



# Brand Guidelines for Social Media



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# Logo Variations

Most often the logo will be presented in three colors (blue, gray, white), as displayed on the right side, but can also be adapted for use on black background.

The original and black logo can be used on light-colored backgrounds.

The gray, or white logo should be used on dark-colored backgrounds.

The “Listen. Empower. Connect. Learn. Grow” tagline should always be written as one line.

Always keep a clear space around the logo.

The logo should never be smaller than 300x100 px in digital.



# Typography

We recommend you use the default Open Sans font for the platform you are working on. However, DM Sans, and Open Sauce can also be used as alternatives. Various weights can be used to establish visual hierarchy, but the copy style overall should feel light.

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Open Sans

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**03**

Open Sauce

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**Open Sauce Bold**

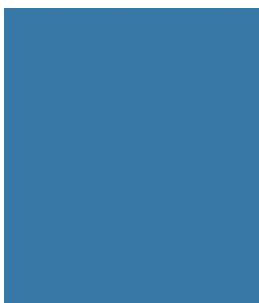
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# Color Palette

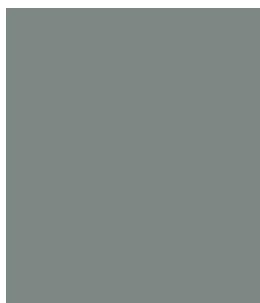
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A family of complementary colors has been established to represent D Byers & Associates. The bold, and strong core colors of the palette express knowledge and professionalism. Neutral colors extend the palette to address a full range of applications. When the colors are consistently applied, it builds awareness in the D Byers & Associates brand.

## PRIMARY LOGO COLORS



HEX: #3978A8  
RGB: 57, 120, 168  
CMYK: 66%, 29%, 0%, 34%

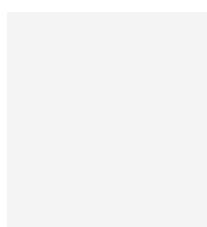


HEX: #7E8884  
RGB: 126, 136, 132  
CMYK: 7%, 0%, 3%, 47%

## ALTERNATIVE COLORS



HEX: #00A9AD  
RGB: 0, 169, 173  
CMYK: 100%, 2%, 0%, 32%



HEX: #F4F4F4  
RGB: 244, 244, 244  
CMYK: 0%, 0%, 0%, 4%



HEX: #E8E1DA  
RGB: 232, 225, 218  
CMYK: 0%, 3%, 6%, 9%



HEX: #393F4A  
RGB: 57, 63, 74  
CMYK: 23%, 15%, 0%, 71%

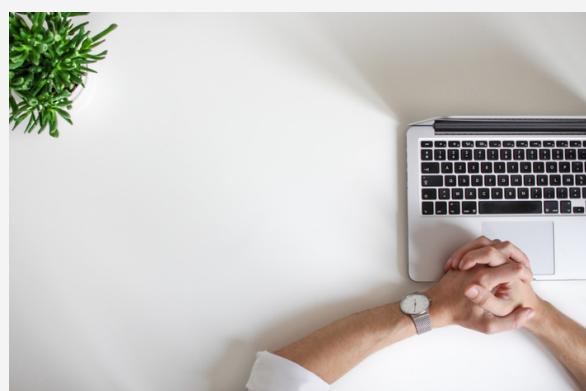
Example of uses: Website, social media, event invitations, emailing.

# Visual Direction

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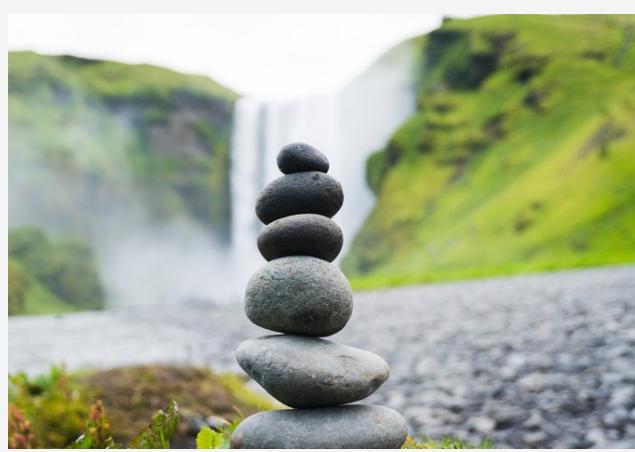
Visuals that reflect D Byers & Associates' expertise, knowledge, and professionalism should be selected to be used on the company's social media accounts and website.

Keywords examples: management, empowering, teamwork, leadership, creativity.



# Visual Direction

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# Applications

## LINKEDIN POST

- Keep logo size an average - no smaller than 300x100 px
- Place the logo at the bottom in the center



# Applications

## LINKEDIN BANNER

- Keep logo size an average - no smaller than 300x100 px
- Place the logo wherever there is a clear space on the image



# Applications

## TWITTER POST

- Keep logo size average - no smaller than 300x100 px.
- Place the logo at the bottom in the center

Find out your organization's needs.

**Facing challenges** with people, processes, or projects?  
We energize and equip your organization to create a winning future today.



**DBYERS**  
& Associates LLC  
Listen. Empower. Connect. Learn. Grow.

Find out your organization's needs.

**Facing challenges** with people, processes, or projects?  
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& Associates LLC  
Listen. Empower. Connect. Learn. Grow.

# Applications

## TWITTER

- Keep logo size average - no smaller than 300x100 px
- Place the logo at the bottom

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& Associates LLC  
Listen. Empower. Connect. Learn. Grow.

# Applications

## TWITTER HEADER

- Keep logo size an average - no smaller than 300x100 px
- Place the logo wherever there is a clear space on the image



