



BRAND GUIDELINES

NOTE: Colors may look very different on screen, but trust the numbers. When in doubt, use CMYK for printing and RGB for web use.

COLOR

DINOS MAIN BRAND COLORS

DINOS RED



CMYK

C 8 M 100 Y 90 K 1
To use for printed materials only



WEB RGB

R 217 G 31 B 49
R D9 G 1F B 32
Good for on-screen / web use only

DINOS BLUE



CMYK

C 33 M 2 Y 2 K 0
To use for printed materials only



WEB RGB

R 163 G 217 B 243
R A6 G D9 B F4
Good for on-screen / web use only

DINOS YELLOW



CMYK

C 1 M 8 Y 68 K 0
To use for printed materials only



WEB RGB

R 255 G 226 B 112
R FE G E2 B 72
Good for on-screen / web use only

DINOS DARK GRAY



CMYK

C 60 M 54 Y 53 K 70
To use for printed materials only



WEB RGB

R 49 G 48 B 47
R 31 G 30 B 2F
Good for on-screen / web use only



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COLOR

DINOS DOG ICON COLORS

DINOS BROWN DOG



CMYK

C 30 M 50 Y 75 K 10
To use for printed
materials only



WEB RGB

R 169 G 124 B 80
R A9 G 7D B 51
Good for on-screen /
web use only

DINOS DOG TONGUE



CMYK

C 0 M 49 Y 33 K 0
To use for printed
materials only



WEB RGB

R 246 G 154 B 147
R F6 G 9B B 94
Good for on-screen /
web use only



BRAND GUIDELINES

USE OF LOGO

CORRECT USE OF **DINOS** LOGO



ICON LOGO

Ideal choice to introduce the concept of DINOS, to be used as main logo for DINOS brand.



TEXT LOGO

Text only logo for DINOS brand, to be used in areas where vertical space is limited and across DINOS team collateral.

THINGS TO AVOID

- Avoid color overlapping on any part of the logo
- Avoid stretching or squashing logo, always keep accurate proportions
- Keep logo away from clutter, always leave appropriate white space around it to keep brand clean and elegant.



BRAND GUIDELINES

USE OF LOGO

IDEAL WHITE SPACE FOR **DINOS** LOGO



X-HEIGHT

X-Height (red box) is the ideal amount of white space you should have around your logo.





BRAND GUIDELINES

BRAND FONTS

DINOS SIGNATURE FONTS



GORDON

BLACK

Used only for the DINOS acronym.

BRANDON GROTESQUE

BOLD

Used for important titles, headlines, subtitles and the tag line “DOGS IN NEED OF SPACE”.

ARCHER

Book - Good choice for body text in printed materials

Book Italic - Good choice for body text in printed materials

Semibold Italic - Used in the DINOS Text logo for the tag line “Dogs In Need Of Space.”

Fonts included in package.

FONTS FOR WEB

Brandon Grotesque Bold is available as a web font but will need to be purchased separately through www.myfonts.com.

Gordon and Archer are not yet available as web fonts, however, any clean and simple Sans Serif font can be used to compliment the brand on the web.

WE ARE ALWAYS HERE FOR YOU!

If you have any questions or need additional files provided, or need any advice in managing your brand, we are always here for you, never hesitate to call us, whatever you need. Enjoy your new brand!

Sincerely,
The **DESIGN LAB** Team

