



**BRAND GUIDELINES**

LOGO USAGE

COLOR

TYPOGRAPHY

DESIGN ELEMENTS

## About

DAI's Sustainable Business Group helps companies take advantage of emerging market opportunities while responding to the new challenges of rapid globalization. Our group of experts help unlock the commercial potential in exciting growth markets by advising companies on how to secure the social license to operate, comply with local laws and regulations and become a trusted partner for the government.

With more than 40 years of experience in the developing world, SBG's experts can help navigate complex markets with a focus on mitigating risk, building your company's reputation and boosting its bottom line. We are your trusted partner in making your global enterprise a responsible and sustainable local business.

## Primary

The primary logo should be used in all instances where space and layout allow.

## Logotype

Visby CF Extra Bold



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## Secondary

The secondary version of the logo should *only* be used when space or layout restrictions require an alternate to the primary logo.



**Clearspace**

A logo requires breathing space to help maximize its impact and presence. Following these guidelines will ensure that other graphic elements and type don't distract from the logo.



**Minimum Size**

The logo should always be reduced in proportion and never smaller than the sizes at the right to ensure proper legibility.



Do's & Don'ts



**Do** One color logo, brand gray or black



**Do** Reversed out white logo on a dark background

sustainable business group

**Do** When DAI logo is present elsewhere in the same space, SBG type can be used separately



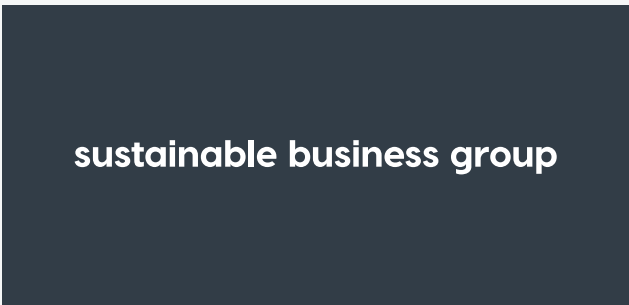
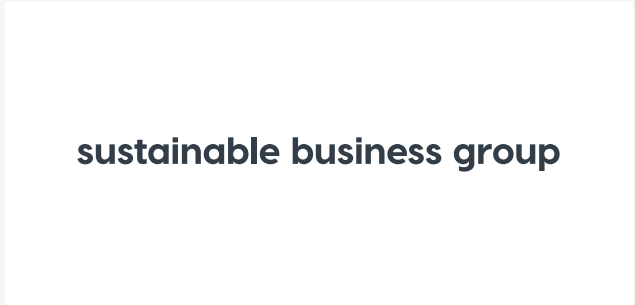
**Don't** Alter the ratio of text to DAI logo



**Don't** Add an outline stroke



**Don't** Add a drop shadow or outer glow



**Dark Gray/Blue**

CMYK 78, 64, 53, 44  
RGB 51, 62, 72  
PANTONE 432 C



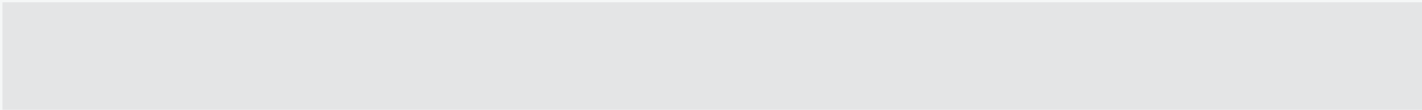
**Medium Gray**

CMYK 0, 0, 0, 26  
RGB 196, 198, 200  
PANTONE 421 C



**Light Gray**

CMYK 0, 0, 0, 11  
RGB 228, 229, 230  
PANTONE 427 C



**Blue**

CMYK 91, 51, 29, 7  
RGB 0, 106, 140  
PANTONE 315 C



**Orange**

CMYK 0, 71, 95, 0  
RGB 255, 109, 34  
PANTONE 1585 C



SBG COLOR PALETTE

Dark Gray/Blue

CMYK 78, 64, 53, 44  
RGB 51, 62, 72  
PANTONE 432 C



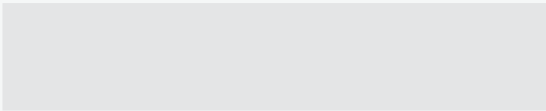
Medium Gray

CMYK 0, 0, 0, 26  
RGB 196, 198, 200  
PANTONE 421 C



Light Gray

CMYK 0, 0, 0, 11  
RGB 228, 229, 230  
PANTONE 427 C



Blue

CMYK 91, 51, 29, 7  
RGB 0, 106, 140  
PANTONE 315 C



Orange

CMYK 0, 71, 95, 0  
RGB 255, 109, 34  
PANTONE 1585 C



DAI COLOR PALETTE



Smoky Gray

CMYK 23, 2, 0, 77  
RGB 69, 85, 96  
PANTONE 432 C

Earth Brown

CMYK 0, 36, 100, 63  
RGB 108, 71, 19  
PANTONE 1405

Warm Gray

CMYK 0, 2, 3, 6  
RGB 239, 233, 229

Sky Blue

CMYK 41, 11, 0, 0  
RGB 147, 185, 220  
PANTONE 543

Grass Green

CMYK 60, 0, 80, 7  
RGB 106, 169, 78  
PANTONE 7489



Primary Typeface  
Gotham

Gotham Book

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Gotham Bold

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

Secondary Typeface  
Franklin Gothic Book  
Sofia Pro Bold

Body Type

Franklin Gothic Font Family

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Display Type

**Sofia Pro Bold**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**Primary Typeface**  
Gotham

## Objective of Analysis

1. This preliminary analysis has been used to identify the “*opportunity space*” related to local content from 7 identified Guyanese supply chains in EEPGL’s Liza Project.
2. The Analysis provides the foundation upon which EEPGL’s Centre for Local Business Development can structure its engagement with Guyanese supply chains, as well as for EEPGL’s direct engagement with Guyanese firms for core business activities. Central to this is the quantification of opportunities and risks of the seven selected supply chains.

**Display Typeface**  
Sofia Pro Bold

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Design Elements

Content containers, bullet points,  
rule lines



Content  
Container

- Bullet Point
- Bullet Point

Rule Line 4pt



Iconography Examples

Simple, bold, thick lines

