



BRAND GUIDELINES

05 March 2021

1.0	Introduction	1
2.0	Logo	2
2.1	Logo Files.....	3
2.2	Logo File Types Explained	4
2.3	Logo Usage.....	5
2.4	Corporate Colours	6
2.5	Corporate Typefaces.....	7
2.6	Slogan.....	7
3.0	Stationery	8
3.1	Business Cards & Email Signature	9
3.2	Letterhead	10
3.3	With Compliments & Envelope	11
4.0	Signage.....	12
4.1	In-Office Signage.....	13
5.0	Web & Social Media.....	14
5.1.A	Facebook - Current.....	15
5.1.B	Facebook - Recommendations.....	16
5.1.C	Facebook - Specifications	17
5.2.A	Instagram - Current	18
5.2.B	Instagram - Recommendations.....	19
5.2.C	Instagram - Specifications	20
5.3	Powerpoint Templates	21
5.4	dtb! Website	22
6.0	Merchandise.....	23
6.1	Shirts & Caps	24

dtb! Advertising



Brand Consistency

This manual has been designed to describe the standards that must be adhered to so that together we achieve a unified and consistent visual communications program. We have incorporated logos, colour palette, typography and design guidelines. By maintaining design consistency over an extended period of time, **dtb! Advertising** will succeed in creating instant brand recognition and awareness.

About this Manual

The objective of these Brand Guidelines is to establish a comprehensive design scheme that accurately depicts the visual identity of **dtb! Advertising**. The design guidelines in this manual are intended to serve as the framework for **dtb! Advertising** visual brand identity. It is not the intent of this manual to define all applications, nor is it intended to restrict creativity in the design and production of graphic materials.

LOGO

CMYK Logo



The **dtb! Advertising** colour version of the logo should be given preference over all other versions for communications.

RGB Logo



The **dtb! Advertising** RGB colour version is used for screen display

Greyscale Logo



The **dtb! Advertising** greyscale version of the logo may be used where colour reproduction is not available or appropriate. It should be applied to a white or light background. Greyscale version should be chosen on the basis of maximum contrast with the background.

MONO Logo



The **dtb! Advertising** mono version of the logo may be used where colour reproduction is not available or appropriate. It should be applied to a white or light background. Mono version should be chosen on the basis of maximum contrast with the background.

Reversed Logo



The **dtb! Advertising** reversed version of the logo should be used on dark backgrounds. The reversed keyline version should be used where the background isn't conflicting.

EPS FILE



An EPS is a vector file used by designers.

- Can be used for print.
- Can be scaled to any size without loss of quality.
- Can be imported into all major design programs.

PDF FILE



PDF files are the most common way to share documents without losing the design or quality.

- Can be used for print, most printers prefer this file type.
- Can be scaled to any size without loss of quality.

JPG FILE



A JPG file is the most common file format for images and logos across the board.

- Can be saved as both high res (300dpi) and low res (72dpi).
- Will lose quality if scaled up in size creating pixilation.
- Does not support transparent backgrounds.
- RGB files are used for digital use, while CMYK for printing.

PNG FILE



PNG files are designed for graphics/logos/images to be used for digital/web applications.

- The major benefit of PNG files is that they support transparent backgrounds
- PNG files are bitmap images that employ lossless data compression.

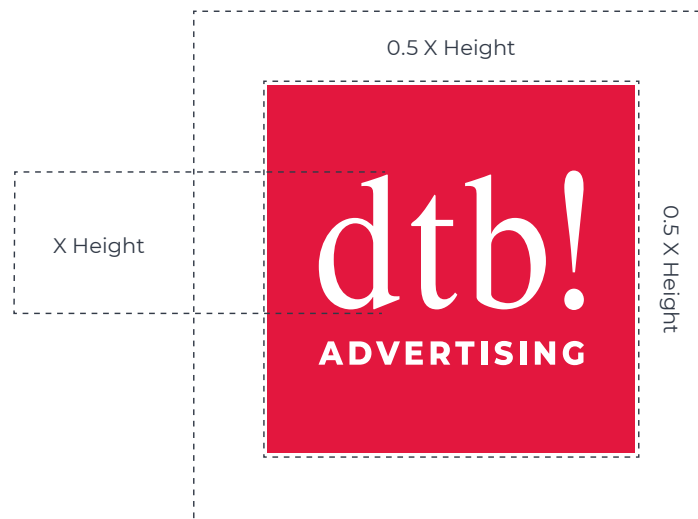


Minimum Size



The minimum print size of the **dtb! Advertising** logo is no less than 15mm. The minimum size ensures readability and accurate reproduction.

Exclusion Zone (Clear Space)



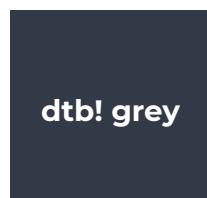
The clear space around the **dtb! Advertising** brand logo must remain consistent and equal to 0.5 of "X" height of the logo symbol from all edges of the logo. This zone exists for two purposes: 1) as an area that no other elements must intrude into; 2) as a shape to contain the logo in certain design circumstances.



Spot colour (coated)	PMS 199
HEX	#e3173e
CMYK	18 100 100 9
RGB	227 23 62

Emphasis Colour

This colour is to be used as a secondary colour for backgrounds and emphasis



Spot colour (coated)	PMS 432
HEX	#323a47
CMYK	79 68 51 45
RGB	50 58 71

Note

The logo should be reproduced only from an EPS, TIF, PNG or JPEG file.

Logo Colours

This page illustrates the primary colours of the logo. It is to be used on all materials such as stationery, signage, electronic production, website and internal templates. Wherever possible the logo must be reproduced in **dtb!** red on a white background.

Spot Colour

PMS (Pantone Matching System) – Spot Colours

This version of the logo is to be used for decal and signage projects where individual PMS colours are required. The PMS colours are also useful for matching paint colours.

CMYK Colour

CMYK (cyan, magenta, yellow and black) – Process Colours

This version of the logo is to be used for producing colour advertisements and any other promotional material in four colour.

RGB Colour

RGB (red, green, blue) is to be used for websites, PowerPoint presentations and any screen or multimedia displays.

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY TYPEFACE

The primary typeface used for design is Montserrat. This font is used in all design copy.

For headings and emphasis use the bolder font type eg.

Extra Bold and **Bold**

For body copy Regular, Medium and **Semi Bold**.

Avoid using the Thin variation as it is hard to read unless it is a heading and the size is very large.

This font is a Google font and can be downloaded free here

<https://fonts.google.com/specimen/Montserrat>

ALTERNATIVE TYPEFACE

When this font is not available, a default font will be needed to ensure consistency in all Office 365 applications, eg Powerpoint or Microsoft Word. The font to be used should be **Arial**.

2.6 SLOGAN

Where possible, when **dtb! Advertising** is to appear in body copy - it must appear as:

dtb! Advertising

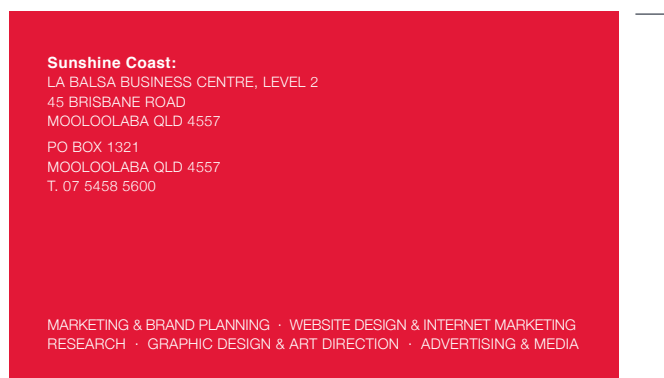
Our slogan should appear:

Let's get **d**own **t**o **b**usiness!

STATIONERY

BUSINESS CARDS

90 mm



55 mm

EMAIL SIGNATURE

Michael Molloy
Managing Director



T: 07 5458 5600
M: 0419 291 511
E: Michael@dtb.com.au
W: www.dtb.com.au
 La Balsa Business Centre
 Level 2, 45 Brisbane Road, Mooloolaba QLD 4557
   
Let's get down to business!



drop in: LA BALSA LA BALSA BUSINESS CENTRE, LEVEL 2
45 BRISBANE RD, MOOLOOLABA QLD 4557
post it: PO BOX 1321, MOOLOOLABA QLD 4557
get personal: T. 07 5458 5600 E. info@dtb.com.au www.dtb.com.au
ABN 73 008 651 606 DOWN TO BUSINESS (QLD) PTY LTD. ACN 106 306 021

WITH COMPLIMENTS



OUR COMPLIMENTS

drop in: LA Balsa Business Centre, Level 2
45 Brisbane Rd, Mooloolaba QLD 4557
post it: PO Box 1321, Mooloolaba QLD 4557
get personal: T. 07 5458 5600 E. info@dtb.com.au www.dtb.com.au
ABN 73 008 651 606 Down to Business (QLD) Pty Ltd. ACN 106 306 021

ENVELOPE



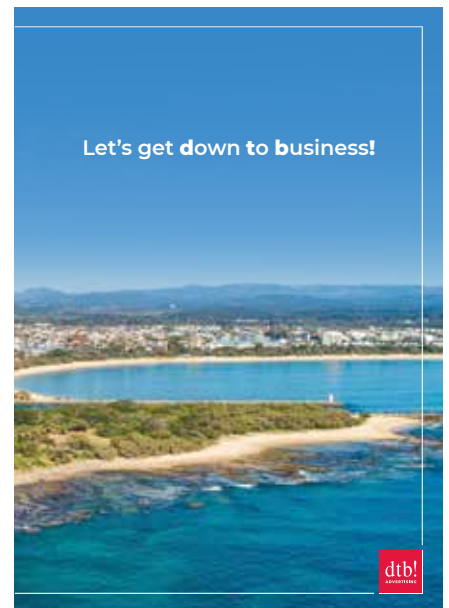
drop in: LA Balsa Business Centre, Level 2
45 Brisbane Rd, Mooloolaba QLD 4557
post it: PO Box 1321, Mooloolaba QLD 4557
get personal: T. 07 5458 5600 E. info@dtb.com.au www.dtb.com.au
ABN 73 008 651 606 Down to Business (QLD) Pty Ltd. ACN 106 306 021

SIGNAGE

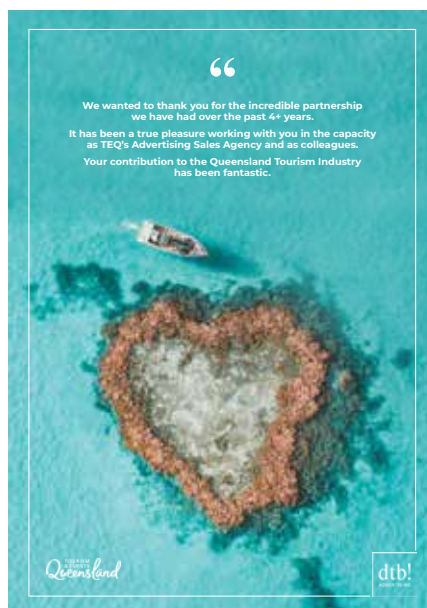
594 mm

A1 SIZE

841 mm



A1 SIZE



1000 mm

750 mm

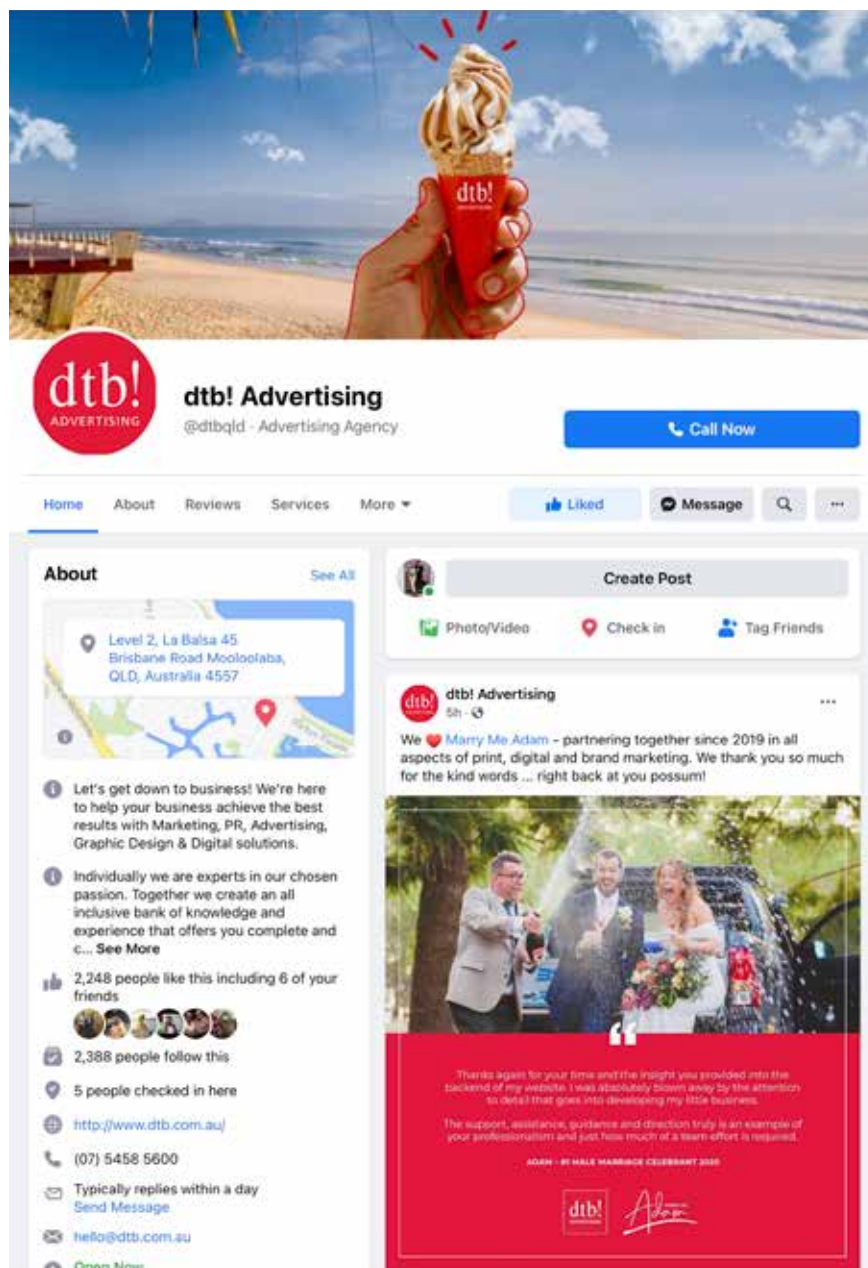


WEB & SOCIAL MEDIA

FACEBOOK

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

“Facebook Pages are the gateway for businesses to market to this holy grail of users. A Facebook Page is a public presence similar to a personal profile, but allows fans to “like” the business, brand, celebrity, cause, or organisation” By Hubspot.com



The image shows a screenshot of the Facebook profile page for 'dtb! Advertising'. The profile picture is a hand holding a red ice cream cone with 'dtb!' written on it, set against a beach background. The cover photo is a similar image. The profile name is 'dtb! Advertising' with the handle '@dtbqld - Advertising Agency'. A 'Call Now' button is visible. The page has tabs for Home, About, Reviews, Services, and More. The 'About' tab is selected, showing a map of the location (Level 2, La Balsa 45, Brisbane Road Mooloolaba, QLD, Australia 4557) and a list of services. The 'Create Post' section is visible, showing a post from 'dtb! Advertising' dated 5h, which is a thank you message to 'Marry Me Adam' for their partnership since 2019. The post includes a photo of a wedding couple and a red banner with a testimonial and the dtb! logo.

dtb! Advertising
@dtbqld - Advertising Agency

Call Now

Home About Reviews Services More

Liked Message

About See All

Level 2, La Balsa 45
Brisbane Road Mooloolaba,
QLD, Australia 4557

Let's get down to business! We're here to help your business achieve the best results with Marketing, PR, Advertising, Graphic Design & Digital solutions.

Individually we are experts in our chosen passion. Together we create an all inclusive bank of knowledge and experience that offers you complete and c... [See More](#)

2,248 people like this including 6 of your friends

2,388 people follow this

5 people checked in here

<http://www.dtb.com.au/>

(07) 5458 5600

Typically replies within a day
[Send Message](#)

hello@dtb.com.au

[Open Now](#)

Create Post

Photo/Video Check in Tag Friends

dtb! Advertising 5h

We ❤️ Marry Me Adam - partnering together since 2019 in all aspects of print, digital and brand marketing. We thank you so much for the kind words ... right back at you possum!

Thanks again for your time and the insight you provided into the backend of my website. I was absolutely blown away by the attention to detail that goes into developing my little business.

The support, assistance, guidance and direction truly is an example of your professionalism and just how much of a team effort is required.

ADAM - REBALE MARRIAGE CELEBRANT 2019

dtb! Adam

PROFILE PHOTO



COVER PHOTO

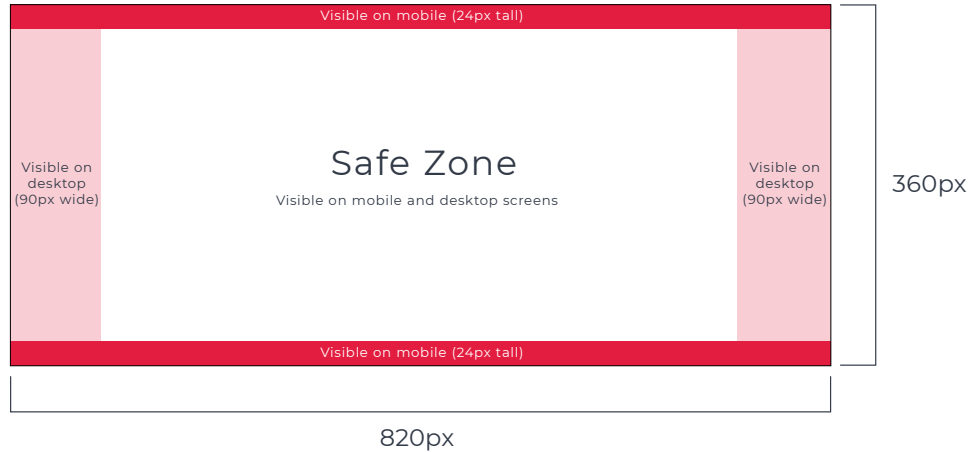


PHOTO POST**DESIGN:**

News Feed Image Size: 1200x900

DISPLAY:

Desktop News Feed Display: 470x470

Mobile News Feed Display: 626x840

TEXT:

Desktop displays 500 characters,
mobile displays 110 characters.

SLIDESHOW (SPONSORED POST)**DESIGN:**

News Feed Image Size: 600x600

DISPLAY:

Desktop News Feed Display: 300x300

Mobile News Feed Display: 460x460

TEXT:

Desktop displays 500 characters,
mobile displays 120 characters.

VIDEO POST**DESIGN:**

Thumbnail Image Size: 1200x675

DISPLAY:

Desktop News Feed Display: 470x675

Mobile News Feed Display: 560x675

TEXT:

Desktop displays 500 characters,
mobile displays 110 characters.

Video: h.264, square pixels, fixed frame rate (max 30fps), progressive scan

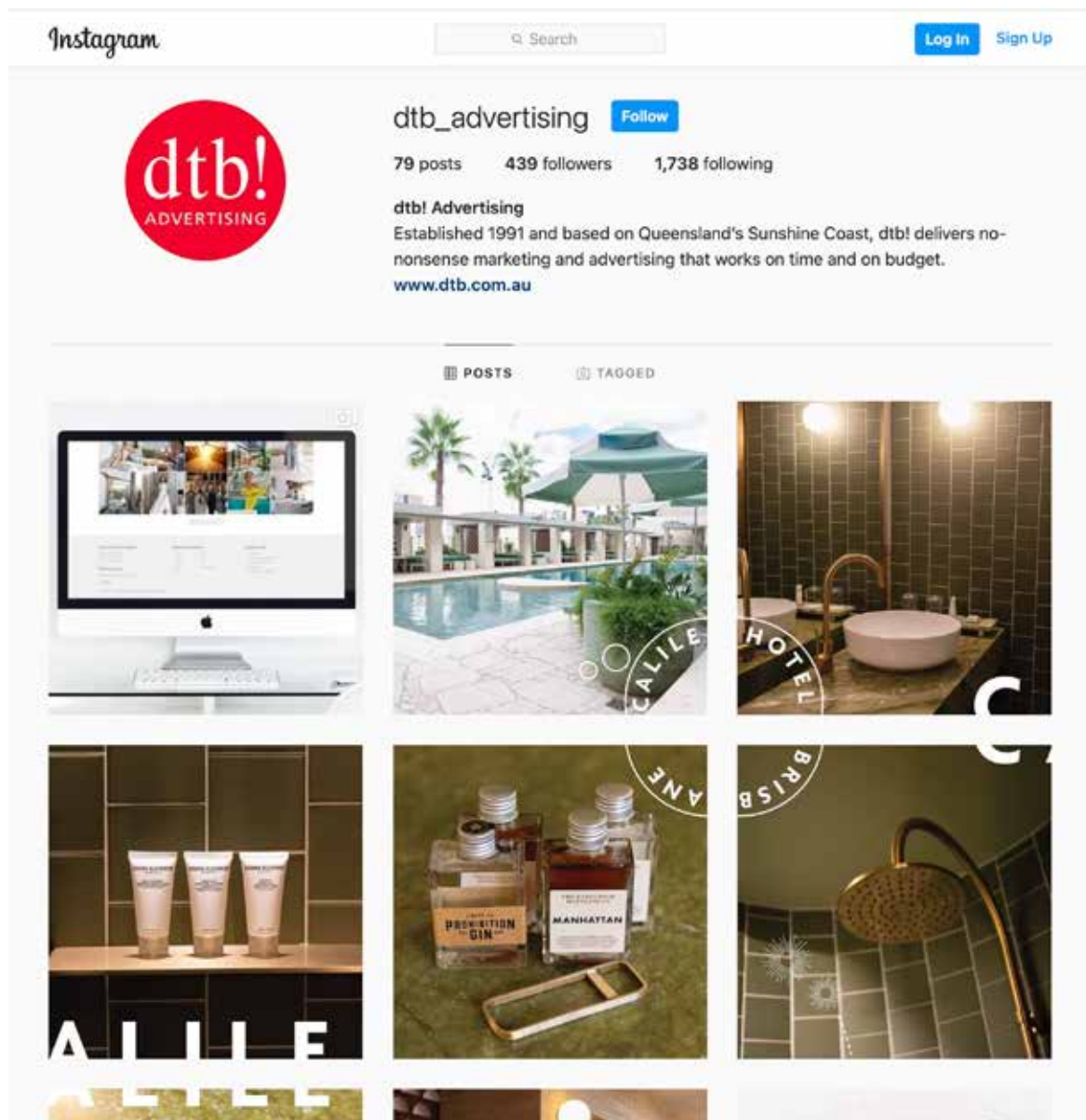
Format: .mp4 container ideally with leading moov atom, no edit lists

Audio: Stereo AAC, 128kbps+ preferred

File size: Up to 4 GB

INSTAGRAM

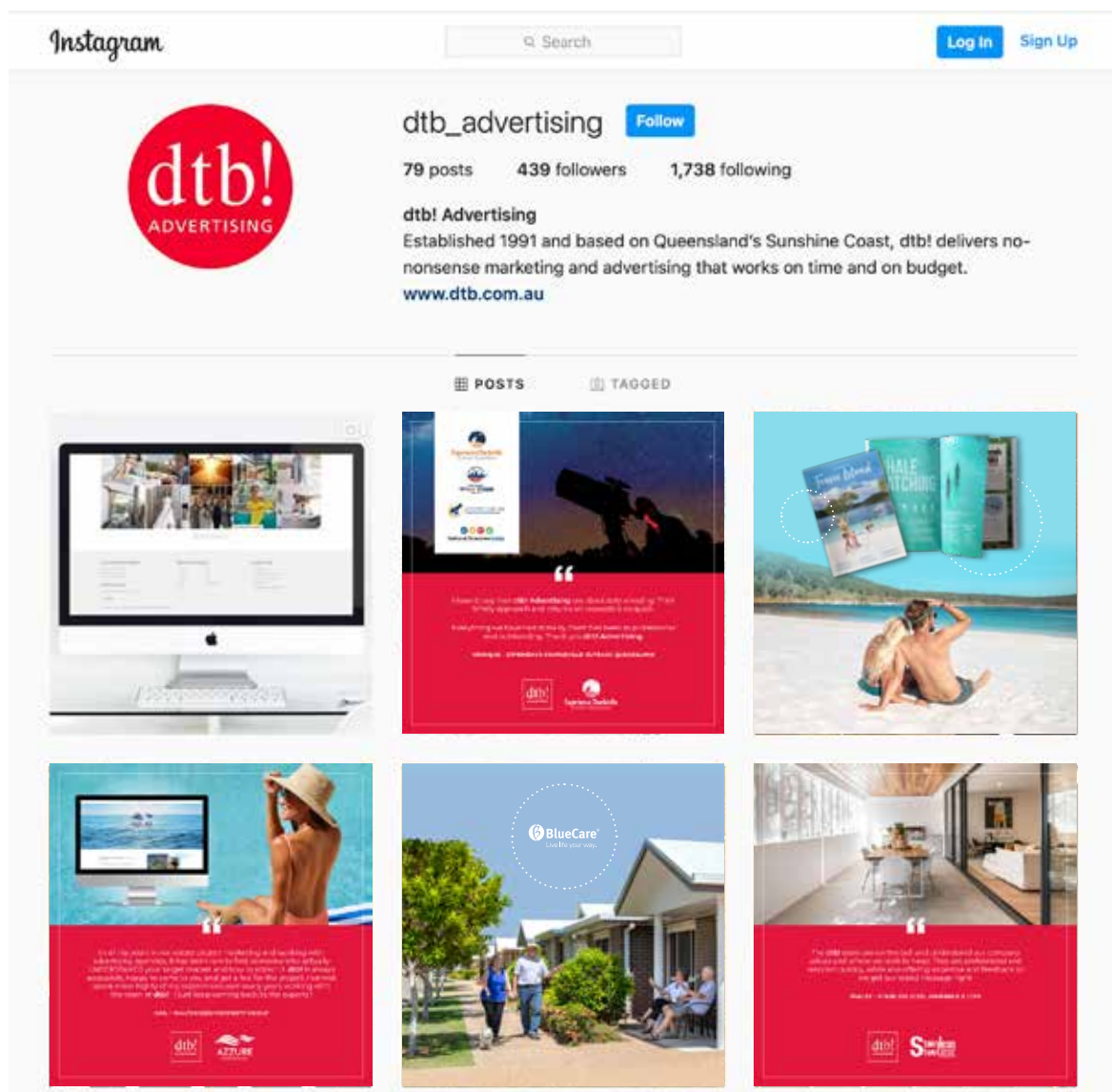
Instagram is your social network to photo sharing, and It will attract your follower's attention, create a brand, establish a community and make striking ads to get more clicks.



PROFILE PHOTO



PROFILE FEED



POSTS & STORY

SQUARE UPLOAD

1080x1080px
APPEARS
612x612px

LANDSCAPE UPLOAD

1080x566px
APPEARS
600x400px

PORTRAIT UPLOAD

1080x1350px
APPEARS
600x749px

STORY

1080x1920px

“GO TO” HASHTAGS

#dtbadvertising #advertisinganddesign #advertisingsunshinecoast

TITLE PAGE



DOCUMENT HEADING

DOCUMENT HEADING

presented by dtb! Advertising 20 June 2021



INTERNAL TEXT PAGE

INTERNAL HEADING

Tiist, quuntur sinum que pero molo blaccum hic toria volupie ntiandis imo conse corum que di verum estrume officitur, sa volum quia quatur sequam dit mi, quia cor aliquat iumquunt. Ebisque volupta tumquis cimagnametur sitinist essi voluptas apit invent adite voluptae periossimint rerfero vitatem utate nobit di consedia core porerio dem elitisque volut quas nectore henissim et pro eatius pario evelendaecus nistis aut quamus, eum imet voloria

ad molupta quatem dentio officiat quisim eos sunt dolut unt eum fuga. Dem volores exerrunt a estrum fugitiis remquis ma nis eaque nam et haribernat quiam quas ant magnis assint.

Nessin et hit, esequas aliquamus doluptae pra dolore nos magniet velende seque perum lantotatiis mo officatium ea dero maiois

INTERNAL HEADING

Tiist, quuntur sinum que pero molo blaccum hic toria volupie ntiandis imo conse corum que di verum estrume officitur, sa volum quia quatur sequam dit mi, quia cor aliquat iumquunt. Ebisque volupta tumquis cimagnametur sitinist essi voluptas apit invent adite voluptae periossimint rerfero vitatem utate nobit di consedia core porerio dem elitisque volut quas nectore henissim et pro eatius pario evelendaecus nistis aut quamus, eum imet voloria

ad molupta quatem dentio officiat quisim eos sunt dolut unt eum fuga. Dem volores exerrunt a estrum fugitiis remquis ma nis eaque nam et haribernat quiam quas ant magnis assint.

Nessin et hit, esequas aliquamus doluptae pra dolore nos magniet velende seque perum lantotatiis mo officatium ea dero maiois



INTERNAL TEXT/IMAGE PAGE

INTERNAL HEADING

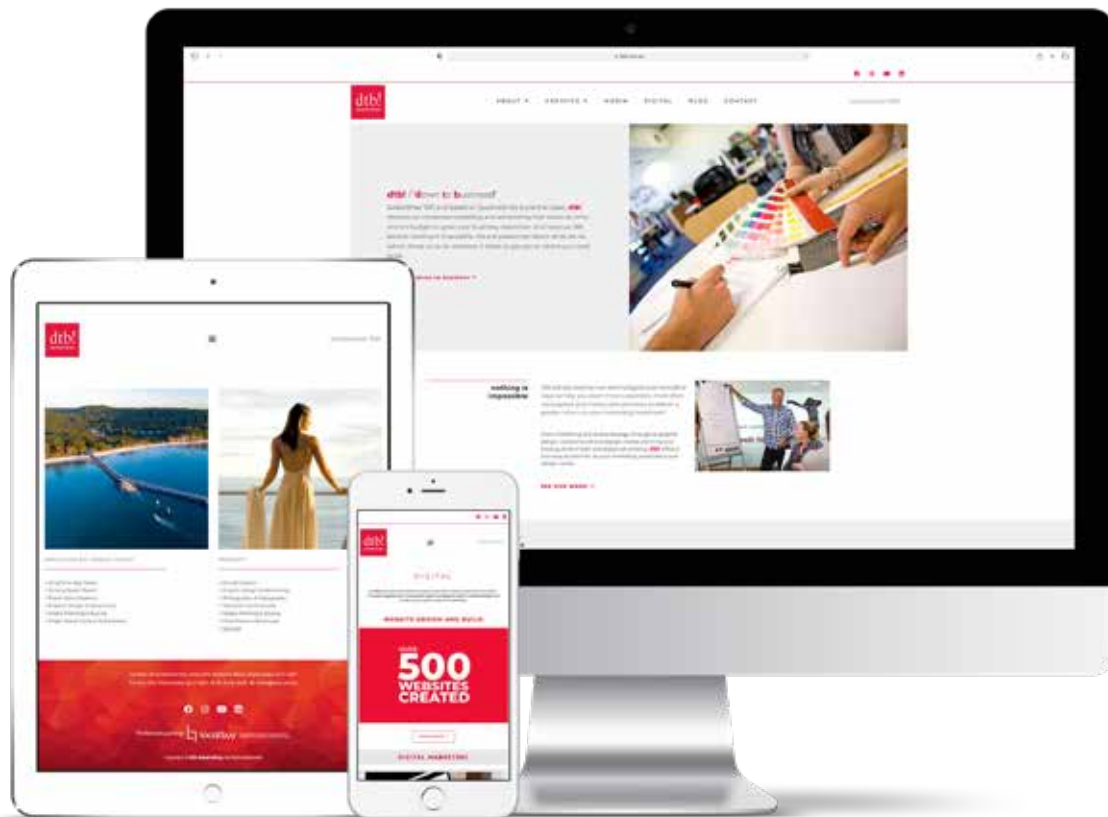
Tiist, quuntur sinum que pero molo blaccum hic toria volupie ntiandis imo conse corum que di verum estrume officitur, sa volum quia quatur sequam dit mi, quia cor aliquat iumquunt. Ebisque volupta tumquis cimagnametur sitinist essi voluptas apit invent adite voluptae periossimint rerfero vitatem utate nobit di consedia core porerio dem elitisque volut quas nectore henissim et pro eatius pario evelendaecus nistis aut quamus, eum imet voloria

ad molupta quatem dentio officiat quisim eos sunt dolut unt eum fuga. Dem volores exerrunt a estrum fugitiis remquis ma nis eaque nam et haribernat quiam quas ant magnis assint.

Nessin et hit, esequas aliquamus doluptae pra dolore nos magniet velende seque perum lantotatiis mo officatium ea dero maiois



WEBSITE DESIGN ACROSS VARIOUS SCREEN SIZES



Clean white website with pops of red to keep the layout modern and timeless.

1397 engagements

1196 engagements

917 engagements

Trend 2 - Silence is golden: Brands find their place in the conversation.

In 2021, the smartest brands will understand where they fit into customers' lives on social media. They'll find creative ways of fitting into the conversation instead of trying to lead it, creating content that breaks through the wall of indifference.

What you should do in 2021:

- Don't dismiss passive content consumption, as only a small minority of online users actually comment or share content, with the vast majority of all online media being consumed passively.
- Booster social listening data with other sources of insights. Search analysis can provide great insights beyond what people are willing to talk about and reflects more of what they're privately thinking and wanting.
- Lean on trusted user-generated content to replace costly content production, as customers are more likely to listen to their peers than a brand itself. Encourage and post reviews and testimonials.

WEBSITE BLOG

Content layout to be kept consistent as per example. Limited to certain text variations and design elements as per backend build for the blogs on the website. Mockups of work to be used to be key, eye catching parts.

MERCHANDISE

The background of the page is a solid red color. In the lower half, there is a complex, abstract pattern of overlapping triangles in various shades of red and orange, creating a textured, low-poly effect.



CREATIVE



MEDIA



DIGITAL



Let's get **down to business!**

La Balsa Business Centre, Level 2
45 Brisbane Road, Mooloolaba QLD 4557

07 5458 5600 www.dtb.com.au
