



The DP corporate identity centers around the aesthetic exploration of the initial D and P. Its opposing and mirrored shape contain potentials for a strong and solid symbolism as well as philosophy for a logo.

The symbolic loop formed by the union of D+P signifies an eternal cycle of creation and business prosperity.

The logotype utilizes THE SERIF and THE SANS typeface, using their LIGHT variant for a distinct, crafty, and modern feel. The logotype is composed in lowercase to emphasize humility and dynamic spirit.

The main symbol consists a gradient of GOLD and COOL GRAY—a combination of heat and cool, a perfect harmony.

P 871 U

C: 13
M: 22
Y: 80
K: 19



P 5425 U

C: 42
M: 36
Y: 35
K: 10



haus

DOMAIN AESTHETICS