

BRAND STYLE GUIDE



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BRAND STYLE GUIDE

Destination Imagination Brand Style Guide

Destination Imagination, Inc. is a 501(c)(3) nonprofit educational organization.

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MESSAGING, MISSION, VISION, AND DEFINITIONS

SECTION 1: MESSAGING, MISSION, VISION, AND DEFINITIONS

BRAND AND STYLE GUIDE

Welcome to the Destination Imagination, Inc. Brand and Style Guide, our official guiding resource for communicating with external and internal audiences. We hope this will be a valuable resource as you support our organization. Our Brand and Style Guide was created to alert you to copyright and trademark issues, establish the foundation of our brand identity, and assist you in the development of communication efforts with consistent brand messaging.

By adhering to the guidelines presented within these pages, you will help our organization strengthen the Destination Imagination brand.

With our organization working in unison with a singular voice and streamlined visual identity, we will be better positioned to grow Destination Imagination into a household name. The style guide focuses mainly on Destination Imagination trade dress and provides the framework for consistent brand messaging.

If you have any questions about this resource or about Destination Imagination branding in general, please send an e-mail to branding@dihq.org. Thank you for all you do for Destination Imagination.

SECTION 1: MESSAGING, MISSION, VISION, AND DEFINITIONS

MESSAGING

Brand messaging is the one thing that should tie together every piece of content created by Destination Imagination (DI) and its Affiliates. This messaging framework serves as the first step to creating impactful and consistent communication efforts, from one-sheets to Affiliate website copy and more.

tone of voice

Tone of voice is the “personality” of our brand conveyed in written form.

Fun, Cutting-Edge, Inclusive & Collaborative, Inspirational, Conversational

target personas

Target personas categorize the goals and behaviors of hypothesized groups of customers.

Educators & Administrators, Parents & Guardians, Prospective Volunteers, Student Participants (Present and Future), Alumni, Like-minded Organizations & Corporations

positioning statement

The Positioning Statement defines a brand's unique value proposition to the target audience. It differentiates the Destination Imagination brand from competitors, establishes relevance, and fosters an emotional connection.

Fearlessly Creative

Imagine students whose eyes light up when given a challenge. Imagine problems solved with connections you never saw coming. Imagine learners unafraid of an unclear path, boldly going hand-in-hand to destinations built on creativity and effort.

At Destination Imagination, we unlock creativity and transform problem-solving into an exhilarating journey. Our programs bridge arts and sciences to foster connections that inspire students from pre-K to university. We equip educators and mentors with resources to empower young minds, revealing a world where creative grit allows them to stride forward fearlessly, transforming challenges into opportunities for growth and innovation. Join us in shaping the resilient innovators of tomorrow.

SECTION 1: MESSAGING, MISSION, VISION, AND DEFINITIONS

MESSAGING: OUR WHY, HOW, AND WHAT

WHY WE DO WHAT WE DO...

Durable skills, such as creativity, collaboration, and confidence, are crucial to equip ALL students with the tools they need to thrive in a future that will demand adaptability, critical thinking, and innovation.

Too often, students are hindered by a variety of barriers. They doubt their abilities. They feel isolated. Their curiosity isn't sparked. We work to obliterate these obstacles, develop students' durable skills and turn them into confident, perpetual problem solvers.

HOW WE DO WHAT WE DO...

Through engaging and collaborative experiences rooted in our own proven and effective Creative Process, we allow these skills to be fun to learn and endlessly applicable. Students gain the confidence to confront and work through challenges with others, fostering a community of adept doers that see a world full of opportunities instead of obstacles.

WHAT WE DO...

We provide project-based learning experiences, including competitions and curriculum products, that teach durable skills. Under the guidance of teachers and parents, students work together to solve open-ended STEAM-based challenges.

SECTION 1: MESSAGING, MISSION, VISION, AND DEFINITIONS

MESSAGING: COPY GUIDELINES

EMPOWER AND INSPIRE

Everything is focused on reminding learners what they can do. Our words should radiate positivity, transforming challenges into opportunities for growth and innovation, while sparking curiosity and inspiring action.

Celebrate the effort more than the outcomes
Always focus on problem-solving and not just the problems solved. Emphasize the value of persistence and collaboration throughout the Creative Process, highlighting the importance of each step taken and challenge faced.

OPEN MINDS WITH OPEN ARMS

Accentuate that our challenges and programs are accessible and achievable. Our communication should recognize diversity of thought and circumstance, reinforcing that every student has a place in the DI community, and educators and mentors can find a program that fits their unique situation and needs.

SECTION 1: MESSAGING, MISSION, VISION, AND DEFINITIONS

MISSION AND VISION

MISSION STATEMENT

We recognize that Affiliates may have different mission and vision statements. These statements are the official mission and vision statements of Destination Imagination. Our Board of Trustees crafted a mission statement to define the organization's purpose and primary objectives. The mission statement should not appear in most external communications; it should be used only when specifically requested, as in documents such as grant applications. Our mission statement is our internal definition of our overarching business goal.

DI MISSION

To inspire and equip youth to imagine and innovate through the Creative Process.

VISION STATEMENT

A vision statement is designed to guide the organization and present our values to external audiences. It presents a portrait of who we are, what we represent, and who we want to be. Below is our vision statement.

DI VISION

Ignite the power of ALL youth to be the creative and collaborative innovators of tomorrow.

DI PRINCIPLES

COLLABORATION

We work as a team because together we go further

RESPECT

We treat all people with fairness, kindness, and consideration

STEWARDSHIP

We accept personal responsibility to nurture a global culture of creativity, innovation, and self-expression

PERSEVERANCE

We encourage trying until we achieve any goal

INTEGRITY

We hold ourselves to the highest standards by owning our work, actions, and decisions

SECTION 1: MESSAGING, MISSION, VISION, AND DEFINITIONS

STANDARD DEFINITIONS

These definitions are for common use. Using these definitions regularly, and exactly as worded, will help strengthen our brand recognition. Imagine a hundred people all shouting something different. Now imagine that same group of people shouting the same thing. If we are consistent, and we all use the same language, it will resonate with audiences.

DESTINATION IMAGINATION

Destination Imagination (DI) is an educational nonprofit on a mission to inspire young people to imagine and innovate today so they can become the creative and collaborative leaders of tomorrow.

OUR PROGRAMS

At Destination Imagination, we know there's not a one-size-fits-all approach to the creative process. That's why we're thrilled to offer a variety of project-based educational experiences tailored to the differing needs of students, schools, and communities.



CHALLENGE EXPERIENCE



EARLY LEARNING

TEAM FILM CHALLENGE



SECTION 1: MESSAGING, MISSION, VISION, AND DEFINITIONS

STANDARD DEFINITIONS

CHALLENGE EXPERIENCE

Destination Imagination (DI) is an educational nonprofit that prepares children for the future. Our Challenge Experience program is a project-based competitive experience. Teams of students from pre-K through university learn to use the creative process to solve one of our seven annual Challenges.

CHALLENGE

A Destination Imagination Challenge is an open-ended project that takes creativity and teamwork to solve.

EARLY LEARNING

Challenge Experience

Our Early Learning Team Challenges are designed to teach the creative process—a system of learning that is at the root of innovation and a child's ability to bring an idea to life. Each season, we offer one new and engaging Challenge that encourages students to explore, discover and learn new skills.

Pathways STEM & Literacy Curriculum

Pathways STEM & Literacy Curriculum for Early Learners is designed to prepare 3- to 6-year-olds with a jump start in literacy and STEM concepts as well as engaging their interest in the arts. The curriculum includes 18 chapters complete with engaging activities for the classroom and at home.

TEAM FILM CHALLENGE

Our Team Film Challenge is a short, action-packed DI experience that runs from September through December. Teams will create a short film based on a unique DI Challenge they have to solve. The Challenge.

SKILLFIRE

SkillFire is scalable, flexible curriculum designed to teach the creative process alongside 21st-century, durable skills to a broad audience of young learners.



NUMBERS & FIGURES

SECTION 2: NUMBERS & FIGURES

OUR IMPACT

30,000+

Number of students who participate in Destination Imagination programs annually

13,000+

Number of Destination Imagination volunteers worldwide

1 MILLION+

Program reach since 2000

5 YEARS

Average length of participation in DI

40+ STATES

Number of U.S. states that participate in DI

27 COUNTRIES

Number of countries that participate in DI

8,000+

Number of people who attend Global Finals

500+

Number of teams at Global Finals

SECTION 2: NUMBERS & FIGURES



7

CHALLENGES:
TECHNICAL, SCIENTIFIC,
ENGINEERING, FINE ARTS,
IMPROVISATIONAL,
SERVICE LEARNING,
EARLY LEARNING



13,000+

VOLUNTEERS



5

AGE LEVELS: PRE-K,
ELEMENTARY,
MIDDLE, SECONDARY,
UNIVERSITY



1,000,000

**PROGRAM REACH
SINCE 2000**



40 & 27

**PROGRAMS IN
40 STATES &
27 COUNTRIES**



30,000+

PARTICIPANTS ANNUALLY





RULES OF USAGE

SECTION 2: RULES OF USAGE

RULES OF USAGE

These rules are to help make the Destination Imagination trade dress consistent. These are the most important and pressing rules, written for anyone who may write something pertaining to Destination Imagination programs.

DESTINATION IMAGINATION OR DI?

The term "Destination Imagination" should be written in its entirety as often as possible. "Destination Imagination" refers to the organization, not the program. Avoid abbreviation unless the writing becomes cumbersome, awkward, or restricted due to character limitations. If that is the case, write "Destination Imagination (DI)" in the first instance and refer to it as "DI" afterward.

REGISTERED TRADEMARK

The Destination Imagination logo includes the registered trademark. If the document includes our logo it is not necessary to add the mark to the text. There is no need to include the registered trademark symbol after the first instance.

Note: "DI" is not a registered trademark.

DESTINATIONIMAGINATION.ORG

The preferred format when the Destination Imagination website appears in print is "DestinationImagination.org." This format allows external audiences to immediately link the website with the organization; however, if the website appears in electronic communications, write "http://destinationimagination.org" and ensure the website appears as a hyperlink. Verbally, you may refer to this website as "Destination Imagination dot org."

SHOPDI.ORG

Destination Imagination resources may be purchased online at "ShopDI.org." Please do not refer to the website in writing as "ShopDI." If the website appears in electronic communications, write "http://shopdi.org" and ensure the website appears as a hyperlink. Verbally, you may refer to this website as "Shop D-I dot org."

SECTION 2: RULES OF USAGE

RULES OF USAGE

CHALLENGES

Destination Imagination designs open-ended Challenges for its programs. Destination Imagination Challenge types must be capitalized as follows:

- Instant Challenge
- Team Challenge

The noun form of “Challenge” should always be capitalized when it is portrayed as a Destination Imagination offering. We do not capitalize any other form of the word “challenge.”

Here are a few examples:

- The team spent the weekend working on a solution for a Destination Imagination Challenge.
- The team has found the process challenging.
- The Team Manager challenged the team to devise a Challenge solution by Saturday. (Both uses)
- The team has discovered that working together is a challenge.
- The team worked on its Challenge.

The Destination Imagination Challenge Experience offers seven different Team Challenges. All Team Challenge titles must be capitalized (e.g., High-Wire Act). If referring to a particular type of Team Challenge, please use the following labels:

- Technical Challenge
- Scientific Challenge
- Fine Arts Challenge
- Improvisational Challenge
- Engineering Challenge
- Service Learning Challenge
- Early Learning Challenge

SECTION 2: RULES OF USAGE

RULES OF USAGE

TEAM

We do not classify the word “team” as a proper noun. Use traditional capitalization.

VOLUNTEER

Like “team,” we do not classify the word “volunteer” as a proper noun. Use traditional capitalization. However, we typically capitalize volunteer roles (e.g., Tournament Director, Head Appraiser and Scoring Official).

TEAM MANAGER

As it is a volunteer role, we capitalize “Team Manager.” We also place heavy emphasis on the facilitative relationship that Team Managers have with their teams. Team Managers are not “Coaches” and do not “coach” teams. “Team Manager” is sometimes abbreviated as “TM.” When using the abbreviated form, please follow the same guidelines offered in the “Destination Imagination or DI?” entry.

INTERFERENCE

“Interference” refers to our policy that only team members may provide creative or physical input to a Challenge solution. Always capitalize the term.

AFFILIATE AND REGIONAL

The structure of the Destination Imagination program prescribes the terms “Affiliate” and “Regional,” which are always capitalized. An Affiliate is an official licensee who can administer the Destination Imagination Challenge Experience in a given U.S. state, province or foreign country. The word “Affiliate” can refer to the licensee or the geographic area in which the licensee operates.

A Region is a subdivision of an Affiliate. Regions exist within the geographic area of Affiliates and are organized by the Affiliate licensees. Affiliates only utilize Regions when required by their geographic size or a large number of participating teams.

This organizational structure is difficult to grasp for new audiences, who sometimes understand “Regional” as the larger of the two terms. (In many other tournament-based activities, teams go to a local tournament and then to the regional tournament.) To avoid confusion, we have taken to using “local tournament” and “state tournament” (or “country-level tournament”) in external communications. For example, “If the teams perform well in the local tournament, they will advance to the state tournament.”

SECTION 2: RULES OF USAGE

RULES OF USAGE

COMPETITION LEVELS

Destination Imagination competitive programs are tailored for a range of audiences and are typically separated by competition level. When referring to any of our competition levels, please follow the formatting offered below. Additionally, please note the preferred abbreviations for each competition level. (Follow the same rules for abbreviation as in the “Destination Imagination or DI?” entry.) Here are our competition levels:

- Elementary Level (EL)
- Middle Level (ML)
- Secondary Level (SL)
- University Level (UL)
- Early Learning (Non-competitive, Ages 4-7)

THE CREATIVE PROCESS

Our goal at Destination Imagination is to give students the chance to learn and experience the creative process. Below are the components of the Creative Process that our participants experience while solving our Challenges.

RECOGNIZE

- Becoming aware of the Challenge
- Gaining an in-depth understanding of the Challenge

IMAGINE

- Generating ideas with team members
- Focusing on promising ideas
- Creating a project timeline

INITIATE & COLLABORATE

- Researching, exploring and experimenting
- Committing to options
- Building and completing all requirements

ASSESS

- Assessing progress
- Reworking or reimagining ideas
- Practicing presenting the solution

EVALUATE & CELEBRATE

- Presenting at a tournament
- Reflecting on and celebrating the experience

SECTION 2: RULES OF USAGE

RULES OF USAGE

SEASON

Please refer to the Destination Imagination Challenge Experience in terms of seasons, not years. When referring to a particular program season, which spans over two calendar years, use the numerical format “2024-25.” For example, you may write, “The 2024-25 season of the Destination Imagination Challenge Experience is underway.”

TEAM NUMBER

To participate in Destination Imagination’s Challenge Experience or Team Film Challenge, a team must purchase a “Team Number” from Destination Imagination.

DESTINATION IMAGINATION GLOBAL FINALS

To avoid confusion, please refer to Destination Imagination’s annual culminating event as “Destination Imagination Global Finals” in the first instance it appears in any document. You may refer to the event simply as “Global Finals” after the first instance. You may include the full year afterward if necessary (e.g., Global Finals 2025).

BOILERPLATE

A boilerplate is used at the end of a press release and provides information about an organization, its goods and services and how to contact the organization. Here is the Destination Imagination boilerplate:

Destination Imagination, Inc. is a 501(c)(3) volunteer-led nonprofit organization whose purpose is to inspire and equip students to become the next generation of innovators and leaders. The organization is a leader in project-based learning experiences, where students work together in teams to solve open-ended, STEAM-based (science, technology, engineering, arts and mathematics) Challenges and then present their solutions at tournaments. Destination Imagination has impacted more than 1 million students worldwide. To learn more, please visit <http://destinationimagination.org>.

SECTION 2: RULES OF USAGE

RULES OF USAGE

DESTINATION IMAGINATION FORMS

- Tournament Data Form
- Prep Checklist, which includes the Declaration of Independence
- Expense Report
- Dialogue Request Form

OTHER PROGRAM RESOURCES FOR TEAMS AND EDUCATORS

- Challenge Previews
- Curriculum Connections
- Instant Challenge Practice Set
- Published Clarification(s)
- Team Clarification(s)
- Tournament Guide for Teams

GENERAL TRAINING MATERIALS

- ICM (International Challenge Master) Guide
- Challenge Master Guide for Team Challenge
- Appraiser Guide for Team Challenge
- Challenge Master Guide for Instant Challenge
- Appraiser Guide for Instant Challenge
- Guide to the Resource Area Prep Process
- DI Learn LMS (Online Training)

TRAINING MATERIALS FOR EACH TEAM CHALLENGE

- Appraisal Packet for Challenge Masters
- Appraisal Packet for Appraisers

OTHER PROGRAM RESOURCES FOR VOLUNTEERS

- Global Finals Appraiser Guide
- Global Finals Head Appraiser Guide
- Tournament Guide for Officials



TERMINOLOGY QUICK REFERENCE

SECTION 4: TERMINOLOGY QUICK REFERENCE

TERMINOLOGY QUICK REFERENCE

Please follow the guidelines below when using capitalization or registered trademark with our terms.

BASIC TERMS

- Affiliate
- Affiliate Tournament
- Closing Celebration (don't use "Award Ceremony" or "Closing Ceremony")
- Destination Imagination® (don't use capital "N")
- DI (only use after first instance of "Destination Imagination")
- Global Finals (in first instance, use "Destination Imagination Global Finals")
- Region
- Regional Tournament
- Welcome Ceremony (don't use "Opening Ceremony")

PROGRAM TERMS

- Challenge (only capitalized when used as a DI offering)
- Clarification
- Competition Level (only capitalized when referring to a specific competition level, i.e., Middle Level or ML)
- Early Learning
- Instant Challenge
- Interference
- Team Challenge
- Team Manager
- Team Number

SECTION 3: TERMINOLOGY QUICK REFERENCE

TERMINOLOGY QUICK REFERENCE

VOLUNTEER ROLES

In Destination Imagination, there are a variety of volunteer roles, which we capitalize as a matter of respect. When using the supplied abbreviations, please adhere to the same guidelines offered in the “Destination Imagination or DI?” entry.

- Adult Assistant
- Affiliate Challenge Master (ACM)
- Affiliate Director (AD)
- Affiliate Growth Director (AGD)
- Affiliate Training Director (ATD)
- Appraisal Team
- Appraisal Team Coordinator
- Appraisal Team Organizer (ATO)
- Appraiser
- Ceremony and Awards Coordinator
- Dialogue Team
- Doorkeeper
- Food Service
- International Challenge Master (ICM)
- Team Manager (TM)
- Tournament Director

SECTION 3: TERMINOLOGY QUICK REFERENCE

TERMINOLOGY QUICK REFERENCE

MEASUREMENTS AND MONEY

When including length measurements in a Challenge, always include the metric equivalent, rounded to two decimal places, in parentheses immediately following. You should not insert a space between the number and the unit, nor should you insert a period after the unit. No hyphen is required if the measurement is used as a modifier. For multiple dimensions, please include a lowercase "x" and one space between each dimension. Here are examples:

- 11in (27.94cm)
- You will need a 12ft (3.66m) length of string for this Challenge.
- 10ft x 12ft (3.05m x 3.66m)
- 20ft x 20ft x 20ft (6.10m x 6.10m x 6.10m)

When referring to costs or money, always use U.S. dollars as the denomination. Please use the format below. Take note of spacing and capitalization. No hyphen is required if the cost is used as a modifier. Here are two examples:

- \$100US
- The \$100US bicycle was returned in excellent condition.

ITEMS NOT CAPITALIZED

- competition level (when standing alone)
- deduction
- official
- season (refer to season, not year)
- solution
- team
- time limit
- tournament (when standing alone)
- volunteer



LOGO

SECTION 5: OUR LOGO

OUR LOGO

Our logo is an asset to our organization, and a key marker for audiences to identify our organization when they receive our materials and participate in our programs. It is important that we all use the same logo, and avoid misuse, which can lead to a dilution of our brand identity. Please help us protect the logo and avoid misuse by following these guidelines.

LOGOS FOR PRINT

The following logos are for print use, and they can be accessed and downloaded by logging in to resources.destinationimagination.org/resources.php. If you do not have access to our Resource Area please email branding@dihq.org.

ATTENTION:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please contact branding@dihq.org if you have any questions or need further help.

SECTION 5: OUR LOGO

OUR LOGO

THE LOGOTYPE



01) THE LOGO SYMBOL

Consists of the box and the ball elements.

02) THE LOGO TITLE

Carefully chosen for its modern and highly legible style.

03) MAIN LOGO



3

04) DARK VERSION



4

03) MAIN LOGO

This is the logo of choice, to be used whenever possible. For darker backgrounds you will find the alternative.

04) DARK VERSION

This version should be used for darker backgrounds.

SECTION 5: OUR LOGO

LOGO USAGE



01. FULL COLOR LOGO

This is the logo of choice, to be used whenever possible. This logo is to be used for all full-color printed and digital items. This logo prints best on a white or very light background.



02. FULL COLOR LOGO WITH WHITE TEXT FOR DARK BACKGROUNDS

This logo is to be used for all full-color printed items with dark backgrounds.

SECTION 5: OUR LOGO

ONE COLOR LOGO USAGE

To deal with the limitations of screen printing, we offer the one-color logos below. Only these two one color logos are permitted.



05. BLACK LOGO

This logo is to be used for items in which only one color can be applied.



06. WHITE LOGO

This logo is to be used for items in which only one color can be applied.

SECTION 5: OUR LOGO

LOGO CONSTRUCTION AND CLEARSPACE

It is important to keep our logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to our logo.

CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

To work out the clearspace, take the height of the logo and divide it in half. (Clearspace = Height / 2).



SECTION 5: OUR LOGO

APPLICATION ON BACKGROUNDS AND MINIMUM SIZES

.01
Color Version



.02
White Text Version



.03
White Version

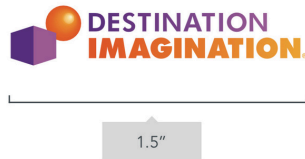


.04
Black Version



MINIMUM LOGO SIZES

Minimum Size: .75" wide



LOGO SYMBOL

A symbol version of the logo is only to be used for instances in which need to fit in a compact space. Minimum Size: .25" high



SECTION 5: OUR LOGO

LOGO MISUSE

We want our logo design to look its best and be visually appealing when it appears on materials and resources. Help us achieve our branding goals by following these logo rules.



01. MODIFYING

Don't modify any part of the logo.
Don't add a line to the box symbol.



02. ARRANGEMENT

Don't rearrange the elements in the logo.



03. SCALE

Don't change the scale of any of the elements in the logo.

SECTION 5: OUR LOGO

LOGO MISUSE



04. BACKGROUND COLOR

Don't place the logo on a background color that will blend in or clash with the logo colors.



05. DROP SHADOWS

Don't apply drop shadows or any other additional effects to the logo.



06. COLOR

Don't change the color of the logo.

SECTION 5: OUR LOGO

LOGO MISUSE

We want our logo design to look its best and be visually appealing when it appears on materials and resources. Help us achieve our branding goals by following these logo rules.



01. CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements or text of any kind should be placed near the logo. To work out the clearspace, take the height of the logo and divide it in half. (Clearspace = Height / 2).



02. MODIFYING

Don't modify any part of the logo.



03. ARRANGEMENT

Don't rearrange the elements in the logo.

SECTION 5: OUR LOGO

AFFILIATE LOGOS

Destination Imagination Affiliates play a critical role in the presentation of our brand identity to our customers. Because the organization's brand is diluted each time a different logo appears, it is important all Affiliates use the official logo lock-ups. We have created logo lock-ups for each of our Affiliates. The Affiliate lock-ups are designed to strengthen our brand awareness and build consistency. To request your logo, email us at branding@dihq.org.





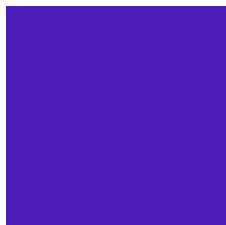
THE COLOR SYSTEM

SECTION 6: OUR LOGO

PRIMARY DARK COLOR PALETTE

Color plays an important role in the DI identity program. A palette colors has been developed, in order to create the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the DI brand identity across all relevant media.

Below is our dark-color palette. Our dark color palette is ADA-compliant, with white large text on the overtop.



BRIGHT PURPLE

CMYK C97 M99 Y6 K1
 RGB R76 G29 B185
 Web #4c1db9



DARK PURPLE

CMYK C84 M96 Y0 K0
 Pantone 267 C
 RGB R97 G51 B170
 Web #6133aa



BRIGHT BLUE

CMYK C100 M75 Y0 K0
 RGB R7 G72 B152
 Web #004498



DARK BLUE

CMYK C100 M75 Y0 K0
 RGB R1 G72 B152
 Web #014898



DARK ORANGE

CMYK C9 M87 Y100 K1
 Pantone 267 C
 RGB R220 G67 B18
 Web #DC4312

SECTION 6: OUR LOGO

SECONDARY MEDIUM COLOR PALETTE

Below is our medium-color palette. These two colors are ADA compliant only with bold large white text overtop.



RED

CMYK C0 M100 Y98 K0
 RGB R230 G56 B40
 Web #E63828



PINK

CMYK C0 M98 Y0 K0
 RGB R237 G17 B100
 Web #ED1164

LIGHT MEDIUM COLOR PALETTE

Below is our medium-color palette. These two colors are ADA compliant only with large bold black text overtop.



LIGHT ORANGE

CMYK C0 M50 Y100
 RGB K0 R246 G139
 Web B31 #F68B1F



LIGHT BLUE

CMYK C100 M0 Y0 K0
 RGB R0 G175 B240
 Web #00AFF0



LIGHT PURPLE

CMYK C30 M70 Y0 K0
 RGB R150 G80 B155
 Web #96509b



TEAL

CMYK C80 M0 Y25 K3
 RGB R0 G177 B179
 Web #00B1B3



LIGHT GREEN

CMYK C53 M0 Y88 K0
 RGB R138 G196 B64
 Web #8AC440



OUR TYPOGRAPHY

SECTION 5: OUR TYPOGRAPHY

OUR TYPOGRAPHY

Three typefaces have been chosen for the Destination Imagination materials and website. These fonts should be used in all brand communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets and printed materials. All these fonts are Google fonts and can be downloaded for free at fonts.google.com.

BODY COPY

Print: Average size 9-14 pt.

Preferred Font: Open Sans

A B C D E F G H I J K L M N O P Q R S T

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Alternate Body Font for MS Word:

Helvetica

TITLE COPY

Print: Average size 16-35 pt.

PREFERRED FONT: BEBAS

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HEADLINE COPY

Print: Average size 14-35 pt.

Preferred Fonts: Open Sans or Montserrat Semibold


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BRAND STYLE GUIDE



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