

2022



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.



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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.



The DiSTI Brand

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.

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Our Logos



Our Logos

2.1 DiSTI Logo

Logo Colors

The DiSTI logo uses the “DiSTI Blue”
(PMS 301 C // C=100 M=80 Y=16 K=8 // R=17 G=72 B=134)
as it's main color, along with “Bright Blue”
(PMS 2174 C // C=82 M=40 Y=0 K=0 // R=18 G=131 B=198)
as it's secondary color,

The DiSTI logo consists of the "D" logomark and the DiSTI logotype.
The relative position and placement of these two elements should
always remain consistent and never be altered, re-created or
rearranged in any way.

When necessary the "D" logomark may be used on its own as long
as the colors are not altered and it does not accompany any other
logomark. It must stand alone.

Alternative colors for the logo are black
(C=75 M=68 Y=65 K=86 // R=9 G=10 B=12)
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.



1"



Knock-out



Our Logos

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.



Our Logos

2.1 DiSTI Logo

Misuse

Do not distort the logo



Do not re-create using any other typeface



Do not crop the logo



Do not outline logotype



Do not change the transparency of the logo



Do not rotate logo



Do not use a different color for the logo



Do not use logo in pattern or a repeating system



Do not use drop shadows or any other effects



Do not place the logo in custom shapes



Our Logos

2.1 DiSTI Logo

Stacked Variation

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

Stacked Logo



Minimum Logo Sizing

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



Knock-out



Our Logos

2.1 DiSTI Logo

The "D" Logomark

The "D" logomark may appear in DiSTI blues, black or white only. It may not be shown in any other color.

Context

The "D" logomark is a precise, fixed image. The "D" logomark may not be distorted or modified in any way. Cropping, overprinting, superimposing or printing behind the "D" is not acceptable.

Logo Misuse

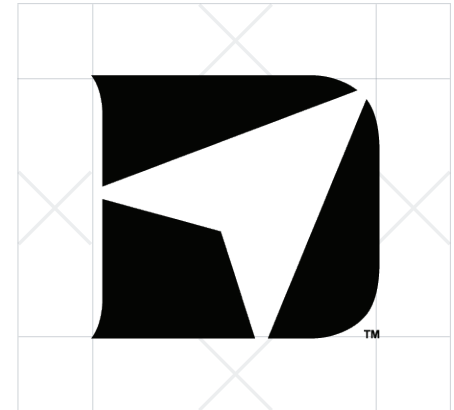
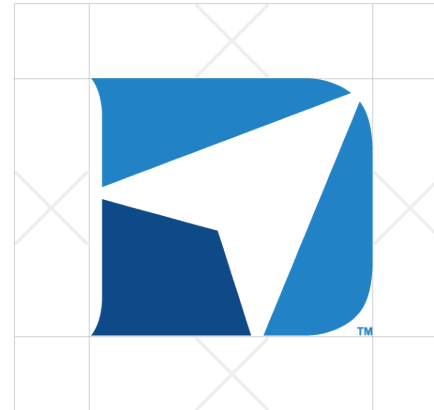
The "D" logomark is synonymous with our corporate identity and is a globally recognized and registered icon. It must be used in the precise way it is registered. The "D" logomark may be applied to objects, but may not become a particular object such as a wheel or an eye, or a part of an object such as the center of a flower. The "D" logomark may not be used as a number, letter, any part of a letter or as punctuation. When using the "D" logomark, no other items may touch or connect to it. The "D" logomark may be used in a sentence only if it is substitutable for the word "DiSTI." It is not acceptable to use any image that suggests the "D" logomark that does not comply with these rules. Please email marketing@disti.com with any questions related to the use of the logomark.

Minimum Logo Sizing

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



Logomark



Knock-out



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 except for when using the full icon with the logomark.

Minimum Logo Sizing

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

DiSTI

0.75”

Logotype



Knock-out



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=17 G=72 B=134) as it's main color, along with a cool gray (PMS Cool Gray 11 // 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



PMS 301 C
CMYK 100-80-16-8
RGB 17-72-134
HEX #114886

Cool Gray



PMS Cool Gray 11
CMYK 66-57-51-29
RGB 84-86-91
HEX #54565b

Black



CMYK 75-68-65-86
RGB 9-10-12
HEX #090a0c

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 Variation

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

Stacked Logo



Minimum Logo Sizing

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



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



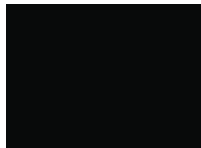
PMS 301 C
CMYK 100-80-16-8
RGB 17-72-134
HEX #114886

Steel Gray



CMYK 20-15-15-0
RGB 204-204-204
HEX #cccccc

Black



CMYK 75-68-65-86
RGB 9-10-12
HEX #090a0c



Minimum Logo Sizing

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



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 301 C
CMYK 100-80-16-8
RGB 17-72-134
HEX #114886

Cool Gray

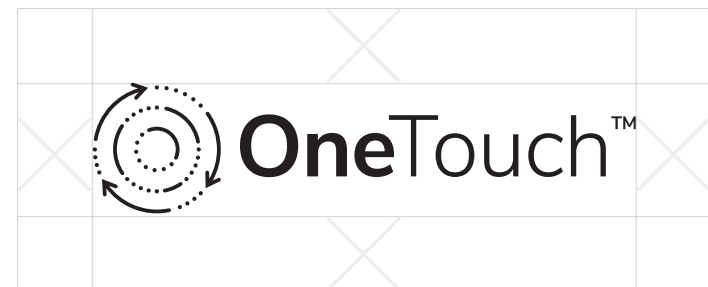


PMS Cool Gray 11
CMYK 66-57-51-29
RGB 84-86-91
HEX #54565b

Black



CMYK 75-68-65-86
RGB 9-10-12
HEX #090a0c



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



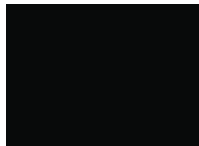
PMS 301 C
CMYK 100-80-16-8
RGB 17-72-134
HEX #114886

Cool Gray



PMS Cool Gray 11
CMYK 66-57-51-29
RGB 84-86-91
HEX #54565b

Black



CMYK 75-68-65-86
RGB 9-10-12
HEX #090a0c



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.

VES 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 #54565b

Black



CMYK 75-68-65-86
RGB 9-10-12
HEX #090a0c

Minimum Logo Sizing

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



0.875"

Horizontal Logo



Knock-out



Color knock-out



Our Logos

2.6 VE Studio® Logo

Stacked Variation

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

Stacked Logo



Minimum Logo Sizing

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



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 #54565b

Black



CMYK 75-68-65-86
RGB 9-10-12
HEX #090a0c

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.



Knock-out



Color knock-out







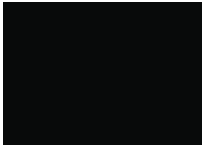
Our Logos

2.8 DiSTI Schoolhouse™ 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 84-47-32-7	CMYK 73-11-36-0	CMYK 57-2-26-0	CMYK 75-68-65-86
RGB 43-113-140	RGB 50-171-171	RGB 103-195-195	RGB 9-10-12
HEX #2e718c	HEX #32abab	HEX #67c3c3	HEX #090a0c

Minimum Logo Sizing

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



Vertical Logo



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.



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

C=100 R=17
M=80 G=72
Y=16 B=134
K=8

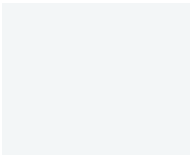
#114886



White

C=0 R=255
M=0 G=255
Y=0 B=255
K=0

#ffffff



Off-White
PANTONE
COOL GRAY 1 C

C=4 R=241
M=2 G=243
Y=2 B=244
K=0

#f1f3f4



Light Blue
PANTONE 297 C

C=42 R=137
M=0 G=214
Y=1 B=244
K=0

#88d5f3



Bright Blue
PANTONE 2174 C

C=82 R=18
M=40 G=131
Y=0 B=198
K=0

#1282c5



Cool Gray
PANTONE 430 C

C=52 R=131
M=38 G=142
Y=32 B=153
K=2

#828d98



Cool Slate
PANTONE 7546 C

C=85 R=46
M=69 G=66
Y=45 B=86
K=34

#2e4156



Deep Blue
PANTONE 7547 C

C=87 R=22
M=76 G=32
Y=53 B=48
K=64

#161f2f

					
PMS - CMYK 70-10-28-10 RGB 57-162-181 HEX #39a2b4	PMS - CMYK 36-0-14-0 RGB 167-220-224 HEX #a6dce0	PMS 1815 C CMYK 16-97-86-54 RGB 115-11-18 HEX #730b12	PMS - CMYK 15-87-70-3 RGB 204-71-75 HEX #cb464a	PMS - CMYK 69-42-24-1 RGB 92-131-161 HEX #5b82a1	PMS - CMYK 20-15-15-0 RGB 204-204-204 HEX #cccccc
					
PMS - CMYK 85-36-51-12 RGB 34-115-118 HEX #217376	PMS - CMYK 67-0-44-0 RGB 132-207-200 HEX #84cfc8	PMS - CMYK 75-68-65-86 RGB 9-10-12 HEX #090a0c	PMS Cool Gray 11 CMYK 66-57-51-29 RGB 84-86-91 HEX #54565b	PMS - CMYK 88-89-32-22 RGB 59-51-99 HEX #3b3263	PMS - CMYK 50-62-1-0 RGB 139-112-179 HEX #8b70af
					
PMS - CMYK 86-71-10-1 RGB 60-90-156 HEX #3c5a9b	PMS - CMYK 54-2-0-0 RGB 97-200-273 HEX #61c8f2	PMS - CMYK 84-47-32-7 RGB 43-113-140 HEX #2e718c	PMS - CMYK 73-11-36-0 RGB 50-171-171 HEX #32abab		

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





PMS	301 C
CMYK	100-80-16-8
RGB	17-72-134
HEX	#114886

PMS	Cool Gray 11
CMYK	66-57-51-29
RGB	84-86-91
HEX	#54565b

PMS	1815 C
CMYK	16-97-86-54
RGB	115-11-18
HEX	#730b12

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.



4.0

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

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

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.

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

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.

4.3 Typography Guide (Print)

Font Size Guide:

(Points) 00 / 00 / 00
 / | \
 Font Size Line Height Letter Spacing

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



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

Pull Quote
Exo 2
Light Italic
15 / 20

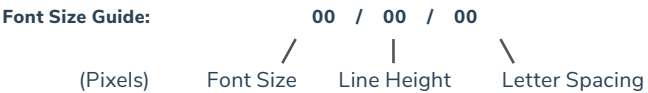
Paragraph Small
Nunito Sans
Regular
9 / 10.8

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

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)

Index Title

Heading

Subheading - 1

Subheading - 2

Subheading - 3

Subheading - 4

Paragraph

Paragraph small

Caption

Typography Styles (Web)

H1

H2

H3

H4

H5

H6

Paragraph

Paragraph small

Caption



50



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.



L I G H T

DiSTI Blue

PMS 301 C
CMYK 100-80-16-8
RGB 17-72-134
HEX #114886

Light Blue

PMS 297 C
CMYK 42-0-1-0
RGB 136-214-244
HEX #88d6f4



D A R K

Bright Blue

PMS 2174 C
CMYK 82-40-0-0
RGB 18-131-198
HEX #1283c6

Light Blue

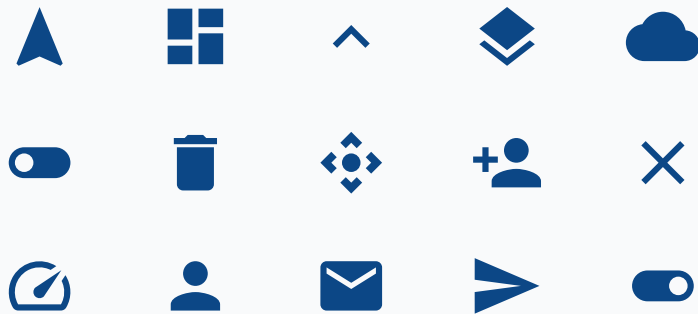
PMS 297 C
CMYK 42-0-1-0
RGB 136-214-244
HEX #88d6f4

Color

5.2 Simple Icon Style

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

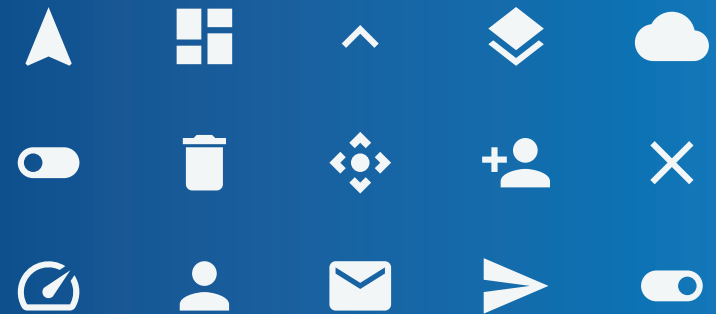
A solid icon style provides good contrast and readability at all scales. The simple look also lasts for many years without feeling dated.



L I G H T

DiSTI Blue

PMS 301 C
CMYK 100-80-16-8
RGB 17-72-134
HEX #114886



D A R K

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

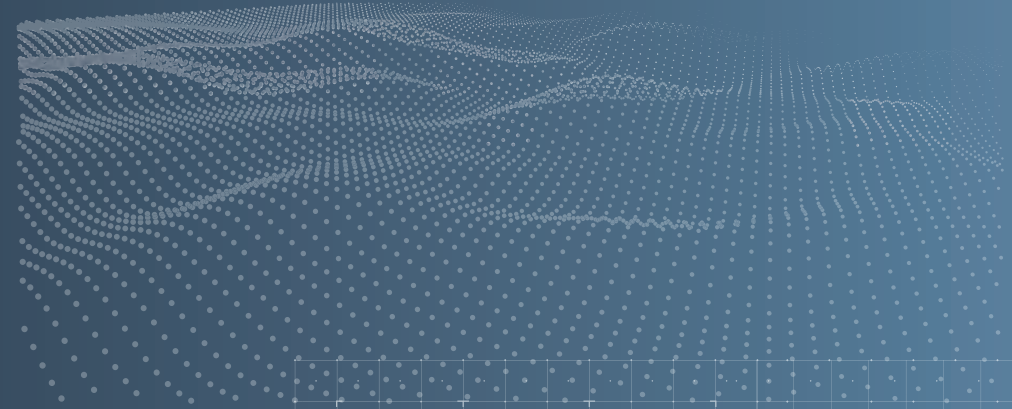
This linear pattern and gray scale gradient is a minimal texture style that can be used for more simple backgrounds and complimenting content.



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



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

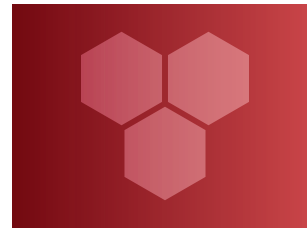
A collection of abstract symbols made available to represent each industry. These shapes are used as image masks or as very subtle overlays in combination with the color gradients. These symbols are best used sparingly and when referencing the different sectors/industries that DiSTI is connected with.



Aviation



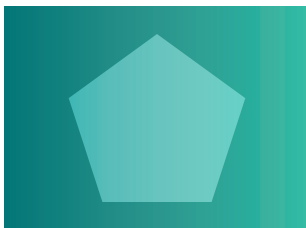
Automotive



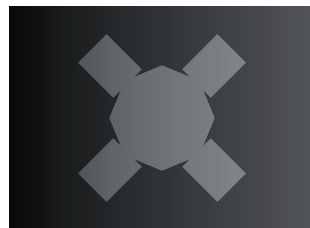
Defense



Industrial



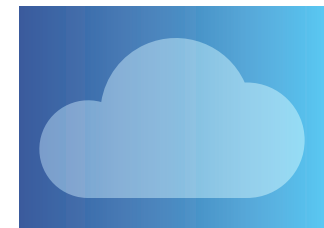
Power & Energy



Space



Medical



Technology

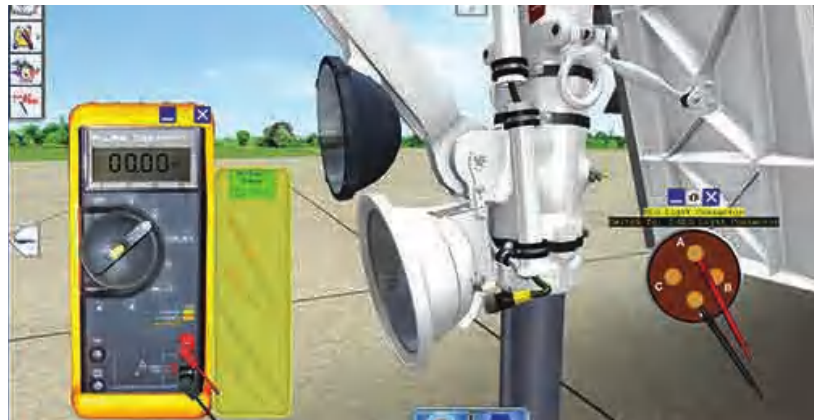
Patterns, Textures, Symbols & Imagery

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®.



A decorative blue sidebar on the left side of the page. It features a vertical gradient from light blue at the top to dark blue at the bottom. Overlaid on this are several white icons: a laptop, a cloud with a downward arrow, three horizontal sliders, a smartphone, and a computer monitor with a gear icon. There are also some abstract shapes like a small square and a larger rectangle near the top, and three rounded rectangular buttons stacked vertically in the middle.

Thank You