



DOLLS

Brand Style Guide



Brand Style Guide

Corporate logo

The full corporate logo features both the icon and the wordmark. These two elements should remain in a fixed relationship and not separated or altered. Whenever possible, the full logo should be used to represent the company.

LOGO



ICON

DOLLS

Daughters of Our Living Lord & Savior

WORDMARK



Brand Style Guide

Clear space

The DOLLS logo should not compete with other texts, graphics, or logos. The logo must be surrounded on all sides by an appropriate amount of clear space. The clear space should be at least 100% the wordmarks height, as shown below and proportionately maintained when the logo size is adjusted.

CLEAR SPACE








Brand Style Guide




Color palette



PMS COLOR

| | |
|---|-------|
|  | 213C |
|  | 4525C |
|  | BLACK |




RGB COLOR

| | |
|---|-------------------|
|  | R-227 G-28 B-121 |
|  | R-197 G-183 B-131 |
|  | R-39 G-37 B-31 |

4-COLOR PROCESS COLOR

| | |
|---|--------------------|
|  | C-0 M-92 Y-18 K-0 |
|  | C-9 M-12 Y-47 K-18 |
|  | C-0 M-0 Y-0 K-100 |

HEX COLOR

| | |
|---|---------|
|  | #e31c79 |
|  | #c5b783 |
|  | #27251f |



Brand Style Guide

Logo in CMYK



DOLLS

Daughters of Our Living Lord & Savior

PINK

C-0 M-92 Y-18 K-0

GOLD

C-9 M-12 Y-47 K-18

BLACK

C-0 M-0 Y-0 K-100



Brand Style Guide

Logo in RGB



DOLLS

Daughters of Our Living Lord & Savior

PINK

R-227 G-28 B-121

HEX: #E31C79

GOLD

R-197 G-183 B-131

HEX: #C5B783

BLACK

R-39 G-37 B-31

HEX: #27251f



Brand Style Guide

Color palette

The DOLLS primary color palette is simple, elegant and strong. They represent the brand of DOLLS and are the only colors in which DOLLS may be reproduced.

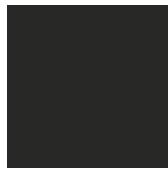
PRIMARY COLOR PALETTE



PMS #213



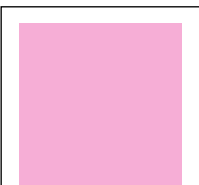
PMS #4525



BLACK

Our secondary supporting color palette should be used sparingly to highlight important information, calls to action or charts/graphs etc.

SECONDARY COLOR PALETTE



PMS #236C



PMS #123C



PMS #715C



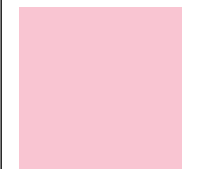
PMS #389C



PMS #3242C



PMS #2425C



R-249 G-197 B-210



Brand Style Guide

Typography

The primary corporate type face is Bodoni, and the secondary type face is Futura BT. All print, literature and signage will use Bodoni. All secondary font uses such as web, emails and web banner artwork will use Futura BK BT.

PRIMARY FONT

Headline

BODONI BOLD

SUBHEAD

BODONI MEDIUM

Body Copy

Morterce rcertam, us, neni popubli caequam
ariam ut noximis consigna, conferi, condest
faceporum tuiu estrum pariocae.

BODONI BOOK

SECONDARY FONT

Headline

FUTURA HEAVY BT

SUBHEAD

FUTURA Md BT

Body Copy

Morterce rcertam, us, neni popubli caequam
ariam ut noximis consigna, conferi, condest
faceporum tuiu estrum pariocae.

FUTURA Bk BT



Brand Style Guide

Black & White

The following artwork should be used when our logo is needed in solid formats (Black & White). The below image includes needed die cuts necessary for utilizing the logo in t-shirt designs.

CMYK



DOLLS
Daughters of Our Living Lord & Savior

RGB



DOLLS
Daughters of Our Living Lord & Savior