

Brand Visual
Identity Guidelines
V.02



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Intent of this Guide

DASI Simulations is a growing startup based in Central Ohio with a cutting-edge modeling platform that provides personalized predictive modeling simulations using Artificial Intelligence (AI) and Computer Vision for structural heart disease surgery pre-planning.

Helping improve outcomes for heart disease patients is very personal to the DASI team. Our technology is built with the foundation that every patient, every life is special, precious, sacred. To provide the most unified and compelling communication of our messaging, it is important to follow specific guidelines for our visual identity.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values. What we strive for is a coordinated, consistent, and effective brand presence in everything we create. This visual identity guide is a reference for everyone who is authorized to work with the DASI Simulations brand.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out the DASI Simulations team at **info@dasisim.com**

Using our brand materials

When it comes to our brand, our reputation, we maintain strict control over it.

We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way. The approval process for materials and implementations of our brand will vary.

Please contact an authorized DASI Simulations representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

“Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.”

– Sir Richard Branson


About Us



DASI Simulations provides advanced artificial intelligence-driven computational predictive modeling-based decision support products. Our solution allows physicians to predict and visualize the interaction between various devices and the patient's unique anatomy

while freeing up their time from making time-consuming measurements. DASI Simulation's fully automated AI-based measurements are highly accurate, repeatable, and reproducible while speeding up the workflow for heart teams to reach optimal decisions quicker.

History

- 
- 2018** Founders-to-be Teri Sirset and Dr. Lakshmi Prasad Dasi met at a trade show.
 - 2019** DASI Simulations was officially founded with a goal to revolutionize structural heart disease surgery.
 - 2020** DASI Simulations' team grew and medical advisory board was brought on. The technology was featured in two medical journals by The Journal of Thoracic and Cardiovascular Surgery.
 - 2021** 2021 was a big year for DASI. DASI Simulations was named one of Ohio's Best Health Startups. A provider portal was developed and approved by the FDA. The technology was featured in a thrombus formation medical journal by BMES.
 - 2022** DASI Simulations was awarded with a technology validation and start-up grant by The Ohio Third Frontier Technology Validation and Start-Up Fund.

mission



OUR MISSION STATEMENT

“We provide you with state-of-the-art solutions”

DASI Simulations is committed to reducing complications associated with Structural Heart Disease by providing personalized predictive modeling simulations using Artificial Intelligence (AI) and Computer Vision for surgical pre-planning.

Core Values

Leadership

We are leading the charge to change the future of structural heart care using ground-breaking technology

Commitment

We listen, inspire, challenge and do everything possible for our partners and employees to unleash their full potential.

Collaboration

We are one. We work together. It is vital we work with integrity, trust, transparency, and honesty.

Respect

We will respect and treat all others with courtesy regardless of whether their beliefs and values are different.

Agility

Our team remains open and adaptable to new technologies and platforms and with a willingness to move quickly and easily

Innovation

Our driving force is development and solving unforeseen medical and surgical problems with state-of-the-art solutions

Personality

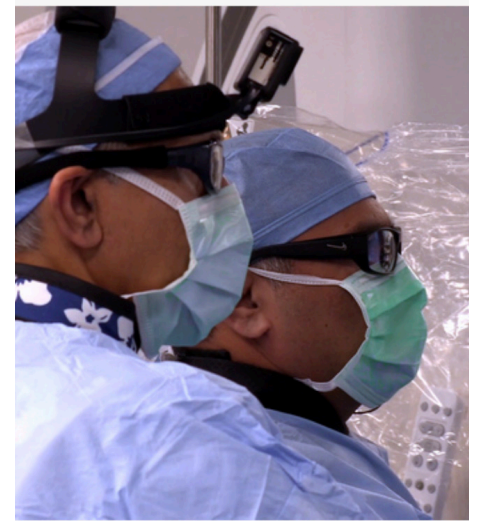
At DASI Simulations, we use healthcare industry-standard language that is sophisticated enough to prove we know what we're talking about, while remaining simple and grounded enough to be understood by our patients.

We strive for results-oriented explanations that clearly communicate the power of our innovative technology. We try to avoid the use of jargon.

What we share is useful and relevant. We are unbiased. We are clear, confident, friendly, and caring.

We are serious but not stodgy, we don't tell jokes, but we are fairly casual with our tone,

and we use modern, everyday language that is easy to understand. Contractions are also perfectly acceptable. We are guided by a vision of changing the future of structural heart care, and as such, our goal should be to communicate everything clearly and honestly.



Our Logo



Our name, logo, colors, typeface: these are the pillars of the identity of our company. Their characteristics ensure a unique and consistent image of DASI Simulations in the market.

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol). The symbol cannot be used without the associated wordmark.

The lettering is created using the Montserrat typeface in varying weights. The logo should always be produced from the master artwork.

The only time you should use the approved symbol (page 13) alone is on the website or social media channels where there are other elements to help users recognize our brand.

DASI is to be spelled using all capital letters, never upper/lower.



Approved Logos



70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px

App Icon / Favicon



32 x 32px



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT change the logo's colors



DO NOT display the logo in a different configuration



DO NOT attempt to recreate the logo



DO NOT add special effects to the logo



DO NOT display the logo as an outline



DO NOT display the logo with limited legibility

Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Logo on Images



Ghosting the DASI logo over photos is a nice way to add depth and interest to a layout. The white DASI logo can be ghosted over photos or color backgrounds. It can also be used with varying opacity percentages depending on image choice. This approach should always be used for images posted on social media channels. Placement should be in the lower right quadrant of the image.

Brand Colors

Our company colors are professional and modern, expressing who we are. Pantone 2727C is the main colour of the DASI Simulation identity so it has the strongest presence in our brand.

Pantone 3252C complement, the light blue green color, creates balance, depth and interest in the palette. Pantone 2925C, 298C and 2225C balance the other colours and gives space to the elements.

Alternative colors should not be introduced into the system, or they would reduce the impact of our colour palette. The DASI Simulations logotype can be produced only from these colors.

Please select the most appropriate color for your communications and over time try to use them equally so we don't become associated with just one color.

You should always try to use the positive (main) version of the logo. However, when the background is the same color as an element of the logo you can use the one color logo, the all black logo, or the negative version.

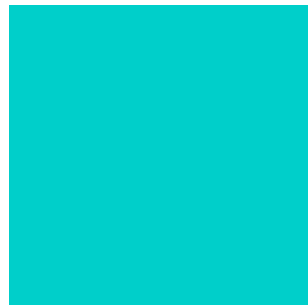


PANTONE
2727 C

CMYK
77, 49, 0, 0

RGB
42, 125, 225

HEX
2A7DE1



PANTONE
3252 C

CMYK
66, 0, 29, 0

RGB
16, 207, 201

HEX
10CFC9



PANTONE
2925 C

CMYK
77, 25, 0, 0

RGB
0, 154, 222

HEX
009ADE



PANTONE
298 C

CMYK
65, 10, 1, 0

RGB
60, 180, 229

HEX
3CB4E5



PANTONE
2225C

CMYK
72, 37, 0, 0

RGB
58, 141, 222

HEX
3A8DDE



Typography

Montserrat Alternates Bold

Montserrat Alternates Bold

Montserrat Alternates Bold

Montserrat Alternates

Montserrat Altern

Montserrat Alta

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognizable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. The approved font is **Montserrat Alternatives**. The approved web font is **Open Sans**.

A large, bold, blue letter 'A' centered on the page. The letter has a thick, rounded top and a solid blue fill.

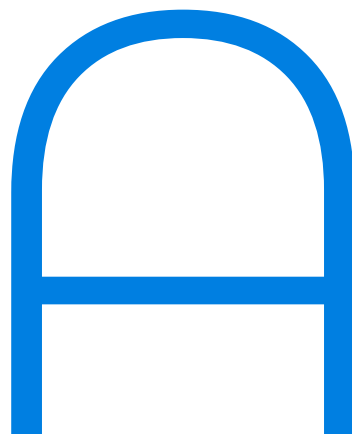
MONTSERRAT ALTERNATES EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog



MONTSERRAT ALTERNATES LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Use other versions of Montserrat typeface as complementary fonts as needed.

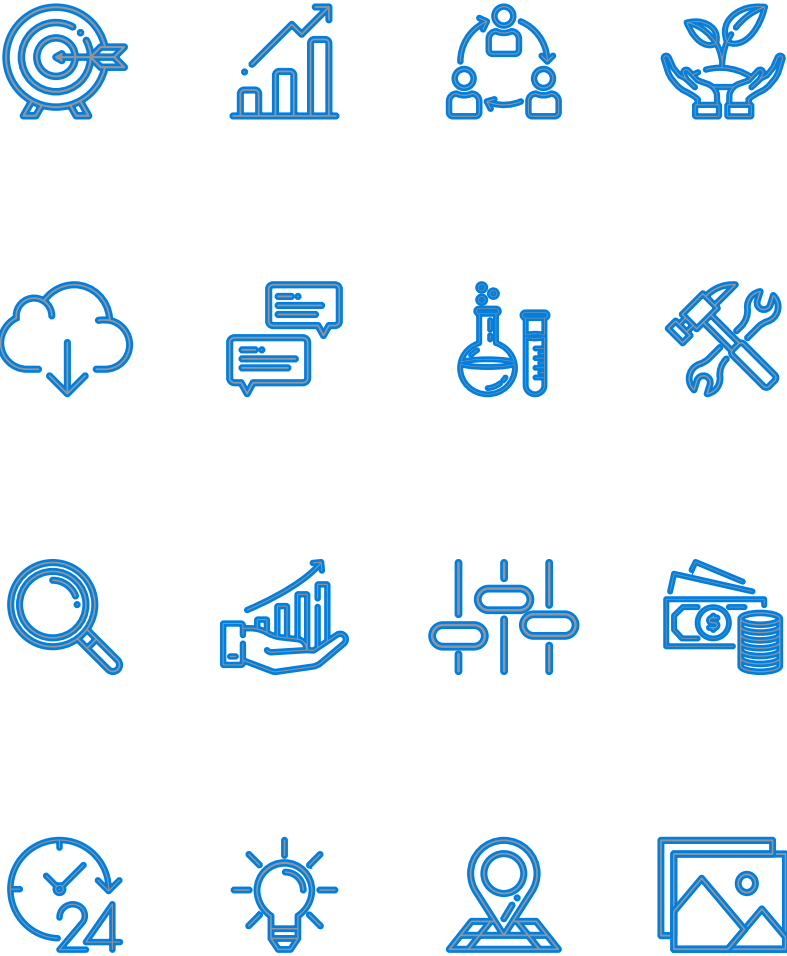
A

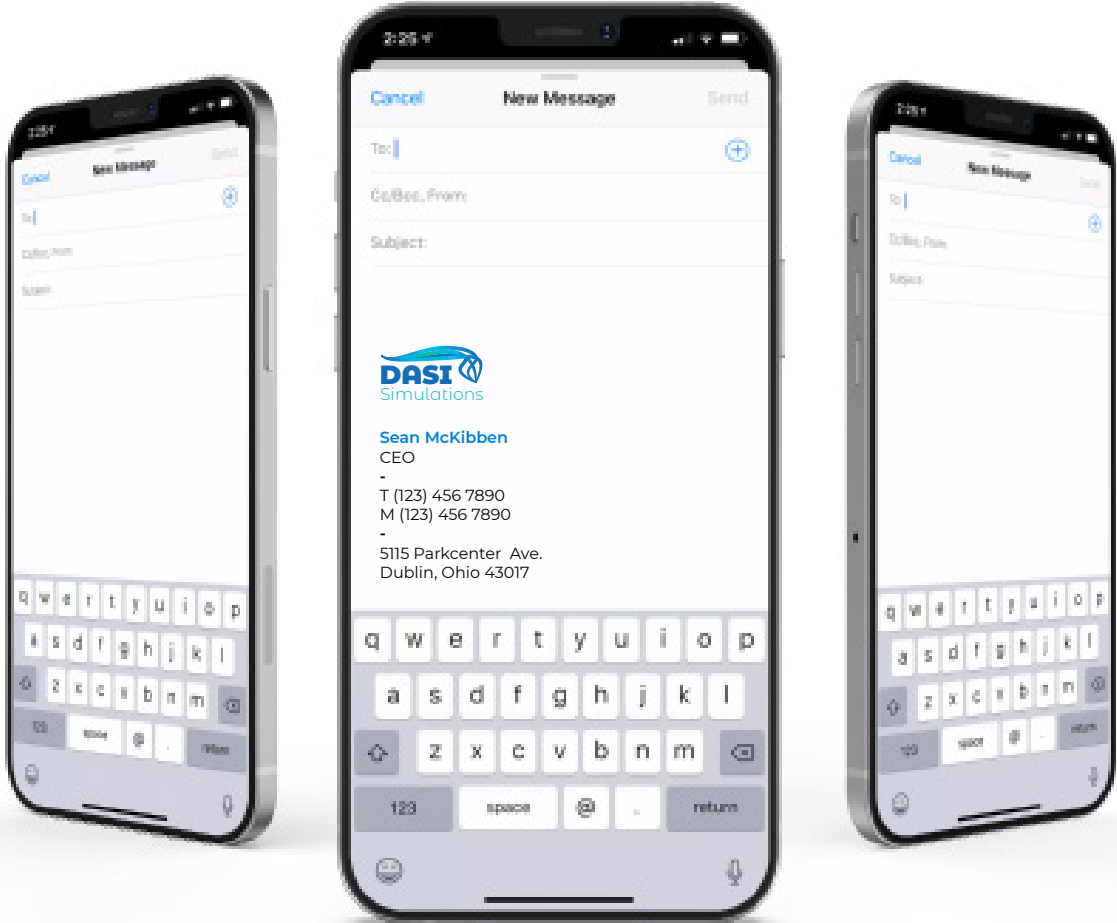
OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

Iconography







Contact



Should you need any further information,
please do not hesitate to contact us.

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