



Brand guide

divante /empowering
eCommerce

°01.A

Our mission

Divante has a bold ambition: to globally influence eCommerce and to move both the online and offline retail worlds forward.

We achieve this through experimentation and implementing new technologies that others are afraid to adopt.

We build communities around our passion and influence what is coming next. We do this because we believe that better eCommerce technology can help shape and improve the world of the future.



**Tom Karwatka,
CEO, Divante**

°01.B

Why Divante?

We give the world the opportunity to get there faster by combining our world-leading products with experimentation using the technologies of tomorrow.



°01.C

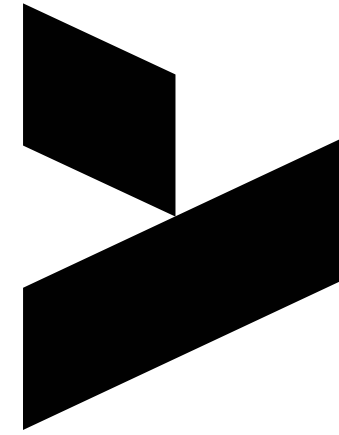
Our values

A short story about our values...

They come from our people. It was suggested that management should just define the company values and then announce them to everyone else. But that's not who we are.

We've been an open-source company from the start, so we value the voice of the community above all else. We ran group workshops for all members of our tribes, and they decided on the values that define Divante. The consensus of the hive mind captures the true essence of who we are. **We are DVNT.**

Drive



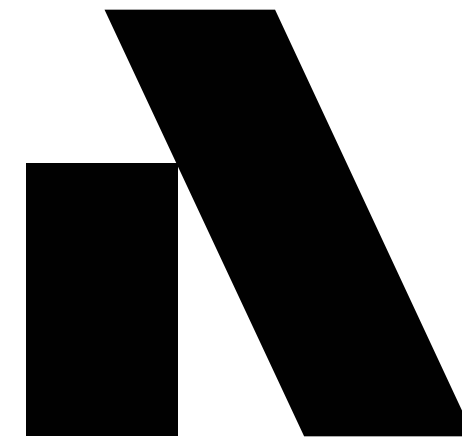
The **drive** to change eCommerce for the better. We work hard to take our people, our clients, and the world around us to the next level.

Vibe



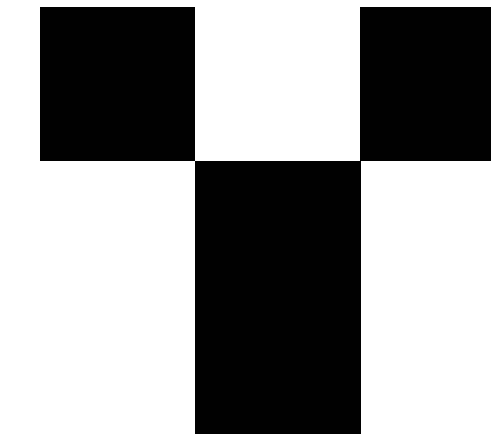
A company with a unique **vibe**. Our 'Divaniversity' is a combination of professionalism, team spirit and good humor that we also share with our clients.

Next



Passionate about what's coming **next**. We don't believe in novelty, we seek and utilize technologies that will shape the future. If we can't find them, we build them.

Teamwork



A culture of **teamwork**. Integrity and empathy elevate our culture. We care for one another, and nothing changes as we grow. Our clients remain our partners.



°02

**Brand
visuals**



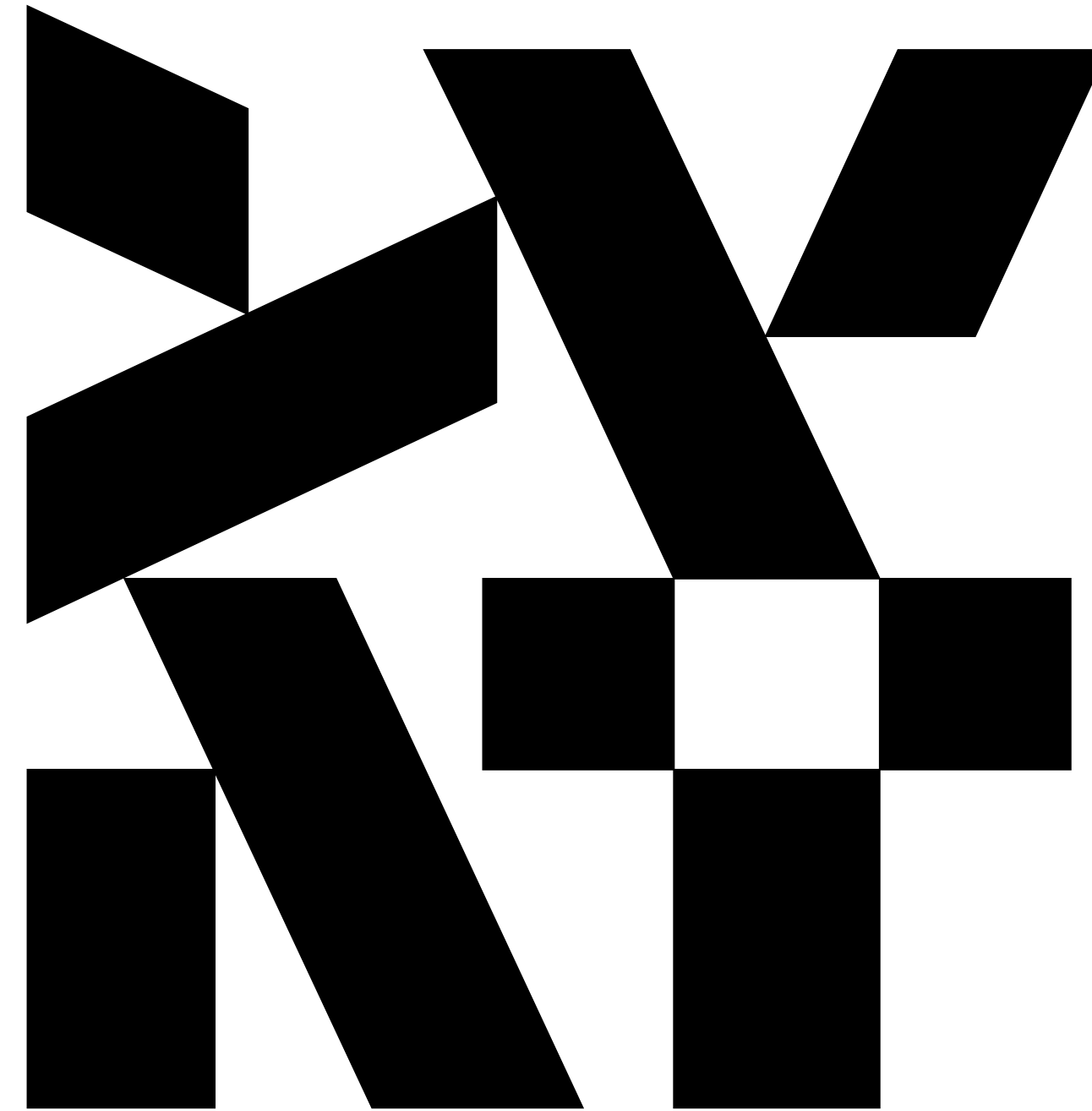
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°02.A

Mark

The signet is a structure composed of seemingly unconnected elements. In small size, it resembles a QR code. The logo contains four letters, which also correlate to our company values (DVNT).



°02.B

Logo

The logo is a combination of the mark and logotype. We use a custom typeface designed for our business.



°02.C

Logo variations

We restyle our logo for different purposes.

empowering eCommerce.

We kept our existing claim because it is known in the industry and it is still what we do best.

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 **divante**
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°02.D

Color palette

Primary color: Blue

Secondary tones:

White, grey, and black

VIBRANT BLUE //

RGB : 112.170.255 //
Hex : #70aaff //
Pantone : 2985 //

RGB : 64.141.255 //
Hex : #408dff //
Pantone : 2995 //

RGB : 116.113.255 //
Hex : #1071ff //
Pantone : Process Blue //

RGB : 38.95.199 //
Hex : 265fc7 //
Pantone : 3005 //

RGB : 14.72.157 //
Hex : #0e489d //
Pantone : 3015 //

LIGHT GRAY //

RGB : 242.244.246 //
Hex : #f2f4f6 //
Pantone : Cool Gray 1 //

RGB : 64.141.255 //
Hex : #408dff //
Pantone : Cool Gray 1 //

RGB : 144.147.150 //
Hex : #909396 //
Pantone : Cool Gray 6 //

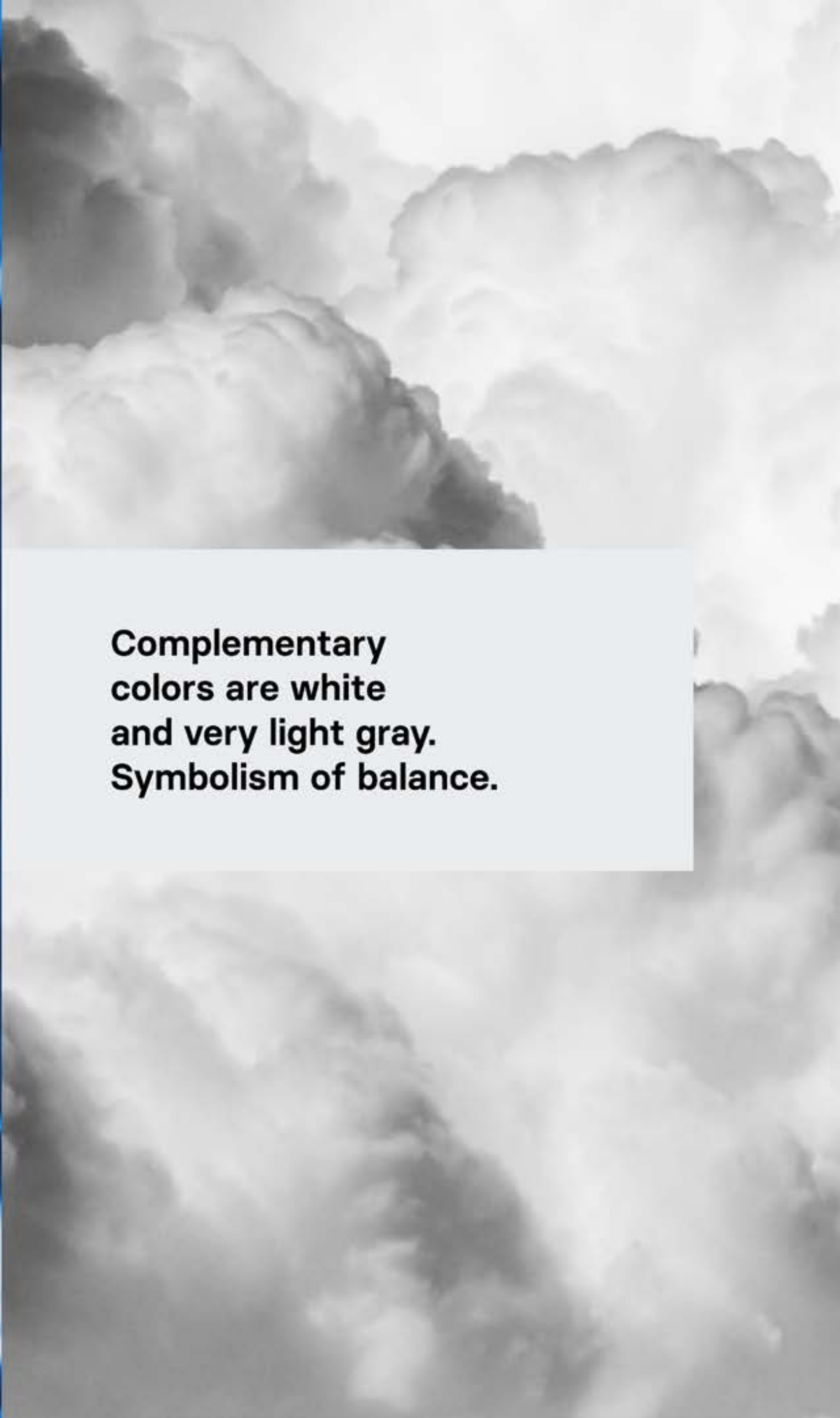
RGB : 144.147.150 //
Hex : #434447 //
Pantone : Cool Gray 10 //

RGB : 12.12.12 //
Hex : #0C0C0C //
Pantone : Black //


ALMOST BLACK //



The basic color is a highly saturated shade of blue. It symbolizes dynamism, creativity and inspiration.



Complementary colors are white and very light gray. Symbolism of balance.

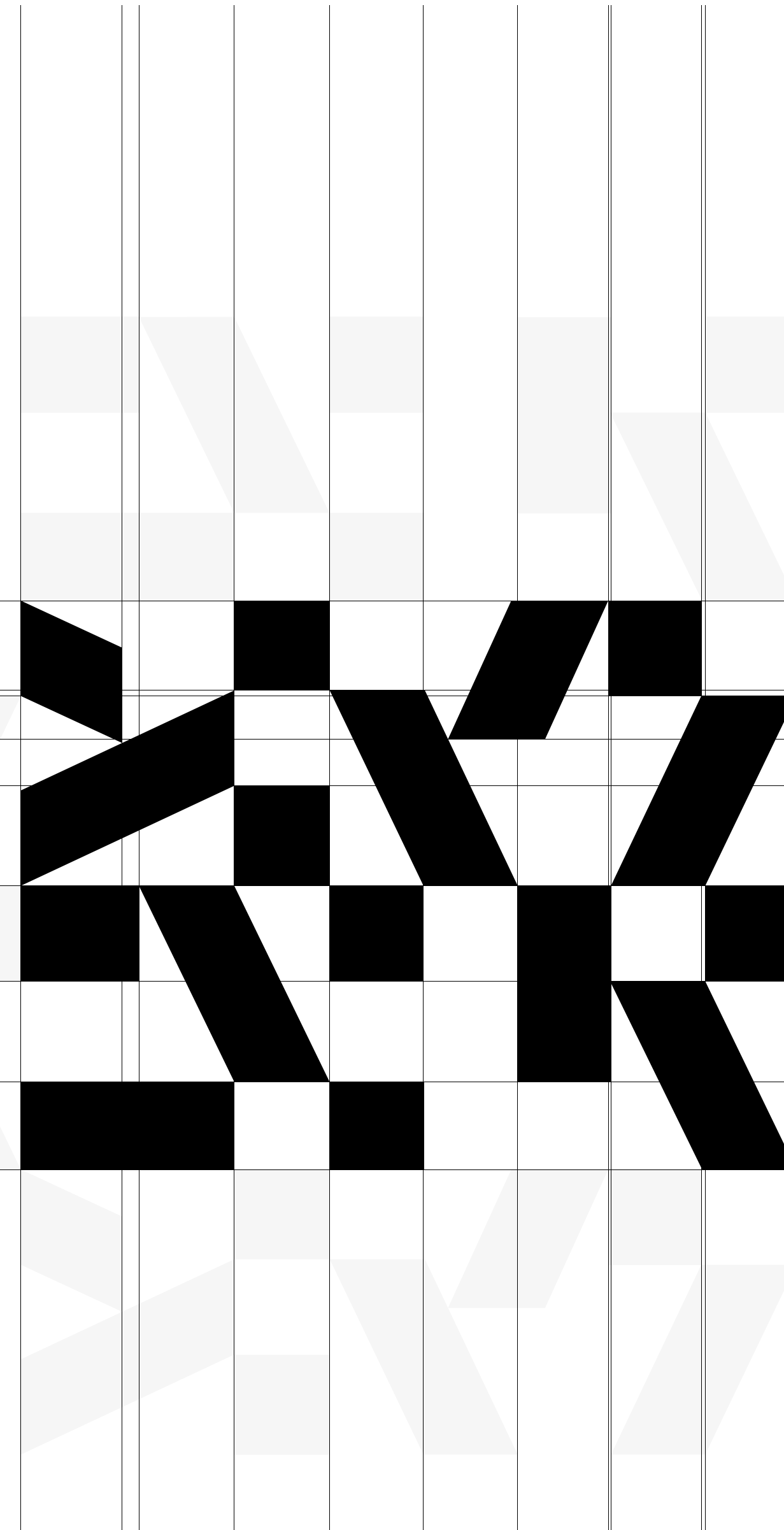


Black symbolizes reliability and experience.

°02.E

Pattern / module

A single pattern module can be multiplied freely to obtain the desired pattern size. Multiplication must be done by tangent duplication of the module - spaces between modules are not allowed.



°02.F

Typography

Basier is a classic sans serif font which has been modernized with curves and cut-ins. It comes in two variants: circle and square.

Basier Circle

Header

Font Weight - **Bold**

Line Spacing - **100%**

Optical kerning - value **20**

Basier Square

Subtitle

Font Weight - **Semibold**

Line Spacing - **100%**

Optical kerning - value **10**

Text block

Font Weight - **Regular**

Line Spacing - **130%**

Optical kerning - value **0**

0123456789

Font Weight - **Medium**

Line Spacing - **130%**

Optical kerning - value **0**

°02.G

Photos / Applying pattern

The pattern is applied to the photo by enlarging it and reducing the number of elements.





effect nr 01 //

Grayscale background. White elements added to picture.



effect nr 02 //

Aternate color from the palette for elements.



effect nr 03 //

Enhance 3D effect by using the color palette in the background.



effect nr 04 //

Use 120-200% enlargement of picture in some elements to add dynamism.



effect nr 05 //

Dynamic enlarged images in elements and a grayscale background.



effect nr 06 //

Create a subtle but dynamic effect with enlarged images in elements and a similar color from the palette as background.



°03

**Our tone
of voice**



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When we speak, we are...

Bold

We move fast. We are ambitious futurists who are ready to take risks.

Open

We're supportive and community-minded. Always partners not service providers.

Knowledgeable

Experienced but searching for what's next. Our content is always fact-based and specific.

Writing at Divante

01.

Be yourself

Everyone at Divante has their own expert knowledge. Whether it is technology, design, business, marketing, or HR, we want everyone to tell their story in their own way. Our employees are our best ambassadors.

02.

Be open

We are an open-source company. That means we are community-minded and open for all. We are positive and share our belief in our work and that of others.

03.

Bring value

We don't talk just for the sake of it. We share about technologies and trends as a leading voice in the eCommerce community. We create valuable, inspirational content for businesses.

04.

Know the limits

Sometimes the best way to know if you are getting it right is to know when you are getting it wrong.

Our content should be...

- Tech-smart but **not** full of jargon
- Professional but **not** distant
- Friendly but **not** over-familiar
- Confident but **not** arrogant
- Sometimes fun but **not** childish

05.

Be proud

We want to share your thoughts with the world. Even if you are not writing long-form content, don't forget to tag our Facebook channel in social media and link to our knowledge base.

06.

If you remember one thing...

Here is the Divante tone of voice in a single sentence:
We are small enough to care,
but big enough to dare.



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