



## GRAPHIC STANDARDS MANUAL

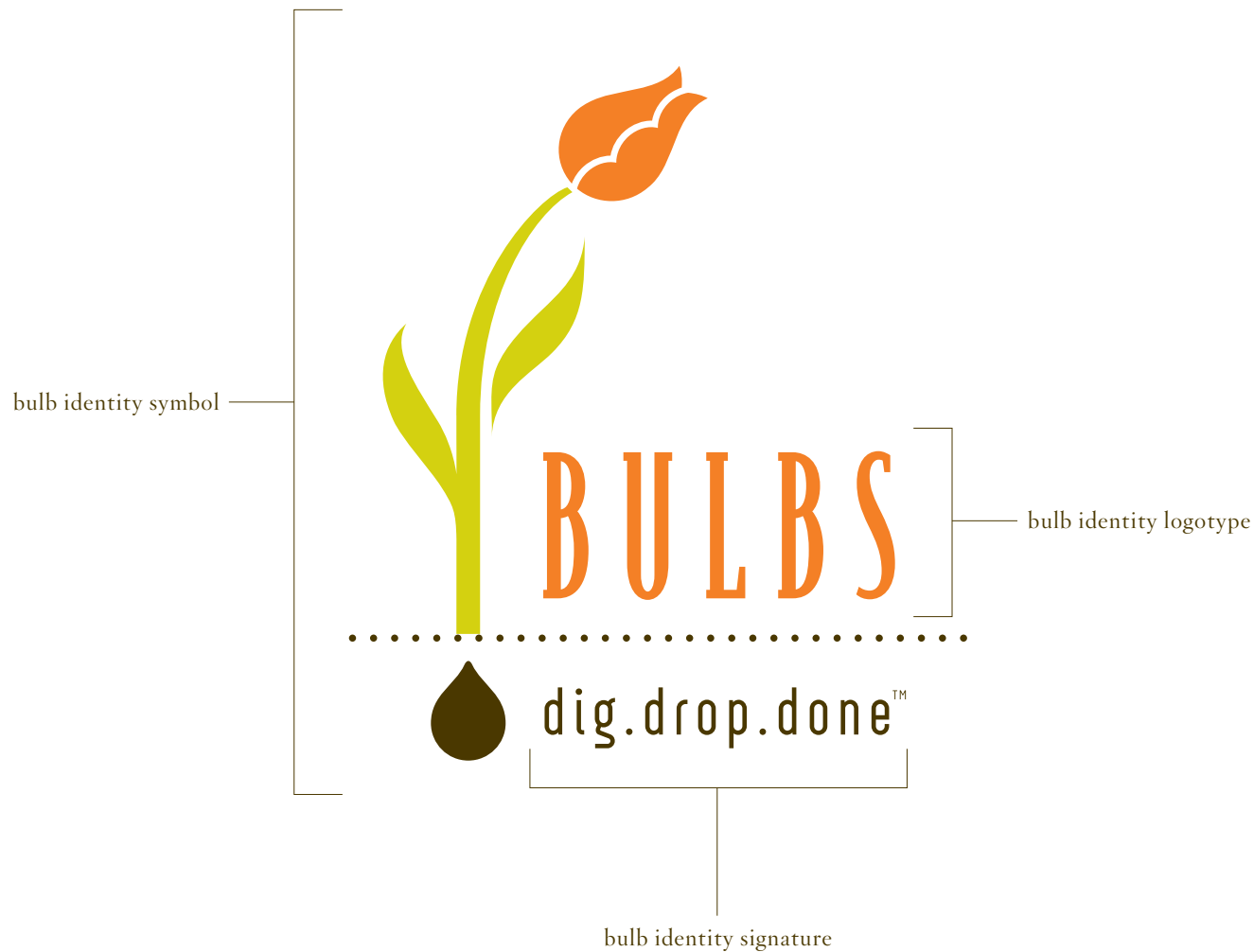
Prepared for the Dig Drop Done Foundation

Today’s women, often faced with too little time and too many responsibilities, are looking for simplicity and accomplishment in their lives without sacrificing enjoyment, creativity, and beauty. That’s why so many women, regardless of their level of gardening expertise, are discovering the beauty and simplicity of flowering bulbs. Flowering bulbs are a surprisingly simple way to beautify their lives. Our new brand identity is meant to convey the personality of bulbs as fresh, contemporary and appealing to both younger, less experienced gardeners as well as more mature, seasoned gardeners. Visually the new identity quickly conveys the surprisingly simple beauty of bulbs and reinforces the messaging of dig, drop, done as quick and easy. All you do is dig, drop and let nature take its course.

The following guidelines have been created to introduce our new brand identity and to give you an understanding of the various components and usage for this identity.

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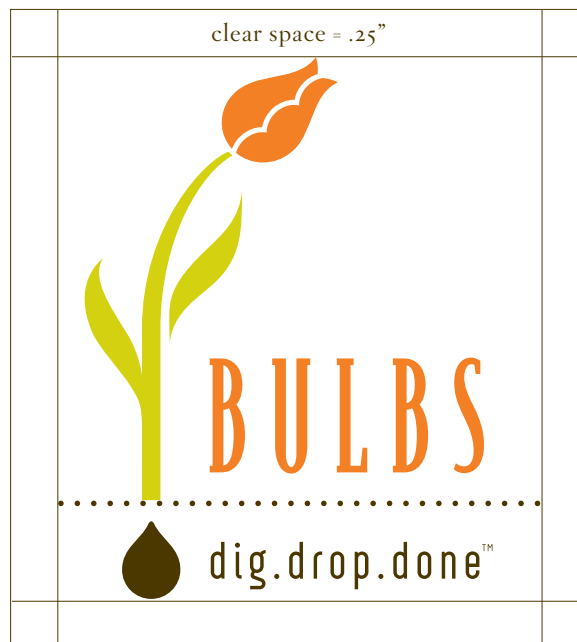
## IDENTITY COMPONENTS

The new identity consists of three components which should never be broken apart and always work as a unit.

The bulb identity symbol is made up of the bulb, a dotted line to indicate the soil line, and the flower consisting of stem, leaves, and tulip bloom.

The bulb identity logotype is the word BULBS presented in all caps and should always be used with the logotype font (see page 5 for details).

The third component is the bulb identity signature dig.drop.done presented in lower case and should always be used with the signature font (see page 5 for details).



## SPACE AND SIZE GUIDELINES

When using the new identity with other elements on a page, there should be a clear space of .25" all the way around the logo.

When using the new identity at a reduced size, it should not be reduced less than one inch in height to ensure that all elements of the logo remain clear and legible.



Orange  
Pantone 158  
co m64 y95 ko  
r227 g114 b34



Green  
Pantone 397  
c10 m1 y98 k15  
r193 g187 b0



Brown  
Pantone 7533  
c36 m52 y65 k85  
r74 g60 b49

## COLOR GUIDELINES

The new identity consists of three main colors and should be used with this combination if at all possible to maintain the integrity and personality of the brand.

#### One Color Option

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#### One Color Option reversed out of a solid background

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#### COLOR GUIDELINE OPTIONS

If the preferred color combination of orange, green, and brown is not possible, the logo can be reproduced in one color with all elements the same color or reversed to white out of a solid background. The reversed color option should contain a background dark enough to make sure the logotype and signature remain clear and legible.



Logotype: Bodega Serif Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Signature: Neubau Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## TYPOGRAPHY

The new identity contains two fonts that should never be altered or replaced by another font. The logotype font is Bodega Serif Medium and should always appear in all caps. The identity signature font is Neubau Regular and should always appear in lower case with periods separating the words dig, drop, and done.



Do not reshape the logo in any way.  
Always scale the logo proportionately.



Do not put the logo inside a box or any other graphic element that encloses it.



Do not apply drop shadows or any other visual effects to the logo.



Do not rotate the logo or apply it at an angle.



Do not put the logo on visually competitive backgrounds.



Do not rearrange elements within logo.

## UNACCEPTABLE USAGE

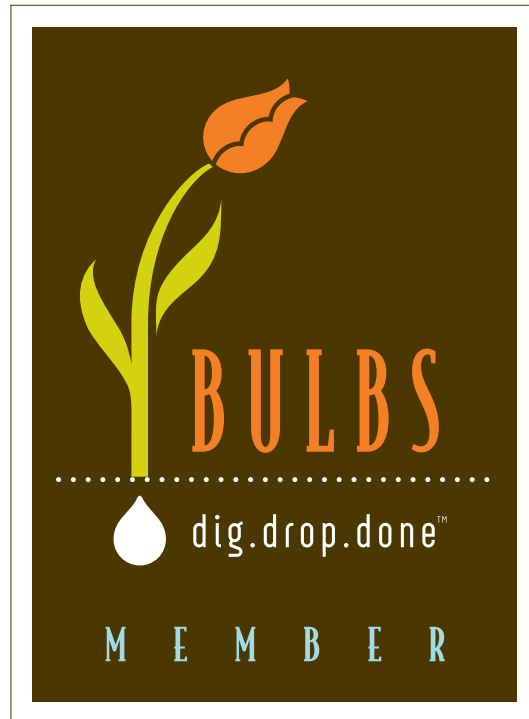
The new identity should adhere to the guidelines stated in this manual and never be reproduced in the following ways that could potentially sacrifice the intentions and visual response of the brand and its message.





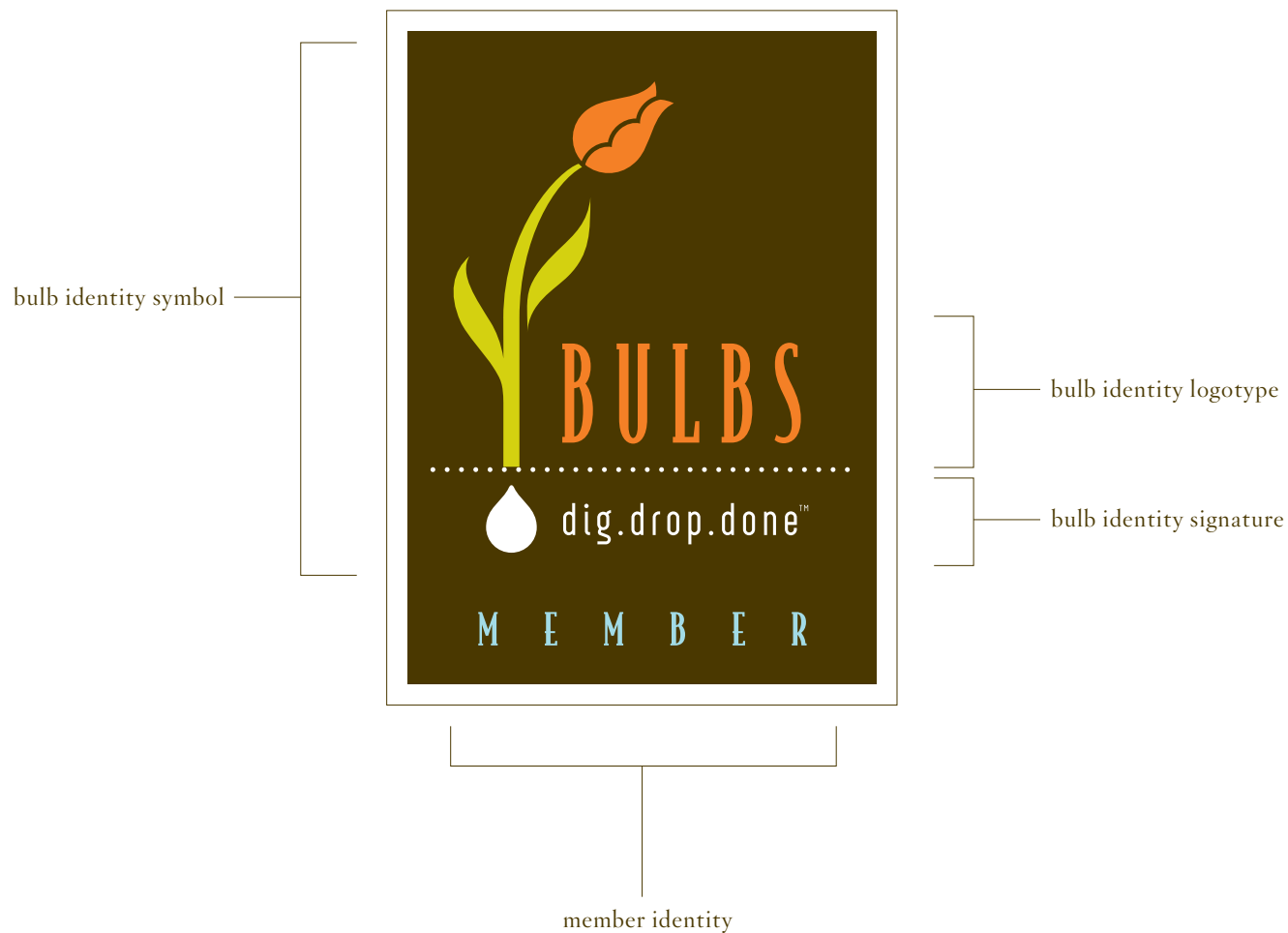
## ADDITIONAL USAGE

To ground the logo in white space or if the background is too detailed, please use this variation of the logo with a paper background and drop shadow for better readability. All standards are the same as the original logo.



## MEMBER SEAL

This version of the identity was created to only be used by members of the Dig Drop Done Foundation.



## MEMBER SEAL COMPONENTS

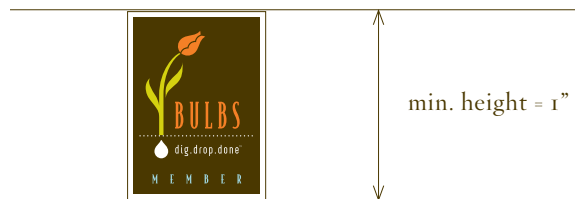
The new member seal consists of four components which should never be broken apart and always work as a unit within a rectangular frame.

The bulb identity symbol is made up of the bulb, a dotted line to indicate the soil line, and the flower consisting of stem, leaves, and tulip bloom.

The bulb identity logotype is the word BULBS presented in all caps and should always be used with the logotype font (see page 5 for details).

The third component is the bulb identity signature dig.drop.done presented in lower case and should always be used with the signature font (see page 5 for details).

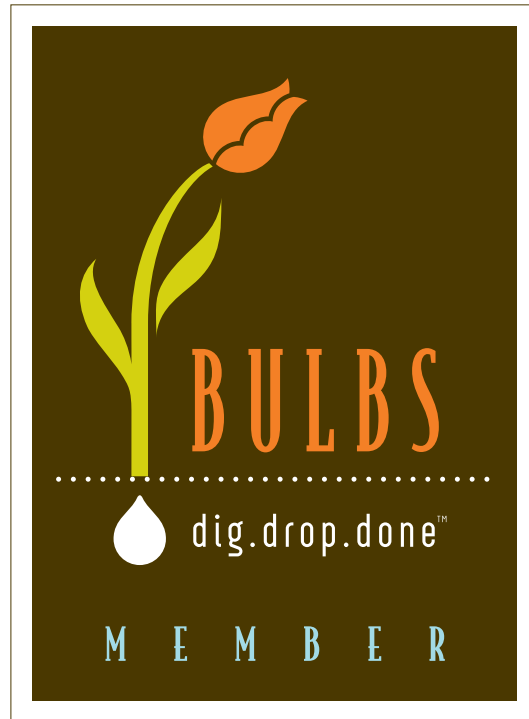
The fourth component is the member identity type positioned below the logo.



## MEMBER SEAL SPACE AND SIZE GUIDELINES

When using the member seal with other elements on a page, there should be a clear space of .25" all the way around the logo.

When using the member seal at a reduced size, it should not be reduced less than one inch in height to ensure that all elements of the logo remain clear and legible.



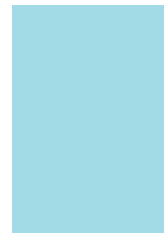
Orange  
Pantone 158  
co m64 y95 ko  
r227 g114 b34



Green  
Pantone 397  
c10 m1 y98 k15  
r193 g187 b0



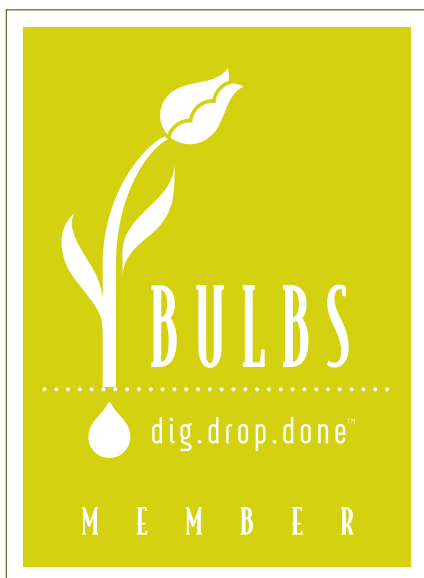
Brown  
Pantone 7533  
c36 m52 y65 k85  
r74 g60 b49



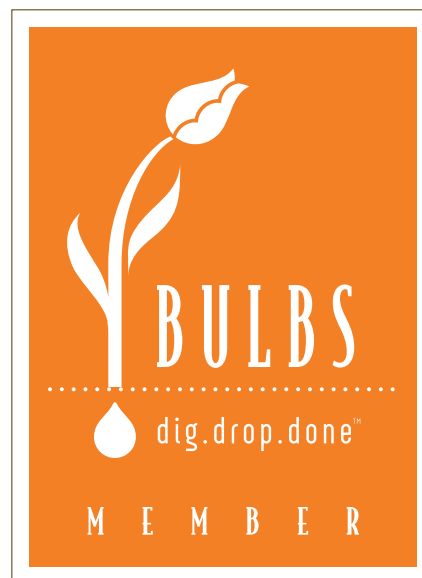
Blue  
Pantone 629  
c37 mo y7 ko  
r161 g216 b224

## MEMBER SEAL COLOR GUIDELINE OPTIONS

The member seal consists of four main colors and should be used with this combination if at all possible to maintain the integrity and personality of the brand.



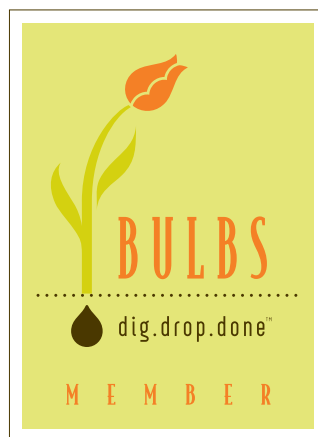
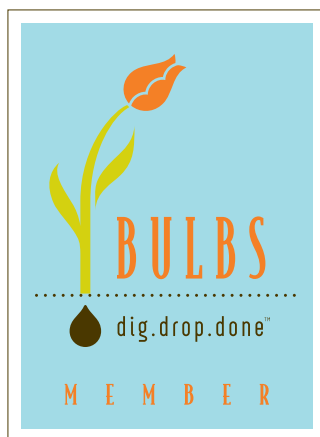
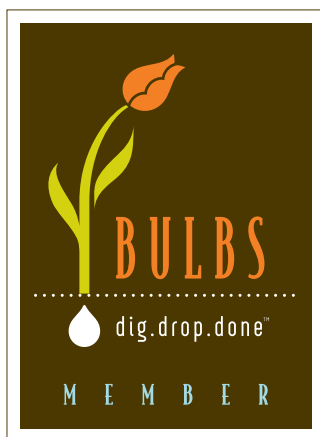
Green  
Pantone 397  
c10 m1 y98 k15  
r193 g187 b0



Orange  
Pantone 158  
co m64 y95 ko  
r227 g114 b34

## MEMBER SEAL ONE COLOR OPTIONS

If the preferred color combination is not possible, the member seal can be reproduced in one color with all elements reversed to white out of a solid background.



## MEMBER SEAL OTHER COLOR OPTIONS

These are color options that can be used when the preferred color palette is not ideal for the medium it is being applied to.



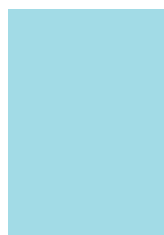
Orange  
Pantone 158  
co m64 y95 ko  
r227 g114 b34



Green  
Pantone 397  
c10 m1 y98 k15  
r193 g187 bo



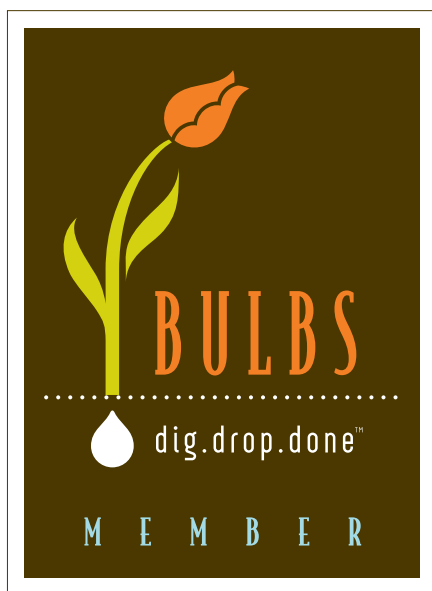
Brown  
Pantone 7533  
c36 m52 y65 k85  
r74 g60 b49



Blue  
Pantone 629  
c37 mo y7 ko  
r161 g216 b224



Green  
Pantone 585  
c10 mo y56 ko  
r218 g223 b113



Font: Bodega Serif Medium



Font: Neubau Regular

Logotype: Bodega Serif Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Signature: Neubau Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## MEMBER SEAL TYPOGRAPHY

The member seal contains two fonts that never should be altered or replaced by another font. The logotype font is Bodega Serif Medium and should always appear in all caps. The identity signature font is Neubau Regular and should always appear in lower case with periods separating the words dig, drop, and done. The member identification type font is Bodega Serif Medium and should always appear in all caps.

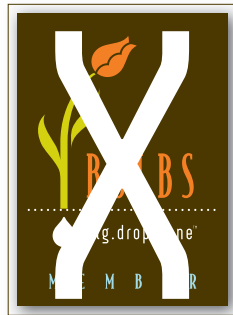




Do not reshape the seal in any way.  
Always scale the seal proportionately.



Do not put the seal inside a box or any other graphic element that encloses it.



Do not apply drop shadows or any other visual effects to the seal.



Do not rotate the seal or apply it at an angle.



Do not put the seal on visually competitive backgrounds.



Do not rearrange elements within seal.

## MEMBER SEAL UNACCEPTABLE USAGE

The member seal should adhere to the guidelines stated in this manual and never be reproduced in the following ways that could potentially sacrifice the intentions and visual response of the brand and its message.

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DIGDROPDONE.COM

For more information and a downloadable PDF

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