



Brand Guidelines

Digital[®]

RESOURCE

Your resource for everything digital

AN OVERVIEW

Our team develops effective marketing strategies for forward-thinking companies. We have a proven track record in generating online leads and sales, elevating brand market share, and proving return on investment.

We pursue relationships based on transparency, persistence, mutual trust, and integrity with our employees, clients, and business partners.



CONTENTS

01 Introduction

02 Logo

03 Typeface

04 Colors

05 Iconography

06 Elements

01

Introduction

Digital Resource is proud to assist clients across several key areas, including but not limited to search engine optimization, social media marketing, and digital advertising.

As a full-service digital marketing agency, we combine creative ideas with vast experience in search technologies to deliver custom, data-driven solutions.

When we say we're your resource for everything digital, we mean it.

02

Logo Light

Digital®

RESOURCE

Your resource for everything digital

02

Logo Dark

Digital[®]
RESOURCE
Your resource for everything digital

02

Logo Usage

Do not crop the logo



Do not remove the tagline



Do not remove the registered trademark symbol



Do not change the transparency of the logo



Do not alter the colors



Do not distort the logo



03

Typeface

BEBAS NEUE

Display

Helvetica

Sans Serif

Helvetica Neue

Sans Serif

Gotham

Sans Serif

03

Typeface



Helvetica
Bold

Bebas Neue
Bold

Helvetica Neue
Bold

Gotham
Book

SUBHEADER

HEADER

Title Placeholder

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

04

Colors

04.1

Primary Colors

Blue	#26A9E1
Orange	#F6931E
Green	#D5DE23
Grey	#141414

Shadow Colors

Blue	#0B91CB
Orange	#EB750B
Green	#B4BD00
L. Grey	#313133

04.2

Secondary colors

Light Grey	#7e7f85
Dark Grey	#404041

04.1

Primary Colors

Orange
#F6931E
Shadow
#EB750B

Blue
#26A9E1
Shadow
#0B91CB

Green
#D5DE23
Shadow
#B4BD00

Grey
#141414
Light Grey
#313133

04.2

Secondary Colors

Light Grey
#7e7f85

Dark Grey
#404041

05

Iconography



06

Elements

06.1

Blobs



06

Elements

06.2

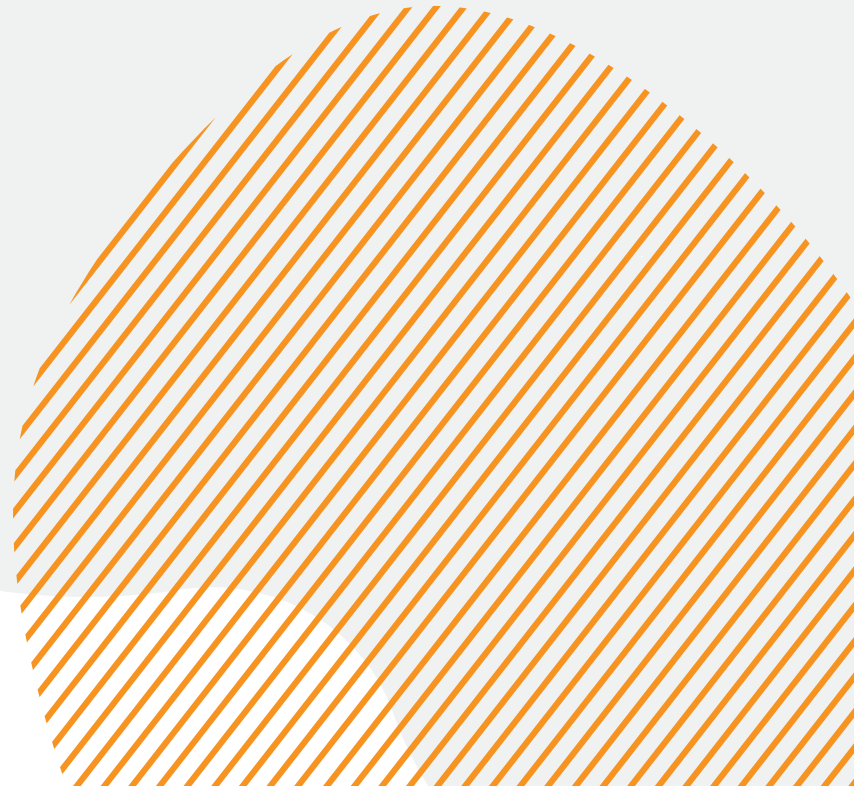
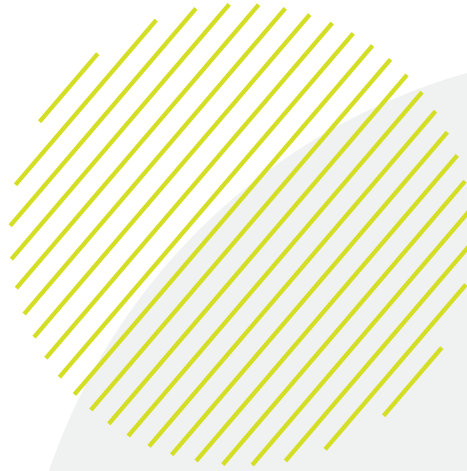
Soft Corners

06

Elements

06.3

Stripe Pattern Circle / Blob

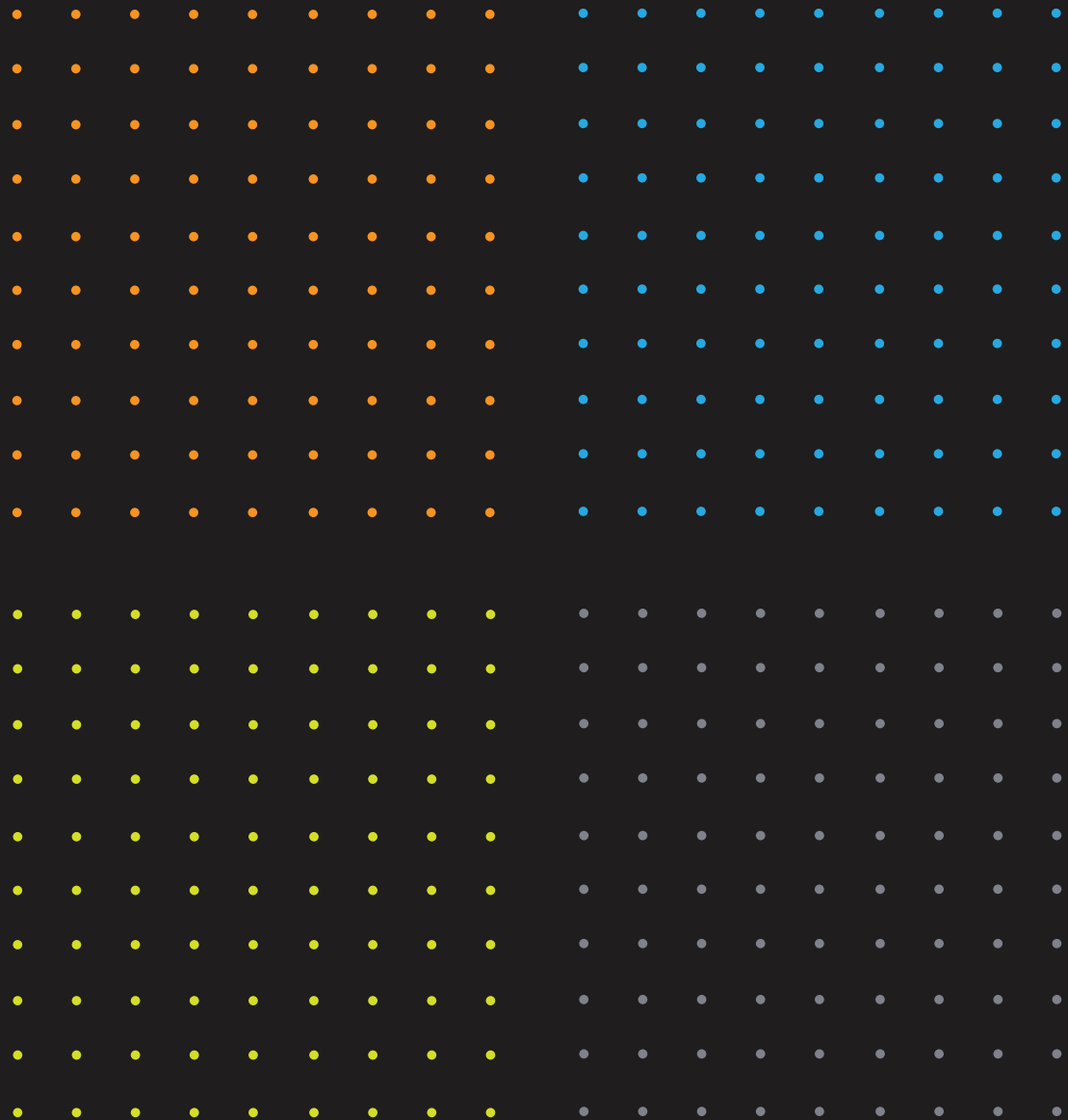


06

Elements

06.4

Geometric Dotted Square Pattern



07

Summary

LOGO

- Always show the registered trademark symbol
- Always ENTIRE tagline

FONTS

- Header: Bebas
- Subheaders: Helvetica
- Title: Helvetica Neue
- Body: Gotham

COLORS

PRIMARY

- Blue – #26a9e1
- Orange – #f6931e
- Green – #d5de23
- Black – #000000

SECONDARY:

- Light Grey – #7e7f85
- Dark Grey – #404041

ELEMENTS

- Blobs
- Soft Corners
- Minimalist Line Icons
(Feather Icons)
- Stripe Pattern Circle / Blob
- Geometric Dotted
Square Pattern

