>191 · 93 · 63</b></p> <p>CMYK <b>0 · 51 · 67 · 25</b></p> <p>VAR <b>--clay-deep</b></p>
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### Neutral foundation

 <p><b>Ink</b></p> <p>#0A0A0A</p>	 <p><b>Paper</b></p> <p>#FFFFFF</p>	 <p><b>Panel</b></p> <p>#F3F2EE</p>	 <p><b>Line</b></p> <p>#E2E1DB</p>
 <p><b>Muted</b></p> <p>#6B6B66 · RGB 107 107 102</p>	Secondary text · captions · meta labels		

## 04 Color — Usage

System colors carry meaning only — success and error feedback in forms. They never appear in marketing layouts.



**Success**

#1F8A5B · RGB 31 138 91



**Error**

#C0392B · RGB 192 57 43

### Balance & proportion

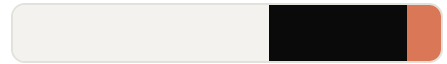
Let neutrals do the work. Clay should occupy roughly a tenth of any layout — a dot, a rule, one emphasized word. Ink and paper carry the rest.



70 paper · 22 ink · 8 clay

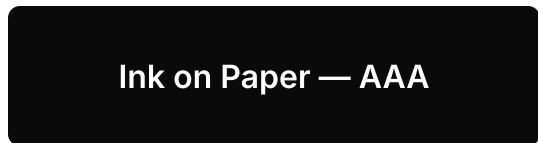


Dark surface variant

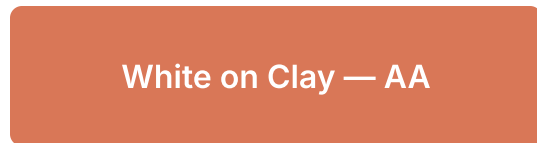


Panel section variant

### Accessibility



BODY & HEADINGS · CONTRAST 19.5:1



LARGE TEXT & BUTTONS ONLY · 3.4:1

Clay does not pass AA for small body text on white. Reserve clay text for headings, links and emphasis at 18px+ / bold — never for paragraph copy.

## 05 Typography

Two voices. A precise grotesque for everything functional, and a warm serif italic for moments of emphasis. The contrast is the brand.

### Schibsted Grotesk

Display · headings · UI · body

Aa

Regular Medium SemiBold Bold ExtraBold Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 & @ # % ↗

### Instrument Serif

Accent · section numbers · emphasis

Aa

Regular *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 & ?

**Let's build something** *worth*  
**remembering.**

The serif italic, always in clay, lands on one or two words per headline — never a whole sentence. It marks the idea you want the reader to keep.

# 05 Type — Scale & Rules

A fluid scale anchored to the viewport. Display sizes run tight; body stays comfortable. Tracking tightens as type grows.

Display  
800 · -.04em

# Identity, compounded

H1  
800 · -.03em

## A fresh take on a noisy industry

H2  
700 · -.02em

### One connected system

Lead  
400 · 1.55

We build the brand that makes traffic worth having.

Body  
400 · 1.5

Standard paragraph copy for descriptions and supporting detail across the site and collateral.

Eyebrow  
600 · .14em ·  
UC

WHAT WE BELIEVE

Numeral  
Instrument  
Serif

# 01 — 06



**DO**

Set display headlines tight (-.03 to -.04em).

Keep body line-height at 1.5 for readability.

Use italic serif for a single accent word.



**DON'T**

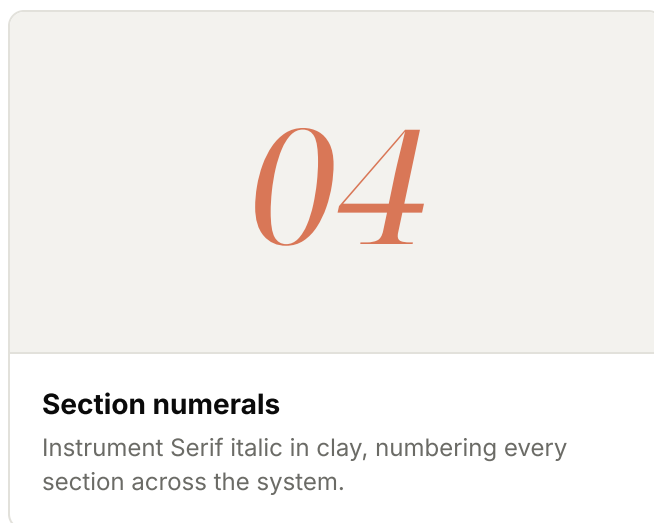
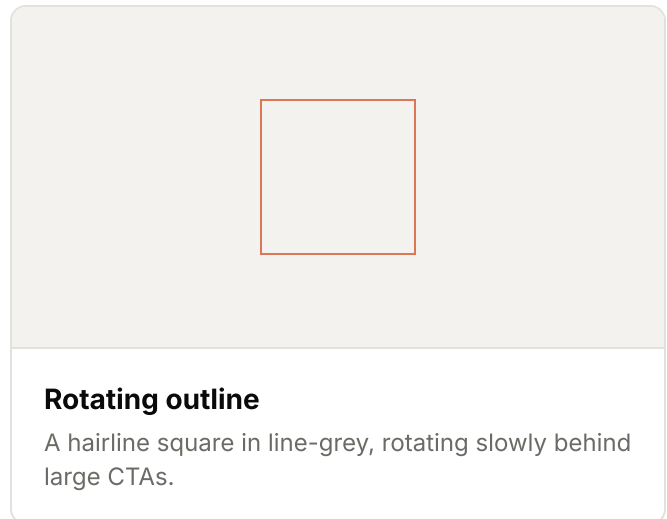
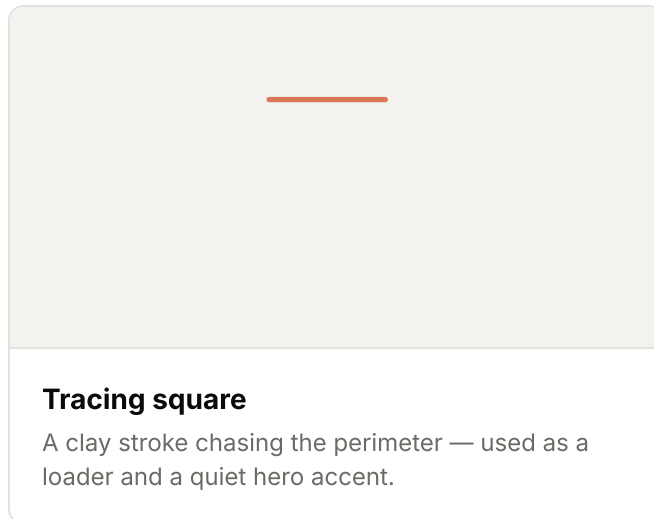
Track out body text or justify paragraphs.

Set whole headlines in the serif italic.

Mix in a third typeface or use Inter/Arial.

## 06 Graphic Language

The square is the brand's only graphic device — a nod to "space." It appears as an animated tracing loader and a slow-rotating outline. Numbers and rules carry the editorial rhythm.



Layouts sit on a wide editorial grid (max 1640px, fluid gutters). Generous whitespace, thin **1px** line-grey rules, and 100px pill radii on buttons. No drop shadows on brand graphics; cards use a soft elevation only on hover.

## 07 Voice & Tone

Confident, plain-spoken and a little contrarian. We write like a sharp studio lead — short sentences, strong verbs, no jargon and no hype.

### Sharp, not loud

State the point and stop. The em-dash is our favorite punctuation — it earns the pause.

### Proof, not promise

We claim only what we can measure. Numbers over adjectives, every time.

### Human, not corporate

Contractions, plain words, a wry edge. We sound like people who do the work.

#### ✓ SOUNDS LIKE US

"We don't chase traffic for its own sake."

"Most brands don't have a traffic problem — they have an identity problem."

"If we can't measure it, we don't claim it."

#### ✗ NEVER US

"We leverage synergistic, cutting-edge solutions."

"World-class, best-in-class digital experiences!"

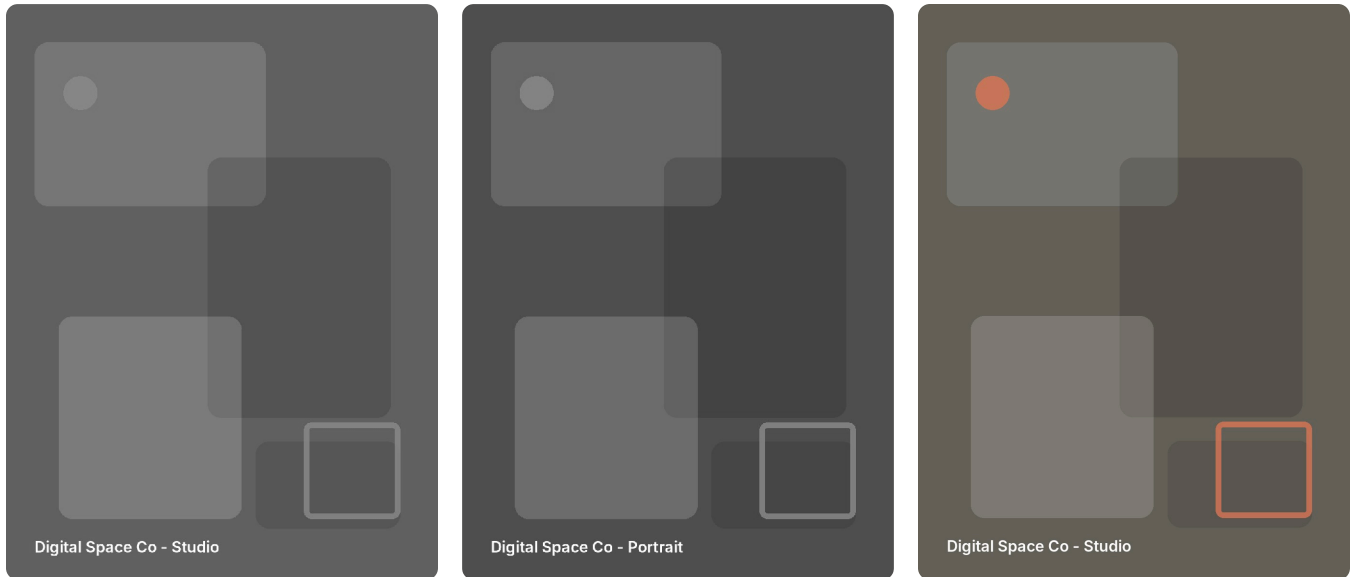
"Unlock your brand's full potential today!!!"

## A fresh take on a *noisy* industry.

Headline formula: a plain, confident statement with one italic-clay word carrying the tension. Lead with the belief, support with the proof.

## 08 Imagery Direction

Real people, real work, candid moments. Photography defaults to high-contrast grayscale and resolves to full color on interaction — restraint first, warmth on engagement.



### Treatment

Default state: grayscale(1) contrast(1.02). Hover / focus reveals full color. Portraits and work shots crop tight; never centered and static.

### Subject

People over product, process over polish. Natural light, working environments, candid expression. Avoid stocky poses, glossy renders and gradient overlays.

### Placement

Images sit in 4–6px radius frames, edge-aligned to the grid. Aspect ratios: 3:4 portraits, 16:10 work cards, 4:3 split blocks. Let one image breathe per section rather than crowding a gallery.

## 09 In Practice

The system, assembled. Reference components for buttons, navigation, chips and cards — pulled straight from the live build.

### BUTTONS

Start a project ↗

Start a project ↗

View our work

### NAVIGATION

● **Digital Space Co**

Services Studio Team Contact

### CHIPS & LABELS

● Digital Identity

● The DSC dispatch

— EST. 2020

### WORK CARD

*Branding*

**An identity, recognised at a glance**

— KEEP IT CONSISTENT

# Build something *worth* remembering.

Questions on usage, or need source files — logo lockups, color tokens, type licenses? Reach the studio.

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