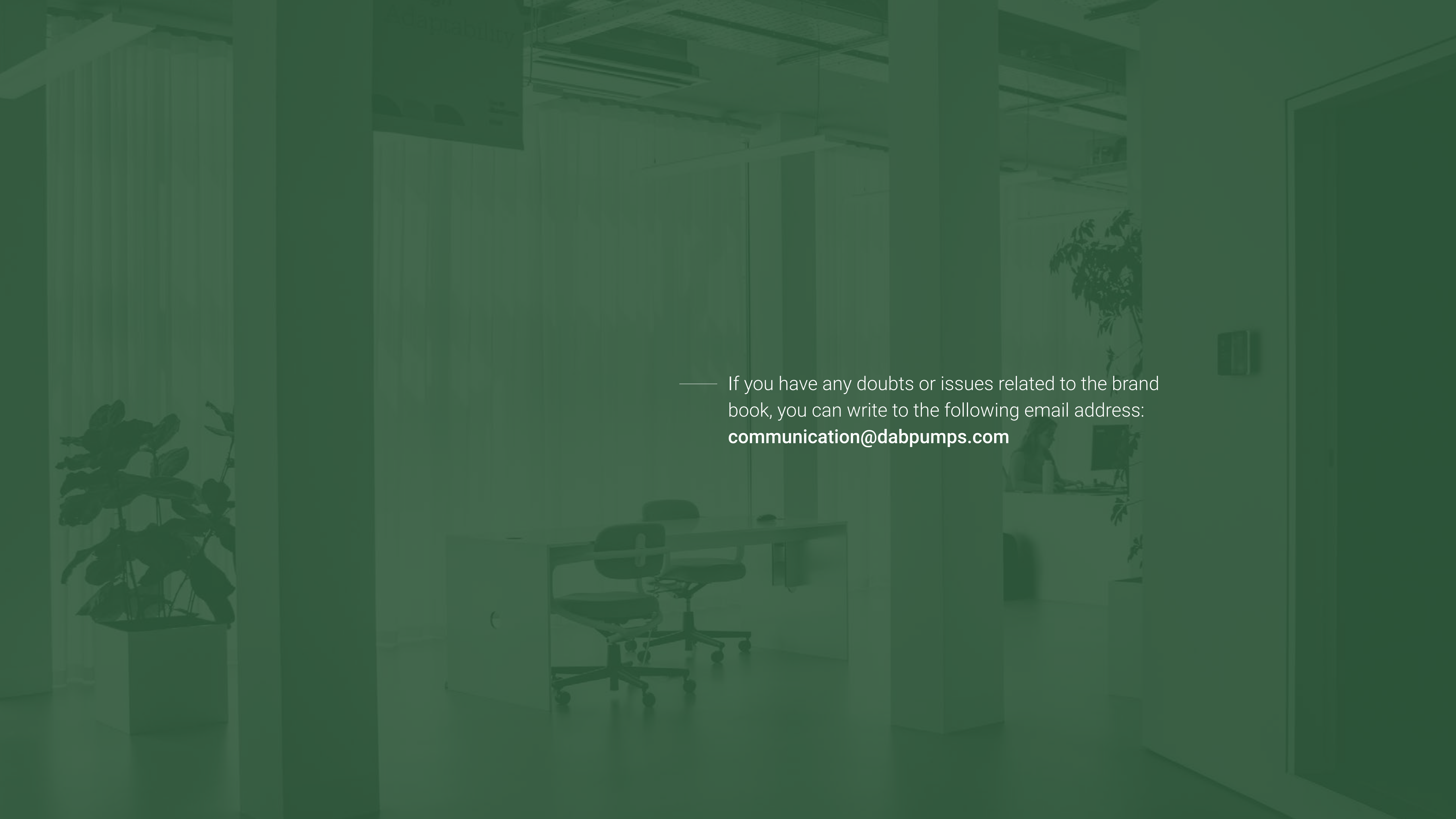




MAKING WATER EASY

Brand Book

Style Guidelines



— If you have any doubts or issues related to the brand book, you can write to the following email address:
communication@dabpumps.com

BRAND PRINCIPLES

04

Making water easy

Tone of voice

Communication

LOGO

08

Logo balance

Clear space

Correct usage

Prohibited use of the logo

Minimum size

Logo without payoff

COLORS

17

D Green

Primary colors

Secondary colors

Usage examples

TYPOGRAPHY

22

Offline output

Online output

Special characters and
other languages

PHOTOGRAPHY

26

Overview

OTHER ELEMENTS

30

Rounded shape

Icons

Esybot

Website with flag

Website without flag

Social media

Favicon

Labels

INCORRECT USES

40

Overview

TEMPLATES

42

Presentations



BRAND BOOK
STYLE GUIDELINES
V.01 - 10-2025

BRAND PRINCIPLES

Making water easy

Tone of voice

Communication

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

IT'S **EASIER** THAN WE CAN EXPLAIN

DAB's ambition as a company, as a brand, and as an identity element for the people working here is to make access to water easy worldwide. Easy is the key concept guiding all DAB's verbal and visual communication. Complexity at DAB is handled internally and broken down into its primary elements before being communicated. The technological sophistication of our products, which drives the company's scientific research, is never an excuse for being inaccessible.

Making water easy is a payoff that encapsulates our ambition, but also a promise we make to ourselves as the cornerstone of our communication.

Easy, not Simple.

Smart, not Élite.

Playful, not Silly.



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

COMPONENTS OF DAB'S TONE OF VOICE

TRANSPARENCY

DAB's communication works by subtraction, aiming to deliver the message stripped of ornaments or layers that could distort its meaning and nature. Any improper use of elitist technical or scientific description is to be considered a non-functional display, and therefore superfluous. We focus on a few, enlightening key meanings.

Avoid superlatives and hyperboles. Avoid extreme technicalities.

CLARITY

At DAB we always choose the clearest way to say things, even at the cost of sacrificing the technical celebration and the emphasis on the research behind our production.

Prefer the easiest and most common word over the more precise or technical one. Avoid reinforcing concepts by using two synonyms, choose just one term.

BREVITY

Our messages must be kept within a short duration, encouraging the search for synthetic and easily readable solutions. We pursue conciseness as an order of ideas, not as a hasty execution.

Prefer short and uncomplicated sentences, using appropriate punctuation.

LIGHTNESS

Even though we work with water, we always keep people in mind. We bring a very human standing to the market. This mood differentiates us from competitors and brings our products to life by placing them in real-life contexts, used by real people, distancing them from technology products that want to present themselves as absolute.

Refer to comparisons with real-life situations – Always include the human element in descriptions and messages.

IRONY

Along with lightness, we also add a touch of irony from time to time. The aim is to lighten things up and make a broad yet very demanding mission accessible to everyone. The goal is to avoid falling into rhetoric and to keep our communication tone lively, both externally and internally.

COLLOQUIALITY

To accompany lightness, DAB speaks in the first-person plural – WE – both as sender and as receiver, to communicate a widespread presence among the people who work here and those who benefit from it, namely everyone who benefits from water. The time is now, without looking back to the past, without getting lost in promises about the future.

Prefer the present tense in the first-person plural.

EASE

Every DAB message is easy, not 'simple'. Ease implies filtering, decomposition, and the ability to make every concept accessible.

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

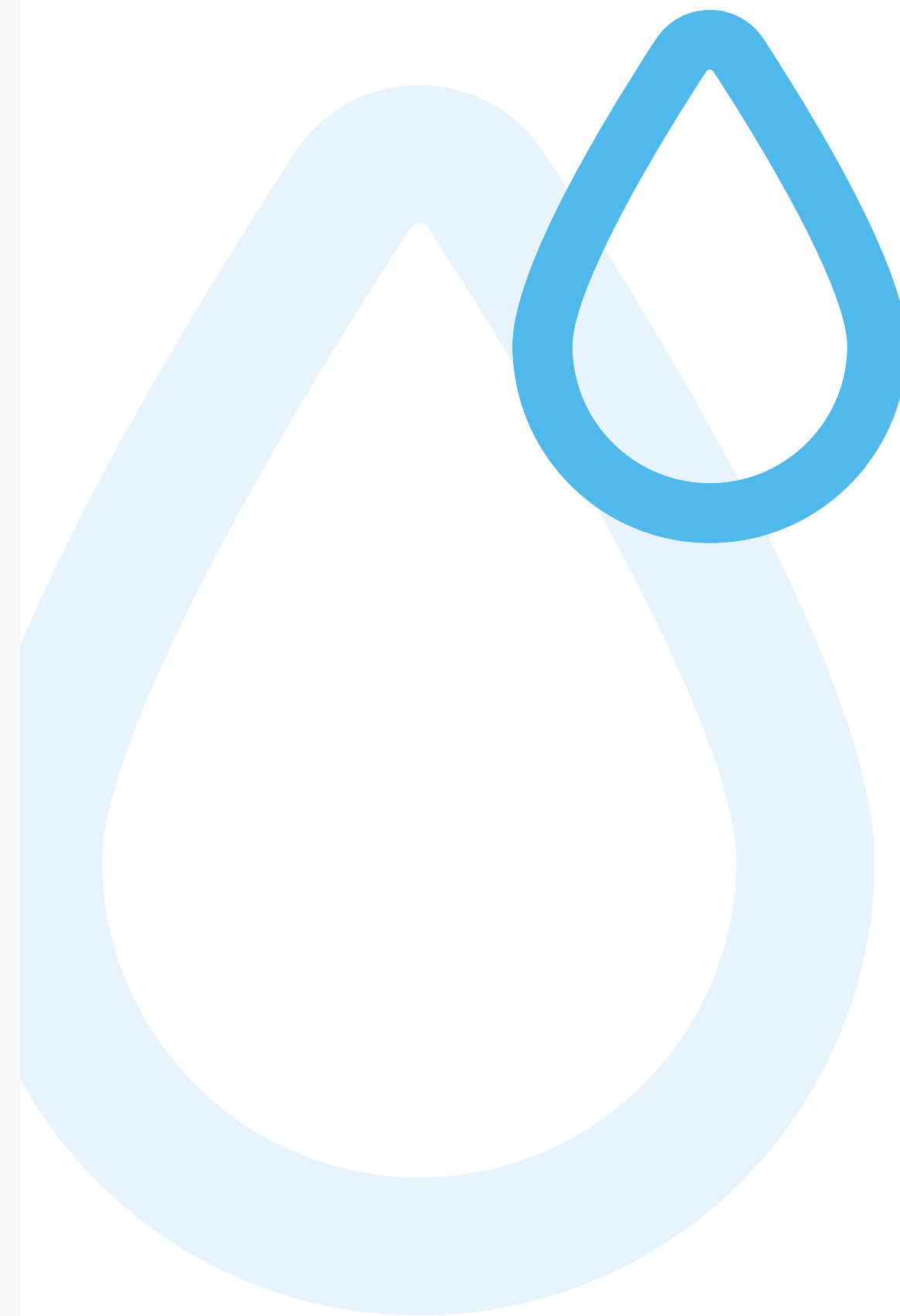
PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

CHECKLIST FOR COMMUNICATION



Water is a concept that does not need to be explained. Everyone in the world knows it, recognizes it, and understands its meaning and function. Aspiring to be like water means working so that every concept in DAB's communication follows the same principles of universality and accessibility.

Every piece of DAB communication must go through a checklist to verify its easiness. Just a few questions, short and - it couldn't be otherwise - easy. But they are crucial in globally aligning our communication with our promise.

- **Can this message be said with fewer words?**
- **Does this message use the easiest possible choice of words?**
- **Is it understandable even to someone who doesn't know DAB?**
- **Does it avoid creating negative impressions?**
- **Does it minimize the risk of being misunderstood?**



BRAND BOOK
STYLE GUIDELINES
V. 01 - 10-2025

LOGO

Logo balance

Clear space

Correct usage

Prohibited use of the logo

Minimum size

Logo without payoff



BRAND BOOK
STYLE GUIDELINES
V.01 - 10-2025

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES



M A K I N G W A T E R E A S Y

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

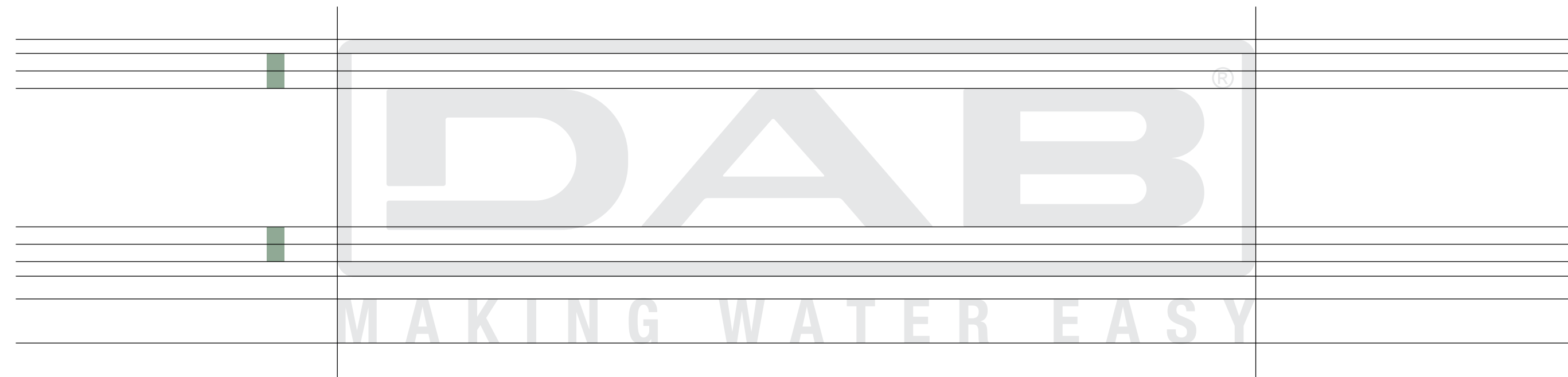
OTHER ELEMENTS

INCORRECT USES

TEMPLATES

LOGO BALANCE

The DAB logo has been carefully designed to achieve perfect proportions and spacing. When you use it, make sure not to alter its proportions: always keep it in the correct aspect ratio, even when resizing.



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

CLEAR SPACE

Make sure to respect the indicated margins to maintain the proper spacing between the logo, the edges, and other graphic elements in your project.



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

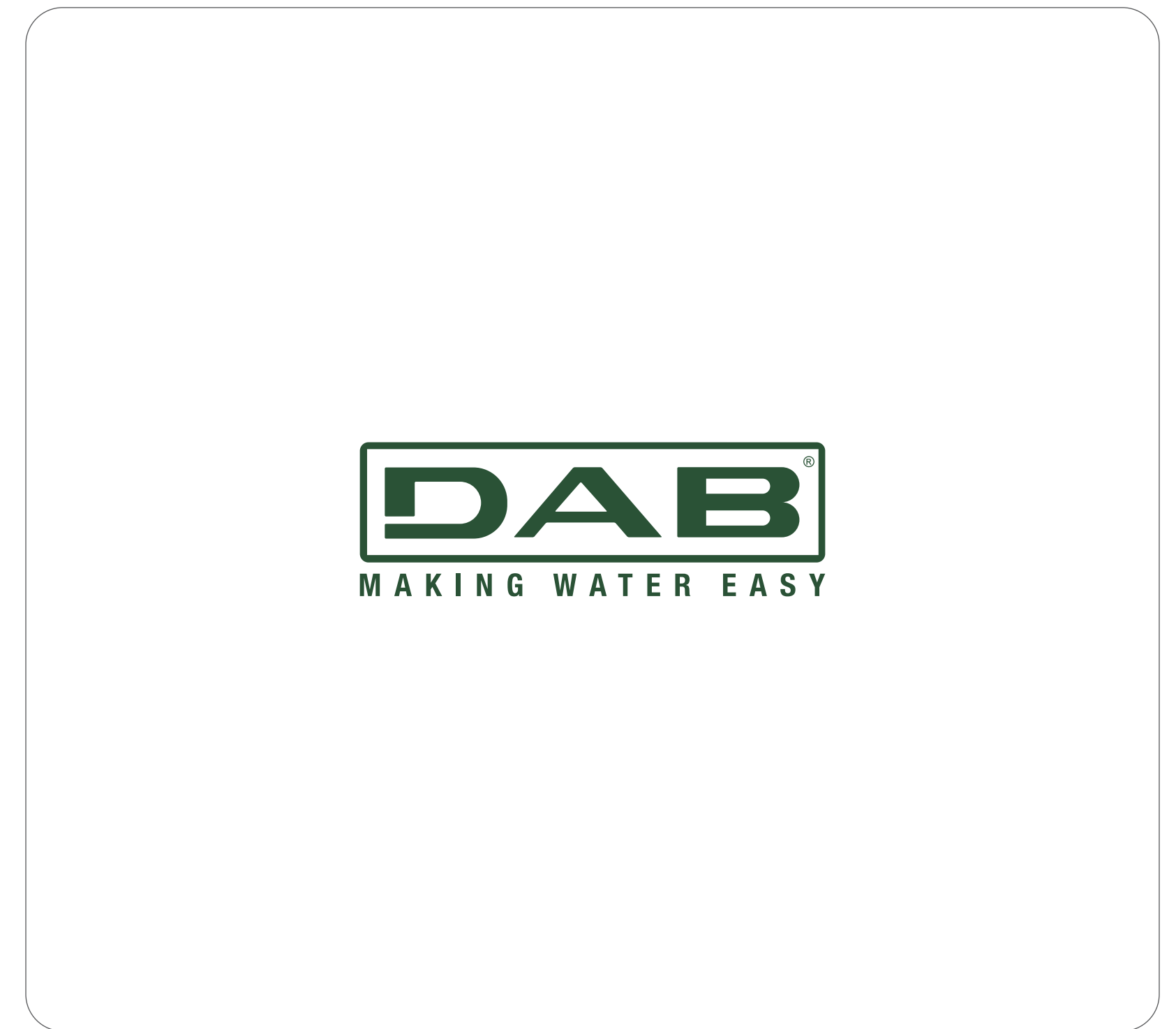
INCORRECT USES

TEMPLATES

CORRECT USAGE

The DAB logo must be used as indicated below: on dark or light backgrounds, always make sure to use only the official suggested colors.

OPTION 01



CORRECT USAGE

The DAB logo can also be applied over images, as long as the contrast ensures excellent legibility.

OPTION 02



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

PROHIBITED USE OF THE LOGO



Do not use similar background colors



Do not use non-permitted color combinations



Do not skew or warp the logo



Do not change or alter the colors



Do not modify the logo



Do not use unauthorized gradients

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

MINIMUM SIZE

The DAB logo must always remain clearly legible. For print applications, ensure it is never smaller than 25 mm. If the logo needs to be reproduced below this size, use the version without the payoff and the registered trademark symbol (®).



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

LOGO WITHOUT PAYOFF

The DAB logo must always be accompanied by the payoff **“Making Water Easy”**. However, in some cases, especially in digital applications, if the logo is too small to make the payoff and the ® symbol legible, you may use it without them.



COLORS

D Green

Primary colors

Secondary colors

Usage examples

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

D GREEN: THE ESSENCE OF GREEN

Our primary color, "D Green," was created as a reference to the vitality of nature. It conveys our corporate stability and reflects our commitment to making the use of water easy and accessible for everyone.

Green, in its essence, is the color of natural water sources and of the life it sustains. It evokes **freshness, growth,** and a **harmonious balance.** Although ours is a dark green, its solidity and reliability translate into the promise of water solutions that are long-lasting, stable, and therefore simple and practical for everyday use.

We are committed to providing systems and solutions that integrate water into people's lives without complications, just as water revitalizes the green of the landscapes it flows through.



PANTONE 350 C

CMYK: 80/43/80/43

RGB: 42/81/53

HEX: #295135

RAL: 6028

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

PRIMARY COLORS

Here are the brand's main colors, the ones you should use most often.

CMYK: 80/43/80/43

RGB: 42/81/53

HEX: #295135

PANTONE 350 C

RAL: 6028

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: #FFFFFF

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

FULL PALETTE

CMYK: 80/43/80/43
RGB: 42/81/53
HEX: #295135
PANTONE 350 C
RAL: 6028

CMYK: 65/34/61/21
RGB: 87/119/99
HEX: #577763

CMYK: 44/20/42/4
RGB: 144/169/149
HEX: #90A995

CMYK: 27/12/23/0
RGB: 187/202/193
HEX: #BBCAC1

CMYK: 6/3/5/0
RGB: 237/239/236
HEX: #EDEFEC

CMYK: 0/0/0/100
RGB: 29/29/27
HEX: #1D1D1B

CMYK: 0/0/0/80
RGB: 88/89/91
HEX: #58595B

CMYK: 0/0/0/35
RGB: 177/179/182
HEX: #B1B3B6

CMYK: 0/0/0/10
RGB: 230/231/232
HEX: #E6E7E8

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

You can use this shade of yellow for small elements or secondary details, but also to highlight certain features or specific concepts. However, avoid using it as the main background color.

CMYK: 0/10/100/0
RGB: 255/221/0
HEX: #FFD100

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

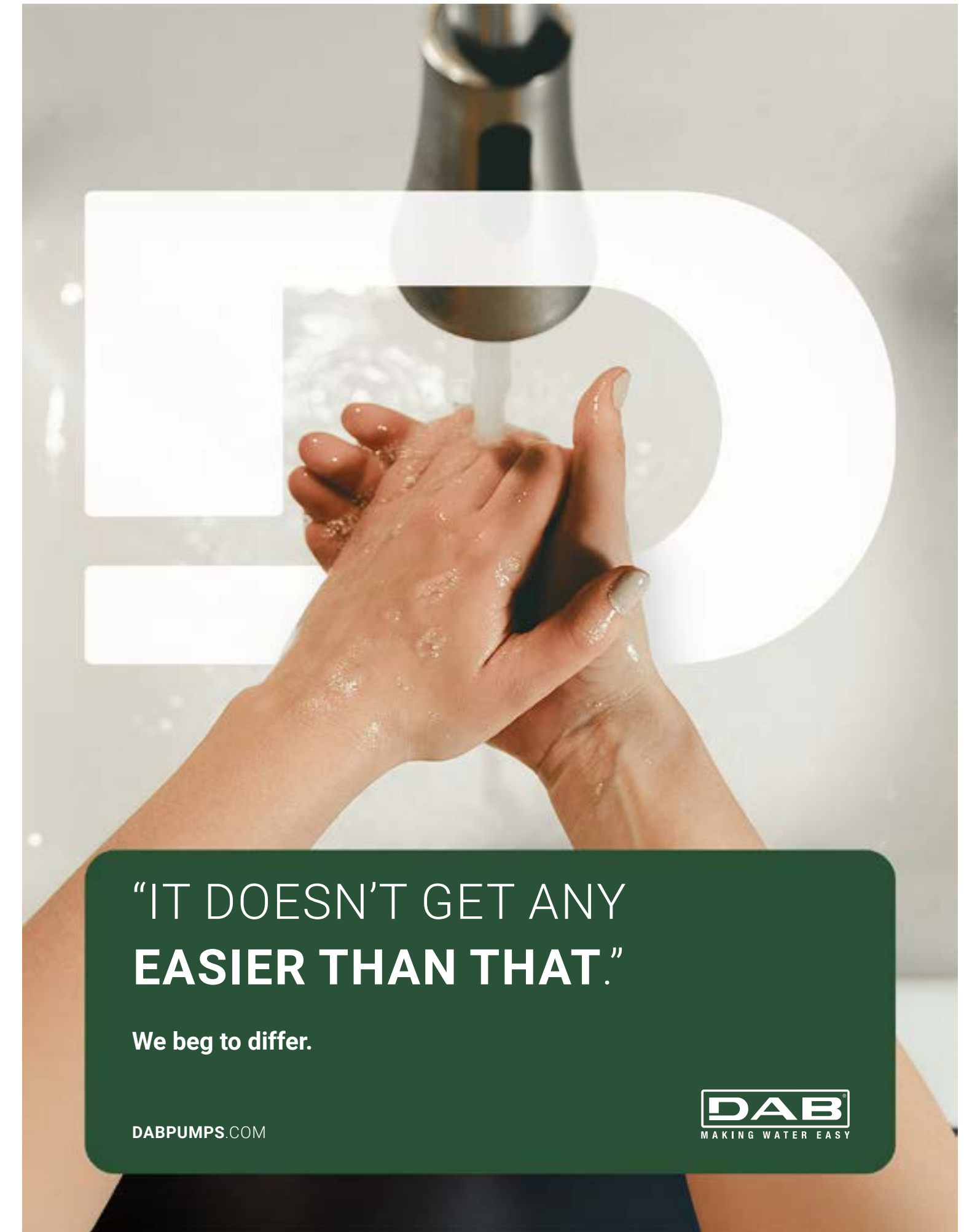
OTHER ELEMENTS

INCORRECT USES

TEMPLATES

COLORS USAGE

Here is an example of correct use of the colors.



TYPOGRAPHY

Offline output

Online output

Special characters and
other languages

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

MAIN FONT

For all graphic materials, the font to be used is Roboto, available in the indicated styles.

Some examples:

- Website
- Newsletters and DEM
- Social media graphics
- Digital ads (Google Ads)
- Billboards
- Posters
- Roll-ups
- Flyers
- Commercial catalogs
- Coordinated image materials
- Calendars
- Gadgets
- Magazine ads
- Postcards
- Business cards
- Packaging
- Etc.

Roboto (Google Font)

Download

Thin

Light

Regular

Medium

Bold

Black

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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.

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

TECHNICAL OUTPUTS

For all technical graphic materials, the font to be used is **Helvetica Neue Lt Std Condensed**, available in the indicated styles.

To use the Helvetica Neue Lt Std Condensed font, you must request a license by contacting **communication@dabpumps.com**

Some examples:

Technical catalogs

Technical sheets

Price lists

General catalogs

Etc.

Helvetica Neue Lt Std Condensed®

Thin Condensed

Light Condensed

Regular Condensed

Medium Condensed

Bold Condensed

Black Condensed

LOREM IPSUM

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BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

SPECIAL CHARACTERS AND OTHER LANGUAGES

For graphic materials in other languages that require special characters, such as Asian ones, use the **Noto Sans** font.

It is available in all languages and in the indicated styles at www.fonts.google.com

Noto Sans (Google Font)

Download

Thin

Semi Bold

Light

Bold

Regular

Extra Bold

Medium

Black

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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BRAND BOOK
STYLE GUIDELINES
V. 01 - 10-2025

PHOTOGRAPHY

[Overview](#)

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

The images should convey passion, simplicity, and empathy, ideally with a touch of freshness, irony, and naturalness.

Always place people at the center of the scene, making them stand out over the proposed solutions. The images should communicate absolute comfort and relaxation in the interaction between people and technology.

OVERVIEW

LIFESTYLE (everyday situations)



PRODUCT IN CONTEXT



PRODUCT (still life)



VISUAL BOOST (advertising)



DAB WORLD (about us)



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

When choosing images, make sure they have these characteristics:

- Low contrast
- Good brightness
- No color filters
- Realistic environments and situations
- Positive and relaxed expressions



Avoid using images with unrealistic filters.



Use images with low contrast and without color filters.



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES



Avoid using images with unrealistic filters.



Use images with low contrast and without color filters.



OTHER ELEMENTS

Rounded shape

Icons

EsyBot

Website with flag

Website without flag

Social media

Favicon

Labels

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

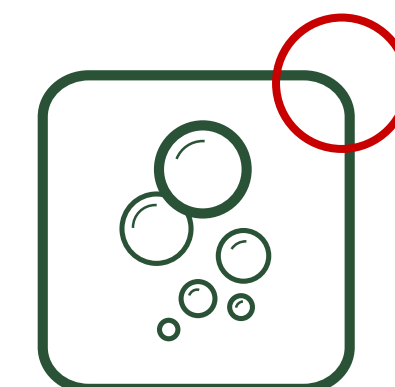
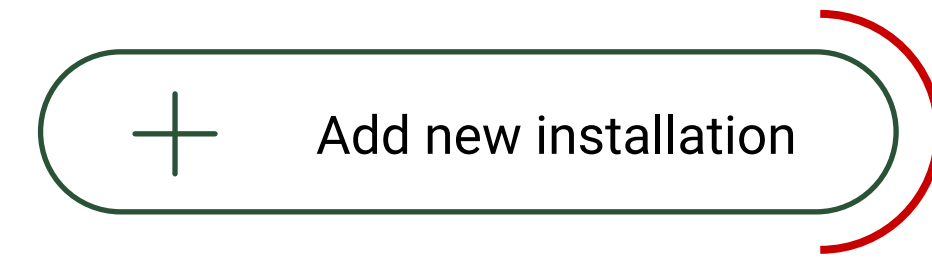
TEMPLATES

ROUNDED SHAPES



To maintain visual consistency with DAB's identity, it is essential that graphic elements such as boxes, buttons, and icons are characterized by soft curves.

This stylistic choice directly recalls the shape of the "D" in the logo, evoking a modern and technological aesthetic, while remaining accessible at the same time.



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

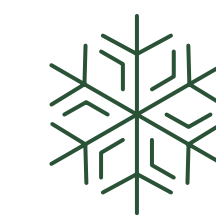
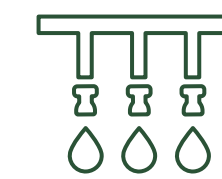
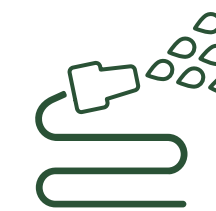
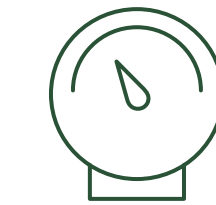
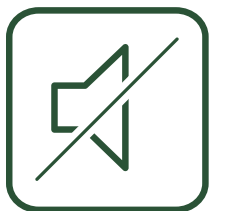
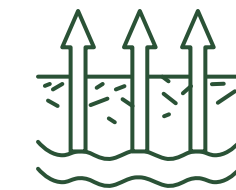
TEMPLATES

ICONS

Icons must have a minimal style, with thin and light strokes.

ICON SET

To receive the complete file with the icons to be used, send an email to: communication@dabpumps.com



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

ESYBOT

EsyBot is the Brand Ambassador of the Esybox Line, therefore **it may only be used in combination with the Esybox line.**

The idea was born in 2013 with the launch video of EsyBox. EsyBox flies in and installs itself using the arms that come out of the case, greeting with a smile on its display. In 2020, EsyBot took its final form as the main character of DAB's product journey "The EsyBox Journey". Giving EsyBox a form was the culmination of a communication strategy aimed at representing DAB's solutions: full of easy, friendly technology, always by people's side.

EsyBot must be used correctly. If in doubt, send an email to **communication@dabpumps.com**



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

SITO WEB

When adding the website address, you can also include the Italian flag to highlight the quality that distinguishes DAB products. The font used is **Roboto**.

——— **OPTION WITH ITALIAN FLAG**

DABPUMPS.COM



DABPUMPS.COM



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

SITO WEB

If including the Italian flag is not required, you can simply show the DAB website as indicated. The font used is **Roboto**.

——— **OPTION WITHOUT ITALIAN FLAG**



DABPUMPS.COM



DABPUMPS.COM

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

SOCIAL MEDIA

To ensure graphic consistency, it is recommended to maintain the same style for social media icons as well.



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

FAVICON

A favicon is a small icon that appears in the browser tab, bookmarks, and browser history. Make sure to use it on all website pages and related apps.



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

LABELS

Labels are perfect for highlighting product features, for example when introducing a new item. Here are some examples.

To receive the complete file with the graphics to be used, send an email to: communication@dabpumps.com



BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

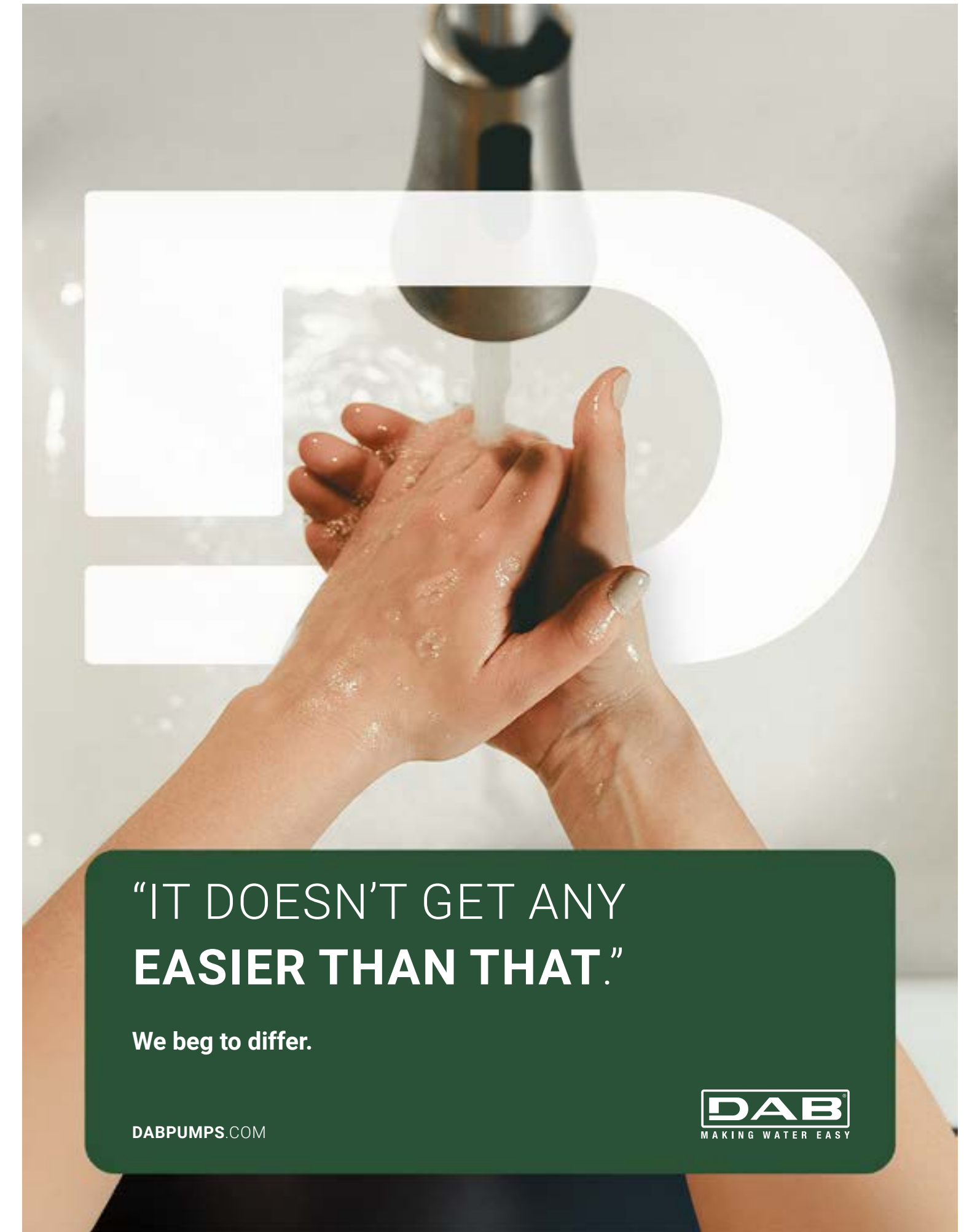
OTHER ELEMENTS

INCORRECT USES

TEMPLATES

CORRECT USE OF THE “D”

The graphic element “D” can be used in communication materials, but it must always be accompanied by the full DAB logo. The only exception is for the favicon.



“IT DOESN’T GET ANY
EASIER THAN THAT.”

We beg to differ.

[DABPUMPS.COM](https://dabpumps.com)

INCORRECT USES

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

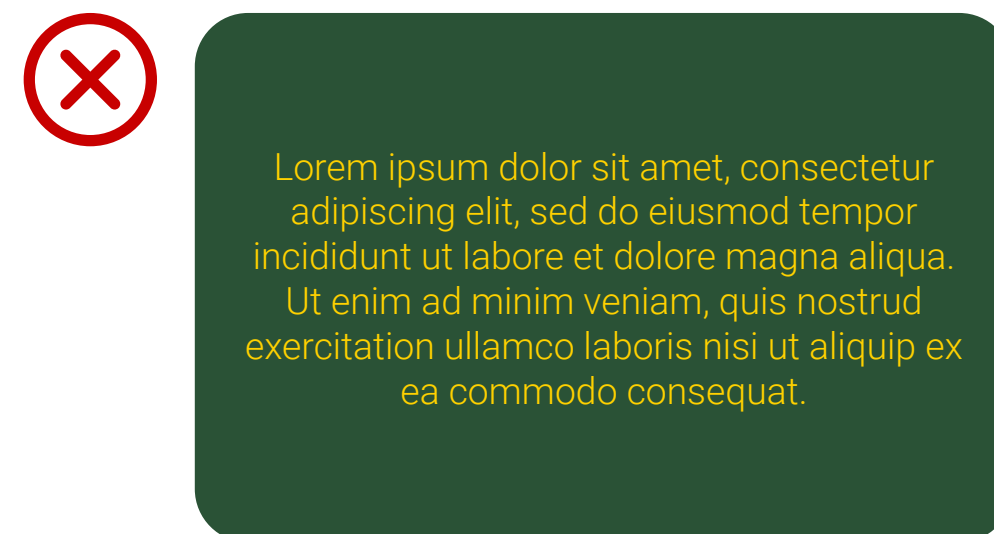
PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

INCORRECT USES



Avoid placing a yellow line/band near green backgrounds.

Avoid using the logo (or auxiliary logos) within an additional frame on a background.

Yellow should not be used for long paragraphs of text, as it compromises readability. Use white instead.

Yellow can be used to highlight single words or titles, provided they remain clearly legible.



BRAND BOOK
STYLE GUIDELINES
V. 01 - 10-2025

TEMPLATES

Presentations

BRAND PRINCIPLES

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

OTHER ELEMENTS

INCORRECT USES

TEMPLATES

PRESENTATIONS

The presentation template is available, with slides already organized by type. Texts and images can be replaced, but the graphic style of the template must remain unchanged.

USEFUL RESOURCES

Official DAB Template

Internal users: the template is available and can be downloaded directly from Insyde, in the section "Documents > Presentations & Templates".

Logos, Icon and other Graphic Materials

Internal users: materials are available on Insyde, in the section "Documents > Brandbook & Logos".

