dunbia

A DIVISION OF DAWN MEATS

Brand Guidelines

Contents

Introduction

Our brand guidelines have been created to help bring consistency to the way we communicate about Dunbia.

Our visual identity is an important part of our organisation. It represents the outward 'face' of Dunbia. The Dunbia identity is clean, clear, and uncluttered with a fresh colour palette.

By applying the guidelines consistently, all of these elements can work together to reinforce our key brand messages of being a trustworthy, professional and dynamic organisation.

Some guidelines can be quite complicated, but in our opinion the simpler the better! So our aim has been to make these guidelines easy to use which in turn will help to keep our brand consistent across a range of media and continents.

We begin by taking you through the basics of using the key elements of our identity – our logo, typefaces and colour palette. After that, you'll find plenty of templates showing you how to apply the guidelines to our most widely used items of literature and stationery together with some useful examples of appropriate photographic and illustration styles.

We've tried to provide as much advice as possible. However, they can't cover every eventuality. If you are in doubt or need some further assistance, please contact the Marketing Department or email marketing@dawnmeats.com

Logo Usage

Our logo is the cornerstone of our brand and we must ensure proper usage.

As a rule the preferred way to use the Dunbia logo is full colour over a white/light background. Every attempt must be made to do this.

If the logo must be placed on a dark or coloured background you can use the full colour or the full colour reversed out version as long as either is clearly legible, if they are not then the logo can be reversed out or used in a single colour.

FULL COLOUR

SINGLE COLOUR MONO

FULL COLOUR REVERSED OUT

GREYSCALE

REVERSED OUT

SINGLE COLOUR BLUE
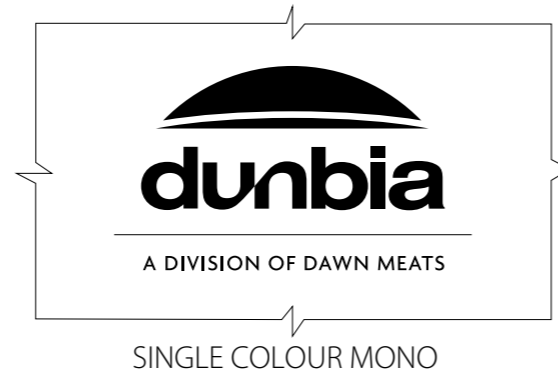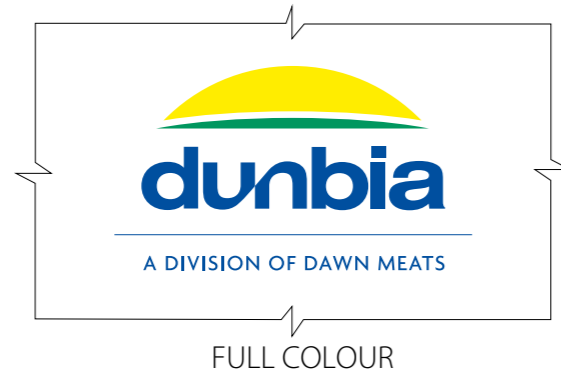
Logo Exclusion Zone

The logo must be surrounded with a minimum amount of clear space to ensure it is legible. This clear space isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen its overall impact.

Using the logo in a consistent manner across all applications establishes and reinforces immediate recognition of the Dunbia brand.

MINIMUM SIZE

The Dunbia logo with strapline must not be used less than 45mm across, any smaller and Dunbia logo less strap must be used. Finally due to legibility issues, the Dunbia logo less strap must never be used any smaller than 10mm in height.

EXCLUSION ZONE

45mm

Dunbia logo less strap

10mm
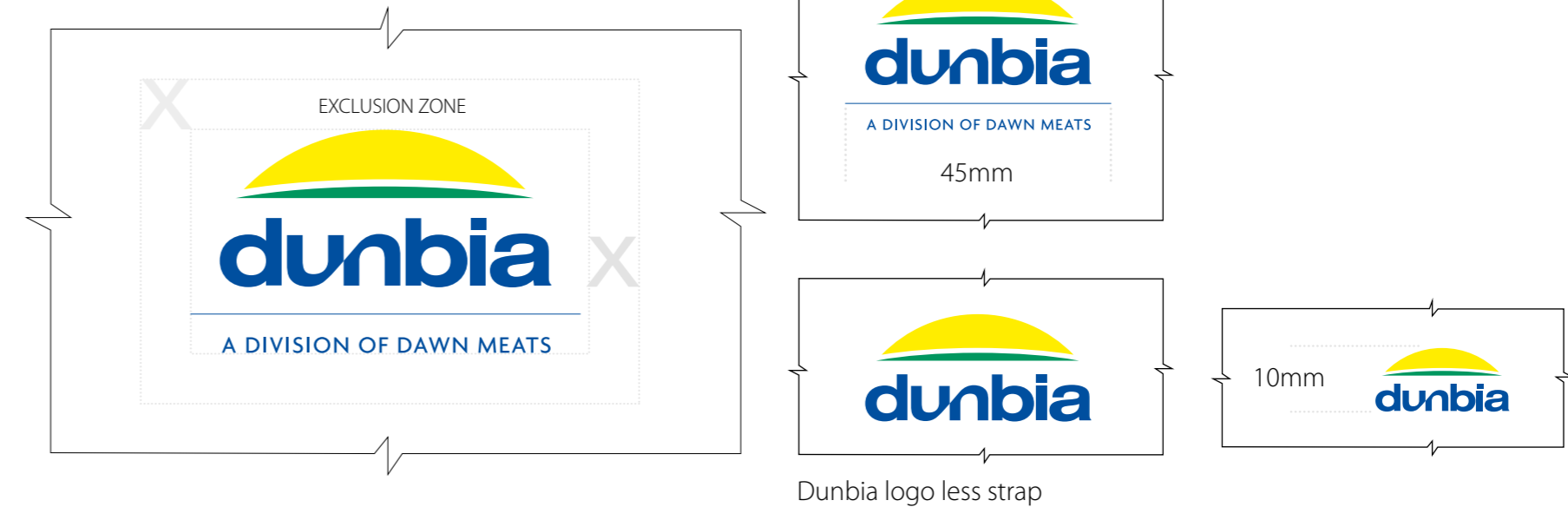
Logo Misuse

Do not create alternative versions of the Dunbia logo. Do not rearrange, re-colour, truncate or distort the logo in any way.

Do not use elements of the logotype to create additional Dunbia symbols and don't add additional graphic elements to the logo unless there is a specific marketing objective briefed by the Marketing Department.
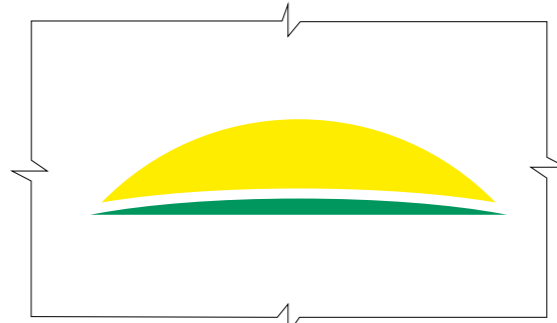
Any attempt to do any of the above causes confusion and devalues the singularity of the Dunbia brand and is therefore prohibited.
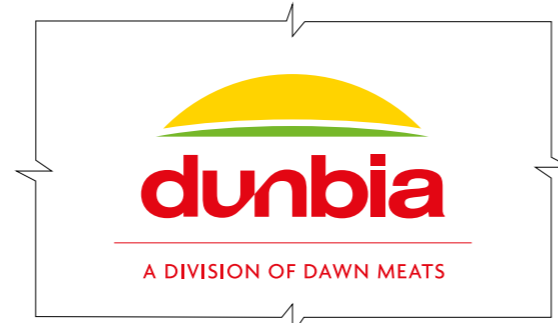
DO NOT DISTORT

DO NOT PUT INTO WHITE BOX
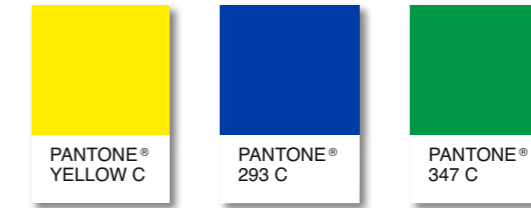
DO NOT USE ELEMENTS

DO NOT RECOLOUR

DO NOT ROTATE

USE LEGIBLY

Colours

Our colours reflect nature, fresh, bright, and colourful. They're simply loud and clear, providing a strong visual link to the Dunbia brand identity across a wide range of applications.

PANTONE® YELLOW C	PANTONE® 293 C	PANTONE® 347 C

PANTONE COATED

Dunbia Pantone	Yellow C
Dunbia Blue Pantone	293C
Dunbia Green Pantone	347C

CMYK 4 COLOUR PROCESS

Dunbia Yellow	100C
Dunbia Blue	100C 70M
Dunbia Green	100C 80Y

RGB

Dunbia Yellow	R35 G31 B32
Dunbia Blue	R0 G91 B170
Dunbia Green	R0 G167 B109

HEX

Dunbia Yellow	fff200
Dunbia Blue	005baa
Dunbia Green	00a76d

COLOUR TINTS

We have also created a range of tints of the key bright colours. Please use the stated percentages rather than choosing something that falls in between.

100%	100%	100%
75%	75%	75%
50%	50%	50%
25%	25%	25%
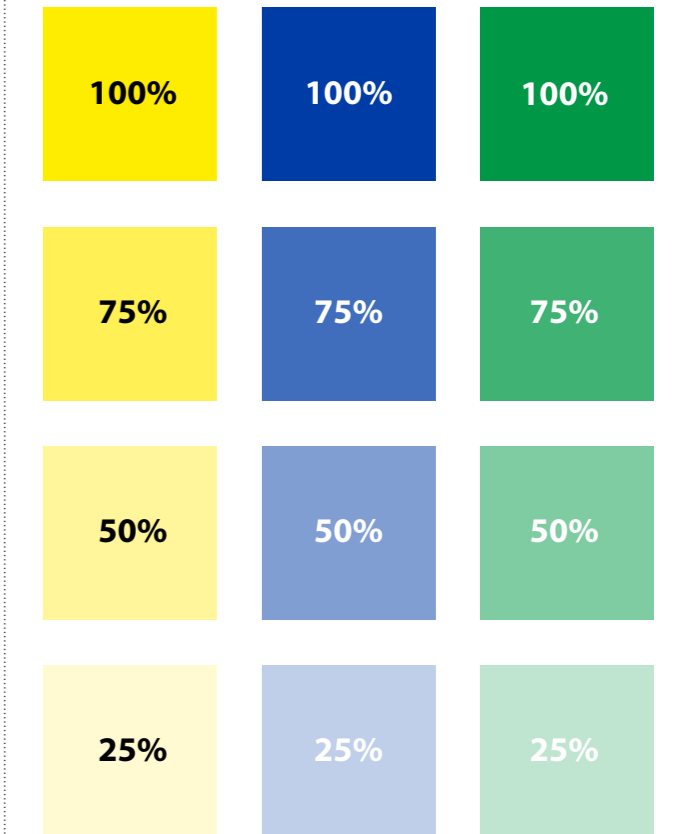
Type

For any external marketing material, including press advertisements, banners, brochures, point of sale etc we use Myriad Pro and Garamond.

HEADLINE & BODY COPY
Myriad Pro Light

The primary body copy style to be used is Light, but any of the styles and weights are acceptable in the appropriate situation –
e.g. Bold to emphasize titles, oblique for captions.

SUB-HEADINGS
Myriad Pro Bold

ALTERNATIVE HEADLINE
Garamond Regular

MYRIAD PRO LIGHT

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For all body text and headings

MYRIAD PRO LIGHT ITALIC

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Image captions etc

MYRIAD PRO BOLD

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For all body text subheads

GARAMOND REGULAR

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative for headlines

Digital Type

For internal and web we use Arial and Times to ensure there is consistency across multiple platforms for all digital media, both are web safe typefaces and, as such, assumed to be installed on most users' systems.

HEADLINE & BODY COPY
Arial Regular

The primary body copy style to be used is regular, but any of the styles and weights are acceptable in the appropriate situation –
e.g. Bold to emphasize titles, italic for captions.

SUB-HEADINGS
Arial Bold

ALTERNATIVE HEADLINE
Times New Roman

ARIAL REGULAR

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For all body text and headings

ARIAL ITALIC

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Image captions etc

ARIAL BOLD

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For all body text subheads

Times New Roman

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative for headlines