



BRAND STANDARDS

LOGO VARIATIONS

The Digital Business Networks Alliance logo consists of a logotype and letter symbol – both of which are integral elements that should not be altered in any way. The primary logo features a horizontal orientation to be used whenever possible. If horizontal space is limited, the secondary logo may be used.

PRIMARY – HORIZONTAL



SECONDARY – VERTICAL



LOGO – COLOR USAGE

Display the logo using the approved full-color palette whenever the mark is used on light backgrounds or dark backgrounds. In situations where using full-color logo is not practical, reproduce all logo elements in the primary teal or black for light backgrounds. In situations where using full-color logo is not practical for dark backgrounds, reproduce all logo elements in white.

FULL COLOR



ONE COLOR



BLACK



REVERSED



LOGO – SPACING AND SIZING



The DBNA logo should always have at least the minimum amount of surrounding space. Clear space should separate the logo from other elements such as headlines, text, imagery and the outside edge of printed materials to maintain the brand integrity. The example shown, using the height of the letter “D” in “Digital” as a guideline, represents the minimum amount of clearspace to be used.

MINIMUM SIZE



“Minimum size” denotes the smallest allowable logo size. To ensure legibility, the logo can be proportionally scaled down to a minimum size of 1.5”.

PROPER AND IMPROPER USE

The integrity of the DBNA logo must be respected at all times. Please do not stretch, re-color or otherwise manipulate it. Any modification of our logo confuses its meaning and diminishes its impact. Always be sure the logo is legible when placing it over any color or image, and reverse the logo out using the proper colors.



PRIMARY AND ACCENT COLORS

Primary Teal

R:14 C:92
G:89 M:56
B:111 Y:42
 K:20

HEX: 0E596F

PMS: 2181 C
315 U

Primary Gold

R:242 C:5
G:188 M:27
B:78 Y:81
 K:0

HEX: F2BC4E

PMS: 142 C
2006 U

Accent Green

R:51 C:73 HEX: 33B886
G:184 M:0
B:134 Y:64 PMS: 2250 C
 K:0 2250 U

Accent Grey

R:176 C:31 HEX: B0CACE
G:202 M:11
B: 206 Y:16 PMS: 2176 C
 K:0 2176 U

Accent Teal

R:42 C:74
G:164 M:17
B:189 Y:21
 K:0

HEX: 2AA4BD

PMS: 2200 C
2200 U

Raleway

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Literata

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

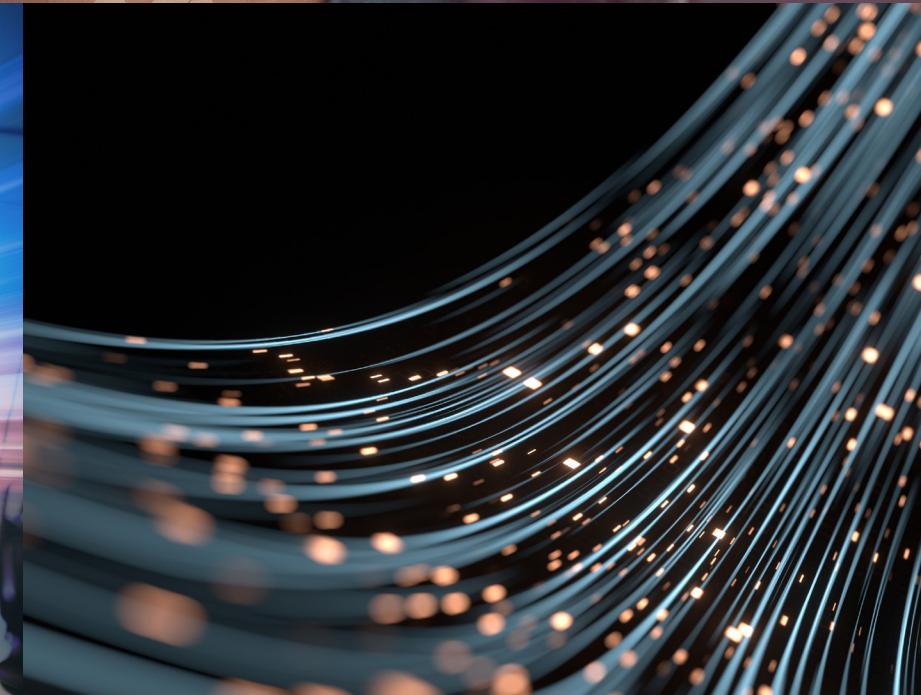
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

Typographic styling is essential to the proper delivery of our message. Consistent typographic use across multiple platforms is imperative in order to communicate quickly and efficiently to our audience.

Brand fonts include the Raleway and Literata font families. Examples of usage are shown accordingly.



BRAND IMAGERY

Imagery for marketing materials should always be contemporary and attention-grabbing in order to communicate bold innovation. Use clean images with dramatic lighting and a minimal color palette to best adhere to the brand look and feel.

