Brand Guidelines

Version 2.0
2024.11.26

Logo

Our logo is a sender and guarantor of what we say and do. To ensure consistent and clear use, there are a few simple rules.

Logo Composition

The Dante logo consists of two elements: our symbol and the wordmark which derives from our beskpoke typeface Dante Sans.

A simple and iconic symbol that captures the brand story "One Connection, Endless Possibilities" through a line that turns into several. The Dante symbol is clearly recognizable on its own through its D-shape and the arrow gives the brand forward movement.

The Dante wordmark has a strong legacy from the previous wordmark and is drawn from the Dante Sans typeface. Together with the symbol, this creates a strong and unique logo that works just as well on a large trade show wall as on a product.

Logo
Clear Space

Make sure that there is enough white space around the logo. The x-height from the wordmark is used as a reference. This is the minimum space required.

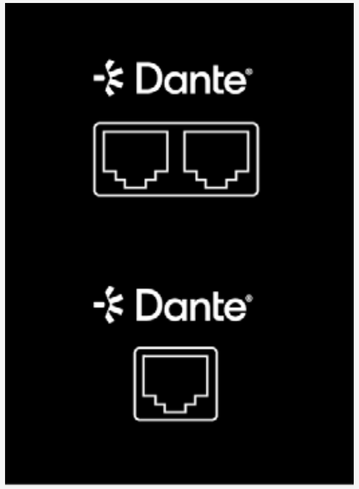
Logo Color

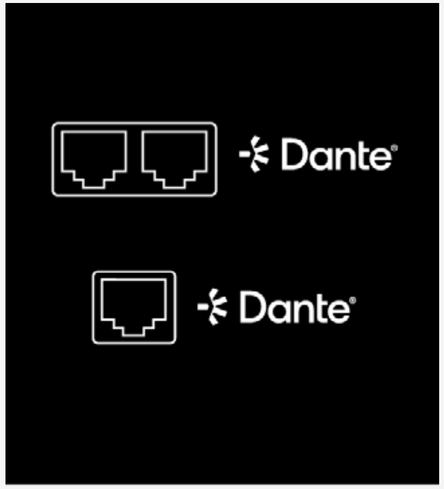
The Dante logo can be used in white or black. Black is the prefered color and should be used on lighter backgrounds. The white version is to be used on darker backgrounds and images to provide contrast and clarity. Legibility is a priority.

Logo
Port Labeling

Dante-enabled products include one or more Ethernet ports. The Dante brand mark can be placed above, below or to the side of the ports. If necessary the Dante logo may be sized smaller in order to fit onto product.

You may submit all logo usage to:
logoapproval@audinate.com





Logo Don’ts

Dante’s logo is unique and it must not be altered or re-created in any way. Here’re examples of forbidden usage of the logo.

Never stretch or compress the logo.

Never re-create the logo with a typeface.

Never apply any form of effect, e.g. shadow.

Never add text or other logotypes to the logo.

Never use any other colors with the logo.

Never rotate the logo.

Never create a vertical lockup.

Never create a reversed horizontal lockup.

Logo
Dante AV
Clear space

Make sure that there is enough white space around the logo. The x-height from the wordmark is used as a reference. This is the minimum space required.

Logo
Dante AV
Backgrounds

Make sure that there is enough white space around the logo. The x-height from the wordmark is used as a reference. This is the minimum space required.

Logo
Dante AV
Minimum Space

Make sure that there is enough white space around the logo. The x-height from the wordmark is used as a reference. This is the minimum space required.

Minimim Size for print

Dante AV™

55 mm

Dante AV-A™

Dante AV-H™

67 mm

Dante AV Ultra™

84 mm

Minimim Size for digital

Dante AV™

130 px

Dante AV-A™

Dante AV-H™

156 px

Dante AV Ultra™

191 px

Logo
Dante AV
Don'ts

Dante's logos is unique and it must not be re-created in any way.
Here're examples of forbidden usage of the logo.

Never crop, skew, stretch or compress the logo.

Never re-create the logo with a typeface.

Never apply any ef fect, e.g. shadow.

Never stack the logo.

Never use any other colors with the logo.

Never rotate the logo.

Never add type or other logotypes to the logo.

Logo
Dante AV
Applications

Shown below are examples of how to place the Dante logo on different applications. When using Dante with a descriptor, such as a product name, please ensure there is sufficient space and room for the Dante logo

Logo
Dante Ready

The Dante Ready™ logo is the most immediate representation of our company, our people, and our brand to the world. It is valuable corporate assist and must be used consistently in the proper, approved forms.

The Dante Ready™ logo should be used for two main purposes:

1. To close a piece (i.e. back of a data sheet or brochure);
2. By third parties, under license only (partner communications, co-marketing, sponsorships, etc.).

The Dante Ready™ logo may only be used by third parties under license only.

Logo
Dante Ready
Clear Space

Make sure that there is enough white space around the logo. The x-height from the wordmark is used as a reference. This is the minimum space required.

Logo
Dante Ready
Background

The primary use for the Dante Ready™ logo is the one color — black. When color or printing prohibits this, it may be used in reversed out to white. The trademark should always be in black or white to match “Dante Ready,” not red.

1-color

Reverse to white

The logo can be appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

Logo
Dante Ready
Don'ts

Do not alter the Dante Ready logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate or alter the space between the letters or the “TM” symbol. Never attempt to create the logo yourself, change the font, or alter the size proportions.

Don’t display the logo in a way that suggest a third party’s product is an Audinate product, or that the Audinate name is part of the third party’s product.

Note: Use of the Audinate and Dante Ready logos by a third party requires a license agreement.

Never crop, skew, stretch or compress the logo.

Never re-create the logo with another typeface.

Never apply any form of effect, e.g. shadow.

Never combine the logo with any other image, words, graphics, photos, or symbols that might create a hybrid mark.

Never use any other colors or alter the transparency of the logo.

Never rotate the logo.

Never create a vertical lockup or remove the symbol.

Never remove the “TM” mark.

Logo
Dante Spoken Here

The Dante Spoken Here logo should be exclusively used at trade shows and events. This can be in a form of a placard or printed on a booth. The Dante Spoken here logo should only be displayed black with a white background.

The goal of this logo is to remain neutral, allowing the partner brand to remain in the forefront. consistently in the proper, approved forms.

Colors

Red is in our brand DNA and our customers know us as red. The original red is complimented by a lighter red, a modern green color and functional light and dark background colors.

Colors
Main Palette

Colors appear differently in print and on screen and can also vary depending printing process or paper used. It its important that the colors match across all medias. For the greatest possible similarity, regardless of medium and technology, our colors are available in different color systems.

Dante Red

HEX	#F85850
RGB	248 88 80
CMYK	0 76 65 0
PMS C	2348 C
PMS U	2034 U

Dante Green

HEX	#197C7C
RGB	25 124 124
CMYK	86 16 44 21
PMS C	2237 C
PMS U	7713 U

Dante Light Grey

HEX	#F2F2F2
RGB	242 242 242
CMYK	0 0 0 10
PMS C	COOL GREY 1 C
PMS U	COOL GREY 1 C

Dante Medium Grey

HEX	#D9D9D9
RGB	217 217 217
CMYK	0 0 0 20
PMS C	COOL GREY 3 C
PMS U	COOL GREY 3 C

Dante Original Red

HEX	#C4072B
RGB	196 7 43
CMYK	16 100 93 6
PMS C	186 C
PMS U	186 U

Dante Dark Grey

HEX	#1D1F21
RGB	29 31 33
CMYK	78 67 59 78
PMS C	440 C
PMS U	440 U

Dante Black

HEX	#000000
RGB	0 0 0
CMYK	0 0 0 100
PMS C	BLACK C
PMS U	BLACK U

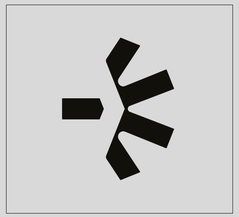
File Formats

Different context requires different file formats.
Depending if the logotype will be printed or shown
on screen we need to use the correct file formats.

File Formats
EPS

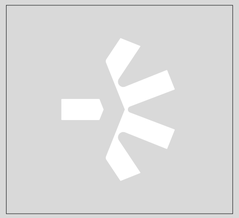
The file format EPS is used for most of our print applications as it can be scaled up and down without losing quality.

Dante_Logotype_Black_RGB.eps
Dante_Logotype_Black_CMYK.eps



Dante_Symbol_Black_RGB.eps
Dante_Symbol_Black_CMYK.eps

Dante_Logotype_White_RGB.eps
Dante_Logotype_White_CMYK.eps

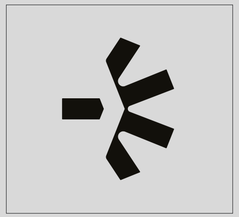


Dante_Symbol_White_RGB.eps
Dante_Symbol_White_CMYK.eps

File Formats
PNG

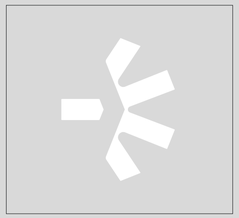
PNG is used for Keynote and Word. It can also be used for digital purposes.
The format makes it possible to use with a transparent background.

Dante_Logotype_Black_RGB.png



Dante_Symbol_Black_RGB.png

Dante_Logotype_White_RGB.png

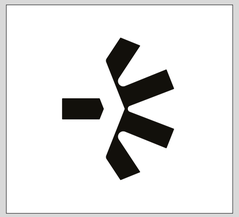


Dante_Symbol_White_RGB.png

File Formats
JPEG

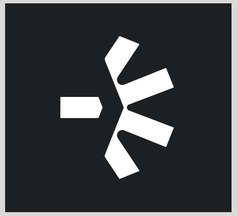
JPEG is mostly used for print. It does not support a transparent background.

Dante_Logotype_Black_RGB.jpg
Dante_Logotype_Black_CMYK.jpg



Dante_Symbol_Black_RGB.jpg
Dante_Symbol_Black_CMYK.jpg

Dante_Logotype_White_RGB.jpg
Dante_Logotype_White_CMYK.jpg

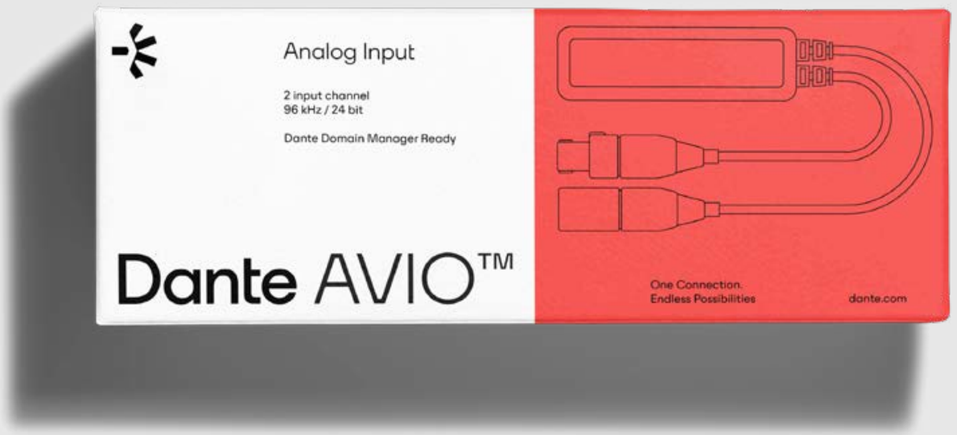


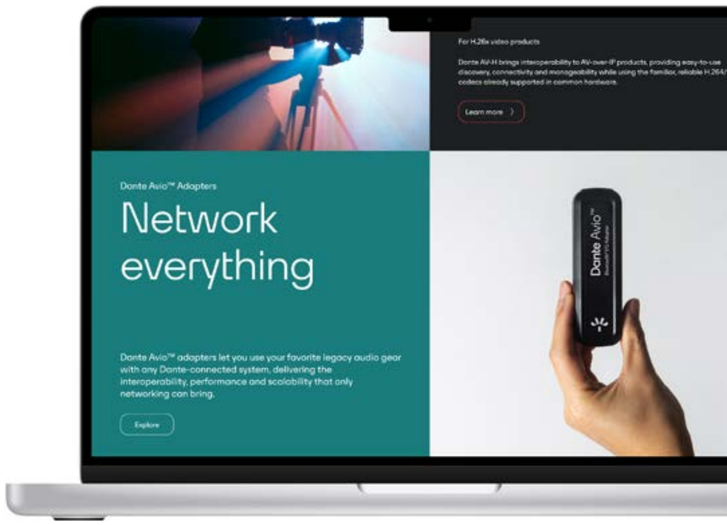
Dante_Symbol_White_RGB.eps
Dante_Symbol_White_CMYK.jpg

Summary

The visual identity consists of colors, typography and visual elements carefully considered to represent our values and organisation.

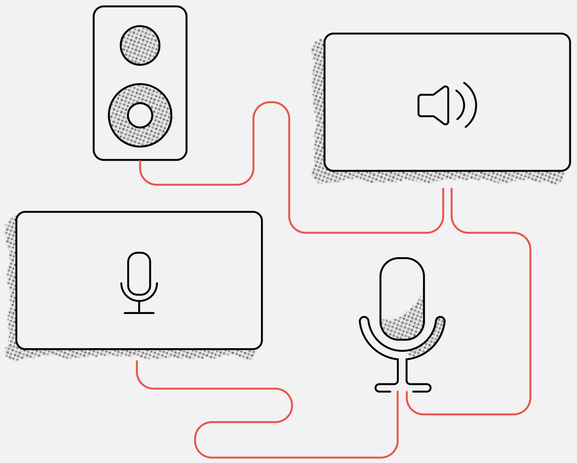
Dante®





Security, Scalability, and Control

Dante Domain Manager



One Connection. Endless Possibilites.