

BRANDING GUIDELINES

LOGO'S

There are two versions of the Davies Metalcraft logo - Stacked and Horizontal. First preference is to use the stacked logo. When this is not possible, the horizontal logo may be used. The TD may be used on it's own (below) and may be transparent.



COLOURS

RGB

CMYK

HEX

DMC LIGHT GREY	R167 G166 B166	C37 M30 Y31 K0	A7A6A6
DMC DARK GREY	R120 G120 B120	C55 M46 Y45 K11	777778
DMC GREEN	R108 G190 B69	C62 M0 Y100 K0	6CBE45
DMC NAVY - PRINT	R27 G20 B100	C100 M100 Y26 K24	1B1464
DMC NAVY - WEB	R19 G40 B76	C100 M87 Y42 K41	13284c

FONT'S

Davies Metalcraft has three preferred fonts

DKC FOREVER

Dubai Medium

COPPERPLATE GOTHIC BOLD



OTHER GRAPHICS

Gears such as the following - in any DMC colours - variations and changed transparency OK

