



BRAND GUIDELINES

TABLE OF CONTENTS

01	Introduction
02	Primary & Inverted Logo
03	About Our Logo
04	Logo Usage
05	Brand Colors
06	Typography
08	Logo Backgrounds
09	Do's and Don'ts
11	Iconography
12	Outro

INTRODUCTION

We are proud to present the brand guide of Dillon Beavers. At Dillon Beavers, we understand the significance of maintaining a consistent brand identity across all marketing channels. Whether it's our logo, colors, fonts, or messaging, every element plays a crucial role in shaping how our audience perceives us. This comprehensive brand guide serves as a roadmap for ensuring that all marketing materials accurately represent our brand and resonate with our audience.

This guide is designed to assist in creating marketing materials that align with our brand identity. Before utilizing the logo, colors, and fonts, carefully review this guide for comprehensive guidance. Consistency is key to building brand recognition and loyalty. By adhering to the guidelines outlined in this document, we can ensure that every interaction with our audience reinforces the values and attributes that define Dillon Beavers.

In addition to visual elements, this brand guide also provides insight into our brand voice and messaging. Clear and consistent communication is essential for establishing trust and credibility with our audience. By understanding and applying the tone, language, and messaging principles outlined in this guide, we can effectively convey our brand personality and connect with our target market on a deeper level.

Ultimately, this brand guide serves as a valuable resource for everyone involved in creating and distributing marketing materials for Dillon Beavers. Whether you're a designer, marketer, or content creator, this guide provides the tools and guidelines needed to maintain brand consistency and integrity. By working together to uphold our brand standards, we can continue to build a strong and memorable brand that resonates with our audience for years to come.

PRIMARY & INVERTED LOGO



ABOUT OUR LOGO

This section provides an in-depth exploration of the design elements and profound meaning encapsulated in the distinctive our logo. The logo serves as a powerful visual representation, embodying the core identity of our brand. Our logo features the initial monogram "DB" in a bold custom serif font, exuding a sense of tradition, reliability, and timelessness. The custom serif font adds a touch of elegance and sophistication, reflecting our brand's commitment to quality and excellence. Its boldness conveys strength and confidence, highlighting our brand's resilience and determination. With its unique design elements, our logo leaves a memorable impression on our audience, reinforcing our brand's values and fostering trust and credibility.



LOGO USAGE

Maintaining the integrity and legibility of our logo is paramount for a strong brand presence. Always utilize the logo in its original form, refraining from alterations in proportions, colors, or typography. Surround the logo icon with ample whitespace or margin to enhance visual impact, ensuring it stands out effectively and leaves a lasting impression.

Consistency is key in logo usage. Employ the logo icon without modifications in various contexts, such as social media profiles or favicons. However, it should always be unmistakably part of the brand identity. Avoid actions like rotating, flipping, or embedding in complex designs that may detract from its intended meaning and dilute the brand's visual coherence.

A consistent and thoughtful approach to the logo reinforces brand identity, fostering increased recognition among the target audience. By adhering to these guidelines, you not only bolster the visual representation of the brand but also contribute to a cohesive and recognizable brand presence across diverse platforms. This commitment ensures that the brand's message remains clear and resonates effectively with your audience.



BRAND COLORS

ND BLUE

#0C2340

CMYK
99, 84, 45, 51

RGB
12, 35, 64

HSB
213, 81, 25

PMS
289

ND METALLIC GOLD

#AE9142

CMYK
31, 39, 88, 5

RGB
174, 145, 66

HSB
43, 61, 68

PMS
10127A

WARM WHITE

#F8F4EC

CMYK
2, 2, 6, 0

RGB
248, 244, 236

HSB
39, 4, 37

PMS 98%
P 1-9 C

SKY BLUE DARK

#C1CDDD

CMYK
23, 13, 6, 0

RGB
193, 205, 221

HSB
193, 205, 221

PMS 99%
537 U

TYPOGRAPHY

Roboto Slab

BODY

We have chosen 'Roboto Slab' as the primary typeface for all body and supporting text across our branding. This Slab Serif font is available for free download on Google Fonts.

FONT PREVIEW:

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADLINE:

Roboto Slab **ExtraBold**

SUB HEADLINE:

Roboto Slab **SemiBold**

BODY:

Roboto Slab Regular

TYPOGRAPHY

GRADUATE

HEADLINES

We have selected 'Graduate' font for all exclusive headlines and highlighted text. This college block style font is available for free download on Google Fonts.

FONT PREVIEW:

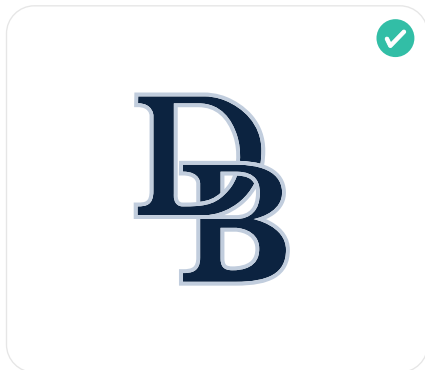
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

EXCLUSIVE HEADLINE:

GRADUATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LOGO BACKGROUNDS



#FFFFFF



#0C2340



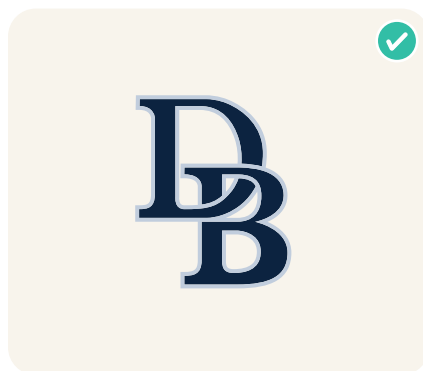
Wrong Combinations



Unnecessary Gradients



#AE9142



#F8F4EC



Various Gray Tones

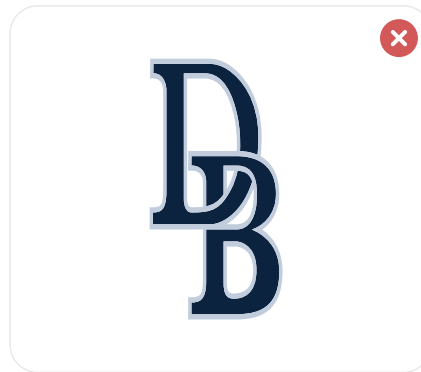


Any Non-Brand Colors

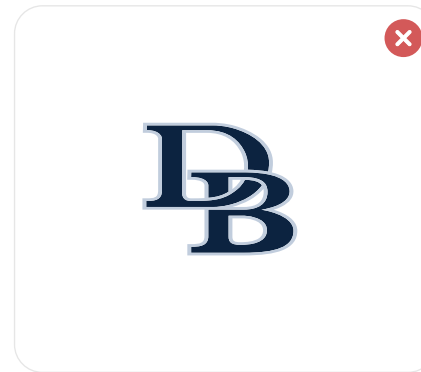
DO'S & DON'TS



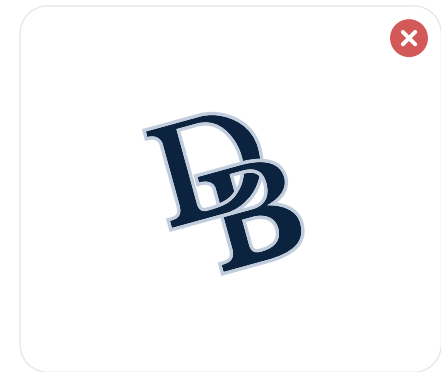
The logo design is in perfect proportion.



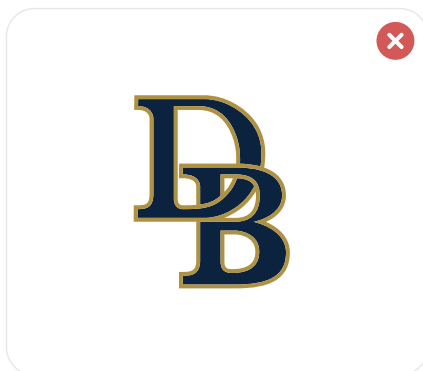
Do not squeeze the logo out of proportion



Do not stretch the logo out of proportion



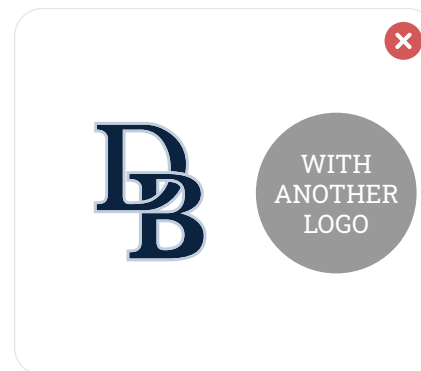
Do not rotate, tilt, or warp the logo



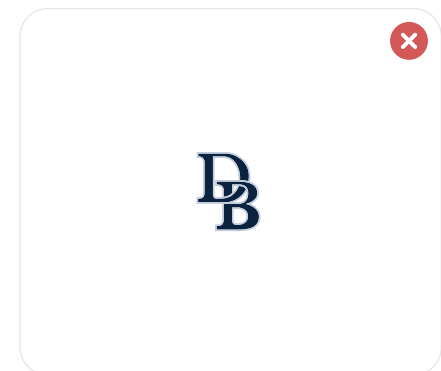
Do not change or swap logo colors



Do not use drop shadows or any other effects

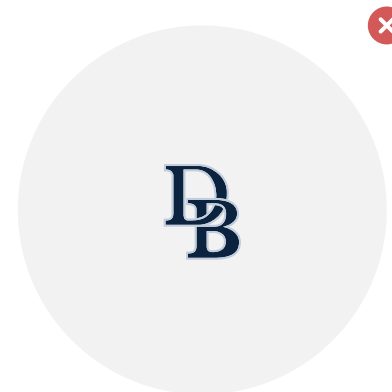


Do not overlap with another logo



Do not scale down the logo too much.

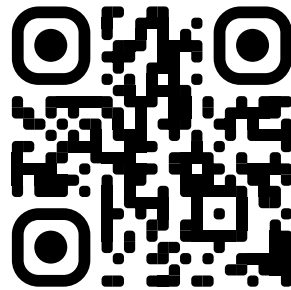
DO'S & DON'TS



ICONOGRAPHY

The Iconography we present is a carefully curated assortment of sleek and adaptable icons that encapsulate the essence of our brand. These icons are thoughtfully designed to prioritize simplicity and clarity, facilitating smooth integration across diverse platforms. By adhering to the guidelines provided in this brand guide, you can use these icons with assurance to elevate communication and uphold visual consistency across our brand identity.





WWW.BCHSMT.COM

