



brand identity
guidelines



LOGO

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print & online
color palette

background color
& clearspace

black & white

minimum scale

COLOR PALETTES

Color values for various applications are listed on each color square. Whenever possible, it is recommended to make a visual comparison with the PANTONE® chip of the colors being applied.

It is essential that colors are correctly specified. This is to make sure that consistency of color is achieved across all media.

All colors must be used at 100% opacity.

FOR PRINT

The process color (CMYK) percentage formulas specified are Denim Exchange's preferred breakdowns and match those specified by PANTONE, Inc. They have been chosen to achieve the simplest and best possible match for each color.



PANTONE 276C
C: 83% M: 84% Y: 49% K: 60%



PANTONE 124C
C: 79% M: 35% Y: 100% K: 0%

FOR WEB

The RGB color percentage formulas nominated here are 'websafe' colors. It is possible to achieve a closer match using non-websafe percentages for the PANTONE colors referenced.



R: 35 G: 28 B: 52
Hex: #231C34
Websafe: #333333



R: 237 G: 170 B: 0
Hex: #EDA900
Websafe: #FF9900



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BACKGROUND COLOR

Follow this guide when using the logo on different background colors.

Full color logo must be placed on white or light colored background. Here are some of the approved background colors. Logo can also be printed directly on light colored denim. All elements must be visible at all times. Avoid background colors that are similar to the two logo colors.



*Use of the back pocket shape background is optional, and should always be white in color.

Our logo is an integral piece of our brand and should be featured on every piece of communication.



Sample colors to avoid for background use.



CLEARSPACE

The logo must be surrounded by clear space in all applications. The diagram on the right shows the absolute minimum, however additional clear space should be used when possible.



X = minimum clearspace must be the equivalent of "exchange" x-height.



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BLACK & WHITE LOGO

Shown on the right are examples of how both versions of the black and white DenimExchange logo should appear on white background as well as on black backgrounds.

Master logo – Black

To be used only on white background.

Master logo – White

To be used only on black background.

Pantone
Black C

White

The logo should only ever appear in either black or white.

POSITIVE

Place black logo in a white box when you need to place it over a busy background

Logo colors must be used at 100% opacity.



REVERSED

Place black logo in a black box when you need to place it over a busy background

Background color must be at 100% opacity.





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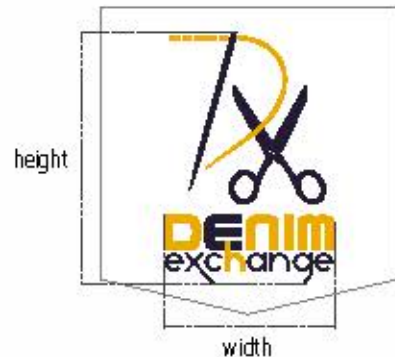
MINIMUM SIZE USAGE

These are the absolute minimum sizes for all electronic and print applications of the logo (e.g. email, intranet, website, documents, apparel, etc.) and photographic applications.

Minimum size of logo varies, depending on type of logo used.

Any alterations on logo other than the combined type and symbol needs approval from department head.

Images on the right are the absolute minimum for all logo types.



PRINT

Minimum size for any printed material's width or height cannot be smaller than 0.75 inches (19mm).

Type & Symbol 0.75 in (19mm) x 1.09 in (29mm)

Symbol 0.75 in (19mm) x 0.83 in (21mm)

Type 0.75 in (19mm) x 0.31 in (8mm)



ELECTRONIC

Minimum size for all electronic devices and application's width or height cannot be smaller than 0.5 inches (13mm).

Type & Symbol 0.5 in (36px) x 0.72 in (52px)

Symbol 0.5 in (36px) x 0.55 in (40px)

Type 0.5 (36px) in x 0.2 in (15px)





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proportion &
placement

colors &
alterations

INCORRECT LOGO USAGE

Our logo is an integral piece of our brand and should be featured correctly and appropriately.

Please ensure that you only use original artwork which is available from the DenimExchange asset library. Do not change, distort and add to any part of the logos. The logo may not be altered in any way. In order to ensure the integrity of our brand communications the DenimExchange logo has to be used consistently and correctly.

These examples show what not to do with our logo.

INCORRECT PROPORTIONS



Logo must be scaled proportionally (width & height should always reflect at 100%). Please be mindful of logo's minimum size usage when scaling or resizing.

INCORRECT PLACEMENT



Do not rotate logo.



Do not place logo on a busy background.



Do not place logo too close to any edge.



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These examples show what not to do with our logo.

INCORRECT COLOR



Do not reverse the logo's color scheme.



Do not substitute any color for the original.



Do not combine black & white and reverse versions of the logo.

INCORRECT ALTERATIONS



Do not add graphic elements to the logo.



Do not use logo as a pattern.



Do not change the position of the logo's type or symbol.



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typefaces for
online use

typefaces for
print use

ONLINE / WEB TYPOGRAPHY

Along with our brand logo, typography is an essential part of our brand and should be given equal consideration.

The primary online typefaces used by DenimExchange are listed on the right

Gill Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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PRINT TYPOGRAPHY

Along with our brand logo, typography is an essential part of our brand and should be given equal consideration.

The primary print typefaces used by Denim-Exchange are listed on the right

American Typewriter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LEMON/MILK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro - Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



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letterhead &
envelope

business card

CORRESPONDENCE

A number of templates are available for corresponding in compliance with the corporate identity. In all templates, typography is standardized by a fixed font. For corporate documents, use of other fonts is not permitted.

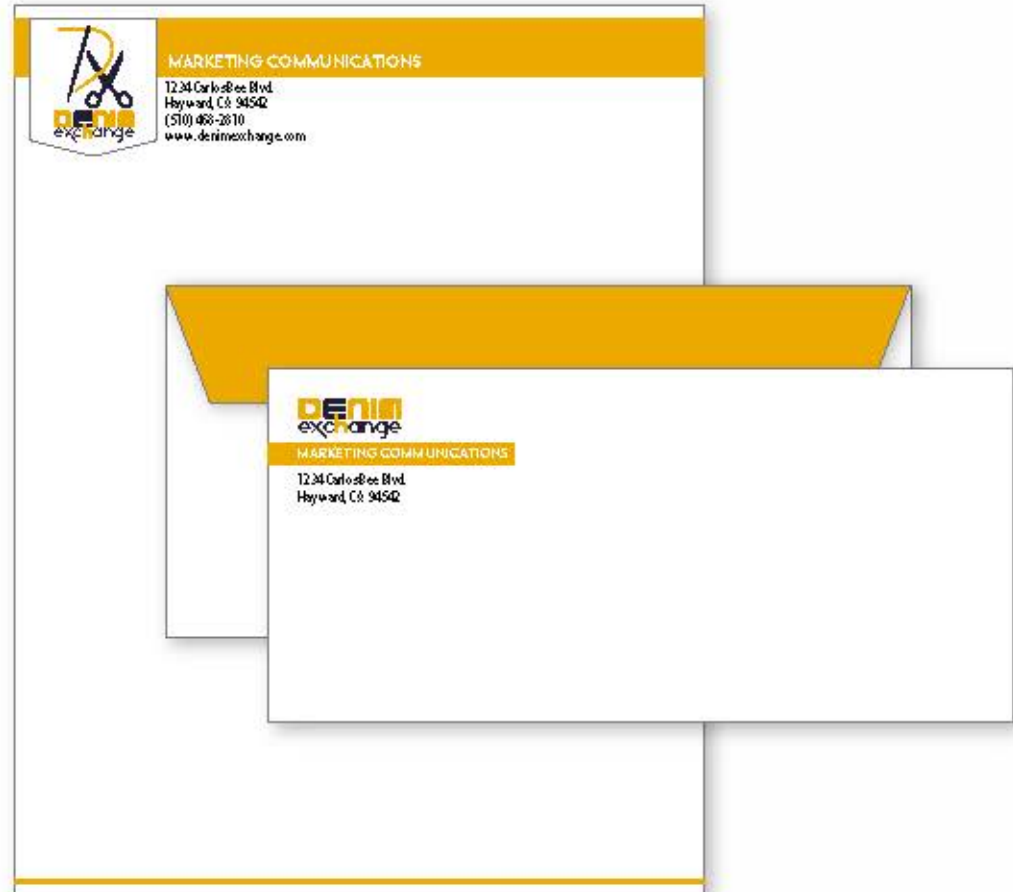
In addition to the correspondence on which the company name is pre-printed, Microsoft Word tools are available to help create other approved correspondence.

LETTERHEAD & ENVELOPE

A. Department name (e.g., Marketing Communications, Quality Assurance Department, etc.) set in 10 pt. Lemon/Milk typeface set in all uppercase.

B. Typing layout, 11 pt. Myriad Pro - Regular, both upper and lower case.

C. Company address, and contact information in 8 pt Myriad Pro - Condensed, both upper and lower case



US Letter (216 mm x 279 mm)



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business card

BUSINESS CARDS

Business cards are used to exchange professional introductions throughout the business world across many cultures and to identify individual cardholders as employees of DenimExchange. Employees who interact with customers, suppliers and external stakeholders are expected to maintain DenimExchange business cards.





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identification /
name badges

transportation

clothing / apparel

souvenir items

PACKAGING

Product packaging should be utilized to extend Denim Exchange's brand of quality and reliability to customers.

Shown on the right are two sample product packaging for two different items. The packaging border should reflect the same denim color and wash as the product, and must have a consistent line look.

Marketing should work with product manager and quality assurance manager to ensure the integrity of the brand is maintained during all touch-points of a product. This includes product labeling, packaging and shipping.

Any alterations to product packaging must be approved by all department managers.





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PERSONAL IDENTIFIERS – EMPLOYEE BADGES

Personal identifiers such as business cards, employee badges and e-mail signatures serve as an additional means of company identification, both externally and internally. Use of the logo in personal identification applications must correspond with the identity standards listed in this section. The consistent treatment of these pieces will support the effective use of Denim Exchange's Corporate Identity Program.



front



back



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VEHICLE IDENTIFICATION – TRANSPORTATION

Identifying equipment, vehicles and rigs with DenimExchange brand showcases the company's developments in clothing technology through transportation and promotes brand recognition. The Marketing department is responsible for developing guidelines for any new equipment or vehicle.



Paint:

Cab: White (RAL 9010)

Box: White (RAL 9010)



Decals:

Cab: Colored Type-only logo
(single-stack format)

Decals:

Cab: Colored Type & Symbol logo
(single-stack format)



Decals:

Cab: Denim texture with back pocket
silhouette (single-stack format)



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BRAND IMAGE - CLOTHING

Promotional items are created for internal recognition (for example, to commemorate team events) or for end clients (for example, to give away at tradeshow). Guidelines for the most common branded promotional items are provided in this section. Please contact the Marketing department for guidance when branding any items not shown here.





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BRAND IMAGE – SOUVENIR ITEMS

Promotional items are created for internal recognition (for example, to commemorate team events) or for end clients (for example, to give away at tradeshow). Guidelines for the most common branded promotional items are provided in this section. Please contact the Marketing department for guidance when branding any items not shown here.

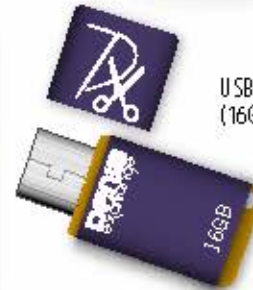
Coffee mugs
(various colors)



Aluminum water
container



Writing instruments



USB flashdrive
(16GB)

Stainless steel
keychains



Shopping bags
(various sizes)

