



BRAND GUIDELINES

Revised October 2016

Dear reader,

Do Space® is a one-of-a-kind technology library and innovation space for our community. Together, we are positively influencing thousands of lives and shaping a new model of community technology for the nation. Do Space, and the Do Space brand, is utterly unique. Our brand communicates our culture and values to the community, so it must be used with great care.

The Do Space brand requires extra attention to detail at every user touch point, including the visual components of our brand. This guide lays the foundation for logo usage, color usage, what to do, and most importantly what *not* to do with the Do Space logo. This guidebook is your roadmap to respecting the Do Space brand in everything you do.

Rebecca Stavick
Executive Director
Do Space

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BRAND STORY

How should we think about Do Space? What are our goals? What is our promise to our users, and what do we hope to accomplish? These questions can be answered in our brand story. Use it for inspiration, communicating about Do Space and thinking about where we go next.

The future belongs to those who understand technology. And the only way to ensure we'll be part of this future is to dramatically change technology access and provide unique learning opportunities. This is what Do Space® is all about.

Do Space is a one-of-a-kind concept: it's a community technology library, a digital workshop and an innovation playground filled with opportunity and potential. Anyone, regardless of age, education or technology experience can find the devices, support and cutting-edge technology they need to grow. At Do Space, it's not about how savvy you are or how much you know, it's about your desire to learn, create, explore and invent with technology. It's about rolling up your sleeves and doing.

Doing something personally satisfying. Doing something that amazes you. Doing that one thing you've always dreamed of doing.

At Do Space, opportunities range from getting on a computer or the Internet for the first time to diving into a new programming language. It's where kids can start learning foundational skills and where adults can brush up on computer know-how for a career change. We're here so you can troubleshoot your devices, learn about apps that streamline your life or invent a new one that changes everything. For prototyping innovations in the 3D printer lab, to connecting with others and learning about technology together, Do Space is where it happens.

This is an opportunity like no other, a first for Omaha as well as the nation. We invite you to grab hold of the potential, to jump in without fear and dream big. What's possible can be as large as your ambition because at Do Space, there's no limit to what you can do.

TALKING POINTS

Adding to your list of communication tools are these simple talking points. Think of these as the summary of our mission, easy to remember and easy to share.

We're a technology equalizer, giving people from all walks of life access to software, computing and emerging technology.

We're a technology enabler, empowering everyone with the tools and guidance needed to learn, create, explore and invent with technology.

We're a technology educator, creating a new path for technology literacy and understanding its potential while providing opportunities for advanced learning.

We're a technology innovator, changing the shape of technology education and actively playing a role in technology advancement and creation.

When combined with curiosity, creativity and ambition of our users, Do Space® opens new doors, changes futures and shapes ideas into tangible innovations.

At Do Space, there's no limit to what you can do.

OUR BRAND PERSONALITY

The words selected for the Do Space® brand personality have been the driving force behind name, logo, colors and communication since the beginning. They were chosen because they represent our mission and connect to the core of our target audiences. When creating communication materials, elements of the brand personality should always be present.

Approachable

Inclusive

Non-intimidating

Inspiring

Hopeful

Joyful

Optimistic

Innovative



SECTION 1

OUR LOGO

The Do Space® logo shoulders a lot of responsibility. It's part of our introduction to every new user, it's designed to form an immediate positive impression and, over time, it will become a vessel that contains the entire meaning of our brand. Making it work for every need, variable and color is no small task and requires dedication to consistent graphic communication. But it's worth it.

LOGO CONFIGURATIONS

The first variable is working within different horizontal and vertical limits. Logo usage possibilities are limitless, so it's good to be prepared.

Horizontal (Preferred)

The horizontal logo is preferred as it's on our building, website and just about everything else. It should be used whenever possible.

Horizontal (Preferred)



Vertical

When the horizontal logo won't work in the space available, the vertical logo may be used.

Vertical



Icon

The solitary square with the Do name can be used as a brand icon on premium items or when minimalism is required.

Icon



LOGO CLEAR SPACE / MINIMUM SIZE

Respecting the brand means always giving the logo breathing room to stand out and stand apart. No matter what the size, the width of the “D” should always be used to measure the minimum amount of clear space.

Micro logos should be avoided, and we have a limit to just how small we can go to keep it legible.

For our logo version with the tagline, please make sure to follow the same clear space guidelines.

Horizontal Clear Space



Horizontal Minimum Size



Vertical Clear Space



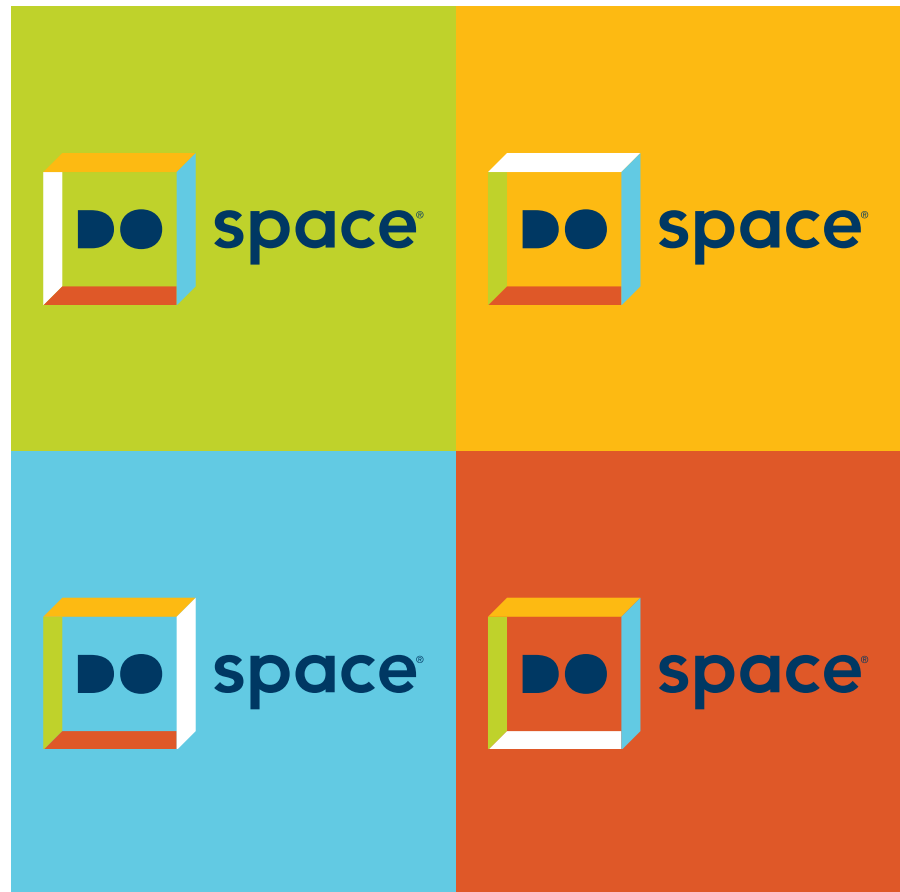
Vertical Minimum Size



COLOR VARIATIONS

If we're going to be a brand that's about innovation and change, we're going to have a logo that can do the same. That's why we developed a system where logo colors can rotate depending on the background color used. It keeps our identity interesting and opens doors to new branding and communication opportunities.

This logo/color system only works on the primary brand colors or white. The logo should never appear on any other color.

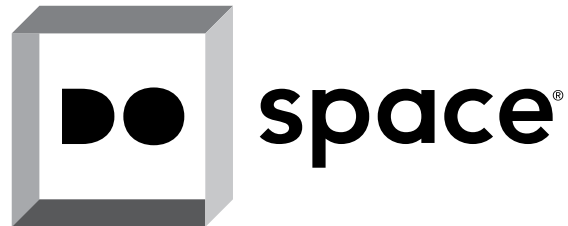


BLACK AND WHITE VARIATIONS

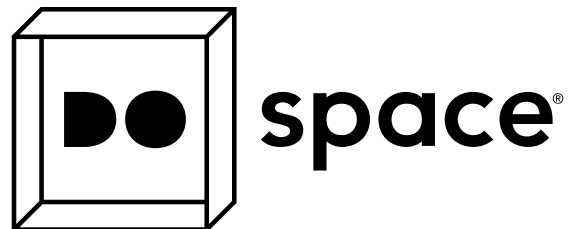
There will be instances where color might not be an option. In this case, grayscale should be your first choice, as it's closest in form to the color version of the logo.

Single color positive and single color reversed should only be used when no other options are available.

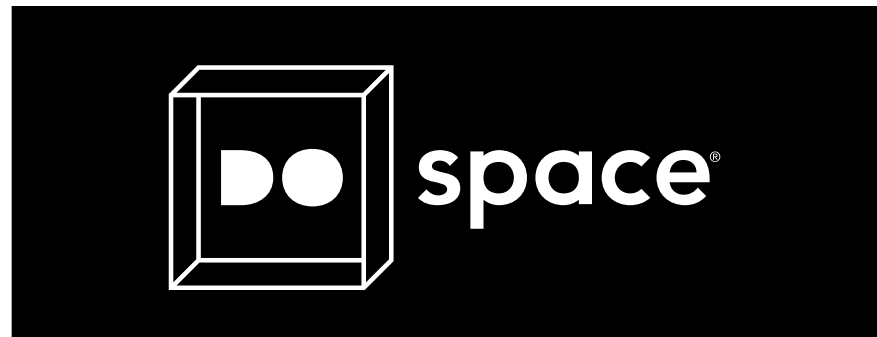
Grayscale (Preferred)



1-Color Black



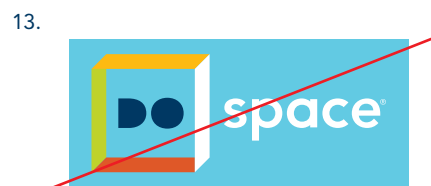
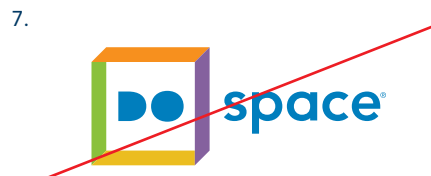
Reverse



INCORRECT USAGE

Any alteration of our logo diminishes its impact and weakens our brand. Only approved variations should be used.

1. Do not stretch, skew or destroy the logo
2. Do not rotate or tilt the approved lockups
3. Do not scale or change the proportions or positioning
4. Do not add additional elements
5. Do not use the "space" alone
6. Do not change the order of the colors
7. Do not recreate the logo using unapproved colors
8. Do not emboss, bevel, drop shadow or otherwise further embellish the logo
9. Do not place logo on unsightly colors and/or imagery
10. Do not modify the logo type or remove the trademark
11. Do not remove "DO" from the box unless otherwise approved
12. Do not recreate the logo shape
13. Do not misuse the logos intended for colored backgrounds
14. Do not use the box alone or place any additional elements inside of it



SECTION 2

VISUAL SYSTEM

Vibrant colors and typography create the other half of our graphic language. Just as maintaining the form of the logo is important, knowing how to create our colors, utilize our color system and maintain consistency is all part of growing a successful brand.

COLOR PALETTE: PANTONE

Color accuracy is dependent on using the proper Pantone number for each type of printed material. Whether the material is coated or uncoated, the Pantone numbers selected will reduce color variables and maintain consistency. Consult with the printer to determine the best option.

PMS Coated	PMS Uncoated
<div>Pantone 2955 C</div>	<div>Pantone 295 U</div>
<div>Pantone 390 C</div>	<div>Pantone 381 U</div>
<div>Pantone 1235 C</div>	<div>Pantone 121 U</div>
<div>Pantone 305 C</div>	<div>Pantone 305 U</div>
<div>Pantone 7579 C</div>	<div>Pantone 1665 U</div>

COLOR PALETTE: BUILDS

There’s never a need to guess or create anything from scratch, as each of our primary colors can be recreated in CMYK, RGB, or HEX.

The primary colors are just that, primary, and **always our first choice**. Secondary colors should be used only for accents and typography.

Our primary colors used at 50% create tints that should only be used when additional colors are **absolutely needed** (complex info-graphics, tabs in a binder, or web usage). The tints should never overpower the primary colors but can be paired with them.

Primary Colors

Pantone 2955 C CMYK 100/60/10/50 RGB 0/56/101 HEX #003865	Pantone 390 C CMYK 27/0/100/3 RGB 181/189/0 HEX #B5BD00	Pantone 1235 C CMYK 0/29/100/0 RGB 255/184/28 HEX #FFB81C
Pantone 305 C CMYK 55/0/9/0 RGB 89/203/232 HEX #59CBE8	Pantone 7579 C CMYK 7/80/98/1 RGB 220/88/42 HEX #DC582A	

Tints

50% Pantone 2955 C CMYK 50/30/5/25 RGB 103/127/161 HEX #677FA1	50% Pantone 390 C CMYK 13/0/50/2 RGB 220/228/151 HEX #DCE497	50% Pantone 1235 C CMYK 0/15/50/0 RGB 255/218/144 HEX #FFDA90
50% Pantone 305 C CMYK 27/0/4/0 RGB 180/226/239 HEX #B4E2EF	50% Pantone 7579 C CMYK 4/40/49/1 RGB 238/166/129 HEX #EEA681	

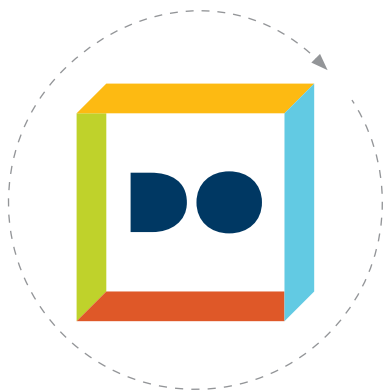
Secondary Colors

Pantone Cool Gray 5 C CMYK 13/9/10/27 RGB 180/178/177 HEX #B4B2B1	Pantone Cool Gray 10 C CMYK 61/53/48/19 RGB 101/102/106 HEX #65666A	Black CMYK 0/0/0/100 RGB 0/0/0 HEX #000000
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COLOR USAGE: DO

The colors in our logo are not random. They're meant to work within a system where each can be paired with the adjacent color. This simple matrix gives us room to create and explore while remaining familiar to our users.

- 1. When using two colors together, including tints, use the approved combinations shown here.
- 2. When using type on solid colors or 50% tints, dark blue (PMS 2955 C/ PMS 295 U) is preferred.
- 3. When using text on white, only use the approved colors shown here.



Only pair colors clockwise from one another in the logo.

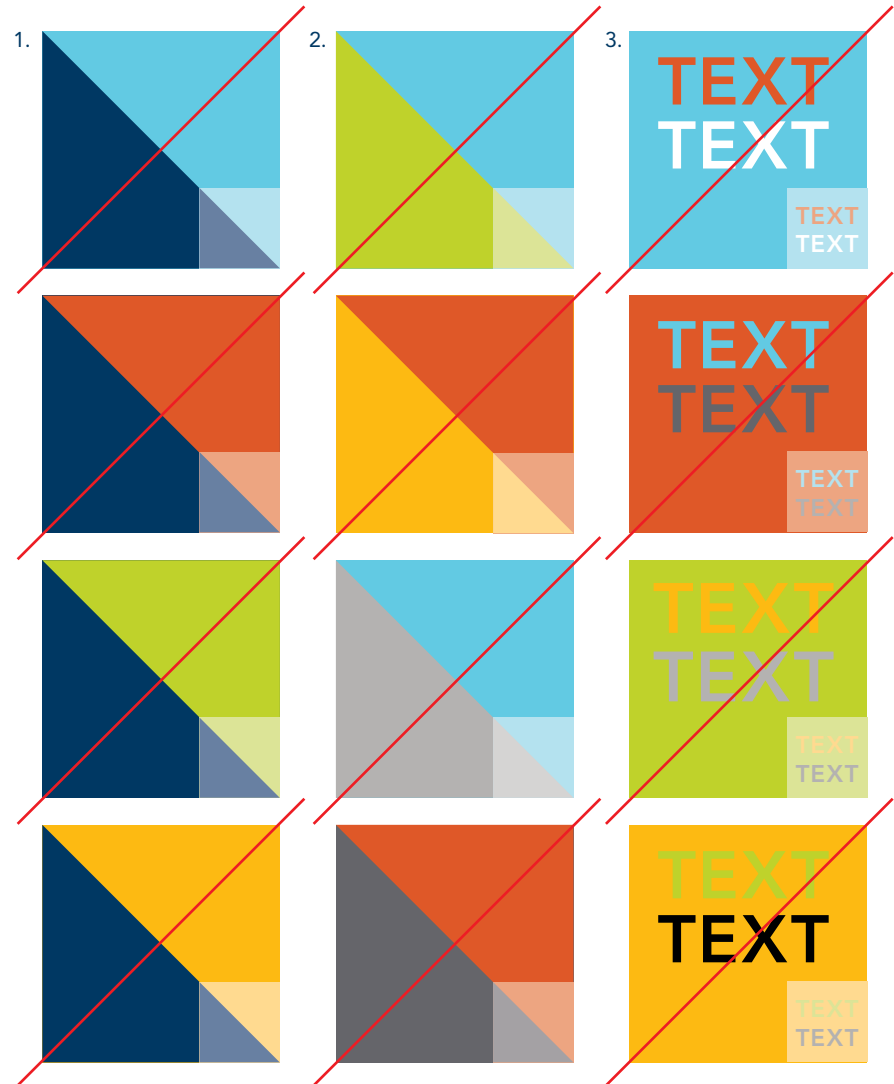


COLOR USAGE: DON'T

As you can see, combining the dark blue as a large color element creates a heavy, weighted feel that's not inline with the Do Space® brand. We also want to avoid other color combinations because they either break the system or don't combine in ways that are pleasing to the eye.

1. Do not use dark blue (PMS 2955 C/PMS 295 U) in applications other than type.
2. Do not pair colors in unapproved combinations.
3. Do not use unapproved colors when using text on colored backgrounds.

Note: Dark blue is preferred, but Pantone Cool Gray 10 may be used as text on blue, green and yellow backgrounds (including tints).



TYPOGRAPHY: OVERVIEW

Typography is a key element in communicating our brand personality. The typography for the Do Space® wordmark is custom and has been created specifically for this use. Always use the approved files and never re-set the type in any other way.

The Avenir family has been carefully selected for its modern sensibilities and complementary qualities. This font combined with our custom wordmark gives Do Space a distinctive typographic voice.

The Avenir family includes: light, light oblique, book, roman, book oblique, oblique, medium, medium oblique, heavy, heavy oblique, black, black oblique.

Purchase and download at www.myfonts.com/fonts/linotype/avenir/.



Avenir Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TYPOGRAPHY: USAGE

Consistent type hierarchy creates easy-to-read layouts and is part of our brand look and feel. As always, consistency is key and these sample layouts will help you stay the course.

1. Use uppercase (all-caps) for headlines and subheads on all materials.
2. Use sentence case for all body copy, calls to action and bullet points.
3. A period should always appear at the end of headlines, subheads and call-outs.
4. Recommended type weights may be adjusted to add emphasis when necessary.
5. Use Pantone 2955 or Pantone Cool Gray 10 for body copy.
6. In order for our logo to appear balanced with the text, left justified (flush left) is the preferred placement.
7. 9–11 pt. font is preferred for body copy on print pieces, but there are instances where the copy needs to be smaller (such as address sections). In these instances, never use copy smaller than 8 pts.

Headline
Avenir 85 Heavy
42/42 pt.
Tracking 33

Subhead
Avenir 85 Heavy
14/16 pt.
Tracking 33

Body/Bullets
Avenir 55 Roman
9.5/14.5 pt.
Tracking -5

Call to Action
Avenir 95 Black
11/16 pt.
Tracking -5

Type Sample

**SAMPLE
HEADLINE.**

SAMPLE SUBHEAD SAMPLE SUBHEAD.

Sample body tem simpe vid molore liquidu ciendam, as que pa qui arum ati dollaut eatiasi dem rescipisqui blaut lit, sit andis que volut as molupta vellupt aesciducia cone modipsandae por sunt o quistiam, eume ius nam, eosserro volupta testium et quatiut.

- Ustrum dia prem solumen tinullabo
- Arcia poritatur, que pa sitaquo dollupt atureperit eriat vent
- Vid expere int est as mollaut es sitat abo

Call to action call to action call to action.



Left justification
is preferred.

TYPOGRAPHY: ADDITIONAL TYPE SAMPLES

Type color varies depending on usage. Reference these sample layouts.

Pantone 2955 on Colored Background

SAMPLE HEADLINE.

SAMPLE SUBHEAD SAMPLE SUBHEAD.

Sample body tem simpe vid molore liquidu ciendam, as que pa qui arum ati dollaut eatiasi dem rescipisqui blaut lit, sit andis que volut as molupta vellupt aesciducia cone modipsandae por suntto quistiam, eume ius nam, eosserro volupta testium et quatiut.

- Ustrum dia prem solumen tinullabo
- Arcia poritatur, que pa sitaquo dollupt atureperit eriat vent
- Vid expetro int est as mollaut es sitat abo

Call to action call to action call to action.

Pantone 2955 on White Background

SAMPLE HEADLINE.

SAMPLE SUBHEAD SAMPLE SUBHEAD.

Sample body tem simpe vid molore liquidu ciendam, as que pa qui arum ati dollaut eatiasi dem rescipisqui blaut lit, sit andis que volut as molupta vellupt aesciducia cone modipsandae por suntto quistiam, eume ius nam, eosserro volupta testium et quatiut.

- Ustrum dia prem solumen tinullabo
- Arcia poritatur, que pa sitaquo dollupt atureperit eriat vent
- Vid expetro int est as mollaut es sitat abo

Call to action call to action call to action.

Pantone 2955 and Pantone Cool Gray 10 on Colored Background

SAMPLE HEADLINE.

SAMPLE SUBHEAD SAMPLE SUBHEAD.

Sample body tem simpe vid molore liquidu ciendam, as que pa qui arum ati dollaut eatiasi dem rescipisqui blaut lit, sit andis que volut as molupta vellupt aesciducia cone modipsandae por suntto quistiam, eume ius nam, eosserro volupta testium et quatiut.

- Ustrum dia prem solumen tinullabo
- Arcia poritatur, que pa sitaquo dollupt atureperit eriat vent
- Vid expetro int est as mollaut es sitat abo

Call to action call to action call to action.

Black on White Background

SAMPLE HEADLINE.

SAMPLE SUBHEAD SAMPLE SUBHEAD.

Sample body tem simpe vid molore liquidu ciendam, as que pa qui arum ati dollaut eatiasi dem rescipisqui blaut lit, sit andis que volut as molupta vellupt aesciducia cone modipsandae por suntto quistiam, eume ius nam, eosserro volupta testium et quatiut.

- Ustrum dia prem solumen tinullabo
- Arcia poritatur, que pa sitaquo dollupt atureperit eriat vent
- Vid expetro int est as mollaut es sitat abo

Call to action call to action call to action.

PHOTOGRAPHY: DO

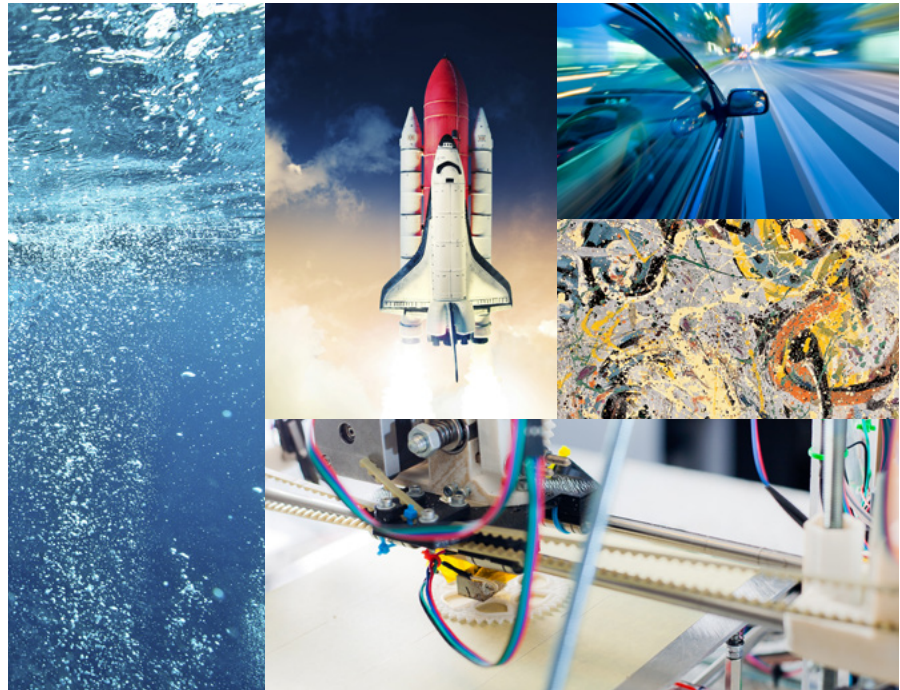
Conceptual

When representing new technology or concepts like the future, experimentation or achieving, utilize images that convey fresh thinking, new insight and sophistication. Aspects of the brand personality should also be present in each photo. When we do it right, our photos will feel less like the standard offerings from technology organizations and more like a brand that embraces possibilities.

The Human Element

Photos of people should capture both the Do Space® brand personality as well as a human element that is natural and in-the-moment. While stock photos of people feel staged and posed, Do Space photos feel real and true to life.

Conceptual



Human Element (primarily used on web)



PHOTOGRAPHY: DO

How to Multiply Color

Color overlay for web, posters or print can be created using a simple technique.

- 1. Select the brand color you would like to use. Make sure the color is at 100%.
- 2. Select an image and multiply it on top of the chosen color.
- 3. Add a new shape on top of the image using the same Do Space® color at 75% opacity.

Color Multiply Examples

1.			
	+	+	+
2.			
	+	+	+
3.			
	=	=	=
			

PHOTOGRAPHY: DON'T

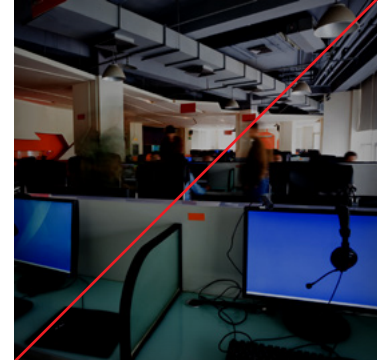
Do Space® wants to avoid images that are staged, posed, contain poor lighting, poor color overlay, or random Photoshop applications. At the same time, when trying to find images that represent concepts of achieving, trying or doing, it's easy to stumble across photos that feel cliché—which is what we want to avoid. For example, people in suits running across the finish line. Finally, we also want to ignore highly manipulated images (stock sites contain a lot of these) that look like “binary code overlapping the mind” or “robot shaking human hand.” These types of photos try very hard to look sophisticated but ultimately fall short.

1. Do not use posed, cliché photos
2. Do not use images that are over exposed, use poor lighting or are low resolution
3. Do not incorrectly multiply color
4. Do not add effects that diminish the brand look/feel
5. Do not use highly manipulated images

1.



2.



3.



4.



5.



GRAPHIC ELEMENTS

Along with the logo, color palette, font and type design, additional graphic elements have been created to add depth to the communication toolbox.

Angled Bar

These lines generated from 45 degree angled bars can be used to separate blocks of copy within a larger document or can be used to surround call-out text. They should always be applied functionally, rather than be used as design without purpose.

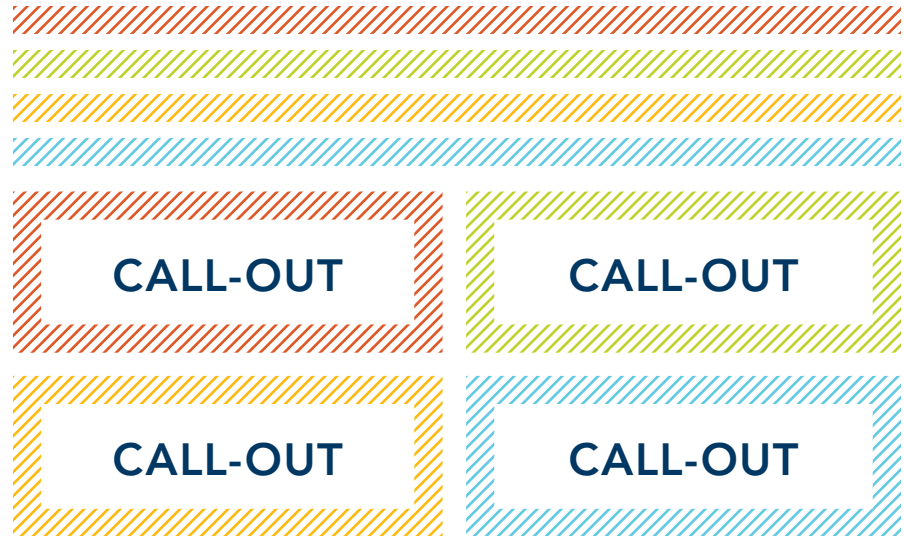
Custom URL

The custom URL has been developed to integrate a brand element into the web address.

Social Media Icons

A “boxed” design that mimics our logo can be used for web navigation as well as social media icons. Feel free to use these icons outside of the digital environment.

Angled Bars



Custom URL

space.org

Social Media Icons



THE WRITTEN WORD

The logo uses different type sizes and fonts to convey modernity and innovation. However, when it comes to the written word, there are different guidelines to follow.

Capitalization

Like all proper names, Do Space® is spelled with initial caps. **DO SPACE** and **do space** would only add confusion.

Two Words

Do Space is always two words and should not be referred to as **dospace** or **DoSpace**.

Registration Mark

The name Do Space® requires a registration mark on the first mention of any page, printed or digital.

Broken Name

Whenever possible, avoid breaking Do Space on two separate lines.

Extra words

When building the Do Space brand, it's important not to call us **The Do Space**.

Different fonts

Always resist the urge to do anything fancy with fonts like *Do Space*, **DO Space** or **Do SPACE**.

URL

The Do Space URL should be DOSpace.org.

SECTION 3

APPLICATIONS

Now that you've seen the foundational parts of our brand, here are a few examples of how it comes together in everyday use.

STATIONERY SYSTEM

Even though we’re an organization based in technology, good old fashioned paper, envelopes and business cards will still be in use. The primary brand colors can be used to trim the bottom of the stationery. Using the color system, paired colors can be used on each side of business cards.

Letterhead and Business Cards (shown at 55%)



#10 Envelope (shown at 70%)



Thank You Cards (shown at 70%)



EMAIL SIGNATURE

Use this basic structure to create every email signature. Although every email system has slight variations, getting close to these guidelines will create an elegant signature with the proper hierarchy.

For access to logo sizes, see the resources page in this document.

Also, keep in mind rules from previous pages:

- 1. Do not place the signature on bold, unsightly colors and/or imagery
- 2. Do not add additional elements to the signature
- 3. Do not recreate the signature using unapproved colors
- 4. Do not resize the signature
- 5. Do not change the font
- 6. Do not change the form of the logo due to differences in email applications

*Sizes are not consistent across all platforms

14pt. Arial Bold #003865

11pt. Arial Regular #6D6E71

----->

----->

Rebecca Stavick

rstavick@dospace.org

space®

11pt. Arial Regular #6D6E71

----->

7201 Dodge Street
Omaha, NE 68114
402.819.4022

11pt. Arial Bold #6D6E71

----->

Dospace.org

APPLICATIONS: ADVERTISING AND PROMOTION

The entire brand guide has led up to this section. Using the brand personality, colors, type and logo, you have all the elements to create a message that fits any format. As examples, we've included print, outdoor and even a bus wrap from the launch campaign.

We like to tell the public "there's no telling what you can do." The same is true for communication, and with this brand guide you can also do it well.



APPLICATIONS: OUT OF HOME

City Bus



Bus Bench



Billboard



APPLICATIONS: EXTERIOR DIGITAL SIGN

There are 4 different combinations for exterior digital sign graphics. The dimensions for each is 1536 px wide by 608 px high.

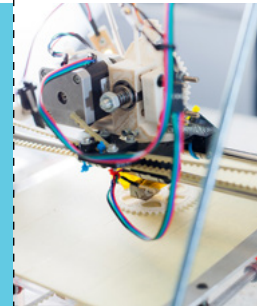
1. Type size varies depending on the headline length. When using the Do Space® URL 117, 104, and 96 pt. type may be used for the headline.
2. When using the “Register tag,” only 96 pt. type may be used for the headline because of limited space
3. Follow the photography usage guidelines when selecting images
4. Always use Pantone 2955 for headline text on the digital sign

For more instruction on how to lay out digital sign graphics, reference the templates provided by Swanson Russell.

All Shown at 19% Never allow copy past this line.

TEXT WITH IMAGE.

DOspace.org



608 px high

501 px wide

TEXT WITHOUT IMAGE.

DOspace.org

Register Tag Version

TEXT WITHOUT IMAGE, TEXT WITHOUT IMAGE.

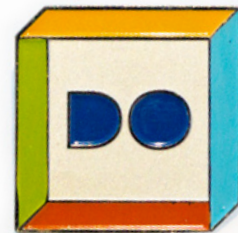
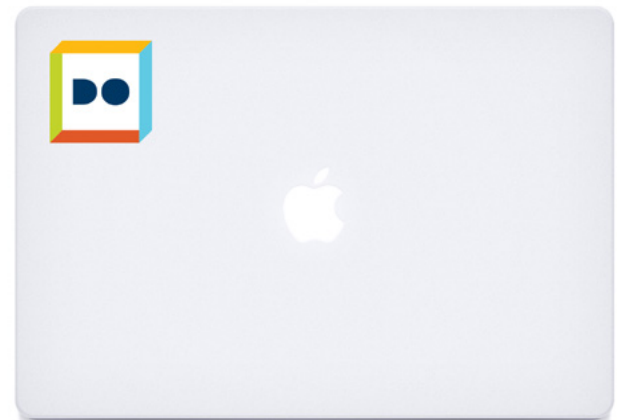
**Register for free
at DOspace.org**

Image Only



APPLICATIONS: PROMO ITEMS

This list of promo items is nearly endless, and many companies today can create items with almost any custom variable imaginable. When the budget allows, use the full color logo.



SECTION 4

RESOURCES

Logo files are available to download [here](#).

For questions regarding brand implementation, contact
Do Space.®

Thanks for your dedication to the Do Space brand!