





Dolightful Donuts

Logo Signature

The Dolightful Donuts logo signature was designed to capture the happy-go-lucky vibe of the business while also representing the wide variety of customization options available to the customers.

The logo consists of a vibrant rainbow outlined in a dull purple color. Below the rainbow is a group of sprinkles arranged in the shape of an arc. The negative space around the sprinkles forms the shape of one half of a donut.



Safety Area

Use the safety area zone between the signature and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears.

PMS 806

Process Color
C 0 | M 92 | Y 0 | K 0

Screen Color
R 255 | G 23 | B 163

Web Color
HEX FF1783

PMS 803

Process Color
C 2 | M 4 | Y 96 | K 0

Screen Color
R 254 | G 234 | B 13

Web Color
HEX FFE71A

PMS 269

Process Color
C 81 | M 93 | Y 29 | K 17

Screen Color
R 77 | G 48 | B 105

Web Color
HEX 4D3069

PMS 3405

Process Color
C 73 | M 40 | Y 75 | K 0

Screen Color
R 56 | G 183 | B 115

Web Color
HEX 00AD68

PMS 801

Process Color
C 73 | M 10 | Y 7 | K 0

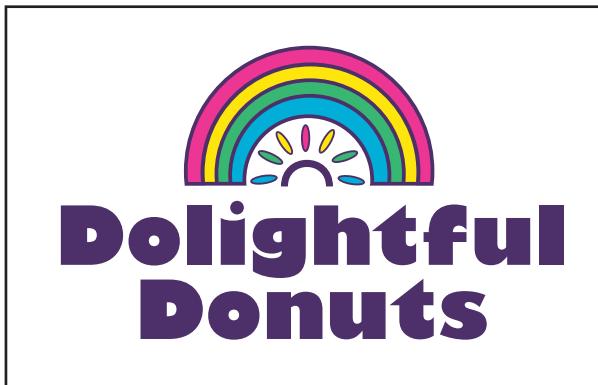
Screen Color
R 0 | G 174 | B 216

Web Color
HEX 00AED9

Color

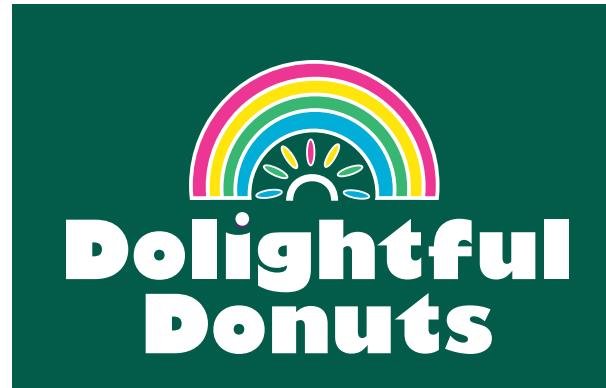
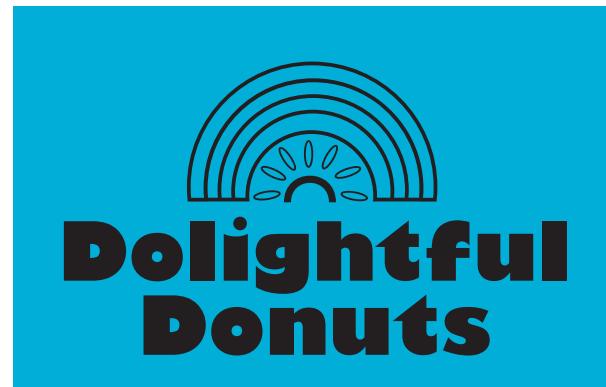
Color is an important aspect of the Dolightful Donuts brand. It is essential for the logo to feature every color listed above. It may also be used in black and white depending on the circumstances.

The logo should NEVER be portrayed in one single color, or just a few colors. All five colors, or in black and white. No exceptions.



Color Versions

Here are the various ways the Dolightful Donuts signature can be portrayed.



Usage on Different Backgrounds

Here are examples of the correct way to use the Dolightful Donuts logo on a variety of different backgrounds. Ideally, it should be placed on washed out colored backgrounds that allow the colors of the logo to pop. It is important for the background to not be so dark to the point where the name becomes difficult to read.

Gill Sans MT Regular

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNPQRST

UVWXYZ

1234567890&.,;:\$¢%!?(*)

Gill Sans MT Bold

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNPQRST

UVWXYZ

1234567890&.,;:\$¢%!?(*)

Gill Sans MT Italic

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNPQRST

UVWXYZ

1234567890&.,;:\$¢%!?(*)

Gill Sans MT Bold Italic

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNPQRST

UVWXYZ

1234567890&.,;:\$¢%!?(*)

Primary Typography

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the Dolightful Donuts brand.

Gill Sans MT, and its italic, bold, and italic bold typestyles are used throughout all of the pieces in the stationery system for address lines, names, titles etc.

Do not use one color for the logo



Do not change the color of the typeface



Do not change the outline color



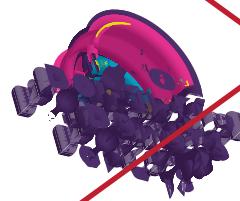
Do not change the color scheme



Do not use a different typeface



Do not create a 3-dimensional version



Do not warp or distort the signature



Do not use filters



Do not add or adjust strokes



Do not use the symbol in the logotype



Do not rearrange the parts of the logo

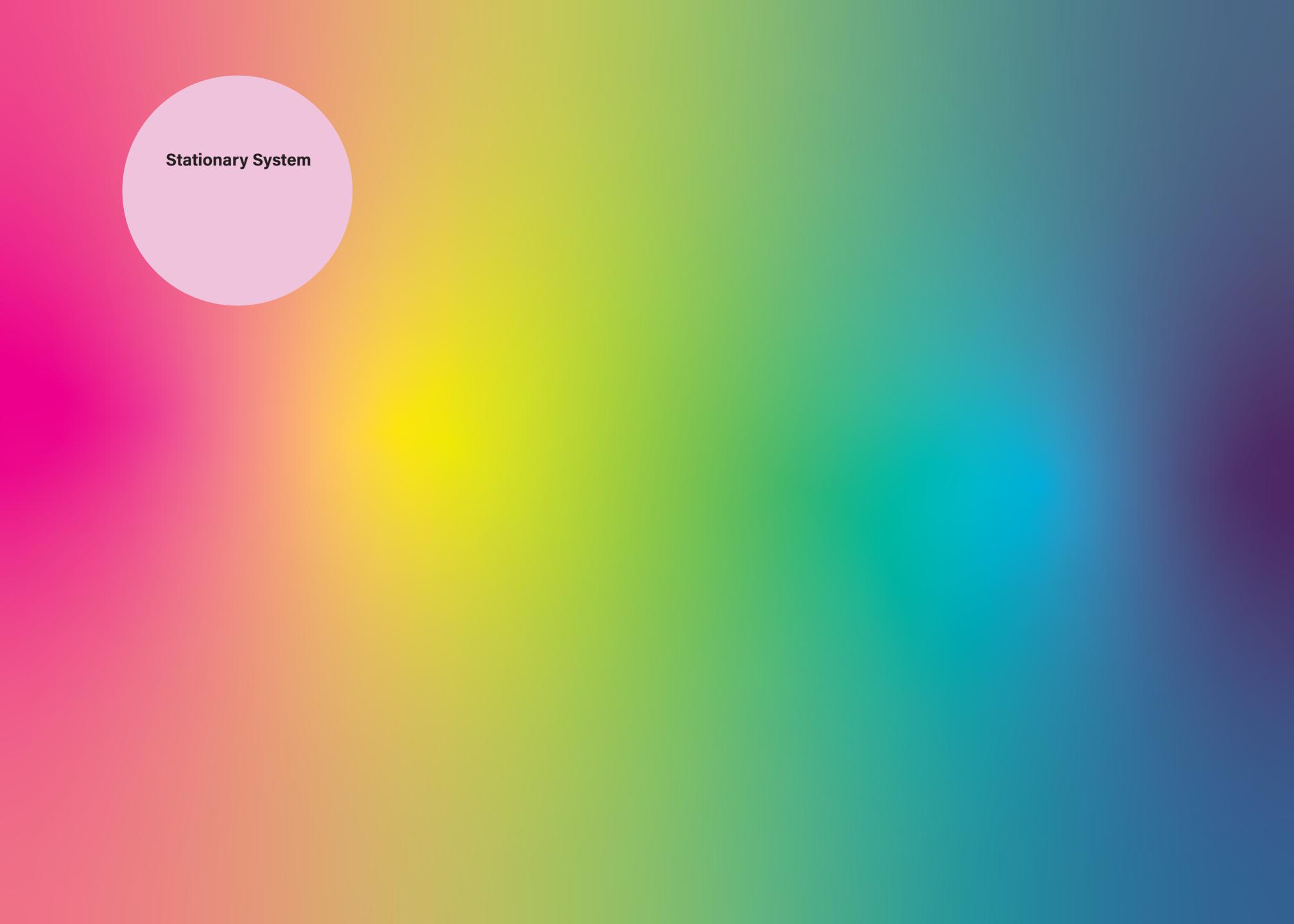


Do not combine effects



Incorrect Usage

For visibility, impact and overall integrity, it is important to retain a consistent use of the Dolightful Donuts logo. The logo is fundamental to the communications and should never be compromised. Always reproduce the logo from original artwork.



Stationary System



US Business Cards

3½" x 2"

Color: PMS 152 and Black

Stock: White Silk Coated 130DTC

Type Specifications: The employee's name is set in Gill Sans Nova Bold at a size of 10.5 pt. The job position is set in Gill Sans Nova italic at a size of 9 pt. Everything else is set in Gill Sans Nova Medium at a size of 7 pt.



U.S. Letterhead

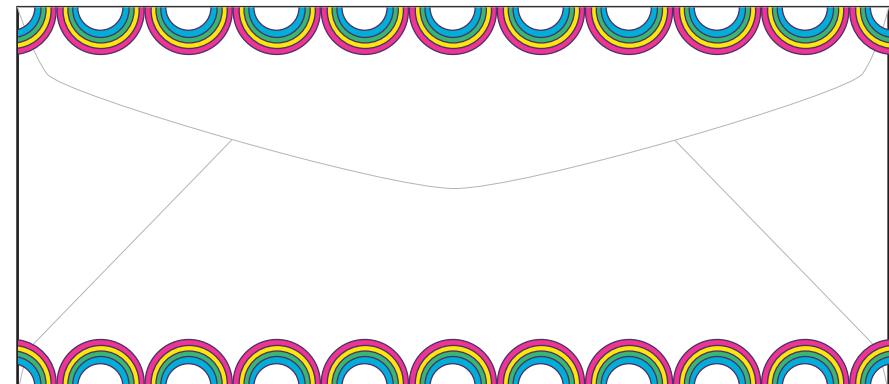
8.5" x 11"

Colors: PMS 806, PMS 803, PMS 269, PMS 3405, PMS 801, White, Black

Stock: Eco White Inxwell Vellum 80C



Type specifications: Information on the letterhead is set at Gill Sans Nova Medium at a size of 8 pt with about 11 pt of line spacing. The color of the bottom text is set at PMS 269, while the body text is set at pure black.



#10 Business Envelope

9.5" x 4.125"

Color: PMS 152 and Black

Stock: Pure White Laid 70T

Type specifications: Return address is set in Neue Haas Display Grotesk Display Pro 55 Roman at a size of 8 pt with 11 pt of line spacing. The company address is set in Gill Sans MT at a size of 7 pt with 8 pt of line spacing.

