

# DESIGN GUIDELINES

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Davis Technical College



**DAVISTECH**

DAVIS TECHNICAL COLLEGE

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550 East 300 South  
Kaysville, UT 84037  
Phone: 801.593.2500  
Web: [davistech.edu](http://davistech.edu)

# 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 -*

# THE LOGO DESIGN

# 01

*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 sizes and incorrect uses

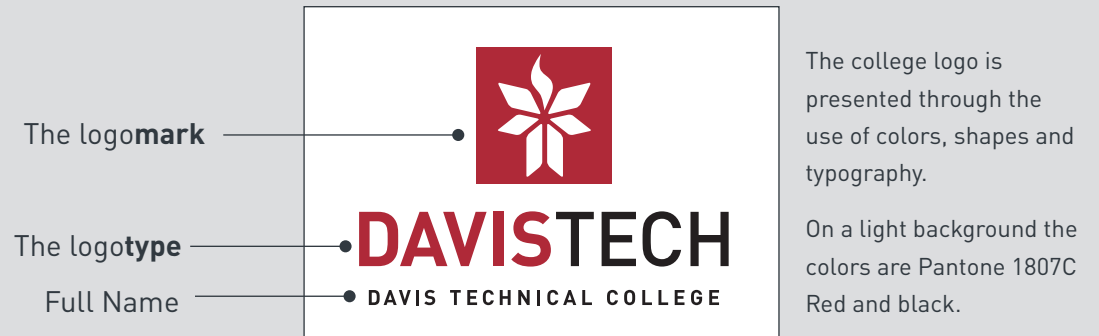
# The logo and usage

The **DAVIS TECHNICAL COLLEGE** logo combines three elements: the **DAVISTECH** logotype, the logotype **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 – Standard VERTICAL Version



## LOGO - STANDARD VERSION FOR DARK BACKGROUND



## Logo – HORIZONTAL Version



## LOGO - HORIZONTAL VERSION FOR DARK BACKGROUND



## 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.



100% Black



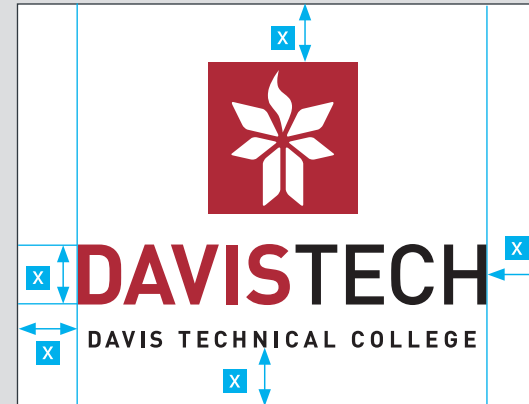
100% white (reverse)

# Logo construction + clearspace

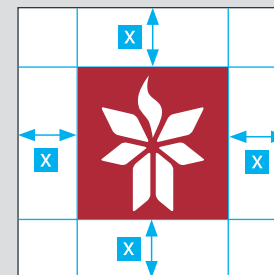
The **Davis Technical College** logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the height of the letters in the logotype. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which 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.*

## FULL LOGO AND LOGO MARK



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.

## RECOMMENDED LOGO SIZES

### 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 Cover Page Size – 6 cm*



*Recommended Letterhead Size – 4 cm*

*Recommended Smallest Mark Size – 2.5 cm*



**1 cm**



*Recommended Smallest Page Size – 2.5 cm*

## LOGO INCORRECT USES/STYLES

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

<p>DON'T rotate the logo</p>	<p>DON'T add a drop shadow</p>	<p>DON'T rearrange elements</p>	<p>DON'T distort the logo</p>
<p>Don't use different colors</p>	<p>DON'T outline the logo</p>	<p>DON'T add gradients</p>	<p>DON'T use it over a photo</p>





The  
**typography**

# 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.*

## DIN

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REGULAR

*ITALIC*

MEDIUM

*MEDIUM ITALIC*

**BOLD**

***BOLD ITALIC***

Specimens

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/'()\*=?;,:- \_

## Secondary Fonts

# Helvetica (Arial can be substituted)

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LIGHT

*LIGHT ITALIC*

REGULAR

*REGULAR ITALIC*

**BOLD**

***BOLD ITALIC***

Specimens

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/'()\*=?:;,-.\_

## Body Copy

# Cambria

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.

If a document is mainly text, Cambria should be used for body copy. This font contains serifs which make the letters easier to read which becomes important in documents with a lot of text.

# The **color system**

# 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.*

PRIMARY COLOR  
RED PANTONE 1807  
(choice for icon)

**COLOR CODES**  
Pantone 1807C  
10C/93M/71Y/23K  
179R/40G/57B  
#B32839

PRIMARY COLOR  
BLACK  
(choice for icon)

**COLOR CODES**  
Black  
0C/0M/0Y/100K  
0R/0G/0B  
#000000

100%

80%

60%

30%

10%

SECONDARY COLOR  
STEEL BLUE

**COLOR CODES**  
37C/9M/17Y/0K  
166R/203G/209B  
#A6CBD1

100%  
80%  
60%  
40%  
20%

SECONDARY COLOR  
CREAM

**COLOR CODES**  
8C/8M/23Y/0K  
232R/223G/183B  
#E8DFB7

100%  
80%  
60%  
40%  
20%

SECONDARY COLOR  
TURQUOISE BLUE

**COLOR CODES**  
85C/44M/44Y/10K  
24R/97G/109B  
#18616D

100%  
80%  
60%  
40%  
20%

SECONDARY COLOR  
ORANGE

**COLOR CODES**  
14C/49M/100Y/0K  
205R/126G/32B  
#CD7E20

100%  
80%  
60%  
40%  
20%

SECONDARY COLOR  
OLIVE GREEN

**COLOR CODES**  
26C/15M/55Y/10K  
184R/184G/117B  
#B8B875

100%  
80%  
60%  
40%  
20%

# Secondary color palette

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 darker colors sparingly.*



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