

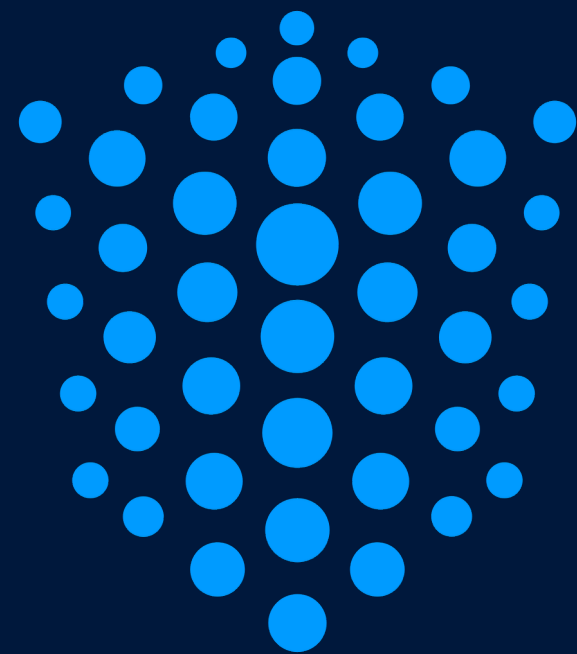


DiliTrust Brandbook

Designed to help you work smarter, faster, and better.



October 2025



Our brand guide

- Intro
- Logo
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- Typographie
- Circle motif
- Visual effects
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Introduction

The DiliTrust brand is built on a simple conviction: trust is crafted in the details. Every color, every whitespace, every word you typeset is a visual promise of reliability, rigor, and modernity. This brand bible aims to unify all visual outputs—print, digital, video, and event—so that our identity remains coherent, elegant, and instantly recognizable. Our ambition is not merely aesthetic: it is strategic. A well-governed design increases perceived credibility, facilitates product understanding, and supports the impact of our messages.

Brand essence

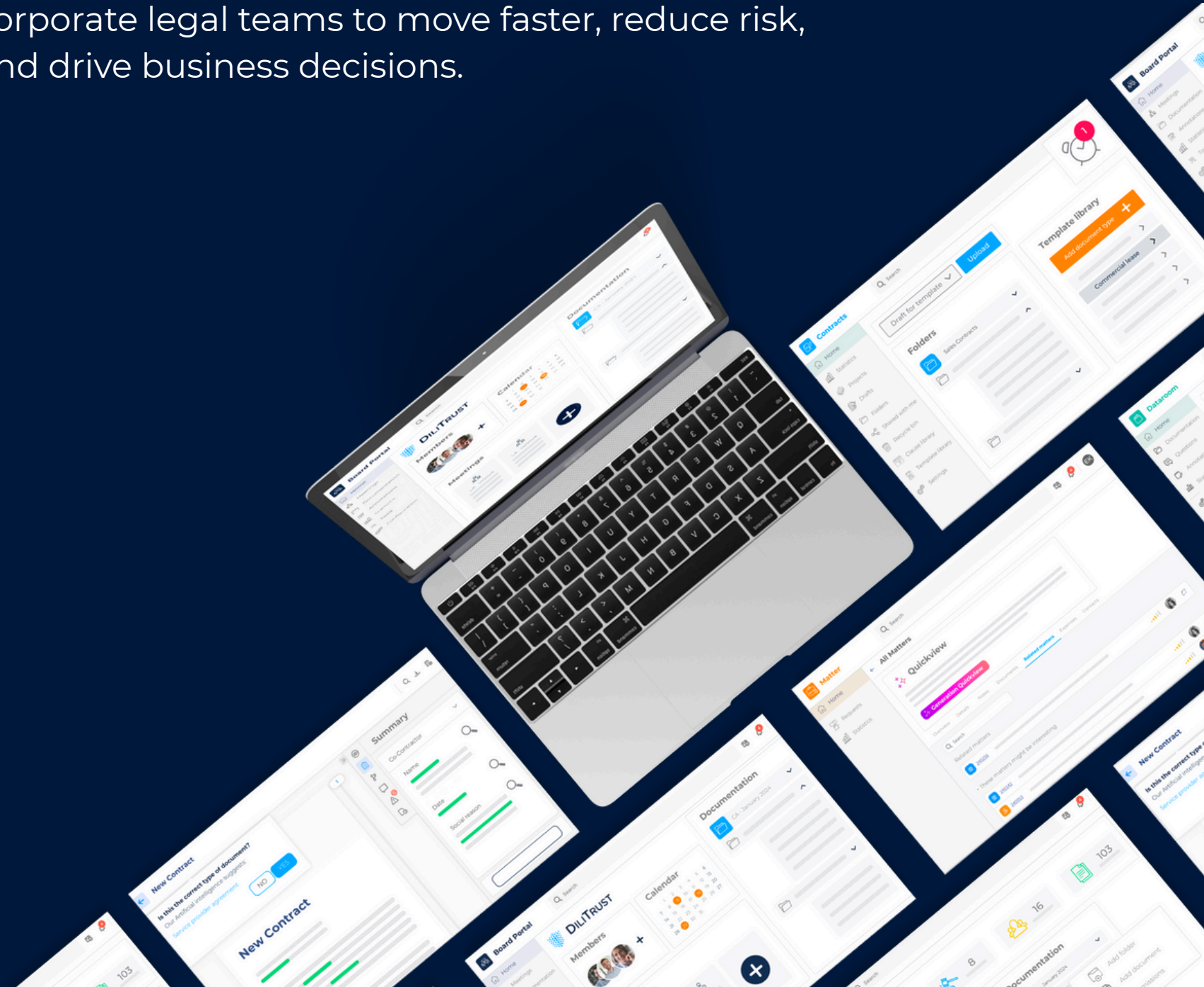
DiliTrust is Reliable, Flexible, and Secure. These three pillars form the foundation of all our visual decisions.

- **Reliable:** the brand inspires trust through consistency and rigor. Compositions are stable, balanced, and well-constructed. Nothing is left to chance. It must be readable and understandable by everyone, in the inclusivity of disabilities.
- **Flexible:** the design is modern, airy, and modular. It adapts without ever denaturing itself.
- **Secure:** readability, coherence, and control of detail convey safety and mastery.

Every visual, whether a LinkedIn banner or a client deliverable, must reflect this balance: solid in its structure, fluid in its form, confident in its tone.

DILI TRUST Where **Legal** Leads

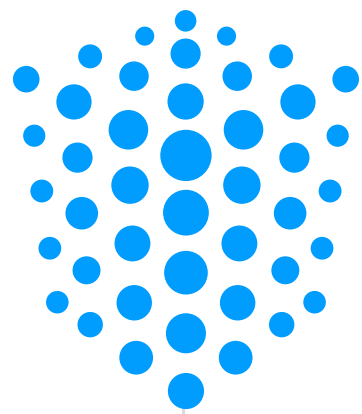
DiliTrust is the only AI-native, fully integrated platform built to **simplify and connect every dimension of legal work** – empowering corporate legal teams to move faster, reduce risk, and drive business decisions.



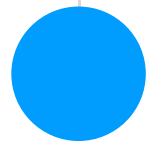
Logo

- The logo may appear:
 - Alone, when legibility is sufficient
 - With its official baseline: Where Legal Leads
- **No local or derivative version (e.g., “DiliTrust France”) is allowed**, in order to preserve the strength of a unified global brand.
- We keep DiliTrust for every logo, and no more Dilitrust Governance. We keep consistency everywhere.
- **Around the logo, a clear space equal to the height of the “D”** must always be respected: no text or visual should encroach on it.
- Authorized versions are:
 - White logo on dark blue background for institutional materials.
 - Blue logo on light background for neutral contexts.
 - Monochrome version in black or white when color is impossible.
- Effects (shadows, glow, outlines, gradients) are strictly prohibited.
- The logo must be perceived as a sober and assured signature, never as an ornament.
- The symbol alone (the dots) may be used, for example in a diagram. This should be only if there is no space, or if the full logo appears before or after.
- A vertical version of the logo exists and must be used if and only if the horizontal version is not feasible.
- It must always be used centered on the all logo and not the T. This centering creates optical stability and symmetry consistent with the typography.

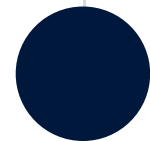




DILI TRUST



MIDDLE BLUE
r0-g157-b255
c75-m28-y0-k0
Pantone 2192 C
#009dff



DARK BLUE
r0-g24-b60
c100-m89-y45-k56
Pantone 289 C
#00183c



DO NOT

Do not change or modify this approved artwork.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available from brand name

- Do not stretch the logos.
- Do not alter the proportions of the logos.
- Do not change the colors of the logo or the baseline.
- Always use the version of the logos that insure the best readability.
- DO not localize the logo
- Do not create new logos for events or other special occasions
- Do not use old logos, which are no longer approved



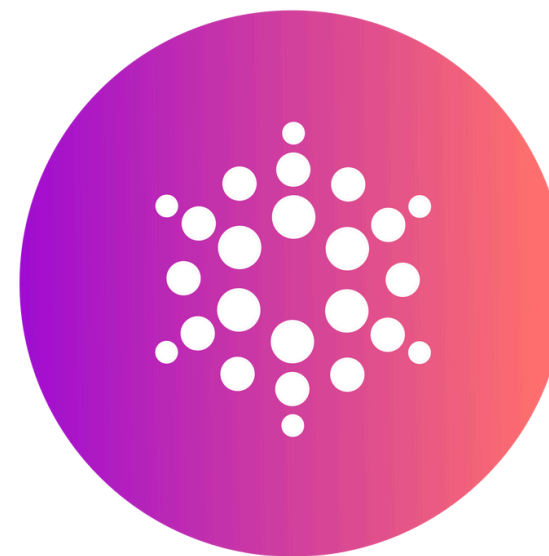
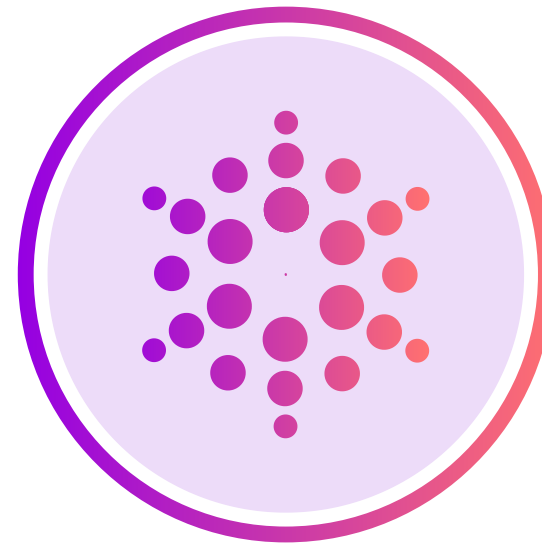
Lini

Lini, the DiliTrust AI assistant, has its own dedicated logo, designed in full alignment with the brand's visual identity and the rules outlined in this section.

The Lini logo exists in two approved versions:

- **Product version:** the icon placed on a circular background, used within product interfaces and digital environments. We use only in the product.
- **Marketing version:** the logotype with the name “Lini”, displayed in a full gradient (pink–violet) for communication and promotional materials.

Both versions follow the same construction, spacing, and color logic as the main DiliTrust logo, ensuring harmony and visual coherence across all touchpoints.



Color Palette

Philisophy

Our colors express the DiliTrust personality. Dark blue symbolizes trust and stability; it is our institutional foundation. Light blue embodies modernity and openness. Warm tones (orange and yellow) bring human energy that balances the rigor of blue. Pinks and violets are reserved for innovation and artificial intelligence. Each color has a clear role: blue reassures, warm tones attract, grey stabilizes.

Rules

- Maximum of 3 colors per visual.
- Gradients are only for AI-related visuals.
- Always check the readability contrast (minimum ratio 4.5:1) to ensure accessibility for all audiences. You can verify contrast using online tools such as the [WebAIM Contrast Checker](#) or Color Contrast.
- Use Dark blue background, excepted for thumbails than can be on middle and light blue.
- We can an order of priority → Dark blue, Middle Blue, Light Blue, Yellow, Orange.

Why these choices?

Because a coherent chromatic language creates instant recognition. Limiting colors strengthens credibility: a serious brand speaks with one voice. Warm and luminous accents bring life without betraying our corporate tone. They must be added in minimal touches to preserve our identity, without making it too light. Innovation colors (pink/violet) add a futuristic touch without undermining rigor.

MAIN COLORS



R 0
V 24
B 60
#00183C



R 0
V 157
B 255
#009DFF

OTHER COLORS OF THE PRIMARY PALETTE

Use these as accent colors, NOT FOR BACKGROUNDS.



R 101
V 208
B 255
#65D0FF

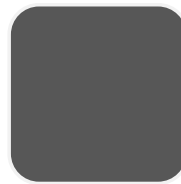


R 255
V 199
B 0
#FFC800



R 255
V 130
B 0
#FF8200

GREY REFERENCE



R 87
V 87
B 87
#575757



R 255
V 255
B 255
#FFFFFF



R 249
V 244
B 237
#DADAD8

AI COLORS GRADIENT



R 134
V 11
B 211
#9c07da

R 212
V 99
B 122
#f4657a

Typography

Montserrat & Aptos

Our primary typeface is Montserrat, used in all weights (Light, Regular, SemiBold, Bold). It is a sans serif that is geometric and stable, chosen for its balance between authority and accessibility. It reflects our identity: solid yet clear, corporate yet modern.

To ensure accessibility, Aptos is used as the default font for all documents. It's universally available and perfectly suited for clear, professional communication.

The following values are examples of a balanced scale:

- Titles (H1): 42–48 px, bold and expressive.
- Subtitles (H2): 28–32 px, semi-bold, for clear structure.
- Body text: 14–16 px, regular, fluent and readable.
- Notes: 12 px, light and discreet.

These proportions should follow a consistent ratio between the largest and smallest sizes to maintain balance across layouts and preserve a coherent visual rhythm.

All our text must be dark blue #00183C, or light blue for important subheadings. It is possible to use orange text to emphasize an important element, a key figure, etc.

MONTSERRAT - FOR ALL VISUALS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
à â ã ä å ç é è ê ë ì í î ï ð ñ ò ó ô õ ö ÿ À Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Ù Û Ü Ý
.,;:!? ... « » “ ” ‘ ’ () [] { } / \ | - - — _ ' " @ # % & * + = < >
© ® ™ € \$ £ ¥ ° § ¶ • † ‡ ‰ ± × ÷
The quick brown fox jumps over the lazy dog.

APTOS - FOR CORPORATE OFFICE DOCUMENT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
à â ã ä å ç é è ê ë ì í î ï ð ñ ò ó ô õ ö ÿ À Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Ù Û Ü Ý
.,;:!? ... « » “ ” ‘ ’ () [] { } / \ | - - — _ ' " @ # % & * + = < >
© ® ™ € \$ £ ¥ ° § ¶ • † ‡ ‰ ± × ÷
The quick brown fox jumps over the lazy dog.

Typography

H1

H1 Bold

H2

Sed ut perspiciat natus
error sit voluptatem accusas.

PARAGRAPH STATEMENT

**Presentations are communication tools
that can be used as demonstrations,
lectures, speeches, reports, and more.**

PARAGRAPH BODY

Lorem ipsum dolor sit amet,
consectetur adipiscing.

Composition rules

- Paragraphs must be airy, with generous line heights (1.4 to 1.6).
- Never leave small words (“de”, “et”, “des”) isolated at the end of a line.
- Text is left-aligned or centered. We justified only if the document contains minimum two columns. Justification creates visual irregularities that harm reading. Do not hyphenate. Compositions must follow a natural breathing, each line carrying a complete sense.

Tip

Typographic accessibility: body \geq 14 px on the web and \geq 10 pt in print; avoid prolonged italics; aim for 60–80 characters per line for optimal comfort.

Circle Motif

Role

The circle motif is a legacy element from DiliTrust's earlier design system, where colorful dots floated across layouts. Today, it evolves into a refined accent, symbolizing connection and flow while aligning with our mature, confident brand.

Main principle:

Use one dominant color (blue) with small, subtle color accents for a more elegant visual rhythm.

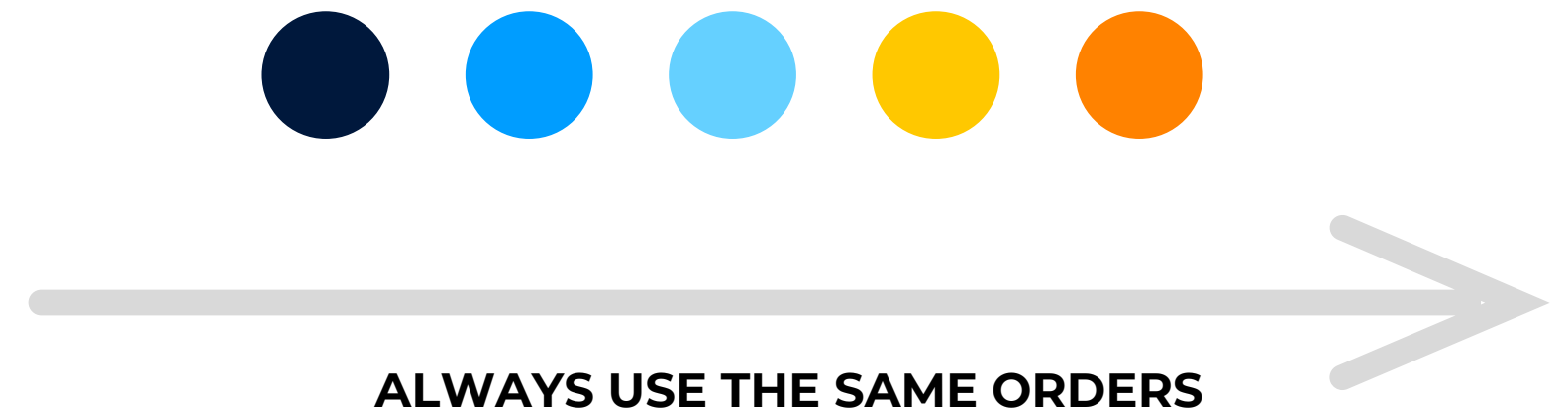
Color order (mandatory):

- On light backgrounds: Dark Blue → Middle Blue → Light Blue → Yellow → Orange.
- On dark blue backgrounds: White → Middle Blue → Light Blue → Yellow → Orange.

Size: small (4–6 px), never larger than decorative details.

Usage: place them in quiet areas of layouts—corners, dividers, or near illustrations. Never randomize order, density, or size.

This evolution keeps the spirit of the original identity while bringing visual control and harmony. The circles now act as a refined brand signature, not a pattern.



Visual Effects

At DiliTrust, “visual effects” refer to the use of gradients, shadows, blurs, and similar techniques. They are applied thoughtfully to enhance depth, focus, and visual harmony across our design system. It guides reading, clarifies hierarchy, and reinforces the perception of reliability. A good effect is seen without being noticed: it makes the message more legible, not more spectacular.

Intention (the why)

- Reliable: sober and consistent effects convey control and seriousness.
- Secure: effects protect readability (contrast, breathing), never the reverse.
- Flexible: the effect adapts to context (corporate vs. social) without denaturing the identity. Golden rule: if the effect does not improve either readability or information prioritization, it is unnecessary.

Rules

- Corporate (presentations, white papers, institutional pages): no glow, no light points, no 3D or bevel effects. Favor flat color, grid, and clean contrast.
- Social & Thumbnails: light glow and soft shadows allowed to gain visibility in feeds, provided accessibility (AA) is respected.
- AI only: gradients (pink → violet) are used only for topics related to artificial intelligence.



Where Legal Leads

Visual Effects

Dos and Don'ts

Allowed Effects (with parameters)



- Corner radius -> between 7 and 12px, depends on the size of the elements. 10 is the average for a good impression.
- Drop shadows (cards, thumbnails, modals): create discreet elevation and separate planes.
- Borders/lines: to structure without weighing down. 3 px #E6E8EB (very light grey)
- Blur & focus: to de-prioritize a background, simulate depth. Background: blur 4–8 px max. Prohibited: no blur on text or interactive elements (accessibility).
- Glow (social & thumbnails only): authorized only on social/thumbnails. Parameter: outer glow #FFFFFF or Light Blue #65D0FF
- Gradients (AI): 90°, Pink #F8244F → Violet #7A4DF1. Limited surface (banner, AI pictogram, highlight), never full backgrounds in corporate documents. Always 1 single gradient per visual.
- Masks & cropping: rectangular or rounded masks consistent with the brand. No whimsical shapes (stars, exuberant waves).

Prohibited Effects



- Lens flare/light points, harsh halos.
- Bevel/3D, embossing, hard drops (pure black).
- Glassmorphism (frosted/glass backgrounds) and neon effects.
- Heavy color filters that alter the palette (non-AI duotone).
- Aggressive repeating patterns, heavy digital noise (>2–3%).
- Never “vintage” filters, strong warm casts, or marked vignetting. No black and white photos...

Compliance check (pre-export)

- The effect increases readability (otherwise remove).
- Text contrast $\geq 4.5:1$.
- Shadow/glow parameters within the ranges above.
- No glow/light point on corporate.
- Gradient only if AI.
- The effect does not introduce out-of-palette colors.

Photography & Illustration

The perfect match

Images are one of the most powerful vectors of our visual identity. They bring our values to life and embody our promise: placing technology at the service of legal expertise.

At DiliTrust, each image tells a story of trust, mastery, and human intelligence. Photographs show the people who build this expertise, while illustrations convey the clarity and precision of the technological tools that support them.

Combining both worlds

The union of photography and illustration perfectly reflects our positioning: technology serving people, and people at the heart of technology.

- Photography grounds DiliTrust in reality, credibility, and presence.
- Illustration projects DiliTrust toward innovation, clarity, and understanding.

We use illustration in a humanizing way, especially when communicating complex ideas — to make information more approachable and clear.

This complementarity creates a strong, balanced, and differentiating visual identity.

A DiliTrust visual must always embody these dual notions: proximity and precision, warmth and mastery, human and digital.



Photography

Photos embody humanity, credibility, and diversity. They should depict experienced professionals in digital contexts, focused, engaged, and natural.

- Subjects do not look at the camera: they live the scene.
- Their environment reflects a digital world—screens, tablets, interfaces, hybrid collaboration—never piles of paper, pens, or cluttered office clichés.
- Light is soft and diffuse, without harsh contrast.
- Backgrounds are sober, often blurred, to emphasize the person and their action. We remove the background almost all the time.
- Angles are slightly dynamic, but never forced: aim for mastered spontaneity, not staging.
- Faces are diverse: age, gender, origin—diversity is part of our strength. But every portrait must convey seriousness, focus, and expertise. DiliTrust is not a lifestyle startup: it is a trusted partner serving legal departments and governance.

Why these choices? Because photography humanizes our technology. It shows that behind our solutions are women and men who think, decide, and support. Our images convey the maturity and depth of our counterparts. They speak to reason and trust.



Illustration

Illustrations, conversely, are used to represent technical or abstract concepts: a contract, a magnifier, a robot, a dashboard, a scale, data flows, an algorithm, or artificial intelligence.

- They are simple, tangible, and vector.
- Their style is flat, without texture or excessive realism.
- They can use the secondary colors of the DiliTrust palette evoke innovation and precision.
- Each illustration must be clean, legible, and evocative in one second. It must never depict people, emotions, or human interactions—that is photography's role.
- Illustration structures the idea; it does not dramatize it.



Iconography

Our module representation

Icons translate our ability to simplify legal complexity. They convey modernity without undermining gravitas.

Each icon exists in two approved colors - Dark Blue or White - depending on the background. They are always vector-based (SVG) for flexible use across digital and print materials. Gradient icons are reserved exclusively for AI-related topics. We often use the icons on a Middle blue circle.

Conceptually, icons must remain concrete, simple, and meaningful - illustrating actions or objects, never emotions or people. For example: a magnifier for search, a folder for storage, a robot for AI. No perspective, depth, or 3D effects are allowed.

Each official DiliTrust Suite module is represented by its dedicated icon, forming a consistent visual language across all materials. These are the only icons to be used for our modules.

Any expansion of the icon library for other needs must follow the same formatting principles - grid, proportions, stroke, and color consistency - to maintain overall brand coherence.



Call-to-Action

Click or not click

Buttons are the voice of action.

They must be visible, contrasted, and consistent across all interfaces.

- Primary CTA: orange background, white text.
- Secondary CTA: light blue background (#00183C), white text.
- AI CTA: pink-violet gradient.
- Hover: adjusted according to background.
- Disabled: light grey (#F2F2F2), dark grey text.
- Border radius: 50 px.

Each button must breathe — with generous inner padding, consistent corners, and a minimum height of 48 px.

Punctuation rule: CTA text should never include punctuation (no period, no exclamation mark).

Get Started

Explore the Platform

Learn More

Start Leading Now

Read More

Discover

Meet DiliTrust

Calculate

Let's Connect

Call Now

Book a Demo

Join the Conversation

See It in Action

Talk to an Expert



Wireframe & product

Show the reality

- Our interfaces must be presented pedagogically.
- Unnecessary text is replaced by grey bars, and key elements are highlighted.
- Each capture is inserted into a device mock-up to contextualize usage.
- We add a subtle human touch—avatars, a hand on the keyboard—to anchor the solution in reality.
- We do not translate the wireframe into other languages; it remains in English.

Data Privacy in UI Mockups

- Never display real customer data, emails, names, or confidential information in UI captures.
- Use neutral placeholders and grey bars for non-essential text.
- Ensure demo accounts and file names are generic and do not reveal internal details.



Wireframe & product

Show the reality

Avatars

We use photographic avatars to represent users in mockups and product visuals. These photos reflect diversity in origin, gender, and age, while maintaining a professional tone, similar to a LinkedIn-style profile photo: mature, approachable people dressed in business attire, photographed with natural light and neutral backgrounds.

A dedicated avatar library is available on the official DiliTrust Canva account to ensure consistency across all materials.

Why these choices?

Because our products are complex, but their communication must be simple. We do not sell an interface: we sell a fluid, reliable, and mastered experience. Showing less to say more is a way of trusting the viewer's visual intelligence. By limiting visible text and refining composition, we assert our rigor without heaviness. We show technology at the service of clarity, not the other way around.



Data Visualization

Data is our strenght

Data is one of DiliTrust’s core strengths, and its visual expression must reflect clarity and precision. Charts, graphs, and infographics should communicate insight at a glance without visual noise. Every design choice must serve comprehension.

- Use Dark Blue for labels, axes, and structure lines, and Middle Blue for the main data series.
- Warm tones—Orange or Yellow—should appear sparingly to highlight key elements or exceptional data points. Never use more than three hues in one graphic.
- Lines should remain between 1–2 px, gridlines subtle and in Light Grey (#E6E8EB), with bar corners rounded by 2–4 px for consistency with the interface language.
- Labels are written in Montserrat Regular 12–14 px, with units stated once in the axis title.
- Legends are placed above or beside the chart, clear and unbroken. Avoid any form of 3D, glow, gradient, or exploded pie visuals—they distract from the data’s integrity.
- When possible, export charts as SVG for the web or PNG @ 2× for raster contexts.
- A DiliTrust data visual should feel calm, professional, and effortlessly legible. It should give the impression of a brand that knows how to master complexity with simplicity.



Thumbnails

Articles

Article thumbnails are the voice of expertise and relevance. They highlight DiliTrust's thought leadership with clear, accessible compositions.

- Colors: bright and corporate. We use Middle blue, White blue, grey and White. Avoid dark blue in background, which is reserved for corporate and navigation contexts.
- Composition: use photos and UI visuals showing professionals in action, or screens symbolizing digital transformation. Combine with simple geometric shapes or curves for movement.
- Typography: no text
- Visual effect: Allowed, whit shadow and small light effect
- Illustration: Photo, simple icons, simple illustrations.

Result: a visual that feels trustworthy, modern, and professional.



CONTRACT MANAGEMENT DIGITIZATION

Making the Business Case for CLM: A Guide to Leadership Buy-In



DIGITIZATION

The State of LegalTech: How's Your Region Doing?



CONTRACT MANAGEMENT DIGITIZATION GLOSSARY

Contract Automation: Streamlining Legal Processes for Modern Businesses



DIGITIZATION GOVERNANCE

Why CIOs Are Key Players in Legal Digitalization

Thumbnails

Customer Stories

These thumbnails are narratives of trust. They convey credibility and partnership, blending realism and structure.

- Background: always dark blue (#00183C) for seriousness and authority.
- Text: white, with clear hierarchy between the sector (e.g., Finance, Retail, Pharma) and the hashtags (#CustomerStory, #ModuleName).

Image :

2 options. If we have their authorization, we always prefer to use the customer logo on the image.

If not, follow the next rules:

- Imagery: use authentic, high-quality business photography — no casual photos or exaggerated emotions. Each image should subtly reference the customer's industry or challenge.
- Layout: the image occupies one section, on the top corner right, with a white border. The dark-blue background the other, creating a balanced dual composition.

Goal: inspire confidence, reflect professionalism, and visually link human expertise to digital transformation.



DIGITIZATION ENTITIES

One-way ticket for legal optimization



DIGITIZATION ENTITIES GOVERNANCE

Invested in Change: A Story of Legal Operations Transformation for a Financial Services Organization



DIGITIZATION MATTER MANAGEMENT

Full Digitalization for a Retailer's Legal Operations



DIGITIZATION MATTER MANAGEMENT

A Railway's Company Legal Makeover

Thumbnails

Webinars

Webinar thumbnails are dynamic and engaging, highlighting expertise through color, structure, and presence.

- Colors: Blue shade
- Graphics: speaker headshots can be used to personalize the visual. When a speaker photo is available, it should be used to humanize the communication and reinforce the sense of expertise. If no photo is available, a graphic element or symbolic illustration related to the topic should be used instead — maintaining visual consistency and relevance.



CONTRACT MANAGEMENT

Mitigating Contract Risks with AI Automation



GOVERNANCE SECURITY

Navigating DORA Compliance for Legal Departments



ARTIFICIAL INTELLIGENCE

Smart Governance: 3 Practical and Safe Ways to Boost Board Meeting Efficiency with AI



ARTIFICIAL INTELLIGENCE

Meet Ask Lini (formerly Dilichat), Your New Legal Assistant

Thumbnails

Whitepapers

• Whitepaper thumbnails represent depth, authority, and intellectual clarity. They must evoke expertise through structure and calmness.

- Colors: use light blue, yellow, or orange for differentiation and readability.
- Layout: feature a clean mock-up of the publication (cover or pages), sometimes slightly tilted for realism.
- Include minimal illustrative icons (charts, folders, arrows), in light white.
- Typography: the main keyword (#CLM, #DORA, #INFOGRAPHIC) in large, bold Montserrat — the only textual focal point besides the logo.
- Imagery: a mock-up of the final content, always in english.

Tone: educational, serious, and refined — a visual that promises insight rather than selling.



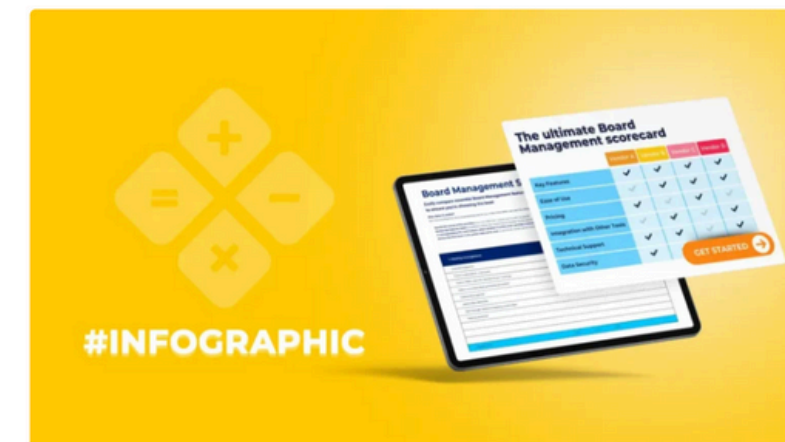
DIGITIZATION GOVERNANCE

Inefficiencies in Legal Departments: What is (Still) Causing Trouble



CONTRACT MANAGEMENT DIGITIZATION

The CLM Implementation Essential Steps



DIGITIZATION GOVERNANCE

Finding the Best Board Management Software



SECURITY

DORA: How Legal Teams can Lead the Way in 2025

Hashtag Rules & QR code

Let's connect!

Hashtags blend style with strategy: a visual cue that connects each design to its universe, from #LegalTech to #CorporateGovernance.

Guidelines

- Count: 1 to 2 hashtags maximum per visual.
- Hierarchy: 1st = main theme (#LegalTech, #CorporateGovernance); 2nd (optional) = context (#BoardPortal, #CLM, #DataRoom).
- Language: product names stay in English (#BoardPortal, #DataRoom), but thematic topics can be translated (#GouvernanceDentreprise).
- Form: CamelCase for readability (#CorporateGovernance);
- no accents or emoji.
- Style: Montserrat SemiBold/Bold, 14–24 px, white on color or dark blue on light backgrounds positioned in a clear space (10% margin from edges);
- one to two lines maximum.

QR Codes

QR codes must be Dark Blue on white with at least 30×30 mm print size for posters and error correction level M or higher. Keep a white quiet zone equal to 4 modules around the code. Do not invert or place over images.



Request a personalized demo today!

Scan the QR code or write an email to hello@dilitrust.com

Accessibility & Universal Design

Design for everyone

At DiliTrust, accessibility is not a constraint: it is a responsibility. It is the logical continuation of our promise of reliability and transparency. Truly “Secure” design excludes no one: it guarantees the same experience for everyone, regardless of capacity, device, or connection. Accessibility is an invisible yet fundamental pillar of our visual identity. It links the right of access to information with the right to understanding.

Visual accessibility

- Contrast and colors: all texts/elements must meet 4.5:1 (AA). Proscribe light blue on white, yellow on pale, etc. Color must never be the only signal: add form/typography/motion.
- Color vision deficiency: avoid red/green, blue/violet, orange/yellow clashes; differentiate with shapes/textures/icons. Why? To offer clarity to everyone.

Technical accessibility

- Clear media naming (“photo-meeting-digital-team.jpg,” not “IMG_0463.png”). Useful, descriptive alt text. Compression without perceptible loss.
- Formats: WebP (photos), PNG (logos/transparency), SVG (icons/logos/vector illustrations), WebP (web: ~30% lighter), GIF (simple anim., avoid for key visuals), MP4 (video). Adapt export size to display (no 3000 px delivery for 800 px display).

- Resolutions: Web 72 dpi (responsive); Print 300 dpi (CMYK); Mobile: lightweight versions; Video: 1080p min (H.264/MP4 or HEVC/H.265 depending on channel).
- Try not to upload images that are too heavy, it slows down our site performance. The largest size approved is 500k max; however, compressing for size is standard practice. Here’s the best practice:
 - Compress your PNG → <https://compresspng.com/>
 - Then convert it to WebP → <https://webpconverter.com/png-to-webp>

Text accessibility

Coherent H1/H2/H3 hierarchy, sufficient sizes, logical structure. 60–80 characters per line. Generous line-heights, breathing margins, lists and bold keywords for scanability. Clear, precise language.

Motion accessibility

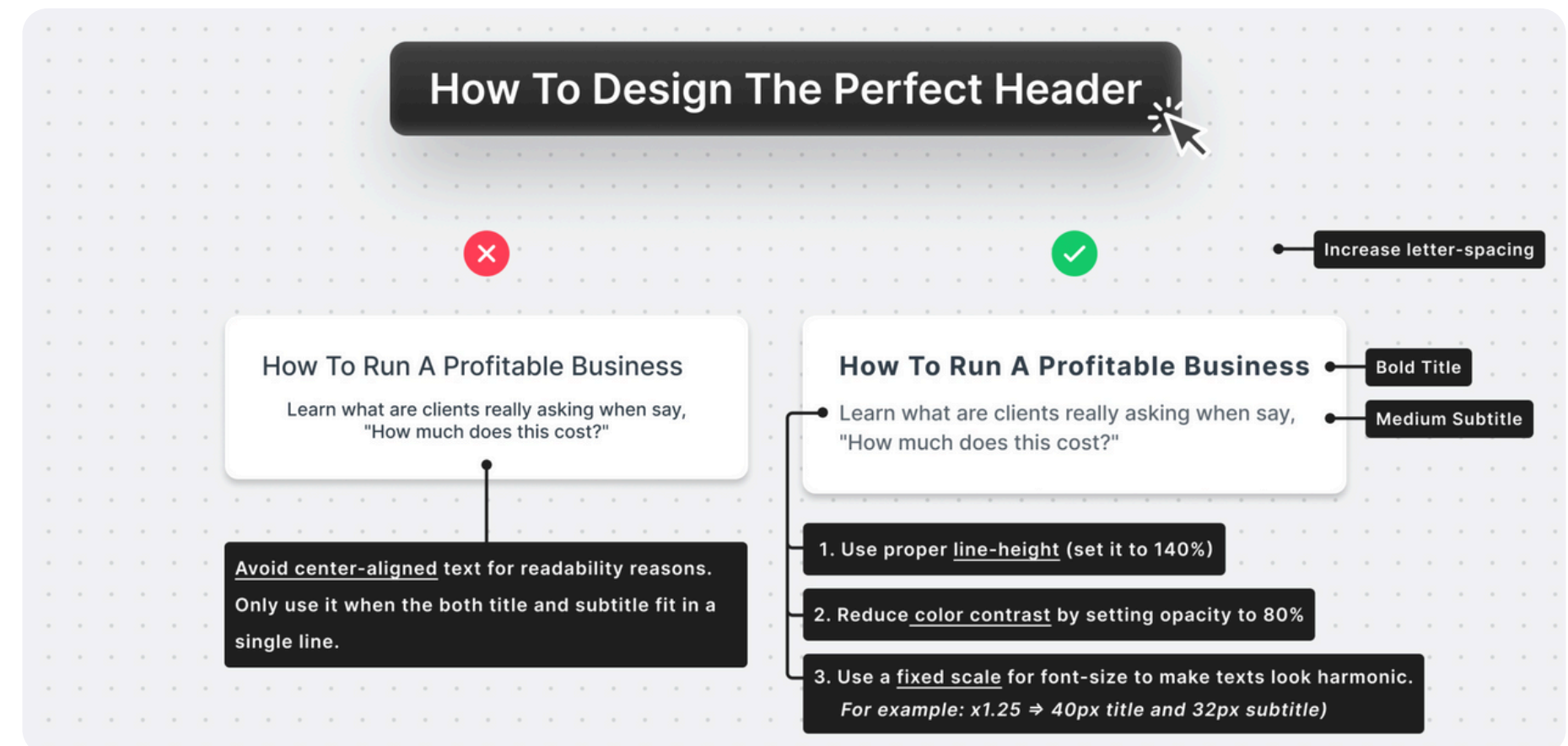
No flashing > 3 Hz; transitions understandable without relying solely on color; subtitles/transcripts for all public videos. Motion should guide, not overwhelm.

Grid, composition, alignment and readability

for guide your eyes

The eye reads diagonally:

- left alignment for informative content, centered for key messages.
- Right alignment is allowed to balance certain marketing visuals, never for long text.
- Justified text is proscribed (except narrow columns).
- Compositions must breathe: one idea per block, clean separations.
- Size hierarchy and stable margins ensure coherence across outputs.



Print specs

For our best artwork

Print is a lasting medium—what is printed represents the physical credibility of DiliTrust. To maintain that excellence, every print must respect professional color and production standards.

Designs should be created in RGB and converted to CMYK at export, using a verified ICC profile (ISO Coated v2 / FOGRA39 or PSO Coated v3). For color-critical projects, especially those using our Dark Blue, a printed proof should be requested to verify accuracy under neutral lighting.

Recommended paper weights are 100–140 gsm uncoated for internal communications, 170–200 gsm coated silk or matte for brochures. Matte or soft-touch finishes are preferred over glossy ones, which reduce readability.

Always include a 3 mm bleed and maintain a 5 mm safe area from all edges to prevent cropping errors. Final files must be exported in PDF/X-1a or PDF/X-4 format, with embedded profiles and outlined fonts.

Before printing, verify color consistency, line thickness (> 0.25 pt), and that no element extends beyond the trim. Every print piece should feel calm, balanced, and premium—just like the brand it represents.



Videos

Our brand in movement

Philosophy

Video is where the DiliTrust brand comes alive. It embodies our tone—confident, modern, and human—through rhythm, light, and motion. A DiliTrust video should feel structured and dynamic at once: precise in its message, elegant in its composition, and human in its emotion. Each sequence must serve clarity. Every frame is a visual promise: reliability in form, flexibility in motion, and security in delivery.

Composition and Framing

The human presence in our videos follows the same rules as in photography:

- Professionals in action, focused, often interacting with digital tools.
- Shots alternate between medium frames (torso-up) and close-ups to build rhythm and intimacy.
- Backgrounds are clean, minimal, and bright; depth of field isolates the subject.
- Motion between shots should feel fluid — crossfades, match cuts, or simple pans.
- Avoid shaky handheld shots unless justified by context (e.g., event footage).

Typography and Subtitles

Subtitles are an integral part of our visual identity. They ensure comprehension and reinforce the brand's accessibility standards. Font: Montserrat, Bold, in white (#FFFFFF).

Background: a Dark Blue (#00183C) rounded rectangle, with 8 px corner radius.

Padding: 12 px horizontal, 6 px vertical.

Placement: bottom third of the screen, centered horizontally.

Case: sentence case, no all caps.

Max width: 80 % of screen; no more than 42 characters per line.



Videos

Our brand in movement

Outro

Ends with a call-to-action block — “Discover DiliTrust”, “Request a Demo”, or “Learn More” — using official CTA colors (Orange for primary, Blue for secondary, Gradient Pink-Violet for AI).

Music and Sound Design

Sound is a key emotional layer of DiliTrust’s brand.

Our soundscape should feel modern, calm, and confident, never aggressive or overly corporate.

Tone: ambient or light electronic textures; steady rhythm; neutral tempo.

Tempo: 90–120 BPM (moderate pace — suggests confidence, not urgency).

Volume: always secondary to voice-over or speech; balanced around -14 LUFS.

Voice-over: clear, warm, and articulate; avoid overacting or monotone.

Sound effects: subtle whooshes or fades for motion emphasis only; never decorative.

Music should reinforce our values—clarity, confidence, and professionalism. Avoid epic orchestral tracks or “startup-style” techno beats.

Rights and Compliance

Compliance is not only legal, it’s also moral.

Respect for image rights, intellectual property, and accessibility standards is integral to DiliTrust’s brand ethics.

All photography and visual assets must be either licensed, produced internally, or cleared for commercial use. Any person depicted in corporate photos must have signed a release form; images of minors are strictly prohibited.

Third-party attributions must be honored whenever required. When collaborating with external creators, ensure written consent for distribution and adaptation rights.

Every public PDF or downloadable resource should be tagged for accessibility (PDF/UA standard) and include text alternatives for charts or graphics.

Compliance is not only legal, it’s also moral. It reinforces our promise: a trustworthy, transparent, and responsible company in every visual detail.

Design Governance

The Checklist

An identity is not a constraint: it is a language. The DiliTrust charter creates a shared, transmissible visual culture so that everyone—designers, marketers, lawyers, project leads—speaks with one visual voice.

Autonomy and coherence: produce without constant formal validation, because the intent of the rules is understood. One recognizes DiliTrust without mechanical repetition.

A well-named, well-checked file reflects professionalism. It prevents confusion, maintains version control, and protects the brand's visual coherence.

Before publishing or delivering a file, perform the following quality check:

- ☒ Verify spelling and alignment.
- ☒ Ensure the logo's clear space and color usage are correct.
- ☒ Confirm AA contrast and text legibility.
- ☒ Add alt text for digital content.
- ☒ Optimize file size for web delivery.
- ☒ Embed ICC profiles and outline fonts for print.
- ☒ Include accessibility tags for PDFs.
- ☒ Save the final version in the official DiliTrust repository.

In doubt: “Does this creation clearly say ‘Reliable, Flexible, Secure’?” If not, it is not DiliTrust.

Conclusion

DiliTrust - Where Legal Leads.

This bible is not a set of rules to follow to the letter, but a language to master. Once understood, it becomes natural, intuitive, and applies fluidly. The DiliTrust identity lives through every pixel, every word, every space. It is the visual translation of our promise: Where Legal Leads.

