



Brand Use Manual

Combination mark

Combo Mark Horizontal
[primary]



Combo Mark Vertical
[secondary]



Solid **white** version

Combo Mark Horizontal
[primary / preferred]



Combo Mark Vertical
[secondary]



Combo mark use **variations**



✓ Logomark alone



✓ Logomark alone

dana
connect

✗ Logotype alone



✓ Black 100% over white



✓ Grayscale +60%



✓ Solid colors



✗ Black over background color



✓ White over background color



Combo mark **padding** space



Textual expression of the brand name



Correct form of writing the brand name:
DANAconnect



Incorrect form of writing the brand name:
DANA



Incorrect form of writing the brand name:
DANAConnect



Incorrect form of writing the brand name:
DANA Connect



Incorrect form of writing the brand name:
Dana Connect

Brand **Typography**

Alternative font:
Helvetica variations

Heading

abcdefghijklmnop
pqrstuvwxyz
1234567890!@#

Roboto Thin

Presentations Titles
+32 to 48 points

Words docs Titles
+22 points

Primary corporate color
preferred.
Bold use optional.

Subheading

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz
1234567890!@#\$%^&*()

Roboto Regular Bold

Presentations Paragraphs
+18 points

Words docs Paragraphs
18 points

Grayscale 90% preferred

Body copy

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz
1234567890!@#\$%^&*()

Roboto Light

Presentations Paragraphs
+18 points

Words docs Paragraphs
12 points

Grayscale 90% preferred

Brand Colors



Logo gradient



#f18232



#d83a27

Flat colors



#878787



#ef4b26