



BRAND GUIDE

Updated August 2020

LOGOS



PRIMARY LOGO

The primary logo should be used whenever possible to communicate the brand. This combination logo is designed with a 3:1 ratio (in this example, the width is 3 inches while the height is 1 inch).



INVERTED PRIMARY LOGO

The inverted primary logo should be used only on darker backgrounds, as shown in this example.



PICTORIAL MARK

The pictorial mark should be used as a symbol to represent Diamond Hospitality Services. This type of logo sends a quick, clear message to your audience, and should only be used when the audience is already familiar with the brand.



WORDMARKS

The wordmark consists of the text-only company name and should be used when a more simplistic logo is needed, or when the logo needs to be sized smaller than 1 inch wide.

LOGOS (BLACK AND WHITE)



PRIMARY LOGO

The black and white primary logo should be used on white backgrounds and only if the full color logo cannot be used.



INVERTED PRIMARY LOGO

The inverted black and white primary logo should be used only on black backgrounds and only if the full color logo cannot be used.



PICTORIAL MARK

The pictorial mark should be used as a symbol to represent Diamond Hospitality Services. This type of logo sends a quick, clear message to your audience, and should only be used when the audience is already familiar with the brand and full color cannot be used.



WORDMARKS

The wordmark consists of the text-only company name and should be used when a more simplistic logo is needed, or when the logo needs to be sized smaller than 1 inch wide.

LOGO USAGE

This page shows ways to not use the logo to ensure that the brand is properly represented when using the logo.



Do not stretch the logo.



Do not add effects to the logo.



Do not rotate the logo.



Do not change the color(s) of the logo.



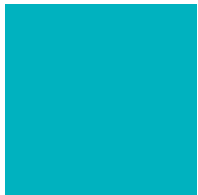
Do not leave out parts of the logo.



Do not leave any less than 0.25 inches of padding around the logo.

COLORS

This page shows the appropriate colors to use with the brand. They are the colors of the logo.



PANTONE 7466 U

C=83, M=2, Y=28, K=0
R=0, G=178, B=191
HEX=00B2BF



PANTONE 108 U

C=0, M=12, Y=87, K=0
R=255, G=220, B=50
HEX=FFDC32



PANTONE 281 U

C=86, M=76, Y=29, K=14
R=61, G=73, B=117
HEX=3D4975

TYPOGRAPHY

This page shows the appropriate fonts to use with the brand. They are the fonts used in the logo.

OSWALD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

OSWALD

Oswald makes up part of the Diamond Hospitality Services logo. This font should be used for any text associated with the brand. For example, a webpage should use Oswald as the primary font for text. Any and all styles of the font family may be used.

Pinyon Script

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()*

PINYON SCRIPT

Pinyon Script makes up part of the Diamond Hospitality Services logo. This font should be rarely used. Do not use this font to type out part of the logo, as the logo has been customized.

****Both of the above fonts are Google Fonts and can be found and downloaded at fonts.google.com.***