



d-Matrix

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01

Logo System



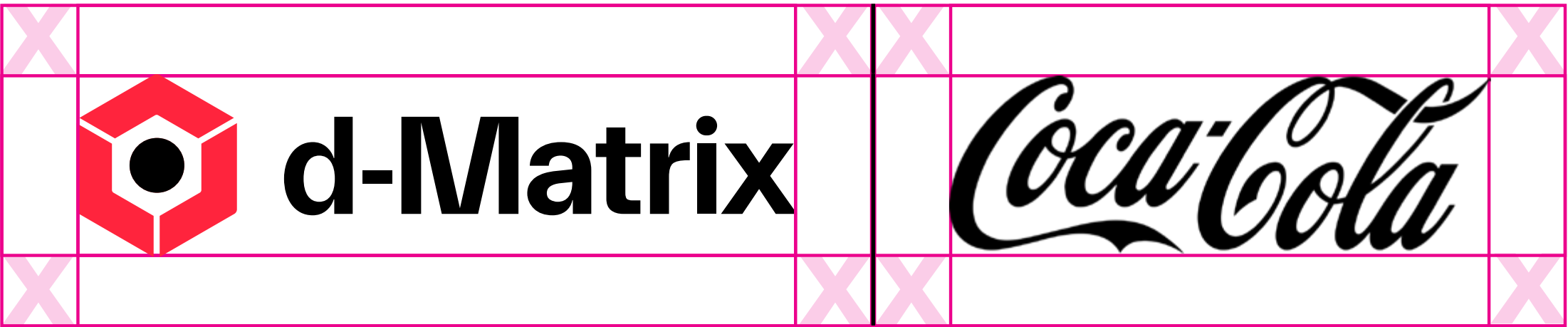
When using the horizontal D-Matrix logo, it is important to ensure that the logo is not obstructed by any other elements (i.e. partner logos, photographs, graphics, etc.). To ensure this, use the clear-space guide to the right.

Units of measure are created by using the “x” from the wordmark. Placing the “x” at all four vertical and horizontal corners of the logo will give you the precise spacing for container shapes and distance between elements.



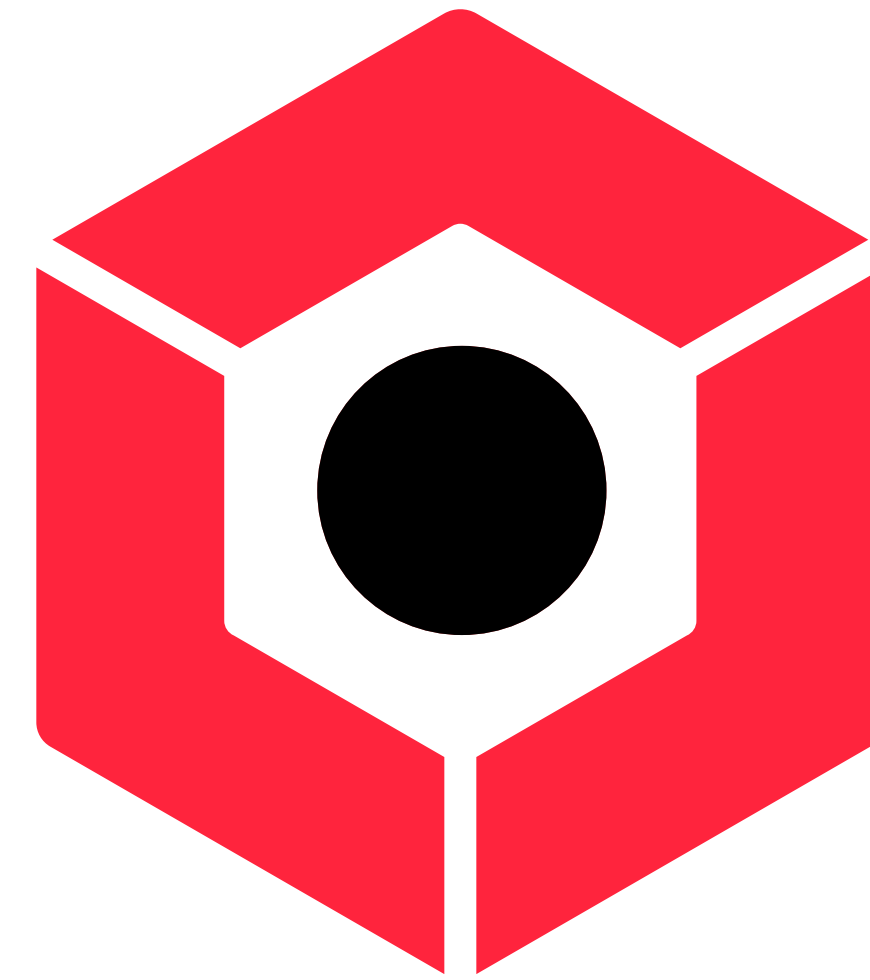
In the case of placing the D-Matrix logo next to partner logos, clearspace can be used to create a proper lock-up with the adjacent logo. Using the same logic of creating distance between the logo and outside elements, use the “x” from the wordmark as a unit of measure, and place it at the corners of the logo, inbetween the two logos and at the edges of the partner logo as well.

To ensure that the two logos are similar in size (optically) find the midway point of the vertically placed “x”s to scale the partner logo (seen to the right with the Coca Cola logo). This can be used for more vertically oriented logos — whereas more horizontally oriented partner logos can use the height of the D-Matrix logo for placement.

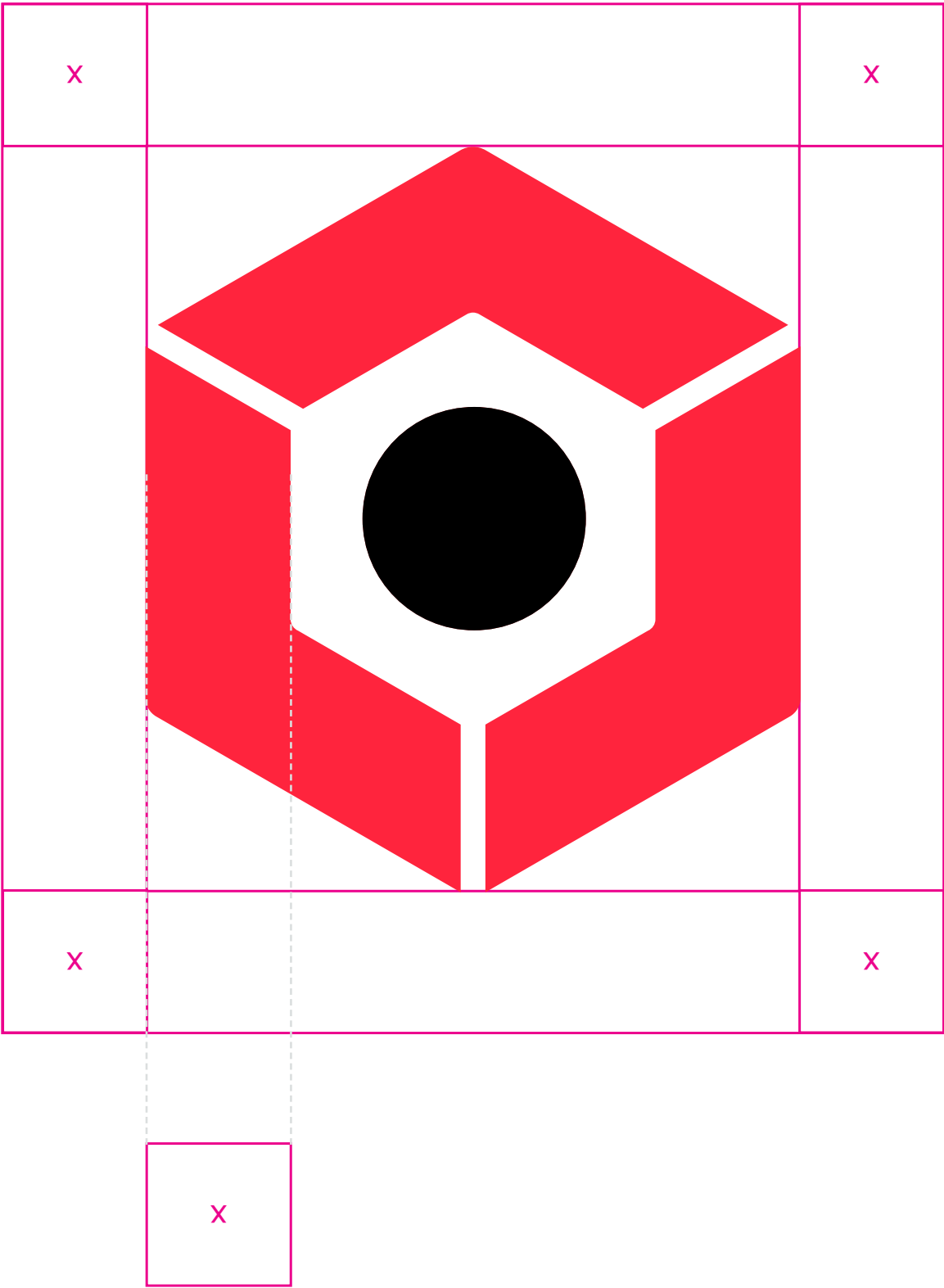


These are the preferred color combinations when using the D-Matrix logos. The primary focus should be the highest amount of contrast between the logo (foreground) and the background color wash or image.

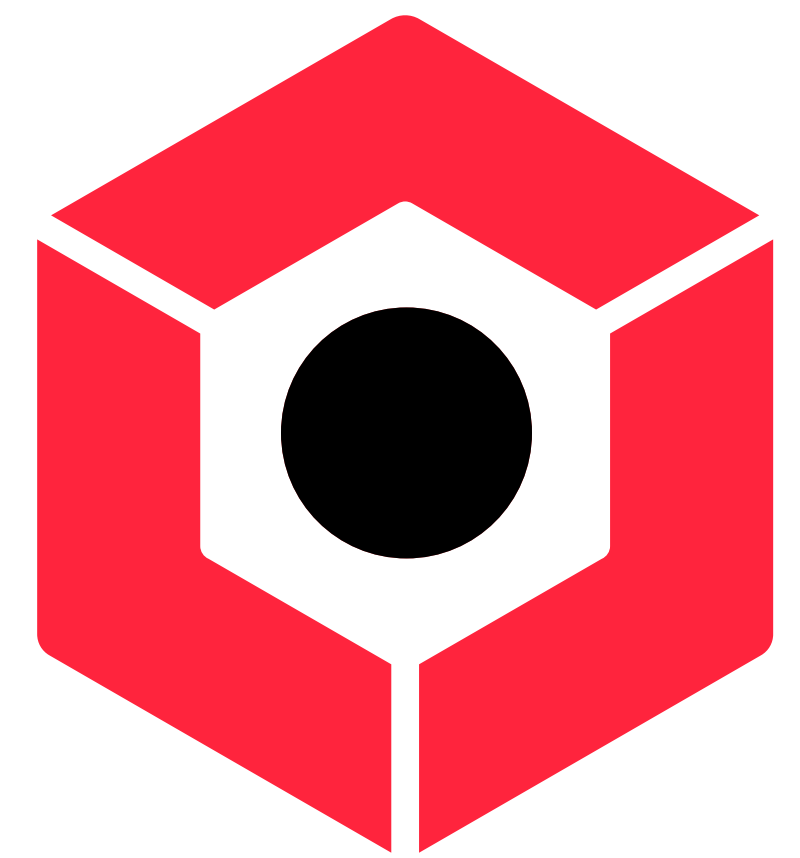
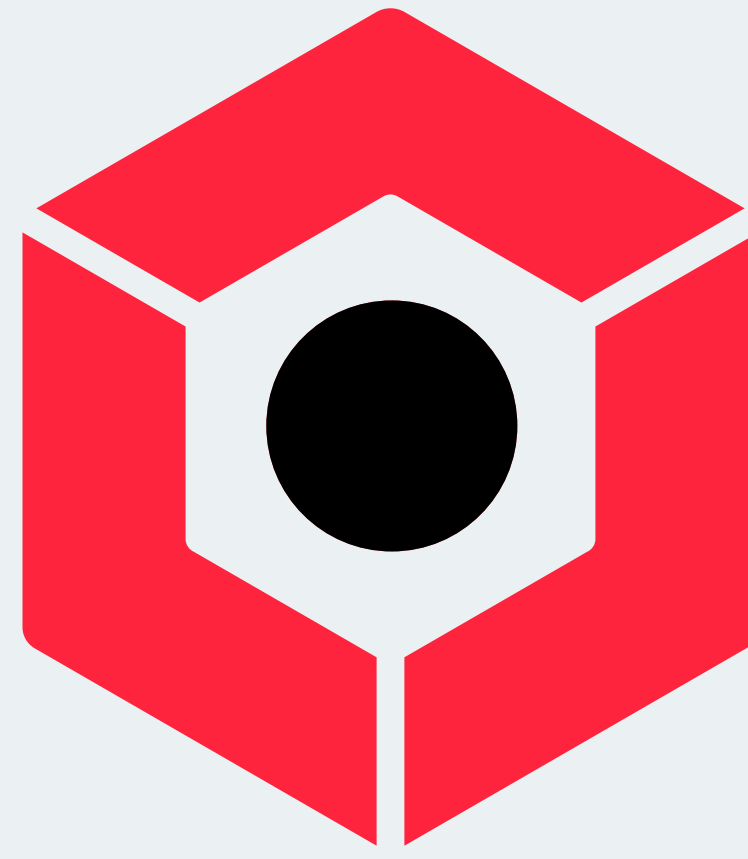




When using the D-Matrix symbol, there needs to be considered clearspace just as the primary and secondary logos. In this case (since there are no letters in the symbol to use as units of measure) we'll be using the width of the vertical stroke at the left of the symbol (as shown to the right) to create “x” — we'll then use “x” as the unit of measure to place at each edge and create our appropriate clearspace for the symbol.

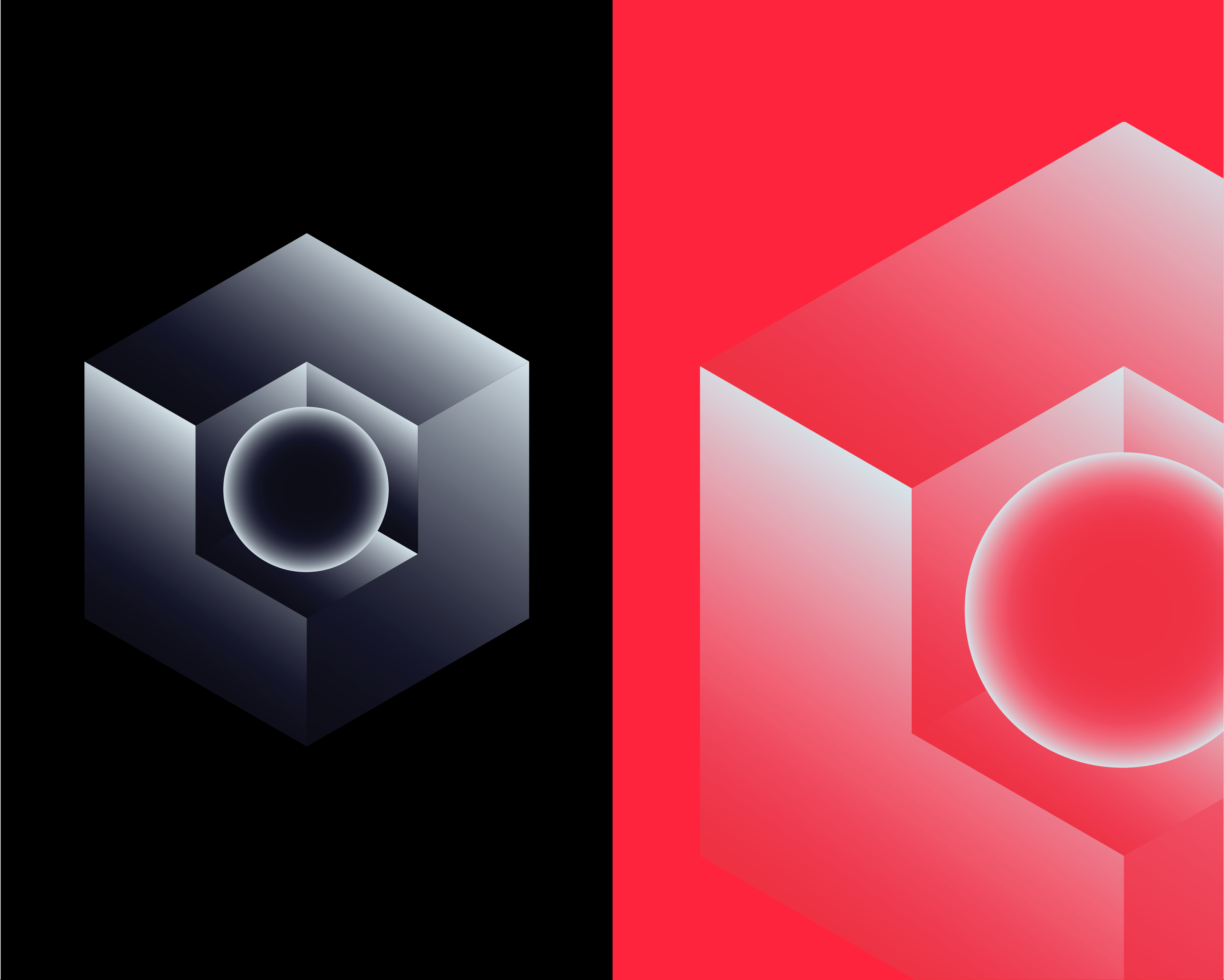


These are the preferred color combinations when using the D-Matrix symbol. The primary focus should be the highest amount of contrast between the logo (foreground) and the background color wash or image.



Brand Graphic

In larger instances of brand symbol use, the three-dimensional version of the D-Matrix symbol can be used as a super graphic device meant to add dynamic impact moments to visual fields. This should be used sparingly, as the shading does not work well at smaller scale instances.

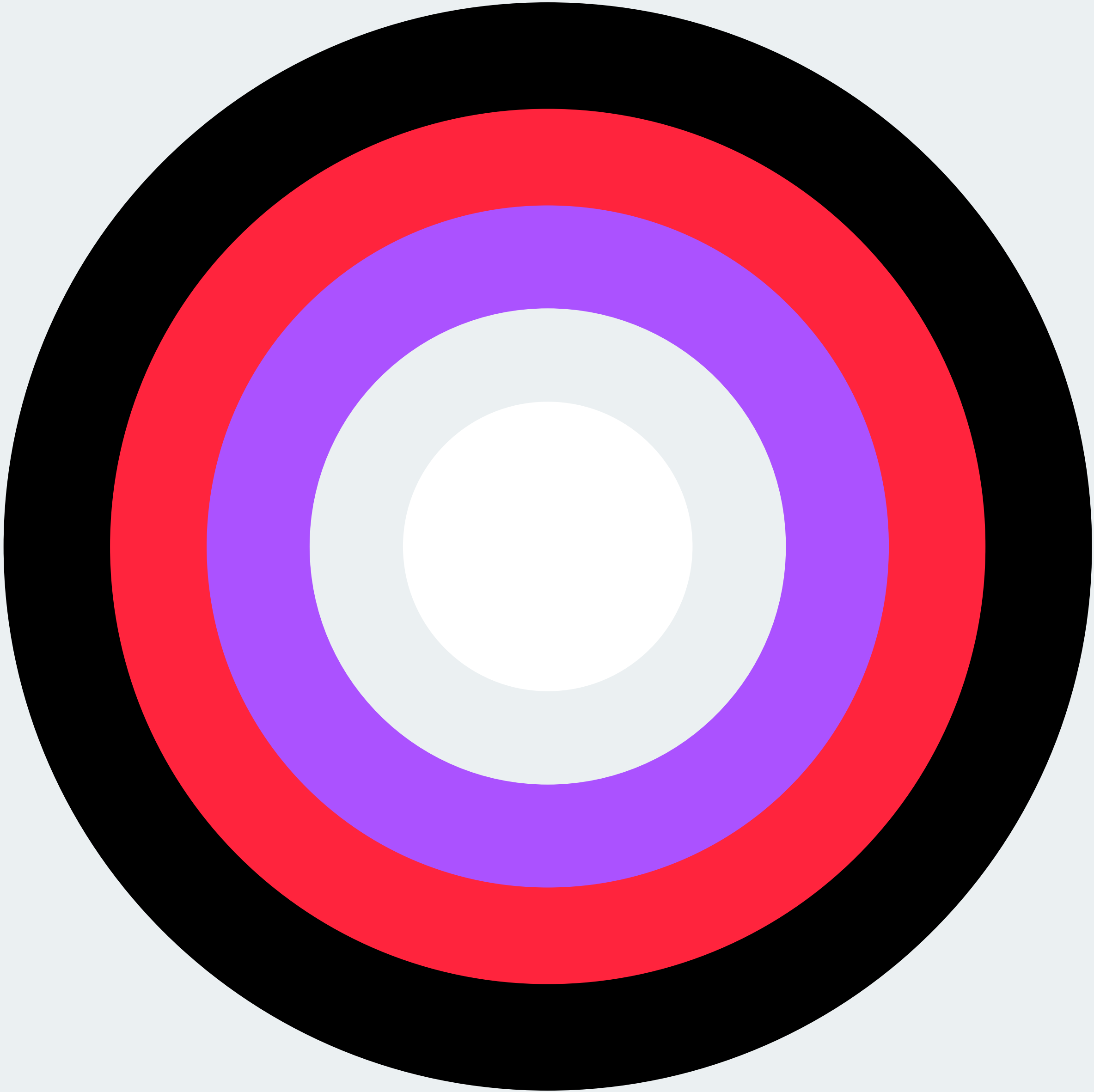


02

Color Palette

Color Palette

The D-Matrix color palette is inspired by digital vernacular — computer terminals as a visual representation of the expertise of the space D-Matrix has. Black, white and a digital red make for the primary brand colors, while including a pale grey for background floods as well as a digital purple for illustrations and pops of color. The color palette is focused, allowing for maximum recognizability for the D-Matrix brand.



Color Palette

HEX #000000
RGB (0,0,0)
CMYK (0,0,0,100)

HEX #FF243D
RGB (255,36,61)
CMYK (0,86,76,0)

HEX #FFFFFF
RGB (255,255,255)
CMYK (0,0,0,0)

HEX #EBF0F2
RGB (235,240,242)
CMYK (3,1,0,5)

HEX #AB52FF
RGB (171,82,255)
CMYK (33,68,0,0)

03

Brand Typography

Aeonik Light + Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AaBbCcdefghijklmnopqrstuvwxyz

1234567890#\$/%&()+,!. pqrstuvw

Basis Grotesque Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?{ }

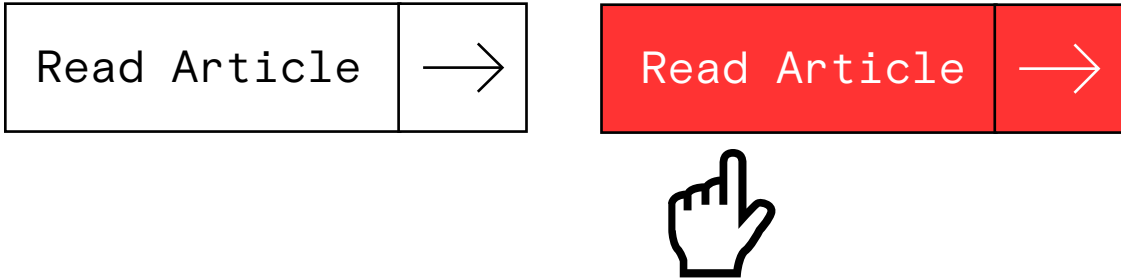
Changing the trajectory of AI compute

LARGE HEADLINE:
AEONIK LIGHT
Case: Sentence
Kerning: Optical Alignment
Leading: 100% of font size (1:1 ratio)
(i.e. 110 pt / 110 pt)

We’re building the most disruptive AI
compute platform for efficient AI inference
acceleration in the datacenter.

BODY COPY LARGE:
BASIS GROTESQUE MONO
Case: Sentence
Kerning: Metrics Alignment
Leading: 125% of font size
(i.e. 32 pt / 40 pt)

BUTTON STYLING:
BASIS GROTESQUE MONO



SOFTWARE

Open, simplistic, scalable,
and frictionless for ease
of adoption.

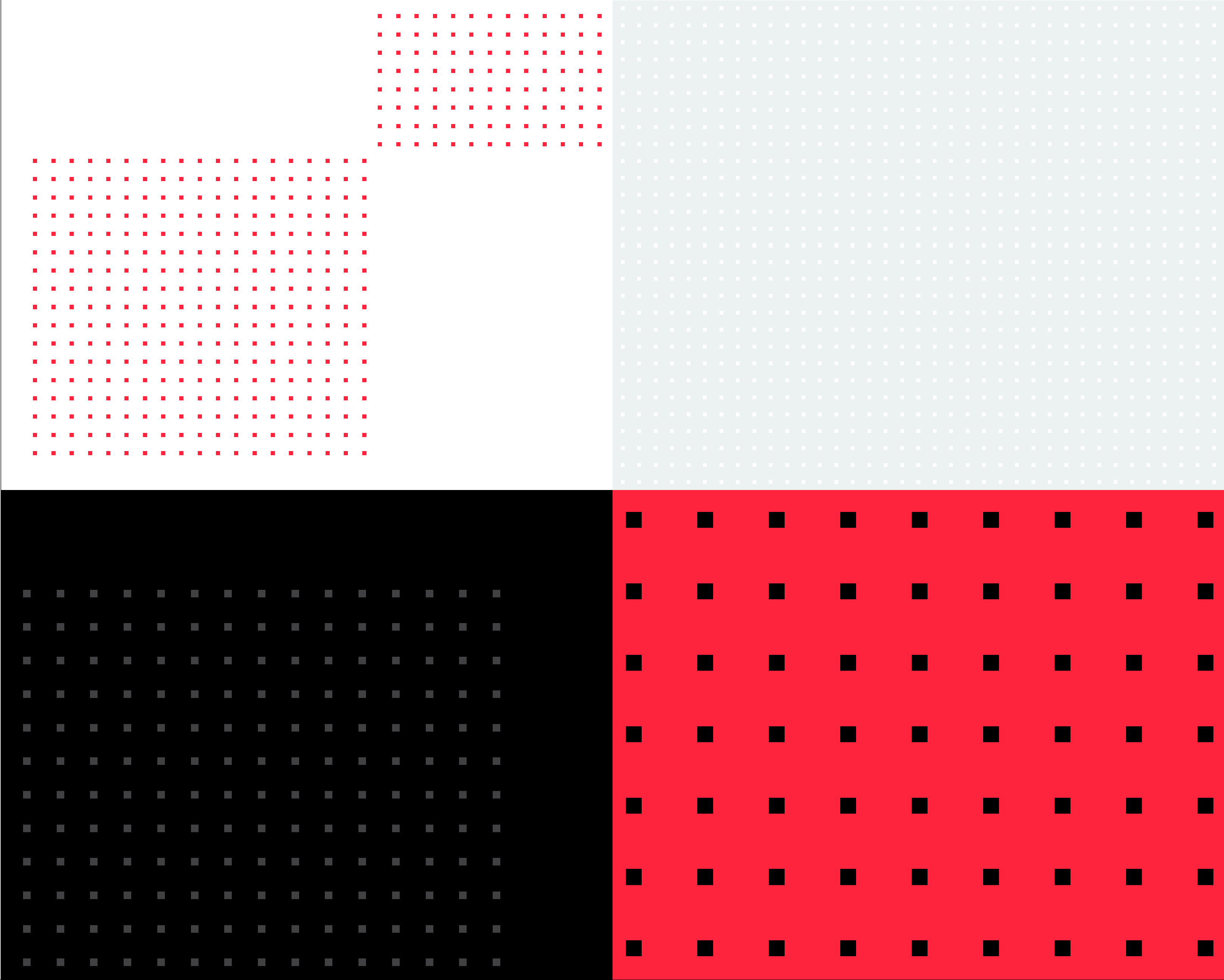
BODY COPY SMALL:
AEONIK LIGHT (HEADLINE) /
BASIS GROTESQUE MONO (BLURB)
Case: All-caps (headline) Sentence (blurb)
Kerning: Optical Alignment (headline) Metrics (blurb)
Leading: 125% of font size
(i.e. 18 pt / 22.5 pt — 32 pt / 40 pt)

04

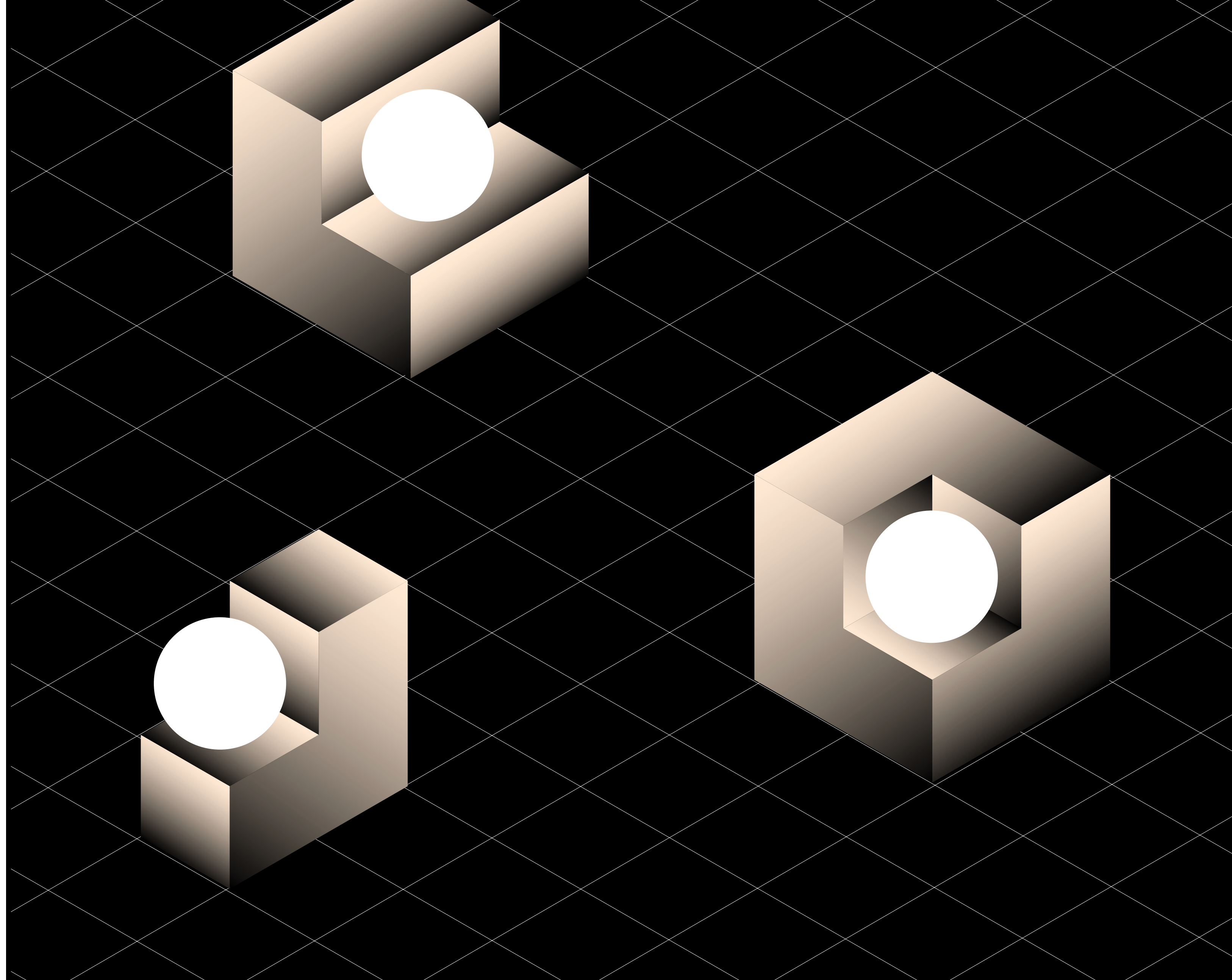
Graphic Language

Brand Pattern

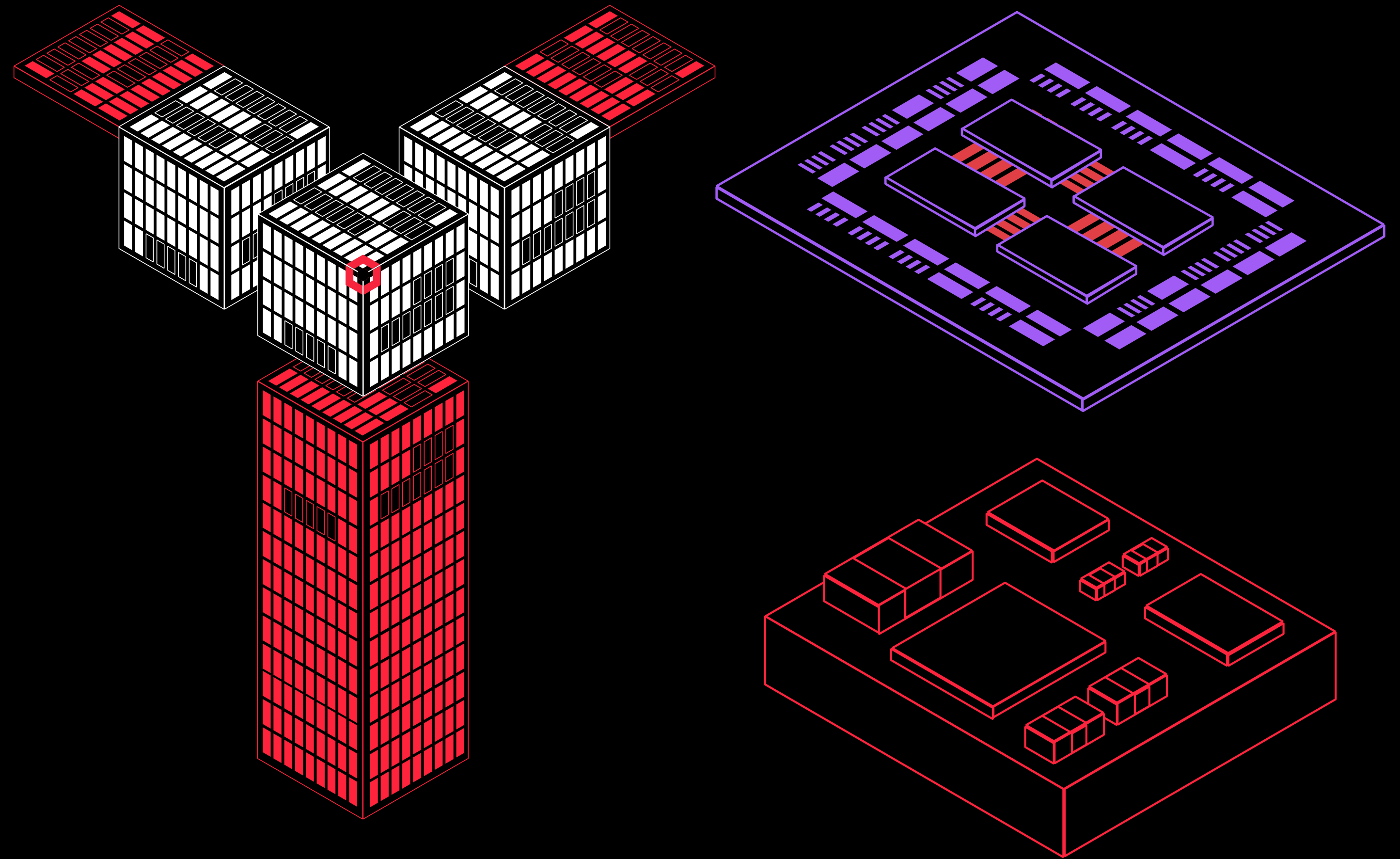
The brand pattern for D-Matrix is a grid made up of repeated squares — evoking chipboards and pathways that allow for texture and layering to be utilized in the D-Matrix visual language. The pattern may be used to fully flood a visual field or page, in small and large instances, as well as in “patches” as in you see in the upper-left quadrant. When pairing with photography, you may overlap patterning as well as place behind an image — this gives a dynamic layered effect in brand communications.



The three-dimensional version of the brand symbol can break-apart — creating a set of “blocks” that may be used as a visual component of story-telling within the D-Matrix brand. The blocks move around a grid to suggest processing, algorithms and modularity.



Graphic illustrations have been created within the D-Matrix brand language to showcase more literal interpretations of chiplets, algorithmic processes, etc. The illustrations should be consistently drawn throughout — utilizing the brand colors in thin strokes — evoking the computer terminal aesthetic used throughout the brand.



05



Brand Examples


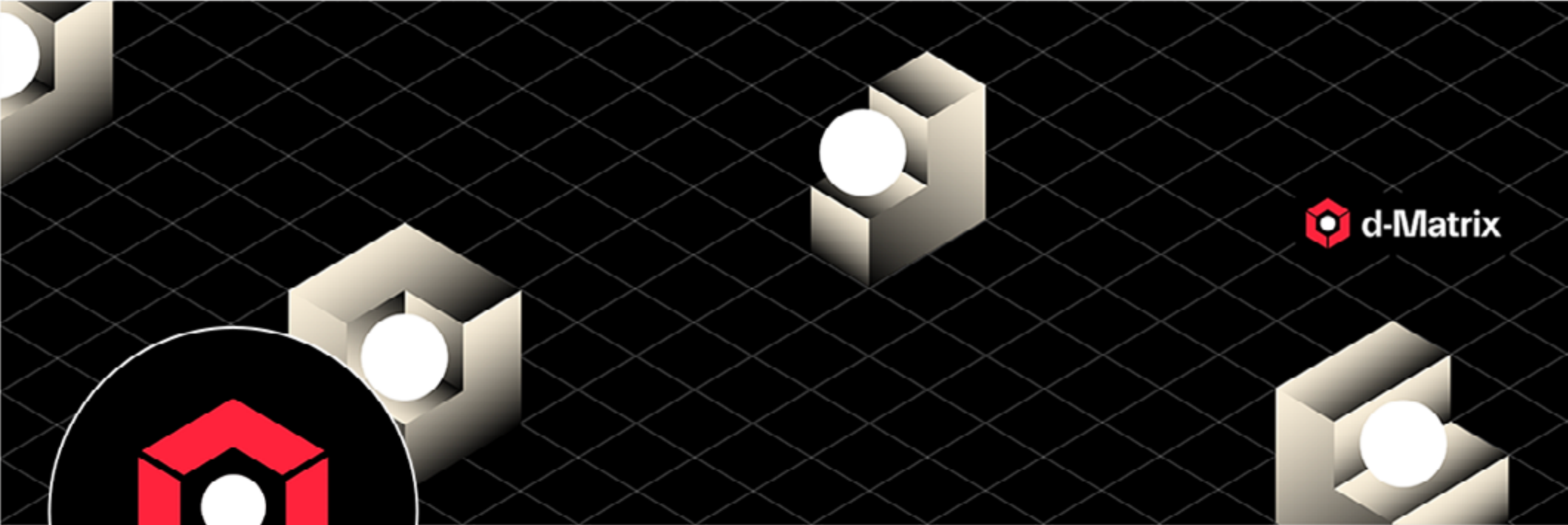




d-Matrix




 **d-Matrix**





 **d-Matrix** 
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 **d-Matrix**



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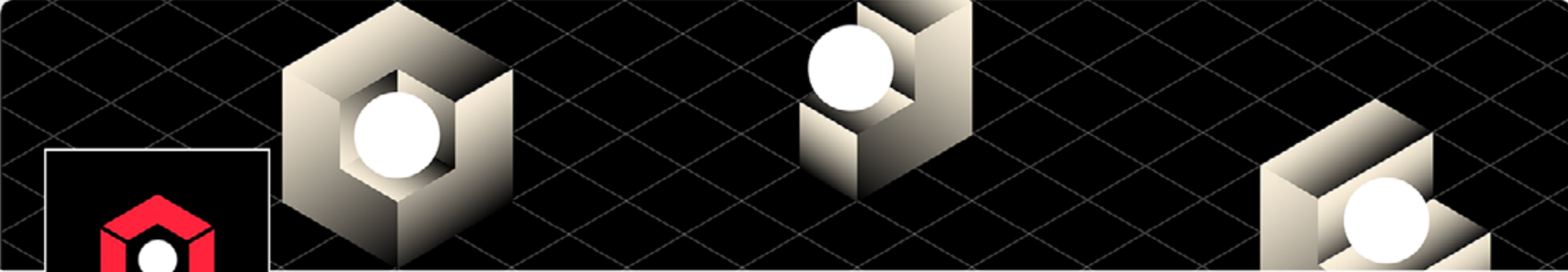

Breaking barriers

 everywhere  about.twitter.com  Born March 21
 Joined February 2007


0 Following **60.8M** Followers

  Followed by Diego Sunga, Faiz Owade, and 45 others you follow

Tweets Tweets & replies Media Likes



d-Matrix Corporation
Disrupting AI Compute, Breaking the AI Barrier
Semiconductors · Santa Clara, CA · 244 followers
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About
d-Matrix plans to usher in a new way of doing datacenter AI inferencing using in-memory computing (IMC) techniques with chiplet level scale-out interconnects. This is in contrast to brute forcing our way down the process curve with large digital chips that use traditional techniques. We are attacking 4 key pain-points for...
[see more](#)

[See all details](#)

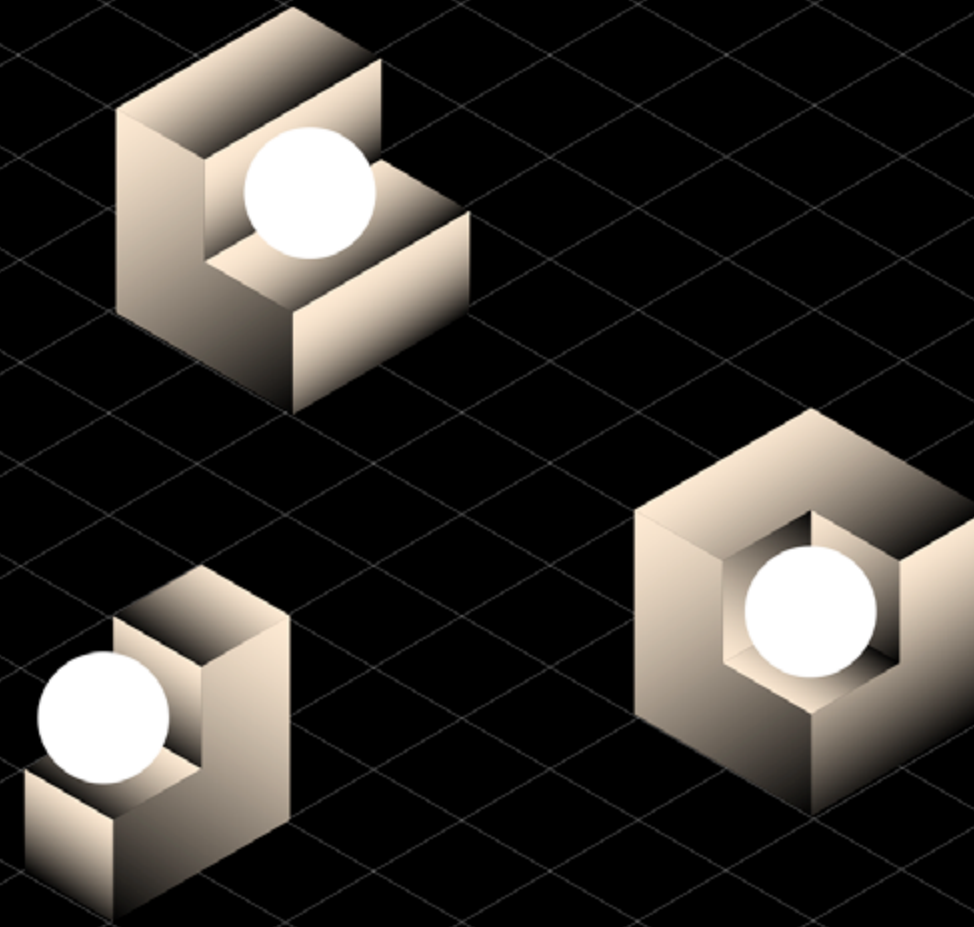


Breaking Barriers

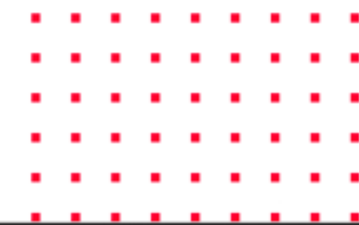
We're building the most disruptive AI compute platform for efficient AI inference acceleration in the datacenter.

Technology

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Cracking the Code for
Datacenter Power Efficiency





For questions around design or art direction
for the D-Matrix brand please contact:

e: info@sirensf.com

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