



# Brand Identity Guidelines

The visual identity of DesiCrew Solutions — how the logo, palette and type work together across every touchpoint.

# LOGO

The background features a grid of squares in various shades of blue, green, and purple. The squares are arranged in a pattern that covers the entire image. The colors range from light blue to dark blue, with some green and purple squares interspersed. The overall effect is a textured, digital-looking background.

# Part I: The Logo

The DesiCrew logo pairs a gradient sphere — the logomark — with a custom lowercase wordmark. Always use the master artwork; never recreate or retype it.

PRIMARY LOGO



SECONDARY LOGO



SUBMARK



WORDMARK

desicrew

## Part II: Logo's Usage

The primary logo is without any background and should be used in most cases. The most preferred background is white. Variations of primary logo can be used in case of contrasting background page color.

### CLEAR SPACE & MINIMUM SIZE

Keep clear space around the logo equal to the height of the logo mark. Minimum width: 28 mm in print, 110 px on screen.



# COLOR PALETTE



# Part I: Primary Palette

SIGNATURE GRADIENT



**Oxford Blue**

#011C46

**Persian Blue**

#0B44CF

**Mint**

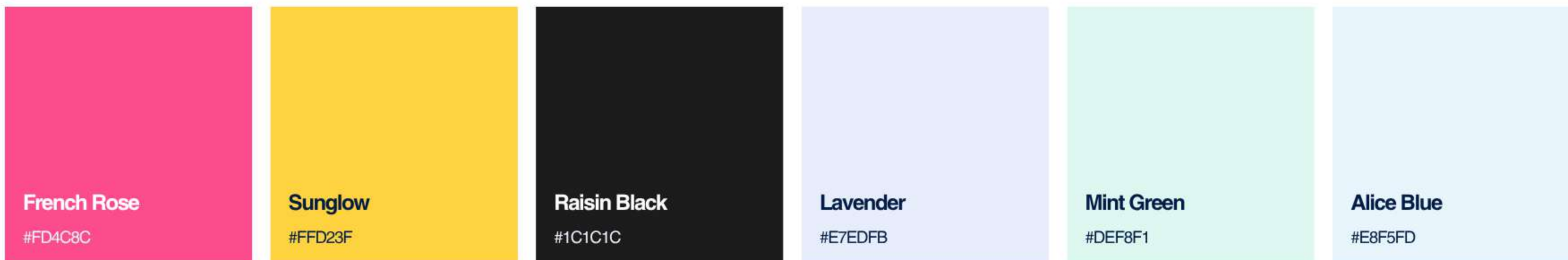
#22D2A2

**Tufts Blue**

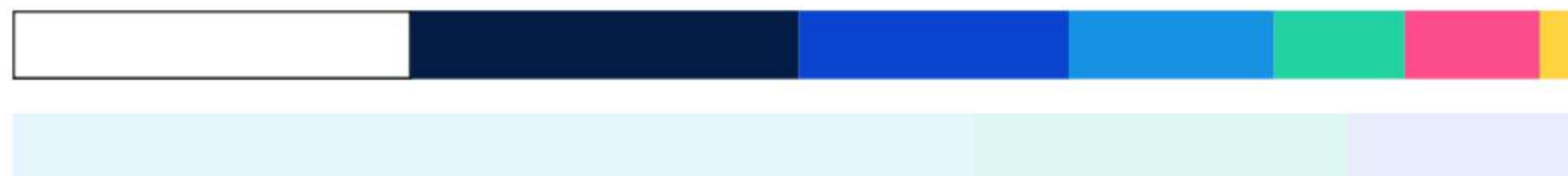
#1892E5

# Part II: Secondary Palette

Bright accents energise charts and callouts; soft neutrals carry surfaces. One accent per layout.



RATIO OF USE



# TYPOGRAPHY





# Part I: The Primary Typeface

# Helvetica

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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

0 1 2 3 4 5 6 7 8 9  
( ) & ? / ! . , : ; " # \* ^

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Letter spacing -60

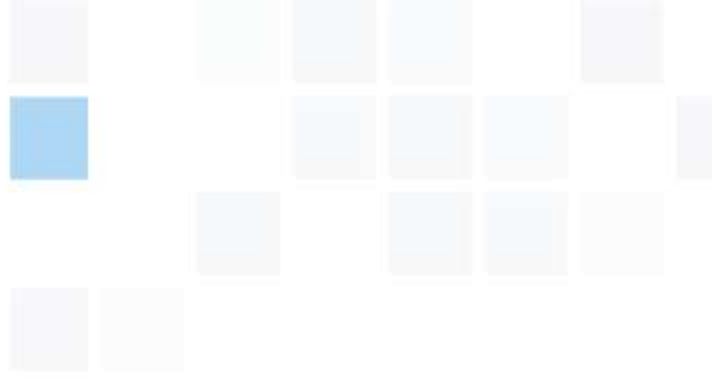
## Part II: The Secondary Typeface

# SPACE MONO

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

0123456789  
( ) & ? / ! . , : ; # \* ^

LETTER SPACING +60  
SPACE MONO IS ALWAYS UPPERCASE



# Part III: The Scale

Display

Orchestrated

64 / regular

Heading

Intelligence at scale

33 / regular

Subhead

Human-in-the-loop, where it matters

22 / regular

Body

The workhorse for paragraphs, captions and interface text – set in regular for comfortable reading at length.

15 / regular

# ICONOGRAPHY

# Part I: Icons & Elements

Minimal geometric marks — 2.3px navy stroke, a single cobalt or mint accent. For UI, dense layouts and inline use.



Precision



Network



Modular



Orchestration



Layers



Cycle



Flow



Scale



Structure



Connect



Records



Verify



Scan



Intelligence



Reach



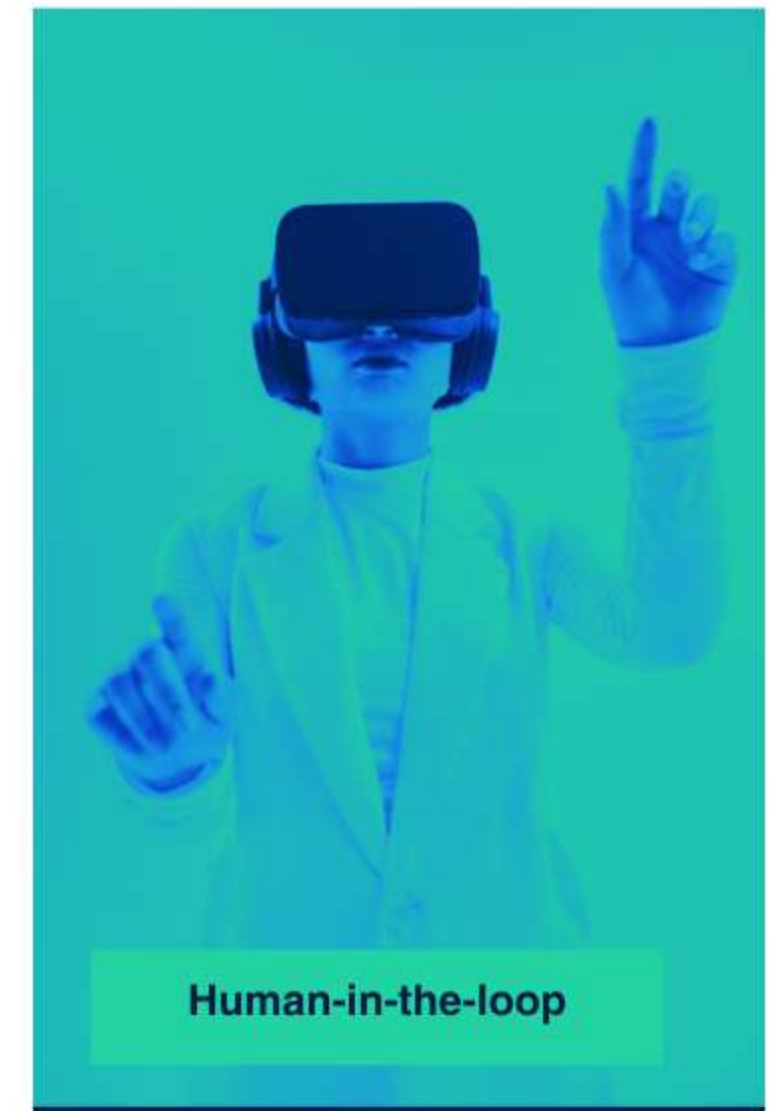
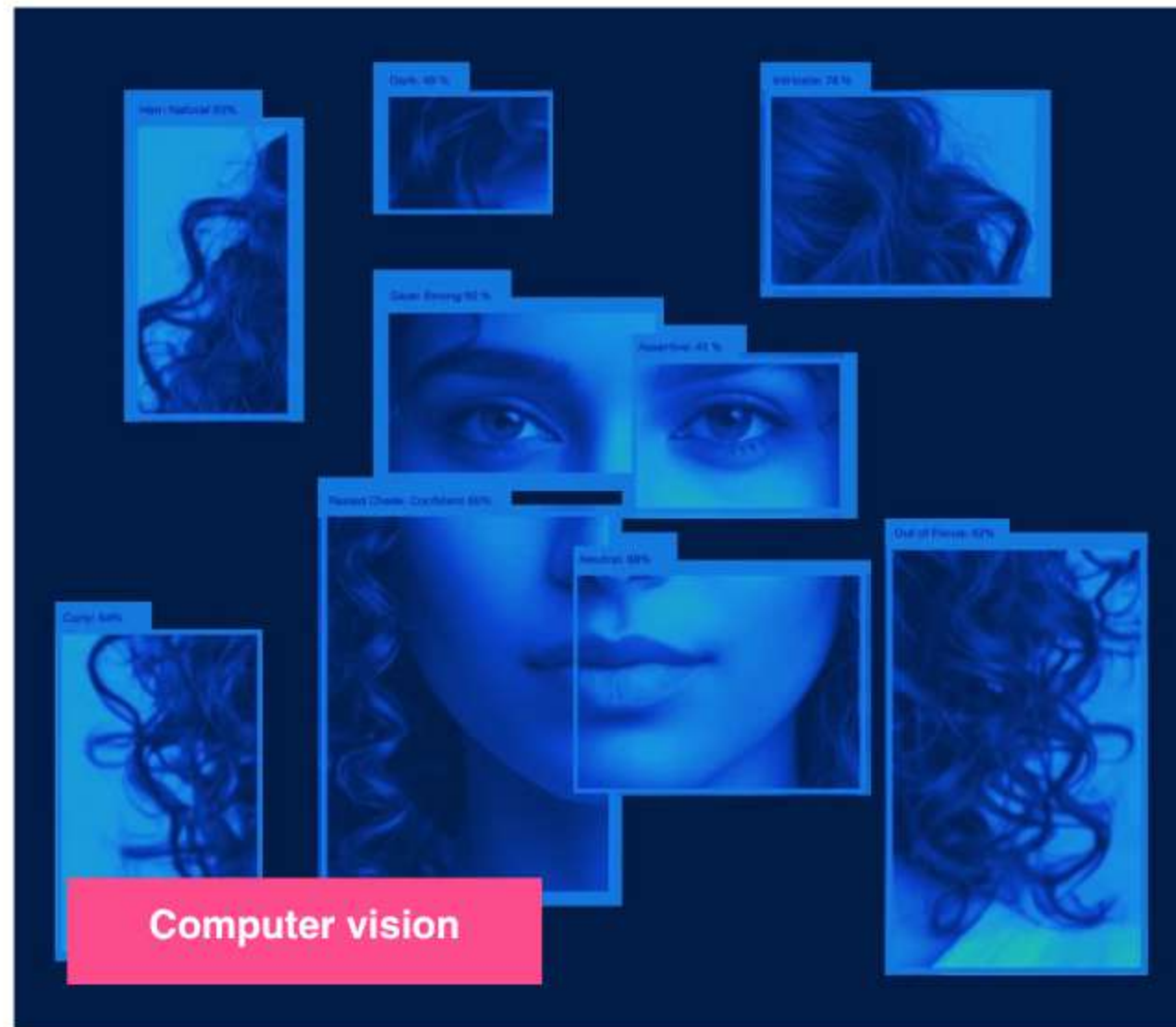
Annotate

# GRAPHIC ELEMENTS

The background features a smooth gradient from teal on the left to blue on the right. Overlaid on this is a grid of squares. Most squares are semi-transparent blue, matching the background. A few squares are highlighted in different colors: a yellow-green square is located near the top center, a teal square is in the middle left area, and a purple square is at the bottom right. The text 'GRAPHIC ELEMENTS' is written in a bold, white, sans-serif font across the top.

# Part I: Graphics

Real people and real work, mapped to the brand gradient. Sharp frames, and always negative space to overlay text.





# 97.6%

Annotation accuracy, sustained across 20+ countries.

## Human Intelligence. AI at Scale.

We combine the power of people and technology to deliver outcomes that enterprises can rely on.



Human Intelligence



Structured Operations



Global Impact

**DesiCrew**  
Enterprise AI Operations



AI Models



Data & Context



Human in the Loop



Outcomes that Matter



**Scale**

Operate at enterprise scale with distributed talent.



**Quality**

Built-in quality frameworks for every process.



**Security**

Enterprise-grade security and compliance.



**Agility**

Adapt quickly and deliver measurable impact.

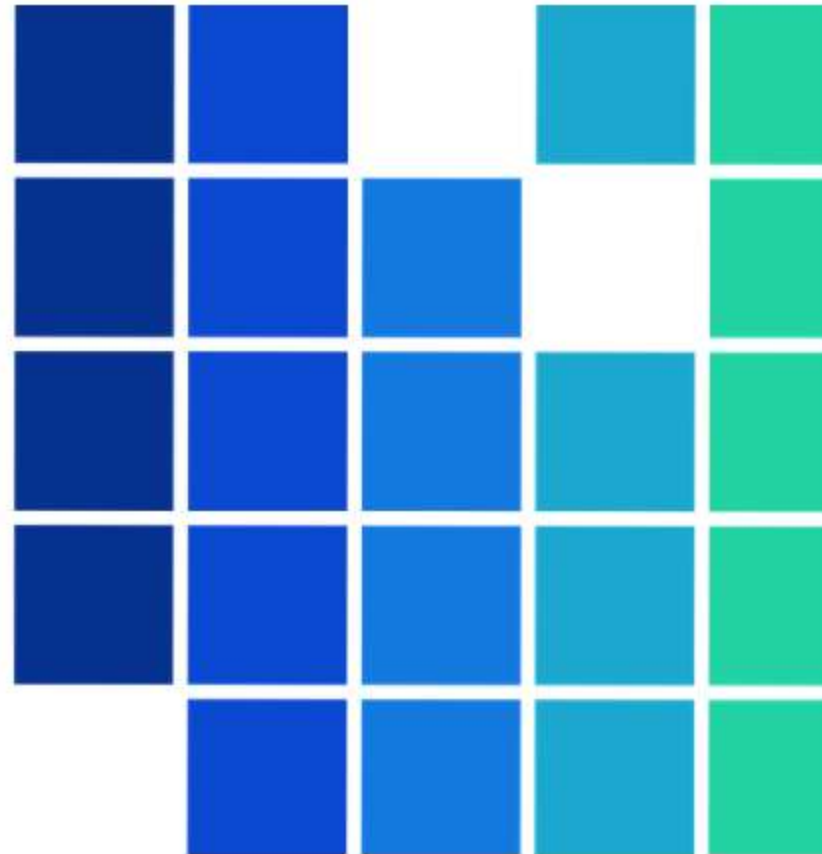
# Part II: Graphic Language

Three flat, sharp-cornered elements drawn from the brand gradient — blocks, a pixel-grid motif, and the gradient itself.



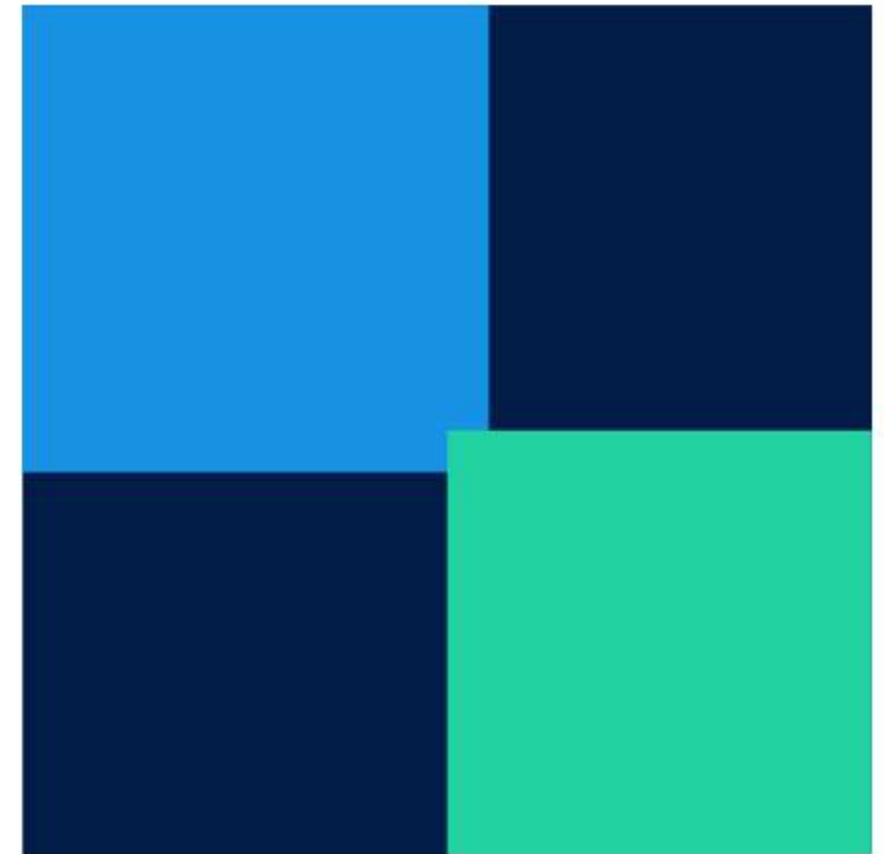
**Gradient**

The hero colour field.



**Pixel-grid motif**

Energy and motion.



**Flat colour blocks**

Sharp, overlapping.

## Part III: Backdrops

