DN CREATIVE

A DOC N.I.L. COMPANY

A brand is *a world.*

The identity, working rules, and production files that carry DN Creative into the world.

20 CHAPTERS / LOGO MASTERS / WORKING TEMPLATES

START HERE

A useful kit. A consistent brand.

DN Creative is the brand and digital company within DOC N.I.L.

01 / Choose the mark

Use the primary horizontal logo first. Use stacked artwork for narrow spaces and the monogram for compact identification.

02 / Set the system

Use Ink, Paper and Signal orange as the core. Keep the website interface palettes distinct from logo color.

03 / Pick the format

SVG for scalable digital placement. PNG for transparent raster use. PDF and EPS for vector handoffs.

04 / Check the output

Confirm clear space, contrast, mobile layout, font rights, links, crop and final reproduction with the responsible team.

Download the current kit and guide from creative.docnil.com/brand-guide/. For questions or a new application, contact me@gabrieldaniels.com or +1 864 918 3709.

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16 Sound direct, assured, and human.

17 Make handoffs visible and honest.

18 Start from a working template.

19 Send the right file for the job.

20 Treat the system as a living record.

01 / THE STANDARD

Use the guide to make one world.

This guide protects the decisions that make DN Creative immediately recognizable across physical and digital work.

DN Creative is designed as a system, not a logo placed on unrelated materials. Every choice should strengthen the same idea: a clear signal can carry from strategy into identity, a website, an editorial page, a campaign asset, or an ongoing support touchpoint. Use the guide when a decision needs a shared answer rather than a personal preference.

The guide gives direction without removing judgment. It establishes what must remain stable, where a team can adapt, and when a new use case needs review. When a requested execution is not covered, keep the hierarchy, contrast, spacing, and voice intact, then document the choice before it becomes a repeated pattern.

WORKING RULES

01 Start with the audience and job of the communication.

02 Use the approved mark and palette before creating a substitute.

03 Choose clarity over visual novelty when the two conflict.

04 Keep interface behavior understandable without motion.

05 Treat this guide as the reference for all new DN Creative work.

06 Send unresolved applications for governance review before release.

EDITION

1.0 / November 2026

PRIMARY CONTACT

me@gabrieldaniels.com

GUIDE STATUS

Working brand reference

02 / THE IDEA

Make the signal clear.

The visual system gives substantive businesses a way to be understood, remembered, and carried forward.

DN Creative begins with a better question. Before a mark, mood, or page is made, identify the difference that deserves attention. The brand should feel decisive, editorial, warm enough to invite conversation, and precise enough to make a business feel built rather than decorated.

The phrase clear signal is practical. It asks every asset to declare what matters, remove what distracts, and create a next move. The result is not more noise. It is an identity and digital experience with enough presence to earn attention and enough structure to remain useful after the first impression.

Use with confidence: Build from positioning into expression. Use one clear idea across multiple touchpoints.

Avoid: Add visual effects without a communication purpose. Treat the signal language as a generic technology style.

WORKING RULES

01 Lead with a point of view, not a list of features.

02 Use contrast to establish what deserves attention first.

03 Let editorial type carry conviction rather than decoration.

04 Use Orange as a directional signal, not a background habit.

05 Make each action state obvious and meaningful.

06 Remove elements that do not clarify the message.

03 / THE FAMILY

Know where DN Creative sits.

DN Creative is the brand and digital company within DOC N.I.L., with distinct neighboring scopes that work together when a brief needs them.

DOC N.I.L. is the parent organization and shared system. DN Creative owns brand direction, positioning, identity, website experience, and ongoing creative support. Its work can stand independently, while remaining connected to a wider company structure when a project needs specialist execution beyond the core brand and digital scope.

DN Media owns advertising, paid media, campaign creative, and measurement. DN Production owns photography, film, production, and post-production. DN Websites owns website delivery and landing pages. DNWide owns talent and casting. Name the correct partner when a handoff is real, and never imply that one company performs another company's specialist role.

WORKING RULES

01 Use DOC N.I.L. as the parent name exactly as written.

02 Describe DN Creative as brand and digital, not as paid media or production.

03 Name a sibling company only when its scope is relevant to the work.

04 Keep shared campaigns visually connected while preserving company ownership.

05 Use direct links for handoffs instead of vague claims of capability.

06 Do not combine company names into a new unapproved label.

PARENT

DOC N.I.L.

DN CREATIVE SCOPE

Positioning, identity, digital experience, ongoing support

HANDOFF PRINCIPLE

One point of view, clear responsibilities

04 / THE MARK

Use the primary lockup with confidence.

The DN monogram and DN Creative lockup are the primary signature for clear, owned brand communication.

The primary lockup combines the DN monogram with the DN Creative name and the DOC N.I.L. relationship line. It is the preferred signature for website headers, proposals, presentation covers, formal documents, and any context where a viewer needs both recognition and attribution in one glance.

The monogram is not a decoration detached from the company name. It is a compact anchor that gains meaning through the whole lockup. Use the complete lockup whenever the audience may not already know the brand. Use a monogram variant only in contexts with constrained space or established familiarity.

Use with confidence: Use the mark as the first identifier on a new surface. Give the lockup enough surrounding calm to be read.

Avoid: Crop the monogram into an incomplete shape. Set the company name in a different typeface beside the monogram.

WORKING RULES

01 Choose the primary ink mark on light fields.

02 Choose the primary reversed mark on dark fields.

03 Keep the lockup horizontal unless a stacked variant is required.

04 Use supplied vector art for every final output.

05 Keep the DOC N.I.L. relationship line with the primary lockup.

06 Do not recreate the mark with live text or substitute lettering.

05 / THE RANGE

Choose the right logo for the space.

A controlled family of marks keeps DN Creative recognizable from a large document cover to a compact interface control.

The logo family includes primary ink, primary reversed, stacked ink, stacked reversed, monogram ink, monogram reversed, mono black, and mono white artwork. These are purposeful variants, not alternate identities. The more constrained the space, the simpler the selected expression should become.

Use the horizontal lockups first. Move to stacked artwork when vertical space is generous and horizontal room is limited. Use the monogram for favicons, small social avatars, or persistent interface identifiers after the full brand has been established. Mono artwork exists for single-color reproduction only.

WORKING RULES

01 Select a supplied variant rather than altering the primary lockup.

02 Use monograms only where the full lockup would fail to read.

03 Use a reversed variant on stable dark backgrounds.

04 Use mono black or mono white only for one-color output.

05 Keep logo choice consistent across a single communication set.

06 Check the final size in its real delivery environment.

PREFERRED ORDER

Primary, stacked, monogram, mono

DEFAULT ARTWORK

Primary ink or primary reversed

SMALL-SPACE FALLBACK

Monogram ink or monogram reversed

LOGO LIBRARY

One identity. A purposeful range.

Use a supplied variant. Never rebuild the lockup from editable type.









LOGO LIBRARY

One identity. A purposeful range.

Use a supplied variant. Never rebuild the lockup from editable type.









06 / THE BREATHING ROOM

Give the mark room to work.

Clear space and legible minimum sizes keep the logo authoritative instead of incidental.

Define X as one quarter of the visible DN monogram height. Keep at least X of open space outside every edge of the complete lockup, including the signal spark and endorsement. Measure from the artwork rather than the transparent file margin. No copy, graphic rule, image edge, interface control, or decorative particle should enter this area.

Use the minimum widths as starting limits, then test the exact output at its final size. The parent endorsement is the limiting detail in full lockups. If it does not read on the selected screen, paper, or process, enlarge the artwork or choose the supplied monogram. Small one-color output must be checked with the production partner.

WORKING RULES

01 Reserve at least X around the complete lockup, where X is one quarter of the visible DN monogram height.

02 Increase clear space when a background is visually busy.

03 Use the compact variant before the primary lockup becomes unreadable.

04 Check printed marks at the actual physical size.

05 Check digital marks at common device zoom levels.

06 Do not use surrounding lines as part of the logo.

CLEAR-SPACE UNIT X

One quarter of the visible DN monogram height

PRIMARY HORIZONTAL MINIMUM

280 px on screen or 55 mm in print

STACKED MINIMUM

160 px on screen or 35 mm in print

MONOGRAM MINIMUM

32 px on screen or 8 mm in print

CONSTRUCTION

Space is part of the signature.

X = one quarter of the visible DN monogram height. Keep at least X outside the complete artwork.



280 px / 55 mm

Primary horizontal minimum

160 px / 35 mm

Stacked minimum

32 px / 8 mm

Monogram minimum

These are starting limits, not a substitute for a physical or device proof. Choose the monogram when the endorsement cannot remain legible.

07 / THE GUARDRAILS

Do not weaken the signal.

Consistency depends as much on the things we refuse as the things we repeat.

The DN Creative signature is strong because it is precise. Stretching it, recoloring it casually, placing it on noisy backgrounds, or treating it like a decorative stamp makes recognition harder. The system has enough variants to solve real placement needs without improvising new marks.

Misuse is not limited to the logo. It also includes unreadable type, decorative Orange used without hierarchy, motion that hides content, and dense layouts that remove the editorial pace. When a composition feels crowded, remove competing information before changing the core brand components.

Use with confidence: Use a solid field or calm crop behind a mark. Use contrast and spacing to create presence.

Avoid: Add drop shadows to logo artwork. Use a mark as a pattern without review.

WORKING RULES

01 Never stretch, skew, outline, or redraw the logo.

02 Never apply unapproved gradients inside the logo artwork.

03 Never place a light mark on a low-contrast light image.

04 Never use Orange for long passages of body copy.

05 Never animate a mark in a way that delays identification.

06 Never add effects that make supplied vector artwork look rasterized.

08 / THE CORE PALETTE

Use color as hierarchy.

The core palette creates a high-contrast editorial base with one clear directional accent.

Ink and Paper establish the primary DN Creative contrast. Ink creates the dark stages that make the system feel composed and focused. Paper creates reading space and lets editorial typography breathe. Orange introduces a deliberate point of energy for actions, active coordinates, emphasis, and signal moments.

Steel supports structure without demanding attention. Gold atmosphere adds warmth only as a restrained decorative element, such as dust, a soft reflective note, or a distant atmospheric accent. Gold atmosphere must never replace Orange in a functional state, warning, action, or primary hierarchy.

WORKING RULES

01 Use Ink and Paper for the dominant contrast pair.

02 Use Orange sparingly and intentionally.

03 Use Steel for secondary structure and quiet metadata.

04 Use Gold atmosphere only in decorative nonessential layers.

05 Test text contrast on every new color pairing.

06 Keep functional state changes distinguishable without color alone.

INK

#080808

PAPER

#E7E6E1

ORANGE

#F26800

STEEL

#8C8F8F

GOLD ATMOSPHERE

#D4B47B decorative only

COLOR REFERENCE

Core colors. Clear roles.

Screen artwork uses the exact RGB values below. Gold atmosphere is decorative only.



Ink

#080808

RGB 8 / 8 / 8

Primary dark field, type on light surfaces, and the base of the Signal atmosphere.

Paper

#E7E6E1

RGB 231 / 230 / 225

Primary light field, reversed type, and calm editorial space.



Orange

#F26800

RGB 242 / 104 / 0

Signal accent for direction, active states, emphasis, and moments that need to be found.



Steel

#8C8F8F

RGB 140 / 143 / 143

Structural detail, rules, interface restraint, and lower-priority information.



Gold atmosphere

#D4B47B

RGB 212 / 180 / 123

Decorative atmosphere only. It is not a replacement for Orange or a required core UI color.

Print: no approved CMYK or Pantone equivalents are specified. Request process-specific conversion and a proof from your production partner. The supplied ASE swatches contain RGB values.

09 / PAGE ATMOSPHERE

Four themes. One system.

Pearl, Violet, Ice, and DOC N.I.L. / Signal are complete interface atmospheres, not interchangeable accent colors.

Pearl is the default web atmosphere. It keeps the system calm, editorial, and high legibility. Violet and Ice introduce controlled tonal shifts while retaining the same hierarchy, interaction geometry, and content structure. DOC N.I.L. / Signal returns the interface to the dark shared-system atmosphere with Orange as its active signal.

A visitor may choose a website atmosphere without changing the brand itself. Theme changes must preserve text hierarchy, semantic status, logo contrast, and the purpose of actions. Do not use a theme to conceal weak contrast or to make an unrelated page look like a different business.

WORKING RULES

01 Use Pearl as the default visitor atmosphere.

02 Preserve the same content order in every theme.

03 Keep the masthead dark enough to preserve the DN signature.

04 Use the exact token values supplied with the guide.

05 Update browser color scheme and theme color with the selected theme.

06 Keep selected controls readable in both light and dark atmospheres.

DEFAULT

Pearl

ALTERNATE LIGHT ATMOSPHERES

Violet and Ice

DARK SHARED-SYSTEM ATMOSPHERE

DOC N.I.L. / Signal

INTERFACE PALETTES

The interface adapts. The identity stays.

Website themes change UI surfaces and text. Never recolor logo artwork, photography, or video to match a theme.

Pearl

A clear
point of view.

Background	#EEF3F6
Surface	#E3EBF1
Card	#F6F9FB
Ink	#172C38
Muted	#486474
Line	#9EB5C077
Accent	#476E83
Deep	#102C3B
Dark	#07151E
Light	#EDF7FA
Glow	#C0B1EB

Violet

A clear
point of view.

Background	#E9E0F2
Surface	#D8CAE8
Card	#F3EDF8
Ink	#30213F
Muted	#645071
Line	#9676B077
Accent	#794B9F
Deep	#392047
Dark	#170D24
Light	#EDF7FA
Glow	#B79EE2

INTERFACE PALETTES

The interface adapts. The identity stays.

Website themes change UI surfaces and text. Never recolor logo artwork, photography, or video to match a theme.

Ice

A clear
point of view.

Background	#E2F0F2
Surface	#CCE4E9
Card	#F0FAFB
Ink	#153740
Muted	#406C78
Line	#6EACB777
Accent	#286F85
Deep	#154858
Dark	#061F2C
Light	#EDF7FA
Glow	#A4CFDF

DOC N.I.L. / Signal

A clear
point of view.

Background	#080808
Surface	#161718
Card	#202122
Ink	#E7E6E1
Muted	#A5A7A7
Line	#8C8F8F66
Accent	#F26800
Deep	#161718
Dark	#080808
Light	#E7E6E1
Glow	#F2680026

10 / THE VOICE IN TYPE

Set a clear rhythm.

Three type roles create distinction without creating visual confusion.

DM Sans is the primary working voice. It carries body copy, navigation, buttons, service names, labels that need to read quickly, and most interface language. Its job is to be calm, capable, and direct. Favor comfortable line lengths and generous leading over compressed text blocks.

Georgia provides an editorial counterpoint for selected statements and emphasis. It should feel considered, not ornamental. IBM Plex Mono carries the system voice for section codes, coordinates, file names, compact labels, and technical notes. Do not make mono type do the work of long-form prose.

WORKING RULES

01 Use DM Sans for primary reading and interactive controls.

02 Use Georgia for editorial emphasis and expressive display moments.

03 Use IBM Plex Mono for indexes, labels, metadata, and system notes.

04 Use sentence case for readable actions and body copy.

05 Use all caps sparingly for short mono labels only.

06 Do not substitute a different font without an approved production reason.

PRIMARY SANS

DM Sans

EDITORIAL SERIF

Georgia

INTERFACE MONO

IBM Plex Mono

TYPE IN PRACTICE

Three voices. One hierarchy.

DM SANS / THE WORKING VOICE

Clarity changes everything.

GEORGIA / THE EDITORIAL COUNTERPOINT

A brand is a world.

IBM PLEX MONO / THE SYSTEM VOICE

01 / SIGNAL ACQUIRED / EVERY TOUCHPOINT

Suggested screen scale: display 64-144 px with fluid resizing; section heading 36-64 px; body 16-20 px at 1.5-1.7 leading; labels 12-14 px. Keep body lines around 45-75 characters. Test type at 200 percent zoom.

Fonts in the kit: website WOFF2 subsets for DM Sans and IBM Plex Mono, with SIL Open Font License notices. Georgia font software is excluded. Outlined logo files require no fonts.

11 / THE FRAME

Build with a visible order.

The grid creates a composed editorial stage for large ideas and small practical details.

DN Creative layouts use generous margins, intentional rules, clear columns, and asymmetry that still feels anchored. A large headline may sit beside a quiet technical caption. A feature image may occupy the visual weight while supporting information remains aligned to the same underlying edge. The system should feel spacious, not empty.

Responsive design does not mean scaling a desktop arrangement down. Recompose the hierarchy for the available space. On smaller screens, preserve reading order, retain tap targets, turn wide comparisons into stacked sequences, and remove any decorative layer that creates overflow or obscures the next action.

WORKING RULES

01 Align major content to a consistent content edge.

02 Use rules and coordinates to clarify groups, not to fill empty space.

03 Keep a readable single-column order on narrow screens.

04 Avoid horizontal scrolling at every viewport size.

05 Give actions enough room to be tapped without precision.

06 Test long labels before approving a compact layout.

DESKTOP BEHAVIOR

Editorial columns with deliberate asymmetry

MOBILE BEHAVIOR

Readable stacked sequence

NONNEGOTIABLE

No horizontal overflow

12 / THE SMALL SIGNALS

Use symbols with restraint.

Icons, arrows, rules, dots, and coordinates should support navigation and meaning rather than create decoration for its own sake.

The arrow is a directional device. It signals a real transition, an external destination, an expandable pathway, or a next move. The small square and signal dot establish a point of attention. Rings, grids, and coordinate systems can create atmosphere when they remain secondary to the page's reading task.

Every icon requires either visible text or an accessible name. Do not rely on a symbol alone when a first-time visitor would need to guess its purpose. The visual system welcomes abstract signal forms, but interaction must remain literal enough to use without insider knowledge.

Use with confidence: Use a clear arrow beside a project link. Use a signal dot to mark the active chapter.

Avoid: Use an arrow as an unlabelled submit action. Stack decorative symbols where they compete with content.

WORKING RULES

01 Pair an unfamiliar icon with a text label.

02 Use arrows only when a real route or action exists.

03 Keep decorative symbols out of the accessibility tree.

04 Use Orange for the active signal, not every icon.

05 Maintain a consistent stroke and corner character within one asset.

06 Do not use emoji as a replacement for brand iconography.

13 / THE IMAGE WORLD

Choose images with a point of view.

Photography and art direction should feel authored, dimensional, and relevant to the business rather than like generic lifestyle filler.

Prioritize real people, real work, crafted objects, process, material detail, and moments that reveal a business in motion. A crop should communicate something specific before it contributes atmosphere. Editorial compositions can be close, shadowed, oversized, or unexpectedly framed when the image still carries useful information.

When a page uses abstract signal art, it should create depth behind the content rather than cover it. Maintain accessible alt text for meaningful images. Mark purely decorative atmosphere as decorative. Never use image treatment to compensate for missing content, poor contrast, or an unclear hierarchy.

WORKING RULES

01 Choose subject matter that is specific to the story being told.

02 Use a calm crop behind a logo or essential text.

03 Preserve accurate skin tones and product information.

04 Use captions when an image adds context to a case study.

05 Write descriptive alt text for meaningful images.

06 Do not use generic stock imagery as a default solution.

PREFERRED SUBJECT

Real work, people, material, process, and place

DECORATIVE ART

Secondary to information and excluded from assistive technology

LOGO BACKGROUND

Calm enough for reliable contrast

14 / MOVEMENT WITH A JOB

Make motion explain the change.

Motion should reveal hierarchy, show a relationship, or confirm an action. It is never required for access to content.

DN Creative motion can feel cinematic, tactile, and editorial when it helps a visitor understand a sequence. A scroll scene can move from a raw idea to a clear system. A control can reveal the selected state. A transition can make a new section feel intentional. The movement must earn its time on screen.

Every motion experience needs a stable reading path. Support reduced-motion preferences, data-saving contexts, keyboard travel, and touch interaction. Do not lock a visitor inside a scroll effect. Do not hide the final message behind a timed animation. When motion is off, the full hierarchy and all controls must remain available.

WORKING RULES

01 Use motion to explain a state change or narrative sequence.

02 Respect reduced-motion and data-saving device preferences.

03 Provide a complete static reading path.

04 Keep focus behavior stable during animated transitions.

05 Avoid continuous movement near critical reading content.

06 Do not autoplay sound without a clear visitor opt-in.

MOTION DEFAULT

Available when the device allows it

REQUIRED FALLBACK

All content and actions available without motion

SOUND

Prominent only after visitor opt-in

15 / ACCESS FOR EVERYONE

Clarity includes access.

A beautiful signal is only useful when people can perceive, understand, and operate it in their own context.

Accessible work begins before testing. Use semantic headings in order, native controls where possible, visible focus states, descriptive links, reachable targets, and language that says what happens next. A visual flourish cannot compensate for a page that becomes unusable with a keyboard, screen reader, zoom, or a reduced-motion setting.

Contrast must be judged in the actual component state, not only in a palette swatch. Test normal, hover, selected, disabled, and error states. Do not use color alone to communicate status. Keep touch targets comfortable, preserve content at large text sizes, and ensure labels remain present when an icon is visible.

Use with confidence: Use real buttons for actions and real links for destinations. Write link labels that describe the destination.

Avoid: Hide essential text only to create a cleaner visual. Use placeholder text as production copy.

WORKING RULES

01 Use semantic HTML before adding ARIA.

02 Keep a visible keyboard focus indicator.

03 Name every meaningful control and destination.

04 Test contrast in every interactive state.

05 Keep controls usable at zoom and with large text.

06 Do not use motion, color, or sound as the sole cue.

READABLE CONTRAST

Color is a decision you can measure.

Ratios below use exact opaque RGB colors. Translucent glass must be tested over its final composed background.

Paper on Ink	16.03:1	Normal text passes 4.5:1
Ink on Paper	16.03:1	Normal text passes 4.5:1
Orange on Ink	6.44:1	Normal text passes 4.5:1
Ink on Orange	6.44:1	Normal text passes 4.5:1
Steel on Paper	2.61:1	Avoid for normal body text
Orange on Paper	2.49:1	Avoid for normal body text

Text thresholds: 4.5:1 for normal text and 3:1 for large text. Meaningful controls and focus indicators need clear separation. Decorative particles do not carry essential information.

16 / THE WAY WE SPEAK

Sound direct, assured, and human.

The DN Creative voice is clear enough to act on and distinctive enough to remember.

Write as a focused creative partner. Say what is being made, why it matters, and what the next move is. Favor concrete language over inflated agency phrases. The voice can be editorial and confident, but it should not become distant, cryptic, or performative. A short sentence can carry more authority than a vague declaration.

Use the brand idea as a filter: does this line help a reader find the signal? A page should move from difference to decision. Headline language can invite a larger world. Supporting copy should explain the practical value. Calls to action should make the commitment clear and avoid generic labels whenever context allows.

Use with confidence: Write Find your signal when beginning a brand conversation. Write Explore logo design when linking to that service.

Avoid: Write click here as a primary link label. Promise outcomes that have not been established.

WORKING RULES

01 Lead with a meaningful statement, then prove it.

02 Use plain language for scope, process, and next steps.

03 Use concise calls to action that name the action.

04 Use editorial emphasis sparingly and with intent.

05 Avoid jargon, filler, and unsupported superlatives.

06 Use one point of view within a single communication.

17 / CONNECTED EXPERTISE

Make handoffs visible and honest.

Co-branding should clarify the team around a brief without hiding responsibility or diluting the DN Creative signature.

When DN Creative leads a brand or digital engagement, it should remain the primary identity on the work it owns. When specialist delivery is needed, use a clear supporting mention and a direct route to the relevant DOC N.I.L. company. The relationship should feel coordinated, not crowded.

Keep shared applications simple. Establish the lead company first, then name the partner and its contribution in a nearby explanatory line, credit, project scope, or linked directory. Do not create a fused lockup, stack multiple logos in a single signature area, or imply shared ownership where the work is actually a handoff.

WORKING RULES

01 Name the lead company before supporting specialists.

02 Describe the specific specialist contribution.

03 Use the correct company name and direct destination.

04 Maintain individual logo clear space in shared materials.

05 Keep co-branding secondary to the project's audience need.

06 Do not invent partnership marks or blended lockups.

ADVERTISING HANDOFF

DN Media

PHOTOGRAPHY AND FILM HANDOFF

DN Production

WEBSITE DELIVERY HANDOFF

DN Websites

TALENT AND CASTING HANDOFF

DNWide

18 / READY TO USE

Start from a working template.

Templates accelerate good decisions when they preserve the hierarchy and leave room for the actual message.

The brand kit includes a presentation cover, social square, social story, business-card front, business-card back, letterhead, and email signature. Each template is a starting structure rather than a finished message. Replace the content, preserve the alignment logic, and remove any component that does not serve the communication.

Use the presentation cover for a clear project title and a concise point of view. Use social formats for one idea at a time. Use letterhead and email signature components for formal correspondence. Do not force a template into an unsuitable format when a simpler layout would be clearer.

WORKING RULES

01 Use supplied templates as the first production starting point.

02 Keep one primary message per social execution.

03 Preserve logo placement and clear space in every template.

04 Replace sample copy before exporting a final file.

05 Check links, phone numbers, and email addresses before release.

06 Create a new approved template when a repeated need is not covered.

PRESENTATION

presentation-cover.svg

SOCIAL

social-square.svg and social-story.svg

PRINT CORRESPONDENCE

letterhead.svg

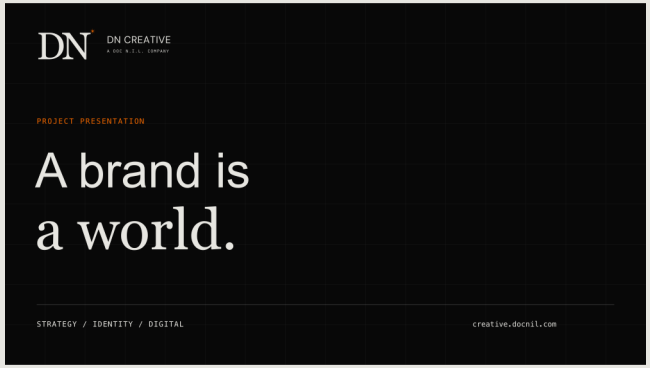
EMAIL

email-signature.html

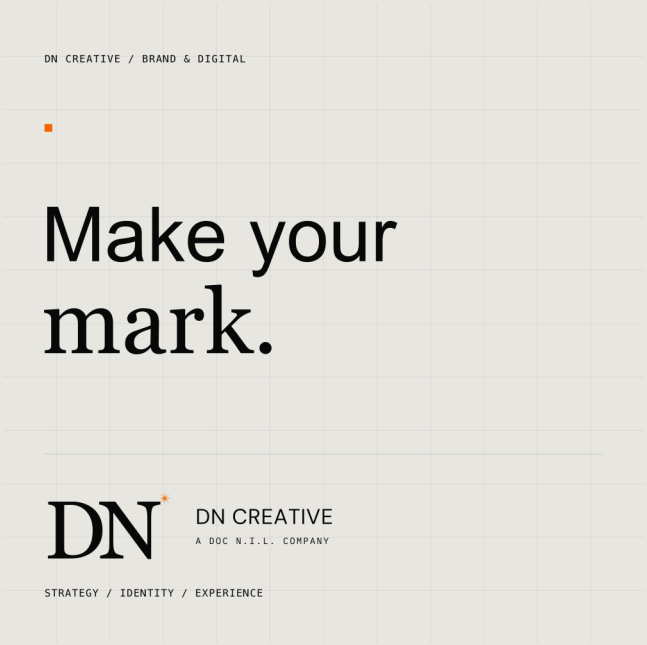
APPLICATION SYSTEM

A practical starting point.

Editable SVG layouts with live text. Replace content intentionally and keep the approved logo artwork intact.



Presentation Cover



Social Square



Social Story

Digital layouts: presentation 1920 x 1080; square post 1080 x 1080; vertical story 1080 x 1920. Keep key content away from platform overlays and confirm the final platform crop.

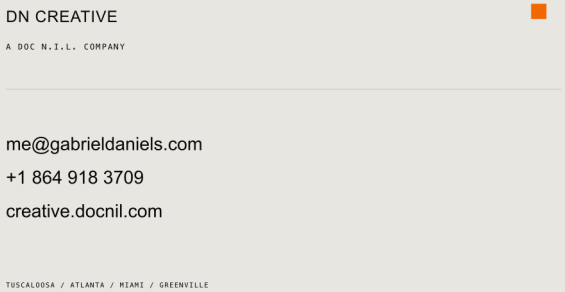
APPLICATION SYSTEM

A practical starting point.

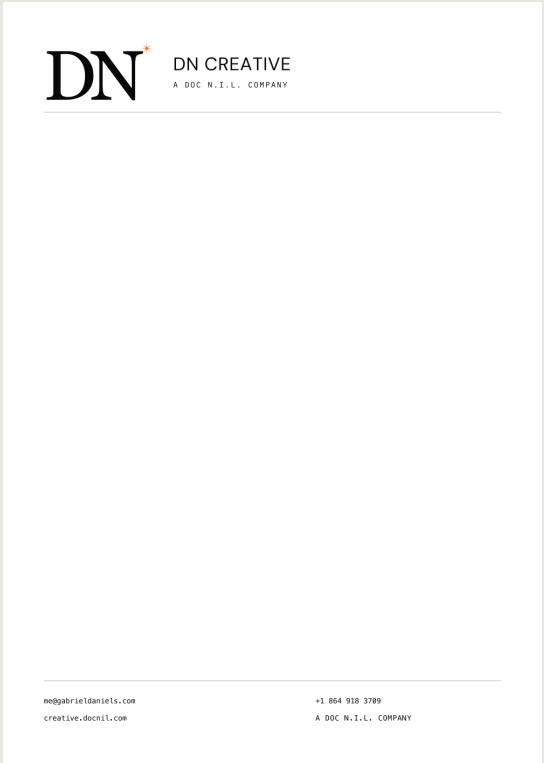
Editable SVG layouts with live text. Replace content intentionally and keep the approved logo artwork intact.



Business Card Front



Business Card Back



Letterhead

Business card source art is trim size. The PDF print reference adds page boxes, bleed extension, and crop marks. Color remains RGB; confirm stock, proof, ink conversion, and printer requirements before production.

19 / THE HANDOFF

Send the right file for the job.

Use supplied source and export formats to protect the logo, color, and typography through production.

Use SVG for scalable digital placement, PNG when a transparent raster asset is specifically required, PDF for review or print-ready vector sharing, and EPS when a production partner requests that format. Keep the original file names intact so another team can identify the artwork and variant without guessing.

Use the RGB hex values in this guide for screen work. Print output should be reviewed with the printer and production partner using the actual material, process, and proofing workflow. This guide does not provide approved spot-color or process-color conversions. Do not create them by estimation and call them brand standards.

WORKING RULES

01 Use SVG whenever the recipient can support it.

02 Use PNG only when a raster file is required.

03 Use PDF for broad vector review and press conversation.

04 Use EPS only when a production workflow requests it.

05 Preserve original filenames and variant names.

06 Confirm print output with the production partner before a run.

LOGO FORMATS

SVG, PNG, PDF, EPS

SCREEN COLOR REFERENCE

RGB hex values in this guide

FONT DISTRIBUTION

Included only in the complete kit when permitted

20 / KEEP IT CONNECTED

Treat the system as a living record.

Good governance makes future work faster, more consistent, and easier to hand from one team to another.

Version the guide whenever a real production decision changes the system. Record what changed, why it changed, who approved it, and which files are affected. Update the downloadable kit at the same time so no one receives a guide that points to missing or outdated artwork.

Before a release, check the visible logo, copy, URLs, contact information, contrast, keyboard path, mobile layout, reduced-motion fallback, and download names. A brand guide is useful when it makes the right action easy. Keep the system current, but do not alter core rules casually to solve a one-off production problem.

WORKING RULES

01 Keep the guide edition visible on every released version.

02 Document approved additions before they become common use.

03 Update the kit and guide together.

04 Review mobile, keyboard, contrast, and motion behavior before publishing.

05 Archive replaced files instead of overwriting history silently.

06 Ask for review when a new use changes a core rule.

CURRENT EDITION

1.0 / November 2026

REVIEW ROUTE

me@gabrieldaniels.com

SOURCE OF TRUTH

Current approved guide and complete kit

FILE INDEX

Everything has a place.

The complete kit is organized by use. Keep this edition and the matching artwork together.

`logos/`	8 variants in SVG, PNG, PDF and EPS, plus small PNG previews.
`templates/`	Presentation, social square, vertical story, business card front and back, letterhead, and HTML email signature.
`colors/`	RGB Adobe ASE swatches, GPL palette, CSV color table, contrast checks, JSON and CSS tokens.
`fonts/`	Original DM Sans and IBM Plex Mono website subsets and OFL notices. Georgia binaries excluded.
`dncreative-brand-guide.pdf`	This illustrated brand standard, with internal navigation and a searchable text layer.
`logo-reference-sheet.pdf`	Quick logo family reference for a production handoff.
`README.txt / file-index.csv`	Usage notes and full inventory with file sizes and SHA-256 checksums.

DN

One clear signal.
Every expression.

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creative.docnil.com/brand-guide/