AbhinavDCS

Brand Guideline

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Hello
from AbhinavDCS

where innovation meets
reliability

Table of contents

Defining Our Brand

At AbhinavDCS, we believe in innovation with purpose.
We build smart, scalable software that simplifies work and empowers growth.
What sets us apart? A human-first mindset, reliable delivery, and a passion for progress.
We speak clearly, design boldly, and always show up with integrity.

Who we are

At AbhinavDCS, we believe in innovation with purpose.
We build smart, scalable software that simplifies work and empowers growth.

Our Mission We deliver scalable software for manufacturing, solar, advertising, and fintech clients. We deliver rapid, reliable results by understanding their workflows and identifying pain points. From startups to multinationals, we partner with businesses to develop tailor-made solutions that fit their needs perfectly.

Our Vision To be a global trusted partner recognized for delivering high-impact, bespoke software solutions to the manufacturing industry and beyond.

AbhinavDCS is a bold, adaptive, AbhinavDCS solution — built to simplify digital transformation, empower businesses, and deliver innovation with consistency.

Brand values

Customer-Centric
Every decision starts with understanding real workflows and aims at delivering delight.

Integrity
We build trust through ethical practices, honest communication, and unwavering reliability.

Innovation
We innovate with purpose — blending technology and insight to create real value.

Dependability
Dependability is our promise — reliable solutions, lasting partnerships.

Collaboration
We collaborate closely — because the best solutions are built together.

Persona and personality

We are innovative, adaptable, strategic, dependable, and visionary; we are detail-oriented, curious, collaborative, humble, and driven.

At AbhinavDCS, our internal culture shapes the digital products we build; our external brand expresses who we are to the world.

Our brand is a mirror of our people—innovative, humble, curious, and driven by purpose. Everything we create reflects the care, precision, and teamwork we practice daily.

We are deliberately human—technologists who communicate with clarity and empathy. We don't overcomplicate or overwhelm. We listen, guide, and empower.

If there's a solution, we find it—and help others understand it too.

We work with respect, humility, and a passion for making businesses stronger through smart technology.

Voice and tone

The key to sounding like AbhinavDCS is speaking with clarity and purpose — in a voice our clients trust, understand, and connect with.

We are humans, building for humans.
What sets AbhinavDCS apart is not just our technology, but how we communicate it. Through thoughtful design and clear, purposeful language, we make complex software feel approachable, useful, and human.

We believe great communication should feel effortless. That's why we speak with clarity, warmth, and respect, whether it's in our product interfaces, client updates, or support conversations.

Our tone is conversational, but not casual. Professional, but never robotic.
It adapts to the audience, the platform, and the moment—always putting people at the center.

Our voice is an extension of our team: grounded, skilled, and genuinely invested in helping others succeed. We don't follow rigid scripts, but we are intentional about how we speak. Because words matter. And at AbhinavDCS, they reflect our values just as much as our code does.

Voice and tone

Here's what we are (and aren't):

- Confident (never cocky)
- Witty (but never silly)
- Conversational (but always appropriate and respectful)
- Intelligent (and we always treat our users as intelligent too)
- Friendly (but not ingratiating)
- Helpful (never overbearing)
- Clear, concise and human

we believe in clarity over cleverness.
Our personality matters—but it should never overshadow the point. What we say is always more important than how impressively we say it. If style distracts from substance, we've missed the mark.

In our writing, we value clarity, purpose, and respect for the reader.
Be clear. Be concise. Use contractions. Avoid filler. Every word should serve a function—and feel human, not robotic.

We stay away from buzzwords, tech clichés, and overused industry fluff.
We don't throw around terms like "ninja" or "rockstar" unless we're hiring one for a concert. We don't rely on trendy jargon or references that leave people out.

Instead, we choose words with care.
Our tone is intentional, grounded, and inclusive.
We aim to sound thoughtful, competent, and human—always professional, never pretentious.

Voice and tone

We are authentic.
We genuinely respect the people we're building for.
And we're truly proud of the solutions we create.
That honesty, care, and confidence,
that's what sets us apart.

We don't play with our name or turn it into catchphrases.
That means no "Abhinavers," "DCSers," or "Happy Abhinaving!" in official communication—no matter how fun it might sound.

While others may create their own nicknames or phrases for our tools or services, we let that evolve naturally from our users—not from us. We stay professional, consistent, and focused on the value we bring.

And it should go without saying, but we'll say it clearly:

✅ We never use exclusionary, offensive, or insensitive language.
✅ No cultural appropriation. No ableist or gender-disrespecting terms.
✅ If there's any doubt about whether something may offend—choose another word.

At AbhinavDCS, our language reflects our values.
We lead with respect, awareness, and empathy in everything we write and say.

The Ascend

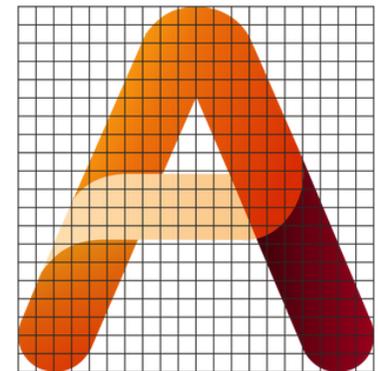The Ascend is the core symbol of the AbhinavDCS brand.

It represents elevation, innovation, and our commitment to building purposeful, future-ready software.

The form is clean, bold, and confident, with a subtle flow cutting through the center, symbolizing clarity and connection. Its warm gradient, from orange to crimson, mirrors the rising sun, a symbol of new beginnings, energy, and endless potential. These colors reflect our passion, progress, and optimism for the digital future.

Ascend

20*20 grid

Our logo

The AbhinavDCS logo is composed of The Ascend symbol and a logotype set in a modern, bold geometric font.

The horizontal logo is our primary logo and should be used in most cases for digital and print applications.

The symbol-only version (The Ascend) is ideal for app icons, favicons, profile images, and small-scale use. It maintains legibility even at reduced sizes and represents the brand independently.

The logo with white background is preferred for use on dark or colored surfaces, while the black background version should be used in well-lit or neutral contexts.
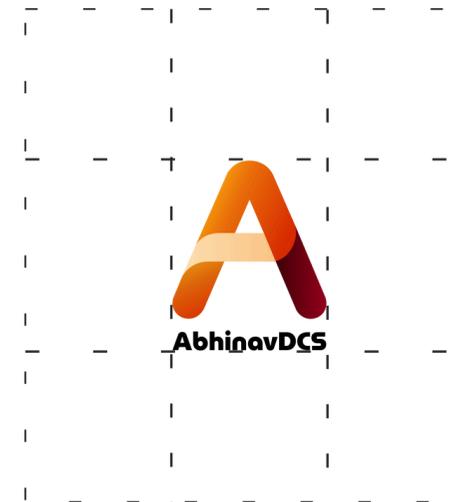
Usage on backgrounds

The full-color AbhinavDCS logos should only be used on the following background colors:
White
Black
Dark gradient tones

Avoid placing the full-color logo on photographs or textured backgrounds unless the logo sits clearly on a solid white or black area of the image.

One-color use

The one-color AbhinavDCS logo should be used only on photographs and solid color backgrounds that are part of the AbhinavDCS color palette.

The one-color logo should appear only in white or black—no other colors should be used for this version.

If using a dark gradient or deep crimson background, we strongly prefer the use of the full-color logo. However, if design constraints make this difficult, the one-color white version may be used on dark backgrounds to ensure clarity and visibility.

Always ensure the logo stands out clearly and maintains the visual integrity of the brand.

Logo misuse

Do not crop the logo

Do not distort the logo

Do not change the transparency of the logo

Do not use drop shadows or any other effects

Do not shuffle around the colors of the octothorpe

Do not re-create using any other typeface

Do not use different colors

Do not outline logotyp

Do not change the size or position of the octothorpe and logotype
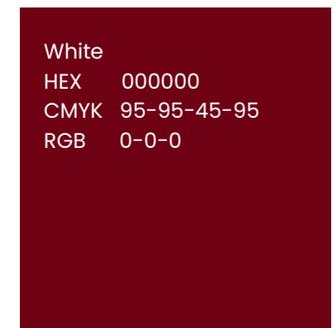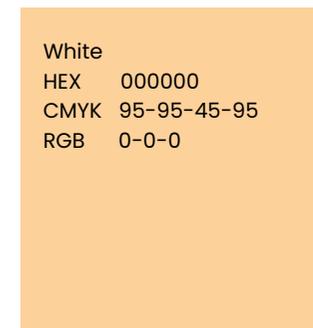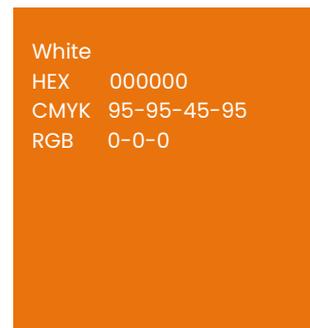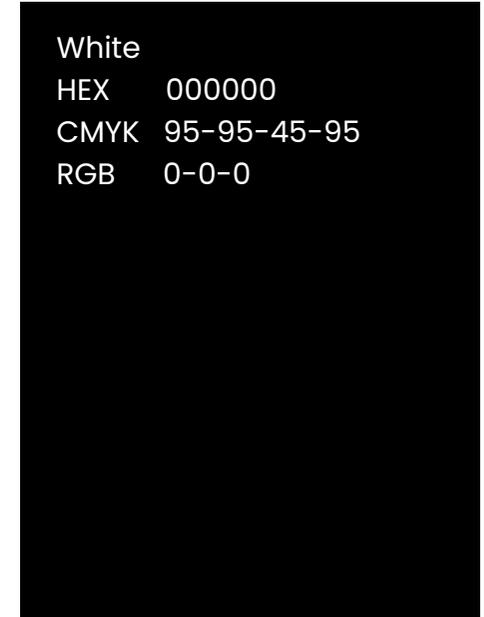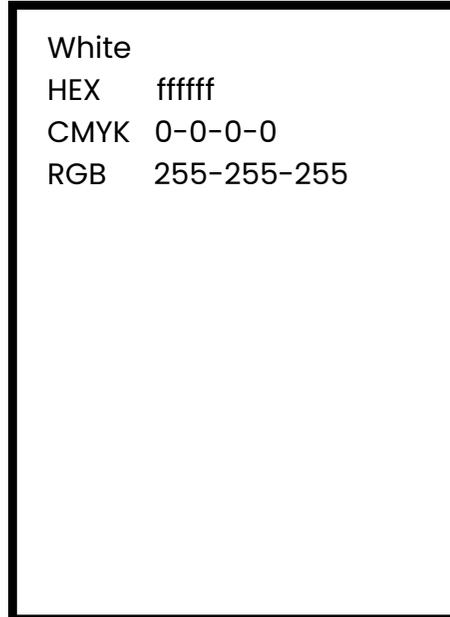
Do not rotate any part of the logo

Core colors

Use the approved brand color proportions in all layouts, UI elements, and marketing materials.
Our core brand colors, orange, crimson, peach, and soft cream, should be used consistently and purposefully, with accent colors applied in carefully balanced proportions.

Only use black or white text on these backgrounds, as outlined in our approved color combinations. These have been chosen to ensure clarity, contrast, and accessibility across all devices and formats.

🚫 Do not switch black and white text interchangeably based on preference.

✅ Always follow the assigned text color for each background color to maintain accessibility standards.

White
HEX   ffffff
CMYK 0-0-0-0
RGB   255-255-255

White
HEX   000000
CMYK 95-95-45-95
RGB   0-0-0

White
HEX   000000
CMYK 95-95-45-95
RGB   0-0-0

White
HEX   000000
CMYK 95-95-45-95
RGB   0-0-0

White
HEX   000000
CMYK 95-95-45-95
RGB   0-0-0

Secondary colors

Do not use secondary colors for text.
Use only black or white text as specified in our brand standards.
Avoid switching between black and white based on preference — these combinations are carefully chosen for accessibility and visual clarity.

Secondary colors may be used as accents with our core brand colors, but their use should be limited and intentional.

PMS 7658 C
CMYK 45-94-43-25
RGB 124-40-82
HEX 7C2852

PMS 7658 C
CMYK 45-94-43-25
RGB 124-40-82
HEX 7C2852

PMS 7658 C
CMYK 45-94-43-25
RGB 124-40-82
HEX 7C2852

PMS 7658 C
CMYK 45-94-43-25
RGB 124-40-82
HEX 7C2852

PMS 7658 C
CMYK 45-94-43-25
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HEX 7C2852

PMS 7658 C
CMYK 45-94-43-25
RGB 124-40-82
HEX 7C2852

PMS 7658 C
CMYK 45-94-43-25
RGB 124-40-82
HEX 7C2852

Accessible color combinations

All examples shown in our guidelines meet contrast standards,
except for small orange text on a deep maroon background.
Never use small orange text on maroon.

Reserve orange text on maroon backgrounds only for bold, larger headline typography where readability is not compromised.

White on black
White on black

LightPeach on Black
LightPeach on Black

White on Maroon
White on Maroon

WhitLightPeach on Maroon
WhitLightPeach on Maroon

Black on Orange
Black on Orange

Maroon on Orange
Maroon on Orange

LightPeach on Black
LightPeach on Black

Typography: Poppins

AbhinavDCS headlines are set in Poppins. When using Poppins to create headings for digital, embedded, or printed materials, always apply optical kerning, set the tracking to 0, and use sentence case.

Do not set headlines in all caps or all lowercase. When using Poppins for web headings, adjust letter spacing to:
−1px for smaller headlines and −2px for larger headlines for optimal balance and clarity.

Note: When converting Google Slides to Keynote or PowerPoint, use Poppins throughout for both headlines and body text.
If the presentation starts in Keynote or PowerPoint, follow the standard AbhinavDCS font guidelines.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin	AbhinavDCS
Thin Italic	*AbhinavDCS*
ExtraLight	AbhinavDCS
ExtraLight Italic	*AbhinavDCS*
Light	AbhinavDCS
Light Italic	*AbhinavDCS*
Regular	AbhinavDCS
Regular Italic	*AbhinavDCS*
Medium	AbhinavDCS
Medium Italic	*AbhinavDCS*
SemiBold	**AbhinavDCS**
SemiBold Italic	***AbhinavDCS***
Bold	**AbhinavDCS**
Bold Italic	***AbhinavDCS***
ExtraBold	**AbhinavDCS**
ExtraBold Italic	***AbhinavDCS***
Black	**AbhinavDCS**
Black Italic	***AbhinavDCS***

Type specimen: Ideal stack

H1
Poppins Bold, 36/38

A better way to work

H2
Poppins Bold, 24/28

Simpler, more pleasant and more productive

H3
Poppins Bold, 18/21

The kind of thing you don't know you need, but once you have it, you can't live without it. It feels like the natural evolution of work.

H4
Poppins Bold, 12/15

After all, every business deserves a smarter way to grow — that's where AbhinavDCS comes in.

P
Font: Poppins
Regular
Style Set 2
Kerning:
Optical
Tracking: −10
7pt / 9pt

There is a growing and largely unmet demand for simpler, smarter digital transformation—and that's exactly why AbhinavDCS exists today.
Traditional software systems are often fragmented, inefficient, and fail to center around real user needs. Many businesses still rely on outdated tools that don't speak to each other, resulting in siloed data, misaligned teams, and lost productivity.
At AbhinavDCS, we reimagine that experience.
 Our solutions aren't just about building software—they're about building clarity, alignment, and momentum. From workflow automation and ERP systems to custom web and mobile applications, we help businesses connect their tools, teams, and data in one integrated ecosystem.

Instead of forcing users to adapt to complex systems, we design intuitive platforms that adapt to the way people already work—enhancing collaboration, increasing visibility, and driving decisions faster.
Whether it's a startup scaling fast or an enterprise modernizing its operations, AbhinavDCS empowers every business to move smarter, act faster, and grow with confidence.
 Whatever tools you already use, we help you get more out of them—by making them easier to access, easier to act on, and easier to share.

Quote Mark
Circular Book, 36

"

P
CTA Text
Font: Poppins Bold
Style: Style Set 2
Kerning: Optical
Tracking: +20
7pt / 9pt

GET STARTED

Primary lockup

The primary lockup is used for external-facing initiatives that extend the AbhinavDCS master brand.

These may include products, platforms, events, programs, or partner groups with high visibility and a clear connection to the AbhinavDCS identity.
We create a lockup by pairing the AbhinavDCS logo with the entity name.

The entity name should appear in lowercase, typeset in Poppins Regular, with optical kerning and −10 tracking.

The entity name is placed to the right of the AbhinavDCS logotype, separated by a distance equal to the width of the letter "A."

Secondary lockup

The secondary lockup is used exclusively for internal-facing entities that enhance the employee experience at AbhinavDCS.

These may include internal tools, initiatives, programs, events, and groups designed to support our team and culture.

We create a lockup by pairing the AbhinavDCS symbol (icon) with the entity name.
The entity name should appear in lowercase, typeset in Poppins Regular, with optical kerning and –10 tracking.

The entity name is positioned to the right of the AbhinavDCS icon, with spacing equal to the width of the letter "A."

Questions?

For any brand-related inquiries, contact us at
info@abhinavdcs.in