



# DSTI Brand Guidelines

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# Official Logo & Colors

All proper logo formats and color usages are as follows. Any uses outside of what is outlined below need to be approved by the DSTI Marketing Manager before use.

## Full Color

(Use on white or light backgrounds)



## All-White

(Use on dark or colored backgrounds)



## Grayscale

(Use on white or light backgrounds)



## Color Palette



**PANTONE 2955** (PRIMARY)

**RGB** 0/56/101

**CMYK** 100/83/35/24

**HEX** 003865



**PANTONE 153** (SECONDARY)

**RGB** 190/106/20

**CMYK** 20/65/100/6

**HEX** BE6A14



**PANTONE 652** (TERTIARY)

**RGB** 126/155/192

**CMYK** 53/32/11/0

**HEX** 7090B7

## Black & White

(Use when color reproduction is not possible)



# Incorrect Logo Usage

Proper logo usage reinforces brand consistency and awareness. Do not use the DSTI logo in any of the ways outlined below.

## ✗ Do Not Stretch



## ✗ Do Not Use on Images



## ✗ Do Not Recolor



## ✗ Do Not Change Words



## ✗ Do Not Realign Elements



## ✗ Do Not Use at Low Opacity



# Official Fonts & Usages

All official font specimens are located below. Please adhere to the preferred usages as strictly as possible.

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## Avant Garde (book)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+;:'"><{}|.,/

Avant Garde *Book* is the preferred typeface for titles and headlines. Do not use any lower than 14pts as legibility and contrast becomes an issue. 20pt or larger is preferred for title and header use.

## Franklin Gothic (book)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+;:'"><{}|.,/

Franklin Gothic *Book* is the preferred typeface for body copy paragraph text. Do not use any lower than 8pts as legibility and becomes an issue.

## Franklin Gothic (medium)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+;:'"><{}|.,/

Franklin Gothic *medium* is the preferred typeface for sub headers. Do not use any lower than 12pts as legibility and becomes an issue.