

BRAND IDENTITY



Design. Build. Launch.

Digital solutions, made in Saint Lucia · Est. 2018 · Castries

Brand guidelines v2.0 · 2026

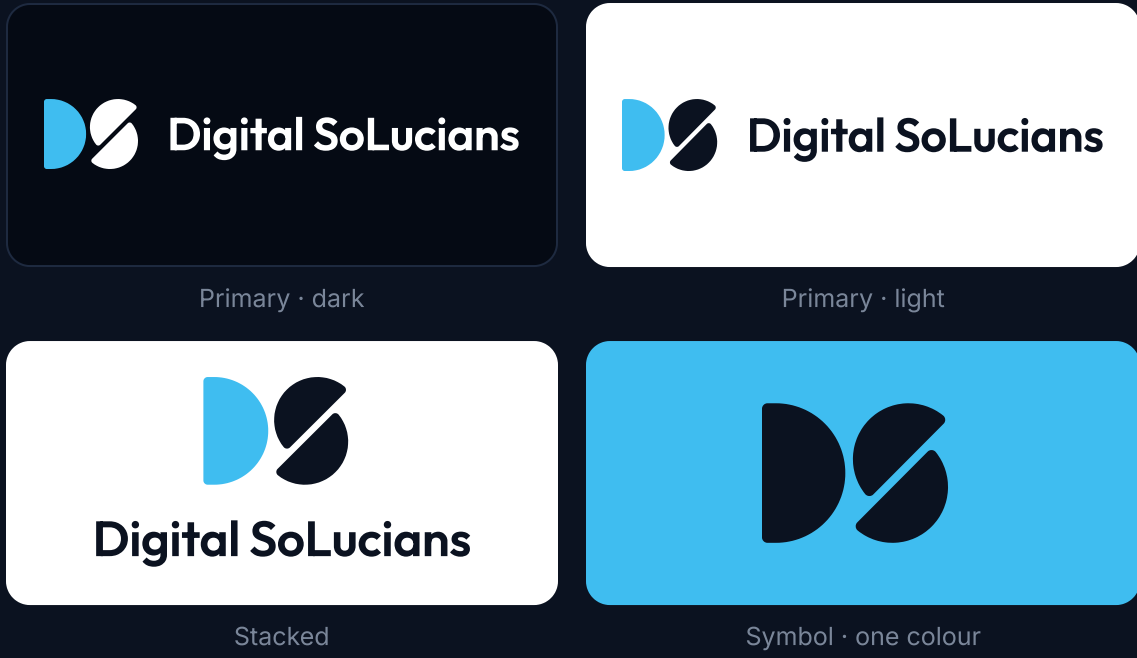
COLOUR PALETTE



Lucian Sky #3FBDF0 RGB 63 189 240 CMYK 74 21 0 6 The D · highlights	Ink #0B1220 RGB 11 18 32 CMYK 66 44 0 87 The S · text · dark	White #FFFFFF RGB 255 255 255 CMYK 0 0 0 0 Space · the gap	Piton Gold #FCD116 RGB 252 209 22 CMYK 0 17 91 1 Accent only	Ocean #0369A1 RGB 3 105 161 CMYK 98 35 0 37 Links · blue text
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Suggested balance: Ink 45 · White 30 · Sky 18 · Ocean 4 · Gold 3. CMYK values are conversions; confirm against a printed proof.

LOGO VARIATIONS



TYPOGRAPHY



Outfit
Primary · wordmark & headlines
Regular Medium **SemiBold**

Inter
Secondary · body, UI & small print
Regular Medium **SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 !@#&?

Display · Outfit 600

Heading · Outfit 600

Body · Inter 400

Label · Inter 600

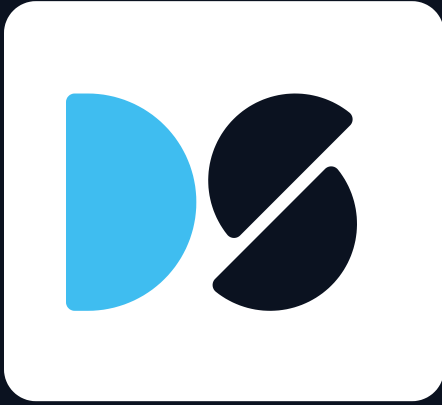
Design. Build.

Everything digital

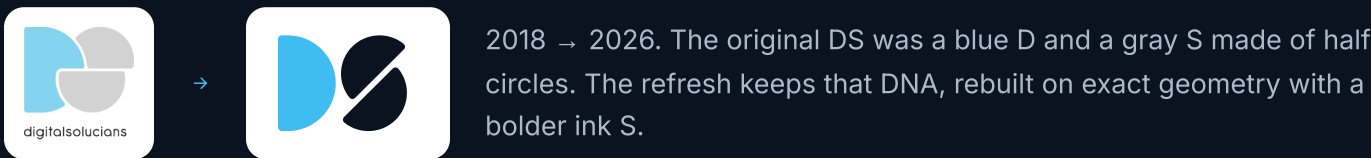
Brands, websites and software.

EST. 2018 · SAINT LUCIA

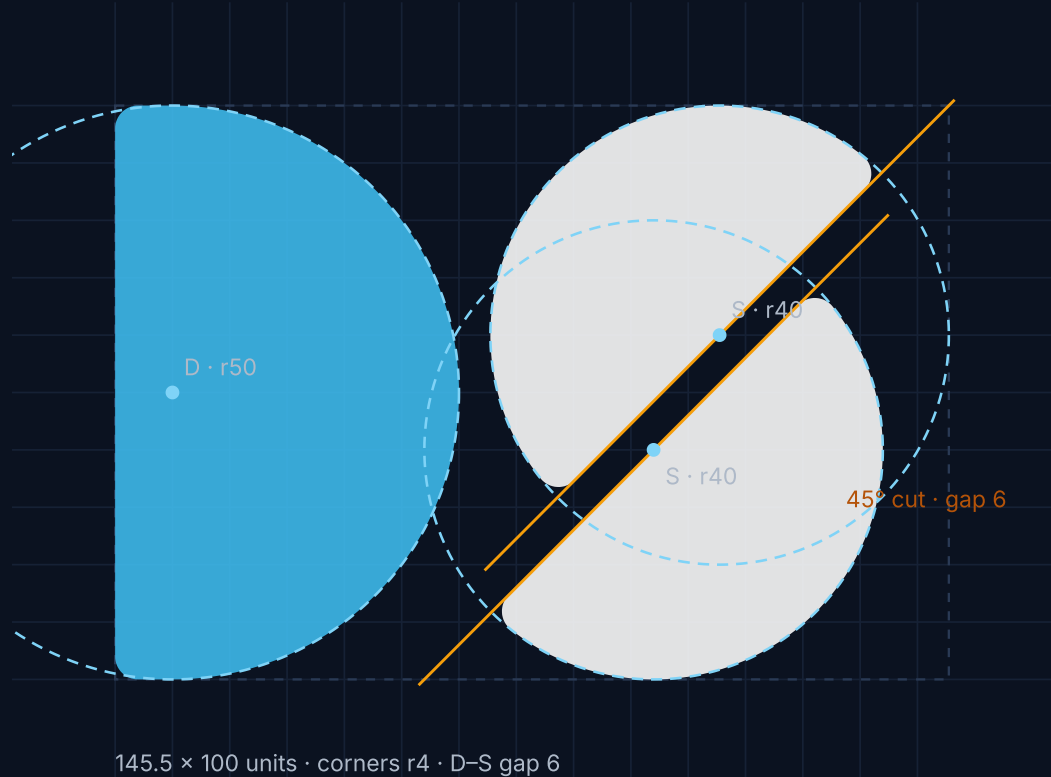
BRAND MARK CONCEPT



The DS mark is drawn from circles only. The **D** is a half-circle on a straight stem: a solid foundation. The **S** is a single circle sliced on a 45° diagonal and pulled apart by the same 6-unit gap that separates it from the D: one idea, split into parts that work together. That is what a solution is. Sky, ink and white echo the Saint Lucia flag.

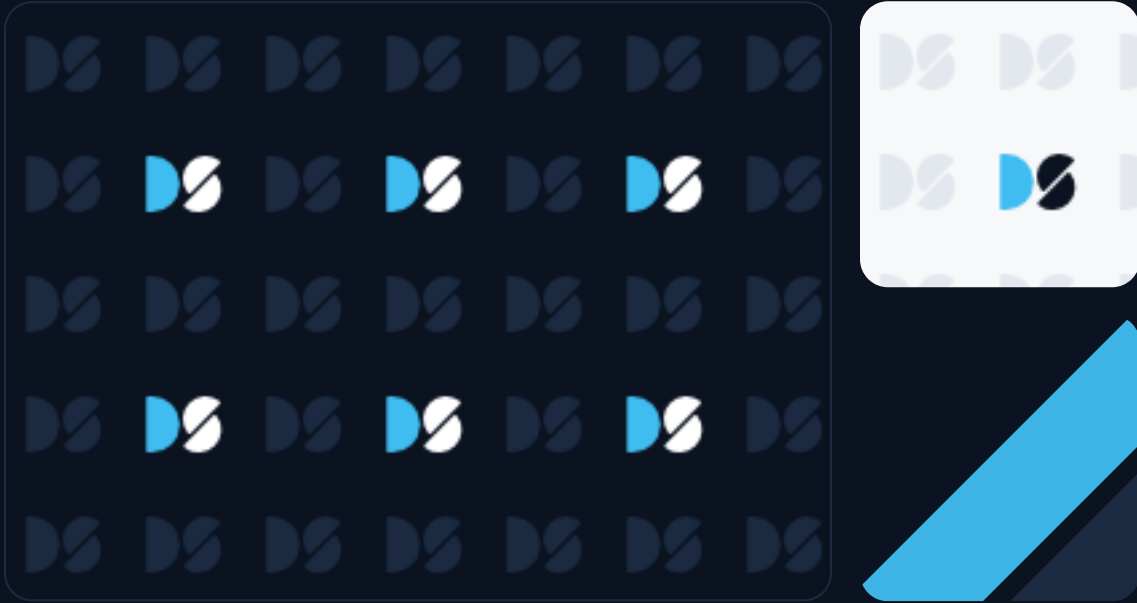


CONSTRUCTION & CLEAR SPACE



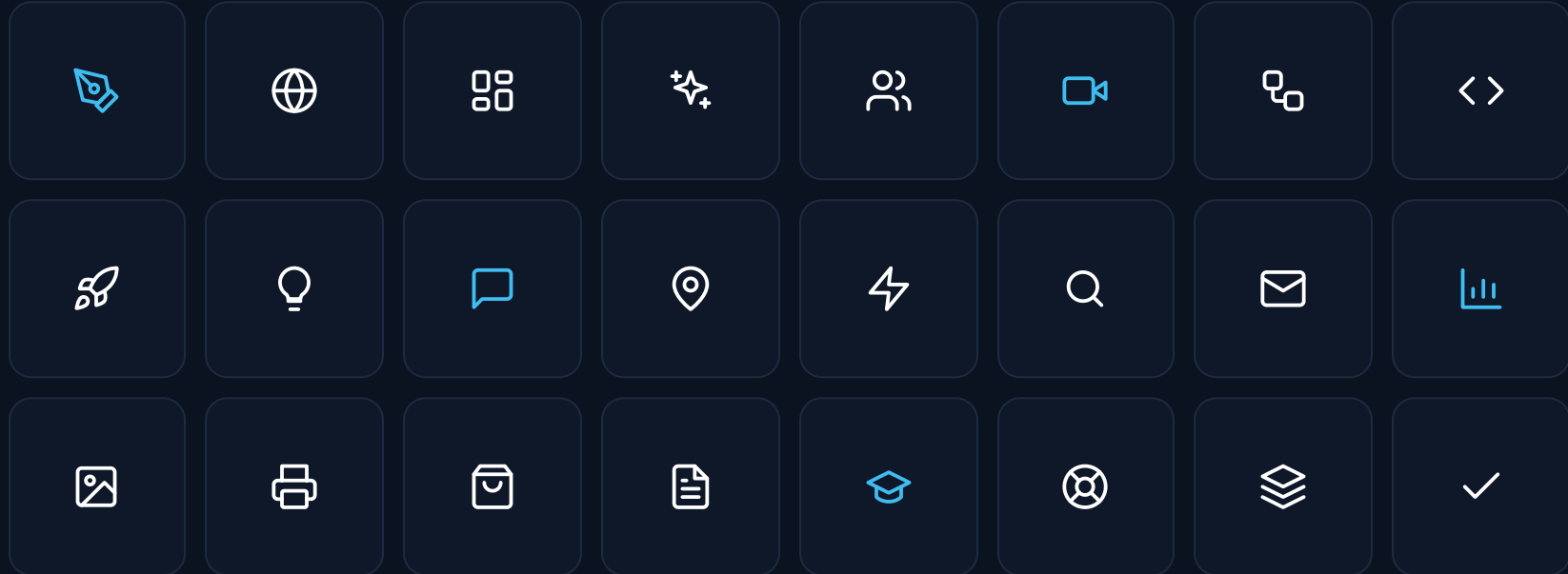
Height 100 units: D radius 50 on a 10-unit stem; S radius 40 cut at 45°; every corner r4; the gap is always 6. Keep clear space equal to half the mark's height on all sides. Minimum size: symbol 16px, horizontal logo 110px wide (30mm in print).

BRAND PATTERN & SLICE DEVICE



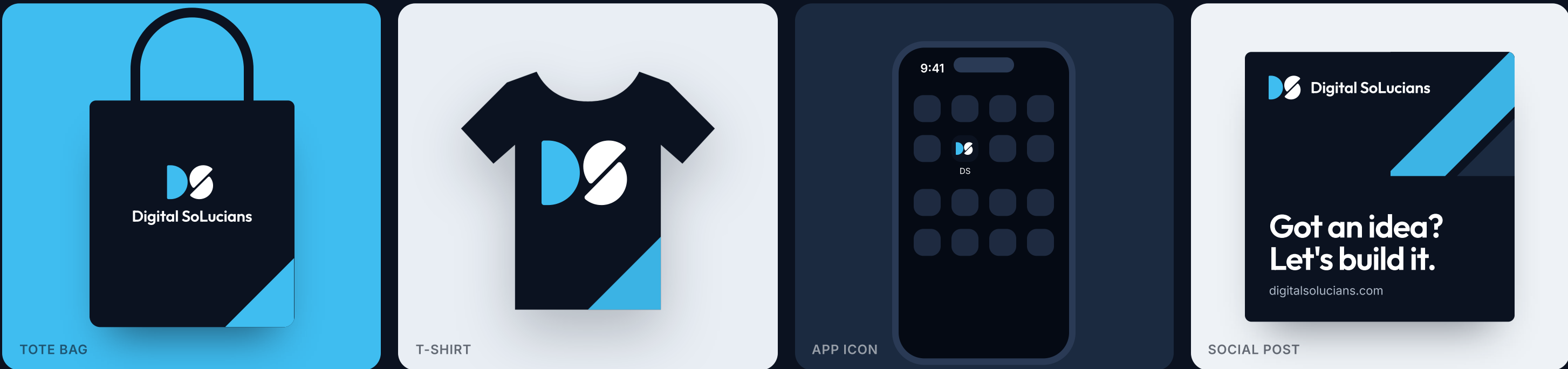
Repeat the whole mark tone-on-tone with one accent. The **slice**, the S's 45° cut, is the graphic device for covers, corners and promo layouts.

ICONOGRAPHY



Grid 24 × 24 Stroke 1.75, round caps & joins Colour Ink, White or Sky Set 34 icons, same as the website

BRAND APPLICATIONS



STATIONERY SYSTEM



TONE OF VOICE

- Clear**
Plain words and short sentences. No jargon.
- Warm & local**
Proudly Saint Lucian, welcoming to everyone.
- Practical**
Say what we'll do and what happens next.
- Honest**
No inflated numbers or promises we can't keep.