

BRAND GUIDELINES



DREAMBOOKSPRO

EXCLUSIVE PHOTOBOOKS

KEYWORDS

BRAND GUIDELINES

ALBUMS

EXCLUSIVITY

PEOPLE

QUALITY

HAND MADE

CREATIVE

PRINT

HISTORY

EFFICIENCY

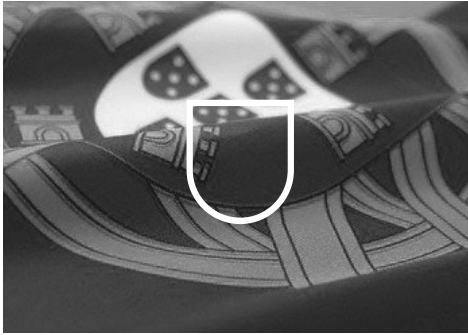
PHOTOGRAPHY

EXPERIENCE

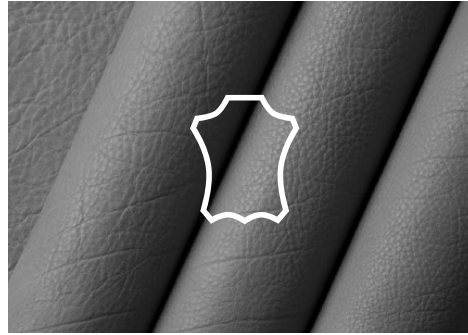
PROFESSIONAL

LOGOTYPE CONCEPT

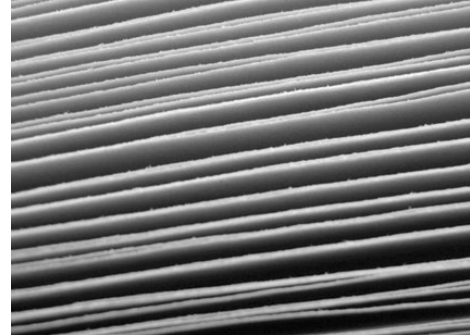
BRAND GUIDELINES



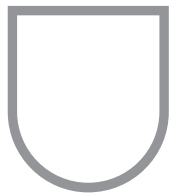
ORIGINS



QUALITY



TECHNIQUE



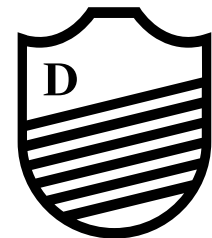
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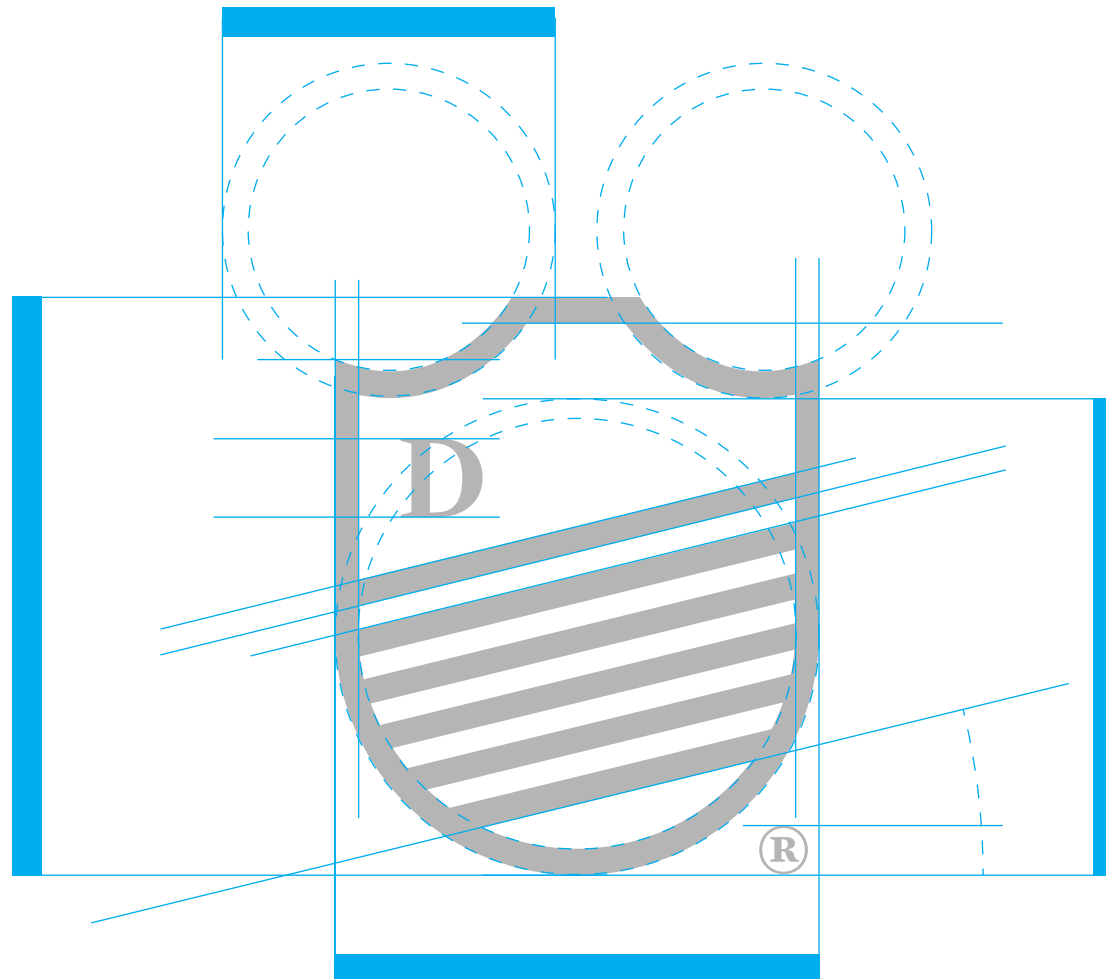


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ICON GRID

BRAND GUIDELINES



LOGOTYPE

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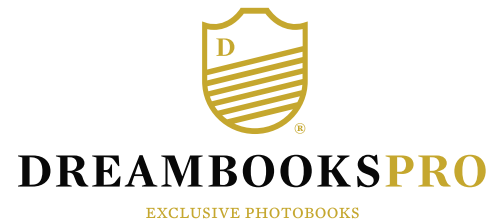


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LOGOTYPE VERSIONS

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LANDSCAPE VERSION



ICON VERSION



PORTRAIT VERSION



LETTERING VERSION

MONOCROMATIC LOGOTYPE

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LIGHT BACKGROUND



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DARK BACKGROUND

SMALL SIZES

BRAND GUIDELINES



40 MM



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35 MM




10 MM

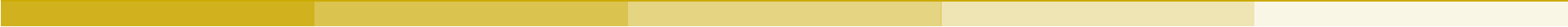
COLORS

BRAND GUIDELINES

PANTONE BLACK C	CMYK	60% 60% 40% 100%
	RGB	0 0 0
	HEX	#000000

A horizontal bar showing five color calibration patches for PANTONE BLACK C, ranging from dark to light.

PANTONE 4495 C	CMYK	24% 30% 100% 1%
	RGB	197 166 45
	HEX	#C5A62D

A horizontal bar showing five color calibration patches for PANTONE 4495 C, ranging from dark to light.

TYPOGRAPHY

BRAND GUIDELINES

A B C D E

BRANDING FONT:

MERCURY - TEXT G1 BOLD
© HOEFLER & FRERE-JONES
USA

2000

A B C D E

TEXT FONT:

DIN - LIGHT
© ALBERT-JAN POOL
AMSTERDAM

1995



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