STYLE GUIDE
BASIC PRINCIPLES

DH Network
Digital Humanitarian Network

WELCOME TO THE STYLE GUIDE OF THE DH NETWORK

THIS STYLE GUIDE IS AN INSTRUMENT OF WORK DEFINING THE USE OF THE GRAPHIC IDENTITY OF DH NETWORK AND CLARIFYING ANY QUESTIONS REGARDING YOUR APPLICATION OF THAT IDENTITY. THE OVERALL IDENTITY WAS BUILT AS A WHOLE BY ASSEMBLING ITS ELEMENTS INCLUDING COLOR, TYPOGRAPHY AND COMPOSITION.

CONSISTENCY IS INTEGRAL TO A SUCCESSFUL BRAND IDENTITY AND BRAND-BUILDING PROGRAM AND THUS STANDARDS CONTAINED HEREIN SHOULD BE RESPECTED. DOING SO WILL ENSURE THAT EACH TIME SOMEONE COMES IN CONTACT WITH THE DH NETWORK BRAND IN PRINTED MATERIALS, ON SIGNAGE, OR EVEN ON A BUSINESS CARD, THERE IS A CONSISTENT LOOK AND FEEL.

THIS STYLE GUIDE IS DESIGNED TO PROVIDE YOU WITH THE TOOLS TO CONTRIBUTE TO CONSISTENT BRANDING FOR THE DH NETWORK. PLEASE TAKE A FEW MINUTES TO REVIEW AND BECOME FAMILIAR WITH THE CONTENTS OF THIS STYLE GUIDE.

1. ELEMENTS OF THE BRAND

1.1 SYMBOL AND DESIGNATION

The brand consists of the symbol, and by designation.
The relationships between the elements of the brand were carefully studied and should not, under any circumstances, be changed and the proportions must be maintained regardless of the size of the brand. It is only intended to use the singular symbol.



1. ELEMENTS OF THE BRAND

1.2 MAIN SIGNATURE AND ADDITIONAL SIGNATURES

Signature A - Main signature (the default and preferred) compact horizontal version

Signature B - vertical version

Signature C and D - extensive horizontal version

| MAIN SIGNATURE · A

DH Network
Digital Humanitarian Network

| SIGNATURE B · ADDITINAL

DH
Network
Digital Humanitarian Network

| SIGNATURE C · ADDITINAL

DH Network Digital Humanitarian Network

| SIGNATURE D · ADDITINAL

DH Network Digital Humanitarian Network

2.GRID CONSTRUCTION

2.1 SIGNATURES

These guidelines show the grid used to establish the relationship between the elements that make up the brand.
This relationship carefully studied, is the basis system identity and should never be changed in a proportion.

The logo must have a “buffer” space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules, pictures, etc., should infringe upon this space.

| MAIN SIGNATURE



| SIGNATURE B · ADDITINAL



3.MARGIN OF SAFETY

3.1 MAIN SIGNATURES

To ensure a proper representation of the logo should keep enough space between it and other elements graphics or margins. This rule represents the minimum margins advisable. Wherever possible must be increased.

| MAIN SIGNATURE · A



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages,softwaew including versionof Lorem Ipsum.

3.MARGIN OF SAFETY

3.2 ADDITIONAL SIGNATURES

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| SIGNATURE B · ADDITINAL



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4.SCALE AND LEGIBILITY

4.1 DIMENSIONS MINIMUM RECOMMENDED

To maintain the visual properties of the brand, its reduction shall not be less than the dimensions presented here.

| WITH DESIGNATION



34mm



23mm

| NO DESIGNATION



8mm

5.COLOR SPECIFICATIONS

5.1 COLOR VERSION

The role played by a color signature is critical.

| MAIN COLOR



| COLORS









| NEGATIVE AND POSITIVE COLOR



5.COLOR SPECIFICATIONS

5.2 OUTPUT COLOR

The role played by a color signature is critical.
Thus, the colors should be reproduced with the utmost fidelity, trying to find in each playback surface over its faithful approximation, based on the colors displayed for each type of use. This page sets the standard colors for the DHNetwork

Whenever possible, the reproduction of the mark shall be made in quadricolour.

Identity colors




	DHN Gray	White
Pantone	80% Black	100% white
cmyk	55-55-55-55	0-0-0-0
rgb	67-67-65	254-187-54
web	434341	FFFFFF

Secondary palette

Full-intensity colors






	Red/pink	Orange	Blue/green	Yellow
Pantone	red 032C	179C	3285C	1375C
cmyk	1-89-85-0	0-79-94-0	80-18-42-3	0-40-90-0
rgb	229-53-43	232-80-29	5-150-152	247-168-35
web	E5352B	E8501D	059698	F7A823

Less 20% Magenta





	Red/pink	Orange	Blue/green	Yellow
Pantone	172C	151C	808C	604C
cmyk	1-70-85-0	0-50-94-0	80-0-42-0	0-10-88-0
rgb	235-103-48	243-147-23	0-172-165	255-222-32
web	EB6730	F39317	00ACA5	FFDE20

6.BACKGROUND COLOR BEHAVIOR

6.1 BACKGROUND COLOR OFFICIAL

The colors should be reproduced with the utmost fidelity, trying to find in each playback surface over its faithful approximation, based on the colors displayed for each type of use. Whenever possible, the reproduction of the mark shall be made in quadricolour.

| PLAIN COLOURS



| PATTERN



6.BACKGROUND COLOR BEHAVIOR

6.2 ON IMAGES

The logo application on photographic backgrounds is a source of unforeseen situations. The images below represent some examples that respect the integrity and legibility of the brand DHN.

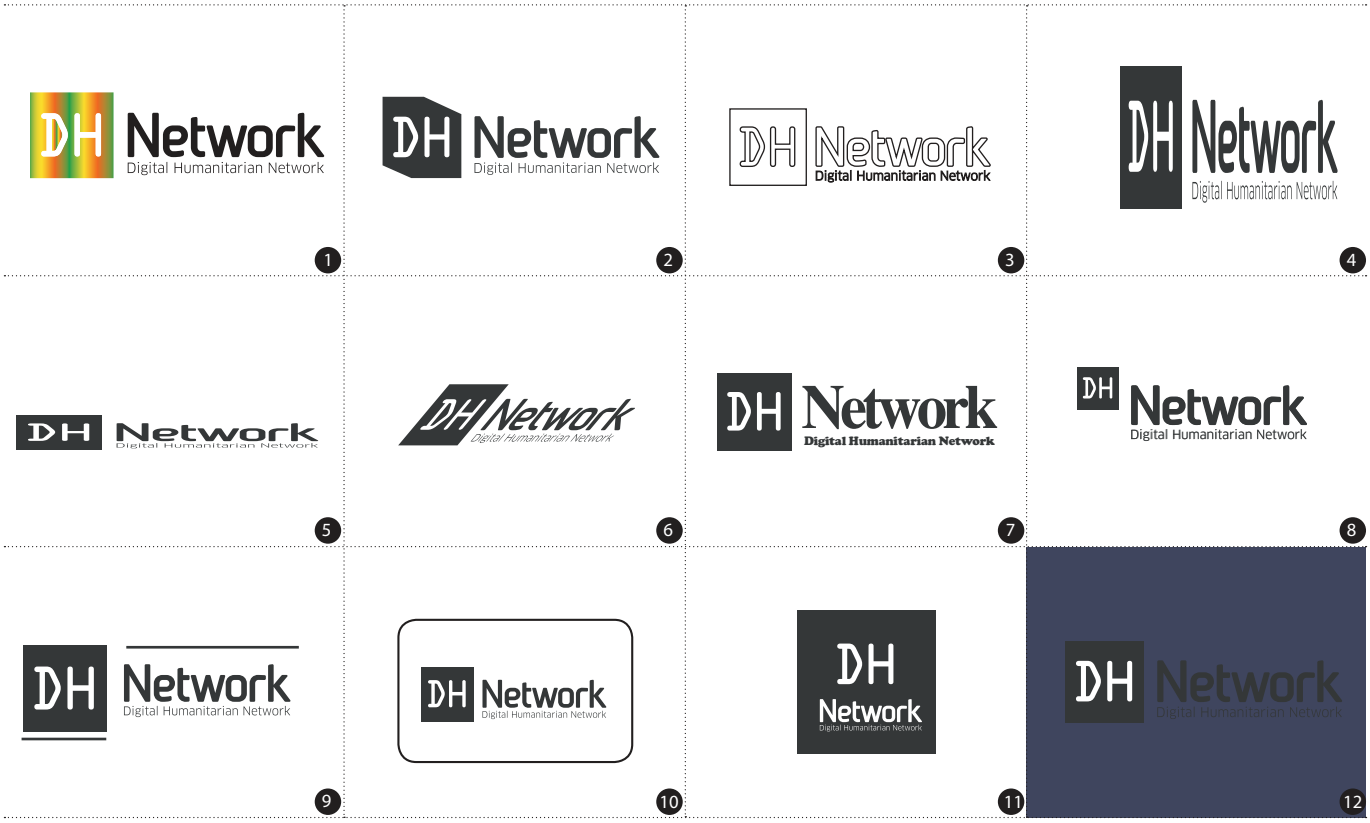


7.ASSINATURAS WRONG

7.1 PROHIBITION

Changing the Signature undermines the coherence and perception of identity thereby compromising its objectives. It is necessary to respect subscription integrity, that is, their structure and formal chromatic.

Here are some of the inaccuracies in DHNetwork logo representation.



01 Incorrect colors
02 Lack of Elements
03 Use in Outline
04 Vertical Distortion
05 Horizontal Keystone
06 Italian
07 Use of incorrect Leterring
08 Disproportion of the elements
09 Introduction of elements within the protection area
10 Use of frames
11 Creative solutions not defined
12 Misapplication of funds color

8.TYPOGRAPHY

8.1
MAIN TYPOGRAPHY

Typography is a very important element in building a brand, is to her that the brand communicates. A consistent use typographic results in high association and recognition of DH Network brand.

Fonts used:
BETASANS-BOLD
CLAN OT (Book, Medium, Bold)

BetaSans-Bold

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§$%&/()=? @€

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

CLAN OT // Book

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§$%&/()=? @€

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

CLAN OT // Medium

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§$%&/()=? @€

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

CLAN OT // Bold

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§$%&/()=? @€

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