

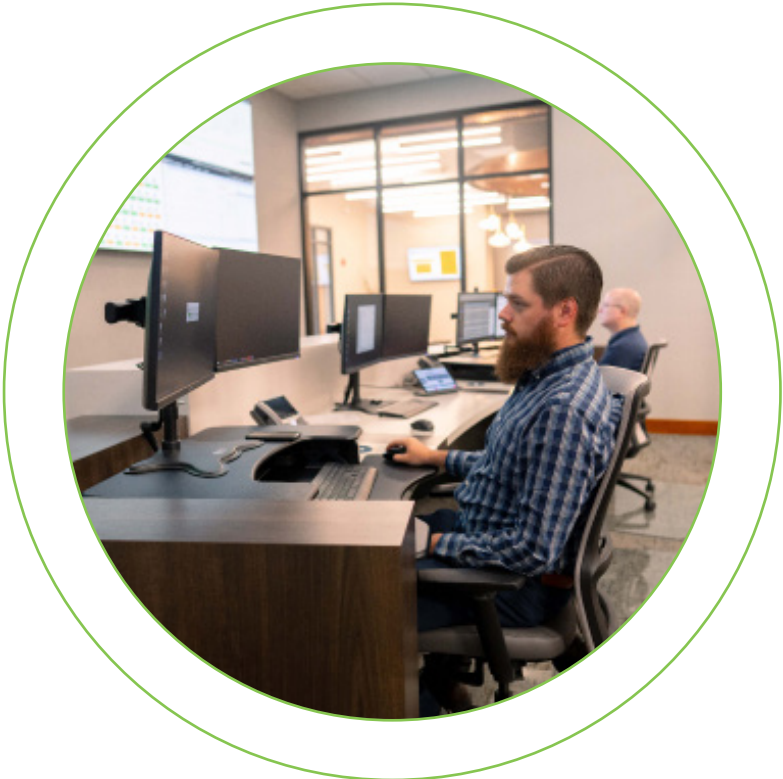


Empowering Community Banks

BRAND GUIDELINES

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INTRODUCTION

DCI brand guidelines must be consistently applied in all communications to achieve a clear and cohesive brand. It is important that these brand guidelines are followed by all DCI departments, partners, contractors, and any third-party vendors whose content or messaging involves the brand.

Our Story



Our customers might come to us for our technology, but our commitment to customer service is why they stay.

President and CEO



In over 60 years of business, DCI has never stood still. It is our goal to continue to seek out and provide the best, most forward-facing solutions and services for our partners. We have made it a priority to continue to evolve as a brand to ensure we serve our customers on every level.

Although DCI is committed to continuously evolving and improving, we will always stay true to where we came from and who we are: An advocate and leader for community banks.





Mission

To inspire accessibility in community banking through technology.



Vision

To ensure communities have a place in the future of finance.



Values

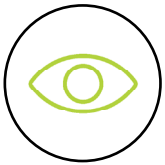
We work hard to embody each of our core values in best serving our customers. By doing so, we create a domino effect that allows our partners to better serve their own customers and every community.

- 1 **The Customer Comes First, Always**
- 2 **Attitude Over Aptitude**
- 3 **Open and Frequent Communication**
- 4 **Trust and Accountability Every Time**
- 5 **Honesty and Integrity in Everything We Do**



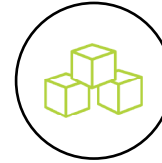
Mission

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Values

We work hard to embody each of our core values in best serving our customers. By doing so, we create a domino effect that allows our partners to better serve their own customers and every community.

- 1 The Customer Comes First, Always**
- 2 Attitude Over Aptitude**
- 3 Open and Frequent Communication**
- 4 Trust and Accountability Every Time**
- 5 Honesty and Integrity in Everything We Do**

BRAND IDENTITY

Logo Usage

DCI LOGO

The DCI logo is at the center of our brand's visual identity. It provides a visual representation of the brand, our key messages, and our mission.

As a powerful symbol and asset, the logo should be presented in its full intended form at all times—uncorrupted and fully unaltered. Our logo promotes a consistent story about our brand.

COLOR USAGE

The full-color logo should appear only in our primary black and green on lighter backgrounds or white and green on darker backgrounds. In the case of collateral referencing DCI's fintech offerings, the black and pink logo on lighter backgrounds or white and pink logo on darker backgrounds should be used.

Please note: Positive and negative logos require different artwork and should not be used interchangeably. Take care to employ reversed, as well as black and white versions of the logo on the appropriate background. White is the preferred background for black versions and white logos should appear on a dark background.

Full Color Logo



Fintech Logo



Reversed and black & white logos



Clear Space

The logo should always be clearly visible. We keep the logo separated from other visual elements by a distance approximately equal to the height and width of the “c” in the logo.

The use of clear space may not always be feasible but should be taken into consideration whenever possible.



Logo Size Minimum

The integrity of the DCI brand will be held up by maintaining the recommended minimum size of the logo.



Minimum Size Print:
1" wide

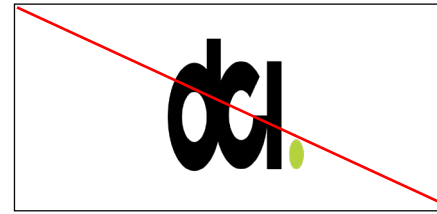


Minimum Size Web:
100px wide

Do's & Don'ts

A consistent, unaltered logo reinforces our visual identity. Proper logo usage helps onlookers recognize the brand, and it solidifies the messages of our organization.

To maintain the logo's integrity, only use artwork in its original, intended form. Never modify, adjust, or corrupt the logo in any way.



DO NOT distort the proportions of the logo



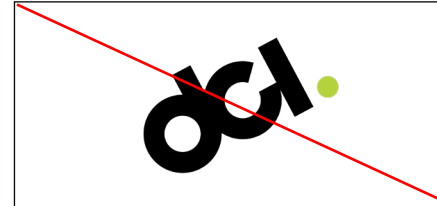
DO NOT distort the proportions of the logo



DO NOT add a drop shadow or filter effect



DO NOT add elements to the logo



DO NOT tilt or angle the logo



DO NOT recolor any portion of our logo



DO NOT move logo elements



DO NOT place logo on complex images/patterns

iCoreGo Logo Usage

ICOREGO LOGO

iCoreGO's distinctive logo is the visual cornerstone of DCI's online banking experience. Representing our commitment to innovation and customer-centricity in the digital realm, this design must be used consistently and impactfully across all materials where the iCoreGO platform is marketed. For this sleek, black-and-white logo design, adhere to the following color usage guidelines.

COLOR USAGE

Positive and negative logos require different artwork and should not be used interchangeably. Take care to employ reversed, as well as black and white versions of the logo on the appropriate background. White is the preferred background for black versions and white logos should appear on a dark background.

iCoreGO Logo

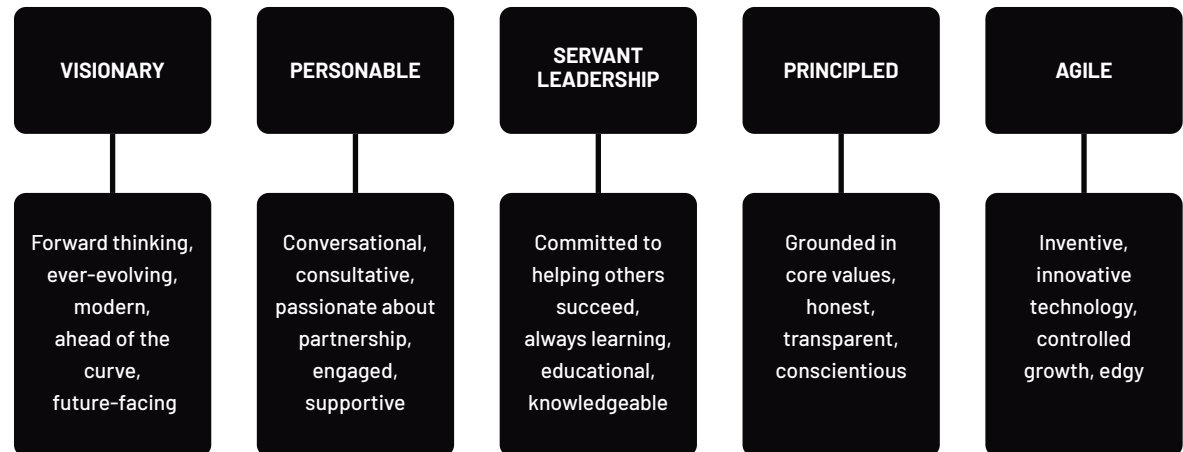


iCore360 Logo



Brand Personality

A well-defined personality has the power to humanize a brand, highlighting the characteristics that customers relate to most. In conveying these traits through the brand voice, messaging, and visuals, we should consider the following: if DCI were personified, who would DCI be?



Messaging

No matter the topic of our message, it's important to bring through and convey the above traits when communicating it. This is done not only through the substance of our content, but the voice that relays it as well.

Brand Voice/Tone

TRAIT/CHARACTERISTIC	DESCRIPTION	DCI IS	DCI IS NOT
Customer-Driven/ Focused	We work hard to use language that is welcoming as we build relationships. We anticipate the needs of our customers/ audience and speak to those needs accordingly. As often as possible, we frame our copy around the reader, not just our products or services.	<ul style="list-style-type: none"> • Welcoming/engaging • People-first/community-first • Understanding of customer-facing issues within the industry • Genuine • Accessible and approachable • Responsive to comments in a reasonable time frame 	<ul style="list-style-type: none"> • Demeaning/talking down • Over-complicated • Corporate • Ignoring customer needs or challenges • Using a lot of jargon and or formal language
Agile	We are committed to evolving and changing with the financial industry to continue to support our partners and customers on every level. We adapt to the needs of our audience to provide the most relevant content while taking a proactive approach to content development.	<ul style="list-style-type: none"> • Discussing emerging topics relative to our audience • Ever-evolving, relevant, and future-focused • Providing solutions • Being a visionary 	<ul style="list-style-type: none"> • Stagnant • Settled in our ways • Ignorant of trends or developments within the industry
Trustworthy & Reliable	As a thought leader in the industry, the information we provide is trustworthy, accurate, reliable, and actionable.	<ul style="list-style-type: none"> • Providing original valuable and educational content • Consistent and intentional • Evoking action and emotion • Captivating & compelling • Using respectable sources and share best practices • Fact-based 	<ul style="list-style-type: none"> • Using questionable or unreliable sources • Being unoriginal, a bandwagoner • Posting content that does not provide an element of value • Creating content just to fill a spot

BRAND TOOLKIT

Brand Color Palette

Our brand’s approved colors are bright and dynamic. Consistent use of the color palette helps build and reinforce brand recognition by creating a strong, recognizable look for DCI. Take care to never deviate from the approved color palette on the right.

PRIMARY COLORS

The DCI Trailblazer Green and Electric Blue are the most prominent colors across our materials. Pioneer Pink, paired with Agile Orange, are only to be used in materials referencing fintech offerings. These primary colors best represent our brand and signal DCI’s modern and innovative approach. Black Wash is our primary background color.

SECONDARY COLORS

The secondary palette should be used to support the primary colors and used sparingly and as small accents to highlight concepts in illustration or text.

Primary Colors



Trailblazer Green
HEX: #acff4e
RGB: 172, 255, 78
CMYK: 52, 0, 91, 0
Pantone: 374 C



Electric Blue
HEX: #9af3f0
RGB: 154, 243, 240
CMYK: 48, 0, 22, 0
Pantone: 304 C



Black Wash
HEX: #0B080B
RGB: 11, 8, 11
CMYK: 0, 27, 0, 96
Pantone: Neutral Black C

Secondary Colors



Purple Opulence
HEX: #7C55C6
RGB: 124, 85, 198
CMYK: 63, 74, 0, 0
Pantone: 2665C



Lively Lilac
HEX: #e7bbff
RGB: 231, 187, 255
CMYK: 9, 27, 0, 0
Pantone: 2562 C

Fintech Colors



Pioneer Pink
HEX: #e31d76
RGB: 227, 29, 118
CMYK: 0, 5, 98, 23
Pantone: 213 C



Agile Orange
HEX: #f46d1b
RGB: 244, 109, 27
CMYK: 0, 55, 89, 4
Pantone: 1585 C

Typography

Good typography often goes unnoticed because it just makes sense.

Elements of good typography include consistency, hierarchy, and alignment.

ROBOTO

The Roboto font is a [free licensed Google font](#). It is modern and easy-to-read in both digital and printed outputs. It has been chosen for its smooth aspect and its rounded lines. You can use it in all your communications support as titles and subtitles. Bolder or thinner weights and italics of Roboto are permitted to use when needed.

Please see the typography level example to the right for size recommendations and visual hierarchy for print materials.

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Recommended size hierarchy for digital and web

Level 1
Roboto Bold
16 pt/19 pt
Tracking 0

Headline level 1
Lorem ipsum dolor sit amet

Level 2
Roboto Black
10 pt/12 pt
Tracking 20

SUB HEADLINE LEVEL 2
LOREM IPSUM DOLOR SIT AMET

Level 3
Roboto Light
16 pt/22 pt
Tracking 0

Call Out/Quote
Lorem ipsum dolor sit amet, consectetur.

Level 4
Roboto Regular
10 pt/16 pt
Tracking 0

Body copy
lorem ipsum dolor sit amet et esse et asint eatus,
con eium cus et eaquis ut esciamusda est voloriam
fugiatibus repe nis asperit istesciliata secto ipsunt.

Typography

Continued...

BARLOW

The Barlow font is a [free licensed Google font](#). It is slightly rounded, low-contrast, and from the grotesk type family. It has been chosen for its versatility. You can use it in all your communications support as titles and subtitles. Bolder or thinner weights and italics of Barlow are permitted to use when needed.

Please see the typography level example to the right for size recommendations and visual hierarchy for print materials.

Barlow Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Recommended size hierarchy for digital and web

Level 1
Barlow Bold
16 pt/19 pt
Tracking 0

Headline level 1
Lorem ipsum dolor sit amet

Level 2
Barlow Black
10 pt/12 pt
Tracking 20

SUB HEADLINE LEVEL 2
LOREM IPSUM DOLOR SIT AMET

Level 3
Barlow Light
16 pt/22 pt
Tracking 0

Call Out/Quote
Lorem ipsum dolor sit amet, consectetur.

Level 4
Barlow Regular
10 pt/16 pt
Tracking 0

Body copy
lorem ipsum dolor sit amet et esse et asint eatus,
con eium cus et eaquis ut esciamusda est volorum
fugiatibus repe nis asperit istesciliata secto ipsunt.

Typography Continued...

MULTIDISPLAY

The MultiDisplay font is an Adobe font. It is humanistic, pragmatic, and from the sans serif type family. It has been chosen to supplement our other brand fonts. This font is to be used for Web-Only. Bolder or thinner weights and italics of MultiDisplay are permitted to use when needed.

Please see the typography level example to the right for size guide. Any other uses that may be considered in the future will be approved by DCI before use.

MultiDisplay Poster

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MultiDisplay Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MultiDisplay Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MultiDisplay Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MultiDisplay Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MultiDisplay Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Recommended size for web

Level 1
MultiDisplay Regular
32 pt/38 pt
Tracking 0

Headline level 1

Level 2
MultiDisplay Bold
24pt/28 pt
Tracking 20

SUB HEADLINE LEVEL 2

Level 3
MultiDisplay Light
18 pt/22 pt
Tracking 0

Call Out/Quote
Lorem ipsum dolor sit amet, consectetur.

Photography

PROFESSIONAL PHOTOGRAPHY

Our first choice is to select and use professional photos of the DCI employees, customers, partners, and building whenever possible. It is important we utilize photography showing our people interacting with customers or products.

STOCK PHOTOGRAPHY

In the circumstance professional photography is unavailable and stock imagery is required (blog posts, marketing materials, etc.) choose images that are realistic and evoke emotion. Black and white imagery may be used when appropriate, but color is preferred in most cases. Avoid over and under saturation and choose images that are moody, yet professional.

DO'S

- Evoke positive emotion
- Business casual clothing
- Diversity of gender and race
- Look modern

DON'TS

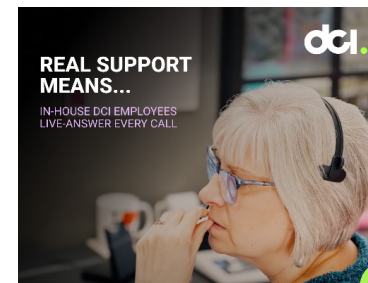
- Stiff, fake, or overly animated expressions
- Dull, drab color palette
- Overly posed/staged environment of people
- Show outdated technology



DO show people interacting & engaged



DO feature computers & mobile devices



DO incorporate design elements



DO use secondary colors to enhance photos



DO NOT use posed/unnatural photos, or photos that are clean/corporate aesthetic



DO NOT show photos that are heavily filtered/saturated or show outdated technology

Custom Apparel

ORDERING APPAREL

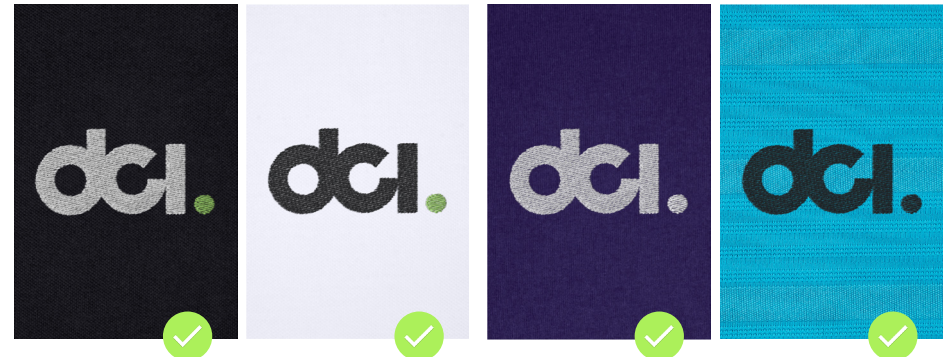
When it comes to ordering custom, branded apparel, we're happy we're able to offer many customization options to you. While we encourage you to choose what you like, we still want to ensure a high level of brand consistency.

DO'S

- Choose apparel in colors that are related to the brand color palette
- Use white logos on dark colors
- Use black logos on light or bright colors
- Use logos with a green dot on white, gray, or black garments

DON'TS

- Order apparel in colors that are unrelated to the brand color palette
- Use black logos on dark colors
- Use white logos on white or very light colors
- Use logos with a green dot on colorful garments with a low contrast to the DCI green



DO choose garment and logo combinations with a high contrast, to maintain logo visibility.

DO choose garment colors that are close to those in DCI's brand color palette



DO NOT choose garment and logo combinations with a low contrast.

DO NOT choose garment colors that are not close to DCI's brand color palette

DO NOT use a green dot logo on garment colors with low contrast to it.

Email Signatures

USING OUR CORPORATE SIGNATURE LINE

We now provide a standardized signature line (see samples on the right). Be sure to use this new, standardized signature on all your corporate emails. Marketing provides the artwork which should import automatically to your computer (if you have problems with the template downloading, contact the IT department for assistance).

ALTERATIONS

Although the signature line is standardized, you may still include one add-in line of text – 10 pt. /Barlow/Regular – immediately under the DCI website. This information, however, is limited to an out of office statement or your LinkedIn profile. All other uses of this line must be approved by DCI's marketing team.

In addition, you may run a banner under your signature line. Marketing can provide you with a basic template and all banners need to be approved by Marketing prior to placement.

Any questions you have concerning the new signature line, or how to properly use it, can be directed to Marketing at MarketingStaff@datacenterinc.com.



Name

Title

620.694.0000

aemployee@datacenterinc.com

www.datacenterinc.com



Name

Title

620.694.0000

aemployee@datacenterinc.com

www.datacenterinc.com

www.linkedin.com/in/YourName



Name

Title

620.694.0000

aemployee@datacenterinc.com

www.datacenterinc.com



DO NOT change the profile image to a personal photo. This should always remain the designated DCI logo image.

Iconography

Icons can be used to call attention to specific content and can help readers scan information in print and online.

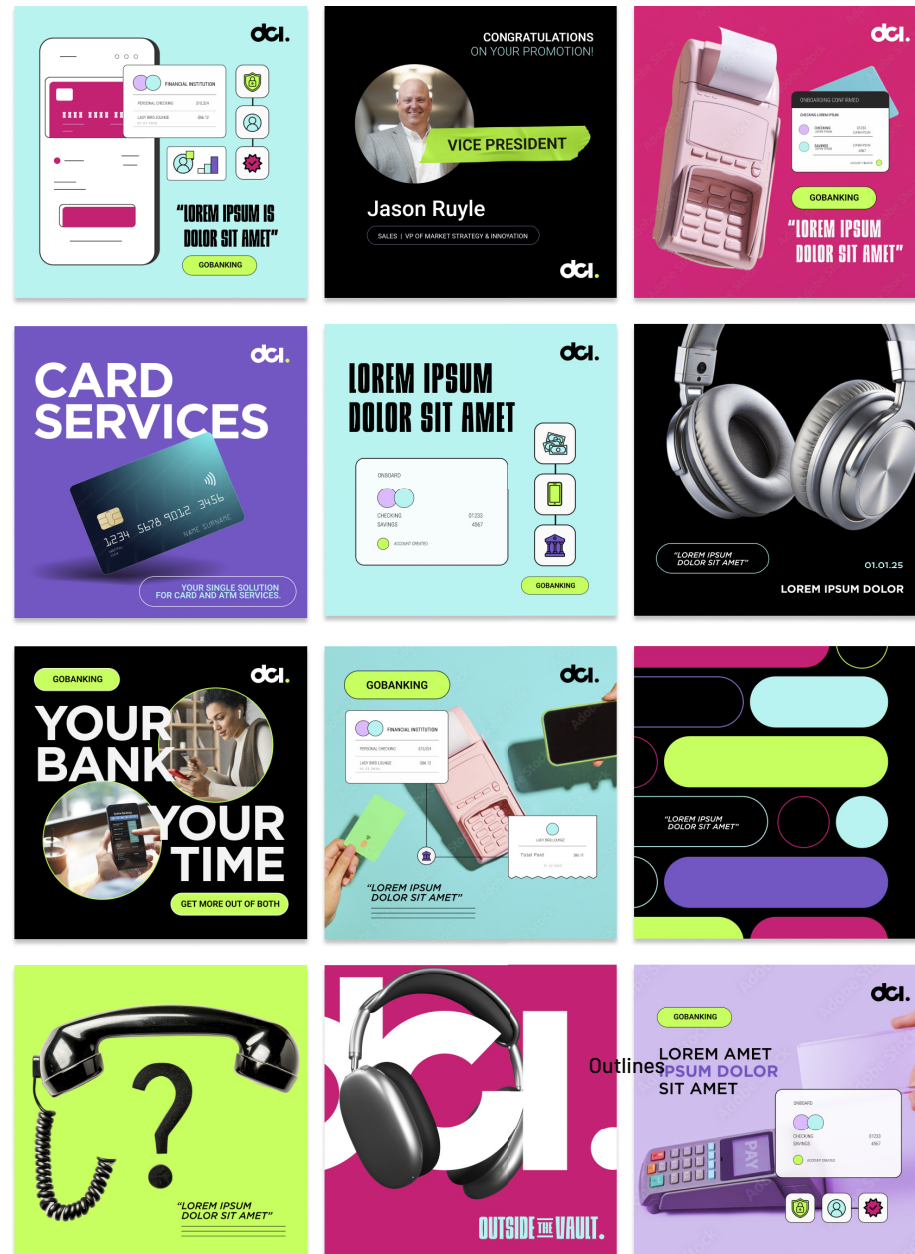
Our iconography style is thin linear and modern, reflecting the personality of our brand. It features 1-color icons that leverage our color palette, but can also utilize our primary colors as well. New icons should always mimic this style.



Design Elements

To promote brand recognition, DCI utilizes design elements such as circles to visually tie back to our products and people. Use a variety of varying sizes and crops of these elements for design interest.

- Sleek and Dynamic Patterns
- Futuristic elements
- Interfaces
- Glass morphism
- Blurred Textures
- Circular elements
- "Pill Shapes"
- Outlines



Design Elements Continued...

The design of mockup interfaces plays a crucial role in showcasing DCI's commitment to innovative, user-centric solutions. Create effective and visually compelling interface designs by working in alignment with the following do's and don'ts.

DO'S

- Use generic, but accurate, visual representations of the interface
- Utilize brand colors to enhance the image
- Show a variety of screens/interfaces
- Show modern technology

DON'TS

- Use screenshots or any real account information in the interface mockup
- Change the structure of the interface
- Show outdated technology

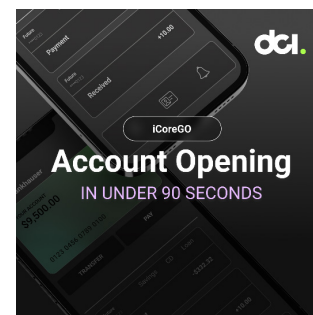


Interface x Blurred Texture x Circular Elements



Use Brand Colors

Use more than one screen



Show generic x accurate representations of interfaces

QUESTIONS ABOUT OUR BRAND?

We welcome any questions or concerns you may have regarding our brand standards. Please reach out to us!

Jesse Tosten | Director of Marketing
jtosten@datacenterinc.com

