



Deepwave Brand Guidelines 2025

The Deepwave Brand

This guide outlines how to use the Deepwave brand consistently. A clear and unified look helps people recognize and trust the Deepwave name. Please follow these guidelines whenever you're creating materials that represent the brand.

The Deepwave Logo

The Deepwave logo uses the Audiowide typeface to convey a modern, tech-driven identity. The logo mark features geometric lines and angular forms that suggest signal flow and innovation, reflecting Deepwave's focus on radio frequency and AI solutions.

The clean, streamlined design emphasizes clarity and precision, making the logo both distinctive and adaptable across digital and physical applications.

Logo Variations



Logo Full (wide)



Logo Full (stacked)



Logo Mark

Logo Clear Space

Clear space must be maintained around all four sides of the logo when used both on print media and digital applications.

The clear space required on the Deepwave logo is equal to the "E" in the logo text.

In special cases, the logo mark may be scaled down in relation to the logo text, but it should not be reduced to less than one-third of its original size.

The logo should not be distorted (stretched, squashed, or rotated)

The logo can be used with the following color variations:

Blue

Hex: 174375

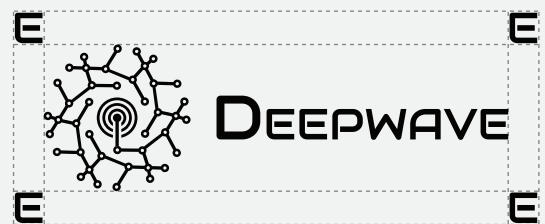
RGB: 23, 67, 117

CMYK: 100%, 81%, 28%, 13%

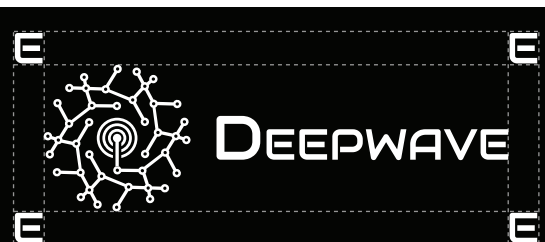
Black and White



Color



Black - contrasted against light background



White - contrasted against dark background

Color Palette

Deepwave’s palette combines deep navy tones with bright tech-inspired accents. The dark blues convey stability and intelligence, while the lighter blues suggest clarity and innovation. Vibrant orange accents bring contrast and energy, ideal for highlights and interactive elements. Together, these colors create a bold, modern identity suited for both digital and print use.

<div>Deep Navy</div> <div>Hex: 091935</div> <div>RGB: 9, 25, 53</div> <div>CMYK: 97%, 486%, 47%, 60%</div>	<div>Dark Blue</div> <div>Hex: 0f213e</div> <div>RGB: 15, 33, 62</div> <div>CMYK: 97%, 81%, 45%, 52%</div>	<div>Slate Blue</div> <div>Hex: 1e436a</div> <div>RGB: 30, 67, 106</div> <div>CMYK: 97%, 77%, 34%, 21%</div>	<div>Pale Blue</div> <div>Hex: ccdeff</div> <div>RGB: 24, 222, 225</div> <div>CMYK: 17%, 7%, 0%, 0%</div>	<div>Orange</div> <div>Hex: ffa833</div> <div>RGB: 255, 168, 51</div> <div>CMYK: 0%, 40%, 89%, 0%</div>

Additional Options

<div>Deep Orange</div> <div>Hex: ff8a00</div> <div>RGB: 255, 138, 0</div> <div>CMYK: 0%, 56%, 100%, 0%</div>	<div>Sky Blue</div> <div>Hex: 74caf1</div> <div>RGB: 116, 202, 241</div> <div>CMYK: 49%, 3%, 0%, 0%</div>	<div>Light Gray</div> <div>Hex: eaeaea</div> <div>RGB: 234, 234, 234</div> <div>CMYK: 0%, 0%, 0%, 8%</div>

Typography

The Deepwave brand is supported by the clean, versatile design of Fira Sans. Designed for optimal readability across digital platforms, Fira Sans balances modern functionality with a subtle futuristic edge—making it a natural fit for a technology-focused company.

Its open letterforms and geometric construction give Deepwave’s messaging a sense of clarity and forward momentum, whether used in user interfaces, presentations, or marketing materials. Fira Sans works well across headings, body text, and technical content, ensuring consistency and professionalism throughout all communications.

Fira Sans - Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_+	Fira Sans - SemiBold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_+
Fira Sans - Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_+	Fira Sans - Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_+
Fira Sans - Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_+	Fira Sans - Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_+

Alternative Typography

There will be instances when Fira Sans are not available, in which case you can use the fall back options Helvetica or Arial.

Helvetica ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_+	Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_+
--	--