DTGO

DTGO CORPORATION

BRAND IDENTITY
GUIDELINE

CONTENT

I.

KEY DESIGN ELEMENTS

This logo is created to be multi-functional and can be used on all corporate communications.

The logo includes
1.Logotype
2.Leaf Symbol
3.Watermark
4.Corporate Name
5.Logo Construction

PRIMARY LOGO

DTGO

DTGO CORPORATION
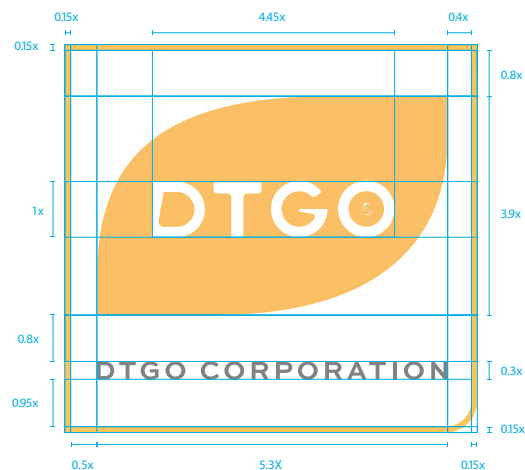
LOGO TYPE

DTGO

SYMBOL

WATERMARK

COMPANY NAME

DTGO CORPORATION

LOGO CONSTRUCTION

2.

CLEAR ZONE
& MINIMUM SIZE

Clear Zone
The clear zone of white space must be surrounded the logo in order to make the mark recognized at first size, and also to ensure that it will be placed proportionally accurate on many different applications and formats.

Minimum Size
The minimum logo size is created to be used effectively on all corporate communications to ensure legibility.

2 cm. Tall
The height of the logo should not be reproduced in less than 2 centimeters.

1 cm. Tall
For only the leaf symbol and the logotype.

0.5/0.3 cm. Tall
The smallest size of the logo that can be reproduced.
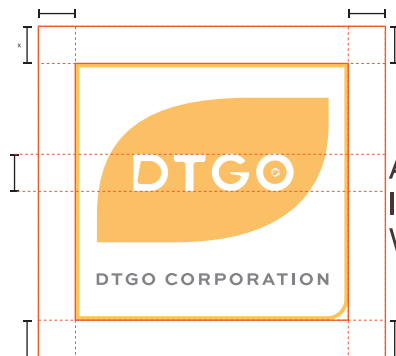
CLEAR ZONE

MINIMUM SIZE

2 CM

1 CM

0.5 CM

0.3 CM

2.

CLEAR ZONE
& MINIMUM SIZE
WITH TAGLINE

FULL VERSION LOGO WITH TAGLINE (Vertical Version)

DTGO
DTGO CORPORATION

ADDING VALUE
IN EVERYTHING
WE DO

DTGO
DTGO CORPORATION

ADDING VALUE
IN EVERYTHING
WE DO

FULL VERSION LOGO WITH TAGLINE (Horizontal Version)

DTGO
DTGO CORPORATION

ADDING VALUE
IN EVERYTHING
WE DO

DTGO
DTGO CORPORATION

ADDING VALUE
IN EVERYTHING
WE DO

2.

CLEAR ZONE & MINIMUM SIZE WITH TAGLINE

FONT

Jonston ITC Medium

ADDING VALUE
IN EVERYTHING
WE DO

MINIMUM LOGO SIZE WITH TAGLINE

DTGO
ADDING VALUE
IN EVERYTHING
WE DO

DTGO
ADDING VALUE
IN EVERYTHING
WE DO

0.5 CM **DTGO** ADDING VALUE IN EVERYTHING WE DO

DTGO ADDING VALUE IN EVERYTHING WE DO

MINIMUM LOGO SIZE WITH TAGLINE
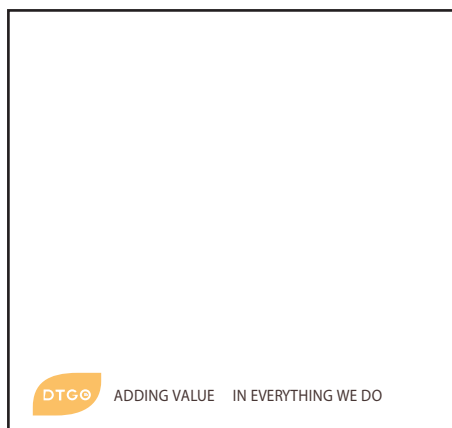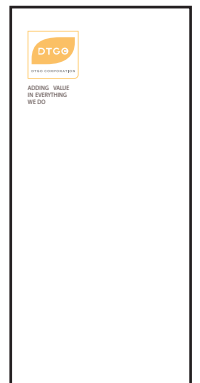
2 CM DTGO
DTGO CORPORATION   ADDING VALUE IN EVERYTHING WE DO

DTGO
DTGO CORPORATION   ADDING VALUE IN EVERYTHING WE DO

1 CM DTGO   ADDING VALUE IN EVERYTHING WE DO

DTGO   ADDING VALUE IN EVERYTHING WE DO

2.

LOGO
WITH TAGLINE

DTGO
DTGO CORPORATION

ADDING   VALUE
IN EVERYTHING
WE DO

DTGO
DTGO CORPORATION
ADDING VALUE
IN EVERYTHING
WE DO

DTGO
DTGO CORPORATION

ADDING   VALUE
IN EVERYTHING
WE DO

DTGO
DTGO CORPORATION
ADDING VALUE   IN EVERYTHING WE DO

DTGO
DTGO CORPORATION
ADDING VALUE
IN EVERYTHING
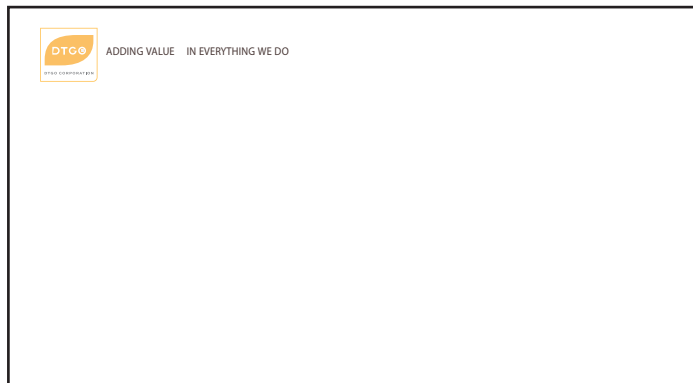WE DO

DTGO
ADDING VALUE   IN EVERYTHING WE DO

DTGO
ADDING VALUE   IN EVERYTHING WE DO

DTGO
ADDING VALUE   IN EVERYTHING WE DO

2.

CO-BRANDING & CLEAR ZONE

FULL VERSION LOGO WITH TAGLINE

DTGO
DTGO CORPORATION

PARTNER
LOGO

DTGO
DTGO CORPORATION

1/2x   1/2x   PARTNER
LOGO   1/2x

1x

DTGO
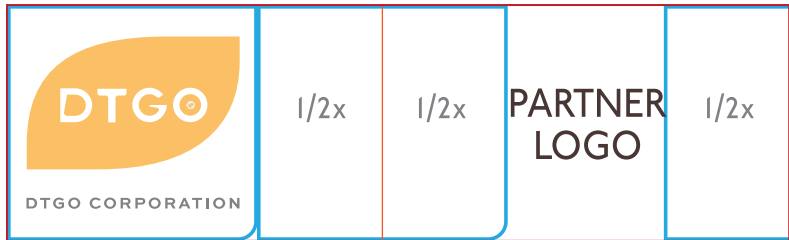
PARTNER
LOGO

DTGO   PARTNER
LOGO
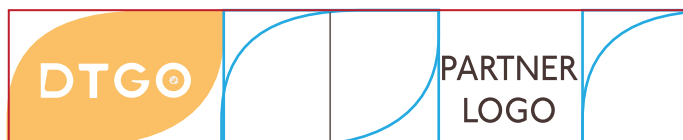
3.

COLOR SYSTEM

Color is the key tool to identify and send the right message about the corporate.

PRIMARY COLORS

DTGO
DTGO CORPORATION

RGB
R 252 G 198 B 82

CMYK
C 0 M 25 Y 75 K 0

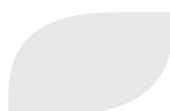**PANTONE**
135C (COATED)
109U (UNCOATED)

RGB
R 135 G 135 B 135

CMYK
C 0 M 0 Y 0 K 60

PANTONE
Cool Gray 8C (COATED)
Cool Gray 8U (UNCOATED)

SECONDARY COLORS

RGB
R 195 G 183 B 171

CMYK
C 0 M 0 Y 0 K 10

PANTONE
727C (COATED)
5315U (UNCOATED)

RGB
R 165 G 132 B 62

CMYK
C 30 M 40 Y 80 K 20

PANTONE
7591C (COATED)
7584U (UNCOATED)

RGB
R 125 G 78 B 36

CMYK
C 40 M 65 Y 90 K 35

PANTONE
7550C (COATED)
7550U (UNCOATED)

3.

COLOR SYSTEM

PRIMARY COLORS

SINGLE COLORS

4.

COLOR
BACKGROUND

PRIMARY COLORS

FULL COLOR ON WHITE BACKGROUND

SINGLE COLOR REVERSED ON CORPORATE COLOR BACKGROUND

BLACK COLOR ON WHITE BACKGROUND

WHITE COLOR REVERSED ON BLACK BACKGROUND

4.

INCORRECT USE

DO NOT ROTATE THE LOGO.

DO NOT REMOVE ANY ELEMENTS.

DO NOT STRETCH IN ANY WAY.

DO NOT ALTER THE COLOR.

DO NOT ALTER OR RESIZE ANY ELEMENTS.

DO NOT CHANGE THE TYPEFACE.

4.

THIRD PART BACKGROUNDS

FULL COLOR ON FLAT COLOR BACKGROUND

DO NOT USE FULL COLOUR VERSIONS
WITHOUT WHITE HOLDING ON FLAT COLOR BACKGROUND.

ON PHOTOGRAPHY BACKGROUND USE FULL COLOUR VERSION

DO NOT USE FULL COLOUR VERSIONS
WITHOUT WHITE HOLDING ON IMAGERY BACKGROUND.

FULL COLOUR VERSIONS ON GRADIENT BACKGROUND

DO NOT USE FULL COLOUR VERSIONS
WITHOUT WHITE HOLDING ON GRADIENT BACKGROUND

4.

THIRD PART
BACKGROUNDS

RGB
R 195 **G** 183 **B** 171

CMYK
C 0 **M** 0 **Y** 0 **K** 10

PANTONE
727C (COATED)
5315U (UNCOATED)

RGB
R 165 **G** 132 **B** 62

CMYK
C 30 **M** 40 **Y** 80 **K** 20

PANTONE
7555C (COATED)
7555U (UNCOATED)

RGB
R 125 **G** 78 **B** 36

CMYK
C 40 **M** 65 **Y** 90 **K** 35

PANTONE
7587C (COATED)
1395U (UNCOATED)

FULL COLOR ON BRAND SECONDARY COLOR BACKGROUND

DO NOT USE FULL COLOUR VERSIONS
WITHOUT WHITE HOLDING ON FLAT COLOR BACKGROUND.

FULL COLOR ON BRAND SECONDARY COLOR BACKGROUND

DO NOT USE FULL COLOUR VERSIONS
WITHOUT WHITE HOLDING ON FLAT COLOR BACKGROUND.

FULL COLOR ON BRAND SECONDARY COLOR BACKGROUND

DO NOT USE FULL COLOUR VERSIONS
WITHOUT WHITE HOLDING ON FLAT COLOR BACKGROUND.