



 **DATALINE**

Corporate Style Guide



## Logos

≡ **DATALINE**

≡ **MULTIPRESS**

≡ **QUOJOB**

## Logo

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Icon

Wordmark



Logo



## Colors

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**CMYK:** 100/0/0/0  
**RGB:** 0/159/227  
**HEX:** #00FFFF  
**Pantone:** PMS P Process Cyan C



**CMYK:** 50/0/0/0  
**RGB:** 134/208/245  
**HEX:** #80FFFF  
**Pantone:** PMS 297 C



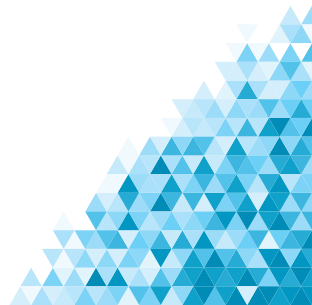
**CMYK:** 0/0/0/0  
**RGB:** 255/255/255  
**HEX:** #FFFFFF

## Color use

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The logos can have various different color combinations depending on what it is used for.

These are the acceptable combinations.



## Clear space

As a general rule, always leave at least the height of the logo as clear space around it.

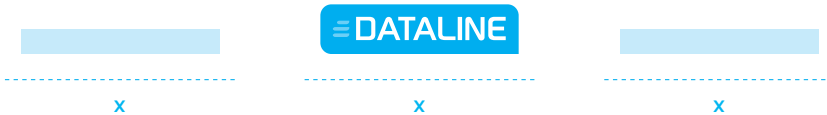


## Size

To ensure legibility, our company logo's should never be smaller than 20px in digital and 5mm in print.



If we are participating in your event, our logo should always be the same size as the logos of other companies or sponsors in the same tier



## Usage



≡ DATALINE



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≡ DATALINE



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### Please do not:

- Change the shape of the logo
- Use the wordmark by itself (acceptable icon use further in the guide)
- Change the color of the logo
- Scale disproportionally
- Use old logo versions



## Spelling

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When referencing our company in writing, use following rules for each brand:

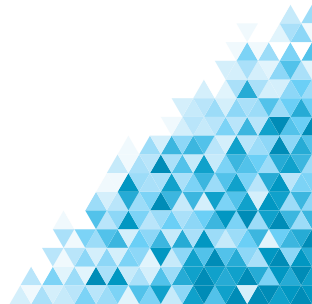
- All our brand names are written in 1 word
- Upper and lower casing go as follows

Dateline

MultiPress

QuoJob

Gripp





## Baselines

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The logo should always be accompanied by the correct baseline depending on the segment, below you'll find the different baselines for each segment.

**DATA**LINE

the MultiPress & QuoJob company

**MULTIPRESS**

business software for sign, large & wide format

**QUOJOB**

business software for agencies

**MULTIPRESS**

business software for digital printers

**QUOJOB**

business software for web companies

**MULTIPRESS**

business software for finishing companies

**QUOJOB**

business software for AV companies

**MULTIPRESS**

business software for printing companies

**QUOJOB**

business software for graphic designers

## Icons

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For certain applications it is allowed to use the Dataline icon as seen below.  
Use of the icon is very limited, always contact our marketing team before using.

