

dBoldTees

GRAPHIC STANDARDS

Summary v1

Aesthetics

- We're a vibrant and energetic brand.**
- **Bold & Colorful:** Our logo features a dynamic color gradient, and we use a vibrant color palette – a nod to our services.
 - **Modern & Eye-Catching:** Our imagery is inclusive and visually striking, often featuring a feminine touch.
 - **Confident & Strong:** We use bold lines and solid type to convey our confidence and commitment to excellence.

Messaging

- Our tone is smart, confident, and straightforward.**
- We cater to both professional and casual customers, so It's our responsibility to deliver complex concepts in a clear and effective way to either point of view. We convey our messaging as concisely and clearly as possible. We reflect the intellect of our customer, but are also capable of informing when the customer is unfamiliar.
- Why purchase from us?**
- **We're fast:** We offer the fastest current turnaround time in the business and are scaling as we grow.
 - **We provide a top quality product:** We are always seeking to perfect and hone our product and processes.
 - **We're affordable:** We provide a better product at a better rate than our larger competition.
 - **We adapt to new and cutting edge technologies:** We have expanded rapidly, utilizing the newest print tech from around the globe.
 - **We're a family-owned business:** We are reliable, trustworthy, and care about every customer large and small.

Color palette

dBold Gradient CMOY Gradient (Scaled)	Black #000000	White #FFFFFF
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Accent colors from our custom gradient:

Bright Cerulean #05AFF8	Deep Fuchsia #FE028E	Sunset Orange #FF5E45	Canary Yellow #FFE420	Blue Violet #6775BC
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Logo: Placement



Corner placement

Our logo is best suited to land in the corners of ads, reminding the customer who we are without overpowering our messaging or promotion.



Spacing and margins

Maintain clear space around the logo. Allow this spacing to be at least the width of the "d" present in the logo.

Logo:
Variations

Our logo is adjustable and modular to fit any number of applications, digital or print.
We use a bright and bold full version for larger situations, but can accommodate
for small areas with a filled version and a lowered tagline for increased readability.



Advertising
LTF

Let's create a consistent Look, Tone, and Feel for our ads so customers easily recognize our brand.
· Black or white is generally used to maximize the boldness and readability of our typography, however, since we are very aligned with
the use of color, our blue violet will often work well. A contrast of 60/40 neutral is a good starting point, but break that rule if needed.
· Avoid drop shadows when possible to prevent cluttering the visuals in your ad. If its a consistency issue, use them sparingly.
· Avoid placing text directly on a gradient unless it's large and the main focus. Let the subject or image take center stage.
Make efforts to deliver your message with clear hierarchy in mind. Understand the customer and what content is most relevant.

Fonts & Type

Our brand font choices serve specific roles, but also have plenty of capability.
01. Montserrat is our main typeface in conveying the brand's look and feel.
Use black, bold, and regular to define content hierarchy and avoid message clutter.
MONTERRAT MAKES AN IMPACT.
MONTERRAT IS PROFESSIONAL.
MONTERRAT INSPIRES CONFIDENCE.

02. Grand Hotel is a friendly and casual script that we have used in a handful of
previous instances to deliver a secondary message and warm up our overall tone.

Grand Hotel is sophisticated but relaxed.
Grand Hotel is friendly and fun.

03. Assistant is our legible web body copy that can double in ad space, but when an extra punch
is needed, Source Code Pro or Montserrat are also very functional in use as body copy.

Assistant is easy to read at a variety of sizes and nice for the web.
Source Code Pro is highly readable and versatile.

Product
Messaging

This is what we sell, so we should refer to it in a way that makes it easy for the customer to understand.
1. Regular DTF
· Sheet Builder
· Custom Sheets
· Custom Images (transfers)
2. UV DTF
· Sheet Builder
· Custom Sheets
· Custom Images (transfers)
3. Premade Gang Sheets (Regular and UV)
We could to these in a manner that suggests they are convenient
and a value purchase while touting their worth to the customer.
Naming Considerations:
PreDesigned, Time-Saving Designs, Select/Ready-use, Premium

Contact
Information

Our social accounts and contact information and social media accounts are as follows:
Twitter: @dboldtees
Email: dbold.tees@gmail.com
Podcast URL: https://dboldtees.podbean.com
Tiktok: @dboldtees
sales@dboldtees.com
Website URL: https://dboldtees.com
Instagram: dboldtees
support@dboldtees.com
Facebook: dboldtees
Phone: 312 715-7214
Youtube: @dboldtees