dreamsocket®

Brandmark Guidelines

Dreamsocket wordmark

dreamsocket ®

Dreamsocket graphic

Vertical version (alternate)

The Dreamsocket Brandmark

The Dreamsocket brandmark consists of the Dreamsocket graphic and the Dreamsocket wordmark. The graphic is an incomplete square, rotated 15 degrees counter-clockwise; the logotype is a customized version of Linotype's Frutiger bold (65) typeface and should never be retypeset. All elements of the brandmark are in a fixed relationship and should not be altered. Use the horizontal version wherever possible. The vertical version should only be used in applications with limited horizontal space.

Brandmark Color Specifications

Pantone: 186 C
RGB: 205, 0, 15
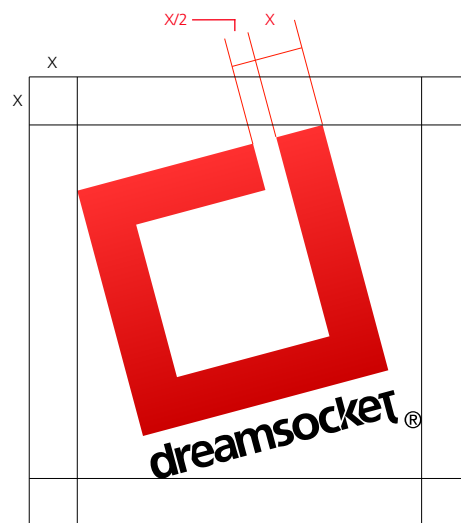CMYK: 17, 100, 100, 7
Web: CD000F

Dark area of gradient in Dreamsocket Logo

Pantone: Warm Red C
RGB: 247, 0, 24
CMYK: 2, 99, 100, 0
Web: F70018

Light area of gradient in Dreamsocket Logo

Pantone: Process Black C
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
Web: 000000

Dramsocket logotype

X/2 — X

15°

X/2 — X

X

Printed

On Screen

1.5 in wide

90 px wide

1.5 in wide

100 px wide

Clearspace

Clear space is the minimum "breathing room" maintained around the brandmark. This perimeter is defined by X which is equivalent to the stroke width of the Dreamsocket graphic. This area should be kept free of graphics, text and other marks. It also defines the minimum distance from the brandmark to the edge of a printed piece.

Minimum size

Minimum size refers to the smallest dimensions allowed for various brandmark versions and applications. It is stated as a minimum width.

Primary gradient

Light background versions

Dark background versions

Flat alternate

Light background versions

Dark background versions

Primary gradient

Light background versions

Dark background versions

Flat alternate

Light background versions

Dark background versions

Logo Versions (Vertical)

To ensure that the Dreamsocket brandmark is presented clearly and consistently in a variety of materials and applications, distinct variations of the brandmark are available. There are two groupings of Dreamsocket brandmark versions: primary gradient and alternate.

For primary gradient versions:
• Use the full-color version whenever possible
• Use the grayscale version for black and white applications

For alternate versions:
• Use the two-color version when 3D full-color branding is not practical
• Use the one-color version, on a light background when color branding is not possible (e.g., fax forms, promotional items)
• Use the one-color, dark background version to show contrast on dark back-grounds

Primary Colors

Pantone: 7457 C
RGB: 226, 240, 253
CMYK: 10, 2, 0, 0
Web: E2F0FD

Pantone: 7462 C
RGB: 42, 108, 162
CMYK: 87, 58, 18, 2
Web: 2A6CA2

Pantone: 290 C
RGB: 199, 221, 242
CMYK: 21, 7, 1, 0
Web: C7DDF2

Pantone: 647 C
RGB:32, 82, 122
CMYK: 93, 69, 32, 15
Web: 20527A

Pantone: 283 C
RGB:139, 186, 226
CMYK: 45, 18, 3, 0
Web: 8BBAE2

Pantone: Process Black C
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
Web: 000000

Gradients

Pantone: Warm Red C
RGB: 247, 0, 24
CMYK: 2, 99, 100, 0
Web: F70018

50%

Pantone: 186 C
RGB: 205, 0, 15
CMYK: 17, 100, 100, 7
Web: CD000F

Color Palette

The Dreamsocket color palette consists of six primary colors and one gradient. The color specifications are shown in Pantone, RGB, CMYK and Web equivalents.

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