DiSTI®

Brand Guidelines

The DiSTI Corporation

Terms & Conditions

The DiSTI brand is a valuable asset of The DiSTI Corporation (DiSTI). Your use of the trademarks, trade names, service marks, logos or images is limited to the branding guidelines stated here. You are required to adhere with these guidelines and it is essential that you understand these guidelines in their entirety.

The marketing department must review and approve the content of any collateral that is disseminated to the public. Please allow a minimum of three (3) business days for the review process to occur. Please submit all materials and direct any questions about the use of DiSTI logos, images, or communication to the marketing department at marketing@disti.com.

Copyright & Trademarks

For the purposes of this notice, "Intellectual Property" means whatever trademarks (registered or not), inventions, patents (both registered and unregistered), copyrights, registered and unregistered designs, know-how and other intellectual property vesting in DiSTI, including any branding, logos and any content contained on any printed material or website, owned by DiSTI.

Any copyright, trademarks, designs, logos, branding, which may be developed by DiSTI and displayed in public consumption now or in the future, shall remain the property of DiSTI.

Any party desiring to use DiSTI's logos or branding content shall only do so with the express, prior written consent of DiSTI that they may do so. The granting of the use of DiSTI logos or branding content shall in any event be at DiSTI's sole instance and discretion.

DiSTI

1.0

The DiSTI Brand

The DiSTI Brand

1.1 Our History

Joe Swinski, Bill Andrews, and Darren Humphrey were aiding the development of simulation training classes at the Institute of Simulation and Training at the University of Central Florida, when they realized that the local Simulation and Training industry could benefit from this type of training as well. Armed with a vision and driven to provide training solutions to the industry, the three founders launched DiSTI as a side business in 1994. As they began to gain more contract work for the military, government agencies, and private businesses, the founders quickly realized that DiSTI would become more than just a vision.

Today, DiSTI is a leading provider of graphical user interface software and customized 3D training solutions. Our software products and professional services have pioneered the advancement of the user experience for Fortune 500 companies, the U.S. Military, and clientele from around the world.
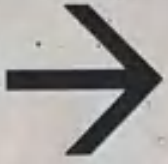
The DiSTI Brand

1.2 Positioning

We provide the tools, processes, and solutions that drive immersive user experiences and empower industry leaders worldwide to develop, create, and interface.

On the surface level, it may seem like we sell software and services, however, there is much more to DiSTI. What we actually do is create, design, innovate, and advance unique virtual training and user interface solutions. Whether it's a virtual maintenance trainer for the F-35 jet fighter, an infotainment system for Jaguar Land Rover, or a medical display for a cardio detection device – DiSTI provides customized solutions for our customers' unique needs.

Customer satisfaction is the cornerstone of our success.

DiSTI works to deliver products and services of superior quality, unparalleled value, unprecedented re-usability, and unbeatable performance. DiSTI partners with our customers to meet demanding delivery deadlines, budget constraints, and stringent application requirements.

1.3 Understanding Our Brand

DiSTI is more than just a name.

On the surface level, it may seem like we sell software and services, however, there is much more to DiSTI. What we actually do is create, design, innovate, and advance unique virtual training and user interface solutions. Whether it's a virtual maintenance trainer for the F-35 jet fighter, an infotainment system for Jaguar Land Rover, or a medical display for a cardio detection device – DiSTI provides customized solutions for our customers' unique needs.

An enduring brand.

The brand is a small snippet of everything that a company is, does, and stands for. This representation is seen oftentimes most clearly in promotional messages and in the quality of the customer's experience when buying, using, and gaining service from a branded product or service. The brand's representation communicates so much more, such as less obvious aspects of the brand that are equally important. For example, a distinctive, recognizable personality that is inseparable from the brand itself, informing not only advertising and communications how to function, but behavior as well.

Consistency is key.

Attaining a brand that endures requires a conscious, coordinated, consistent approach to all communications and behavior. This approach understands that every choice and every decision, no matter how small, communicates something to someone about the DiSTI brand. When the brand's messages are designed with a focus for the needs of a moment, they have not lasting effect on the recipient and illustrate a short-sighted use of marketing resources. However, when messages are delivered within a consistent framework and reinforce the brand's guarantee and personality, their impact can be used to boost awareness and heighten brand recognition and preference.
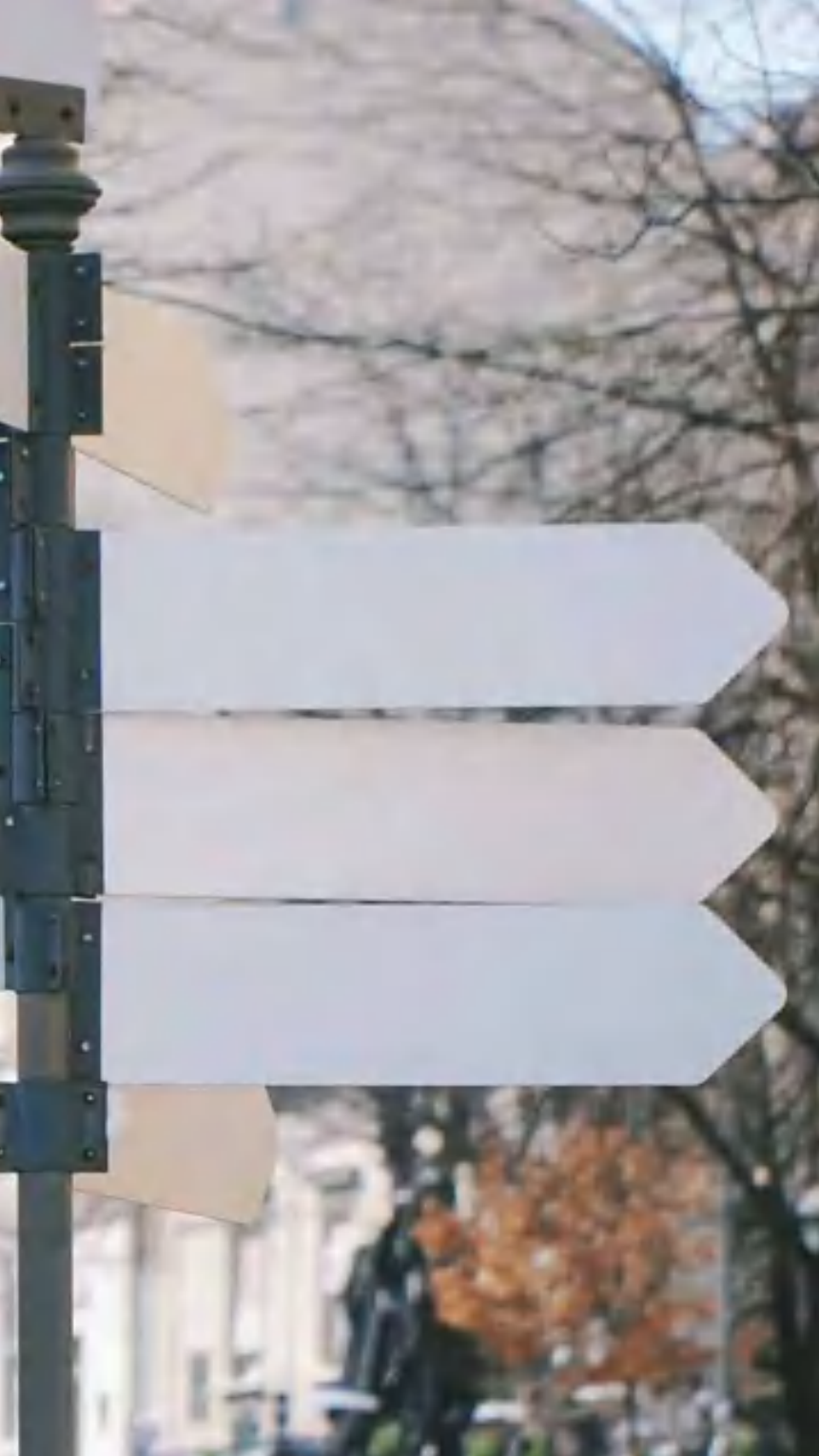
The DiSTI Brand

1.4 Guidelines Overview

Brand Usage Guidelines

DiSTI has established the following guidelines for the print and digital production of our brand elements. These guidelines delineate rules for correct presentation of the DiSTI brand elements in a variety of applications and media. The DiSTI company trademark and brand elements may be used only in accordance with these guidelines. All other use is prohibited by DiSTI.

Anyone outside of DiSTI should use our logo without the tagline. Use of any tagline without the company logo or product logo is prohibited unless given written consent by our marketing department. To obtain written permission, please send your request to marketing@disti.com.

Our Logos

Our Logos

2.1 DiSTI Logo

Logo Colors

The main color for the DiSTI logo is "DiSTI Blue", or **PMS 301 C**.
It's equivalent CMYK value is **C=100 M=80 Y=16 K=8**, and it's
equivalent RGB value is **R=13 G=72 B=135.**

Being the main color of the brand, the logo should
use the "DiSTI Blue" whenever possible.

Alternative colors for the logo are black
(C=75 M=68 Y=65 K=86   //   R=9 G=10 B=11)
and white **(C=0 M=0 Y=0 K=0   //   R=255 G=255 B=255)**.

Clear Space

Maintain clear space around the logo to protect it from
distracting graphic elements, photos or typography. The
clear space should be about the width of the DiSTI "D" for
both vertical and horizontal space. Never allow typography
or other elements to invade the logo clear space.

Minimum Logo Sizing

With rare exception, do not reproduce the DiSTI logo
smaller than the measurements illustrated here.

0.75"

Knock-out

2.1 DiSTI Logo

Usage

Full-color Logo Use on backgrounds

The full color logo should only be used on white, light gray, and really light blue backgrounds. Avoid using the full-color logo on photographs unless the logo sits on really light areas of the image allowing for high contrast and visibility.

One-Color Logo Use

The white color logo should only be used on color backgrounds within the DiSTI primary color palette.

For photography, the white or black logo can be used only for imagery that has been approved by DiSTI Marketing. The logo should also retain high contrast and visibility whenever placed on an image.

2.1 DiSTI Logo

Misuse

Do not distort the logo	**DiSTI**
Do not crop the logo	**DiSTI**
Do not change the transparency of the logo	**DiSTI**
Do not use a different color for the logo	**DiSTI**
Do not use drop shadows or any other effects	**DiSTI**

Do not re-create using any other typeface	**DiSTI**
Do not outline logotype	**DiSTI**
Do not rotate logo	**DiSTI**
Do not use logo in pattern or a repeating system	DiSTI DiSTI Di STI DiSTI DiSTI DiSTI DiSTI Di STI DiSTI DiST
Do not place the logo in custom shapes	**DiSTI**

Our Logos

2.2 GL Studio® Logo

Logo Colors

The GL Studio® logo uses the DiSTI blue
(PMS 301 C // CMYK=100-80-16-8 // R=13 G=72 B=135)
as it's main color, along with a cool gray
(PMS Cool Gray 11C // CMYK=66-57-51-29).
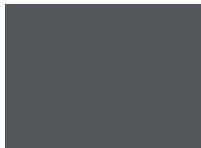The logo should use it's full-color combination whenever possible.

Alternative colors for the logo are black
(C=75 M=68 Y=65 K=86), white **(C=0 M=0 Y=0 K=0)**,
and a **"color knockout logo"** which uses the "DiSTI Blue"
for the square and white for the font and border.

DiSTI Blue

Cool Gray

Black

PMS	301 C
CMYK	100-80-16-8
RGB	17-72-134
HEX	#114786

PMS	Cool Gray 11
CMYK	66-57-51-29
RGB	84-86-91
HEX	#53555a

CMYK	75-68-65-86
RGB	9-10-11
HEX	#09090b

Minimum Logo Sizing

With rare exception, do not reproduce the GL Studio® logo
smaller than the measurements illustrated here.

0.875"

Horizontal Logo

Knock-out　　　**Color knock-out**

Our Logos

2.2 GL Studio® Logo

Stacked Logo

Stacked Variation

The stacked GL Studio® logo can also be used when confined to narrower spaces that require a more condensed proportion.

Minimum Logo Sizing

With rare exception, do not reproduce the GL Studio® stacked logo smaller than the measurements illustrated here.

0.5"

Knock-out   **Color knock-out**

Our Logos

2.3 GL Studio® Micro™ Logo

Logo Colors

GL Studio Micro™ is a sub-brand of GL Studio® and enables the application of GL Studio®'s powerful features into smaller embedded MCUs.

GL Studio Micro™ capitalizes on GL Studio®'s existing color palette, and introduces a new "Steel Gray" color.

DiSTI Blue	Steel Gray	Black
PMS 1815 C		
CMYK 16-97-86-54	CMYK 20-15-15-0	CMYK 75-68-65-86
RGB 115-11-18	RGB 204-204-204	RGB 9-10-12
HEX #114786	HEX #cccccc	HEX #09090b

Minimum Logo Sizing

With rare exception, do not reproduce the GL Studio Micro™ logo smaller than the measurements illustrated here.

1.25"

Knock-out   **Color knock-out**

Our Logos

2.4 GL Studio® OneTouch™ Logo

Logo Colors

OneTouch™ is a sub-brand of GL Studio® and enables single button rapid generation, compilation, and content transfer for application launch.

OneTouch™ uses GL Studio®'s existing color palette.

DiSTI Blue

PMS	1815 C
CMYK	16-97-86-54
RGB	115-11-18
HEX	#114786

Cool Gray

PMS	Cool Gray 11
CMYK	66-57-51-29
RGB	84-86-91
HEX	#53555a

Black

CMYK	75-68-65-86
RGB	9-10-12
HEX	#09090b
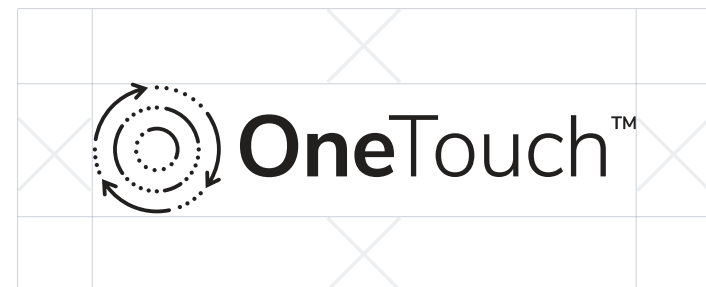
Minimum Logo Sizing

With rare exception, do not reproduce the OneTouch™ logo smaller than the measurements illustrated here.

1.25"

Knock-out

Color knock-out

Our Logos

2.5 GL Studio® Mixed-Criticality™ Logo

Logo Colors

GL Studio Mixed-Criticality™ Workflow facilitates both Safe and Non-safe UI content in the same design file.

The Mixed-Criticality™ logo uses GL Studio®'s existing color palette.

DiSTI Blue

PMS	1815 C
CMYK	16-97-86-54
RGB	115-11-18
HEX	#14786

Cool Gray

PMS	Cool Gray 11
CMYK	66-57-51-29
RGB	84-86-91
HEX	#53555a

Black

CMYK	75-68-65-86
RGB	9-10-12
HEX	#09090b
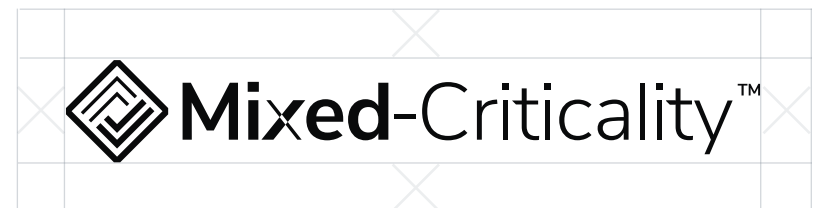
Minimum Logo Sizing

With rare exception, do not reproduce the Mixed-Criticality™ logo smaller than the measurements illustrated here.

1.75"

Knock-out

Color knock-out

Our Logos

2.6 VE Studio® Logo

Logo Colors

The VE Studio® logo uses a crimson red
(PMS 1815 C // CMYK=16-97-86-54 // R=115 G=11 B=18) as it's main color,
along with a cool gray **(PMS Cool Gray 11C // CMYK=66-57-51-29)**.
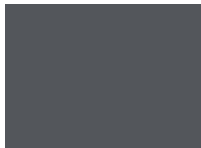The logo should use it's full-color combination whenever possible.

Alternative colors for the logo are black
(C=75 M=68 Y=65 K=86), white **(C=0 M=0 Y=0 K=0)**,
and a **"color knockout logo"** which uses the crimson red
for the square and white for the font and border.

Horizontal Logo

VES Crimson Red		Cool Gray		Black	
PMS	1815 C	PMS	Cool Gray 11	CMYK	75-68-65-86
CMYK	16-97-86-54	CMYK	66-57-51-29	RGB	9-10-12
RGB	115-11-18	RGB	84-86-91	HEX	#09090b
HEX	#730B12	HEX	#53555a		

Minimum Logo Sizing

With rare exception, do not reproduce the VE Studio® logo
smaller than the measurements illustrated here.

0.875"

Knock-out   **Color knock-out**

Our Logos

2.6 VE Studio® Logo

Stacked Logo

Stacked Variation

The stacked VE Studio® logo can also be used when confined to narrower spaces that require a more condensed proportion.

Minimum Logo Sizing

With rare exception, do not reproduce the VE Studio® stacked logo smaller than the measurements illustrated here.

0.5"

Knock-out

Color knock-out

Our Logos

2.7 VE Mentor™ Logo

Logo Colors

VE Mentor™ is a cross-over integration that allows for both classroom and hands-on training.

The VE Mentor™ logo uses VE Studio®'s existing color palette.

Crimson Red

PMS	1815 C
CMYK	16-97-86-54
RGB	115-11-18
HEX	#730B12

Cool Gray

PMS	Cool Gray 11
CMYK	66-57-51-29
RGB	84-86-91
HEX	#53555a

Black

CMYK	75-68-65-86
RGB	9-10-12
HEX	#09090b

Minimum Logo Sizing

With rare exception, do not reproduce the VE Mentor™ logo smaller than the measurements illustrated here.

0.875"

Horizontal Logo:

Knock-out

Color knock-out

Our Logos

2.7 VE Mentor Logo

Stacked Logo:

Minimum Logo Sizing

With rare exception, do not reproduce the VE Mentor™ logo smaller than the measurements illustrated here.

0.5"

Knock-out

Color knock-out

Our Logos

2.8 DiSTI Schoolhouse™ Logo

Vertical Logo

Logo Colors

DiSTI Schoolhouse™ enables virtual training with real-time 3d rendering through a standard internet browser.

The DiSTI Schoolhouse™ logo is made up of a gradient for the cloud icon, and a combination of two colors for the font. A non-gradient logo alternative should only be used when color is limited. (i.e. embroidery or 2 color screen print.)

Soft Blue	Teal	Light Teal	Black
CMYK 89-47-32-7	CMYK 73-11-36-0	CMYK 57-2-26-0	CMYK 75-68-65-86
RGB 43-113-140	RGB 48-171-171	RGB 105-194-194	RGB 9-10-12
HEX #2B718C	HEX #30ABAB	HEX #69C2C2	HEX #09090b

Minimum Logo Sizing

With rare exception, do not reproduce the DiSTI Schoolhouse™ logo smaller than the measurements illustrated here.

1.25"

Knock-out

Color knock-out

Our Logos

2.8 DiSTI Schoolhouse™ Logo

Horizontal Logo Variation

The DiSTI Schoolhouse™ logo is best used in wider spaces
such as a dashboard navigation or horizontal panel.

Minimum Logo Sizing

With rare exception, do not reproduce the DiSTI
Schoolhouse™ logo smaller than the measurements
illustrated here.

1.75"

Knock-out

Color knock-out

3.0

Color Palette

DiSTI Blue   DiSTI Blue Gradient   Bright Blue

Color

3.1 Primary Core Colors

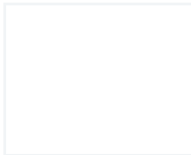Use these color proportions in any layout or collateral design.

The "Bright Blue" and "Light Blue" can be used as accent colors in the proportions shown on the left.

DiSTI Blue PANTONE 301 C	**White**	**Off-White** PANTONE COOL GRAY 1 C	**Light Blue** PANTONE 297 C	**Bright Blue** PANTONE 2174 C	**Cool Gray** PANTONE 430 C	**Cool Slate** PANTONE 7546 C	**Deep Blue** PANTONE 7547 C
C=100 R=17 M=80 G=72 Y=16 B=134 K=8	C=0 R=255 M=0 G=255 Y=0 B=255 K=0	C=4 R=241 M=2 G=243 Y=2 B=244 K=0	C=42 R=137 M=0 G=214 Y=1 B=244 K=0	C=82 R=18 M=40 G=131 Y=0 B=198 K=0	C=52 R=131 M=38 G=142 Y=32 B=153 K=2	C=85 R=46 M=69 G=66 Y=45 B=86 K=34	C=87 R=22 M=76 G=32 Y=53 B=48 K=64
#114786	#ffffff	#f1f3f4	#88d5f3	#1282c5	#828d98	#2e4156	#161f2f

PMS –	PMS –	PMS 1815 C	PMS –	PMS –
CMYK 70-10-28-10	CMYK 36-0-14-0	CMYK 16-97-86-54	CMYK 15-87-70-3	CMYK 69-42-24-1
RGB 57-162-181	RGB 167-220-224	RGB 115-11-18	RGB 204-71-75	RGB 92-131-161
HEX #39a2b4	HEX #a6dce0	HEX #730b12	HEX #cb464a	HEX #5b82a1

PMS –	PMS –	PMS –	PMS Cool Gray 11	PMS –	PMS –
CMYK 85-36-51-12	CMYK 67-0-44-0	CMYK 75-68-65-86	CMYK 66-57-51-29	CMYK 88-89-32-22	CMYK 50-62-1-0
RGB 34-115-118	RGB 132-207-200	RGB 9-10-12	RGB 84-86-91	RGB 59-51-99	RGB 139-112-179
HEX #217376	HEX #84cfc8	HEX #09090b	HEX #53555a	HEX #3b3263	HEX #8b70af

PMS –	PMS –
CMYK 86-71-10-1	CMYK 54-2-0-0
RGB 60-90-156	RGB 97-200-273
HEX #3c5a9b	HEX #61c8f2

Color

3.2 Secondary Colors & Gradients

Do not use secondary colors for text.

Secondary colors can be used with our primary core colors, but should be limited as accents or section indicators to supplement and help differentiate content.

Do not use in place of core brand colors.

A good example of this can be seen with the gradients below, which are used with textures for section dividers to help separate each industry.

SUPPLEMENTARY GRADIENTS

AVIATION   AUTOMOTIVE   DEFENSE   INDUSTRIAL   POWER & ENERGY   SPACE   MEDICAL   TECHNOLOGY

GL Studio®

VE Studio®

PMS 301 C	
CMYK 100-80-16-8	
RGB 17-72-134	
HEX #114786	

PMS Cool Gray 11	
CMYK 66-57-51-29	
RGB 84-86-91	
HEX #53555a	

PMS 1815 C	
CMYK 31-92-81-36	
RGB 127-38-41	
HEX #7e2629	

Color

3.3 Product Colors

The GL Studio® blue and the VE Studio® crimson red are the main colors of each product, however both logos also incorporate the cool gray color.

The GL Studio® blue is the DiSTI blue.

The VE Studio® crimson red is part of the DiSTI secondary color palette.

The Cool Gray is also part of the DiSTI secondary color palette.
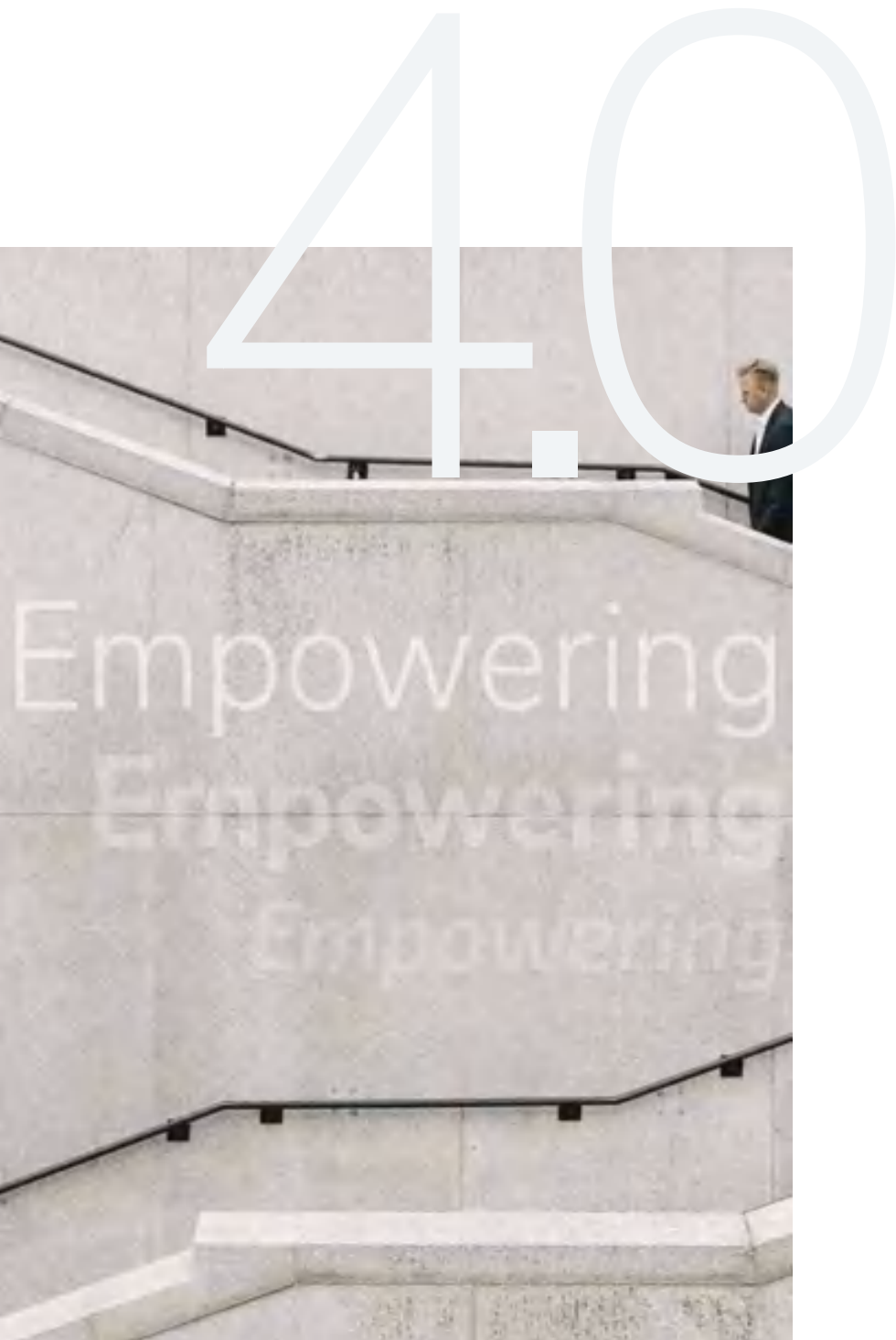
Typography

Please note, pixel font sizes vs. point font sizes differ since they're used for different mediums. Please refer to either Typography Guide (Print) or Typography Guide (Web) accordingly.

Typography

4.1 Typeface 1: Nunito Sans

Nunito is a well balanced sans serif typeface super family, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Extra Light	Brick quiz whangs jumpy veldt fox.
Extra Light Italic	Brick quiz whangs jumpy veldt fox.
Light	Požiadavkou Motorického.
Light Italic	Požiadavkou Motorického.
Regular	Bright vixens jump; dozy fowl quack.
Italic	Bright vixens jump; dozy fowl quack.
Semibold	OŻywiona Matemático.
Semibold Italic	OŻywiona Matemático.
Bold	Quick wafting zephyrs vex bold Jim.
Bold Italic	Quick wafting zephyrs vex bold Jim.
Extra Bold	Architekten Zwitserland.
Extra Bold Italic	Architekten Zwitserland.
Black	Praktischer Revolutions.
Black Italic	Praktischer Revolutions.

Typography

4.2 Typeface 2: Exo 2

Exo 2 is a complete redrawing of Exo, a contemporary geometric sans serif typeface that tries to convey a technological/futuristic feeling while keeping an elegant design. Exo is a very versatile font, so it has 9 weights (the maximum on the web) and each with a true italic version. Exo 2 has a more organic look that will perform much better at small text sizes and in long texts.

In March 2020, the family has been updated to a variable font family.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Thin	Brick quiz whangs jumpy veldt fox.
Thin Italic	*Brick quiz whangs jumpy veldt fox.*
Extra Light	Požiadavkou Motorického.
Extra Light Italic	*Požiadavkou Motorického.*
Light	Bright vixens jump; dozy fowl quack.
Light Italic	*Bright vixens jump; dozy fowl quack.*
Regular	OŻywiona Matemático.
Italic	*OŻywiona Matemático.*
Medium	Quick wafting zephyrs vex bold Jim.
Medium Italic	*Quick wafting zephyrs vex bold Jim.*
Semi Bold	**Brick quiz whangs jumpy veldt fox.**
Semi Bold Italic	***Brick quiz whangs jumpy veldt fox.***
Bold	**Glib jocks quiz nymph to vex dwarf.**
Bold Italic	***Glib jocks quiz nymph to vex dwarf.***
Extra Bold	**Architekten Zwitserland.**
Extra Bold Italic	***Architekten Zwitserland.***
Black	**Praktischer Revolutions.**
Black Italic	***Praktischer Revolutions.***

Typography

4.2 Fall-back font: Segoe UI

When the designated fonts are not available, the Segoe UI font that comes as a standard install in Windows 7 through the latest Windows 10 provides a viable fall-back solution.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Light	Brick quiz whangs jumpy veldt fox.
Light Italic	Brick quiz whangs jumpy veldt fox.
Semilight	Bright vixens jump; dozy fowl quack.
Semilight Italic	Bright vixens jump; dozy fowl quack.
Regular	OŻywiona Matemático.
Italic	OŻywiona Matemático.
Semibold	Quick wafting zephyrs vex bold Jim.
Semibold Italic	Quick wafting zephyrs vex bold Jim.
Bold	Brick quiz whangs jumpy veldt fox.
Bold Italic	Brick quiz whangs jumpy veldt fox.
Black	Glib jocks quiz nymph to vex dwarf.
Black Italic	Glib jocks quiz nymph to vex dwarf.

Typography

4.3 Typography Guide (Print)

Heading
Nunito Sans
Light
28 / 32

Heading title style

Sub Heading 1
Exo 2
Bold
18 / 22

Subheading 1 style

Sub Heading 2
Exo 2
Light
16 / 21

Subheading 2 style looks like this

Sub Heading 3
Exo 2
Bold
14 / 18

Subheading 3 style looks like this

Sub Heading 4
Exo 2
Bold
11 / 14

Subheading 4 style looks like this

Paragraph
Nunito Sans
Regular
10 / 14

P - The GL Studio® GUI design tool delivers high-fidelity, feature-rich 2D and 3D user interfaces regardless of product domain or industry.

Index Title
Nunito Sans
Bold
30 / 32 / -15

Index Title

Caption
Nunito Sans
ExtraBold
9 / 10 / 16

For decades DiSTI has been a worldwide provider of turn-key training software solutions.

Quote Mark
Nunito Sans
Bold
65 / 65

"

Pull Quote
Exo 2
Light Italic
15 / 20

DiSTI is a global leader of turn-key and custom virtual maintenance training software and HMI/UI software tools.

Paragraph Small
Nunito Sans
Regular
9 / 10.8

P - The VE Studio® virtual maintenance training development software has powered our portfolio of interactive training programs for over a decade.

Bullet Points
Nunito Sans
Bold
10 / 12

» **Bullet point item 1**

» **Bullet point item 2 is longer**

» **Bullet point item 3 is longest**

Typography

4.4 Typography Guide (Web)
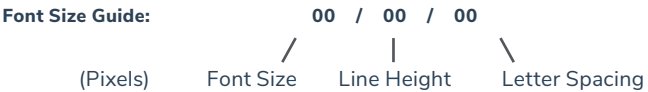
**Please note, the H1 tag should only be used once per website page, to comply with SEO guidelines.
H2 is the largest title style that can be used repeatedly on a single page.**

**H1
Nunito Sans
Bold
45/50/5**

H1 Style

**H2
Nunito Sans
Light
42/45**

H2 Style

**H3
Exo 2
Bold
20/28**

H3 Style

**H4
Exo 2
Light
28/32**

H4 Style

**H5
Exo 2
Bold
18/22**

H5 Style

**H6
Exo 2
Bold
14/18**

H6 Style

**P
Nunito Sans
Regular
16/2/16**

The GL Studio® GUI design tool delivers high-fidelity, feature-rich 2D and 3D user interfaces regardless of product domain or industry.

**Caption
Nunito Sans
ExtraBold
9 / 10 / 16**

For decades DiSTI has been a worldwide provider of turn-key training software solutions.

**Paragraph Small
Nunito Sans
Semibold
12/14/16**

P - The VE Studio® virtual maintenance training development software has powered our portfolio of interactive training programs for over a decade.

Typography

4.3 Type Stack

Typography Styles (Print)

Typography Styles (Web)

Index Title

Heading

Subheading - 1

Subheading - 2

Subheading - 3

Subheading - 4

Paragraph

Paragraph small

Caption

H1

H2

H3

H4

H5

H6

Paragraph

Paragraph small

Caption

5.0

Iconography

Color

5.1 Stylistic Icons

Icons help provide an additional layer of visual information.

This visual style pulls from the main colors of the DiSTI color palette, and delivers a duo-tone look.

Although more involved, this style of icons reflects a modern feel that aligns itself with the tech and software industry.

LIGHT

DiSTI Blue		Light Blue	
PMS	301 C	PMS	297 C
CMYK	100-80-16-8	CMYK	42-0-1-0
RGB	17-72-134	RGB	137-214-244
HEX	#114786	HEX	#88d5f3

DARK

Bright Blue		Light Blue	
PMS	2174 C	PMS	297 C
CMYK	82-40-0-0	CMYK	42-0-1-0
RGB	18-131-198	RGB	137-214-244
HEX	#1282c5	HEX	#88d5f3

Color

5.2 Simple Icon Style

For a quick and recognizable look, a simpler icon style is used to pair with content.

A solid icon style provides good contrast and readability at all scales. The simple look also lasts for many years without feeling dated.

LIGHT

DARK

DiSTI Blue

PMS	301 C
CMYK	100-80-16-8
RGB	17-72-134
HEX	#114786
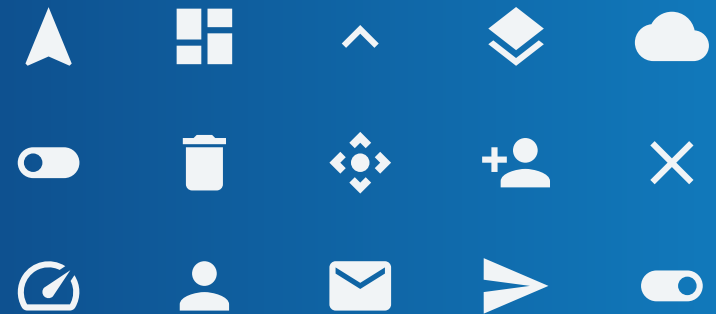
Off-White

CMYK	4-2-2-0
RGB	241-243-244
HEX	#f1f3f4

Patterns, Textures, Symbols & Imagery

DiSTI advances unique **virtual** training and **user interface** solutions world wide.

Due to the virtual and digital nature of the industry, the brand looks to incorporate subtle yet meaningful patterns that link to virtual technology (VES) and user interface solutions (GLS).

These have room to evolve, however the latest are comprised of the following.

Use the following patterns as a guide for implementing textures and design. Further examples of completed textures are available and shown in the next sections.

6.1 Basic
Minimal Pattern

This linear pattern and gray scale gradient is a minimal texture style that can be used for more simple backgrounds and complimenting content.

Patterns, Textures, Symbols & Imagery

6.2 Virtual Patterns

This palette of patterns are used for creating textures in combination with the secondary gradient colors. Usually with an overlay blend mode and light opacity.

Virtual Terrain
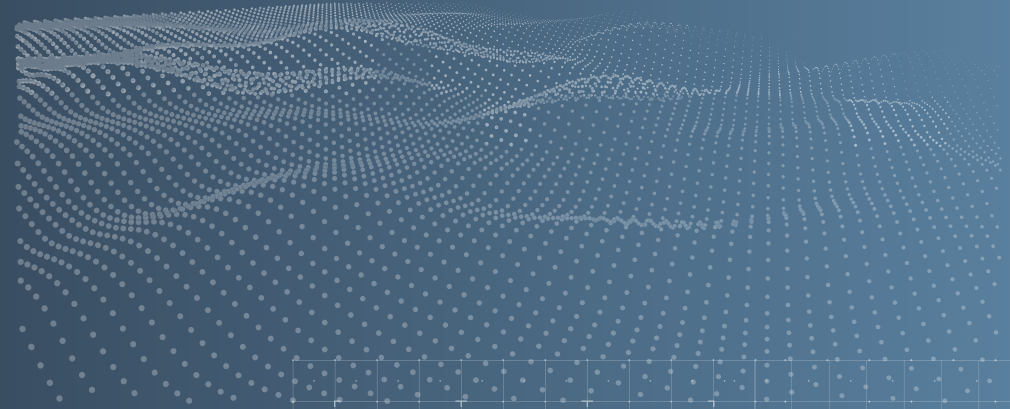
Virtual Dots

Edge Shadows

The Grid
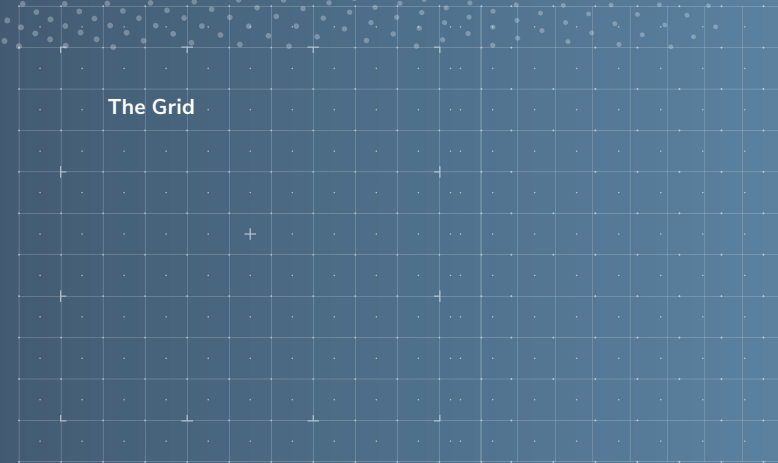
Line Shapes
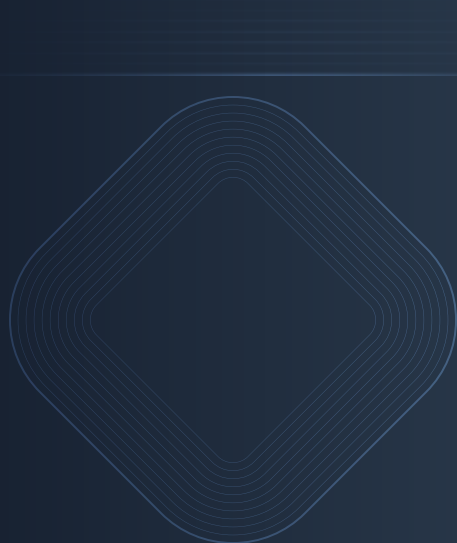
Translucent Shapes

Digital Squares

Patterns, Textures, Symbols & Imagery

6.3 Textures

This is an overall style of textures that should be used with the DiSTI brand. These have been made from the previous patterns and the gradients shown in the color palette section of this guide.
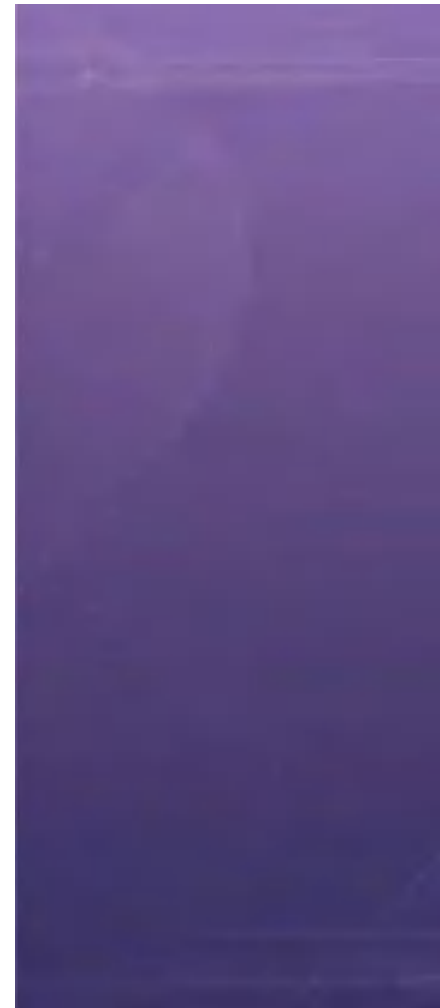
Patterns, Textures, Symbols & Imagery

6.3 Industry Symbols

A collection of abstract symbols made available to represent each industry. These shapes are used as image masks or as very subtle overlays in combination with the color gradients. These symbols are best used sparingly and when referencing the different sectors/industries that DiSTI is connected with.

Aviation
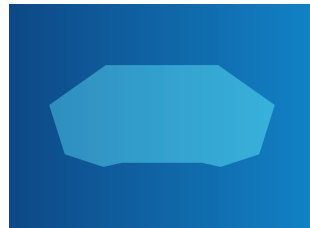
Automotive

Defense

Industrial
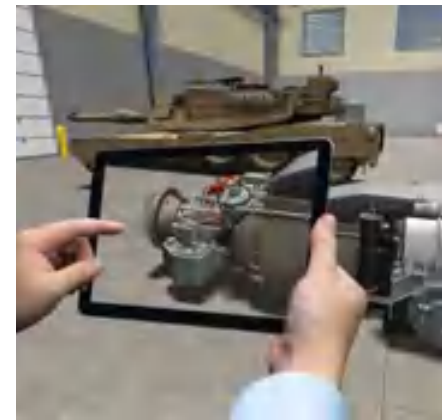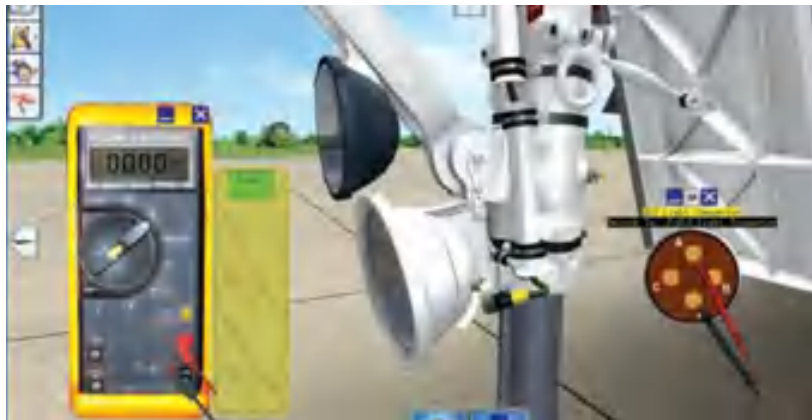
Power & Energy
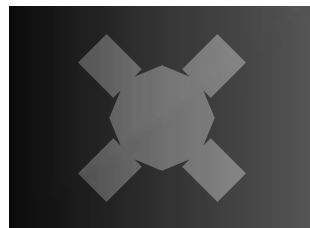
Space

Medical
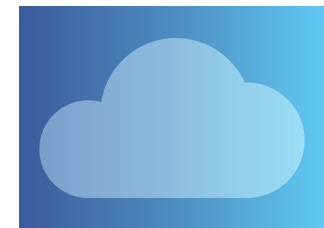
Technology

Patterns, Textures, Symbols & Imagery

6.4 Image & Photo Styling

The use of "In-Simulation" screenshots and/or renders should be prioritized when using images that show off DiSTI's work.

I.e.: Screenshots that show off the environment and vehicle and/or aircraft are ideal for using with VE Studio®.

Imagery that displays components, virtual cockpits, HUDs or embedded display systems are ideal for using with GL Studio®.

Thank You