



BRANDBOOK



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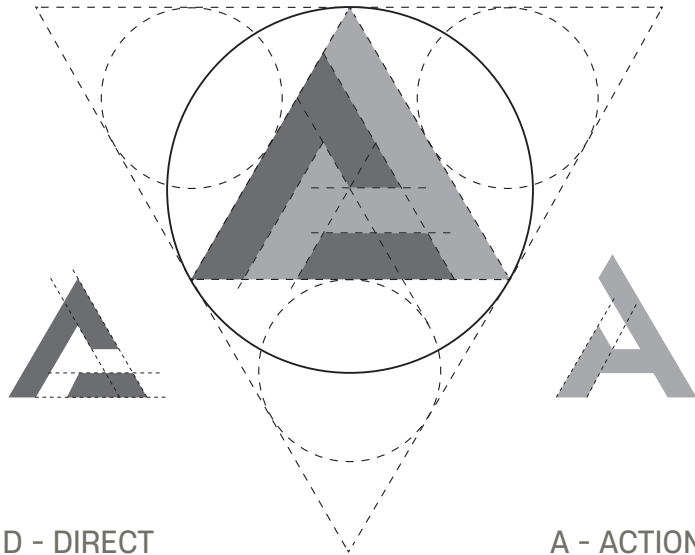
01. LOGO



The logo of the Direct Action® brand consists of a logotype - a text which is also the name of the brand and an emblem - a graphic symbol by which its recognition is built.

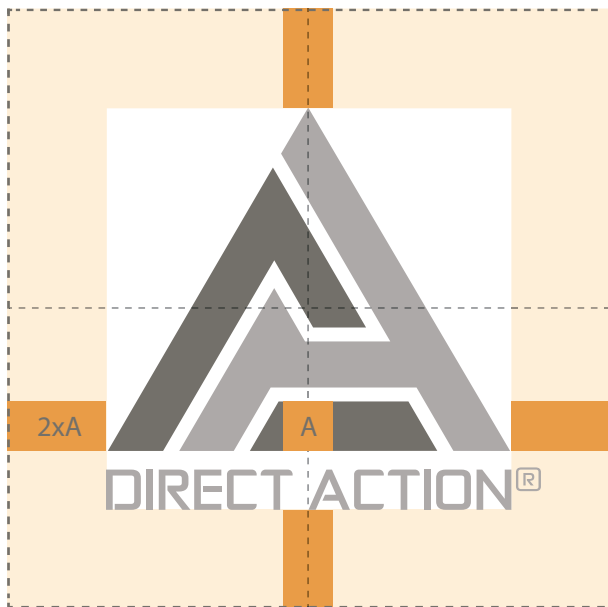


02. CONSTRUCTION





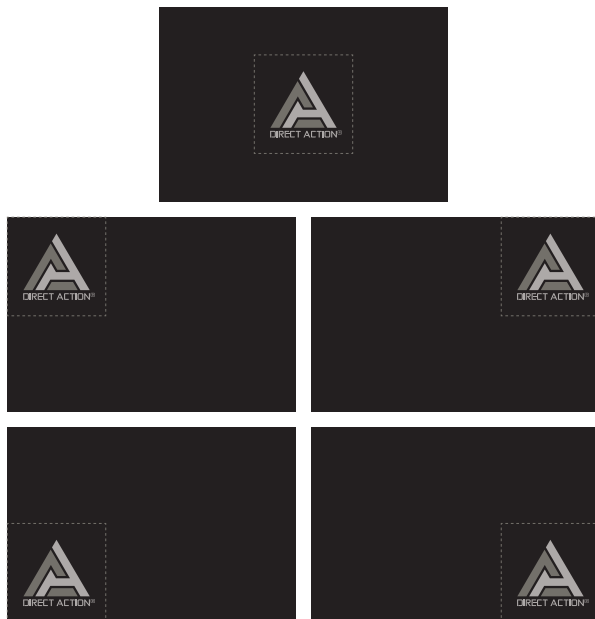
03. PROTECTIVE FIELD



The protective field (not to be confused with the logo background field) is the area surrounding the logo making it properly displayed. There must be no other graphic forms in the protective field that could disturb the reception.



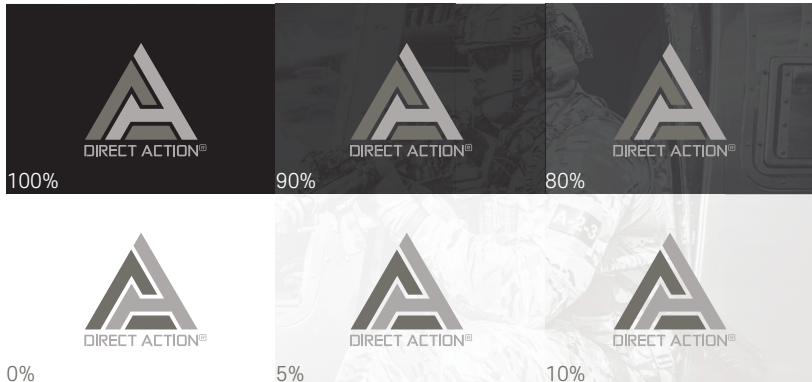
04. PLACEMENT



The Direct Action® logo, whose position is determined by the protective field, can be placed in the center or at the edge of the area on which it is displayed. In the latter case, it can be placed near the top, bottom, left, and right edges (taking into account the protective field of the sign).



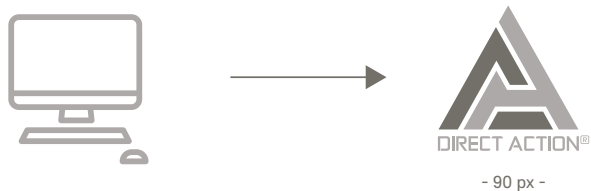
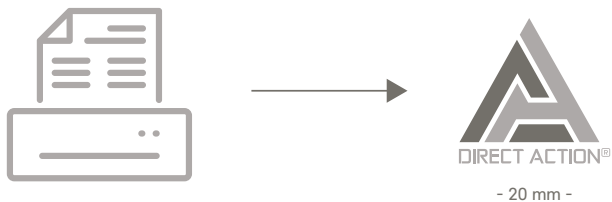
05. IMPLEMENTATION



When placing the logo on the background, remember that it should not be smaller than the defined protective field of the logo. It is allowed to use the logo without the logo field, however, in this case, the rule of keeping the protective field of the logo still applies. In order to maintain the legibility of the logo, it should also be remembered that the degree of darkening of the background on which it is located should not be lower than 80% and 10% for light-colored backgrounds areas, and the field itself should be neutral.



06. MINIMUM SIZE



Bearing in mind the legibility of the logo and its functionality, the minimum size of the logo should be respected.

Minimum logo width for printed materials: 20 mm

Minimum logo width for digital use: 90 px



07. COLORS



Pantone	404 C
CMYK	55/45/52/31
RGB	103/102/93
HEX	67665d
RAL	#776e64

Pantone	Warm Gray 4 C
CMYK	31/23/30/11
RGB	152/152/141
HEX	98988d
RAL	#bfb8af



CMYK	0/0/0/100
RGB	0/0/0
HEX	000000



CMYK	0/0/0/0
RGB	255/255/255
HEX	ffffff

In order to maintain the consistency of the visual identity of the brand, the colors presented above should be used.

The basic version of the logo (A) should always be used for all kinds of materials and publications. It is allowed to use the logo in other colors (presented above) only in exceptional situations, e.g. printing limitations or visual limitations.



08. PROHIBITED PRACTICES



✗ interference in the color



✗ interference in the font



✗ interference in the shape



✗ using an incomplete logo



09. LOGOTYPE - TYPOGRAPHY

DIRECT ACTION[®]

ZEKTON (modified)

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890



10. CLAIM - TYPOGRAPHY

GO LOUD!

ZEKTON

HEAVY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890



11. PRINT & WEB - TYPOGRAPHY

CORE SANS E

THIN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890

HEAVY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890

BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890

OSWALD

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890

ROBOTO

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz1234567890

PRINT

The basic typeface used in visual identification and promotional materials is the Core Sans E family of fonts. It is used everywhere, including headings, tags and descriptive texts.

WEB

The typography used on the Internet (social media, websites, etc.) is Oswald - Bold and Roboto - Regular

The typography presented characterizes simplicity and modern, plain looks.



DIRECTACTIONGEAR.COM