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### Section 01 Identity

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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.

D I Y A N E T C E N T E R O F A M E R I C A

Primary logo - light background



Diyanet Center Of America

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DCA America Diyanet Center Of America



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.

D I Y A N E T C E N T E R O F A M E R I C A



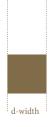
Section 01 Brand Guidelines



### 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 guardrail 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 s to breathe, and be careful that it doesn't appear too small. Section 01 Brand Guidelines

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Do not combine logo elements

**Do not** crop 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** place over conflicting colours





Do not use any other colours in the logo



Do not add effects to the logo



Do not rotate the logo

D I Y A N E T C E N T E R O F A M E R I C A



Do not stretch or distort the logo



Do not place over a busy image

Section 01 Identity

R129 G108 B75 C36 M43 Y69 K30 Pantone 872 C #816c4b	R113 G117 B80 C44 M44 Y73 K17 Pantone 871 C / %70 #857550	R170 G165 B153 C10 M10 Y20 K30 Pantone 414 C #aaa599	R142 G139 B129 C10 M10 Y20 K45 Pantone 403 C #8e8b81	R229 G225 B230 C9 M9 Y5 K0 Pantone 663 C #e5e1e6
			R115 G113 B105 C10 M10 Y20 K60 Pantone 404 C #737169	
				R136 G139 B141 C49 M39 Y39 K4 Pantone 423 C #888b8d
	R129 G108 B75 C36 M43 Y69 K30 Pantone 872 C / %90 #816c4b	R115 G113 B105 C10 M10 Y20 K60 Pantone 404 C #737169	R88 G86 B80 C10 M10 Y20 K75 Pantone 419 U #585650	
				<b>R</b> 45 <b>G</b> 42 <b>B</b> 38
			<b>R</b> 55 <b>G</b> 53 <b>B</b> 49 <b>C</b> 10 <b>M</b> 10 <b>Y</b> 20 <b>K</b> 90 <b>Pantone</b> Black 7 C #373531	C67 M64 Y67 K67 Pantone Black C #2d2a26

## **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.

# **Our Typefaces**

Minion Pro

# Minion Pro

### ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**Minion Pro Bold** 

Minion Pro SemiBold

**Minion Pro Medium** 

Minion Pro Regular

20

Section 01



# **Our Typefaces**

# **Corporate A**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ* abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ* abcdefghijklmnopqrstuvwxyz

Corporate A Light Italic Corporate A Regular Corporate A Regular Italic

Corporate A Light

Corporate A Medium

Corporate A Medium Italic

Corporate A Demi

Corporate A Demi Italic

Corporate A Bold

Corporate A Bold Italic



Section 01

# AaBbCc

DCA America Diyanet Center Of America

# Primary brand elements

### Section 02 Print Materials

#### Logo

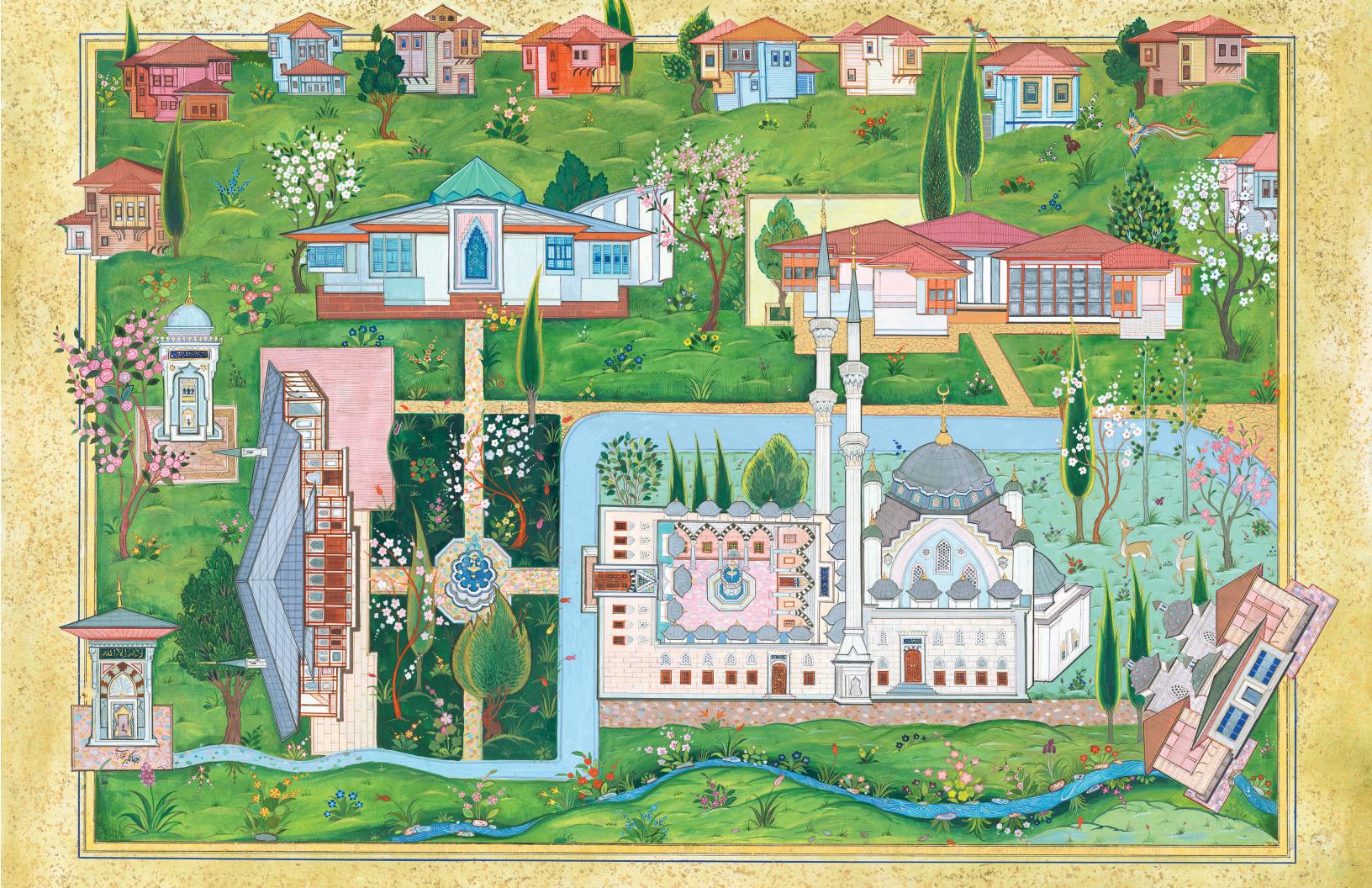
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