DartPoints

Brand Guidelines

Our brand guidelines serve as the roadmap to maintain a unified brand identity across all platforms. From color codes to typography, it serves as an essential guide.

2026 - V2.0

Logo System

DartPoints remains the company and master brand. The logo system has four approved elements, each with a defined role.

The Primary and Secondary Full Signatures are two approved configurations of the same brand expression, not separate brands.



Core DartPoints Logo

DartPoints wordmark only. The default corporate mark where the surrounding context already identifies the company.



Primary Full Signature

DartPoints | Digital Infrastructure & Cloud. The preferred full-signature treatment when space allows.



Secondary Full Signature

DartPoints with Digital Infrastructure & Cloud stacked underneath. Use when the Primary Full Signature does not fit cleanly.



DartPoints Icon / Emblem

The existing standalone emblem. The emblem itself has not changed.

Core DartPoints Logo





Full Signatures

DartPoints | Digital Infrastructure & Cloud.

The Primary and Secondary Full Signatures are two approved configurations of the same brand expression, not separate brands.

Primary Full Signature: the preferred full-signature treatment when space allows.

Secondary Full Signature: DartPoints with Digital Infrastructure & Cloud stacked underneath. Use it when the longer Primary Full Signature does not fit cleanly or would need to be reduced to a size that hurts readability.



Primary Full Signature — full color



Primary Full Signature — white / reverse



Secondary Full Signature — full color



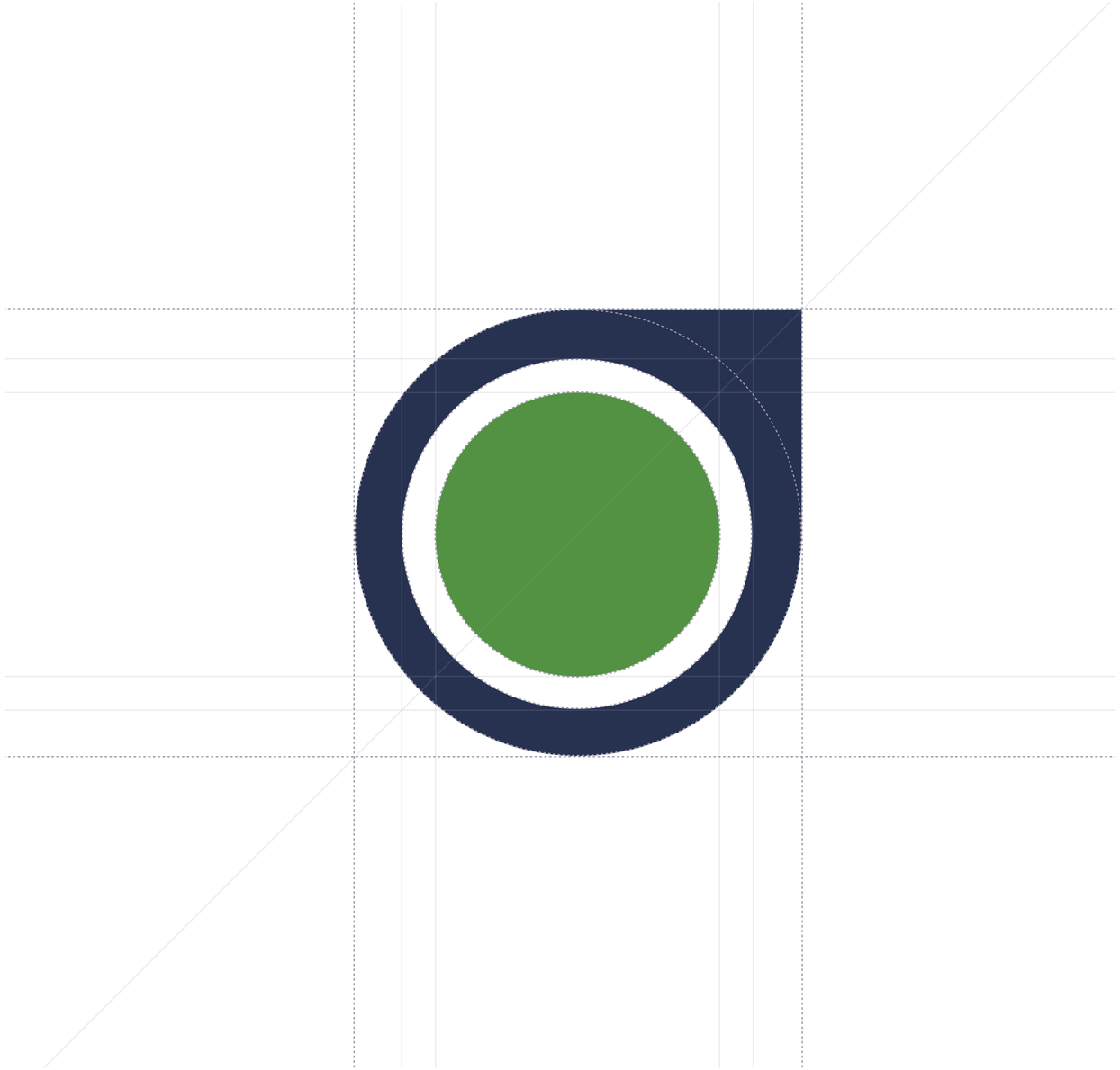
Secondary Full Signature — white / reverse

Logo

The DartPoints logo emblem embodies brand promise of uptime, security, accuracy and agility.

The circle in the center symbolizes uptime and security, while the outer layer depicts accuracy and agility. The tip at the top right corner signals towards DartPoints forward looking nature.

The two shapes come together to capture the essence of DartPoints as a secure, trustworthy and growing brand.



Usage guidance

Selection between the Primary and Secondary Full Signatures should be driven by format and space.

The Secondary Full Signature should not be treated as a different message or used arbitrarily for visual variety.



Core DartPoints Logo

Use when DartPoints is already understood from the context or the asset does not need the descriptor to explain the business.



Primary Full Signature

Preferred full-signature treatment when we need to introduce DartPoints or reinforce the breadth of the business and the available horizontal space supports the lockup.



Secondary Full Signature

Same role as the Primary Full Signature, but reserved for narrower or more constrained formats where the primary lockup does not fit well.

DartPoints only



Use the Core DartPoints Logo on its own when the company is already understood from the audience or surrounding content.

These examples are not all inclusive, but provide general guidance.

- Website global header / navigation
- Company letterhead
- LinkedIn company profile image
- Customer portal
- Invoices
- Quotes / proposals / contracts
- Investor and board decks
- Thought leadership content
- Email signatures
- Teams meeting backgrounds
- Laptop screensavers
- Company swag and apparel
- Company store / corporate store

Full Signature

DartPoints | Digital Infrastructure & Cloud.

Use the Primary or Secondary Full Signature when the asset needs to help explain who DartPoints is and the breadth of what we do.

These examples are not all inclusive, but provide general guidance.

- Most customer-facing downloadable assets in our website resource library
- LinkedIn company banner
- Employee LinkedIn banner images
- Company overview decks used with customers and prospects
- Sales sheets and one-pagers
- Partner portals and partner-facing materials
- Ads and landing pages
- Webinar promotion and opening materials
- Trade shows and event signage
- External corporate materials where DartPoints needs to be introduced

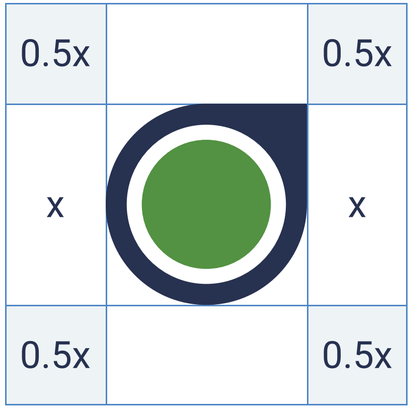
Safe space

It is critical to have a clear space on all sides of the logo whenever it is used to ensure maximum visibility and impact. This clear space should be equal to or greater than the height of the emblem surrounding the logo, as shown. Be mindful not to place the logo too close to vents, ports, edges, corners, imagery or type.

The same rule applies to every element of the logo system. In the diagrams, x is the height of the emblem.



Core DartPoints Logo safe zone



Icon / Emblem safe zone



Primary Full Signature safe zone



Secondary Full Signature safe zone

Minimum sizes

Keep the logo readable, with a minimum width of 1" in printed applications. The minimum width for digital applications is 140px using only the digital logo file that has been modified for this size and use.

The full signatures need larger minimum sizes so that Digital Infrastructure & Cloud remains clearly readable. Never reduce a full signature below these widths.

Logo	Print	Digital
	**1 in (25.4 mm)** Minimum width in print	**140 px** Minimum width on screen
Core DartPoints Logo		
	**2.5 in (64 mm)** Minimum width in print	**300 px** Minimum width on screen
Primary Full Signature		
	**1.6 in (40 mm)** Minimum width in print	**190 px** Minimum width on screen
Secondary Full Signature		

Logo improper use

We show our logo respect when we follow these guidelines:



Do not stretch



Do not compress



Do not modify emblem



Do not apply drop shadows



Do not displace emblem



Do not modify size of emblem



Do not use unapproved color versions



Do not use backgrounds with insufficient contrast to logo



Do not use backgrounds with insufficient contrast to logo



Do not use backgrounds with insufficient contrast to logo



Do not apply gradients



Do not apply gradients



Do not italicize or skew



Do not apply strokes



Do not use backgrounds that interfere with clear space



Do not use images that interfere with clear space

Full signature misuse

In addition to the rules on the previous page, never alter the Primary or Secondary Full Signature in any of the following ways.



Do not recreate or retype the descriptor



Do not change the spacing between DartPoints, the divider and the descriptor



Do not move the descriptor to another position



Do not mix elements from the Primary and Secondary Full Signatures



Do not change the descriptor wording



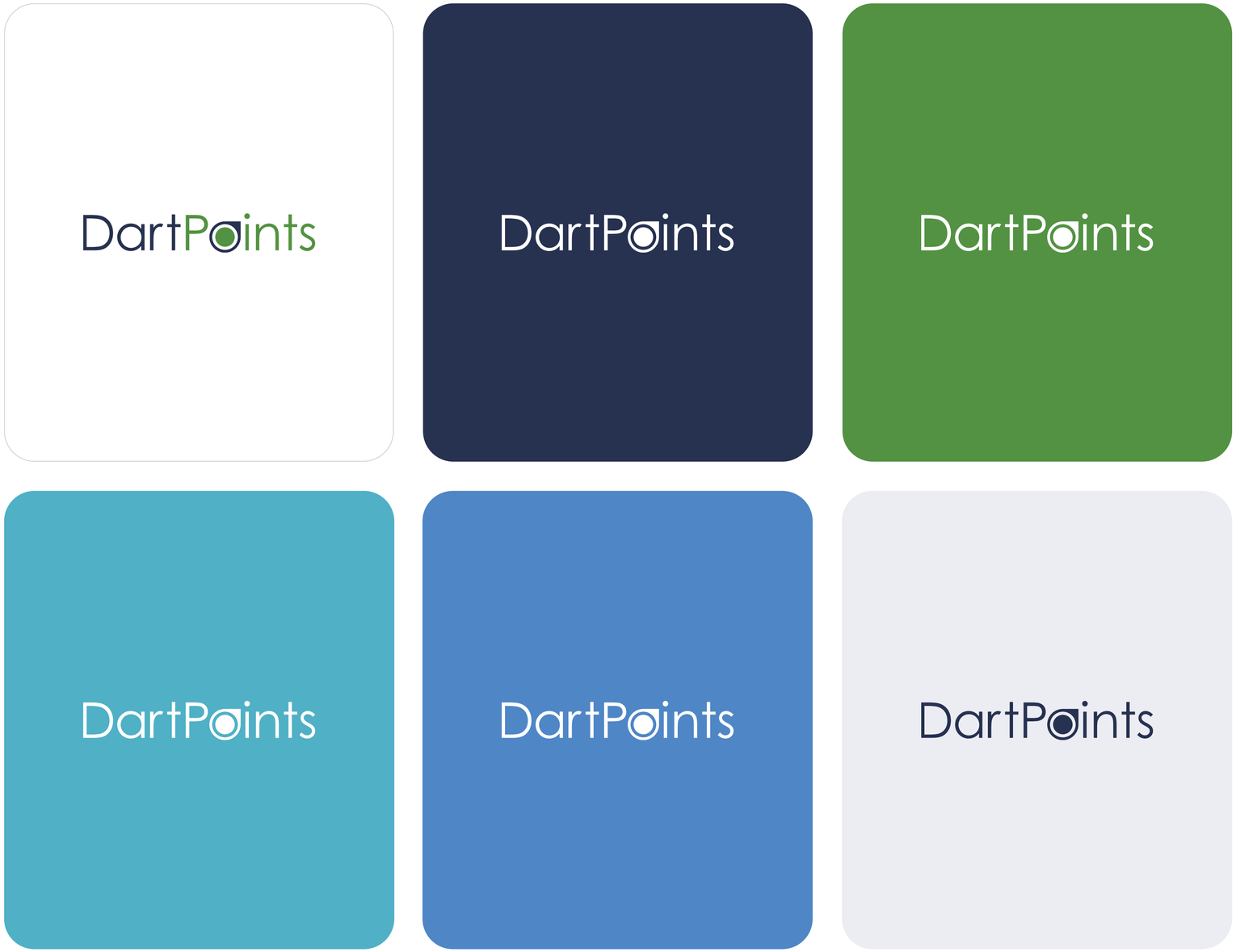
Do not stretch, compress, skew, recolor, add effects or alter the wordmark or emblem



Do not create facility- or solution-specific logo lockups

Logo color guide

Use only approved colors. Be mindful that there is sufficient contrast between the background color and the logo.



Colors

Primary

DartPoints' primary colors define the brand's core identity. They should be used consistently across all touchpoints to maintain a unified and recognizable presence.

Primary Green

HEX CODE
#539242
RGB
83, 146, 66
CMYK
72, 22, 100, 6

Use for CTAs, hyperlinks, and location highlights.

Primary Blue

HEX CODE
#273150
RGB
39, 49, 80
CMYK
91, 81, 42, 38

Use for body text and key messaging to convey trust and stability.

Secondary

The secondary colors complement the primary palette and help establish visual hierarchy and differentiation.

Primary Cyan

HEX CODE
#4FB0C6
RGB
79, 176, 198
CMYK
65, 12, 18, 0

Use for iconography, graphic accents, and visual emphasis.

Secondary Blue

HEX CODE
#4F86C6
RGB
79, 134, 198
CMYK
71, 41, 0, 0

Use for supporting graphics or subtle highlights.

Off White

HEX CODE
#F2E9DC
RGB
242, 233, 220
CMYK
4, 7, 12, 0

Use for clean backgrounds and layout balance.

Grey Matter

HEX CODE
#86898F
RGB
134, 137, 143
CMYK
50, 41, 36, 3

Use for body text, borders, or muted backgrounds.

Off Grey

HEX CODE
#D4D6DC
RGB
212, 214, 220
CMYK
16, 11, 8, 0

Use for body text, borders, or muted backgrounds.

Dart White

HEX CODE
#ECEDF3
RGB
236, 237, 243
CMYK
6, 4, 2, 0

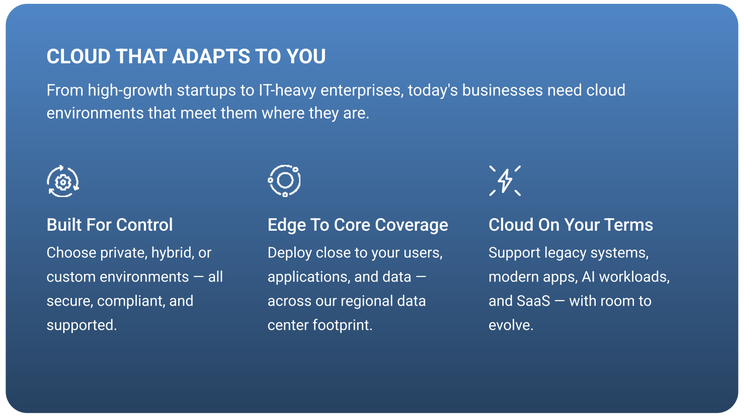
Use for clean backgrounds and layout balance.

Gradients

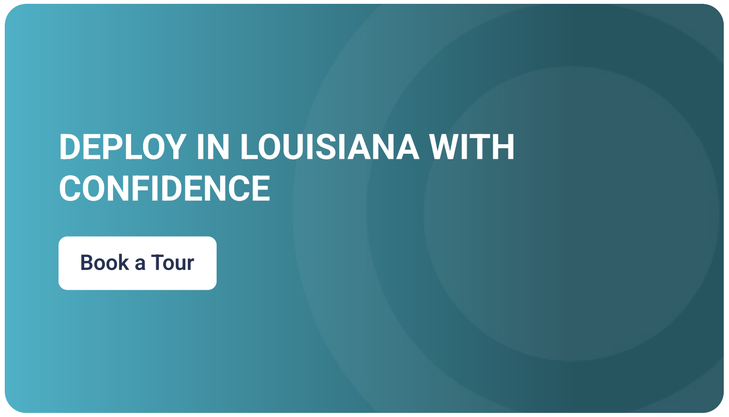
Gradients are carefully created to provide a dynamic and modern look and feel to the overall brand. Gradients are to be used as clear section breakers on website, to give a subtle effect to the background images or create a better contrast for the foreground visual elements.

HEX CODE
#4F86C6 - #264160

HEX CODE
#4FB0C6 - #265560



Use the gradient as background for website sections to highlight important or key design elements



Use the gradient as background for CTA banners

Typography

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!?›∞%–
¢;ë&*©()¤£¥®™=0123456789¼...

Get Roboto Font

OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!?›∞%–
¢;ë&*©()¤£¥®™=0123456789¼...

Get Oswald Font

Typography - Presentation

Headlines & Titles - OSWALD

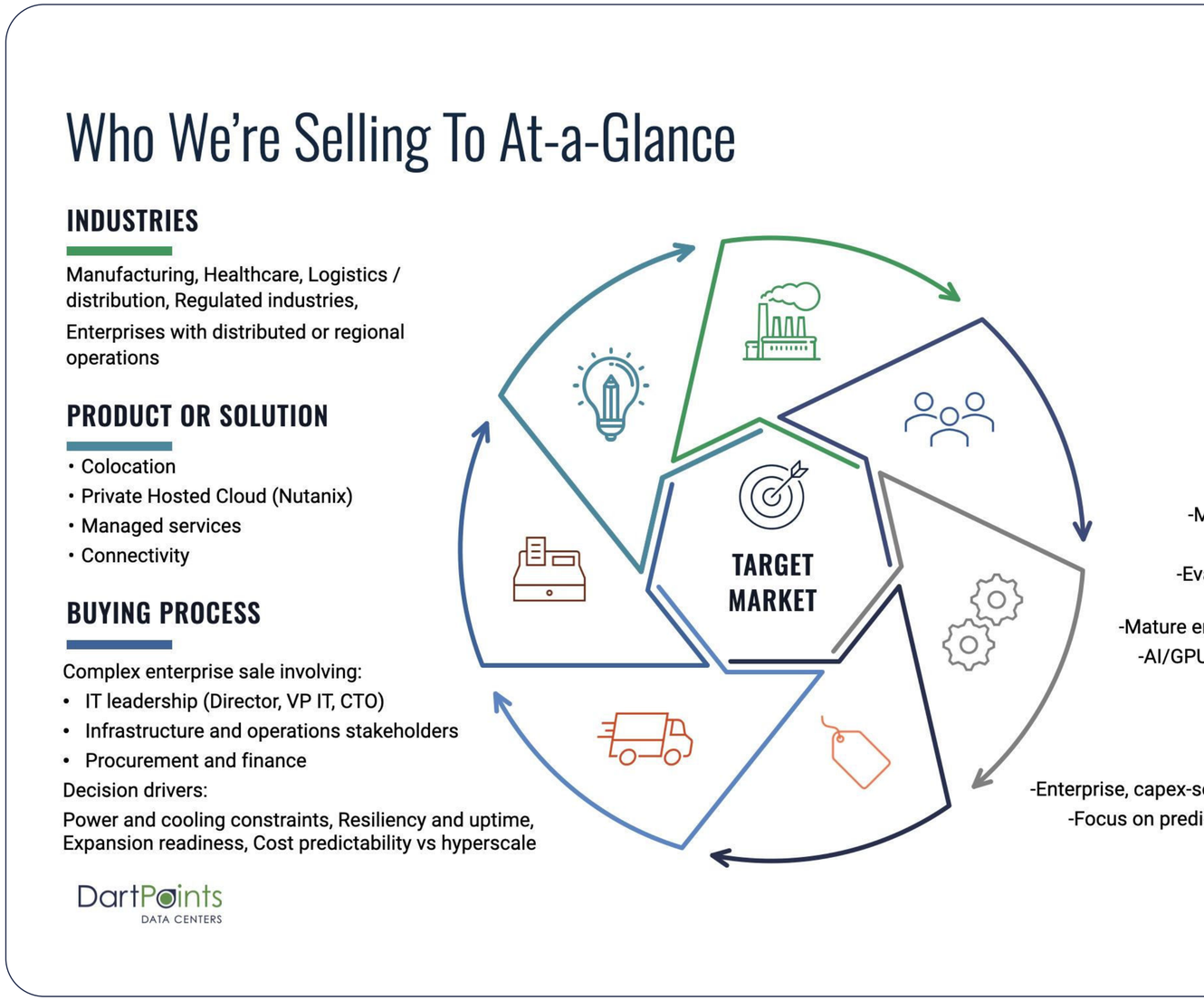
- Use Oswald for all major headings and slide titles.
- Use Oswald to establish strong visual hierarchy and emphasize key ideas.

Body Copy & Bullets - Roboto

- Use Roboto for all supporting text including bullets, descriptions, and paragraphs.
- Use Oswald to establish strong visual hierarchy and emphasize key ideas.

Hierarchy & Visual Consistency

- Use font size, weight, and spacing to create hierarchy — NOT multiple fonts.
- Bold Roboto sparingly to highlight critical points.
- Avoid using Oswald for small text or long paragraphs.



Typography - Desktop

Roboto Bold

H1: 48/58 (0)
All Caps

INFRASTRUCTURE WITHOUT COMPROMISE

Roboto - Medium

H2: 40/48(0)
All Caps

ENHANCED SECURITY

Roboto - Medium

H3: 32/38 (0)
All Caps

ENHANCED SECURITY

Roboto - Bold

H4: 24/29 (0)
All Caps

Enhanced Security

Roboto - Medium

H5: 24/32 (0)

Written By

Roboto - Bold

H6: 16/22 (0)

Written by

Roboto Semibold
Caption 16/23 (0)

Get Product Brief | Get Product Brief | Schedule a Facility Tour

Roboto - Itallic

Highlight : 22/35 (0)

Protect your organization and consumers from stolen and skimmed card fraud, identity theft, authorized push payment fraud (APPF), romance and investment scams, and emerging AI-generated fraud.

Roboto - Regular

Body XL : 28/31 (0)

99.999%

Roboto - Regular

Body L : 24/34 (0)

Protect your organization and consumers from stolen and skimmed card fraud, identity theft, authorized push payment fraud (APPF), romance and investment scams, and emerging AI-generated fraud.

Roboto - Regular

Body M: 18/28 (0)

Protect your organization and consumers from stolen and skimmed card fraud, identity theft, authorized push payment fraud (APPF), romance and investment scams, and emerging AI-generated fraud.

Roboto - Regular

Body S: 16/23 (0)

Protect your organization and consumers from stolen and skimmed card fraud, identity theft, authorized push payment fraud (APPF), romance and investment scams, and emerging AI-generated fraud.

Roboto - Medium

Pills: 14/20 (0)

SOC 2 Type II

Typography - Mobile

Roboto Bold

H1: 40/44 (0)
All Caps

INFRASTRUCTURE WITHOUT COMPROMISE

Roboto - Bold

H2: 32/38 (0)
All Caps

ENHANCED SECURITY

Roboto - Medium

H3: 28/36 (0)
All Caps

ENHANCED SECURITY

Roboto - Bold

H4: 22/27 (0)
All Caps

ENHANCED SECURITY

Roboto - Medium

H5: 22/31 (0)

Written by

Roboto - Bold

H6: 16/22 (0)

Written by

Roboto Semibold
Caption 16/23 (0)

Get Product Brief | Get Product Brief | Schedule a Facility Tour

Roboto - Itallic

Highlight : 20/30 (0)

Protect your organization and consumers from stolen and skimmed card fraud, identity theft, authorized push payment fraud (APPF), romance and investment scams, and emerging AI-generated fraud.

Roboto - Regular

Body XL : 24/28 (0)

99.999%

Roboto - Regular

Body L: 22/32 (0)

Protect your organization and consumers from stolen and skimmed card fraud, identity theft, authorized push payment fraud (APPF), romance and investment scams, and emerging AI-generated fraud.

Roboto - Regular

Body M: 18/26 (0)

Protect your organization and consumers from stolen and skimmed card fraud, identity theft, authorized push payment fraud (APPF), romance and investment scams, and emerging AI-generated fraud.

Roboto - Regular

Body S: 16/24 (0)

Protect your organization and consumers from stolen and skimmed card fraud, identity theft, authorized push payment fraud (APPF), romance and investment scams, and emerging AI-generated fraud.

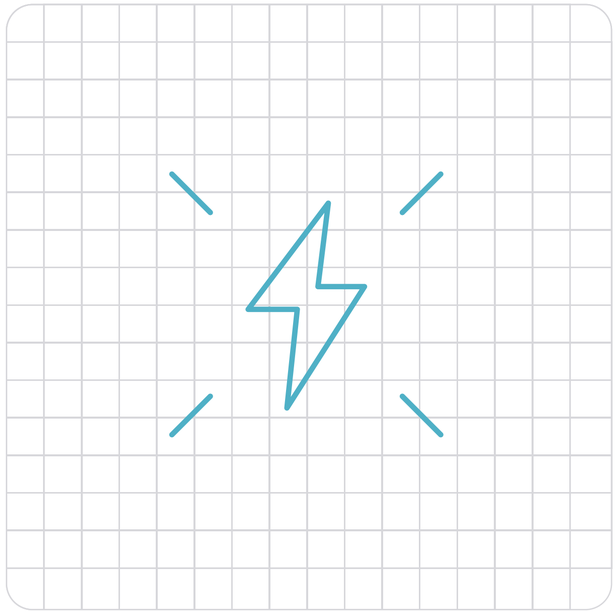
Roboto - Medium

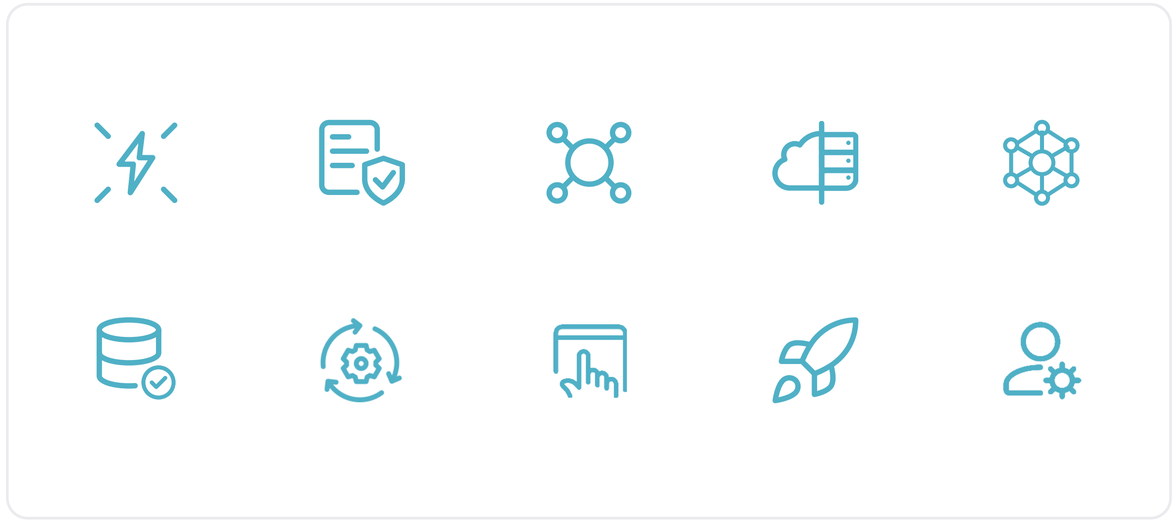
Pills: 14/20 (0)

SOC 2 Type II

Iconography

Use minimalistic line icons that have a **4px stroke** width.







Imagery - Digital Infrastructure

Use modern, high-quality imagery that conveys the scale, sophistication and reliability of the infrastructure behind our customers' technology.

Favor strong depth, architectural perspective, rich contrast and imagery that naturally aligns with the DartPoints blue, cyan and green palette.

For corporate imagery, avoid unnecessarily representing a specific DartPoints market. Use identifiable facility photography when the location itself is part of the story.



Imagery - Where Technology Matters

Use industry-specific imagery to show where critical technology supports real business and community outcomes.

Images should feel current, credible and specific to the environment being represented. Show the work, environment or people that technology supports rather than relying on generic industry symbols or visual clichés.





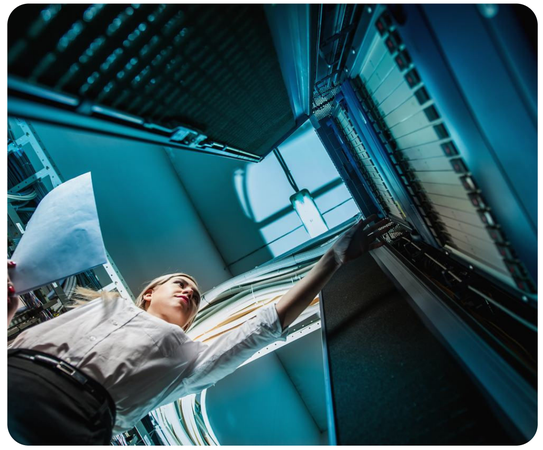
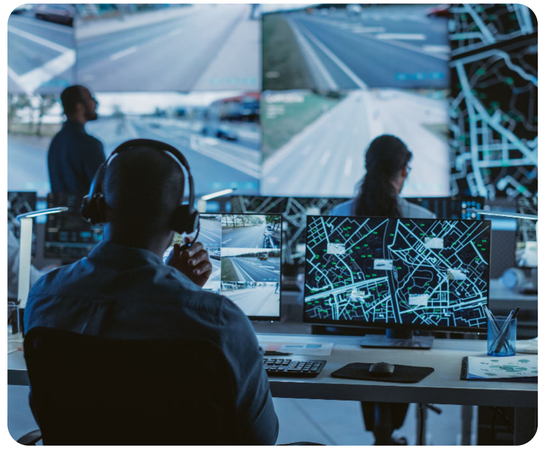
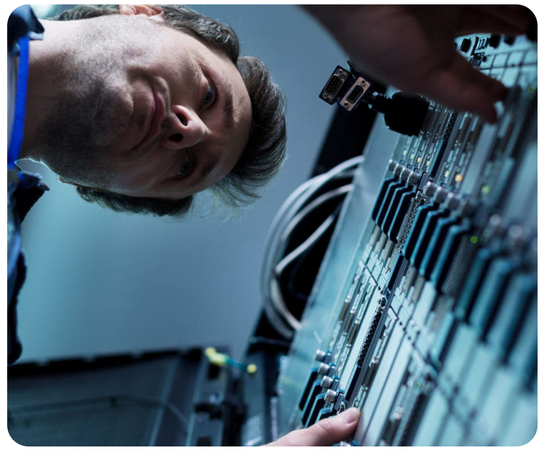



Imagery - People & Expertise

When the story is about service, support, expertise or partnership, include people where it adds meaning.

Favor candid, documentary-style photography of people engaged in real work. Expressions, environments and interactions should feel natural and believable.

Avoid staged corporate stock photography, forced poses, generic handshakes, artificial-looking environments, or imagery that appears AI-generated.



Imagery - Conceptual Technology

Conceptual imagery may be used when photography cannot adequately communicate cloud, connectivity, data movement or hybrid infrastructure.

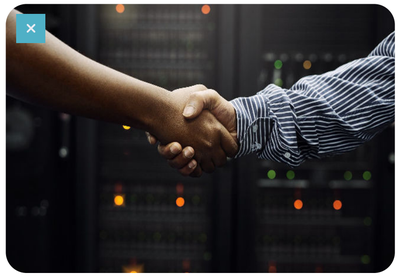
Keep conceptual imagery grounded in recognizable technology. It should complement the physical infrastructure story, not replace it.

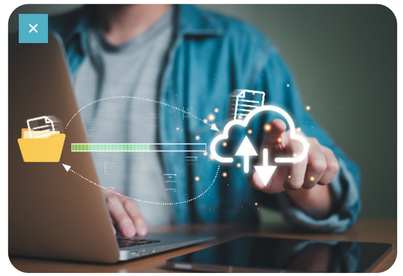
Avoid overly futuristic, abstract or artificial visuals that make DartPoints feel like a software company or speculative technology brand.

Positive example



Avoid









Also avoid

- Staged corporate stock
- Floating holograms
- Obvious AI-generated imagery
- Overly abstract futuristic imagery
- Cliché cloud metaphors
- Visuals unrelated to the actual story

DartPoints imagery should make digital infrastructure feel tangible, modern and relevant to the businesses that depend on it. Our visual world combines sophisticated infrastructure photography, authentic people and service interactions, and industry-specific environments that show where technology matters. Images should feel modern, vivid and credible, with natural depth and strong alignment to the DartPoints color palette.

Shapes & Patterns

Use the Dartpoint’s emblem as a design element in the background to create a sense of depth. Adjust the position and scale size of the emblem according to the foreground design element to keep it clean.

The Dartpoint’s emblem can also be used to highlight Dartpoint’s datacenter locations. The emblem needs to be rotated at an angle of -135°

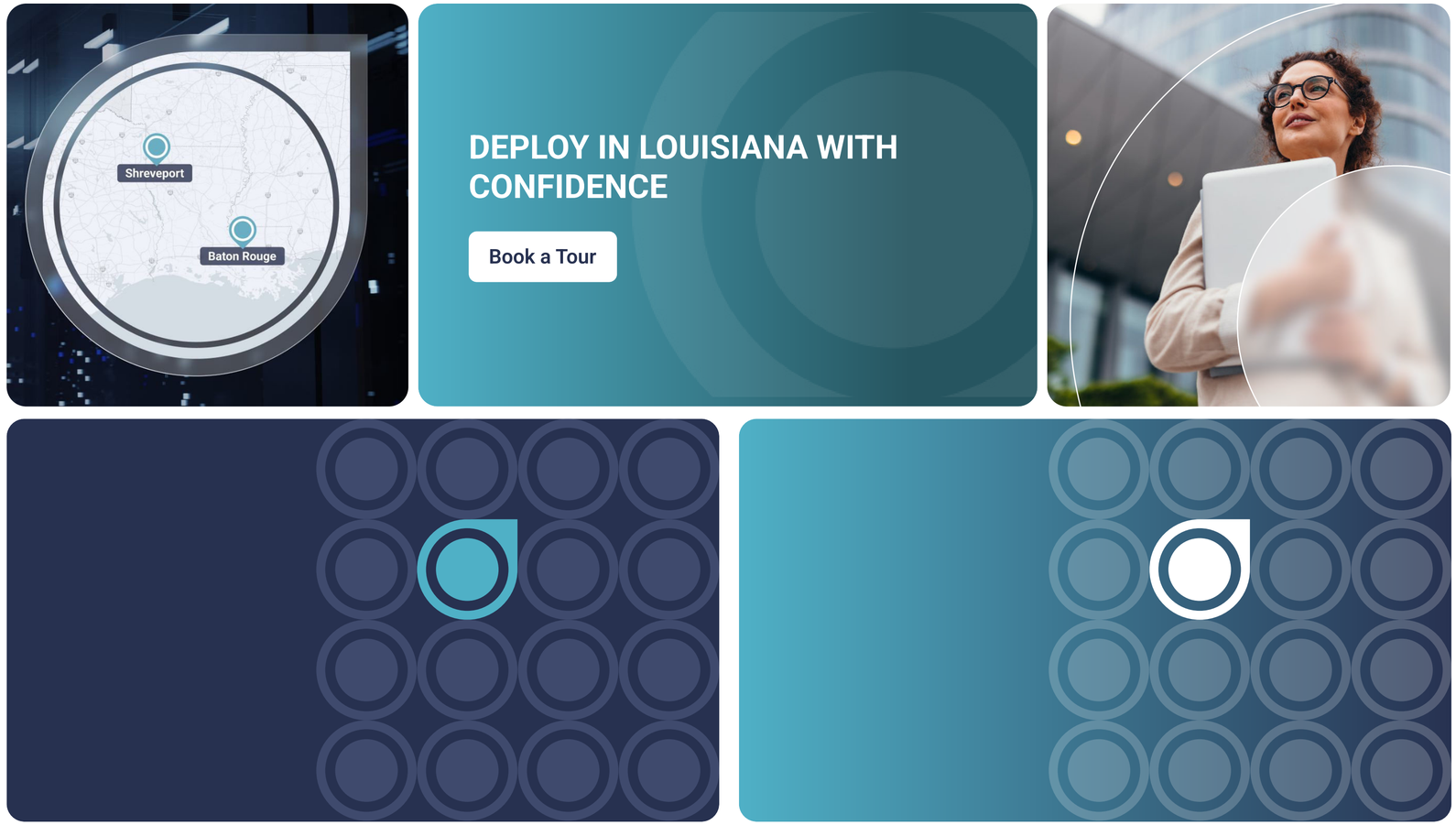


Emblem at standard position



Emblem at -135° angle of rotation

Use the background blur effect on images to create visual interest and a sense of security.



Ensuring Brand Consistency

Maintaining a consistent brand identity is essential for reinforcing trust, strengthening recognition, and presenting DartPoints with clarity and professionalism across every communication touchpoint.

Please refer to these guidelines whenever creating, updating, or reviewing branded materials to ensure alignment across all communications.

FOR ADDITIONAL GUIDANCE OR QUESTIONS

Primary Contact

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