



LOGO GUIDE

September 2017



THE LOGO

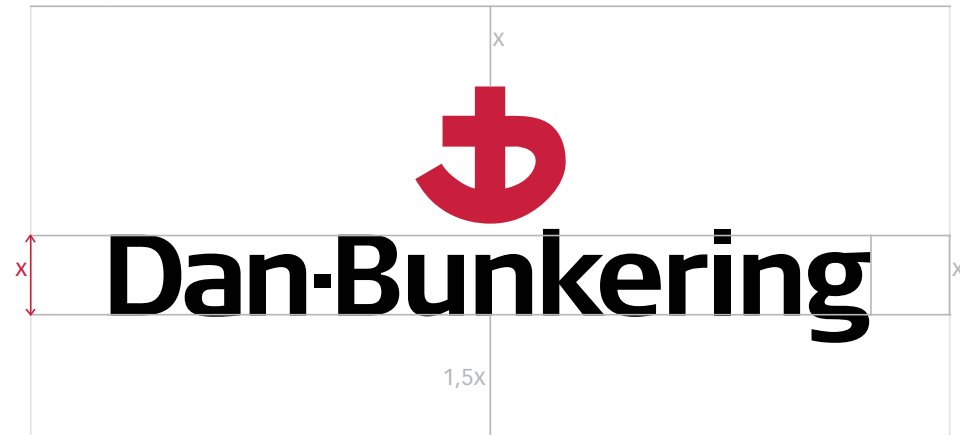
LOGO PLACEMENT

The Dan-Bunkering logo should be used in all marketing material. Logo may be placed where appropriate always taking existing design templates into consideration.

Logo must keep a minimum space to edges and surrounding objects equivalent to height of "X" as shown here.

LOGO COLOURS

The positive CMYK Dan-Bunkering logo (A) should be used on all white and light colored backgrounds and images. The negative CMYK logo (B) should be used on black or dark grey solid color backgrounds or dark images only. Black and white (C/D) logos should be used in black and white material only. In special cases the logo (E) may be used in a toned version, but only with permission from the main office.



THE TAGLINE

LOGO PLACEMENT

The Dan-Bunkering Best Bunker Buy logo may be used in marketing material. However, never in corporate materials such as letterheads and business cards.

Logo may be placed where appropriate always taking existing design templates into consideration.

Logo must keep a minimum space to edges and surrounding objects equivalent to height of "X" as shown here.

The tagline may be used separated from the logo, but "Dan-Bunkering" must be present elsewhere in the material in writing or as logo.



THE SYMBOL

SPLITTING UP THE LOGO

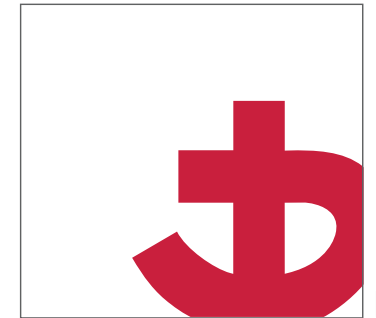
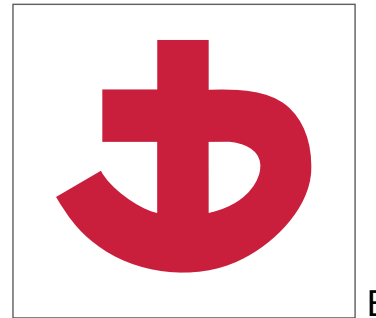
The red symbol (E) may be used as illustration separated from the logotype in material, where Dan-Bunkering connection is otherwise evident. Use "DB_Symbol_CMYK" or "DB_symbol_PMS" only. The symbol may be trimmed for illustration purposes (F).

DO NOT:

- Use logotype alone
- Change positioning of logo symbol in logo
- Change proportion of logo symbol and logo type or otherwise manipulate the logo

USING DAN-BUNKERING.COM

When referring to our homepage in all our material it should be written in lowercase letters.



dan-bunkering.com

THE COLOURS

Logo colour

Pantone 200C
CMYK 3-100-66-12
RGB 202-0-58
Hex ca003a

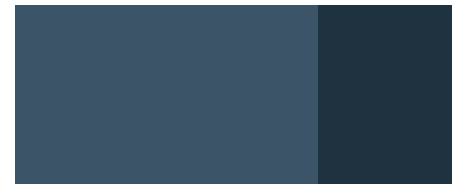


Logo colour Dark

CMYK 3-100-66-37
RGB 158-6-48
Hex 9e0630

Blue secondary colour

Pantone 7545C
CMYK 58-32-18-54
RGB 66-85-99
Hex 425463



Dark Blue secondary colour

CMYK 58-32-18-79
RGB 32-51-65
Hex 203341

Grey secondary colour

Pantone 430C
CMYK 33-18-13-40
RGB 124-135-142
Hex 7c878e



Dark Grey secondary colour

CMYK 33-18-13-65
RGB 79-90-98
Hex 4f5a62

Sand secondary colour

Pantone 7529C
CMYK 10-17-25-22
RGB 183-169-154
Hex b7a99a



Dark Sand secondary colour

CMYK 10-17-25-47
RGB 138-127-116
Hex 8a7f74