DAY BY DE

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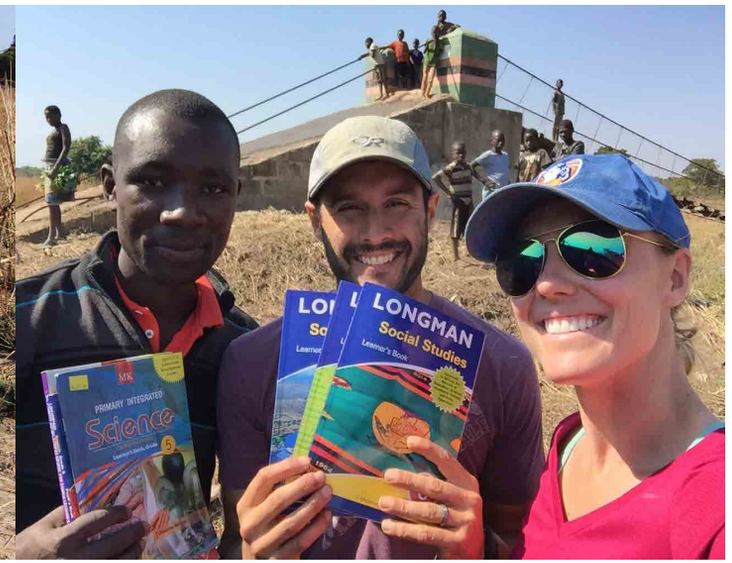

Brand-identity Guidelines

2017

Client: Day by De

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Date: June 2017

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Introduction

What is this?

"A brand style guide takes the heart and soul of your brand—your mission, vision and values—and translates it into design. It also tells everyone exactly how to communicate your brand."

"Think of your brand identity as your company's personality. It's how the world recognizes you and begins to trust you. If you see someone change how they look and act all the time, you won't feel like you know who they are, and you certainly wouldn't trust them."

"Inconsistency will confuse and alienate your customers. A style guide is important because it helps your business communicate in a consistent way across all teams and channels."

Credit
Shirley Chan . 99 Designs .
https://99designs.com/blog/tips/how-to-create-a-brand-style-guide/

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BrandStory

Mission Statement:

"The Day by De Foundation identifies high achieving, community focused, rural Zambians, and provides the capital and resources to start a business. This process develops entrepreneurs, creates sustainable projects, and engages and benefits the surrounding community.

The goal is three fold:
1. Create business opportunities by funding sustainable food, clean water, and health projects.

2. Teach adults entrepreneurial skills that will enable long term income generation.

3. Provide children opportunities for education through financial support and accountability."

- Day by De

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IdentityLogo

Day by De's identity/logo:

The complete design of the brand consists of 2 parts. The logo graph is the primary mark composed of digitally designed graphic symbols representing hands holding a sun. The design was inspired by Day by De's initial idea and translated into a visually pleasing, simple, & graceful design that can stand on it's own.

The logotype is the secondary mark to specify the name of the company. It is set in Avenir Next Ultra Light, a contemporary sans serif typeface on one line.

It is preferable to use the icon as a single design element without the text when placed alongside other text that would create either redundancy or misinterpretation by viewer. Such cases would include among other company logos or if "Day by De" has already been specified in context.

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Primary logo - in color

Primary logo - alternative colors

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LogoUsage

It is critical to maintain brand continuity when using the logo on different formats. This will ensure the standards are maintained. The following pages outline some dos and donts in the logo usage. If there are any questions that may fall outside the guidelines or in regards to the guidelines, please contact designer.

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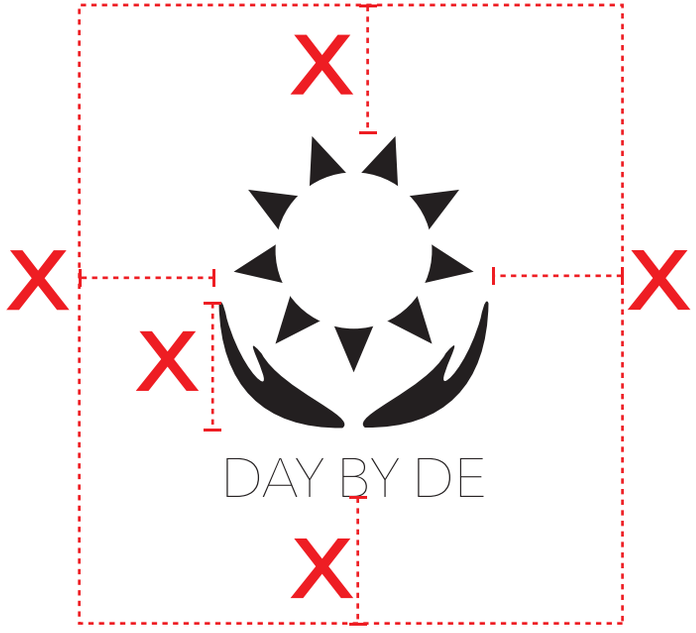

Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction, & to ensure its visibility and impact.

Clear space is developed from the height of the hands and is shown as "x."

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Incorrect spacing between logo graph & logotype + incorrect proportions

Incorrect font

Stretched

Spacing, font, & height width ratio

Spacing between elements of logo graph and logo-type must remain consistent & proportionate at all times.

Do not type company name in different font.

Do not stretch, skew, or distort logo.

DAY BY DE

DAY BY DE
FOUNDATION

Stacked Logo

DAY BY DE

DAY BY DE
FOUNDATION

Horizontal Logo

Configurations & versions

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ColorScheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

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		Pantone color ref.	CMYK	RGB	HEX
Brand Color 1		Pantone 7975 CP	0 / 74 / 100 / 0	242 / 103 / 34	#f26722
Brand Color 2		Pantone 7744 CP	27 / 7 / 100 / 0	197 / 204 / 46	#c5cc2e
Brand Color 3		Pantone 467 CP	6/ 15 / 41/ 10	216 / 193 / 147	#d8c193
Brand Color 4		Pantone 497 CP	30 / 73 / 74 / 78	65 / 25 / 11	#401b0f
Base Color		Pantone White CP	0 / 0 / 0 / 0	255 / 255 / 255	#ffffff
Text / Content Color		Pantone Process Black CP	0 / 0 / 0 / 100	0 / 0 / 0	#000000

Examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

The only 'rules' are that the colors do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

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Typography

The primary typeface is Avenir Next Ultra Light with secondary font, Avenir Book to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives for web & mobile devices would be the only instances in which the font will need to be replaced. The suggested typeface would be in the Arial Font Family.

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Primary Typeface

Avenir Next (Ultra Light) *Main logotype text / Content*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ª°--_=+{}[];:/\,.~
åʃçð´ƒ©˙^∆°¬µ~øπœ®ßt¨√∑≈¥Ω

Secondary Typeface

Avenir (Book) *Tagline / Subheadings*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ª°-–_=+{}[];:/\,.~
å∫çð´ƒ©˙^∆˚¬µ~øπœ®ß†¨√∑≈¥Ω

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