

[DAAS BRAND IDENTITY GUIDELINES

Version 032025

Design by]
Cerca Creative Marketing]

DAAS

DESIGN &
ARCHITECTURE
STUDIO

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@daas_architecture



Sacred Stone Project]

 [2025/01

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Introduction

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Who We Are?

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Who We Are?

At DAAS Architecture, we create spaces that inspire, connect, and belong. Founded by architects Tomasz Sztuk and Raphael Neurohr, our studio is dedicated to shaping spaces that enhance physical, social, and emotional well-being.

Our work spans installations, architecture, and urban design—reaching communities of all sizes, from vibrant cities to smaller municipalities. No matter the scale, our approach is thoughtful, adaptive, and rooted in collaboration.

We believe great spaces emerge from the balance of vision and practicality. We pay attention to the details; we blend form, function, craft and artistry—creating spaces that are timeless, original, and deeply meaningful.

At DAAS, we are visionaries, designers, makers, and collaborators. But above all, we are committed to shaping spaces that enrich lives.



Mission & Vision

Our Mission

We design spaces that shape how people live, connect, and thrive. At DAAS Architecture, our work goes beyond aesthetics—we create timeless spaces that feel intuitive, welcoming, and deeply rooted in communities.

Every project we take on is a balance of vision and practicality, craft and art. We believe that great design isn't just seen—it's felt. It's the way a space inspires conversation, fosters interaction, and enhances well-being.

Our approach is holistic, blending architecture, interiors, and urban design to craft spaces that resonate—physically, socially, and emotionally. Whether shaping a home, a public space, or an entire neighborhood, our goal remains the same: to design places where people feel at home, where they belong. Places that truly stand the test of time.

At DAAS, we are not just architects—we are problem solvers, and collaborators. Our mission is simple: to create spaces that make life better.

Values

Design with Meaning: Great architecture is not just about buildings—it's about people. We design spaces that foster connection, elevate experiences, and leave a lasting impact. Every project is an opportunity to create something that feels essential, intuitive, and deeply human.

Mastery in the Details: The magic of a space is in the details—the way light moves through a room, the textures that invite touch, the transitions that feel effortless. We obsess over every element, ensuring that design is not only seen but felt.

Architecture as Poetry & Precision: We believe in the dual nature of design: it must be both express and exacting, bold yet intentional. Craft and art must coexist, creating spaces that inspire while standing the test of time.

The Safest Partnership: Trust is the foundation of every great project. At DAAS, we believe that the best spaces emerge from collaboration, transparency, and shared vision. We work with clients, consultants, and communities who value partnership as much as we do—who see design as a dialogue, not a transaction. Our process is built on mutual respect, open communication, and a commitment to excellence, ensuring that every project is a true collaborative effort where ideas are elevated, challenges are solved together, and the best outcomes are achieved.

The Courage to Imagine: We embrace the unknown. Every project starts with a question: What if? We push boundaries, challenge conventions, and explore bold ideas—because innovation lives at the edge of possibility.

Timeless, Original, and Uncompromising: We don't follow trends—we design for longevity and legacy. Our work is as unique as the people and places we design for, ensuring that every space feels essential today and enduring tomorrow.



Our Story



DAAS Architecture was founded on a simple yet powerful belief: great design shapes how people live, connect, and experience the world. Led by architects Tomasz Sztuk and Raphael Neurohr, our studio was built on a foundation of curiosity, craftsmanship, and a relentless pursuit of meaningful spaces.

With backgrounds spanning international and national architecture, Tomasz and Raphael bring a rare balance of visionary thinking and pragmatic execution. Their expertise—rooted in urban design, sustainability, and an obsessive attention to detail—has positioned DAAS as an advocate in thoughtful, high-impact architecture.

Since our founding, we've embraced projects of all scales—from intimate installations to transformative urban developments. We work across communities, often in smaller municipalities, designing spaces that feel essential, intuitive, and deeply human. We believe that buildings should not only be beautiful but also functional and sustainable, ensuring that every space we create is efficient, responsible, and built to endure.

For us, every project is a new opportunity to think bigger, create a vision, push boundaries, and craft spaces that stand the test of time. We see ourselves as more than designers—we are partners in the process, working alongside clients who value collaboration and a shared vision. At DAAS, we don't just design buildings—we create spaces that inspire, welcome, and belong.

Tone & Positioning]

[02.]

Intro

Tone

Positioning

Slogans

Key Messaging

Statements

Audience



Introduction

Brand Voice, Positioning & Audience

The strength of a brand lies not only in what it creates, but in how it communicates. For DAAS, every word, image, and interaction is an opportunity to reflect the clarity, purpose, and artistry at the heart of its work. This section outlines the voice, positioning, and messaging strategies that ensure DAAS speaks with one unified tone—visionary yet grounded, refined yet approachable. It also defines the audience we design for and how to speak to them in ways that are both authentic and effective, ensuring every message resonates with the people and communities DAAS serves. From slogans and value statements to audience profiles and key messaging, these tools shape how DAAS is experienced—consistently, confidently, and with impact.

Brand Tone

Brand Tone & Voice

DAAS Architecture's voice is visionary, high-end, and refined—yet always human, emotional, and connected. Our tone balances expertise with warmth, ensuring that every message we share is engaging, inspiring, and accessible.

We speak with confidence, precision, and purpose—never overly technical or distant, but always informed and thoughtful. Our language is clear and intentional, emphasizing meaningful design, deep collaboration, and timeless impact. Whether we are addressing clients, partners, or the communities we shape, our voice remains welcoming, inspiring, and rooted in storytelling.

Our tone is not just about what we say, but how we say it. We avoid corporate jargon and empty buzzwords, instead choosing words that evoke emotion, foster connection, and bring the experience of our spaces to life. We write as designers, but also as storytellers—because architecture is not just about buildings, it's about how people feel within them.

The importance of tone

The Role of Tone & Voice in Branding

A brand's voice is its identity in words—it's how we ensure that DAAS is always recognized, remembered, and understood. Just as our visual identity remains consistent across all platforms, so must our messaging. If every architect, designer, or team member spoke solely from their own expertise, DAAS' voice would become fragmented.

Instead, a unified voice ensures that every conversation—whether a website, a client presentation, or social media—feels cohesive, purposeful, and distinctly DAAS. This consistency is what strengthens our brand, builds trust, and reinforces our vision. When tone and voice align with our values, every interaction becomes an extension of the spaces we create: timeless, original, and deeply human.

Brand Positioning

At DAAS Architecture, we design spaces that belong—not just to their users, but to their streets, their communities, and their history. Every project is an opportunity to shape spaces that feel authentic, intuitive, and deeply connected to the people who inhabit them.

We specialize in designing for challenging and undeveloped sites, seeing opportunity where others see obstacles. Our expertise spans urban design, master planning, and architecture, allowing us to create spaces that are not just beautiful, but purposeful—woven seamlessly into their surroundings and enhancing the rhythm of daily life.

Our process is meticulous and immersive. With a deep respect for history, human memory, and the built environment, we craft spaces that feel like they’ve always been there, yet push boundaries in design and innovation. Our European inspiration and global perspective bring a level of refinement and precision to every project, while our commitment to detail ensures nothing is overlooked.

Positioning Statements

What Sets DAAS Apart:

We design with the street in mind—our buildings don’t disrupt, they integrate.

We embrace complexity—challenging sites and bold ideas fuel our creativity.

We shape entire communities—our expertise in urban design and master planning extends beyond architecture.

We are obsessive about detail—from materials to movement, every decision is intentional.

We balance art and function—creating spaces that inspire, welcome, and endure.

DAAS is more than an architecture studio—we are storytellers, problem solvers, and community shapers. Our spaces don’t just stand; they belong.

Slogans



These short, impactful phrases can be used across branding, campaigns, and digital assets, offering a quick yet powerful summary of DAAS' philosophy and approach.

"Spaces That Belong."

 **Meaning:** Our designs seamlessly integrate into their surroundings, fostering connection and creating places that feel natural, intuitive, and timeless.

"Architecture That Moves You."

 **Meaning:** A DAAS space isn't just something you see—it's something you experience. Our designs are crafted to inspire emotion, interaction, and engagement.

"More Than a Building. A Story."

 **Meaning:** Every project we design tells a story—about the people, the place, and the deeper meaning behind the space.

"Designed for Life, Built for Legacy."

 **Meaning:** We don't follow fleeting trends—we create timeless spaces that stand the test of time, designed for how people truly live, work, and connect.

"Form. Function. Feeling."

 **Meaning:** The best architecture balances beauty, purpose, and human experience—we design with all three in mind.



Slogans



“The Street. The City. The People.”

▤ Meaning: DAAS is embedded in the communities we design for. Every space we create contributes to the urban fabric, the rhythm of the street, and the people who use it.

“From Concept to Community.”

▤ Meaning: Our work goes beyond drawings and blueprints—we create real places that shape how people live, work, and gather.

“Where Vision Meets Craft.”

▤ Meaning: We balance bold creativity with an obsessive attention to detail, delivering spaces that are both inspiring and technically excellent.

Why DAAS’ Slogans Matters

DAAS’ slogans serve as concise, powerful expressions of its brand identity, ensuring that every message—whether in marketing, client conversations, or public communications—feels unified, consistent, and instantly recognizable. By adhering to these carefully crafted phrases, DAAS maintains a cohesive voice, reinforcing its values, expertise, and positioning across all platforms. Just as a strong visual identity creates brand recognition, consistent messaging through slogans solidifies DAAS’ presence in the minds of clients, partners, and communities.

Key Messaging

1. Spaces That Belong: We don't just design buildings—we craft contextual spaces that feel essential, intuitive, and deeply connected to their surroundings. Every DAAS project is seamlessly woven into its environment, creating places that feel like they've always belonged.

2. Designed for People, Built for Impact: Great design is about more than aesthetics—it's about how people experience space. DAAS Architecture shapes environments that inspire, welcome, and enhance well-being, ensuring that every project leaves a lasting impact.

3. Architecture with Soul: A space should do more than function—it should evoke emotion, spark connection, and tell a story. At DAAS, we design with intention, creating contemporary architecture that is not just seen, but felt.

4. We Make the Impossible Possible: Complex sites. Bold ideas. Seemingly impossible challenges. We thrive on pushing boundaries and turning obstacles into opportunities, designing innovative solutions that redefine what's possible in architecture.

5. Part of the Street, Part of the Community: Our designs are embedded in the fabric of their surroundings. From urban streetscapes to intimate neighborhoods, we create spaces that seamlessly integrate into their environment and enhance the lives of those who use them.

6. Thoughtful, Timeless, Original: We don't chase trends—we craft spaces that endure. With a deep respect for materials, context, and human experience, DAAS designs architecture that remains relevant, beautiful, and meaningful for generations.

7. Where Vision Meets Precision: Every project is a balance of art and discipline, vision and execution. At DAAS, we combine bold creativity with an obsessive attention to detail, ensuring that every space is both inspiring and meticulously crafted.



Key Messaging



8. Human-Centered, Design-Driven: Architecture should work for the people who live, work, and move through it. DAAS prioritizes function and feeling, designing environments that enhance daily life and foster genuine connection.

9. Creating Spaces That Feel Like Home: Whether designing a custom residence, a community hub, or an entire neighborhood, our goal is the same: to create spaces that feel welcoming, comfortable, and completely at home in their setting.

10. The Future of Cities Starts Here: Urban design is more than just buildings—it's about how people interact with their surroundings. With expertise in master planning and city-scale projects, DAAS is shaping the future of communities, one space at a time.

11. Every Detail, Considered: From broad urban concepts to the smallest material decisions, every aspect of a DAAS project is thoughtfully designed. Because the difference between good and extraordinary is always in the details.

12. More Than Architecture—A Legacy: Buildings come and go. Timeless spaces leave a mark. DAAS designs with purpose, integrity, and an unwavering commitment to excellence, creating projects that will stand for generations.

Why Key Messaging Matters

Key messaging is the backbone of a brand's voice, ensuring that every communication—whether spoken, written, or visual—remains consistent, clear, and aligned with the brand's identity. It helps unify how a company presents itself, ensuring that all team members, regardless of their expertise, communicate from the same foundation. This consistency strengthens brand recognition, trust, and credibility, making it easier for audiences to understand, connect with, and remember the brand. Just as a strong visual identity ensures a cohesive look, key messaging ensures a cohesive voice, reinforcing a brand's positioning across every interaction.

Value Statements

These value-driven statements highlight DAAS' expertise, philosophy, and unique approach. They can be used in marketing materials, advertising campaigns, and client communications to reinforce why DAAS is the right choice.

Designed for Belonging

We create spaces that feel intuitive, welcoming, and seamlessly connected to their surroundings. Every DAAS project is designed to be part of the fabric of its community.

Architecture That Feels As Good As It Looks

Design is about more than form—it's about how a space makes you feel. At DAAS, we craft environments that are inspiring, comfortable, and engaging.

Every Site Has a Story. We Design With It in Mind.

Our designs are not imposed; they are woven into their context, drawing inspiration from history, landscape, and the way people move through a space.

We Solve the Impossible

From challenging sites to ambitious visions, we turn obstacles into opportunities, delivering designs that are as functional as they are breathtaking.

Detail Matters

From the grand vision to the smallest material choice, every element matters. Our meticulous approach ensures that our designs are timeless, seamless, and unforgettable.



Value Statements

Designing the Future, Honoring the Past

We respect the past while pushing the boundaries of what's possible, creating modern, lasting, and meaningful spaces.

Why Value Statements Matter

Value statements serve as the foundation of a brand's messaging, ensuring that every piece of communication—whether in advertising, client interactions, or internal discussions—reflects the same core beliefs and commitments. They reinforce brand positioning, helping audiences quickly understand what the company stands for and what makes it unique. By aligning vision, tone, and purpose, value statements create a unified, recognizable brand voice, making every message consistent, impactful, and deeply connected to the brand's identity.

Target Audience

DAAS Architecture Target Audience

DAAS Architecture serves a diverse range of clients, each with unique needs, priorities, and challenges. Our approach is tailored to ensure that every project—whether residential, commercial, or institutional—is designed with vision, precision, and a deep understanding of the people who use these spaces.

The Visionary Developer (Ages 35–65, Real Estate Developers & Large-Scale Investors)

Who They Are:

High-net-worth developers and investment firms working on large-scale projects, including mixed-use developments, urban master planning, and multi-family housing. They have substantial capital and seek high-impact architectural solutions.

What They Need:

- ⚙ Innovative designs that differentiate their projects in competitive markets
- ⚙ High ROI through efficient, sustainable, and cost-effective solutions
- ⚙ Expert navigation of zoning, permits, and regulatory processes
- ⚙ Strong collaboration with trusted partners to minimize delays and budget overruns

How They Work with DAAS:

They seek architects who understand long-term value, create standout spaces, and ensure projects are built for success—balancing cost, creativity, and compliance.



Target Audience



The Business-Minded Owner (Ages 35–60, Commercial & Corporate Clients)

Who They Are:

Business owners, retailers, and corporate decision-makers looking to create functional and brand-aligned spaces—ranging from office buildings and headquarters to retail environments and hospitality venues.

What They Need:

- ⚡ Strategic use of space to enhance customer experience and operational efficiency
- ⚡ Designs that reflect brand identity and enhance workplace culture
- ⚡ Sustainable, cost-conscious solutions that reduce long-term operational expenses
- ⚡ A seamless design-to-construction process that minimizes business disruption

How They Work with DAAS:

They want a design partner who can understand their business needs, craft spaces that attract and retain customers, and ensure their investment is a long-term asset.

Target Audience

The Private Client & Luxury Homeowner (Ages 40–65, High-Net-Worth Residential Clients)

Who They Are:

Discerning homeowners investing in custom homes, major renovations, or high-end vacation properties. They value originality, craftsmanship, and seamless integration with the surrounding environment.

What They Need:

- ⌘ A completely tailored design experience that reflects their lifestyle and personality
- ⌘ Timeless, high-quality materials and architectural details
- ⌘ Sustainable, energy-efficient solutions without compromising luxury
- ⌘ A home that feels one-of-a-kind, both in aesthetics and functionality

How They Work with DAAS:

They seek architects who push creative boundaries, obsess over the details, and deliver homes that feel like works of art while maintaining comfort and livability.



Target Audience



The Public Visionary (Ages 35–65, Institutional & Government Decision-Makers)

Who They Are:

Municipal leaders, educational institutions, and cultural organizations overseeing public projects such as libraries, community centers, campuses, and performance venues. They prioritize designs that serve communities and stand the test of time.

What They Need:

- ▤ Spaces that foster connection, engagement, and accessibility
- ▤ Architectural solutions that balance function, aesthetics, and cost efficiency
- ▤ Sustainable and energy-efficient designs aligned with government policies
- ▤ A collaborative process that ensures public stakeholders are heard

How They Work with DAAS:

They choose architects who can seamlessly integrate new spaces into the urban fabric, ensuring that every project strengthens the community it serves.

Target Audience

The Sustainability Advocate (Ages 30–60, Eco-Conscious Developers & Organizations)

Who They Are:

Developers, homeowners, and organizations focused on sustainability, energy efficiency, and environmental impact. They see architecture as a tool for creating a better, greener future.

What They Need:

- ⌘ Advanced knowledge of sustainable building practices, LEED certifications, and passive design strategies
- ⌘ Eco-friendly material selection that balances aesthetics with performance
- ⌘ Energy-efficient building solutions that enhance long-term cost savings
- ⌘ Smart technology integration for optimized energy use and occupant well-being

How They Work with DAAS:

They want partners who don't just follow trends but lead in sustainable, future-proof design.



Target Audience

Why This Matters

DAAS Architecture's clients are driven by vision, investment, and impact. While their needs differ, they all seek spaces that are timeless, innovative, and deeply connected to their purpose. Whether designing a luxury home, a commercial headquarters, or a transformative public space, DAAS delivers architecture that feels embedded in its environment, enhances well-being, and serves its community for generations.

Logo Usage 1

[02.]

Logo & Brand
Clear Space
Symbol
Logo Type
Logo Size
Usage





Logo & Brand

Why Logo Lockups Matter

The DAAS logo is more than just a symbol—it's a visual representation of the brand's identity, professionalism, and consistency. Using the correct, approved logo lockups ensures that DAAS communicates effectively and maintains a strong, recognizable presence across all platforms. Deviating from these standards—whether by altering proportions, colors, or placements—dilutes the brand's impact and creates inconsistency in how DAAS is perceived. Just as messaging must remain unified, a consistent visual identity reinforces trust, credibility, and brand recognition at every touchpoint.



DAAS

Masterbrand

DAAS

DESIGN &
ARCHITECTURE
STUDIO

Wordmark Lockup -
Horizontal

DAAS

DESIGN &
ARCHITECTURE
STUDIO

Wordmark Lockup -
Vertical / Stacked

DAAS

ARCHITECTURE
INC.

DAAS

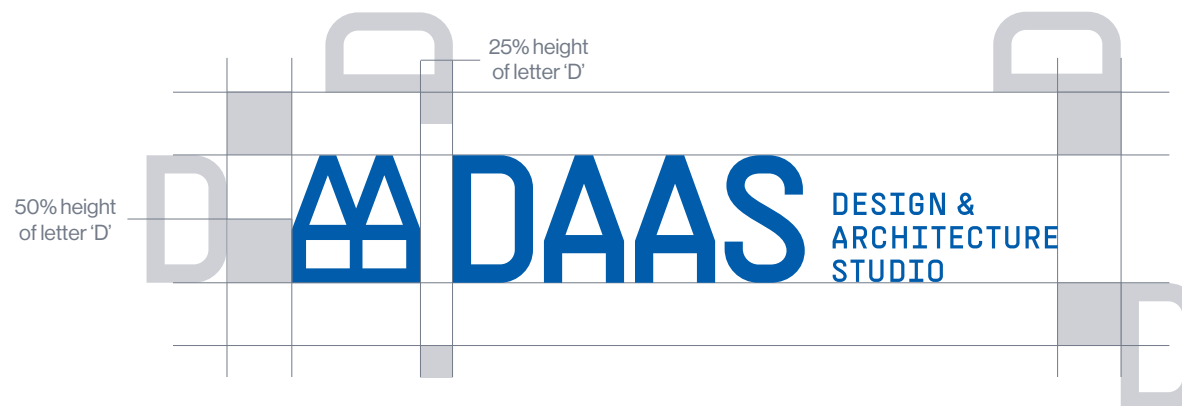
ARCHITECTURE
INC.

Alternative
Trade Name -
Vertical / Stacked

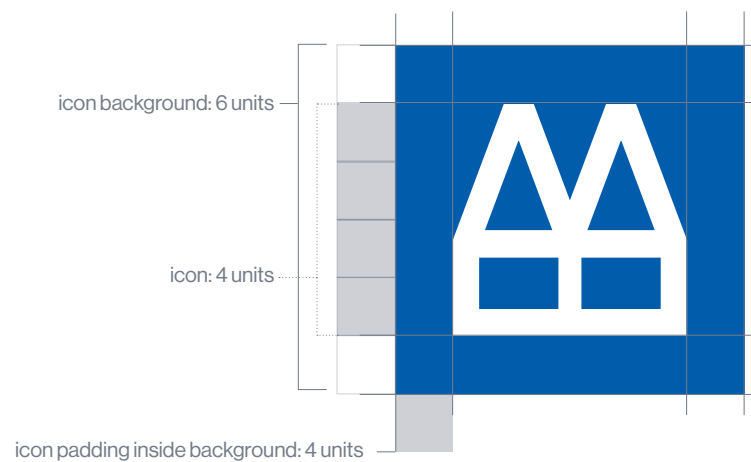
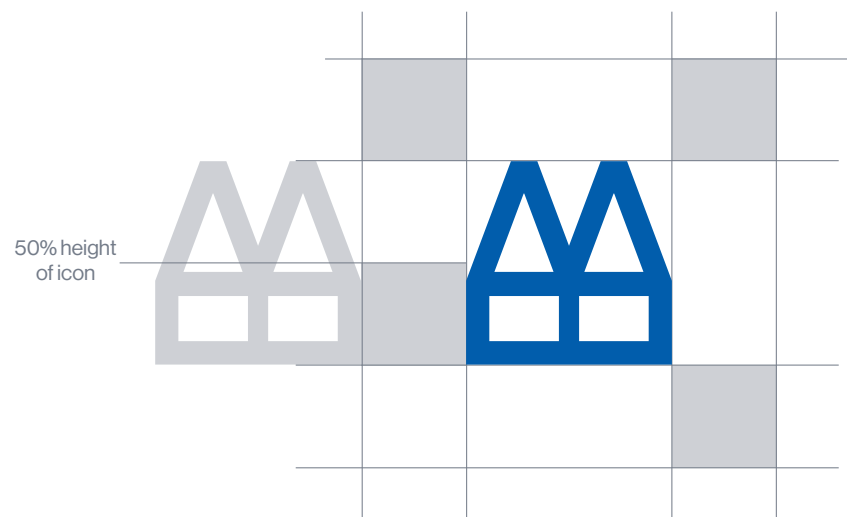
Clear Space

Why Clear Space Matters

Clear space around the DAAS logo ensures that it remains visually distinct, uncluttered, and easily recognizable across all applications. By maintaining proper spacing, we prevent other elements from crowding the brand, allowing DAAS to be communicated with clarity, professionalism, and impact.



Logo Symbol



Approved
Colourways



Logo Type

Logo Type Versions & Their Purpose

The DAAS logo is designed in two versions—horizontal and vertical—to ensure versatility across different applications while maintaining a strong, cohesive brand presence. These variations allow DAAS to be clearly and effectively communicated in any layout, ensuring optimal readability and impact across all touchpoints.



DAAS DESIGN &
ARCHITECTURE
STUDIO

Primary

For use in horizontal applications.



DAAS
DESIGN &
ARCHITECTURE
STUDIO

Secondary

For use in vertical applications.

Logo Size

Logo Sizing & Consistency

To maintain clarity and brand integrity, the DAAS logo should never be scaled below the minimum size requirements, as anything smaller can distort the typography and reduce readability. Consistently applying the correct logo size ensures that DAAS is always presented with precision, professionalism, and visual impact across all platforms.

DAAS DESIGN & ARCHITECTURE STUDIO

96 px
1.33in tall

DAAS DESIGN & ARCHITECTURE STUDIO

60 px
0.83 in tall

DAAS DESIGN & ARCHITECTURE STUDIO

32 px
0.44 in tall

DAAS DESIGN & ARCHITECTURE STUDIO

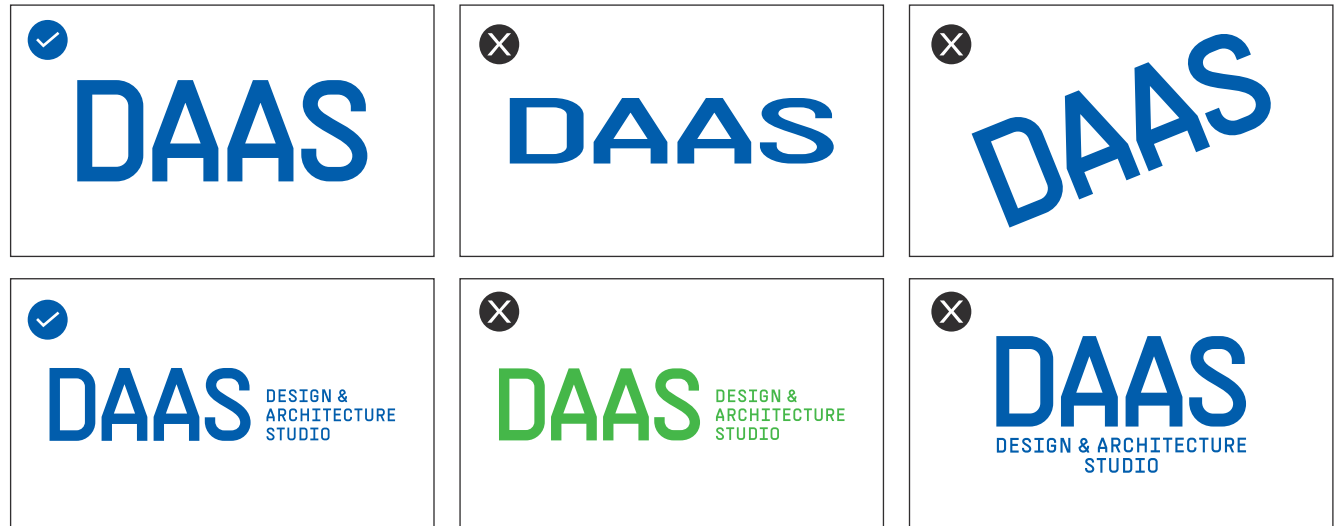
15 px tall
1 in.

DAAS

12 px tall
0.5 in.

Minimum Sizing
Web & Print

Logo Usage



Do

Do use the logo's in the exact way they are prepared and provided.

Don't

Do not change the colors to a color that is not in the approved palette. Do not tilt the logo. Do not change the logos proportions. Do not re-arrange the logo's elements.

Co1or System]

[03.

Palette
Usage



Color Palettes

DAAS Brand Colors

DAAS' colors are carefully chosen to be clear, contrasting, and visually striking, ensuring strong brand recognition and readability across all applications. To maintain consistency and integrity, only the approved colors from the brand palette should be used in any form of DAAS' design.

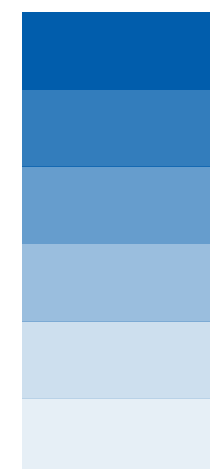
PRIMARY PALLETTE

	#005DAC RGB 0, 93, 172 CMYK 100, 68, 0, 0
	#231F20 RGB 35, 31, 32 CMYK 0, 0, 0, 100
	#ffffff RGB 255, 255, 255 CMYK 0, 0, 0, 0

SECONDARY PALLETTE

	#ECDD12 RGB 236, 221, 18 CMYK 10, 5, 100, 0
	#F15F35 RGB 241, 95, 53 CMYK 0, 78, 87, 0

TINT

	100%
	80%
	60%
	40%
	20%
	10%

Color Usage

Color Usage & Contrast

Maintaining a visual contrast ratio of at least 80% ensures that DAAS' branding remains clear, legible, and impactful across all applications. DAAS' colors are specifically chosen to uphold this standard, reinforcing a strong, visually cohesive identity that is both functional and aesthetically striking.



DAAS' brand is best communicated with white text on our darker color palette.

For light applications, maintain darker text to ensure clarity.

Typography :

[04.]

Typefaces
Highlight
Type Color
Alignment





Typefaces

DAAS Brand Typography

DAAS' fonts are carefully selected to reflect both architectural precision and artistic expression, embodying the balance of structure and creativity at the core of the brand. To maintain visual consistency and a cohesive identity, only the approved font families should be used across all facets of DAAS' communication.



PP SUPPLY SANS FONT FAMILY

Typography

Aa Aa

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

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +

H1 Lorem ipsum dolor
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H2 Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor inci-
dunt ut labore et dolore magna

Body Lorem ipsum dolor sit amet, consectetur adi-
piscing elit, sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua. Eget nunc
scelerisque viverra mauris in aliquam sem
fringilla ut. Commodos sed egestas egestas

Black
Bold
Semi-Bold
Medium
Regular
Light
Ultra-Light
Thin

APERCU FONT FAMILY

Typography

Aa Aa

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

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +

H3 Lorem ipsum dolor
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H4 Lorem ipsum dolor sit amet, con-
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Body Lorem ipsum dolor sit amet, consectetur adi-
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ut labore et dolore magna aliqua. Eget nunc sceler-
isque viverra mauris in aliquam sem fringilla ut.
Commodos sed egestas egestas fringilla.

Bold
Medium
Light
Italics

Highlight

Statements in design

Whether a call to action, or a piece of a design, any statement blocks should maintain color consistency with the color usage section of this document.

The form fits
the context

The form fits
the context

The form fits
the context

Type Color

Clarity in use

When adding text over images or solid colors, make sure that the clarity and clear space is maintained. Do not use busy backgrounds or photos that have a low contrast ratio to the text being placed on top.

The Form Fits
the Context

The Form Fits
the Context

The Form Fits
the Context

The Form Fits
the Context

Alignment

Font Alignment

DAAS' brand is communicated in form. When writing or designing with blocks of text, always maintain left or right justification. Even when fonts are to be centered within a design or element.

The Form Fits
the Context

The Form Fits
the Context

The Form Fits
the Context

Identity Design]

[05. ■

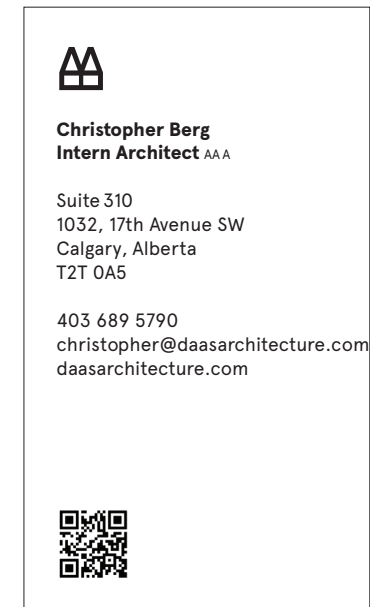
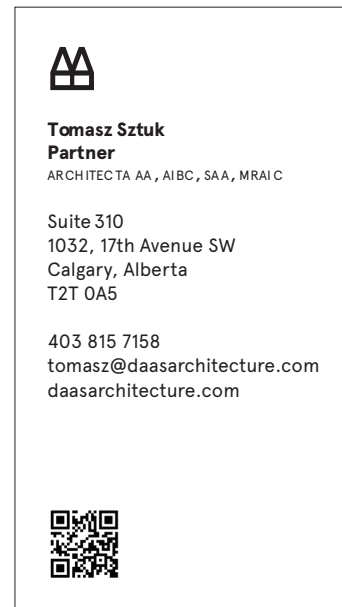
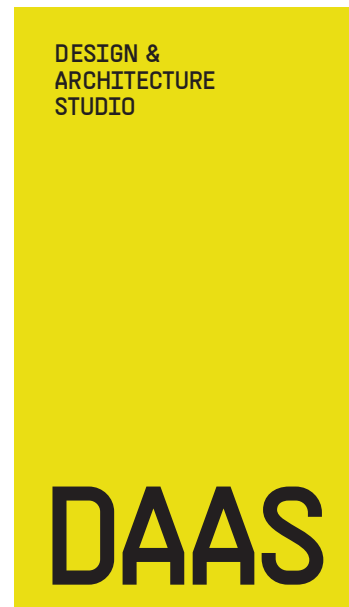
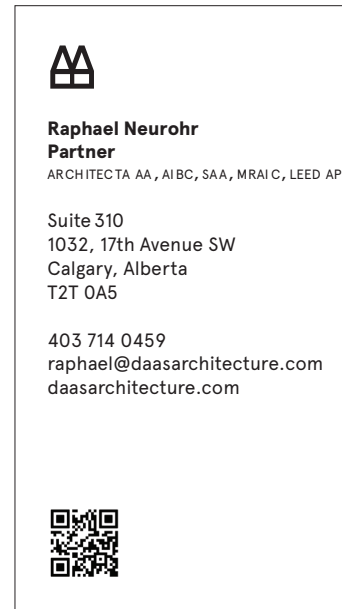
Identity
Design
Mockup
Showcase
Image
System



Identity Design

Business Cards

DAAS business cards feature bold brand-colored backgrounds and a minimalist design, ensuring clear and attention-grabbing communication. Printed on soft-touch cardstock, they add an extra layer of tactile experience, reinforcing the brand's refined and thoughtful approach.



Identity Design

Letterheads

DAAS letterheads are designed with a minimalist aesthetic, providing ample breathing room to keep the content front and center. The subtle use of brand colors adds impact while maintaining a clean, professional look.



Image System

Approved Imagery

Using only approved imagery ensures that all visuals representing DAAS are consistent, polished, and aligned with the brand's aesthetic standards. These images are carefully crafted to highlight specific angles, lighting, and colors, showcasing projects in their best light—any deviations must be approved by [contact name] to maintain brand integrity and visual impact.

Technical Imagery

Technical imagery—including site plans, sections, massing images, drawings, and blueprints—should only be used in a supplemental capacity to support the primary presentation images. These visuals are intended to add depth and context to the design process and should not be displayed in large formats unless specifically approved on a case-by-case basis.

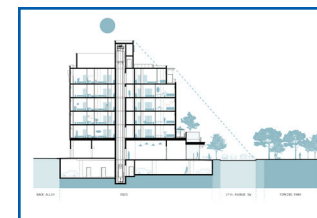
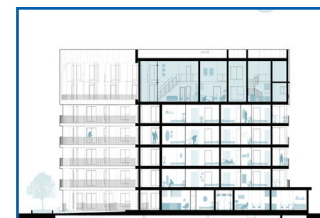
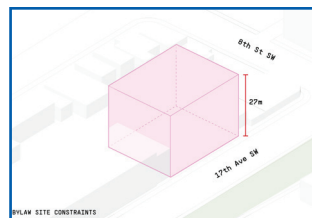


Image System

Banner Images & Presentation Guidelines

Banner images are landscape-oriented visuals specifically approved for presentation purposes, designed to showcase entire buildings with clarity and impact. To maintain effective communication and brand consistency, these images must always be used in their approved proportions, ensuring that the architecture is represented accurately and professionally.



Image System

Portrait Images & Design Accents

Portrait images are vertically oriented visuals used to highlight tall buildings or fine design details, such as materials, flow, and interior features. These images are specifically crafted to showcase accents and intricacies within a space, and must be used within their approved proportions to ensure the design's intent and impact are communicated effectively.



Image System

1. Cropping Portrait Images to fit landscape frames.

Photos designed to be portrait orientation are not meant to be cropped to fit a landscape frame.

2. Cropping images to create "accent" images.

Do not 'zoom into' approved imagery to show specific areas. Use approved accent photos only.

3. Using images that result in the building not fitting fully in the frame

Make sure when using approved imagery, that the entirety of the building is visible and not being partially cut off.

4. Do not use image color overlays for showcasing projects.

Image color overlays are only acceptable in limited design cases. When showcasing a project, do not apply overlays.



Originals:

An example how the original images were designed to look.

Identity Design

Presentation Folders & Notebooks

DAAS' presentation folders and notebooks are designed with a minimalist approach, reflecting the brand's commitment to simplicity and sophistication. The clean design ensures that the focus remains on the work itself, allowing the architecture and design to speak for themselves. Every detail is intentional—subtle, yet impactful, embodying DAAS' philosophy of creating spaces that feel natural and timeless.





Identity Design

Tote Bags

DAAS' tote bags are designed with simplicity and style, serving as both a brand statement and a thoughtful gift for clients. They offer a practical and stylish way to carry essentials while subtly communicating DAAS' brand identity.



Identity Design



Identity Design



[DAAS BRAND IDENTITY GUIDELINES

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DAAS

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