

Dashio brand guidelines

For designers, partners, media, and press.

VERSION 1.1 / SEPTEMBER 2026

Using this guide

Use these rules for public Dashio material.

- Designers and agencies
- Partners and vendors
- Media and press
- Community contributors

Brand character

01

Calm

- Quiet confidence
- Spacious layouts

02

Technical

- Clear hierarchy
- Real product evidence

03

Enterprise

- Consistent execution
- Built for trust

Brand decision filter

• AVOID

Flashy or decorative

- ✗ Green used as decoration
- ✗ Novelty-led visuals
- ✗ Hype without evidence

• USE

Calm and technical

- ✓ Spacious layouts
- ✓ Product-led evidence
- ✓ Clear system states

Choose the option that feels calmer, clearer, and more credible.

Identity

Logo files, contrast, clear space, and correct use.

Logo variants

PRIMARY

Dashío

PRIMARY ICON



LIGHT BACKGROUND

Dashío

Primary: white on dark or dark-green backgrounds. Fallback: black on white.

Logo clear space

The image shows the Dashío logo in white on a dark green background. The logo is centered within a rounded rectangle. To the right of the logo, there are two sets of guidelines: '0.5x Clear space' and '120 px Minimum size'. The '0.5x Clear space' guideline includes a visual representation of the clear space as a light green rectangle on either side of the logo, with a dimension line indicating the height is half the wordmark's height. The '120 px Minimum size' guideline includes a visual representation of the minimum size as a light green rectangle around the logo, with a dimension line indicating the width is 120 pixels.

Dashío

0.5x Clear space

Keep half the wordmark height free on each side.

120 px Minimum size

Use the icon at 24 px or larger.

Logo use

• AVOID

Altered artwork

- ✗ Recolored logos
- ✗ Stretching, rotation, or cropping
- ✗ Shadows, effects, or redrawn marks

• USE

Approved artwork

- ✓ White logo on dark backgrounds
- ✓ Black logo on light backgrounds
- ✓ Original proportions and clear space

Use the supplied SVG or PNG. Never rebuild the logo from text.

Foundations

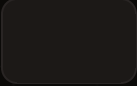
Color, typography, and spacing define the Dashio look.

Core colors

Color hierarchy

- White for headlines
- Gray for body copy
- Green for actions, states, and lists

GREEN IS FUNCTIONAL, NEVER DECORATIVE

	Background	#0C0A09
	Surface	#1C1917
	Accent	#10B981
	Border	#292524
	Headline	#FFFFFF

Text colors: #FFFFFF, #A8A29E, and #78716C.

Color roles

Role	Token	Use	Rule
Base	#0C0A09	Page canvas	Keep large areas neutral
Surface	#1C1917 / 50%	Cards + panels	Separate with #292524
Text	#FFF / #A8A29E	Headline + body	Gray carries reading
Accent	#10B981	Actions, states, lists	Never decorative

Use strong contrast. Never rely on green alone to communicate meaning.

Typography

MONTSERRAT / GOOGLE FONTS

Domain operations, made clear

Use Montserrat everywhere Dashio appears.

Default weights: 700 headlines, 600 labels and actions, 400 body copy.

- 700 Headlines
- 600 Actions + labels
- 400 Body copy

Sentence case. Short lines. Minimal emphasis.

Montserrat is the default font across current Dashio material.

Type and spacing

Style	Web	Slides	Weight
H1	48–64 px	33–54 pt	700
H2	32–40 px	26–32 pt	700
Body	16–18 px	18–21 pt	400
Label	12–14 px	11–14 pt	600–700

Base 8 px. Margins 72 px. Gutters 32 px. Panel padding 24 px. Radius 6 px (rounded-md).

Components

Cards and icons share the same visual language.

Card pattern

01

Surface

- 50% dark fill
- 1 px neutral border

02

Structure

- Icon, title, text, action
- Consistent content order

03

Spacing

- 24 px internal padding
- 6 px corner radius

Iconography



Heroicons

- 24 px outline set
- Consistent stroke weight

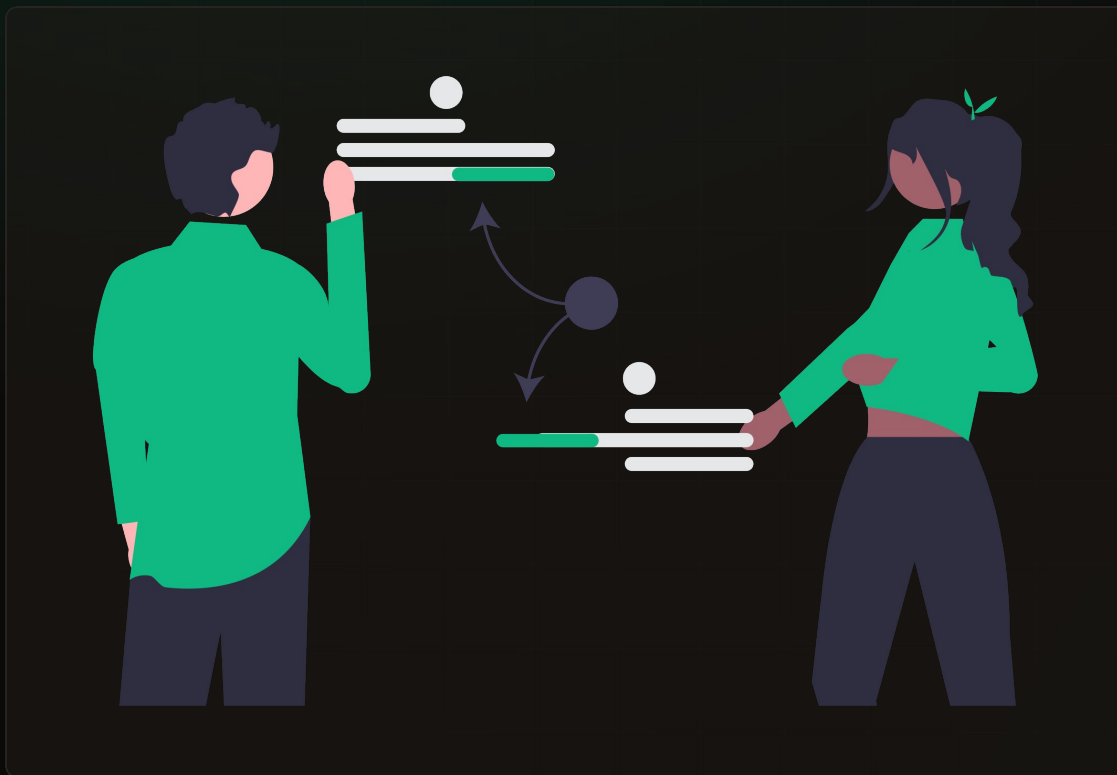
Container

- Rounded square
- Green tint and thin border

Use

- Features and sections
- Skip decorative icons

Illustrations



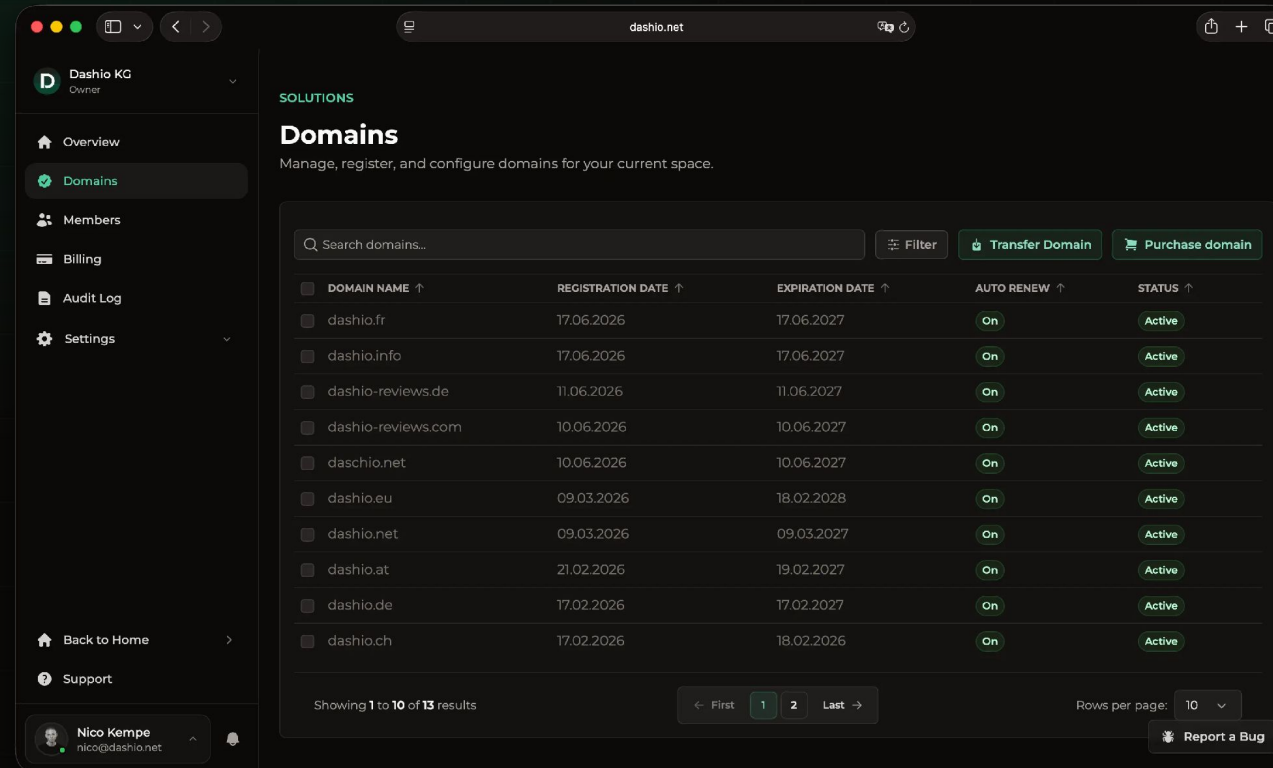
Use illustrations for

- Onboarding
- Help content
- Workflow explanation

Avoid illustrations for

- Pricing pages
- Primary calls to action
- Decoration without context

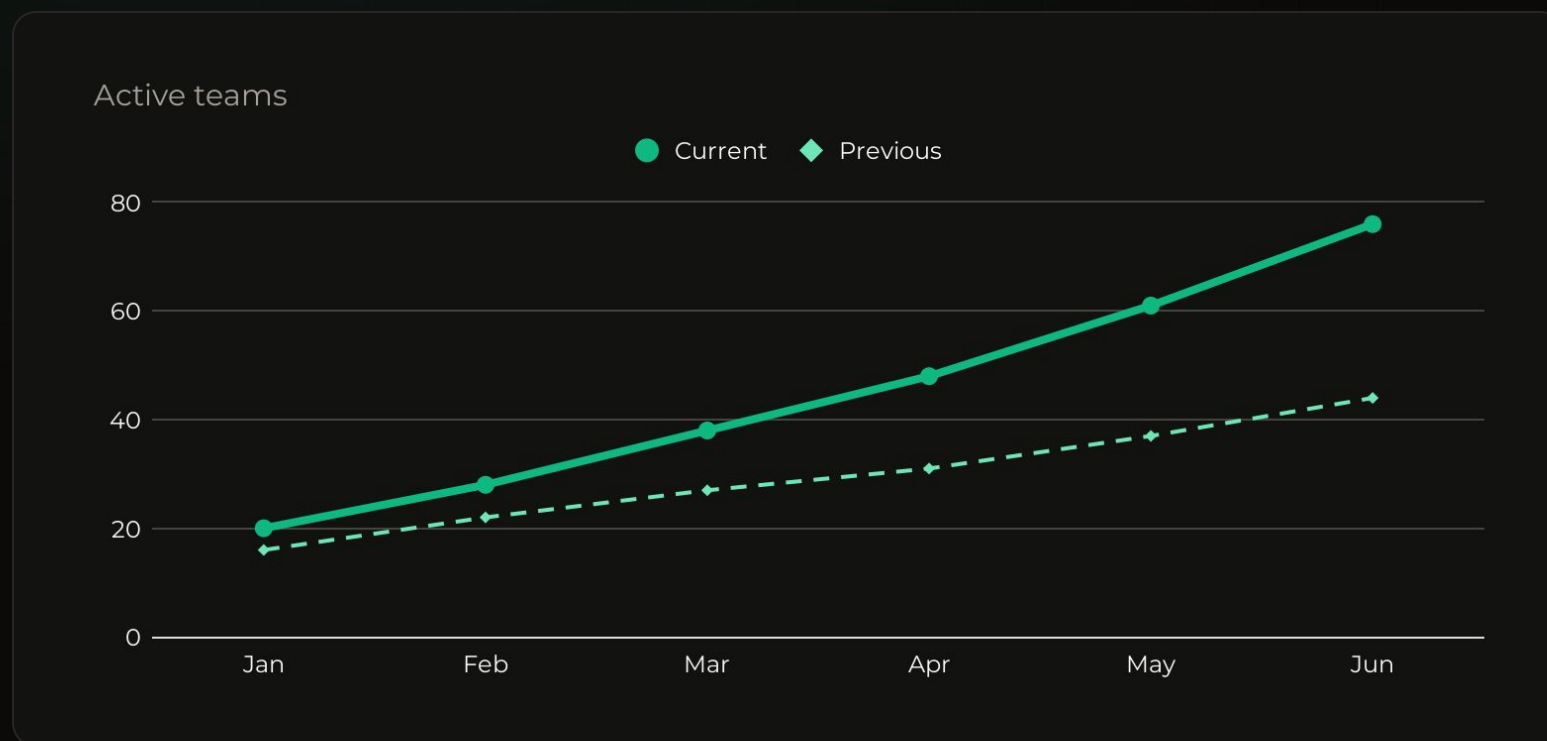
Product imagery



Use real UI at a readable size. Preserve aspect ratio and include enough context to understand the screen.

Data visualization

Green highlights the main series.



Example: one highlighted series, neutral comparisons, direct labels

CORE RULE

01

accent per chart

- Other series stay neutral
- Label units and dates
- Cite the source

Communication

Use plain, specific language. State what changed and what happens next.

Language tone

• AVOID

Marketing hype

- ✗ Revolutionary
- ✗ Game-changing
- ✗ Magic
- ✗ Disruptive
- ✗ Effortless

• USE

Operational language

- ✓ Secure
- ✓ Active
- ✓ Connected
- ✓ Verified
- ✓ Managed

Writing examples

• BEFORE

Marketing claim

- ✗ The ultimate platform that transforms domain management.

• AFTER

Specific capability

- ✓ Manage domains, access, and renewal status in one place.