

# digital **API CRAFT**

## Brand Guidelines



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## About us



DigitalAPICraft, a leading end-to-end digital transformation partner, helps global brands transform into a truly Experience Enterprise. Our API-led approach enables retail, banking, insurance, telecom, and media companies to offer delightful customer experience, transform business processes and boost operational efficiency. DigitalAPICraft's DisruptionSuite, a proprietary digital enterprise solution platform, enables seamless enterprise-wide integration by connecting APIs, cloud, data, mobility and social technologies to offer delightful customer experience.

DigitalAPICraft has been awarded "Delivery Partner of the Year for APAC 2017 – Google Cloud" and is a Premier Google-Apigee partner. Over two consecutive years (2019 & 2018), DigitalAPICraft is recognized as one of the fastest-growing technology companies by Deloitte in its Technology Fast 50 India and Technology Fast 500 Asia Pacific rankings.

DigitalAPICraft brings in extensive enterprise platform experience to offer a wide range of technology services that include digital strategy and consulting, disruption engineering, end-to-end DevOps, and experience engineering.

For more information visit [www.digitalapicraft.com](http://www.digitalapicraft.com)

# Logos & Usage

To standardize the usage of DigitalAPICraft logo across channel, please adhere to the following Guidelines.

## Primary Logo

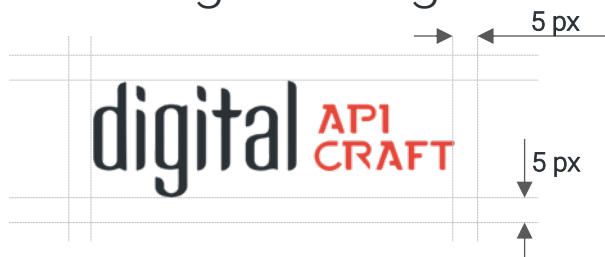


## Variations



Variations of the logo can be used according to the background colour

## Usage & Sizing



A minimum of **5 pixels breathing space** should be maintained around the logo.

The Logo must be in **3:1 ratio** (width to height).

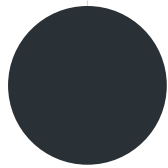
All the logos can be [downloaded here](#).

# Brand Colours

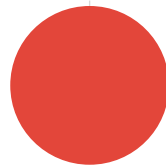
Here are the standardized DigitalAPICraft colours that should be used across all external and internal assets. These colours can be used in isolation or in combination.

## Primary Colours

digital **API  
CRAFT**



Hex - #2A3136  
rgb(42, 49, 54)



Hex - #E3463A  
rgb(227, 70, 58)

# Brand Fonts

## Oxygen

Oxygen is our primary font. It's under sans-serif classification and should be used on webpages, digital assets and all long sections.

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  
' ? ' " ! " ( % ) [ # ] { @ } / & \ < + ÷ × = > ® ©  
\$ € £ ¥ ¢ ; , . \*  
1 2 3 4 5 6 7 8 9 0

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## Roboto

Roboto is our secondary font. It's can be used on webpages, digital assets and all long sections.

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  
' ? ' " ! " ( % ) [ # ] { @ } / & \ < + ÷ × = > ® © \$ €  
£ ¥ ¢ ; , . \*  
1 2 3 4 5 6 7 8 9 0

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## Raleway

Raleway is an elegant sans-serif typeface family. Paragraphs, subheads, presentations can use this font as they blend well with Oxygen font.

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  
' ? ' " ! " ( % ) [ # ] { @ } / & \ < + ÷ × = > ® © \$ € €  
£ ¥ ¢ ; , . \*  
1 2 3 4 5 6 7 8 9 0

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## Arial

Arial will remain font face for marketing mailers, newsletters, SOWs, training docs and other related documents.

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  
' ? ' " ! " ( % ) [ # ] { @ } / & \ < + ÷ × = > ® © \$ € £ ¥ ¢ :  
; , . \*  
1 2 3 4 5 6 7 8 9 0

All the fonts can be [downloaded here](#).



## Contact Us

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