DAVISTECH
DAVIS TECHNICAL COLLEGE

STYLE GUIDE

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About
this **brand**

This identity guideline is a tool designed to project the image, values, and mission behind the DAVIS TECHNICAL COLLEGE brand.

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation.

You never get a second chance to make a first impression.

- Andrew Grant, Even -

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of **contents**

THE
LOGO DESIGN

01

Our logo is the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage.

1. The logo and its usage / 2. Black, white and gray scale / 3. Logo construction + clearspace / 4. Mininum logo sites and incorrect uses
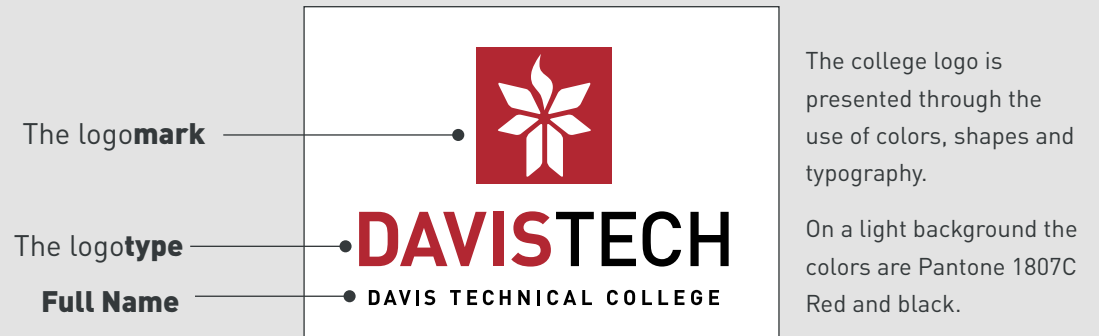
The **logo** and usage

The DAVIS TECHNICAL COLLEGE logo combines three elements: the DAVISTECH logotype,the logotype DAVIS TECHNICAL COLLEGE and the icon as a graphical element. These elements should never be changed without the approval of the Marketing Department. Position, size, and color, along with the spatial and proportional relationships of the DAVIS TECHNICAL COLLEGE logo elements, are prede-termined and should not be altered.

There is a horizontal and a vertical version of the logo.

Used consistently, they will reinforce public awareness of the college.

Logo – Standard **VERTICAL** Version

The logo**mark**

The logo**type**

Full Name

The college logo is presented through the use of colors, shapes and typography.

On a light background the colors are Pantone 1807C Red and black.

LOGO - STANDARD VERSION FOR **DARK BACKGROUND**

Logo – **HORIZONTAL** Version

LOGO – HORIZONTAL VERSION FOR
DARK BACKGROUND

Black and **White**

The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Davis Technical Logo color palette when possible, using black or white if necessary.


100% Black

100% white (reverse)
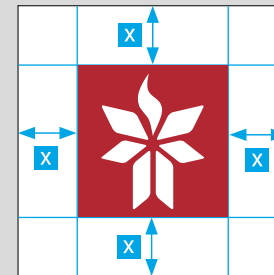
Logo
construction
+ clearspace

The Davis Technical College logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the height of the letters in the logotype. The logo must always fit into the clearspace area and can not be intervened by
other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.

FULL LOGO AND LOGO MARK
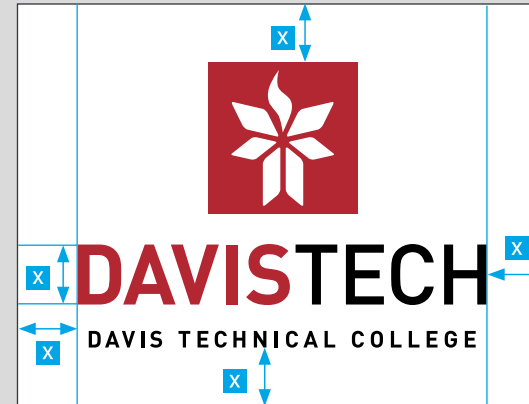
Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility.

Clearspace is also needed around the logomark if used independently.

MINIMUM LOGO SIZES

There are no predeterminded sizes for the Davis Technical College logo. Scale and proportion should be determined by the available space, function and visibility. In print, the logo minimum size is 2.5 cm wide, for the mark it is 1 cm wide.

Also, keep in mind "Bigger is not always better." Do not fill a page with the logo. The red icon shows up extremely well on a page and does not need to fill it.

Please note: The logo cannot be changed. Although creativity is appreciated please do not alter the logo in anyway!

RECOMMENDED LOGO SIZES

Recommended Smallest Mark Size – **2.5 cm**

1 cm

Recommended Cover Page Size – **6 cm**

Recommended Letterhead Size – **4 cm**

Recommended Smallest Page Size – **2.5 cm**

LOGO INCORRECT USES/STYLES

DON'T rotate the logo

DON'T add a drop shadow

DON'T rearrange elements

DON'T distort the logo

Don't use different colors

DON'T outline the logo

DON'T add gradients

DON'T use it over a photo

The
FONTS

02

Typography is 95% of design – it's a driving force in all forms of communication art

Primary font
DIN

DIN font will be used in marketing materials, instructional design materials for consistency in branding. It can be used in headers, subheads and/or paragraph text.

Helvetica or Arial can be substituted if this font is not available.

DIN

REGULAR
REGULAR ITALIC
MEDIUM
MEDIUM ITALIC
DIN BOLD
DIN BOLD ITALIC

Specimens

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§$%&/()=?;,.:-_

Secondary Fonts

Helvetica (Arial can be substituted)

LIGHT
LIGHT ITALIC
REGULAR
REGULAR ITALIC
BOLD
BOLD ITALIC

Substitute Font

Since DIN is costly to implement throughout all computers, **Helvetica** or **Arial** can be substituted. These can be used in headers, subheads and/or paragraph text.

Specimens

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§$%&/()=?;,.:-_

The
color system

03

With 93% of customers influenced by colors and visual appearance, make sure you pick the right colors for your company.

1. The logo color palette / 2. Secondary color palette

The logo
color
palette

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in Davis Technical College communcations. Lighter tints of these colors are also allowed (except the red since it would be pink).

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

PRIMARY COLOR

RED PANTONE 1807
(choice for icon)

COLOR CODES
Pantone 1807C
10C/93M/71Y/23K
179R/40G/57B
#B32839

100%

80%

60%

30%

10%

PRIMARY COLOR

BLACK
(choice for icon)

COLOR CODES
Black
0C/0M/0Y/100K
0R/0G/0B
#000000

100%	
80%	
60%	
40%	
20%	

ACCENT COLOR

GOLDEN SUNSHINE

COLOR CODES
0C/15M/100Y/0K
255R/212G/0B
#FFD400

ACCENT COLOR

SKY BLUE

COLOR CODES
36C/0M/8Y/0K
174R/221G/236B
#AEDDEC

SECONDARY COLOR

TURQUOISE BLUE

COLOR CODES
85C/38M/38Y/0K
24R/97G/109B
#18616D

ACCENT COLOR

BRIGHT ORANGE

COLOR CODES
0C/50M/100Y/0K
247R/147G/30B
#F7931E

ACCENT COLORS

The palette allows the addition of secondary colors to enrich the Davis Technical College visual identity as a whole. Lighter tints of these colors are also allowed.

CMYK is used for four-color process. **RGB** and hex code are used for screen purposes.

These colors are complementary to our official colors, but are not recognizable identifiers for our company. Use the secondary colors sparingly.

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The
SCHOOLS

We have six schools which contain **a group of programs within each school.**
There is a unique color for each school to help differentiate them on marketing materials.

BUSINESS AND INFORMATION TECHNOLOGY

COLOR CODES
0C/15M/100Y/0K
255R/212G/0B
#FFD400

CONSTRUCTION

COLOR CODES
0C/50M/100Y/0K
247R/147G/30BB
#F7931E

HEALTHCARE

COLOR CODES
36C/0M/8Y/0K
174R/221G/236B
#AEDDEC

MANUFACTURING

COLOR CODES
27C/0M/71Y/0K
205R/218G/104B
#CDDA68

SERVICE PROFESSIONS

COLOR CODES
80C/80M/10Y/0K
85R/70G/141B
#55468D

TRANSPORTATION

COLOR CODES
85C/38M/38Y/0K
24R/97G/109B
#18616D