



BRAND IDENTITY GUIDE 2023

B047/EN01-20230316

1 Essentials

symbol & logotype

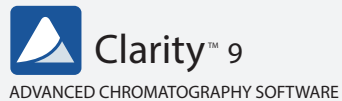
DataApex **SYMBOL** (Symbol DA)



DataApex public **LOGOTYPE**



DataApex product - **CLARITY** software



1 Essentials

DataApex colors

	CMYK	RGB	WEB	PANTONE
DARK BLUE	95/75/10/0	30/85/157	#21559a	294C
SKY BLUE	100/30/0/0	0/138/208	#008ad0	2925C
LIGHT BLUE	15/7/5/0	214/223/231	#d6dfe7	290C
BLACK 70	0/0/0/70	109/110/113	#6d6e71	
BLACK 40	0/0/0/40	167/169/172	#a7a9ac	

2 DataApex primary symbol



primary full-color symbol
white background

[symbol-DA-pri.ai](#)
[symbol-DA-pri.png](#)



inverted full-color symbol
Apex Dark Blue background

[symbol-DA-pri-inv.ai](#)
[symbol-DA-pri-inv.png](#)



white symbol
grayscale or solid color background

[symbol-DA-pri-white-transp.ai](#)
[symbol-DA-pri-white-transp.png](#)



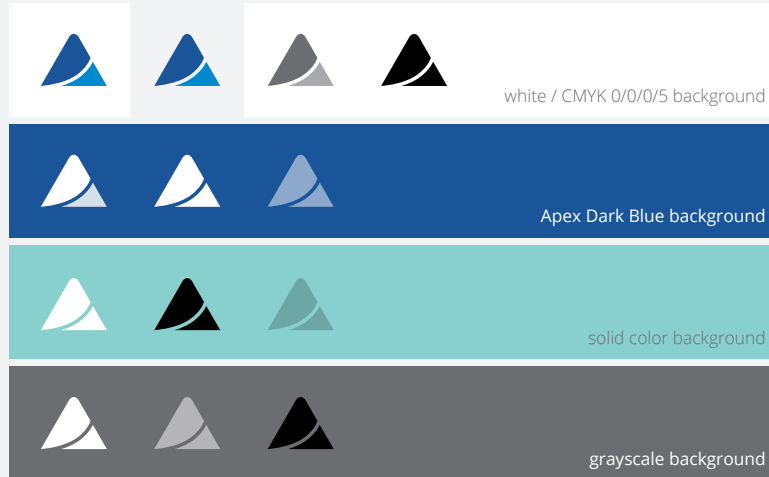
black symbol
white background

[symbol-DA-pri-black-transp.ai](#)
[symbol-DA-pri-black-transp.png](#)

2 Primary symbol sample of use

Sample use of the symbol depending on the background color

Only the white and black variant are allowed
to change the transparency of the symbol.



2 Primary symbol unauthorised use

UNAUTHORISED symbol and background combinations



- no transparency except black and white symbols
- no shadows, outlines, emboss and similar effects
- full-color symbol not on colored background (except Apex Dark Blue)
- avoid low contrast



white background



Apex Dark Blue background



solid color background



b/w and grayscale background

3 DataApex secondary symbol



secondary full-color symbol
white background

[symbol-DA-sec.ai](#)
[symbol-DA-sec.png](#)



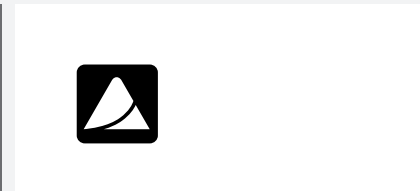
inverted full-color symbol
Apex Dark Blue background

[symbol-DA-sec-inv.ai](#)
[symbol-DA-sec-inv.png](#)



white symbol
grayscale or solid color background

[symbol-DA-sec-white-transp.ai](#)
[symbol-DA-sec-white-transp.png](#)



black symbol
white background

[symbol-DA-sec-black-transp.ai](#)
[symbol-DA-sec-black-transp.png](#)

3 Secondary symbol sample of use

Sample use of the symbol depending on the background color.

Only the white and black variant are allowed to change the transparency of the symbol.

Unauthorised use of the symbol - [see the primary symbol rules](#).



4 DataApex public logotype



DataApex company full-color logotype
white background

[logo-DA-color.ai](#)
[logo-DA-color.png](#)



inverted full-color logotype
Apex Dark Blue background

[logo-DA-color-inv.ai](#)
[logo-DA-color-inv.png](#)

4 DataApex

grayscale logotype



grayscale / black logotype
white background

[logo-DA-gray.ai](#)
[logo-DA-gray.png](#)

[logo-DA-black.ai](#)
[logo-DA-black.png](#)



white logotype
black / dark solid color background

[logo-DA-white.ai](#)
[logo-DA-white.png](#)

4 Logotype

protection area



4 Logotype sample of use

Sample use of the logotype depending on the background color.

Only the white and black variant are allowed to change the transparency of the symbol.

Unauthorised use of the symbol - [see the primary symbol rules](#).



white / CMYK 0/0/0/5 background



Apex Dark Blue background



solid color background



grayscale background

4 Logotype co-branding

DataApex logotype with the official text
SMART SOLUTION FOR LABORATORIES or with a link to web site.

In case of co-branding a violation of the protection zone is allowed.



SMART SOLUTION FOR LABORATORIES



Co-branding templates are available for download:

[co-branding-DA-smart-solution-for laboratories-horizontal.ai](#)

[co-branding-DA-smart-solution-for laboratories-vertical.ai](#)

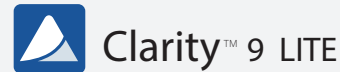
5 Clarity

product name

Display of the product name from the Clarity family is created according to the scheme:

[DataApex symbol] Clarity[™] [version] [EDITION]

[items in brackets] are optional, e.g. all following entries are correct:



Clarity[™] 9

Clarity OFFLINE Clarity 9 OFFLINE

If the DataApex symbol is present, the Myriad Pro font is used.

5 Clarity sample of use

Display samples depending on the background color.
For more info see the secondary DataApex symbol rules.



white / CMYK 0/0/0/5 background



single color / grayscale background

Clarity templates are available for download:

- [Clarity-template-blue.ai](#)
- [Clarity-template-gray.ai](#)
- [Clarity-template-black.ai](#)
- [Clarity-template-black-text-only.ai](#)
- [Clarity-template-white.ai](#)

5 Clarity co-branding

Clarity with the official text ADVANCED CHROMATOGRAPHY SOFTWARE
A violation of the DataApex SYMBOL protection zone is allowed.



white / CMYK 0/0/0/5 background



single color / grayscale background

Clarity co-branding templates are available for download:

[Clarity-ACS-co-branding-template-blue-1.ai](#)
[Clarity-ACS-co-branding-template-blue-2.ai](#)
[Clarity-ACS-co-branding-template-white-1.ai](#)
[Clarity-ACS-co-branding-template-white-2.ai](#)

6 Fonts

Myriad Pro Semibold

headlines, Clarity product name

Open Sans Light

plain text (content paragraphs)

Fonts are available at:

<https://fonts.adobe.com/fonts/myriad#fonts-section>

<https://fonts.google.com/specimen/Open+Sans>