DNN / Brand Identity Guidelines

OVERVIEW

It's an exciting time for DNN. A streamlined, yet familiar, official moniker. A bold new brand identity system inspired by our values. The possibilities are endless.

The new DNN logo depicts two contrasting ideas, Commerce and Community, collaborating to produce a third idea greater than the sum of its parts. To us, this is more than just a few simple ideas, it's been DNN's operational focus from the very beginning. We live and breathe this concept. Our new identity is a beacon – a constant reminder of this important foundation.

The following guidelines are intended to help ensure consistent application of the DNN brandmarks, graphical brand layer, and Evoq product sub-brand logos. Please adhere to these requirements.

For any questions or requests related to DNN branding, please contact the DNN Marketing Department at **dnnbrand@dnncorp.com**.

BRAND PLATFORM

Genuinely Empowering:
It's all about creating and connecting, participation and passion. From our employees, through our products, to our ever-expanding open source community and developer ecosystem — this is the essence of DNN.

Our brand platform embodies what we believe and do. Every brand communication initiative should resonate with these qualities — or it's not true to the DNN brand.

ESSENCE
Genuinely Empowering

PERSONALITY / TOV
passionate, inspiring, intelligent, genuine, engaging

CORE VALUES
open source, symbiotic balance between commerce and community, metrics-based continuous improvement, openness and trust, focused on success of customers, give+get

REASONS TO BELIEVE
product enables 360 customer experience management solution for businesses, customizable and extensible, open source platform, passionate and loyal user community, 3rd party developer community (stores), founder's stories

PROPOSITION
We make web interactions insanely easy, affordable and productive for organizations worldwide.

BRANDMARK

The DNN brandmark consists of two elements — the "D" logo and the "DNN" logotype.

It is always most preferred to display the Primary, full color expression of the DNN brandmark. The one color brandmark is the second preferred choice. If the display environment has a strong color cue — or one using colors which conflict with the DNN palette — use the one color brandmark. The greyscale brandmark is an acceptable option to use in a black and white environment, but only when high-resolution printing is possible.

When using the one color brandmark, the preferred choices are PMS Black 5, white, or black. The Primary palette red or blue versions may only be utilized in DNN-produced materials which feature a proceeding Primary, full color expression of the DNN brandmark.

Contact the DNN Marketing Department with any questions regarding brandmark use.

PRIMARY EXPRESSION

ONE COLOR, BLACK

GREYSCALE

PRIMARY EXPRESSION, REVERSED

ONE COLOR, WHITE

GREYSCALE, REVERSED

ONE COLOR EXPRESSIONS

ONE COLOR EXPRESSIONS, REVERSED

SPECIFICATIONS

The DNN brandmark has
two acceptable lockups –
the Primary horizontal,
and the Alternate stacked.

The Primary horizontal lockup is the preferred
brandmark to use for DNN brand communications.
If available horizontal space is limited, the Alternate
stacked lockup may be used, but only with prior
approval from the DNN Marketing Department.

Do not alter the size, position, or placement
relationships between the logo and logotype
elements in any way.

Let the brandmark breathe. To ensure impact and
brand integrity, allow for a minimum clearspace
equal to the height or width of an "N" from the
logotype. No other graphics, symbols, or visual
elements should appear within this space.

To maintain legibility in print and digital
applications, never display the DNN brandmarks
smaller than the minimum sizes shown here.

PRIMARY LOCKUP

PROPORTIONS   CLEARSPACE   MINIMUM SIZE

1   .5 N   1.33   .375"w

Minimum clearspace = 1N

ALTERNATE LOCKUP

PROPORTIONS   CLEARSPACE   MINIMUM SIZE

1

1/3
Logo

1.33

.25"h

COLOR

A highly focused and consistently applied color palette is essential for brand recognition.

The DNN brand features two primary colors in balance. The blue (Pantone 2995) serves a more dominant role in backgrounds and fills; while the more aggressive pure red (Pantone 185) is typically reserved for accents and secondary design elements. Neutral tones, tints and shades should be utilized to expand and moderate the color palette. Tone-on-tone application creates depth and adds richness to strengthen the brand palette.

The Primary palette alone can effectively service all DNN brand communication efforts. Secondary palette colors are provided here as acceptable options for use only if a particular communication objective cannot be achieved with the Primary palette. Secondary colors should **never** be used for fills or background color – only for accent or call-to-action elements. Any use of Secondary palette colors require prior approval from the DNN Marketing Department.

PRIMARY COLOR PALETTE

White	**Pantone 185**	**Pantone 2995**	**Pantone Black 5**
R255, G255, B255	R239, G62 B66	R0, G164, B228	R71, G42, B43
C0, M0, Y0, K0	C0, M91, Y76, K0	C90, M11, Y0, K0	C0, M40, Y22, K87
#FFFFFF	#EF3E42	#00A4E4	#472A2B

SUPPLEMENTARY TINTS AND SHADES

PMS BLACK 5 20%	PMS BLACK 5 50%	PMS 202	PMS 187	PMS 185	PMS 185 80%	PMS BLACK 5 12%	PMS BLACK 5 30%	PMS 301	PMS 3005	PMS 2995	PMS 2995 50%	PMS 2995 25%	BLACK 10%	BLACK 5%

PRIMARY PALETTE APPLICATION EXAMPLES
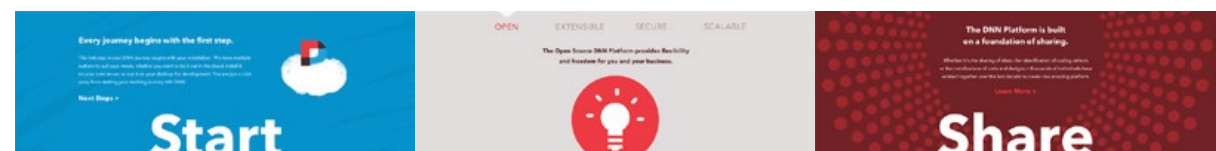
SECONDARY PALETTE

| PMS 1585	PMS 2593	PMS 1235
R246, G138, B51	R125, G65, B153	R253, G187, B48
C0, M56, Y90, K0	C61, M89, Y0, K0	C0, M29, Y91, K0
#F68A33	#7D4199	#FDBB30

LOGO AS A BEACON

With prior approval, it may be acceptable to use the "D" logo as a brand beacon outside of the brandmark lockup.

The bold simplicity of the "D" logo can provide a powerful brand reinforcement when used in an editorial or sub-brand execution. However, overuse is a real concern. Tactical executions must align with DNN brand strategy.
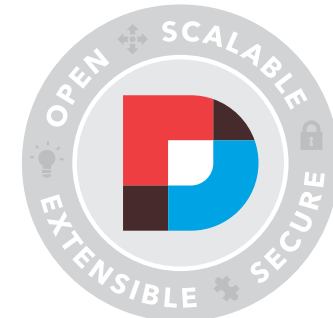
Using the "D" logo as a beacon is allowable only if proceeded in-context by the full DNN brand expression, the Primary brandmark.

Any and all use of the "D" logo outside of the brandmark lockup must be reviewed and approved by the DNN Marketing Department prior to application.
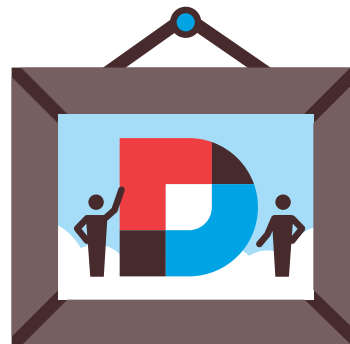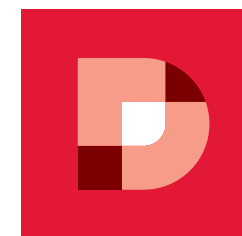
LOGO BEACON IN USE
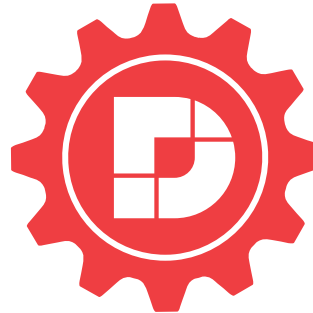
DNN FORGE MARK

TECHNOLOGY EDITORIAL

ABOUT DNN EDITORIAL

PARTNER PROGRAM SUB-BRAND

UNACCEPTABLE USE

Consistency and discipline are at the foundation of memorable brands.

Recognition is undermined when brand assets are altered, appropriated or customized. This page presents examples which violate DNN brand standards.

DNN has brand assets to suit the needs of any brand communication effort. Do not alter or customize the DNN brand assets in any way.

If a strategic or tactical opportunity requires new or custom DNN-branded assets, consult the DNN Marketing Department for approval prior to beginning design.

DO NOT
ROTATE THE BRANDMARK.

DO NOT
CHANGE THE SIZE OR RELATIONSHIP
OF THE LOGO OR LOGOTYPE.

DO NOT
CHANGE ANY COLORS IN ANY WAY.

DO NOT
STRETCH, COMPRESS,
OR SKEW ANY ELEMENTS.

DO NOT
ADD GRADIENTS, DROPSHADOWS,
GLOW, OR ANY 3D EFFECTS.

DO NOT
LOSE THE WHITE IN THE LOGO.

DO NOT
CUSTOMIZE THE LOGO IN ANY WAY.

DO NOT
PLACE THE BRANDMARK IN
A CONTAINING SHAPE.

TYPOGRAPHY

DNN brand communications utilize a versatile typeface known for its warmth and clarity.

This guide broadly demonstrates the DNN brand typography styles in application. A full range of expression is achievable through the systematic variation of weight, size, color, style and casing.

The general approach is a balance of conversational and formal/structural styles. Leading and Tracking should be used with judgement to create breathing room while maintaining legibility. Use of the primary color palette for headings is permitted if it helps to enliven the page.

PRIMARY TYPEFACE

AVENIR NEXT PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT PRO DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT PRO DEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT PRO BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SAMPLE APPLICATION

Heading 1

H1 uses Bold weight and Sentence Case to make an assertive, yet warm statement. H2 alternates to Regular weight, and a lighter tone for lead-in copy and hanging quotes. H3 switches to All Caps to provide structure. H4 utilizes condensed styles and extended tracking for labeling and tags.

Heading 2. Lead-in copy. Lorem ipsum dolor sit amet, lacinia eget velit at at donec lacus.

HEADING 4, LABELING AND TAGS

HEADING 3

Body. Lorem ipsum dolor sit amet, lacinia eget velit at at donec lacus, velit aptent mollis proin, nibh nam ut felis dis. Sed amet ultricies

- Pulvinar lacus lacus culpa, dapibus habitasse velit, tempus sit, in risus elit nulla.

BRAND GRAPHICS

These elements promote the core brand concepts of collaboration, creativity and community. Use sparingly to add depth and richness.

The brand patterns are the only treatment where the "D" logo can be shown in rotation. The pattern may be rotated 45 degrees as long as the top "D" logo is showing the correct left/right presentation (shown at right). No other rotation angles are permitted. The patterns can be repeated endlessly as needed to fill the space. Be careful to moderate the frequency of repeat to avoid feeling busy. The elements should not be too small, nor too large. No other patterns may be created from the brand elements.

The "scribble" texture symbolizes expression and creativity. It can be used in tone-on-tone background treatments. Contrast should be moderated to create a subtle, never harsh, presentation.
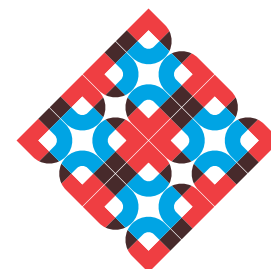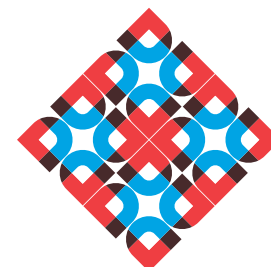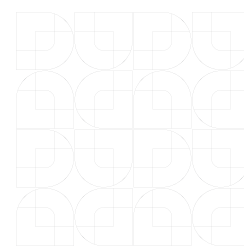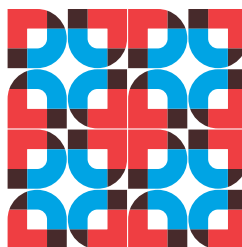
BRAND PATTERNS
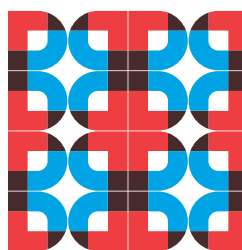
USE FULL COLOR & FULL OPACITY ONLY.
NO MODIFICATION PERMITTED.
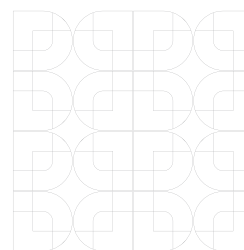
USE IN TONE-ON-TONE APPLICATION.
OK TO USE COLORS FROM THE PRIMARY PALETTE FAMILY.

ONLY 45 DEGREE ROTATION
IS PERMITTED.

SCRIBBLE TEXTURE

SUB-BRAND

The Evoq product brand is an ambassador — a direct reference to the parent brand. Use of the Evoq logos should follow the same guidelines as the DNN brand.

In order to promote the relationship between the parent brand, the Primary Evoq product logo is always locked up with the horizontal bar and "powered by DNN" tag. Do not alter any of the elements in any way.

The Evoq product suite currently has two applications: Engage and Content. To provide flexibility, two lockups have been created for each application. Please use the lockup which optimizes the Evoq name in the target environment.

To ensure legibility, never display the Evoq wordmark at a size below .325"w.

MINIMUM SIZE

.325"w

evoq
ENGAGE

EVOQ PRODUCT LOGOS

PRIMARY EXPRESSION

evoq
POWERED BY DNN

evoq
POWERED BY DNN

evoq
POWERED BY DNN

evoq
POWERED BY DNN

STACKED LOCKUP

evoq
ENGAGE

evoq
ENGAGE

evoq
ENGAGE

evoq
ENGAGE

evoq
CONTENT

evoq
CONTENT

evoq
CONTENT

evoq
CONTENT

HORIZONTAL LOCKUP

evoq | ENGAGE

evoq | ENGAGE

evoq | ENGAGE

evoq | ENGAGE

evoq | CONTENT

evoq | CONTENT

evoq | CONTENT

evoq | CONTENT

CONTACT

Consistency, discipline, standardization, repetition — brands require these simple practices in order to become memorable.

If you have any questions or requests regarding DNN branding, please contact the DNN Marketing Department.

Email: **dnnbrand@dnncorp.com**

During office hours (Monday-Friday 8:00am-5:00pm PST) please call **(650) 288-3150**. You can fax us at **(650) 288-3191**.

Thank you!