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1.0 Masterbrand



The Demand Driven Technologies Logo.

It's the most visible element in the Demand Driven Technologies brand toolkit. Traditionally it's been the core asset of the company. We say, respect it. So make sure you're using the official artwork, available from the marketing team.

The **logomark** is depicted as two "D's" representing Demand Driven; interlocking to form a chain.

The **logotype** is set in the brand typeface DIN, with emphasis on Demand Driven.

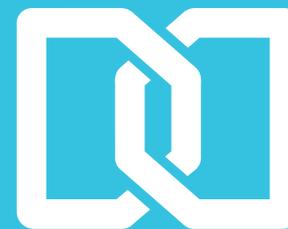


The Stacked Logo.

A stacked version of the logo is approved for usage on a variety of media and campaigns, where horizontal space is not available. Please check with the marketing team for usage.



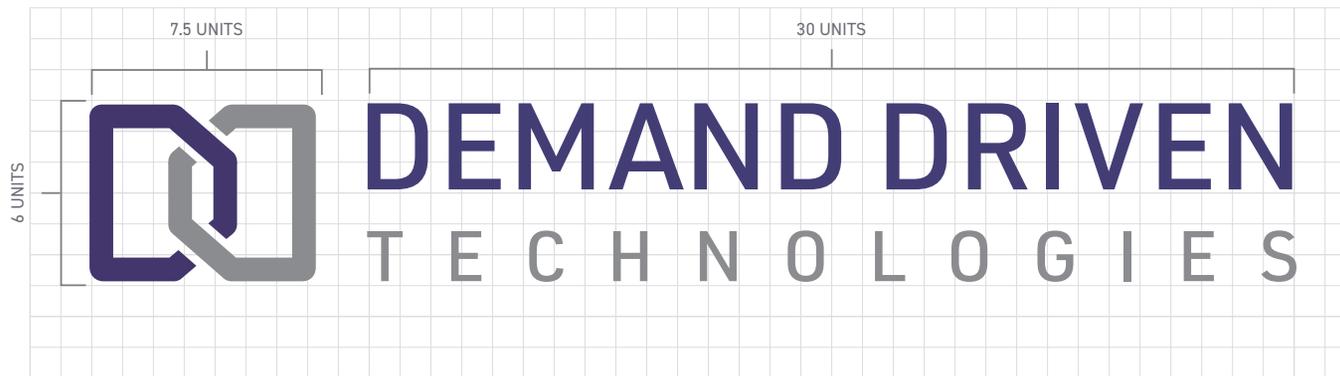
DEMAND DRIVEN
TECHNOLOGIES



DEMAND DRIVEN
TECHNOLOGIES

Masterbrand

Logo Dimensions



Minimum Logo Sizes

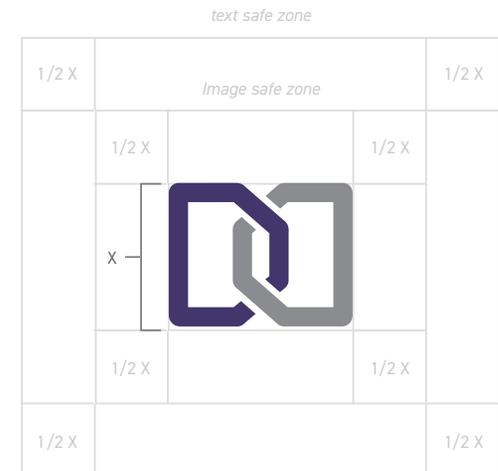
The Demand Driven logo should never be used below 1" across media. If the need arises to utilize a small logo, please utilize the stacked logo or the Mark by itself.



1.4

Masterbrand
Logo Padding

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the minimum allowable proximity any other graphic element or message can be positioned in relation to the logo. The Demand Driven Technologies logo relies on half the height of the logomark to define the padding.



1.5

Masterbrand
Incorrect Use



The logo should never be distorted or skewed.



The logo should never be stretched or altered from its inherent proportions.



Refrain from applying special effects to the logo, such as extrusion.



The logo should never be displayed on top of a colored or conflicting background, unless stated otherwise in the official brand book.

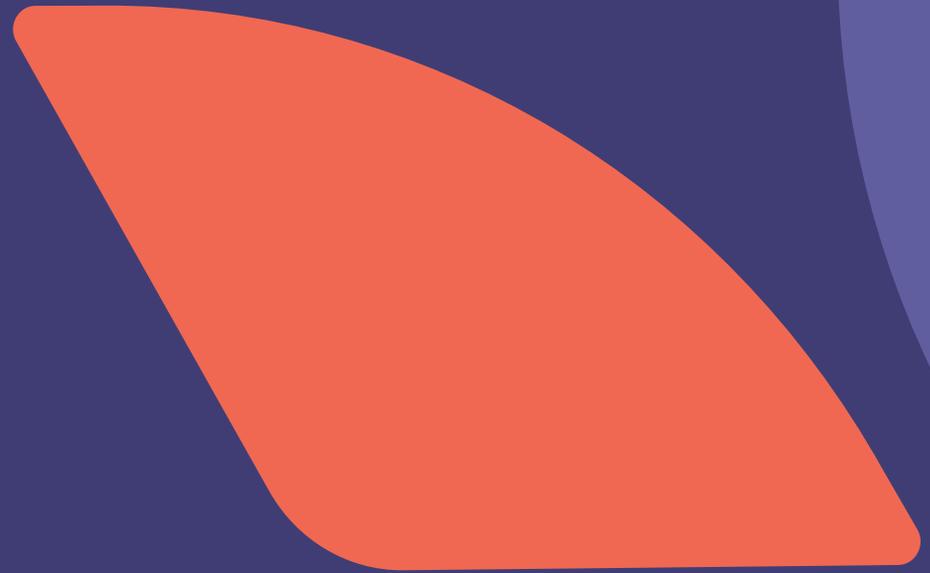


The individual parts of the logo should never be rearranged or altered from the original composition.



The logo should never appear in any color that is not inherent to the original and any approved alternate design.

2.0 Intuiflow



The Intuiflow Suite.

Introducing the Intuiflow Suite Logo. Intuiflow is the name of the suite of solutions that Demand Driven Technologies has created. The Intuiflow logos should only be used when discussing the suite of solutions. They should never be used to replace the Demand Driven Technologies Logo. Intuiflow should be set either in all caps, or initial cap only: (INTUIFLOW / Intuiflow)

The **logomark** represents a shipping container or box.

The **logotype** is set in the DIN typeface. The word mark uses two weights to distinguish the two words, with a focus on “flow.”



The Stacked Intuiflow Logo.

A stacked version of the logo is approved for usage on a variety of media and campaigns, where horizontal space is not available. Please check with the marketing team for usage.



INTUIFLOW

BY DEMAND DRIVEN TECHNOLOGIES



INTUIFLOW

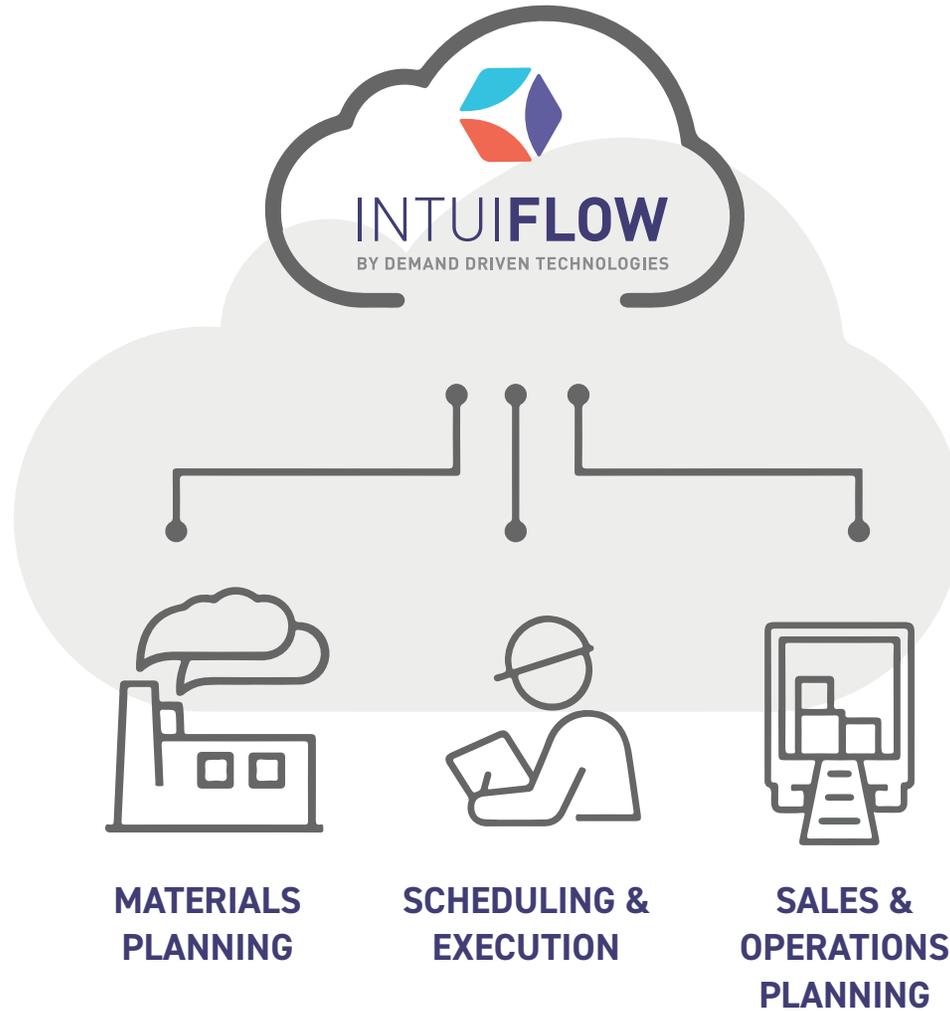
BY DEMAND DRIVEN TECHNOLOGIES

2.3

Intuiflow Logo Padding

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the minimum allowable proximity any other graphic element or message can be positioned in relation to the logo. The Intuiflow logo utilizes the cap height of the letter “N” to define the padding, while the logomark uses the height of a single face of the logomark.





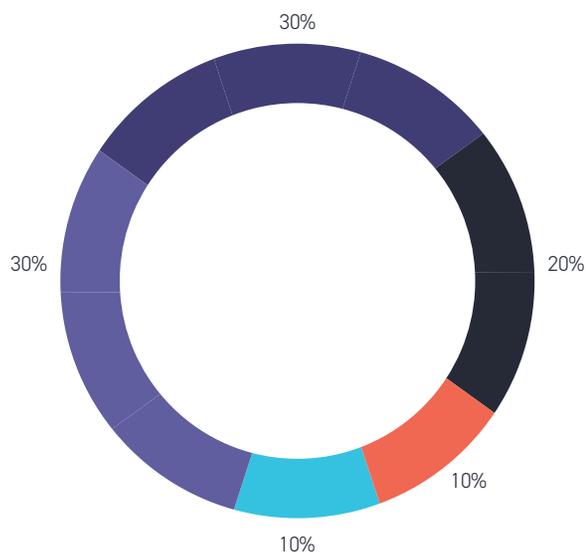
3.0 Color

3.1

Color Palette

The Intuiflow brand colors can be applied as overlays using 70% opacity. Sky Captain is broken out into three shades (light, medium, and dark) and can be used as accents or backgrounds.

Color Hierarchy



Ember Glow	Capri	Very Peri	Deep Wisteria	Sky Captain
Pantone 7416	Pantone 637	Pantone 7669	Pantone 7672	Pantone 4280
C3 M73 Y70 K0 R229 G106 B84 #E56A54	C62 M2 Y8 K0 R78 G195 B224 #4EC3E0	C72 M70 Y9 K0 R102 G103 B171 #6667AB	C88 M87 Y25 K12 R76 G64 B132 #4C4084	C81 M72 Y54 K58 R37 G42 B54 #252A36
70%	70%	70%	70%	15%
				35%
				15%

4.0 Typography

DIN

Designed by Albert-Jan Pool

DIN is a sans-serif typeface that is widely used for traffic, administrative and technical applications. It was defined by the German standards body DIN - Deutsches Institut für Normung (German Institute for Standardization), pronounced as "Din".

Light

AaBbCcDdEeFfGgHh
1234567890 \$&?/+“(.,:;)

Regular

AaBbCcDdEeFfGgHh
1234567890 \$&?/+“(.,:;)

Bold

AaBbCcDdEeFfGgHh
1234567890 \$&?/+“(.,:;)

Light Italic

AaBbCcDdEeFfGgHh
1234567890 \$&?/+“(.,:;)

Italic

AaBbCcDdEeFfGgHh
1234567890 \$&?/+“(.,:;)

Bold Italic

AaBbCcDdEeFfGgHh
1234567890 \$&?/+“(.,:;)

Aa

FreightText Pro

Designed by Joshua Darden

Freight Text and Freight Sans are the brand typefaces. Created by African American designer Joshua Darden, this set of fonts is inspired by historic typefaces, and has a warm and balanced character.

Book

AaBbCcDdEeFfGgHh
1234567890 \$&?/+”(.,:;)

Book Italic

AaBbCcDdEeFfGgHh
1234567890 \$&?/+”(.,:;)

Bold

AaBbCcDdEeFfGgHh
1234567890 \$&?/+”(.,:;)

Bold Italic

AaBbCcDdEeFfGgHh
1234567890 \$&?/+”(.,:;)

Aa



Next generation materials, inventory & production

HEADING

We provide next generation materials, inventory and production control planning and execution applications for global manufacturers and wholesale distributors who need to align inventory to true market demand, compress lead times, improve service levels and increase visibility across the supply chain. Our Demand Driven MRP supply chain software is compatible with any ERP solution.

PARAGRAPH

5.0 Media

Reflect the industries that Demand Driven Technologies serves.

Using dynamic images goes beyond giving customers a peek at your product. It's all about giving consumers more information – visual or otherwise – when they consider a purchase. Dynamic images encourage customers to stay on your product pages instead of looking for information elsewhere.

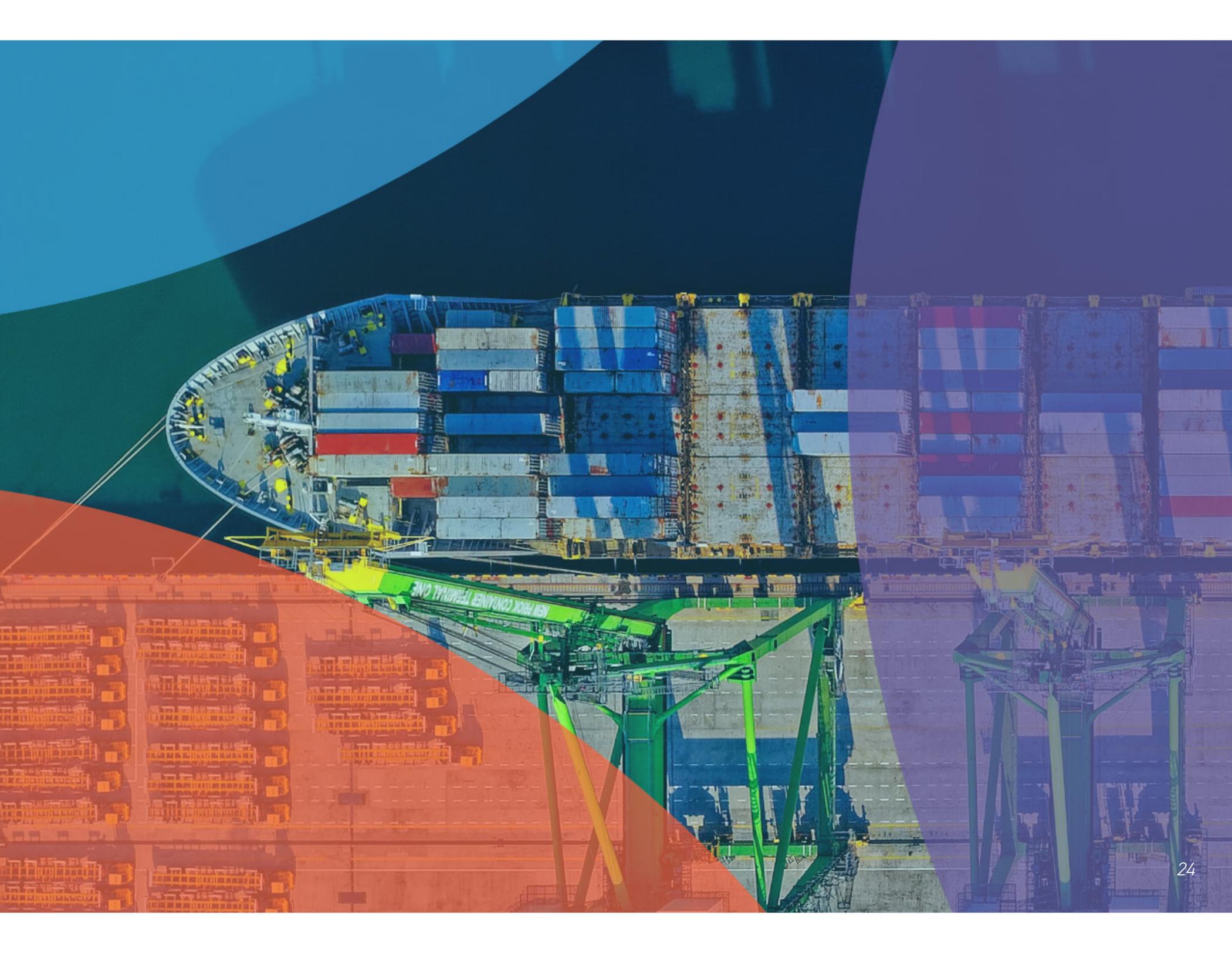




Vibrant and on Brand.

Photographic media should consist of vibrant, high contrast images that are either people or logistics focused or convey the efficacy and functionality of the Intuiflow software through imaginative visuals. Images that display and emphasize Intuiflow brand colors are preferred.





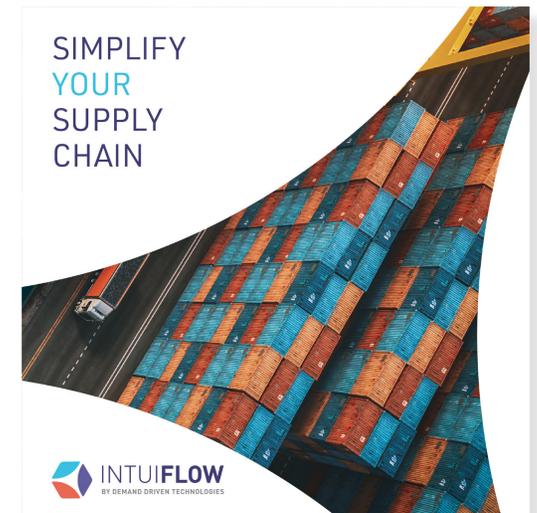
Gradients & Overlays

Choosing vibrant imagery can result in the readability of the text overlay to become difficult to read. In some cases the use of a branded color gradient or color overlay can allow the text to become easier to read.



Image Masks

The Intuiflow logomark can be used as a design asset when developing graphics pertaining to the Intuiflow Suite. You may use the logomark to frame and mask one or multiple images.



Iconography

Icons should remain consistent across all platforms. They are simple, outlined and should be used sparingly to convey a concept or meaning.



6.0 Print

6.1

Print
Envelope & Business Card



Company Envelope

Dimensions:

US No. 11

Paper:

Uncoated, white, 120g/m2



Company Business Cards

Dimensions:

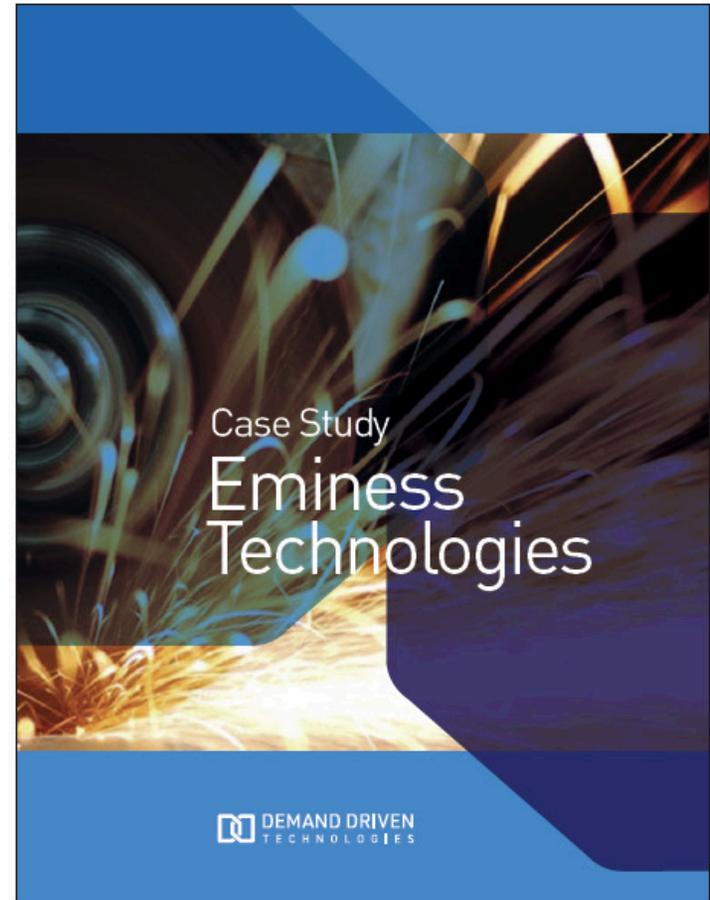
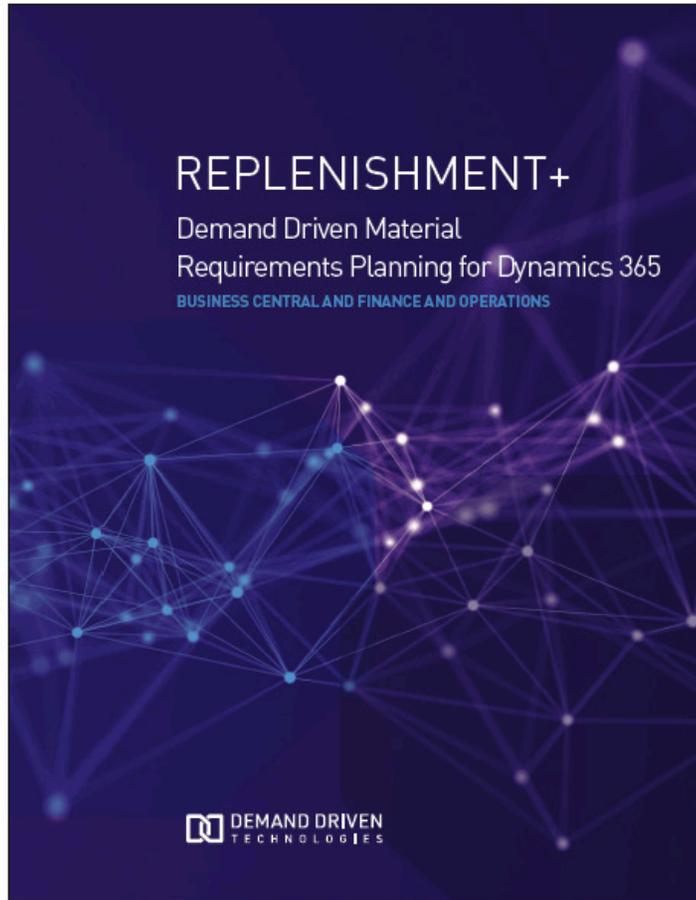
US 3.5x2

Paper:

Uncoated, white, 120g/m2

Cover Examples

Use on A4 and
US letter format





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United States



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