DRM PRODUCTIONS, INC.

Identity Guidelines

Logo Clear Space

The light blue area indicates Clear Space. Other graphical and visual elements can be safely positioned up to the Clear Space, but that area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement. (Y Clear Space = 1/3 height of logo). The X Clear Space is the same as the calculated Y Clear Space.

Y = 1/3 height of Logo

X = Y

Logo Variations

Full Color

This is the official full color logo.

Solid Black

The solid black version is used in some forms of black and white commercial printing applications, such as local newspapers, where coarse halftone screens are used.

Two Color

The two color version is an alternate design that can be used in environments that may require a cleaner aesthetic.

Dark Background

The solid white version is used for dark background layouts.

Primary Colors

Pantone 185C

CMYK	C4 M100 Y92 K0
RGB	R228 G0 B43
HEX	#E4002B

Pantone 803C

CMYK	C6 M0 Y94 K0
RGB	R255 G251 B2
HEX	#FFFB02

Pantone Black6C

CMYK	C75 M68 Y67 K90
RGB	R0 G0 B0
HEX	#000000

Typeface Family

Oswald is to be used for any bold type, such as headlines on websites or any printed materials.

Lato is to be used for any paragraph text on website or on print materials.

Headline Font: **Oswald**

Weight: Regular (400), Light (300)

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

1234567890!@#$%^&*()_<>,.?

Paragraph Font: **Lato**

Weight: Regular (400)

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

1234567890!@#$%^&*()_<>,.?

Tag Line

Font

Font Family: Oswald

Weightss: Regular (400)

Color

CMYK	C6 M0 Y94 K0
RGB	R255 G251 B2
HEX	#FFFB02

Pantone 803C

The color of the tag line is usually yellow, but can also be solid black or white depending on the project.

Format and Spacing

Tag line is stacked with mixed upper and lower case. Each word is captalized. "One-Stop" is hyphenated. "Media Shop" lines up with the right edge of the "r" in "Your".

Alternative Wording

The wording "Your Local One-Stop Media Shop." can be used for advertising material that targets local customers within Richland County, Ohio and other surrounding areas.

Drop shadow, Black and White, and Dark Background still apply.

Your One-Stop Media Shop.

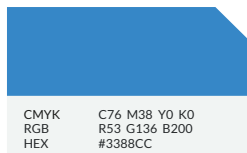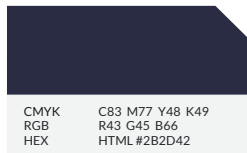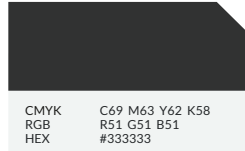| Your One-Stop Media Shop.	Your One-Stop Media Shop.	Your One-Stop Media Shop.
a drop shadow may be used to increase readability on complex backgrounds.	solid black for black and white material	solid white used for dark background

Your Local One-Stop Media Shop.

Secondary Colors

CMYK	C24 M100 Y93 K20
RGB	R159 G27 B37
HEX	#9F1B25

CMYK	C69 M63 Y62 K58
RGB	R51 G51 B51
HEX	#333333

CMYK	C9 M20 Y93 K0
RGB	R234 G195 B49
HEX	#EAC435

CMYK	C51 M38 Y39 K3
RGB	R132 G140 B142
HEX	#848C8E

CMYK	C89 M71 Y14 K2
RGB	R52 G89 B149
HEX	#345995

CMYK	C19 M15 Y16 K0
RGB	R204 G204 B204
HEX	#CCCCCC

CMYK	C83 M77 Y48 K49
RGB	R43 G45 B66
HEX	HTML #2B2D42

CMYK	C0 M0 Y0 K0
RGB	R255 G255 B255
HEX	#FFFFFF

CMYK	C76 M38 Y0 K0
RGB	R53 G136 B200
HEX	#3388CC

These secondary colors can be used to compliment the primary colors in ad designs, website, and printed materials.

When adding a background image use these colors as the base for overlays or gradients. See example below.
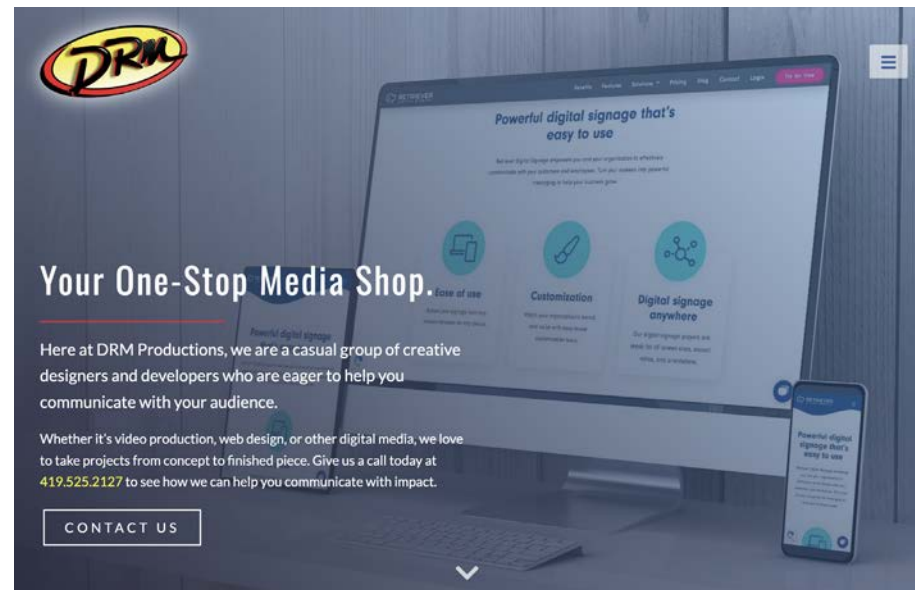
Social Media

Social Media profile image.

Square and rounded corner profile designs such as Twitter and Facebook.

Circular profile designs such as Google+ and Instagram.

Social Media Links

 www.facebook.com/DrmProductions

 twitter.com/drmproductions

 www.linkedin.com/company/drm-productions

Social Media Post Graphics

These are branded frames to be used for Social Media posts.

Proper use of logo

The correct proportions and colors of the
DRM Productions Logo are displayed here.
Do not alter the logo shape or colors.

Do not change colors.

Do not squash or stretch logo.