

BRAND GUIDELINES

THE DATA<sup>®</sup>  
INITIATIVE

The Data Initiative

Brand Guidelines  
February 2018 - V1



## The data and technology company built by experts, not just engineers.

We bring related but fragmented data together. We develop insights that guide key business decisions. We offer simple and impactful solutions to costly alternatives.

Founded in the fall of 2017, **THE DATA INITIATIVE<sup>®</sup>** operates out of downtown Phoenix, Arizona. A solutions provider to the financial services industry with a vision for developing solutions across many industries and markets.

# 02 LOGO

## LOGO CONSTRUCTION

THE DATA<sup>®</sup>  
INITIATIVE

## LOGO ALTERNATES



## LOGO SOCIAL

\* ONLY FOR SOCIAL USAGE



# 03 COLOR SYSTEM

## PRIMARY COLORS



ORANGE  
#D65527



DARK GRAY  
#676767

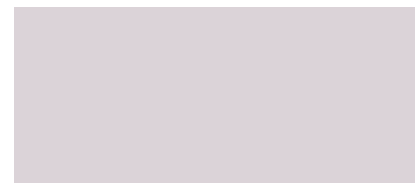


BLACK  
#231F20

## ACCENT COLORS



INDIGO  
#20618A



LIGHT GRAY  
#DCD3D8



SUCCESS  
#36A16F

FONT FAMILY

Montserrat

Thin

Light

*Italic*

Regular

**Bold**

Aa

**Roboto**

Light

Regular

*Italic*

Medium

**Bold**

Aa

HEADLINE

H1. This is a very large header

H2. This is a very large header

H3. This is a very large header

H4. THIS IS A VERY LARGE HEADER

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