

DDC DOLPHIN

Brand Guideline

Version 1

DDC DOLPHIN Logo

The current, refined DDC logo is to be used on all new assets. This replaces the old logo and should not have the added line 'Dolphin'.



Logo Spacing

To ensure that our logos are presented clearly and effectively, it is necessary to allocate a minimum amount of space around them. This designated 'Safe Zone' must remain free from any other design elements or text to maintain the integrity of the logo.



CLEAR SPACE

Our rule for this is that no other graphics should be within a distance of the height of the letter D, in any direction.



MINIMUM LOGO SIZE

When using the logo be careful to keep it at a large enough size. As a rule, the minimum width for the logo is 150px (digital).

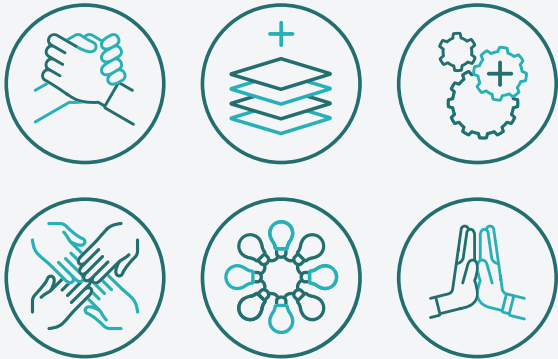
Logo Do Nots

Do not alter the logo with any rotations, stretching, colours or font changes.



DDC Icons

To keep consistency we only use icons of a unvarying style and line weight. These should primarily be used in two colours per icon: DDC Dark Teal and Blue Pop.



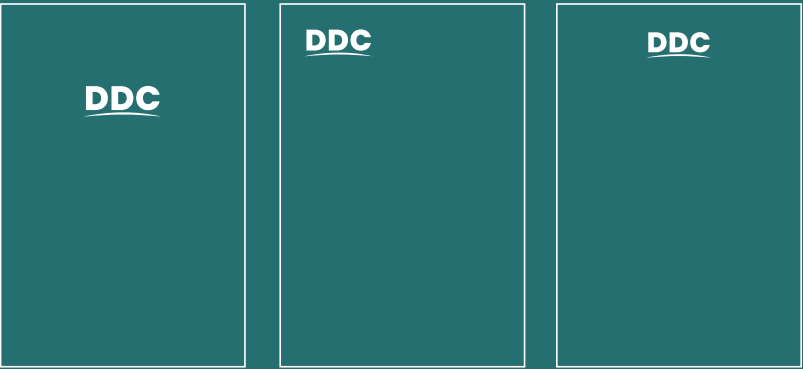
Logo Colours

The logo may only be used completely white, black, or completely DDC Colour Palette considering background colour.




Placement

The icon can be used flexibly as a graphic device in brand assets such as website, posters, exhibition stands etc.



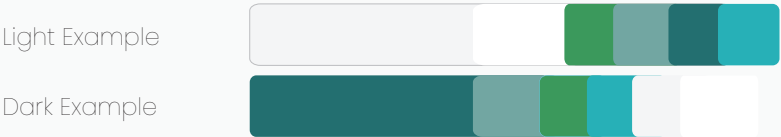
Colour Palette

As a brand, we use specific colours in our branding guidelines for a variety of reasons, including their ability to evoke emotions, communicate our brand personality and differentiate us from competitors. The colours we use in our branding are carefully selected to represent our brand values, vision and mission.



	<div>C 86 R 43 M 20 G 111 Y 32 B 112 K 53</div> <div>HEX 2B6F70 PANTONE 5473 RAL 6033</div>		<div>C 48 R 114 M 4 G 166 Y 16 B 162 K 15</div> <div>HEX 72A6A2 PANTONE 5493 RAL 6027</div>
	<div>C 4 R 242 M 2 G 242 Y 2 B 242 K 0</div> <div>HEX F2F2F2 PANTONE 9003 RAL 9003</div>		<div>C 12 R 223 M 4 G 231 Y 10 B 226 K 0</div> <div>HEX DFE7E2 PANTONE 9003 RAL 9003</div>
	<div>C 72 R 47 M 8 G 176 Y 30 B 182 K 0</div> <div>HEX 2FB0B6 PANTONE 326 RAL 7021</div>		<div>C 70 R 50 M 63 G 51 Y 62 B 51 K 58</div> <div>HEX 323333 PANTONE 419 RAL 7021</div>

Colour Usage

Our brand should be displayed primarily on a light background, this can be White or our Off White. The Light and DDC Dark Teal from our primary colour palette should feature in most assets for brand consistency.



Secondary Colours

	<div>C 93 R 62 M 4 G 153 Y 100 B 91 K 26</div> <div>HEX 3E995B PANTONE 356 RAL 6001</div>		<div>C 0 R 255 M 0 G 255 Y 0 B 255 K 0</div> <div>HEX FFFFFF PANTONE 9016 RAL 9016</div>
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Typography

The fonts we choose play a significant role in establishing our brand identity and ensuring that our visual communication is consistent and effective. By selecting fonts that align with our brand values, personality, and practical considerations, we can create a powerful visual language that resonates with our target audience and helps us achieve our branding goals. We use Poppins Regular, Thin and SemiBold.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
0 1 2 3 4 5 6 7 8 9
! @ £ \$ % &

Aa Poppins

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo
0 1 2 3 4 5 6 7 8 9
! @ £ \$ % &

Aa Poppins SemiBold

Titles using uppercase should have tracking spaced at least 150.
Paragraphs should never be fully in capital letters.

SMALL~~X~~**TITLES**
Incorrect: Tracking set to 0

SMALL TITLES
Correct: Tracking set to 150

Web Typography

Poppins is a completely web safe and free Google font. It works as our primary web font for compatibility across browsers and devices. It complements our brand's modern, approachable identity online. This typeface offers great readability and visual harmony across digital platforms.

Brand Activation Examples



Graphic Identity

The DDC icon can be used as a recognisable way to mask images, group elements, and hold information creating a unique graphic style for DDC adverts. Use blur or frost images.



Imagery

We primarily use imagery of DDC products or the environments in which they are used. It is important that the images we use have a modern clean look, and are of the highest quality. We try to avoid obvious stock imagery. In our imagery we try to use colours from our colour palette or ones which compliment our colour palette.

