

DARME

Case Study

**Empowering DAR with a Brand
Refresh and Website Development**



Project Management
and Training Services



IT Infrastructure



Professional Services &
System Integration



Automation &
Digital Transformation



Cyber Security Services

About DARME

Dar.ME is a leading provider of digital transformation and automation solutions, empowering organizations to unlock the full potential of their technology investments since 2005. They specialize in optimizing business operations, fueling growth, and keeping clients ahead of the technology curve. Through a collaborative and consultative approach, Dar.ME crafts unforgettable experiences for their clients, understanding their objectives, challenges, and pain points.

Challenges

Driving growth and success to DAR.ME

DAR.ME needed a strategic refresh to thrive in today's competitive landscape. By focusing on three key areas, we empowered DAR.ME to achieve its full potential and elevate its image.



Brand Strategy

To amplify DAR.ME's unique value proposition and connect more powerfully with its target audience, we strategically redefined its brand messaging and positioning.



Visual Identity

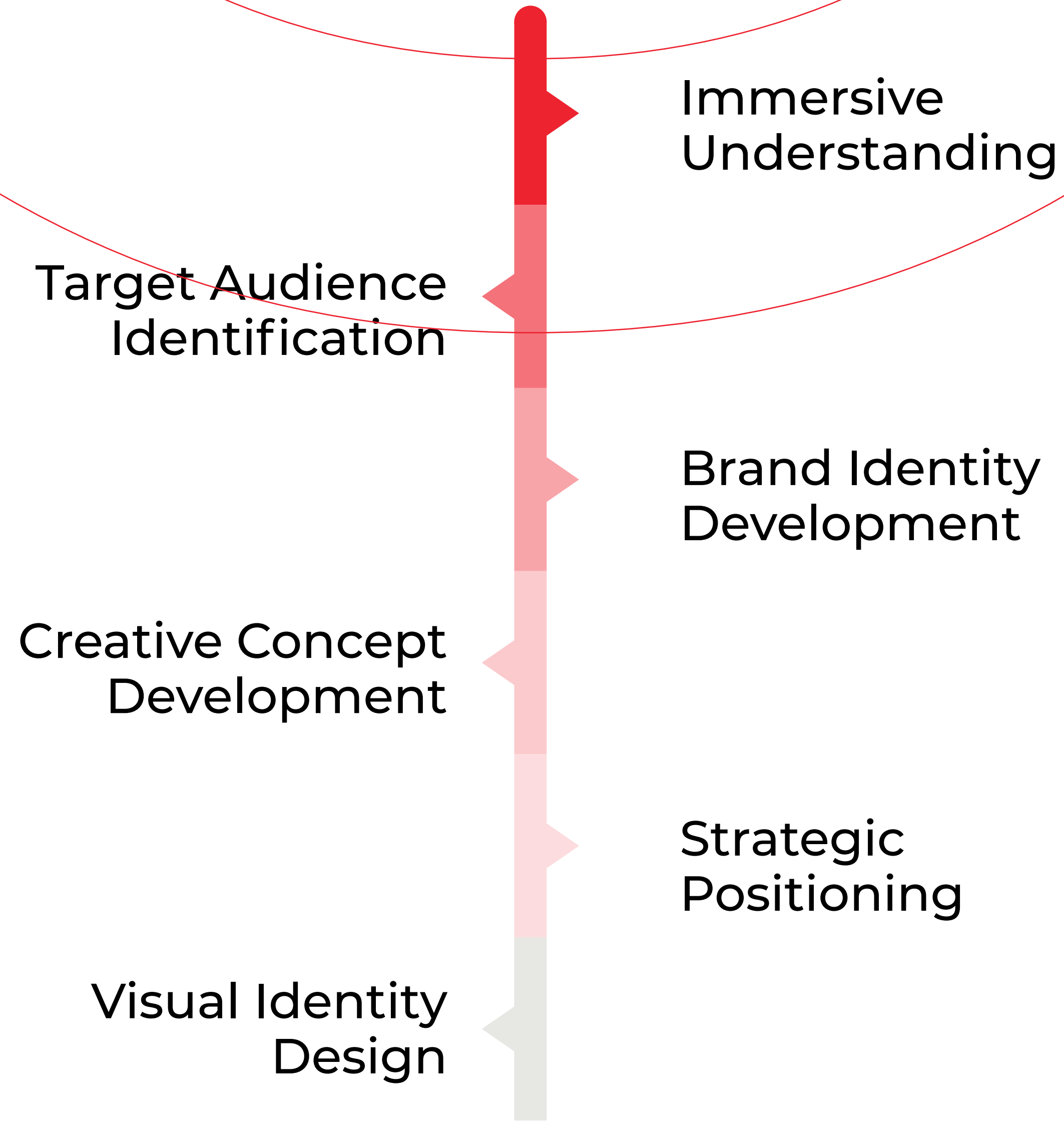
We revitalized DAR.ME's visual identity, crafting a cohesive and impactful aesthetic that authentically reflects the brand's essence and resonates deeply with its audience.



UI/UX Design

DAR.ME's user experience was modernized and streamlined, creating a seamless and intuitive journey that delights users and fosters engagement.

Our Approach



Brand Guidelines
Development

Content Strategy
Development

Customer Experience
Mapping

Brand
Storytelling

Brand
Activation

Digital Presence
Optimization

Solutions

Rebranding: A Strategic Refresh

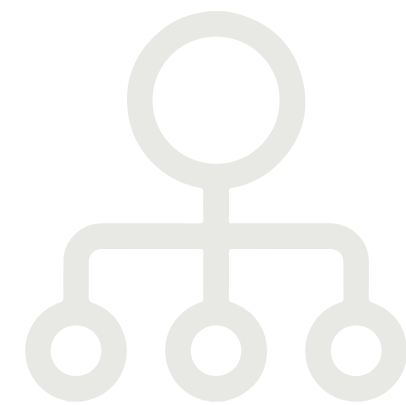
DAR.ME needed more than just a visual makeover.

It was about time to attract new customers, differentiate their brand, reflect their evolution, build trust with customers and attract investors and partners. .

How Did We Do This?

- ▶ Tailored strategies defining DAR.ME brand's mission, vision, value proposition, positioning, and messaging.
- ▶ A compelling company profile





Understanding DAR.ME

Through research and interviews, Detour gained a deep understanding of DAR.ME's mission, vision, and target audience.

Structuring for Impact

A logical flow was created, starting with a captivating opening statement and progressing through key sections with data-driven support.

Writing and Refining

Experienced writers crafted compelling and concise copy, ensuring clarity, accuracy, and a consistent brand voice.

Design for Readability

High-quality images, infographics, and a consistent color scheme enhanced readability and reinforced DAR.ME's brand identity.

Collaborative Feedback

Close communication and feedback ensured alignment with DAR.ME's vision and resulted in a final product exceeding expectations.

Visual Identity Redefinition:

Capturing the brand's essence

From logo design to brand guidelines, Detour crafted visually stunning assets ensuring that DAR.ME presents a cohesive and consistent image to the world, building brand recognition, trust, and loyalty among its customers.



DARME®

DARME®

DARME®

DARME®

LOGO

Lockup

Clear Space

The DARME logotype should always be surrounded by sufficient clear space to appear as clear and distinct as possible. The minimum clear space around the logotype should be half the logo's height.

This measurement represents the minimum space allowed around the logotype and should be applied in all instances. It's important to note that the defined clear space is a minimum requirement. It's recommended to exceed this requirement to create clear and consistent designs.

English Lockup

DARME Brand Guideline Page 5

Lockup

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Arabic Lockup

DARME Brand Guideline Page 6

Lockup

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DARME Brand Guideline Page 7

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Arabic Lockup

DARME Brand Guideline Page 8

Primary Palette

Color is one of the most recognizable parts of the brand. It can become the one single element that people relate to in Bravida colortated. Bravida Blue and Green are the primary brand colors. The combination within a layout should always include one or both primary colors. While the Bravida Blue or Green assures visual depth and brand recognition, the white adds lightness and space, and the supportive colors individually contribute to a modern and dynamic expression.

PMS (Pantone Matching System) is used when printing (e.g. brochures, stationery).

Use Pantone colors for the best color accuracy when printing.

CMYK (Cyan, Magenta, Yellow, Black) is used in 4-color printing (e.g. advertising, digital printing). RGB (Red, Green, Blue) is the scale for screen colors (e.g. Web and PPT).

NCS (Natural Color System) is mostly used for wall paint and other objects that are part of our branded environments.

PANTONE P 48-8 C

R 81 C 0

G 87 M 96

B 100 Y 75

K 0

H 38

S 49

B 65

HEX FF1F3D

PANTONE P Process Black C

R 0 C 75

G 0 M 65

B 0 Y 67

K 90

H 501

S 87

B 0

HEX 000000

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Secondary Palette

Additionally, we have a secondary color palette of muted grays that can be used to create contrast with the vibrant primary color palette.

PANTONE P 48-8 C

R 351 C 0

G 57 M 96

B 100 Y 75

K 0

H 38

S 49

B 65

HEX FF1F3D

PANTONE P 179-1 C

R 248 C 0

G 248 M 0

B 248 Y 0

K 0

H 211.6

S 0

B 97.25

HEX F8F8F8

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Color Usage

logotype can appear in different color schemes depending on the background it's applied on. It's a valuable in three color systems (PMS, CMYK & RGB) and in black and white. Note that usage of separate PMS-colors is always preferable. The black logotype versions should only be used whenever color alternatives don't work. The logotype should never be modified or appear in any other way than stated in these guidelines.

DARME Brand Guideline Page 14

Incorrect Usage of Elements

Do not create unapproved DARME lockups or logotypes. Do not distort the wordmark or manipulate its appearance. Maintaining consistency of the DARME brand is critical to ensuring a consistent experience across all global events.

DARME Brand Guideline Page 15

Typography

Stationery

Business Card

Size 90 x 55 mm

Paper Uncoated

Colors PANTONE P 48-8 C PANTONE P 179-3 C Black 100%

Front

Back

Front

Back

DARME Brand Guideline Page 20

Stationery

Letterhead

Size 210 x 297 mm

Paper Uncoated

Colors PANTONE P 48-8 C PANTONE P 179-3 C Black 100%

Front

Back

DARME Brand Guideline Page 21

Stationery

Envelope - DL

Size 240 x 110 mm

Paper Uncoated

Colors PANTONE P 48-8 C PANTONE P 179-3 C Black 100%

English Envelope

Arabic Envelope

DARME Brand Guideline Page 22

Stationery

Envelope - A4

Size 240 x 324 mm

Paper Uncoated

Colors PANTONE P 48-8 C PANTONE P 179-3 C Black 100%

English Envelope

Arabic Envelope

DARME Brand Guideline Page 23

Stationery

Envelope - A4

Size 240 x 324 mm

Paper Uncoated

Colors PANTONE P 48-8 C PANTONE P 179-3 C Black 100%

English Envelope

Arabic Envelope

DARME Brand Guideline Page 24

Icons

Icons

Icons that visualize processes, product properties or objects, e.g. in apps, on websites, but also in print products. Since the human brain can process images better than texts, icons are wonderful brand ambassadors: well designed, they make brand performance quickly understandable and accessible.

Without Image Option

With Image Option

DARME Brand Guideline Page 29

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Without Image Option

With Image Option

DARME Brand Guideline Page 30

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Without Image Option

With Image Option

DARME Brand Guideline Page 31

Digital

Story

Story

Email Signature

Without Image Option

With Image Option

Power Point template

When designing DARME PowerPoint presentations, please utilize the grid systems outlined here. The grid system for DARME PowerPoint consists of 4 columns and 2 rows. The margin will be determined based on the media type and content used. DARME layouts generally use 1, 2, 3, or 4 columns.

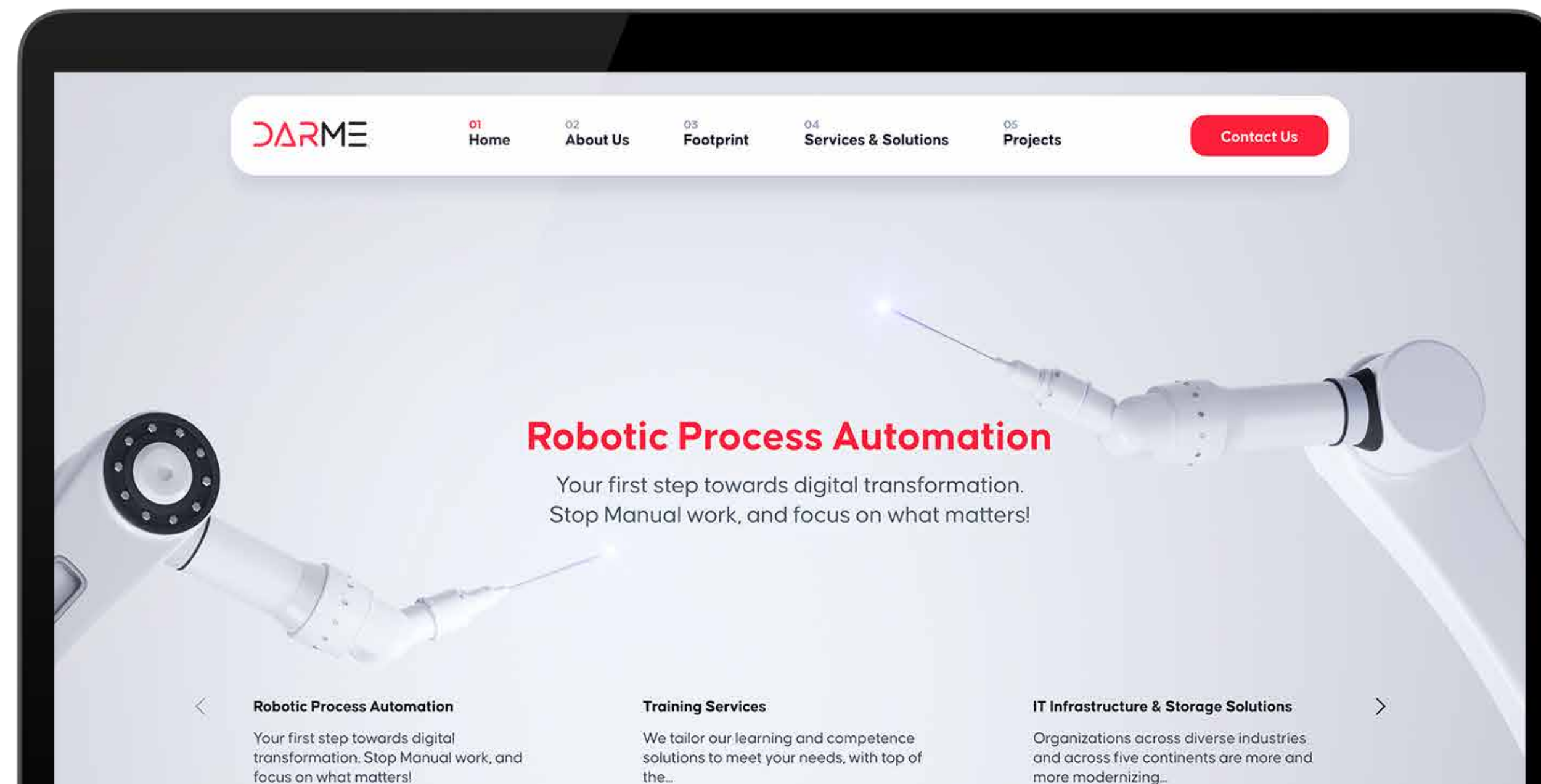
DARME Brand Guideline Page 33

Mockup ID Card

Website Development:

A key to Online Success

Detour built user-friendly and engaging digital experiences that elevate DAR.ME's online presence, delight its customers, boost customer engagement, and generate leads and sales through a holistic approach that included:



click here

Impact

A comprehensive Brand Transformation

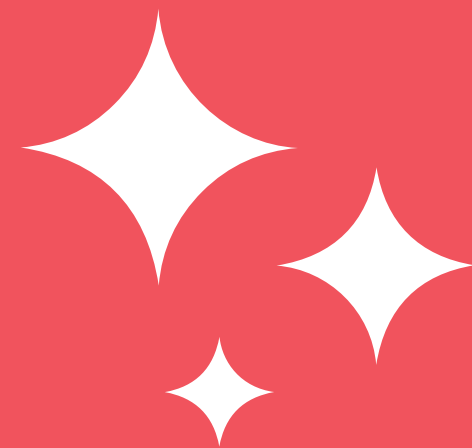
Detour offered DAR.ME a transformative brand evolution, where strategic refinement, stunning design, and digital growth converge.

Enhanced Image & Elevated Brand



Brand Renaissance

DAR.ME's Strategic Evolution Unveiled



Visual Brilliance

DAR.ME's Strategic Evolution Unveiled



Online Mastery

DAR.ME's Web Transformation
Sparks Digital Growth

It's Your turn!

Enhance Your Image, Elevate Your Brand

At Detour, we transcend conventional branding paradigms, acting as catalysts for profound brand metamorphosis. With a resolute commitment to excellence, we navigate the intricate pathways of brand development, propelling ambitious enterprises towards unprecedented heights of success.

We meticulously sculpt every facet of your brand's identity to resonate with your audience allowing you to experience tangible results as we navigate the complex terrain of brand development with unwavering precision.

Contact Us Today!

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