



DENNY BRAND GUIDELINES
REV2-DT
9/11/2015

SECTION 1

WE'RE NOT JUST A BIKE BRAND

DENNY was born from the desire to take our utilitarian Seattle thinking and develop new personal transportation solutions that were tough enough for our weather. Yeah we made a bike, but maybe we'll make a hoverboard tomorrow.



SECTION 2

THE SEVEN HILLS



The DENNY mark comes from the “Denny Triangle”, the northeastern section of the Denny Regrade in Seattle. Combined with the principal of the “Seven Hills” of Seattle, the logomark roots itself in our urban history and culture.

SECTION 3

LOGO

The DENNY logo is designed to read well on-screen as well as on printed materials and products.

When using any of these logos, it's a good idea to follow the x-height rule. Give some space around the logo equal to its height.



Minimum logo size .25" tall.



The triangle emblem can be used on its own in full color or black and white, on light or dark backgrounds. The triangle should only be used where the name is directly implied.



The DENNY logo can be used the same way as the triangle logo. This logo should be used whenever possible.



Primarily, the DENNYBAR logo is designed to be printed on raw cardboard. If needed, the standard colored version above can be used over white.



SECTION 4

COLORS

The DENNY color palette is designed to inform the user of the brand and tie deeply into the roots of the "Emerald City".

CHARCOAL
C0 M0 Y0 K90
R55 G55 B55
#373737

Used on the logo and occasionally within background elements. On a product we just use flat black.

EMERALD
PANTONE 3385 C
R63 G213 B174
#3FD5AE

The classic "Emerald City" green re-imagined. Used on the logo and sparsely for accents.

WHITE
YES THIS IS
A COLOR

White dominates much of the external presentation space, leaving darker colors to take the interior or less dominant space.

SECTION 5

HOW WE TYPE.

DISRUPTIVELY

Our statements are usually not far from bold and descriptive. Large titles followed by minimally descriptive sentences drive the content of our presentation.

DENNY NAME

Because of the trademarks we hold, DENNY and all related products (ex. DENNYBAR) are typed in all caps. No trademark symbol is needed.

Large Titles (USE CAPITAL LETTERS) and body text.

DIN LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subheaders (USE CAPITAL LETTERS) and small caption text.

DIN MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Optional for titles that need visibility.

WHEN TYPING OVER DARKER BACKGROUNDS TITLES CAN BE HIGHLIGHTED

This treatment is best done over solid colors but can be used over photos as long as it doesn't get lost. 9 times out of 10 we keep the text separated from photos but sometimes this treatment is appropriate.

DIN BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

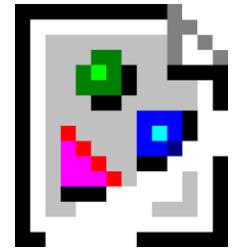
SECTION 6

PHOTOGRAPHY



Much of our content is driven by photographs. It is an important medium for us to convey the lifestyle we care about.

We tend to choose photographs that give a strong emotional quality to DENNY and make them as large as possible. Blow photos to the edge of the page whenever you can.



THIS DOESN'T SOLVE EVERYTHING

Your needs for applying our brand may not fit easily within this guide.
Please contact us with any questions or concerns.

Dan Taylor
Brand Tailor

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Sarah Matheny
Trademark Guru

smatheny@teague
000-000-0000

Someone else?
Position

example@teague
000-000-0000

SECTION 8

SIGNOFF/ WE LOVE YOU

We couldn't do what we do without you. Our contract requires that TEAGUE signs off on everything that goes to market under the DENNY brand, and we want to make sure that you're totally in sync with whatever we sign off on. Stay in touch often so we can make something cool together.

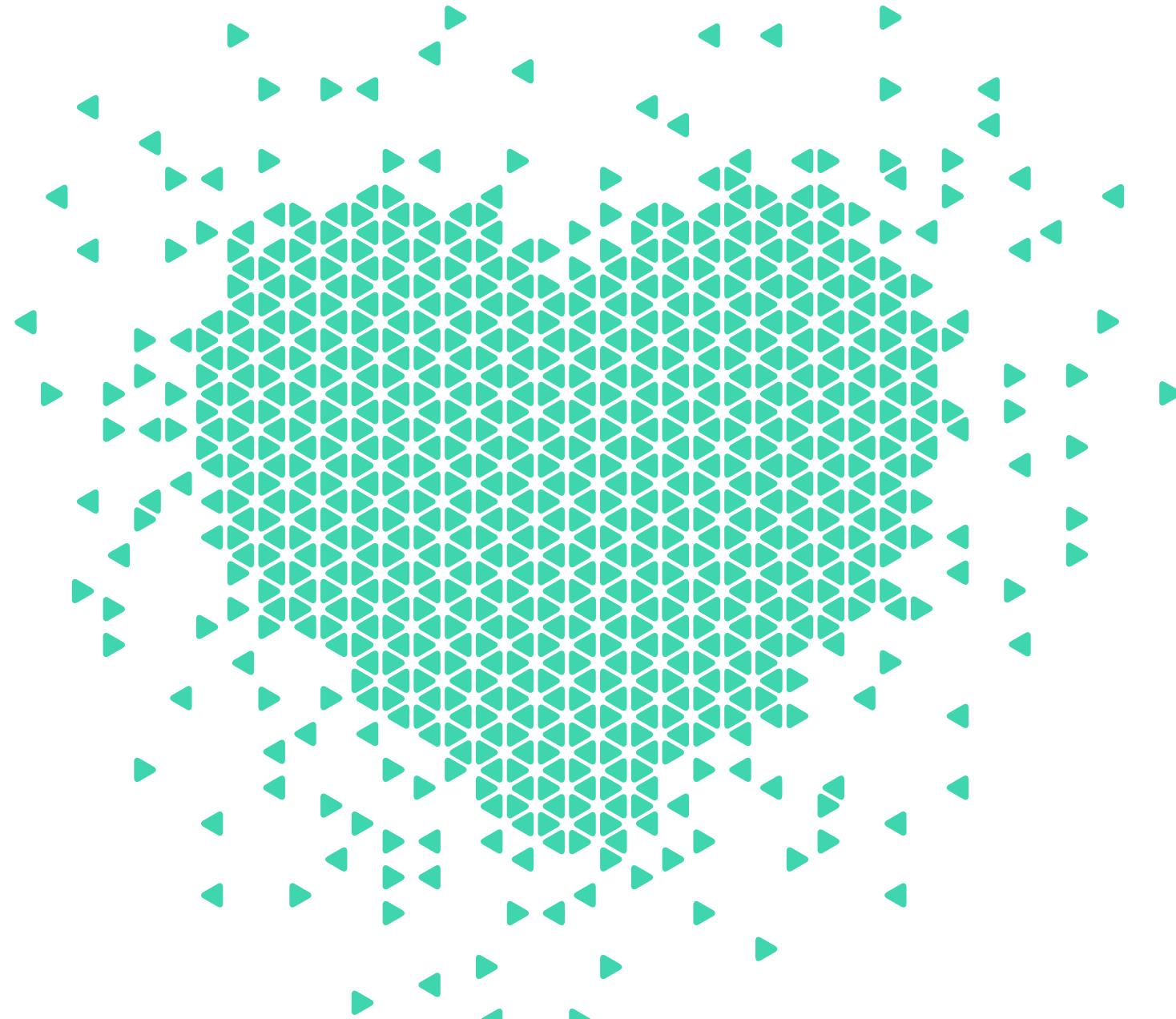
PARTNER

Name

Organization

Signature

Date



TEAGUE

Name

Title

Signature

Date