



# dripdropdry

dripdropdry  
Identity Guidelines

May 2011

## Identity: Full colour logo

The dripdropdry logo represents the brand for the online catalogue for commercial and domestic appliances.

Applying the rules of the new identity uniformly and consistently across all media will ensure the brand is perceived effectively.

The logo features the word "dripdropdry" in a bold, lowercase, sans-serif font. The letter "i" in "drip" is stylized as a faucet with a single drop of water falling from it. The word "drop" is rendered in a lighter shade of blue than "drip", and "dry" is in the same dark blue as "drip".

dripdropdry

Logo in full.

dripdropdry full colour logo.

## Identity: Reversed logo

Wherever possible the full colour version of the logo should be used. If this is not possible the reversed coloured background version should be used.



dripdropdry

Logo in full.

dripdropdry reversed logo.

# Identity: Mono logo

Wherever possible the full colour version of the logo should be used. If this is not possible the mono version here should be used.



**dripdropdry**

Logo in full.

dripdropdry mono logo.

# Minimum Clearspace

When using the logo, allow it to “breathe” and have maximum impact by preserving a minimum clear space zone around it. The minimum clear space is equal to the width of the letter o, as illustrated.

Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, and the edge of pages, helps to ensure that the logo retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



# Colours

Three swatches have been chosen for the dripdropdry logo and these must be strictly adhered to throughout all media.

CMYK is the print industry standards for colour match and RGB and Web (Hex) colours are included for digital and online work.

## SWATCH 1

Web: #00B3D8

RGB: R0 G178 B216

CMYK: C80 M4 Y11 K0



## SWATCH 2

Web: #56BAE0

RGB: R86 G186 B224

CMYK: C60 M8 Y5 K0



## SWATCH 3

Web: #93D2E5

RGB: R147 G216 B229

CMYK: C40 M2 Y7 K0

