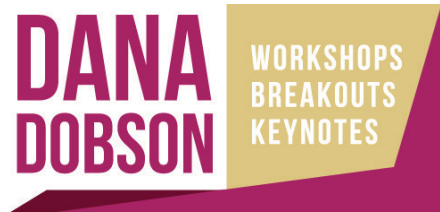


STYLE GUIDE

A COMPANY IDENTITIY KIT FOR
BRAND MANAGEMENT, STYLE & USAGE.

March 2019





HOW TO USE THIS BRANDING GUIDE

This document is a detailed handbook for anyone using or working with our brand: staff, partners, designers and vendors. It describes how to use the brand elements like the logo, colors, and brand name. Most importantly, this style and usage identity kit is to protect the look, feel, tone and culture of our company.

OUR LOGO

Our horizontal logo is preferred for most applications of the Dana Dobson brand. It should appear on a white background. However, situations may arise in which it makes more sense to use our secondary logo or a single color logo. Consistency across applications ensures that the latest evolution of our brand is synonymous with the Dana Dobson name and reputation. The name is typed in the font Bebas Neue.

These are the only approved versions of the Dana Dobson logo. Artwork for all versions of the Dana Dobson logo are available in CMYK, Pantone and RGB to accommodate almost any need that may arise.

WHAT NOT TO DO

It is exciting to have a new brand identity to use in presentations, publications and employee materials. Keeping the integrity of our brand is crucial. Here are some examples of what NOT to do with the Dana Dobson logo.

Colors

Never alter the colors from the official artwork.

Never replace our logo colors.

Never use non-brand patterns or backgrounds behind the logotype.

When logo of text is shown on a photographic background, the image should always be light or dark enough to ensure substantial contrast.

Shape

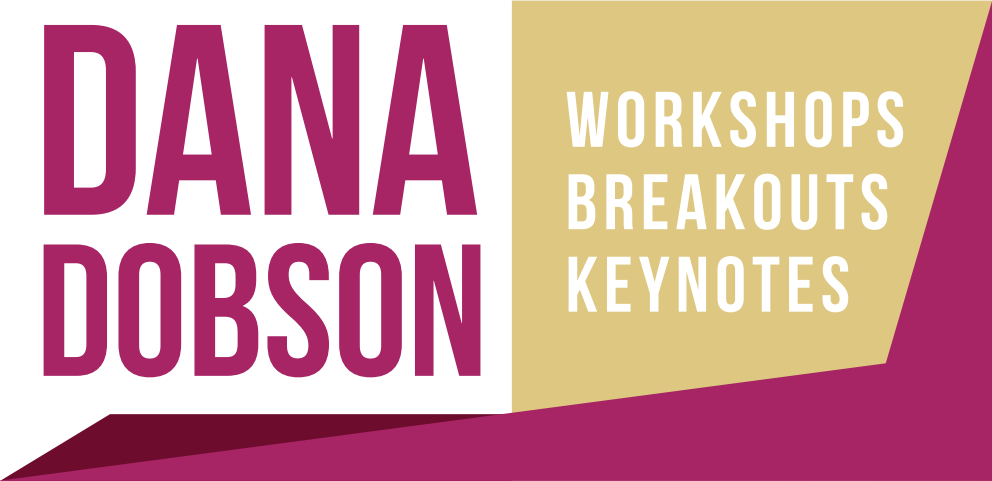
Never shrink or stretch the logotype.

Never spin, tilt, angle or alter the logotype. It has been designed to be read horizontally.

Endorsement

Do not place the logo in an endorsement phrase.

Hero Logo: Preferred



PRIMARY COLOR PALETTE

Magenta



Pantone	7648 C
CYMK	C32 M99 Y37 K7
RGB	R167 G35 B100
HEX	#A72364

Gold



Pantone	616 C
CYMK	C14 M19 Y58 K0
RGB	R221 G197 B129
HEX	#DDC681

Mauve



Pantone	7421 C
CYMK	C35 M100 Y65 K44
RGB	R110 G12 B47
HEX	#6E0C2E

COLOR DISTRIBUTION

Use plenty of open white space in your designs.

The use of white keeps the design feeling open, free and clear. The Primary Palette is the best color representation. The other colors in the Secondary Palette are meant for displaying chart data clearly and are to be used sparingly.

LOGO FONT — BEBAS NEUE

The text in the logo is typed in the font Bebas Neue.

BEBAS NEUE

COMPANY FONT — NOBILE

Nobile

Regular

Regular Italic

Medium

Bold

SYSTEM FONTS

Verdana may be used for situations where Nobile is not available.

Verdana

Regular

Regular Italic

Bold

WEB FONTS

Due to the progression of web technology, custom fonts can now be used on the web. The font families Nobile & Bebas Neue have a web version which can be downloaded from:

<https://fonts.google.com/specimen/Nobile>

<https://www.fontsquirrel.com/fonts/bebas-neue>

Font-family and fall backs: Bebas Neue, [Substitute Font], [serif/sans-serif]

Font-family and fall backs: Nobile, [Substitute Font], [serif/sans-serif]

GET IN TOUCH

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