

BRAND
GUIDELINES



DIYANET CENTER
OF AMERICA

DIYANET
CENTER OF
AMERICA





قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ إِنَّ فِي هَذَا قُرْآنٍ

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Section 01

Primary brand elements

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- 00 Logo versions
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Brand elements

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Section 03

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Identity

Section 01

Primary brand elements

Section 01

Identity

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Our Logo

The Global signifier of our brand.

The artwork of our logo has been carefully created to work in as varied and versatile a way as possible. It should never be altered in any way, and you should be careful to place it in such a way as to maximise it’s style and presence.



Primary logo - light background



Primary logo - dark background

We have three versions of the Diyanet Center Of America logo for use in different instances. On light, dark and coloured backgrounds.



Primary logo - coloured background

Clearspace



The clearspace around our logo is calculated from in the
We call this the d-width.



Minimum Size



Logo Clearspace
& Minimum Size

Our logo is our calling card. We have a series of guardrails in place to maintain its integrity.

In order to preserve the impact and legibility of the DCA Active logo you should always ensure that it has enough space to breathe, and be careful that it doesn't appear too small.



Do not crop the logo



Do not combine logo elements



Do not rotate the logo

How not to Use our logo

The artwork of our logo has been carefully created to work in as varied and versatile a way as possible. It should never be altered in any way, and you should be careful to place it in such a way as to maximise it's style and presence.



Do not use any other colours in the logo



Do not stretch or distort the logo



Do not place over conflicting colours



Do not add effects to the logo



Do not place over a busy image

<div><div>R129 G108 B75 C36 M43 Y69 K30 Pantone 872 C #816c4b</div></div>	<div><div>R113 G117 B80 C44 M44 Y73 K17 Pantone 871 C / %70 #857550</div></div>	<div><div>R170 G165 B153 C10 M10 Y20 K30 Pantone 414 C #aaa599</div></div>	<div><div>R142 G139 B129 C10 M10 Y20 K45 Pantone 403 C #8e8b81</div></div>	<div><div>R229 G225 B230 C9 M9 Y5 K0 Pantone 663 C #e5e1e6</div></div>
	<div><div>R115 G113 B105 C10 M10 Y20 K60 Pantone 404 C #737169</div></div>		<div><div>R136 G139 B141 C49 M39 Y39 K4 Pantone 423 C #888b8d</div></div>	
	<div><div>R129 G108 B75 C36 M43 Y69 K30 Pantone 872 C / %90 #816c4b</div></div>	<div><div>R115 G113 B105 C10 M10 Y20 K60 Pantone 404 C #737169</div></div>	<div><div>R88 G86 B80 C10 M10 Y20 K75 Pantone 419 U #585650</div></div>	<div><div>R45 G42 B38 C67 M64 Y67 K67 Pantone Black C #2d2a26</div></div>
			<div><div>R55 G53 B49 C10 M10 Y20 K90 Pantone Black 7 C #373531</div></div>	

Our Color Palette

We have three key colours in the Diyanet Center Of America visual identity. Each colour is supported by secondary and tertiary shades and a light and dark grey.

Brand level communication should use Blue as primary colour. It can be supported by our secondary palette in select instances. Try never to use too many colours in the same application. As a rule it is better to use more shades from a single colour to create depth and distinction, rather than using more than one colour.

Please use the colour values (codes) DO NOT Colour pick to obtain colour.

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Bold

Minion Pro SemiBold

Minion Pro Medium

Minion Pro Regular

Our Typefaces

Diyanet Center Of America uses two distinct typefaces to deliver information. This enhances the perception of credibility and hierarchy.

Minion Pro
This typeface is thoroughly modern, elegant and highly legible.

AaBb

Corporate A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corporate A Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Corporate A Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corporate A Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Corporate A Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corporate A Medium

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Corporate A Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corporate A Demi

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Corporate A Demi Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corporate A Bold

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Corporate A Bold Italic

Our Typefaces

Diyanet Center Of America uses two distinct typefaces to deliver information. This enhances the perception of credibility and hierarchy.

Corporate A

This typeface is thoroughly modern, elegant and highly legible.

AaBbCc

Print Materials

Section 02

Primary brand elements

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B R A N D
G U I D E L I N E S