

Logo

Co-Branding / Partnership Lockup

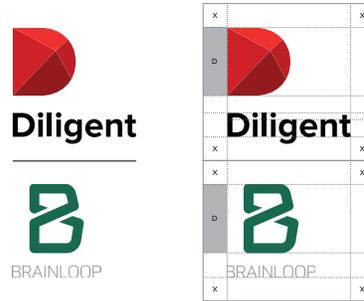
For partnerships or co-brand situations, following the guidance below for locking up the Diligent logo with partner logos. Follow the specifications below for sizing and spacing standards. When sizing partner logos, they should be optically equal in size following the height of the "D" symbol.

Horizontal Lockup



For spacing standards, follow the "X" height of the wordmark to equally space the partner logo to the right of the Diligent logo. Always lead with the Diligent logo.

Vertical Lockup



D = HEIGHT OF D SYMBOL
X = HEIGHT OF WORDMARK

Typeface

PROXIMA NOVA IS OUR PRIMARY TYPEFACE.

It is available in a range of weights that offer flexibility across digital and print applications. To create hierarchy of messaging, use a combination of Proxima Nova Bold and Regular to create contrast and distinction between primary and secondary messaging.

Bold / Light

Diligent
Proxima Nova

Light / Regular / Semibold

Modern
Governance for
Modern Leaders.

Digital tools to
empower board
leadership

**Creator of the
Original Board Portal**

Bold / Light

**Modern
Governance**
Empowering
Board Leadership

Bold / Light

**Governance Cloud is a centralized
suite of secure digital tools**
Modern governance solutions are
designed to support the way board
members work, especially on-the-go.

Colours

PALETTES AND SPECIFICATION.

The Diligent red palette is core to our brand equity and reinforces our identity when used across all brand communications. Diligent has brand equity in the four reds from our master brand logo. Our brand embraces neutral colors including white, black, and various shades of gray to set the stage for our reds. Also included are secondary colors including a royal blue for vivid backdrops and a set of blues for charts and graphs. Follow the specified color builds below to ensure consistency and vibrancy.

PRIMARY PALETTE

RGB	R238; G49; B46	R211; G34; B42	R175; G41; B46	R146; G26; B29	R95; G9; B29
PMS	185	1795	1805	492	188
CMYK	C0; M95; Y91; K0	C13; M96; Y96; K2	C22; M97; K89; K13	C26; M100; Y100; K27	C5; M96; Y56; K54
HEX	#EE312E	#D3222A	#AF292E	#92191D	#5F091D

NEUTRAL PALETTE

RGB	R243; G243; B243	R218; G218; B218	R160; G162; B165	R111; G115; B119	R40; G46; B55
PMS	663	434	COOL GRAY 6	COOL GRAY 9	432
CMYK	C5; M6; Y0; K0	C14; M6; Y0; K0	C33; M24; Y20; K2	C50; M40; Y34; K17	C78; M57; Y39; K56
HEX	#F3F3F3	#DADADA	#A0A2A5	#6F7377	#282E37

SECONDARY PALETTE

RGB	R21; G11; B72	R83; G103; B118	R26; G82; B128	R36; G126; B231	R34; G167; B221	R224; G234; B239
PMS	2755	2167	7693	2727	298	656
CMYK	C97; M100; Y0; K30	C79; M46; Y34; K16	C100; M55; Y0; K37	C75; M45; Y0; K0	C65; M3; Y0; K0	C10; M2; Y0; K0
HEX	#150B48	#536776	#1A5280	#247EE7	#22A7DD	#E0EAEF