



Brand Standards

Policy & Procedures for Diamond Doors

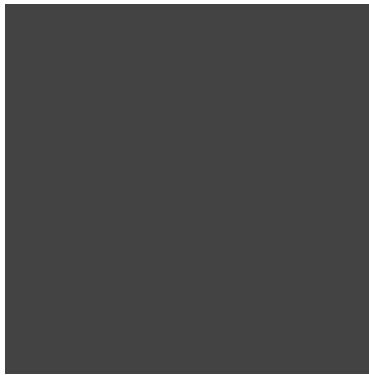
Logo Usage



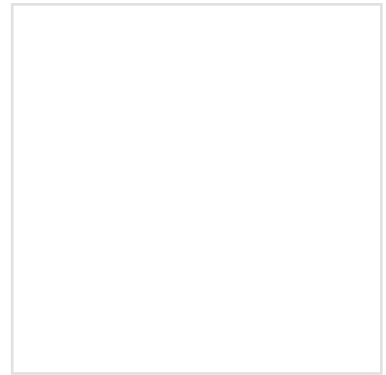
Colours



Diamond Blue
CMYK: 80 60 4 0
RGB: 69, 106, 173
HEX: #456AAD
Pantone 2726CP



Steel Grey
CMYK: 69, 63, 62, 58
RGB: 51, 51, 51
HEX: #333333
Pantone



Sterling White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Clear Space Area



To ensure that the logo is not crowded by other elements, it must be surrounded by the recommended clear space. This space can be measured by using the width of the small D in DIAMOND.

Minimum Logo Size

The logo has a minimum reproduction size to ensure that it is legible. The minimum width of the logo is 28mm.



Colour Variations



White Logo

Both the logomark and wordmark are white on a blue or dark background.



Black Logo

Both the logomark and wordmark are black on a white background where colour is not applicable.

Unacceptable Logo Usage



Do not skew or distort.



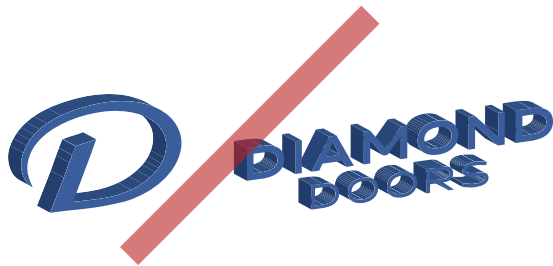
Do not stretch.



Do not change fonts.



Do not change colours.



Do not add effects.



Do not place on a busy background.



Do not move around elements.



Do not resize elements.

Typography

We use a specific group of typefaces to support our logo. There are two sets of typefaces used:

Design typefaces - used in the logo and design templates

Corporate typefaces - used in electronic templates and for all communication (such as Microsoft Word)

Design Typefaces

Azo Sans Bold

**ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ
abcdefghij
klmnopq
rstuvwxyz
1234567890**

Used in the logotype and in some headings, Azo Sans Bold should be used sparingly, in order to keep the type balanced.

Azo Sans Regular

ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ
abcdefghij
klmnopq
rstuvwxyz
1234567890

Azo Sans Regular should commonly be used.

Corporate Typefaces

Arial Bold

ABCDEFGHIJ

KLMNOPQ

RSTUVWXYZ

abcdefghij

klmnopq

rstuvwxyz

1234567890

Used in Word and PowerPoint templates for highlighted body text and headings.

Arial Regular

ABCDEFGHIJ

KLMNOPQ

RSTUVWXYZ

abcdefghij

klmnopq

rstuvwxyz

1234567890

Used in Word and PowerPoint templates for body text.

As a brand that sells on quality and innovative technology, all photos used in Diamond Doors materials should display these characteristics:

A. Subject matter should be relevant, not generic.

B. Technical quality should be high, namely:

- ▶ High resolution (300 DPI+ for print material, 72 DPI+ for web)
- ▶ Taken by a professional quality camera (DSLR), or a high-end point and shoot
- ▶ Colour balance is correct (whites are white, photo does not have a cool or a warm tint)
- ▶ Taken during ideal lighting conditions, the first few hours after dawn or last few hours before sundown.
- ▶ Avoid direct sunlight (around noon). Shoot facing away from the sun to avoid a bright background and dark subject.
- ▶ Straight horizon line
- ▶ Sharp focus
- ▶ No noticeable noise

C. Use professional composition techniques, such as the rule of thirds, balance, and negative space.

