

Deb Arnold, Ink. Mini Brand Guidelines

Logo

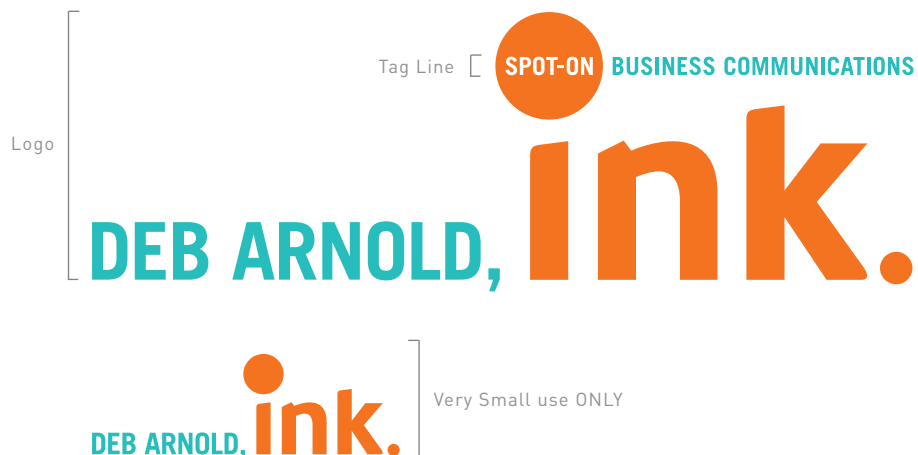
The Deb Arnold, Ink. (DAI) Logo has 2 component parts: the Logo Type and the Tag Line. The Logo was designed to be used with both component parts. Only use the Logo without the Tag Line when a very small logo is needed and the Tag Line would be unreadable. The Logo is custom designed and should never be retyped or recreated. Always use the provide Logo artwork.

Tag Line

The Tag Line art is custom designed and should never be recreated.

Spot-On

The Spot-On dot CAN be used alone. Always use the provided Logo artwork.



Colors

The guide below designates color for consistent application, Pantone (PMS) and CMYK for print; Hexadecimal (HEX) and RGB for web.

RED ORANGE

Pantone	1655 U & C
CMYK uncoated	0 / 55 / 84 / 0
CMYK coated	0 / 68 / 90 / 0
RGB	223 / 103 / 76
HEX	DF / 67 / 4C

BLUE GREEN

Pantone	326 U & C
CMYK uncoated	68 / 0 / 38 / 0
CMYK coated	85 / 0 / 38 / 0
RGB	51 / 153 / 153
HEX	33 / 99 / 99

Typeface

Whenever possible Roscent should be used for all printed text. Use different weights and sizes for emphasis. Use Trade Gothic Bold and Trade Gothic Bold Oblique for special call outs or interest. For live web text, Trebuchet MS is the preferred font. To purchase Trade Gothic fonts go to www.fontshop.com. You may purchase each font individually or you may purchase the font families as a package.

Roscent Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[,./

Roscent Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[,./

Roscent Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[,./

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[,./

Trade Gothic Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[,./