



Style Guide

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Primary logo

This version is used as the dean logo for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach.



Secondary logo

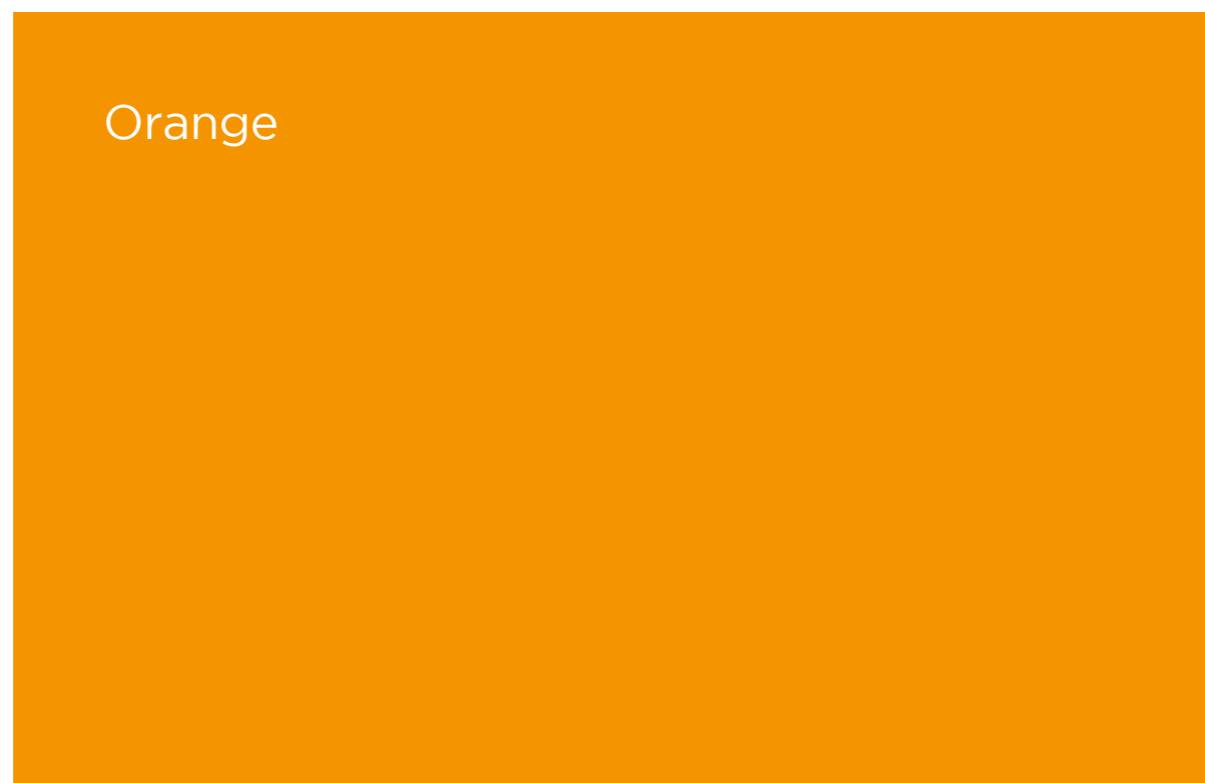
This version is used as the secondary dean logo and for central administration business communications. Is easily recognized at a variety of sizes for both print and digital communications.



Color

Color

Primary Color



Print



0 50 100 0

Screen



228 128 0

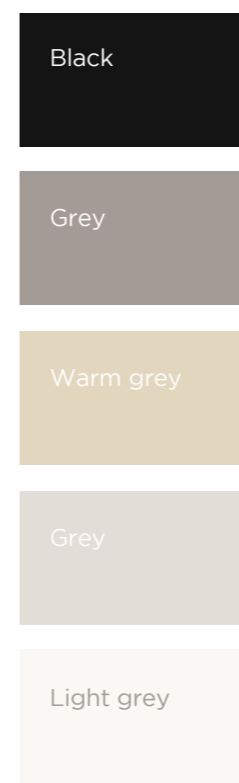
Web



f7941e

Color

Secondary Colors



Print



0 0 0 0

Screen



0 0 0

Web



000000

40 35 38 2

157 152 147

9d9893

14 14 29 0

218 208 181

dad0b5

8 8 12 7

218 213 205

e8e2da

3 3 5 0

246 244 240

f3feea

Logo usage

Primary use

Ideally, the logo should be reproduced in white on an orange (primary color) background. The combination of the white logo and the color orange will be the recognizable branding of dean and can be used in various statements like billboards, posters, photography and devices like tablets.



Secondary use

The logo can also be reproduced in orange (primary color) for white backgrounds, e.g. when the logo is used on stationery like letterheadings. When no color is available, the logo can be used in black.



Clear space

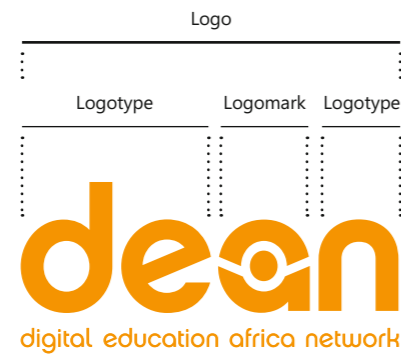
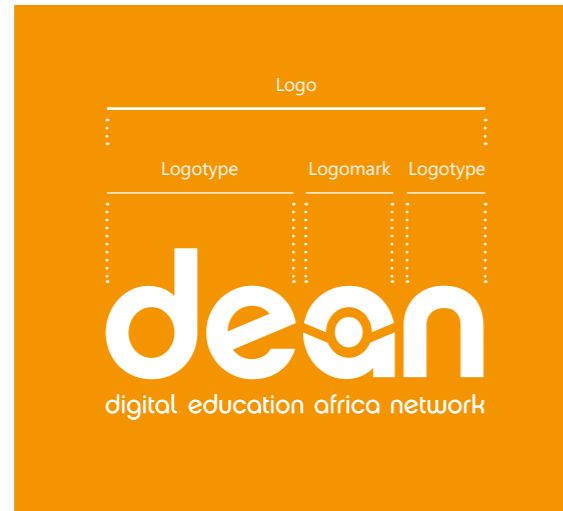
Allow the logo room to breath and maintain an appropriate amount of clear space around the logo. "X" represents the size of the "a" in the box and is used as a measuring tool to help maintain clearance.



Logo usage

Do use the entire logo

The dean logo includes the logomark combined with the logotype. Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from impostors or unauthorized uses.



Do not change the logo

The logo should not be altered in any way.



Do not change the logomark into an "a"



Do not remove parts of the logo



Do not distort the shape of the logo



Do not add additional type to the logo

Do use the logo this way



Do not use the logo this way



Logo usage

Do use the logo this way



Do not use the logo this way



Do not use the logo over busy backgrounds.



Do not use the color logo over backgrounds where there is not enough contrast to have the logo stand out.

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Gotham Light

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Gotham Medium

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Gotham book

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Gotham Bold

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Segoe regular

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Segoe bold

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Segoe italic

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Segoe bold italic

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Open Sans regular

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Letterheads



Unleashing
Potential



• Snelliuslaan 11
1222 TB Hilversum
The Netherlands
✓ +31 20 707 3377
• info@dean.ngo
• www.dean.ngo

Unleashing
Potential



• Snelliuslaan 11
1222 TB Hilversum
The Netherlands
✓ +31 20 707 3377
• info@dean.ngo
• www.dean.ngo

Unleashing
Potential



Date: Monday, november 25th 2016

Dear John Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque lectus ante, finibus sed commodo vitae, gravida vel sapien. Vestibulum egetas mollis una a mollis. Aliquam venenatis nec lectus volutpat semper. Vestibulum dapibus odio quis justo ultrices ullamcorper. Nulla vulputate velit nec leo pretium convallis. Mauris egetas volutpat enim, at malesuada risus vehicula a. Fusce sit amet nulla vestibulum, maximus arcu ac, commodo orci. Integer tempus malesuada nunc. Curabitur a lacinia lectus. Sed rutrum ante non dictum vestibulum. Nullam ornare dolor quis nisi ornare, pulvinar porta urna placerat. Aliquam mauris orci, hendrerit non facilisis eu, ullamcorper sed mi. Mauris est ligula, sagittis id consequat eu, malesuada a nunc.

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Kind regards,
Joost Dam



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• www.dean.ngo

Unleashing
Potential

Date: Monday, november 25th 2016

Dear John Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque lectus ante, finibus sed commodo vitae, gravida vel sapien. Vestibulum egetas mollis una a mollis. Aliquam venenatis nec lectus volutpat semper. Vestibulum dapibus odio quis justo ultrices ullamcorper. Nulla vulputate velit nec leo pretium convallis. Mauris egetas volutpat enim, at malesuada risus vehicula a. Fusce sit amet nulla vestibulum, maximus arcu ac, commodo orci. Integer tempus malesuada nunc. Curabitur a lacinia lectus. Sed rutrum ante non dictum vestibulum. Nullam ornare dolor quis nisi ornare, pulvinar porta urna placerat. Aliquam mauris orci, hendrerit non facilisis eu, ullamcorper sed mi. Mauris est ligula, sagittis id consequat eu, malesuada a nunc.

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Kind regards,
Joost Dam

