



dana
connect

BRAND BOOK



dana
c o n n e c t



dana
c o n n e c t

COLORS



C0 M60 Y86 K0
R242 G130 B52



C9 M92 Y100 K2
R216 G57 B38



GRAYSCALE



ONLY FOR SOLID COLOR VERSION
C 0 M86 Y97 K0
R 239 G74 B38



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FULL COLOR



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SOLID COLOR VERSION



dana
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80%k



dana
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100%k



dana
connect

0%k



dana
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60%k

HORIZONTAL VERSION

Only when the occasion warrants it



100%k



0%k

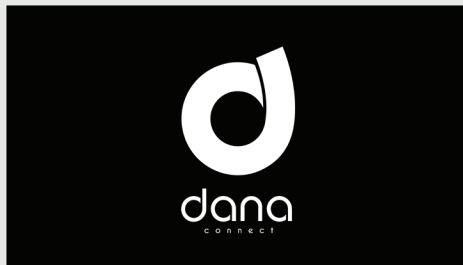


SOLID COLOR VERSION

OVER A FULL COLOR BACKGROUNDS



OVER A BLACK BACKGROUNDS



DON'TS



DON'T scale/resize disproportionately.



DON'T scale/resize disproportionately.



DON'T use unspecified colors.



DON'T rotate, except for 90° counterclockwise rotations.



DON'T add elements



DON'T rotate.

CLEAR SPACE



MINIMUM SIZE



TYPE

Fuente principal para usar en: material POP y presentaciones

Roboto Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r
s t u v w x y z .,:;-_?¡!ª /" @
1 2 3 4 5 6 7 8 9 0

Documentos con contenido en Word Office

Helvetica Regular

A B C D E F G H I J K L M N
Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
ñ o p q r s t u v w x y z
.,:;-_?¡!ª /" @
1 2 3 4 5 6 7 8 9 0

HTML (firmas, notificaciones, pantallas RT, etc).

Lucida Grade

A B C D E F G H I J K L M N
Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
ñ o p q r s t u v w x y z
.,:;-_?¡!ª /" @
1 2 3 4 5 6 7 8 9 0