

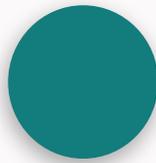
DGH STYLE GUIDE

The following identity and brand system for DGH was created to help you present the brand in a consistent, and proprietary way. A consistent and professional approach to using these guidelines is crucial to building a recognisable brand for DGH. Please follow these guidelines in all materials.

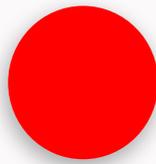
COLOURS

One of the key elements to building a strong brand is proper and consistent use of color. For this reason, the color palette provided should be used exclusively for promotion of the company. This applies to any materials that are either sponsored by or has an implied sponsorship of DGH.

The primary colors of DGH are teal and red and are included in the palettes. It is vital to use RGB for web and CMYK for print.



C	85.52%	R	19
M	33.64%	G	124
Y	49.09%	B	125
K	9.62%	HEX	#137C7D



C	0%	R	225
M	99%	G	0
Y	100%	B	0
K	0%	HEX	#FF0000

TYPOGRAPHY

Typography provides the framework for the content of the company's printed and digital communications. Two fonts have been selected for maximum flexibility:
Helvetica Neue & Plateia.

These fonts present a professional, clean look that are modern enough to project the image of a progressive, forward looking company. The two fonts - along with their complete families of regular, semibold, bold, and the occasional italic in body copy are recommended for all marketing publications.



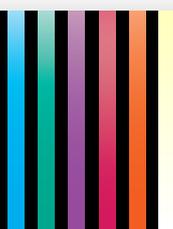
HEADINGS PLATEIA

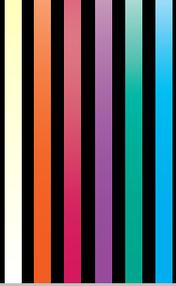
**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**



Body Helvetica Neue

abcdefghijklmnop
qrstuvwxyz





LOGO USAGE

How we use our logo is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The following guidelines should always be your first option.

HORIZONTAL

Clear Space

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.



PORTRAIT

Preferred Usage

The preferred use of the logo is colour on a white or light background. This application of the logo should always be considered as the first design option.



INCORRECT LOGO USAGE

Versions of the logo should not be used if they are: pixelated, squeezed, stretched, have elements out of place, recolored other than the permitted colours. Unauthorised or out of date logos should not be used.



Do not alter the opacity



Do not distort



Do not convert to greyscale

