

Brand Guidelines

A recognisable brand
is not created once,
but repeated every day

To build a strong brand identity, consistency is key

This brandbook defines who we are, what we stand for and how we express it in every piece of communication.

A strong brand is built with intention, not left to chance. It grows from shared principles, clear direction and consistent execution across everything we create and communicate.

By using this brandbook, you contribute to one strong, unified and credible Dataline brand.

Whether you're communicating with a customer, presenting an idea or launching a campaign, these guidelines help you deliver a professional and instantly recognisable brand experience every time.

More info

Dataline Marketing

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Chapter 01_Logo

Our logo is the most important visual element of the Dataline brand identity. It reflects who we are: a leading and reliable provider of specialised software for the graphic arts industry.

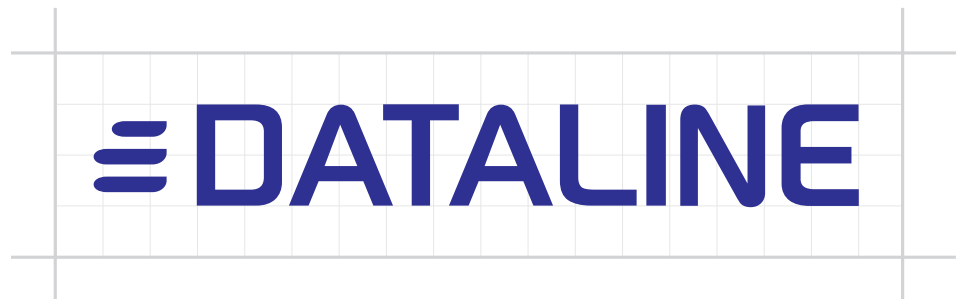
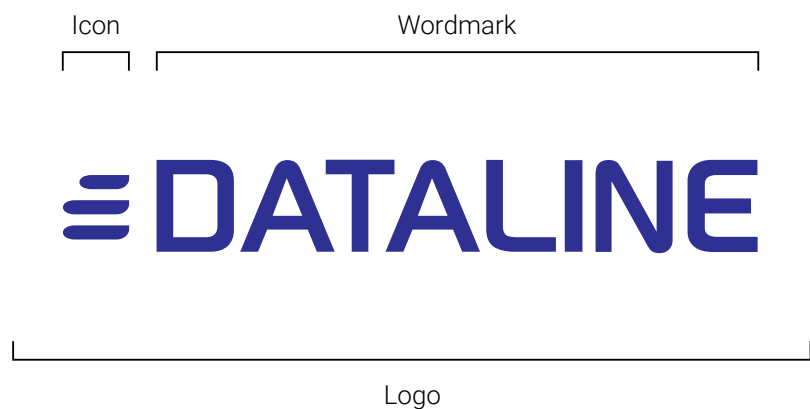
Always use the logo according to these guidelines. By doing so, we ensure a professional and consistent brand presence across every channel and every communication touchpoint.

Logo type

There are two primary logo types:

Icon + wordmark: the standard logo.

Icon only: the standalone symbol, used exclusively in situations where brand recognition is already assured.



Logo type format

Always use the official Dataline logo files.

These are available in the following formats:

.EPS for high-quality print production

.PDF for print or vector-based usage

.JPEG for digital applications

.PNG for digital applications requiring a transparent background

CMYK



Print

 **DATALINE**

 **DATALINE**

RGB



Digital

 **DATALINE**

 **DATALINE**

Reversed logo

Use the white (reversed) logo on dark or coloured backgrounds to ensure maximum visibility.

Always maintain sufficient contrast.

 **DATALINE**

 **DATALINE**

Incorrect logo use

Don'ts

Never use the logo in any of the following ways:

- Never alter the shape or proportions.
- Never change the brand colours.
- Never use the logo in low resolution.
- Never add shadows, effects or outlines.
- Never use outdated logo versions.

Consistency is key.

*If in doubt, check with the marketing team.**

** The answer: "Do not touch the logo. Ever."*

Chapter 02_Colours

The Dataline colours create recognition and give our brand a professional, modern visual identity. By applying our colours consistently across all communication, we build a strong and unified brand.

These pages outline which colours to use and in which context: print or digital. Always follow these guidelines to avoid visual inconsistency.

Corporate colours

Colour use

Our primary blue reflects who we are: a reliable software partner for the graphic arts industry. Consistent colour use strengthens brand recognition.

Electric Indigo

CMYK

Digital Blue

RGB

Print

CMYK

100 . 100 . 0 . 0

HEX

#2e3191

PANTONE

PMS 2370 C

Digital

RGB

0 . 0 . 255

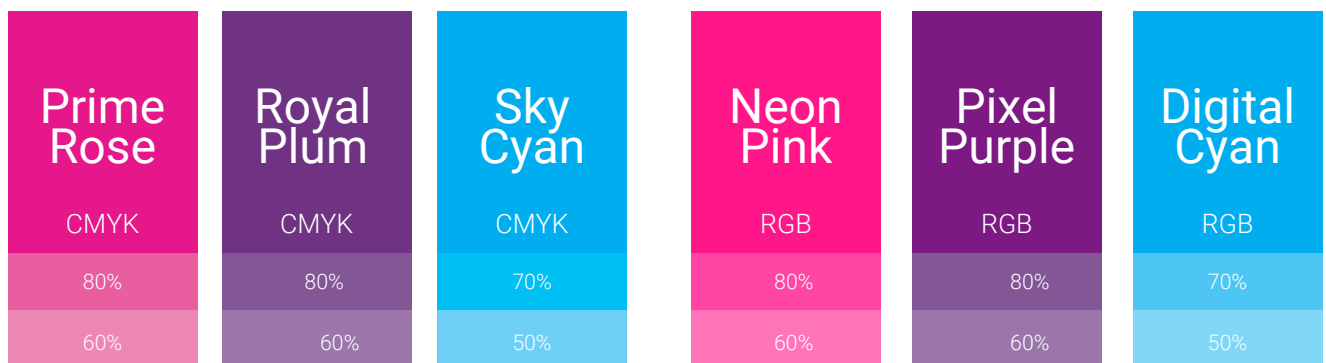
HEX

#0000ff

Accent colours

Colour use

Beyond our primary blue tones, we use a set of accent colours to support our visual identity. These are applied selectively to add function, hierarchy and subtle highlights within our communication.



Print

Color Name	CMYK	PANTONE
Prime Rose	3 . 98 . 2 . 0	PMS 214
Royal Plum	58 . 90 . 0 . 17	PMS 2597
Sky Cyan	100 . 0 . 0 . 0	PMS Cyan C

Digital

Color Name	RGB	HEX
Neon Pink	255 . 23 . 138	#ff178a
Pixel Purple	124 . 25 . 131	#7c1983
Digital Cyan	0 . 174 . 239	#00aeef

Chapter 03_Typography

Typography is more than a set of typefaces. It shapes how professional, clear and trustworthy our written communication feels. And it guides readers smoothly through our content.

At Dataline, we choose fonts that are readable, modern and versatile. By applying them consistently across print and digital media, we reinforce a recognisable brand identity.

Primary typeface

Typeface use

Roboto is the primary typeface for all communication. It combines modern lines with excellent readability, both on screen and in print.

Use Roboto for:

- Official documents (Word, PDF)
- PowerPoint presentations
- Web and digital communication

Roboto

Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Numbers

0123456789

Symbols

~!@#\$%^&*()_+~:;'{}|\/



Download link:

fonts.google.com/specimen/Roboto

Secondary typeface

Typeface use

Roboto Slab is a strong typeface used for titles and headings. Its bold serif style adds character and makes communication stand out.

Roboto Slab

Roboto Slab Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Numbers

0123456789

Symbols

~!@#\$%^&*()_+~:;'{}|\/



Download link:

fonts.google.com/specimen/Roboto+Slab

Typeface for web

Typeface use

Roboto Slab is not supported in Zoho. To maintain a consistent look and strong readability in digital environments such as Zoho Campaigns, we use Merriweather as an alternative font.

Merriweather provides a visual style that closely matches Roboto Slab.

Merriweather

Merriweather Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Numbers

0123456789

Symbols

~!@#\$%^&*()_+”~:;’{}|\|/



Download link:

fonts.google.com/specimen/Merriweather

Typeface for e-mail

Typeface use

For e-mail communication, we use Helvetica Neue, a widely supported system font. It ensures consistent display across all e-mail clients and delivers a clean, modern and accessible look that fits the Dataline style.

Helvetica Neue

Helvetica Neue Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Numbers

0123456789

Symbols

~!@#\$%^&*()_+~::~;'{}|/

Typography hierarchy

Font system

To ensure clarity and structure in our written communication, we follow fixed rules for font style and size.

Always use sufficient white space and maintain readable contrast. Also avoid combining other typefaces with Roboto.

Typeface: Roboto Slab
Font weight: Bold

Heading

Typeface: Roboto Slab
Font weight: Thin

Heading

Typeface: Roboto
Font weight: Bold

SUB-HEADING

Typeface: Roboto
Font weight: Light

Body copy

Chapter 04_Product brands

MultiPress DigiFlex Unik

Dataline develops and supports specialised software solutions for the graphic arts industry: MultiPress, DigiFlex and Unik.

These products are sub-brands of Dataline. Each has its own identity and target audience, yet remains closely connected to our corporate vision and quality.

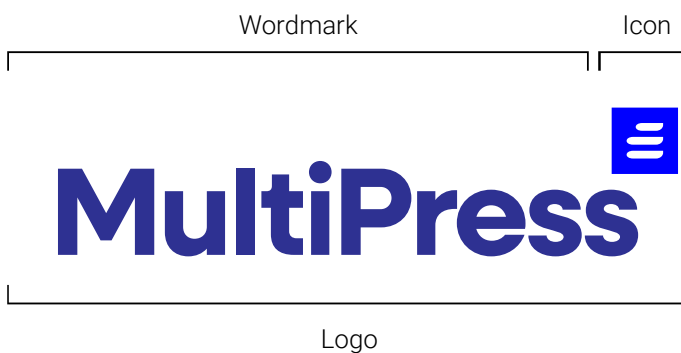
They are not standalone brands. Avoid presenting MultiPress, DigiFlex or Unik as separate brands without a clear, visible link to Dataline.

Use the sub-brand logos when the product is the main focus, such as on product pages, trade fair stands, roll-ups ... Also use them in co-branded communication where Dataline is mentioned as the endorser.

Use the Dataline brand logo for all corporate communication.

Product logo

MultiPress represents one of Dataline's dedicated software solutions. The product logo is part of our unified brand architecture and should always be used in clear connection with the Dataline master brand.



CMYK



Print

MultiPress 

RGB



Digital

MultiPress 

Dataline endorsed



Use the endorsed variant in communication where Dataline must be clearly recognised as the corporate brand. This ensures every product is perceived as part of one strong and coherent Dataline portfolio.



Reversed product logo

Use the white (reversed) logo on dark or coloured backgrounds to ensure maximum visibility.

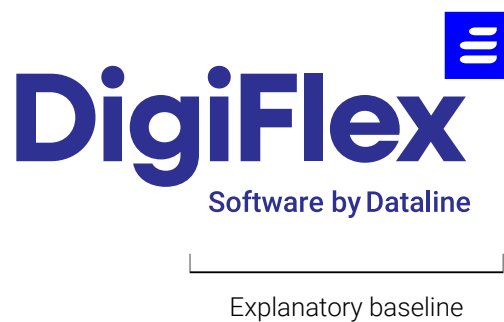
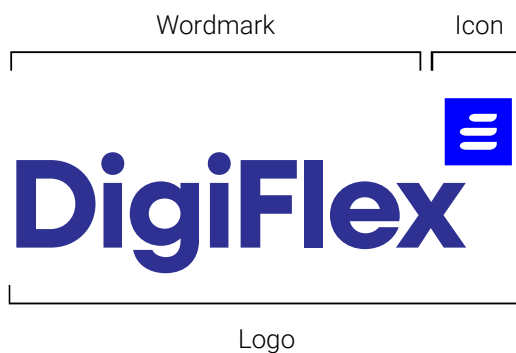
Always maintain sufficient contrast.

MultiPress 

 **DATALINE** **MultiPress**

Product logo

DigiFlex represents one of Dataline's dedicated software solutions. The product logo is part of our unified brand architecture and should always be used in clear connection with the Dataline master brand.



CMYK



Print

DigiFlex 

RGB



Digital

DigiFlex 

Dataline endorsed

Use the endorsed variant in communication where Dataline must be clearly recognised as the corporate brand. This ensures every product is perceived as part of one strong and coherent Dataline portfolio.



Reversed product logo

Use the white (reversed) logo on dark or coloured backgrounds to ensure maximum visibility.

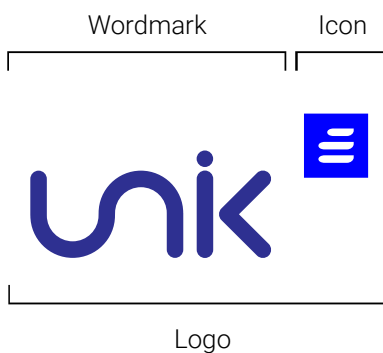
Always maintain sufficient contrast.

DigiFlex 

≡ DATA LINE **DigiFlex**

Product logo

Unik represents one of Dataline's dedicated software solutions. The product logo is part of our unified brand architecture and should always be used in clear connection with the Dataline master brand.



CMYK



Print



RGB



Digital



Dataline endorsed

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Reversed product logo

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Always maintain sufficient contrast.



Chapter 05_Social media

For our social media presence, we use dedicated versions of the Dataline logo that have been carefully optimised for digital platforms. These adaptations ensure that our brand remains clear and recognisable, even in compact formats such as profile pictures, thumbnails and avatars.

By refining the logo for these smaller applications, we improve readability, strengthen visual consistency and present a polished, professional identity across all online channels.

Social logo



Social icon



