



# Brand Identity Guide 2007

# DBAM Corporate Logo Use



Brand name

**DBAM**

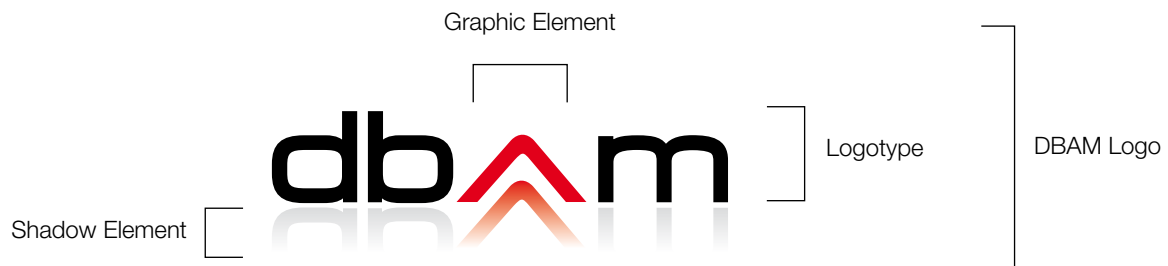
DBAM is our brand name and is featured in our company logo. Use the name in written communications, such as customer correspondence, marketing materials, and press releases, both in first and subsequent references.

Legal name

**DBAM Systems Ltd**

The word DBAM should only be written in upper case, except when used in the corporate logo design.

DBAM's legal name should be used on disclaimers and copyright statements. It should be written as shown (see left) with upper and lower case letter forms demonstrated.



### DBAM Logo

The logo has been specifically designed to meet specific functional criteria including use on display screens and products.

### Logotype

The DBAM logotype should only be used within the logo design and never reproduced for use in other situations.

### Graphic Element

The DBAM chevrons are for use in the logo and can be used as a graphic device in printed materials.

### Reflection Element

The reflection element should always appear on the logo where possible. Reflections can also be applied to other graphic elements.

**The DBAM logo should never be redrawn or modified. Only authorized artwork may be used.**

# Clear Space



**Understanding the appropriate use of clear space is essential in creating presence.**

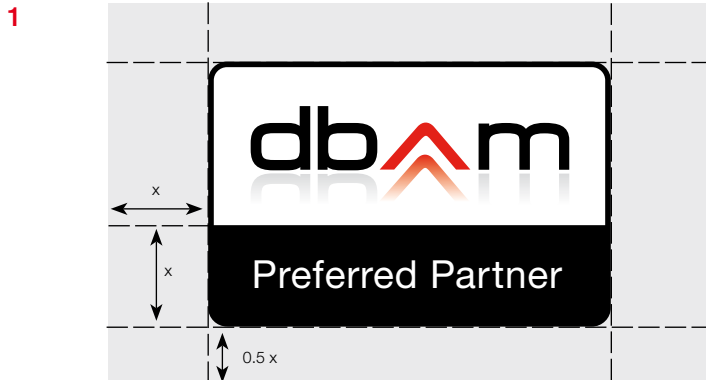
### **Minimum clear space**

Often our logo will be the focal point of communications, placed at the top or bottom of a page. Avoid placing other elements in close proximity. To ensure the presence of our logo maintain an area of clear space around it. Headlines, text, graphic elements, imagery and the edge of the page are not permitted within the clear space area.

This area of clear space is indicated by box 'A' in the diagram above.

Although the logo can be scaled, it should always maintain the same dimensions and never be stretched out of shape.

# Partner Logo Use



Partner logos are:



**DBAM Approved, DBAM Preferred Partner and DBAM Solutions Partner**

Partner logos should be staged with as much space as possible. The exclusion zone is an area into which no text or graphic element may intrude. This area should be kept clear whenever possible. Please refer to example 1 for a graphical representation.

Do not try to recreate the logos. Always request the correct digital files for any application and these must not be altered in any way.

Wherever possible, and conditions permitting, the preferred DBAM logo style is that of version 1 as shown.

4 colour and 2 colour logos are supplied as Adobe Illustrator .eps files, RGB files are supplied in .jpg and .png format.

Pantone	CMYK	HEX
	Pantone 485 C	0, 95, 100, 0
	Black	0, 0, 0, 100
		E2001A
		000000

If the logo needs to appear on a dark background, it should include a white key-line as shown in version 3. When required, the DBAM logo may need to be produced in black and white, see version 4. This version must not be coloured and should always appear in black as provided.

The ideal size for printed Partner logos is 35mm wide, shown by version 5. To ensure legibility, Partner logos should not be scaled down below 20mm wide. See version 6.



# Font Usage

Fonts help to reinforce a brand identity. Consistent use of the same fonts throughout all communications help to make a brand easily recognizable. The preferred font for use in all our printed communications is Helvetica Neue. It is easy to read and is a classic, timeless font. It is versatile and can be used large for headlines and at small size for body text and has a wide range of weights available.

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Helvetica Neue Thin Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

Helvetica Neue Roman

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Helvetica Neue Roman Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789***

Helvetica Neue Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Helvetica Neue Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789***

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Helvetica Neue Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789***

Helvetica Neue Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Helvetica Neue Heavy Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789***

Helvetica Neue Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Helvetica Neue Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789***

# Primary Colour Palette

	Ink Colours		RGB Colours	
	PANTONE	CMYK	RGB	Hex
DBAM Red	485 C	0,95,100,0	226,0,26	E2001A
Black	Black	0,0,0,100	26,23,27	000000
Tint 01		0,0,0,90	64,64,64	404040
Tint 02		0,0,0,80	89,89,89	595959
Tint 03		0,0,0,70	110,110,110	6E6E6E
Tint 04		0,0,0,60	128,128,128	808080
Tint 05		0,0,0,50	149,149,149	959595
Tint 06		0,0,0,40	168,168,168	A8A8A8
Tint 07		0,0,0,30	190,190,190	BEBEBE
Tint 08		0,0,0,20	210,210,210	D2D2D2
Tint 09		0,0,0,10	231,231,231	E7E7E7
DBAM Gray	423 C	45,37,36,2	147,148,149	939495
White	Reverse to paper stock		255,255,255	FFFFFF

DBAM has carefully chosen its colour palette to create a cohesive identity for all DBAM communications materials across all media to all audiences.

DBAM has both Primary and Accent colour palettes. The primary colour palette consists of three core colours; these colours at 100% of their values are the key colour identifiers of DBAM (particularly DBAM red)

DBAM red must not be tinted. However black can be tinted by increments of 10%. Tints are often used to segment information and/or divide content.

# Accent Colour Palette

	Ink Colours		RGB Colours	
	PANTONE	CMYK	RGB	Hex
DBAM Yellow		0,35,85,0	248,179,52	F8B334
Tint 01		0,26,63,0	251,199,110	FBC76E
Tint 02		0,18,42,0	253,217,161	FDD9A1
DBAM Blue		52,0,25,0	131,201,198	83C9C6
Tint 01		39,0,19,0	169,216,112	A9D8D4
Tint 02		26,0,13,0	201,229,226	C9E5E2
DBAM Purple		50,32,0,0	140,163,208	8CA3D0
Tint 01		38,24,0,0	170,185,220	AAB9DC
Tint 02		25,16,0,0	199,208,232	C7D0E8
DBAM Green		32,0,59,0	192,214,132	C0D684
Tint 01		24,0,44,0	237,212,212	EDD4D4
Tint 02		16,0,30,0	225,235,197	E1EBC5
DBAM Pink		0,23,10,10	231,198,200	E7C6C8
Tint 01		0,17,8,8	237,212,212	EDD4D4
Tint 02		0,12,5,5	243,225,225	F3E1E1

The DBAM accent Palette is composed of five accent colours; these colours should never be used as the dominant colour in any application.

This palette was designed for use on printed materials and on-screen. They are best suited for use in charts, graphs and diagrams.



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