

## Primary Logo

### Logo Construction



### Favicon



### Wordmark

divdat®

### Tagline

Leveling the paying field.®

## Responsive Logo Variations

### Full Color Logo



### One Color Logo



### One Color Logo on Dark Background



### Logo Black



### KO Logo



## Typography

### Display Typeface

Aa

**Kanit Semibold**  
*Kanit Semibold Italic*

**Kanit Medium**  
*Kanit Medium Italic*

**Kanit Regular**  
*Kanit Italic*

### Body Text Typeface (System Font)

Aa

**Roboto Regular**  
*Roboto Italic*

**Roboto Medium**  
*Roboto Medium Italic*

### Usage Example

**Headline** Lorem Ipsum

Renda sundae nobiti quatis quodit  
qui dolorum volore asperia volo  
quaectempos.

### Subheadline

**Subheadline** Lorem Ipsum Delor

Vellesti cus, con eosam, sust mosam et  
exceper orrovidis digento et alibeat et,  
simaio most omnimpo reperum.

### Body Copy

## Brand Personality

- **Authentic**
- **Accessible**
- **Efficient**
- **Inclusive**
- **Insightful**

## Color

### Primary Brand Colors

<b>DivDat Lake</b> C100 M73 Y20 K0 #004A98 R0 G74 B157 PMS 2945 C	<b>DivDat Sky</b> C81 M18 Y0 K0 #00A0DD R0 G160 B221 PMS 299 C
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### Secondary Brand Colors

<b>DivDat Black</b> C69 M63 Y62 K58 #333333 R51 G51 B51 PMS 419 C	<b>DivDat Effervescent</b> C0 M55 Y100 K0 #FF8300 R255 G131 B0 PMS 151 C	<b>DivDat Second Bite</b> C28 M0 Y92 K0 #C3D500 R195 G213 B0 PMS 382 C	<b>DivDat Spirit</b> C89 M0 Y50 K0 #00AB8E R0 G171 B142 PMS 3268 C
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