

D&M TYPEFACES

FOR PRINT

GOTHAM

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

Full font set can be used in design

FOR WEB

PROXIMA NOVA

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

Full font set can be used in design.
Available from Adobe TypeKit

FOR OFFICE

ARIAL

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

When Gotham is not available for internal and office materials, Arial should be used.



PANTONE 300 C
C 99 M 50 Y 0 K 0
R 0 G 113 B 187



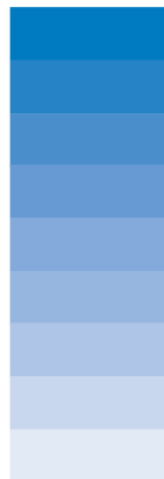
BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0



PANTONE 299 C
C 86 M 8 Y 0 K 0
R 0 G 169 B 231



PMS 121 C
C 0 M 8 Y 70 K 0
R 255 G 227 B 106



— 90% —
— 80% —
— 70% —
— 60% —
— 50% —
— 40% —
— 30% —
— 20% —
— 10% —



LOGO SPACING

At all times, an area equal to the height of the 'D' should remain void of other elements around the logo. This ensures the D&M brand is given priority at all times.



LOGO VARIATIONS AND IMAGE OVERLAY OPTIONS

