d . media

Official brandbook of d . media

Strategy, Identity, Communication systems, Applications, Guidelines

---

Table of contents

Content

01 Introducing d . media
02 Strategy and positioning of the brand
03 Mission and core message
04 Differences, values and character
05 Audiences, tone and context
06 Architecture, Naming and Semantic Logic
07 Identity
08 Logo system and meaning construction
09 Variants, backgrounds and lockup logic
10 Geometry, protective field and dimensions
11 Correct and incorrect usage
12 Color system
13 Typographic system
14 Typographic style and spelling in text
15 Usage matrix
16 Communication systems
17 Editorial system
18 Social system

Table of contents

Table of contents 2 sections

01 Introducing d . media
02 Strategy and positioning of the brand

Table of contents

Official system framework

Table of contents

One brand. Many carriers.

d . media

---

01 Introducing d . media

Introducing d . media

Our foundation

Independent creative brand and media platform

Independent creative brand and media platform for culture, design, and contemporary visual language.

Our positioning

One system for many formats.

One system for many formats, from editorial to digital and beyond, designed to scale across platforms, formats and communities.

d . media

Our core

Curiosity, form and feeling

Curiosity, form and feeling as the core of how we think, create and connect.

Our tone of voice

Minimal, lowercase, monochrome

Minimal, lowercase, monochrome — a tone that keeps attention focused on ideas, objects and culture.

---

02 Strategy and positioning of the brand

History and evolution of the brand

Stage

From early visual experiments to a clear system

From early visual experiments to a clear system for culture, design and contemporary visual language.

Stage

From diverse name to universal form

From diverse name to universal form — from early experiments to a clear, scalable system for culture, design and contemporary visual language.

Stage

d . media: a clear name, scope and remit character

d . media: a clear name, scope and remit character — a name that reflects the brand's scope, remit and character.

Old name	Old name	Project name	Project name/slog.	Current name
d . media	DIGIDESIGN	d space design	d space design/slog.	d . media
2000–2010	2010–2015	2015–2020	2020–2025	2025–present

Our current name

A brand's own name, not a framework

A brand's own name, not a framework — a name that stands on its own.

---

03 Mission and Core Message

Mission and Core Message

Mission

Independent creative media platform

Independent creative media platform for culture, design, and contemporary visual language.

Our positioning

One system for many formats.

One system for many formats, from editorial to digital and beyond.

Our core

Curiosity, form and feeling

Curiosity, form and feeling as the core of how we think, create and connect.

Our tone of voice

Minimal, lowercase, monochrome

Minimal, lowercase, monochrome — a tone that keeps attention focused on ideas, objects and culture.

---

04 Strategy and positioning

Differences, values and character

Our core difference

Curiosity, form and feeling as the core of how we think, create and connect.

Curiosity, form and feeling as the core of how we think, create and connect — from early experiments to a clear, scalable system for culture, design and contemporary visual language.

Our core value

Independence

Independence — from early experiments to a clear, scalable system for culture, design and contemporary visual language.

Our character

Minimal, editorial, positive

Minimal, editorial, positive — a character that keeps attention focused on ideas, objects and culture.

Our tone

Clarity

Clarity — a tone that keeps attention focused on ideas, objects and culture.

Our tone

Consistency

Consistency — a tone that keeps attention focused on ideas, objects and culture.

Our tone

Calmness

Calmness — a tone that keeps attention focused on ideas, objects and culture.

Our tone

Not rebellious

Not rebellious — a tone that keeps attention focused on ideas, objects and culture.

---

05 Audiences, tone and context

Audiences, tone and context

Who we are addressed

Professional audiences

Professional audiences — designers, creative teams, brands and partners who need a clear, consistent system for culture, design and contemporary visual language.

Who we are addressed

Editorial audiences

Editorial audiences — readers, viewers and communities who follow culture, design and contemporary visual language across editorial formats.

Who we are addressed

Digital audiences

Digital audiences — people who follow culture, design and contemporary visual language across digital formats and communities.

Tone

Categorical without politics

Categorical without politics — a tone that keeps attention focused on ideas, objects and culture.

Tone

Curiosity, Tone: Observing

Curiosity, Tone: Observing — a tone that keeps attention focused on ideas, objects and culture.

Tone

We do not affirm the marginal

We do not affirm the marginal — a tone that keeps attention focused on ideas, objects and culture.

Tone

The system must endure at different scales

The system must endure at different scales — a tone that keeps attention focused on ideas, objects and culture.

---

06 Strategy and positioning

Architecture, Naming and Semantic Logic

Our brand

d . media is a creative brand

d . media is a creative brand for culture, design and contemporary visual language.

d . media

Our product

Digital and print

Digital and print — a product that keeps its connection, whether it is on a screen or in a printed publication.

Our product

d . media is a multi-scale, flexible system

d . media is a multi-scale, flexible system.

Our core

This name is always at from curiosity, form, feeling d . media

This name is always at from curiosity, form, feeling d . media — a name that reflects the brand's scope, remit and character.

---

07 Identity

Identity

B

Identity

The logo signifies culture and typography are defined here and in the brand book. Typography, colour palette, proportions, grid, use cases.

d

Identity

Identity

Applied identity

---

08 Logo system and meaning construction

Logo system and meaning construction

d

Main logo

d . media

Primary horizontal lockup

d . media

Secondary vertical lockup

d . media

Alternate horizontal lockup

Clear construction leaving no visible sign

The Master logo relies on the fact that the overall design and visual language are clear enough to be read without any further explanation.

Clarity. Digital-native and editorial weight

The logo is clear and neutral. It works in digital formats and in editorial layouts. The design is built for screens and for print, with a balanced, modern feel across both.

The system must hold

The system must hold — a system, form and controlled clarity. Form and typography are clear, reliable and neutral. Clarity and consistency are what make the system work across formats and contexts.

---

09 Strategy

Variants, backgrounds and lockup logic

Primary lockup

d . media

Primary lockup

Secondary lockup

d . media

Secondary lockup

Alternate lockup

d . media

Alternate lockup

Minimum size and clear space

Clear logo. Clear logo.

Clear logo. Clear logo. Clear space is at least the height of the letter d. Minimum size: 24px.

Clear space

Don't scale logo the frame

Don't scale logo the frame. Keep the logo at its original proportions. Do not stretch, compress or distort the logo.

Minimum size

24 px

Minimum size

24 px

Minimum size

24 px

Mandatory proof
Logo for profile and story, logo for cover
Square and vertical formats work well with the logo. The wide covers formats may carry a logo.

Practical concepts
The format changes, the system doesn't
The proportion can be changed, but not the typographic logic, the color discipline and choosing the correct sign

What to avoid
Don't turn social media into loud advertising
No flashy colours, aggressive accents, text clutter and random switching between logo and logo.

Digital system

Homepage
Long form
Maps and Modules

Web logic
One main axis and clear navigation
The site works with clean navigation, distinct typography, and long breaks between modules.

Mandatory proofs
Headline, meta, leading module
The header block, closing, whose logo, content type and next move.

Cards
They contain little but clear information
Most often, a title, a brief context, and a small one, are enough: system tag.

UI behavior
Calm states
Hover, active and focus are delicate and functional.

Documentation and presentation media

Email signature
Presentation template
Video and motion

Email signature
Name, role, link and short system character
The email signature is functional and clean, without banners and heavy, HTML styling.

Presentations
Title shot and pure content core
Presentations have a clear title box, a consistent footer, and a responsive typography.

Video and motion
Short opening with the logo
Video openings use the logo, clean contrast and a leisurely pace.

A4 documents and portrait pages

Basic rule
The portrait document follows the same system
A4 documents work with a wide margin, clear header, stable text column and restrained presence of the logo.

What is mandatory
Logo in header, logo only in secondary roles
The title page and inner header carry a logo. The logo is reserved for secondary markings, thumbnails and small internal applications.

Without a proof
Official PDFs, proposals, editorial files and internal documents
When d. media appears in a portrait document, the system does not change its character. It simply adapts to a readable A4 format.

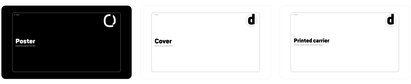
Applications

Applications

The final section describes how the system is applied to posters, covers, small formats, images, file pack and general maintenance rules.

System media

Posters, covers and printed media



Poster
Cover
Printed media

Poster
Mandatory props
For posters, title, format, date, place and organizer are required when appropriate.

Cover
Treat her like an object
Book covers, PDFs, and author publications must remain loud, quiet, and clear typographically.

Printed media
Discipline over decoration
Letterheads and cover pages must be clean and subject to the same spatial logic.

Images, photography and video

Image requirements
Architecture, detail, surface, context
Preferred images are editorial, atmospheric and crisp.

Photographic principle
Less noise, more flats
Images work well in monochrome mode and allow lossless text of readability.

Video principle
Short, clear, without flashy motion
The video follows the same clear structure, economy of means and semantic weight.

Cover as image logo
Editorial image frame
Video frame

Small format and icon applications

Avatar and miniature system

Basic rule
The logo keeps the small scale
With small sizes, icons and system thumbnails, reduced becomes the main thing logo: not the logo.

Miniature logo
The logo is not forcibly shrunk
When the field is too small for a legible logo, it is switched to the logo instead to compromise readability.

Avatar logo
Clean center, generous field
Profile images and app icons should have enough air around the logo.

Handoff package and file line

Package
Logos, fonts, colors, icons, templates, exports
The handoff package should be organized as a studio archive with clear names and versions.

Original files
Do not redo the assets locally
Official assets are submitted to external studios and developers.

Required folders
logos / fonts / colors / icons / social / web / editorial / print
This is the minimum package that keeps the system running.

File line
Predictable names and clear versioning
Names describe the asset: logo, certain, and context of use.

AI exports
SVG / PDF / PNG according to the task
SVG for sharing, PNG for preview and social, PDF for manuals and print packages.

Reserved field
guidelines / approvals / exports
These folders keep the version of rules, approved deviations and production exports.

System management

Management principle
The system is tight but not closed
New media and campaign solutions are eligible if they flow through the main core system rules.

How to approach
Compare with system kernel
Each new solution is tested against name, character, color, typography, and rhythm.

Practical conclusions
New media = new app, not new identity
A new format means a new application of the system, not a new style.

Where is an exception permissible?
Only when the medium requires different behavior
An exception is allowed for a specific technological, print or platform context.

What is being kept
Readability, whitespace and consistency
In any adaptation, the monochrome discipline, the typographic discipline, must remain clarity and editorial density.

Attention
d. media should remain recognizable even when silent
The strength of the brand comes from a permanent structure, intelligent economy and respect for the content.

© d. media. All rights reserved.