



Brand Guidelines

What we stand for

- ↳ Cultivation
- ↳ Celebration
- ↳ Collaboration



SOLID WORDMARK VARIATIONS
FLEXIBLE SYSTEM

DC Design Week



DC | DW



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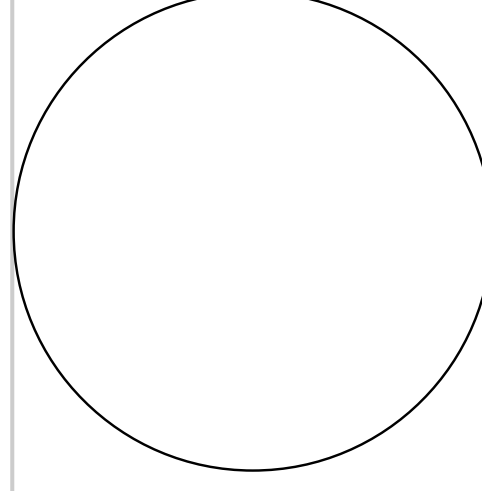
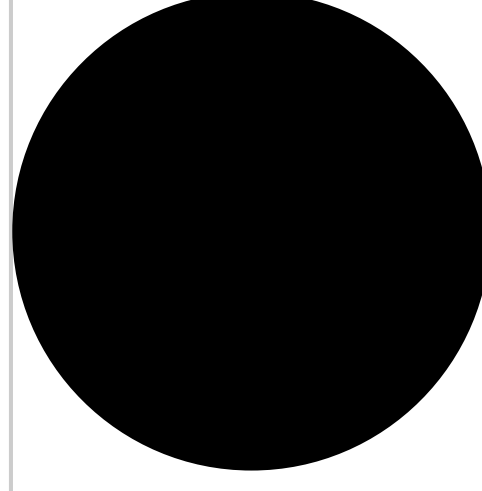
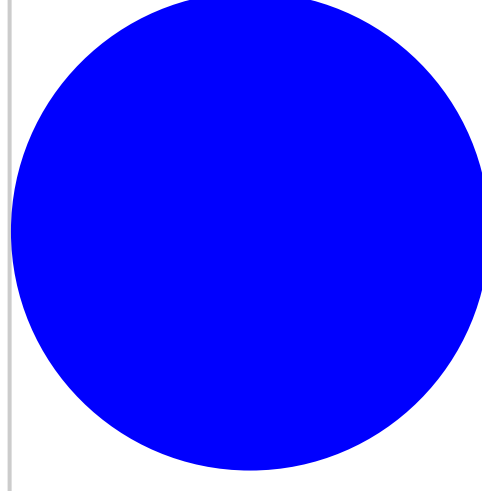


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Color Pallete

THE COLOR PALLETE REPRESENTS THE UTILITARIAN NATURE OF THE BRAND AND IN THAT VEIN, IS AS BASIC AS POSSIBLE. INFLUENCED BY BLUE-LINE PROOFS AND BLUEPRINTS, THE PRIMARY BLUE CONNOTES A FEELING OF PROCESS. THE STRENGTH OF THE BLUE IS REINFORCED BY BEING THE ONLY SOURCE FOR VIBRANCY IN THE BRAND AS IT IS ONLY ACCOMPANIED BY WHITE AND BLACK.



HEX	#0000FF	#000000	#FFFFFF
RGB	0, 0, 255	0, 0, 0	255, 255, 255
CMYK	90, 68, 0, 0	75, 68, 67, 90	0, 0, 0, 0
PANTONE	2728C (BEST MATCH?)		

Typography

BB RÖLLER

a A

oA bB cC dD eE fF gG hH
iI jJ kK lL mM nN oO pP
qQ rR sS tT uU vV wW xX
yY zZ

WORK SANS

aA

aA bB cC dD eE fF gG hH iI jJ kK
lL mM nN oO pP qQ rR sS tT uU
vV wW xX yY zZ