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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THE LOGO DESIGN
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. Minimum logo sites and incorrect uses
The **logo and usage**

The DAVIS TECHNICAL COLLEGE logo combines three elements: the DAVIS TECHNICAL COLLEGE logotype, the logo type 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 predetermined 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 – **HORIZONTAL** Version

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.

LOGO - HORIZONTAL VERSION FOR **DARK BACKGROUND**

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 cannot 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.

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 predetermined 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.

RECOMMENDED LOGO SIZES

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

LOGO INCORRECT USES/STYLES

- Don’t rotate the logo
- Don’t add a drop shadow
- Don’t use different colors
- Don’t outline the logo
- Don’t add gradients
- Don’t use it over a photo
- Don’t rearrange elements
- Don’t distort the logo
The **FONTS**
Typography is 95% of design – it’s a driving force in all forms of communication art

1. The primary and secondary font / 2. Typography and hierarchy / 3. Character and paragraph styles
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.

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
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 communications. 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.
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.
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.
Brand guidelines for DAVIS TECHNICAL COLLEGE

COLOR CODES

**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