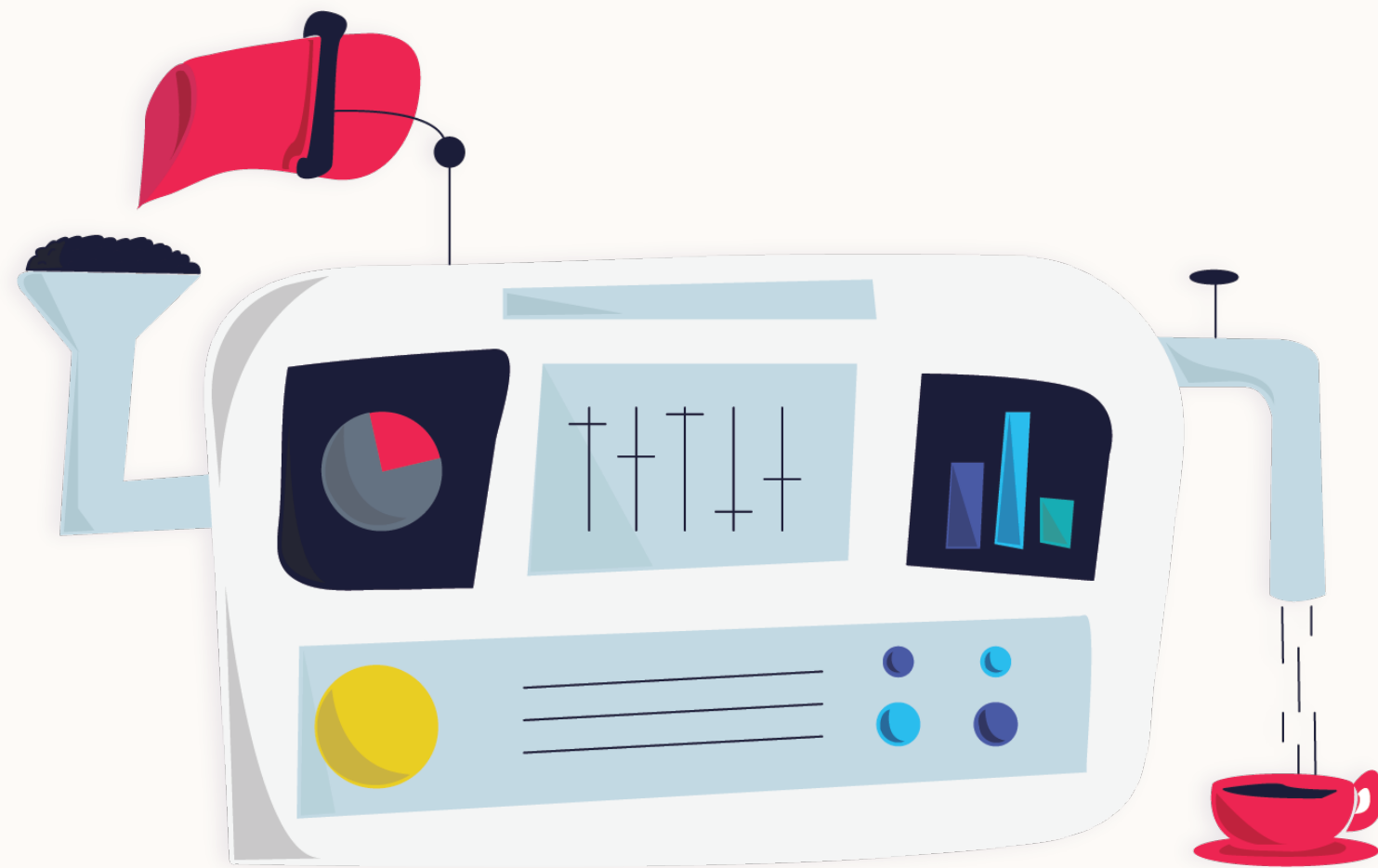• 2020-2021•

Dessa Brand Guidelines

Hi! We're Dessa.

We're on a mission bring machine learning to the world and prove that innovation is only limited by imagination. If something seems impossible, we see it as a potentially great project, and we're more than happy to pull back the curtain and welcome you into our world.

When we're not cooking up deepfake detectors and supernova classification systems, we can usually be found talking about space, exploring downtown restaurants and sharing photos of our super-cute dogs.

This guide offers a visual insight into who we are and how we want to portray ourselves to the world. So let's create great things together!
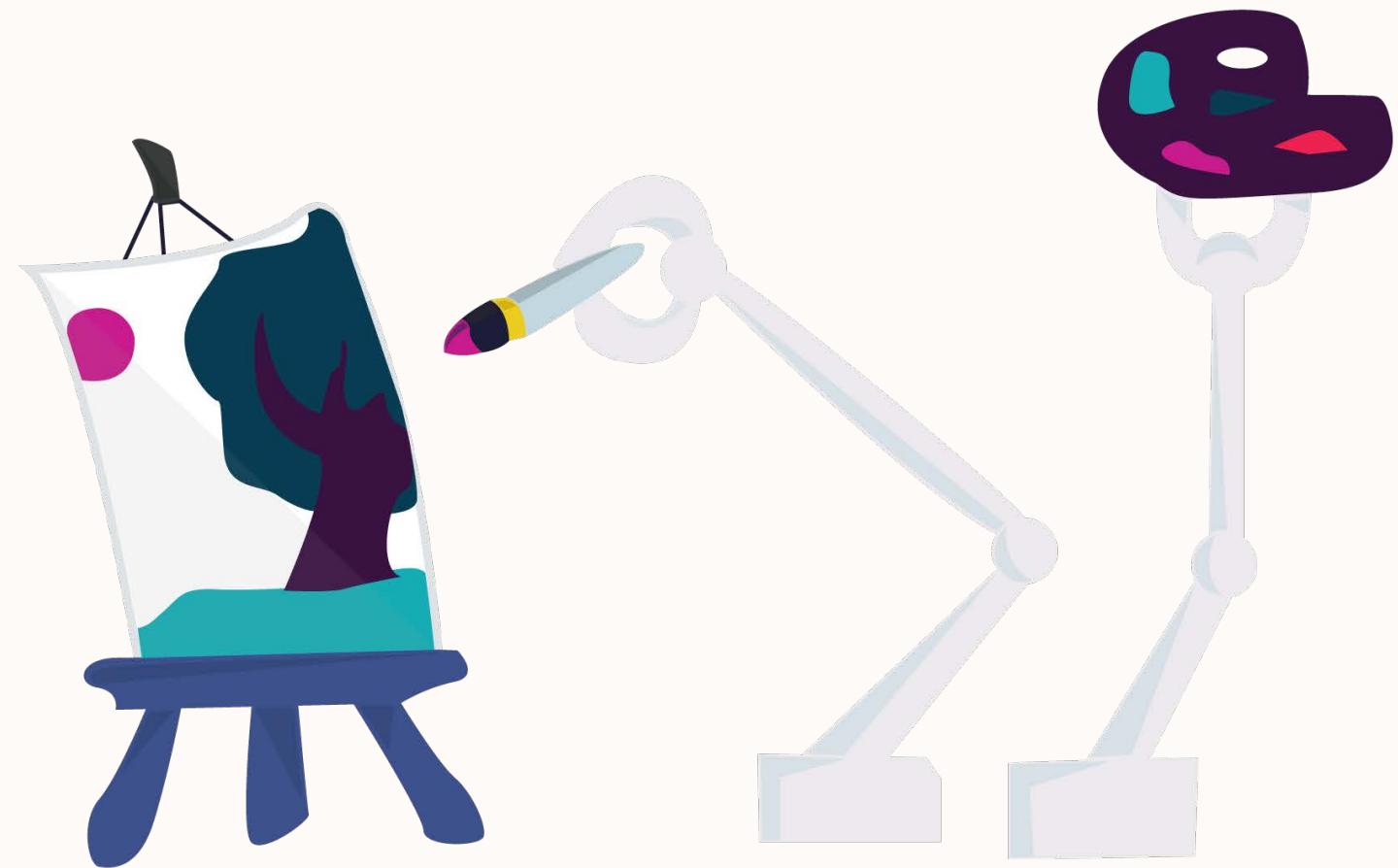
Our Team

We're tinkerers at heart when it comes to our work – always exprimenting and pushing the envelope.

We never stop looking for opportunities to grow, both as a company and as individuals.

We're honest and true to ourselves, but never callous or condescending towards others.

We're unconventional and love to take risks, but always maintain a sense of humility.

LOGO

We have a horizontal and vertical logo and an icon associated with our brand.

It's best to use the horizontal Dessa logo as often as possible.

Circumstances where the vertical logo can be used include:

Some social media, such as posts with square formatting

T-shirts and other company "swag"

Circumstances where the icon can be used include:

Small-scale instances, like a favicon for websites

If there isn't enough room to maintain adequate safe space around the full logo (see page 8)

Collateral that is only for internal use

Horizontal

Vertical

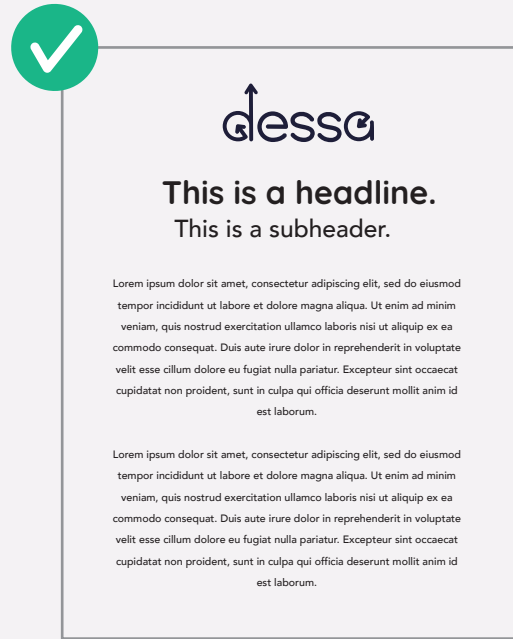**Symbol**

LOGO DOS AND DONT'S

DO make sure the logo is large enough to be legible and used in full whenever possible.

DON'T close the logos off in a box or circle.

DON'T stretch or re-arrange the logos in any way.

DON'T adjust the spacing of the letters.

DON'T make the individual letters of the logo different colours, or use colours that aren't in the provided colour pallete (see page 10).

This is a headline.
This is a subheader.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

SQUARE PARTNERSHIP

When pairing the Square logo with the Dessa logo, make sure the logos are the same size and separated by a thin vertical line.

Any use of the Square logo must be approved by Square's brand squad prior to publishing.

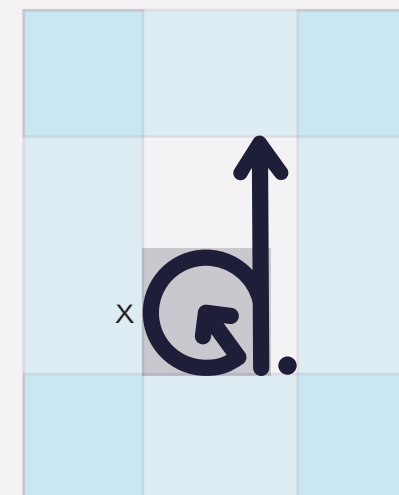Contact the MOCT team at #dessa-mcd for details on how to submit.

Brand guidelines for the Square logo can be found at go/brand.

dessa | ■ Square

SAFE AREA

Leaving a safe area around the Dessa logo gives it breathing room to have it's own presence.
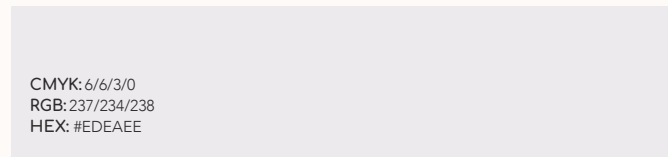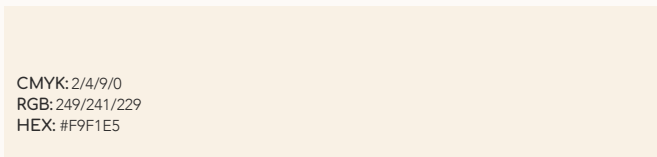
Our minimum space requirement is equivalent to half the height of the "D" in the dessa logo, labelled as "x".
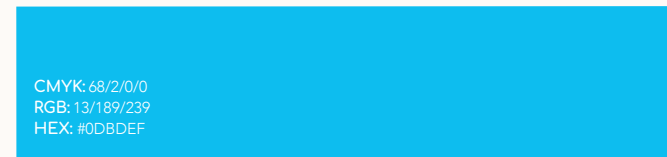
COLOURS

Primary Colours - for main design components (ex. backgrounds, headlines)

CMYK: 2/4/9/0
RGB: 249/241/229
HEX: #F9F1E5

CMYK: 6/6/3/0
RGB: 237/234/238
HEX: #EDEAEE

CMYK: 17/1/10/0
RGB: 209/232/228
HEX: #D1E8E4

CMYK: 97/70/45/36
RGB: 10/61/86
HEX: #0A3D54

CMYK: 79/99/40/46
RGB: 57/18/65
HEX: #391241

CMYK: 90/86/47/55
RGB: 30/30/57
HEX: #1E1E39

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Secondary Colours - for things that are important, but not highest priority (ex. subheads, supplemental graphics)

CMYK: 75/8/31/0
RGB: 24/174/181
HEX: #18AEB5

CMYK: 10/14/98/0
RGB: 234/205/32
HEX: #EACD20

CMYK: 68/2/0/0
RGB: 13/189/239
HEX: #0DBDEF

Tertiary Colours - Use sparingly as accents, to give your graphics some extra character (ex. Dividing lines, illustration shading)
AVOID using for type whenever possible.

CMYK: 82/74/0/0
RGB: 72/88/167
HEX: #4858A7

CMYK: 0/98/61/0
RGB: 238/34/80
HEX: #EE2250

CMYK: 18/99/0/0
RGB: 201/28/142
HEX: #C91C8E

FONTS

[Download](#)

HEADER: QUICKSAND
WEIGHT - BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%^&*():"<>?-=_+

SUBHEAD/ACCENT: QUICKSAND
WEIGHT - MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%^&*():"<>?-=_+

BODY COPY: AVENIR
WEIGHT - LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%^&*():"<>?-=_+

PAIRING EXAMPLE

Who we are

a diverse team of curious builders

We're a team of thinkers and tinkerers based in Toronto, a global centre for artificial intel - ligence. Founded in 2016, we got our start building machine learning applications for some of the world's largest companies. Since then, we've taken lessons learned building real-world ML to create Foundations, a suite of tools for machine learning development and production.

ILLUSTRATIONS - IMPOSSIBLE MACHINES

When we think about AI and machine learning, we often see the finished product without knowing the effort that's gone into it. The impossible machines are a visual representation of this concept, a big complicated machine that's programmed to do something that, on the surface, seems simple.

ILLUSTRATIONS - "WISPS"

When you need a whisper of colour in your layout, look no further! These "wisps" combine the roundness of the Dessa logo with the directional theme of the "D" icon.

With their clean lines and consistency, they can be used as icons, section markers, background patterns and much more.

SOCIAL MEDIA

Social media allows us to conect with the AI community, as well as the general public. It helps us educate the world about AI and diversify our brand. We have 3 primary channels, with specific purposes:

Technical Blogs
ML announcements
News in the field

Job postings
Benefits and Culture
Talent and Recruiting

AI for everyone
Relevant news
Visual arts and culture