DIVESOFT

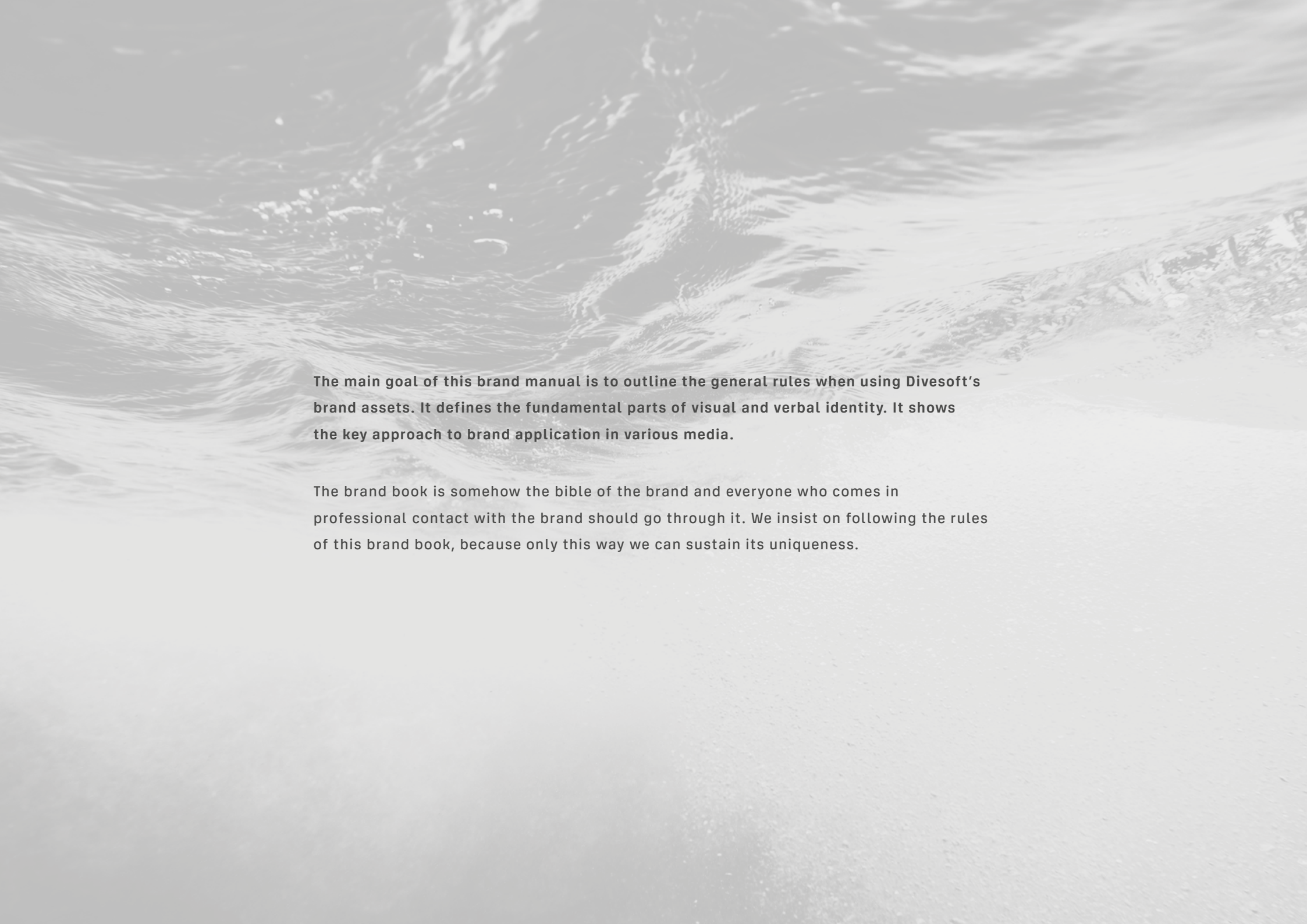**DIVESOFT**

Divesoft believes that high quality, intelligent design, and strong relationships from collaboration lead to a never-ending progress in technical diving. Our success comes from pushing our limits and constantly improving our products to the next level.

All our products are manufactured in a factory in Roudnice nad Labem, Czech Republic. Divesoft takes pride in the fact that production of all our components and final assembly takes place in Europe. This ensures the high quality, reliability and durability of all our products.

The main goal of this brand manual is to outline the general rules when using Divesoft's brand assets. It defines the fundamental parts of visual and verbal identity. It shows the key approach to brand application in various media.

The brand book is somehow the bible of the brand and everyone who comes in professional contact with the brand should go through it. We insist on following the rules of this brand book, because only this way we can sustain its uniqueness.

A

VISUAL IDENTITY

B

WORD IDENTITY

C

BRAND USAGE

VISUAL IDENTITY

An incorporated visual identity is a key part of how Divesoft presents itself. A company creates its visual identity to evoke certain feelings and experiences with the brand. It gives the first impression of the brand, its philosophy and values towards customers, partners and its employees.

The visual identity of Divesoft clearly shows professionalism and the quality of its products and services, sovereignty, transparency and emphasis on a strong technical background. The main elements of Divesoft's visual identity are the logo, typography and colors, and the style of using imagery.

A.1 >

LOGO

Logo is a recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization. It may be of an abstract or figurative design or include the text of the name it represents as in a logotype.

Since a logo is the visual entity signifying an organization, logo design is an important area of graphic design. A logo is the central element of a complex identification system that must be functionally extended to all communications of an organization.
It is a tool to build an identity for the organization, as part of its trademark or brand, and to generate favourable thoughts and feelings about the organization.

LOGO DESIGN

Our logo is the most visible reminder of Divesoft's brand identity. A well-designed logo is an essential part of any company's overall marketing strategy. It is legally regarded as being a work of artistic creation and therefore will be protected under copyright law.

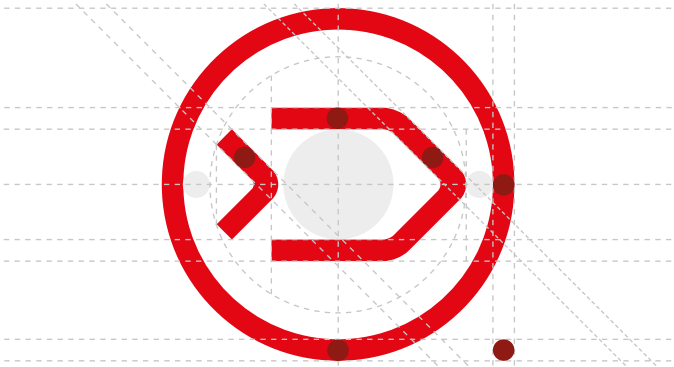The rules for using the Divesoft logo are described thoroughly in this manual.

⌄ DOWNLOAD

Horizontal version

Vertical version

LOGO CONSTRUCTION

›

The Divesoft logo consists of simple geometric shapes, which, when combined, create a specific, clear and memorable symbol.
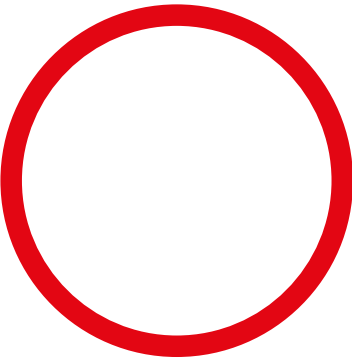
The keystone of the logo represents the shape of a fish, which reflects underwater life.

⌄

The circle creates a solid and unchanging logic. Its use is to depict a drop of water, and also represents our planet.

⌄

The final symbol is unified, where all the lines have the same thickness. The meaning of the composition is for Divesoft products to be used everywhere underwater on Earth.

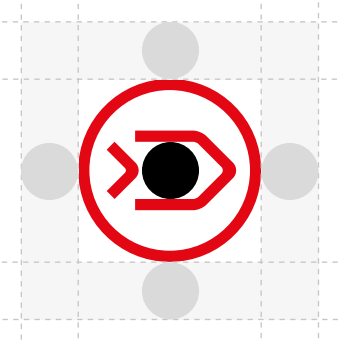## LOGO EXCLUSION ZONES

> **The Divesoft logo can be used in three basic variations.**
>
> The logo exclusion zones must be strictly adhered to.

> *Symbol version*

> *Horizontal version*
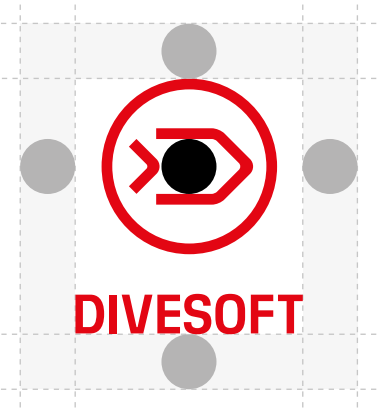
> *Vertical version*

PRIMARY
LOGO COLORS

›

The primary color variation of the Divesoft logo is red, further defined in this brandbook as *Cherry*.

If the primary color can not be used due to poor readability, the negative version should be used.

› *Positive version*

› *Negative version*

SECONDARY
LOGO COLOR

›

A secondary variant of the logo is only used
in such cases where any of the primary logo
options cannot be used.

DIVESOFT

› *Black version only for black and white print*

USING THE LOGO
ON PHOTOGRAPHY

›

**Always use the negative logo on color
or tinted photography.**

The Cherry logo version is usable on gray tinted images or color images, if there is
enough contrast between the logo and background. Black logo is usable only on gray
tinted images. White logo is usable only on colory images, if there is enough contrast
between th elogo and background.
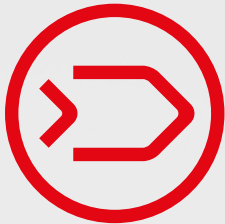
DIVESOFT
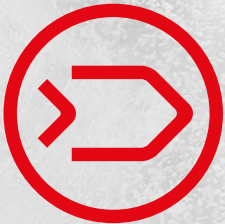
DIVESOFT
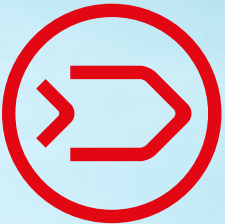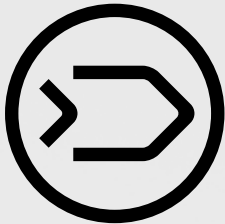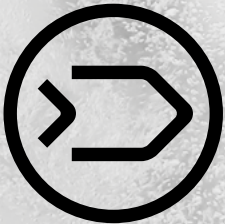
DIVESOFT

DIVESOFT

DIVESOFT

DIVESOFT

MINIMUM
LOGO SIZE

The minimum size of each

logo option is defined here.

DIVESOFT   DIVESOFT

> The minimum size of the vertical and
> horizontal variations of the logo is limited
> by the height of the Divesoft inscription,
> which must not be less than 3 mm.

> The minimum size of the
> symbol is 7 mm in diameter.

PROHIBITED
LOGO VARIATIONS

1] Logo cannot be used in different colors defined in this BrandBook.

2] + 3] A particular typeface is defined for the logo. It is prohibited to change it in any way.

4] It is forbidden to use an outlined version of the logo.

5] It is prohibited to change the proportions of elements used in relation.

6] It is not permitted to change the position of the symbol to typeface.

7] Never deform the logo.

8] It is prohibited to use any special effects (e.g. 3D), on the logo.

[1] DIVESOFT

[2] Divesoft

[3] DIVESOFT

[4] DIVESOFT

[5] DIVESOFT

[6] DIVESOFT

[7] DIVESOFT

[8] DIVESOFT

SUB-BRANDS

›

Every sub-brand logo is formed by the font; Corridor in Bold and Italic print. The unique look is created by letters being put through in a value of 210 with a manual optical alignment.
If the sub-tag has a second letter, then the spelling is used as a cross section of Corridor Light with italic print. Every visual is used in combination with the Divesoft logo, yet never in close proximity if possible. If the two-word logo is too long, it is possible to only use the two line version.

Always keep the same size of the text as the Divesoft logo.

⌄ DOWNLOAD

CCR LIBERTY
LIBERTY
LIBERTY *BACKMOUNT*
LIBERTY *SIDEMOUNT*
LIBERTY *LIGHT*
LIBERTY *HEAVY*

ANALYZER DNA
ANALYZER SOLO
ANALYZER SOLO O_2
ANALYZER ECHO
ANALYZER He/O_2
FREEDOM+
SENTRY

A.2 >

COLORS

When it comes to identifying a brand, the logo is probably the first thing customers will think of. The second thing are brand colors.

The goal for establishing brand colors is that the customers remember them and begin to associate them with the business.

Colors play a substantial role in purchases and branding. When a company effectively sets brand colors, it can provide an enormous competitive advantage, achieving instant recognition.

BRAND COLORS

>

Color is an essential element of the visual identity of Divesoft.

RED

PANTONE
Pantone 185C

CMYK
C=0 / M=100 / Y=100 / K=0

HEX
#e30513

RGB
R=227 / G=6 / B=19

ORACAL 951
#324

BLACK

PANTONE
Pantone Black C

CMYK
C=0 / M=0 / Y=0 / K=100

HEX
#000000

RGB
R=0 / G=0 / B=0

ORACAL 951
#070

CARBON

PANTONE
Pantone 418C

CMYK
C=0 / M=0 / Y=0 / K=85

HEX
#4a4a49

RGB
R=74 / G=74 / B=73

ORACAL 951
#935

GRAY

PANTONE
Pantone Cool Gray 6C

CMYK
C=0 / M=0 / Y=0 / K=39

HEX
#b4b4b4

RGB
R=180 / G=180 / B=180

ORACAL 951
#730

SILVER

PANTONE
Pantone Cool Gray 1C

CMYK
C=0 / M=0 / Y=0 / K=8

HEX
#f0f0f0

RGB
R=240 / G=240 / B=240

ORACAL 951
#010

USING THE LOGO
ON SOLID COLOR

›

**It is prohibited to use the RED logo
on colored backgrounds, except silver.**

DIVESOFT

DIVESOFT

DIVESOFT

DIVESOFT

DIVESOFT
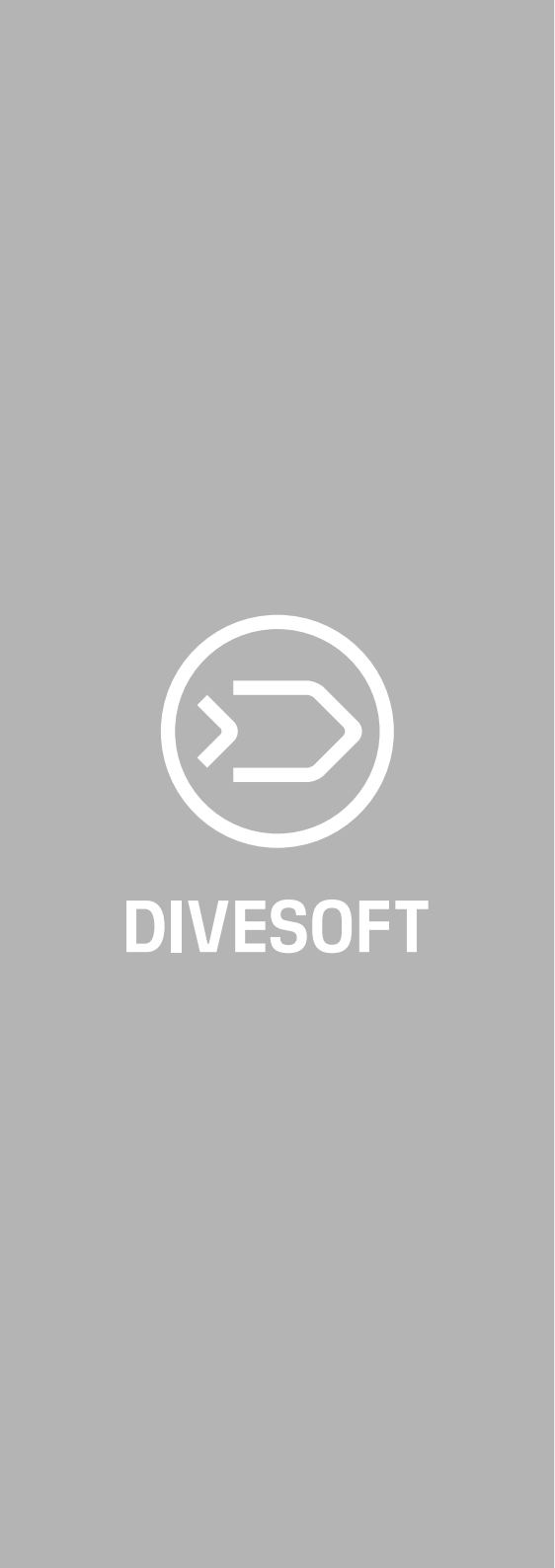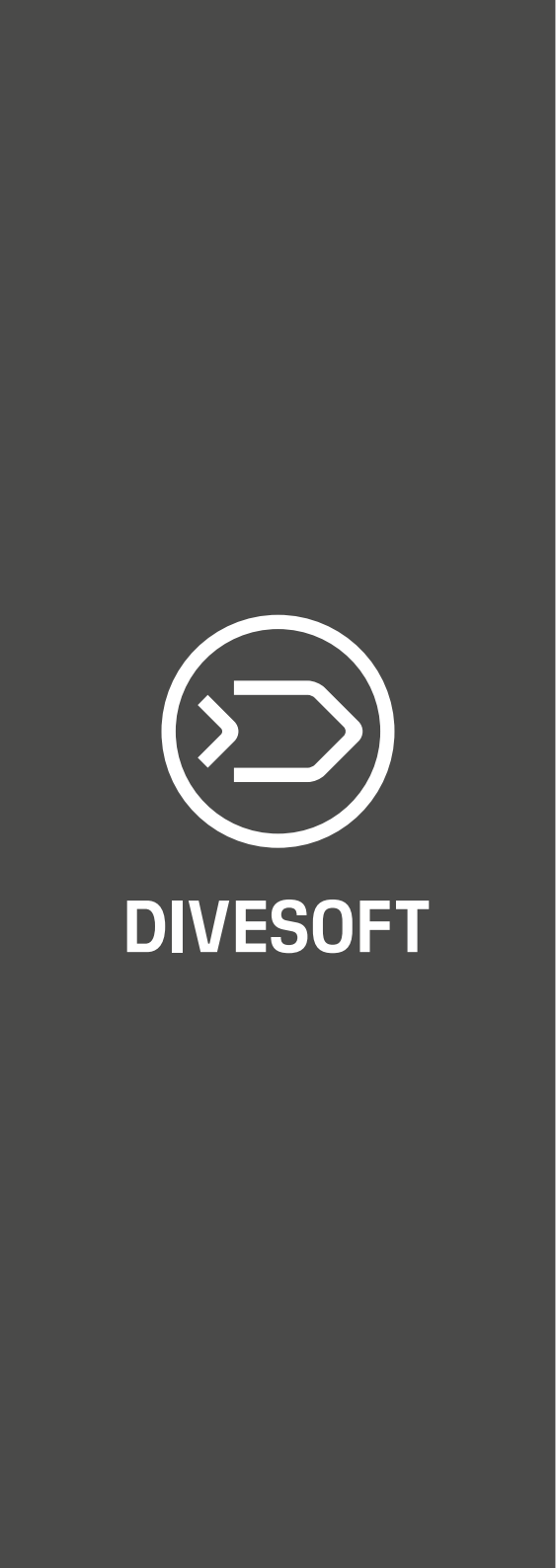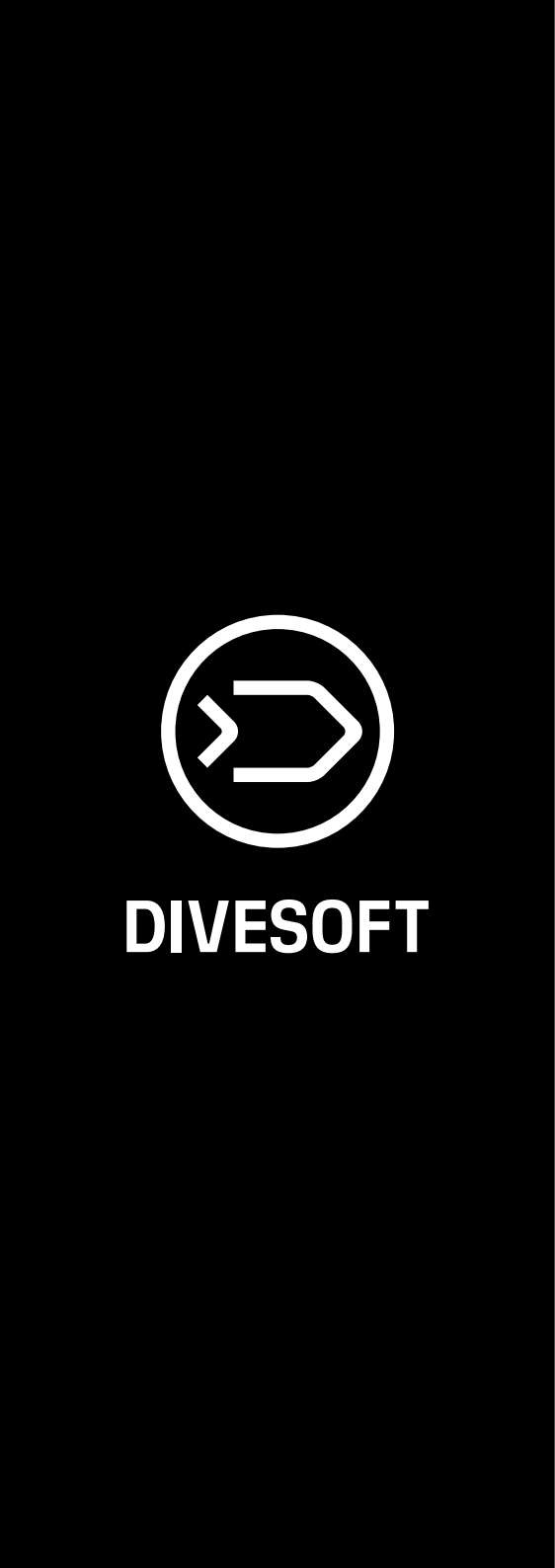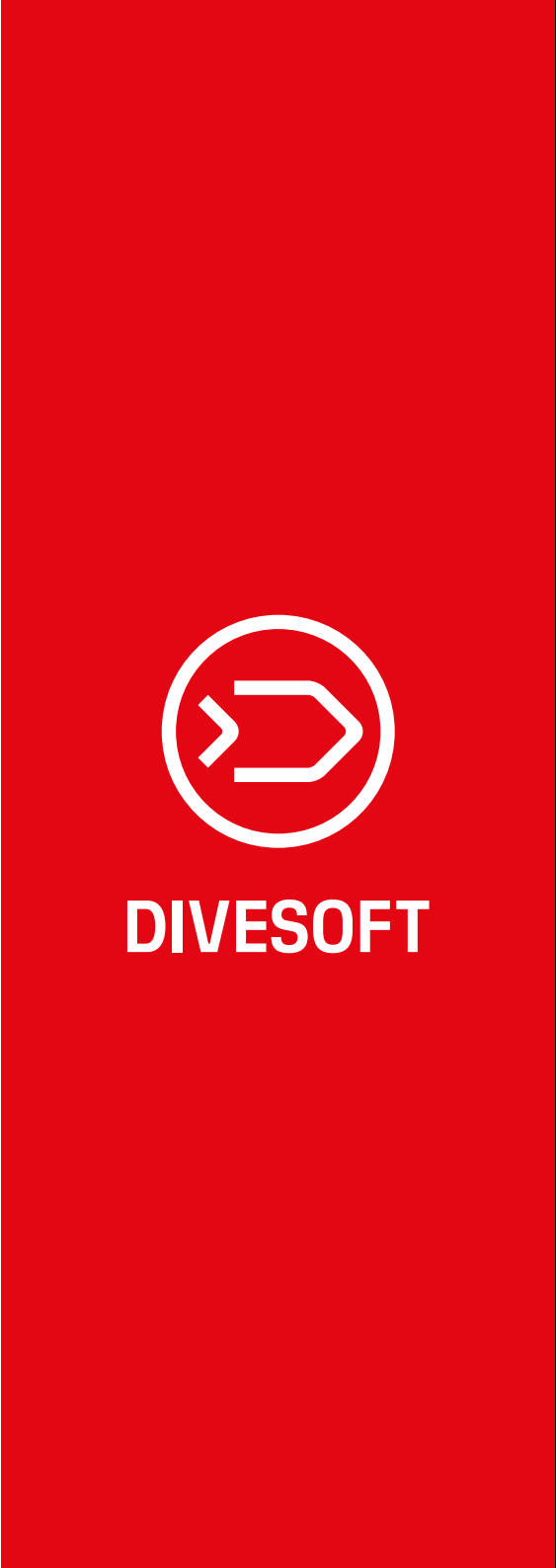
A.3 ›

TYPOGRAPHY

Typography plays an important role in a brand identity. The goal is to make the brand appealing to read. Typography is an art form that can manipulate the significance of what it communicates. Type has a specific personality that the company purposefully chose, and it contributes to identifying the brand.

CORPORATE FONT: CORRIDOR

›

The main typeface of Divesoft is Corridor. The rules of using Corridor are described on the following pages.

⌄ DOWNLOAD

CORRIDOR is a font created for quick and easy reading in communication and orientation systems. Corridor is simple, clear and has great brightness between letters, therefore it works. Five weights of different stroke intensity create a rich family of typefaces for a variety of uses in typography for special occasions.

Corridor corresponds with Divesoft in its smart, user-friendly but highly professional way.

Aa

> 1

CORRIDOR BLACK

This typeface is used for basic features, titles etc.

———————————————

Abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

#0123456789

Aa

> 2

Corridor Bold

This typeface is used for headlines and subheading.

———————————————

Abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

#0123456789

Aa

> 3

Corridor Demibold

This typeface is used for highlighting in ordinary text.

———————————————

Abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

#0123456789

Aa

> 4

Corridor Light

This typeface is used for ordinary text.

———————————————

Abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

#0123456789

Aa

> 5

Corridor Italic

This typeface is used for highlighting in ordinary text.

———————————————

Abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

#0123456789

SAMPLE OF A SHORT HEADLINE.[1]

This typeface is used for subheadings, but it is also possible to use it for longer headlines.[2]

This is an example for highlighting text using Demibold. It can be used to communicate an important message[3]. This is a sample or ordinary text, idem quatiatia aut aut aceratquat voluptas sin ressunt.[4]
This is an example for changing the typeface to italic. It is used for quotations or less important, but still worth highliting information.[5]

———————————————

The space between lines should be at least 1,5× font size, for better legibility.

A.4 >

PHOTOGRAPHY

Photography is a key part of the visual communication of Divesoft. Adherence to the unified style is essential for clear brand recognition and the whole brand philosophy. Applying a filter on photographs can help give them a unique look and feel.

TYPES OF
PHOTOGRAPHY

›

Here are examples of pictures which we can use for Divesoft materials. We use underwater sceneries, coasts, divers only with Divesoft equipment! Always use high resolution pictures.

FORBIDDEN TYPES
OF PHOTOGRAPHY

>

Here are examples of pictures which are strictly
forbidden to use for Divesoft materials.

Divesoft can only use pictures with author´s approval.
It is prohibited to use photos with watermarks and logos of different
brands other than Divesoft and Liberty.

Never use pictures of beaches, touristic atractions, water sports,
non-Divesoft equipment. Don't use low-resolution images.

A.4

PHOTOGRAPHY
COLOR OPTIONS

›

Photos must be of high quality and can be used only as shown on this page: Original colors or Gray tinted. Photoshop actions to convert images into „Gray35" or „Gray50" tints can be downloaded in the link below. Photography must be in accordance to the core business of Divesoft.

⌄ DOWNLOAD
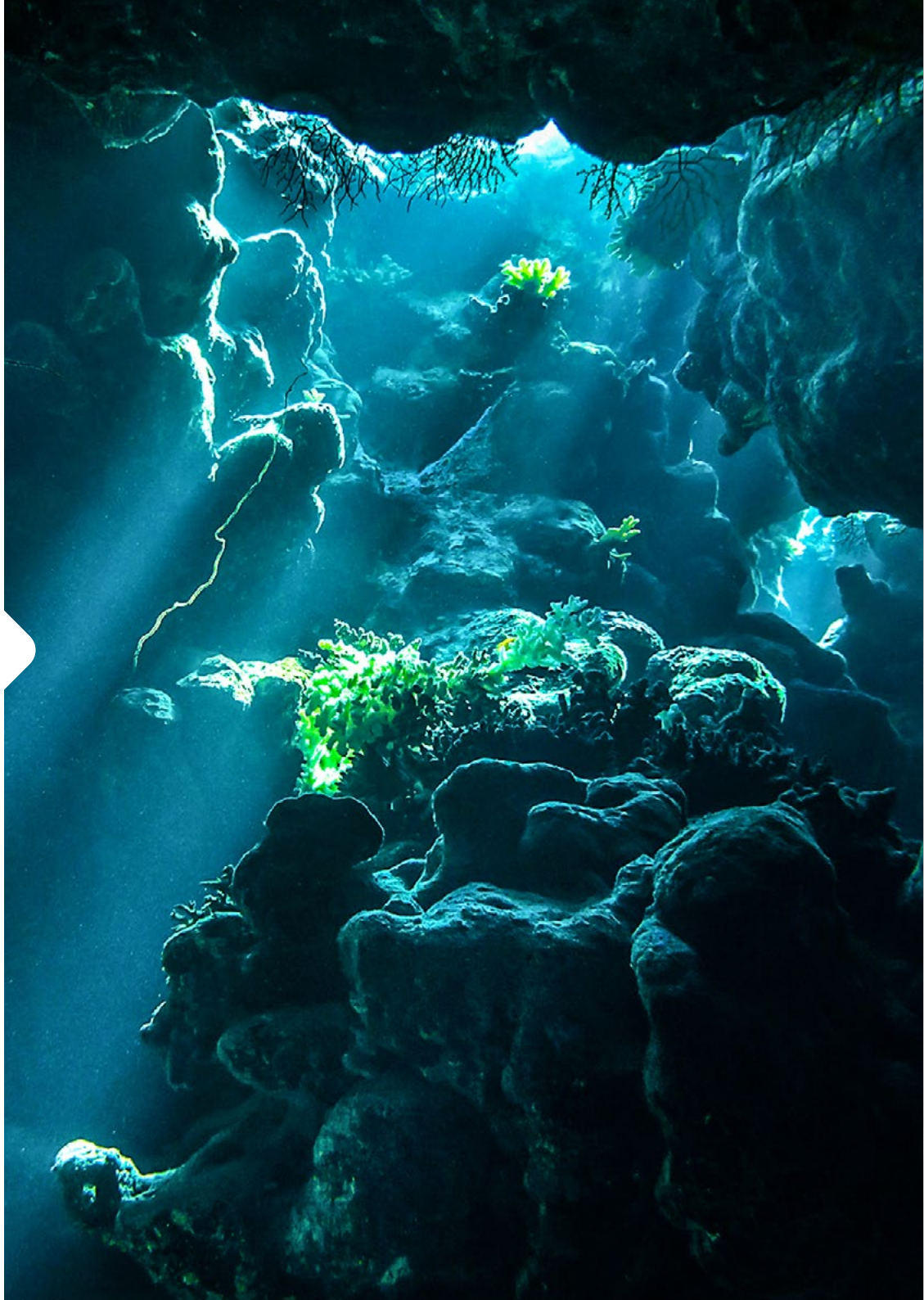
PRODUCT LIBRARY

›

This library contains recommended image and text material
that should be used in connection with the Divesoft brand.
Please download below all you need to create leaflets,
an eshop, catalog etc, or all of the mentioned above.

⌄ DOWNLOAD
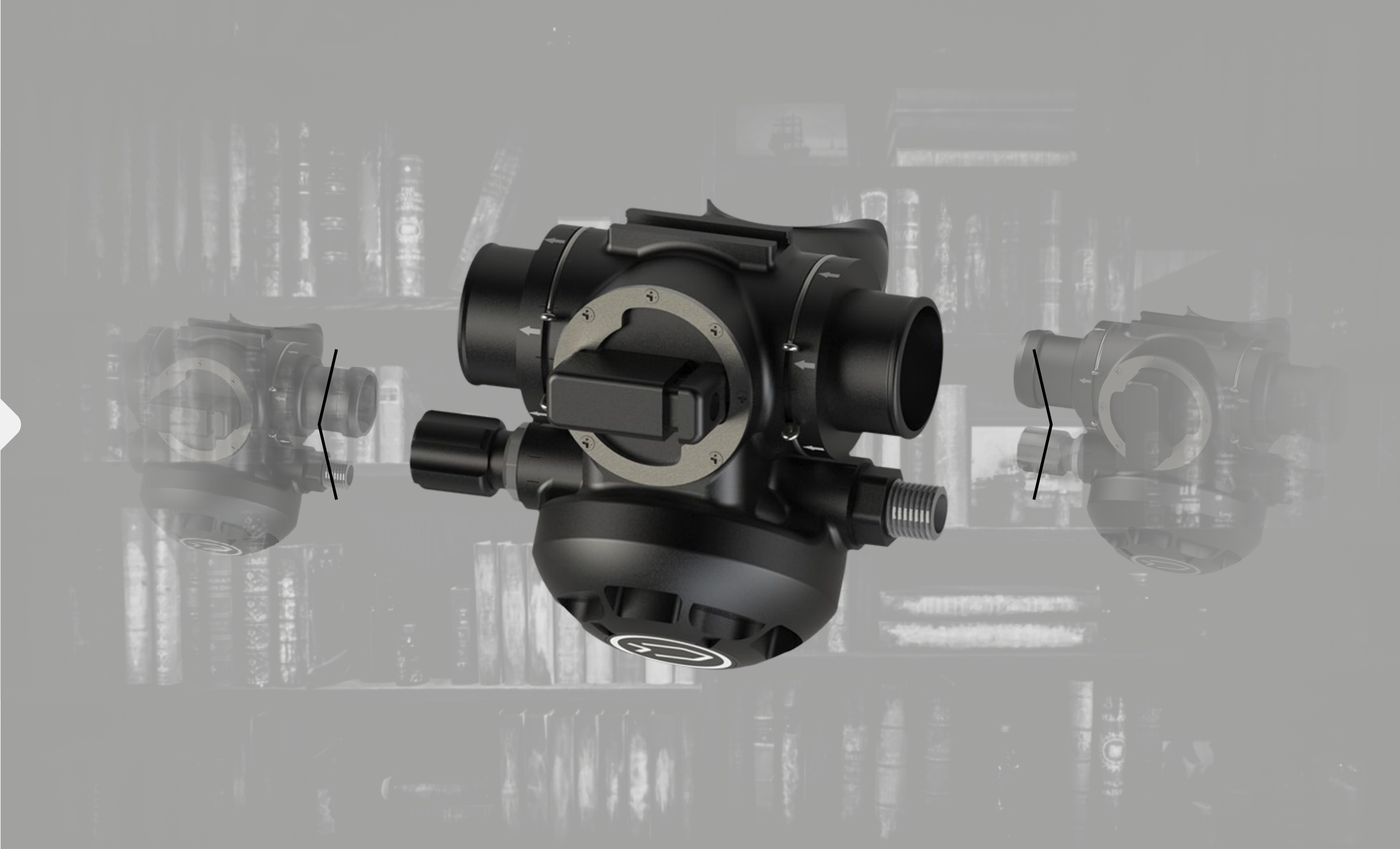
WORD IDENTITY

Word identity needs to be consistent to build trust of customers and make them feel appreciated. The brand voice of Divesoft is directly approaching customers on social media or through direct mail and newsletters.

Divesoft can be seen at various fairs, conferences and diving events, where they build real relationship with long-term or potential customers.

DIVESOFT'S TONE OF VOICE

❯

1] Is casual and informal while helpful and professional
2] Sounds human not robotic
3] Mentors in a friendly and responsive way
4] Is not affraid to react with the sense of humour in appropriate situations
5] Addresses people directly, avoids using passive voice
6] Assumes that people are smart and equipped with the good intentions but stays on one´s guard

The style of communication of Divesoft is based on a direct, informal but respectful approach to customers, suppliers and every human who gets in contact.

Divesoft is building a friendly community, where people feel heard, can receive advice and can give any feedback. Divesoft also appreciates all suggestions, thoughts or new ideas.

Divesoft delivers heartfelt work, and believes in honesty and trust in business and with the customers.

Divesoft is working on spreading these simple but true values to the world. It feels passionate about its core business, trying to push the limits of technology higher and higher. It is not only work or hobby, it is a lifestyle.

HOW TO COMMUNICATE

>

**These are examples
of communication
in various media.**

ADVICES

Casual while confident in given information.

Please tell us what is going to happen now.
DO: Let me sum up what we agreed on. You will do your part of job, we will do ours. When we are convinced that this is the best solution for you, you can count on it.

You were not right, why would you say this without having proof?
DON´T: We are very sorry to admit that our research was not completed when you were given this advice by one of our newcomers.

FEEDBACK

Sounds human not robotic.

**As I had the chance to get in contact with you,
I would like to share my remarks and suggest some improvements to your customer care.**
DO: This is great, Tereza! Thanks for your nice example and opportunity for our improvement, we will definitely take it into consideration.

DON´T: Every customer´s initiative will be registered and considered occasionally.

QUESTIONS

Mentors in a friendly and responsive way.

Dear all, I would love to dive on New Year´s Eve because this year means a lot to me. I would like to have it recorded and to do all the things on the list attached. What do you think about it?
DO: We appreciate that you have turned to us with this complex question. The answer is also not simple and could be crucial for your planning. We would rather talk about it to explain all your issues, would you have time to make a call?

DON´T: First think, then talk. Your plan does not make sense and is very dangerous.

RECLAMATION

Assumes that people are smart and equipped with the good intentions but stays on one´s guard.

Dear all, I am very disappointed by your top product. It is my first and definitely last experience with your company.
DO: We will review your reclamation as soon as possible and will notify you after the expertise. Please, be patient with us, we will do our best.

DON´T: We are sorry and not happy that you bought a defective product. We will do our best to make you happy this time. We will send you new product automatically.

COMMENTS

Is not affraid to react with the sense of humour in appropriate situations.

When seeing a picture of half-naked man in the waves.
DO: Wow, nice, don´t try to pretend that it fell by accident :)

Hello, could anyone help me, please? I have been just robbed, do not have money...I am really lost here...
DON´T: Sure we can pick you up miles away and get you home for free just because you have a nice smile.

HEADLINES/AUTOMATIC REPLY

Addresses people directly, avoids using passive voice.

Title description.
DO: Are you sinking under the weight of uncertainty? What is best, what to buy, not to buy? Well, stop worrying, we are waiting for you.

Automatic reply.
DON´T: Your message has been received and will be answered by our customer services department.

BRAND USAGE

One of Divesoft's goals is to be easily recognized and to increase its brand awareness. This can be achieved when customers see and hear about the brand in as many places and products as possible.

The following pages include various branded products which can be used as a part of brand communication among its own employees or customers. Company materials are often the first familiarization with the brand, therefore the quality of the materials is fundamental.

C.1 ›

PROMOTIONAL MATERIALS

There are few samples on the following pages of how a company's identity is used in real communication.

It is crucial to have a unified and consistent presentation of the company at all times.
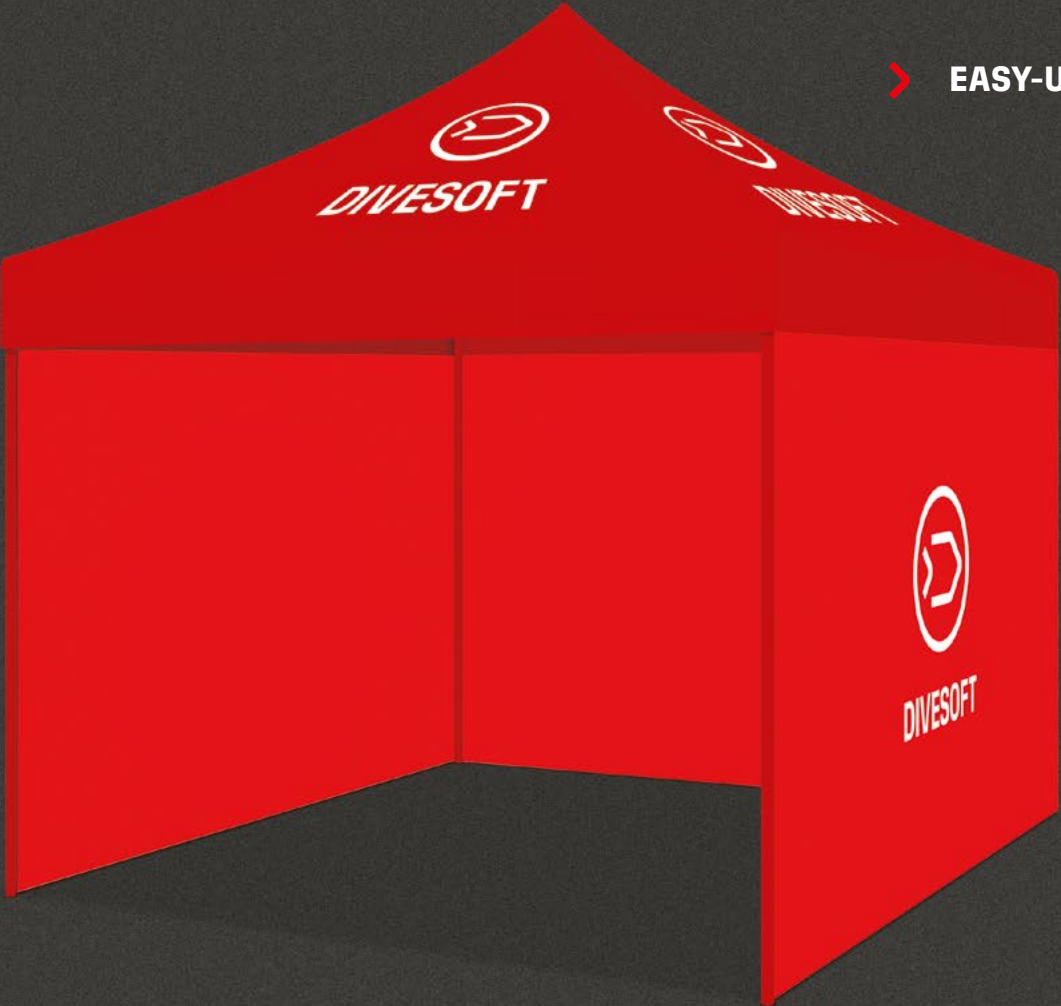
EASY-UP TENT

ROLL-UP

BANNERS

Divesoft outdoor banners
for wide usage.

⌄ DOWNLOAD

C.1

> **FLAGS**

Divesoft or other sub-brands
logos can be used on flags
only in white on red
or red on white version.
The logo should be placed
exactly as on the picture.

Flags are often used in front
of company buildings, shops
or at fairs and other events.

> **NAVIGATION**

Divesoft outdoor rudders
for wide usage.

DIVESOFT

EXHIBITION
500 m

CONTACT

›

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USA

DIVESOFT

divesoft.com

/divesoft

#anotherbestdive