



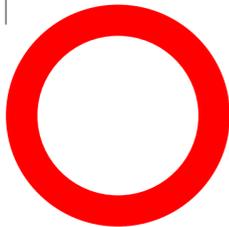
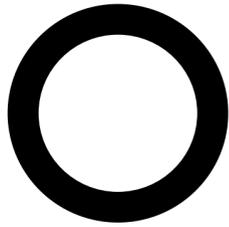
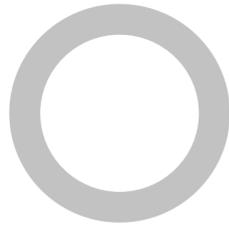
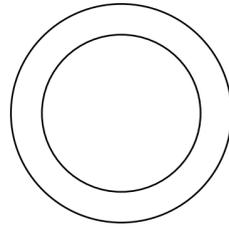
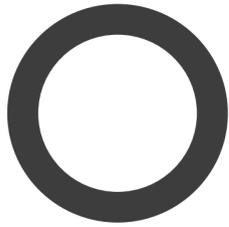
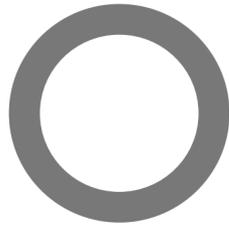
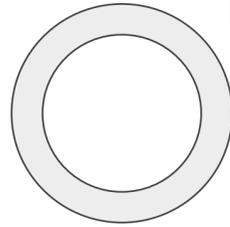
**DINAN**

**BRAND IDENTITY GUIDE**

# COLORS

## Palette

The dominant color for Dinan is Black. The Black can be supported by red (primarily when used in the Dinan Motorsport logotype variant), white and a collective of grayscale colors.

PRIMARY PALETTE				ADDITIONAL GRAYSCALE		
						
<b>Red</b>	<b>Black</b>	<b>Gray</b>	<b>Binary</b>	<b>Asphalt</b>	<b>Stainless</b>	<b>Liquid</b>
CMYK: 0/100/100/0 RGB: 255/0/0 HEX: #ff0000	CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000	CMYK: 0/0/0/25 RGB: 200/200/200 HEX: #c8c8c8	CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #ffffff	CMYK: 0/0/0/92 RGB: 61/61/61 HEX: #3d3d3d	CMYK: 0/0/0/65 RGB: 120/120/120 HEX: #787878	CMYK: 0/0/0/7 RGB: 243/243/243 HEX: #f3f3f3

## Contrasting Colors

Choose colors from the palette that contrast well against each other. Tone-in-tone combinations may be used with grayscale, as long as the grays contrast heavily.



# LOGOTYPE

## Primary (Vertical) Logotype

The Black Logotype should be used where possible.

## Contrast (Vertical) Logotype

When using Black as a background, use a white Logotype.



## Alternative (Horizontal) Logotypes

Where vertical orientation is not possible to use this horizontal black Logotype or white logotype on a black background.



## Dinan Motorsport Logotype

In some instances, such as apparel, the Motorsport logotype can be used.



## Spatial Relationship

The Logotype must always have a minimum area of negative space that equals the dimension of a single letter. Nothing else should reside within that space.



# LOGOTYPE

## Discontinued Logotypes

These are unacceptable for use in any situation.



DO NOT USE

## Common Logotype Mistakes

Do not incorporate the Dinan Logotype into your own company identity.

Do not alter the shape or color.

Do not use artwork that has been rendered to look three-dimensional or have a reflective shine.

Do not add shadows, reflections, or glowing effects.

Do not use on cluttered or overly patterned backgrounds.

Do not add a stroke to the Logotype.

Do not make additions to the Logotype.

# TYPEFACE

## Typeface Options

Helvetica Neue is used to represent Dinan in digital and print media. This typeface gives our words an accent that reflects our personality. It is available in a range of weights (not all are listed below) that can be used to create emphasis and differentiation to our media.

PRIMARY TYPEFACE

### **Helvetica Neue Black**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

### **Helvetica Neue Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

### Helvetica Neue Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### Helvetica Neue Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

# SOCIAL

## Facebook

Dinan branded Facebook pages containing Dinan in the name must use the square Dinan Logotype image as the profile picture. No additional text or imagery may be added to the image unless approved by Dinan. The background must be Black.

## Instagram

Dinan branded Instagram accounts containing Dinan in the title must use the square Dinan Logotype image as the profile picture. Not additional text or imagery may be added to the image unless approved by Dinan. The background must be Black.



360 px

## Other Images

Any other images and text (banners, shared content, posts) on social media may not contain other brands, logos, or products.

## Tagging

Dinan's main account should be tagged first in all posts made from Dinan branded pages.

# APPAREL

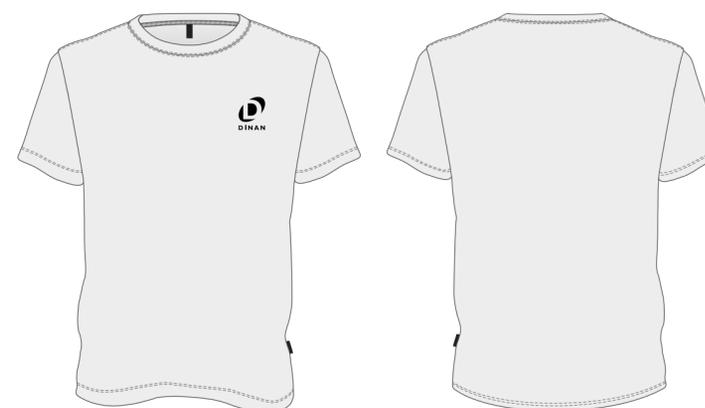
## Use

The use of Dinan Logotype(s) must be approved prior to use on apparel. Dinan Logotype(s) may not be used on apparel deviating from the Dinan color palette.

## Primary Placement

The Dinan Logotype is placed over the left breast pocket at a minimum of 2 inches in width.

SHIRT EXAMPLE



# SLOGANMARK

## Meaning

Experience the Dinan Difference. At the core of Dinan, our goal is to provide an experience that is unforgettable to the customer. The passion put into in developing market-leading products can be felt by the customers through their individual experience.

## Usage

The Dinan Sloganmark may be used in Dinan's approved Typefaces and in conjunction with the Dinan Logotype.

SLOGANMARK LOGO

**EXPERIENCE  
THE DINAN  
DIFFERENCE**

Dinan strives to lead the aftermarket automotive industry through excellence in customer experience, branding, and product quality and performance. Adhering to these guidelines assures that you are aligned with Dinan's image, which projects these values.