



it takes two to

**Dango**

YOU + MOBILE DEVICE

DRAFT

**brand guidelines**



# DRAFT

## brand guidelines



### RED

C = 15, M = 100, Y = 55, K = 0  
#D11F58



### ORANGE

C = 0, M = 75, Y = 75, K = 0  
#F26649



### YELLOW

C = 0, M = 35, Y = 85, K = 0  
#FBB040



### TEAL

C = 75, M = 15, Y = 35, K = 0  
#2CA5AA



### NAVY

C = 75, M = 65, Y = 35, K = 15  
#505875



# Dango

Leave at least an "O" space around the sides of the logo to keep it readable and clear, especially at a distance.



When placing the logo on various backgrounds, you may find it becomes too difficult to clearly identify. To ensure visibility, change the symbol to the solid TEAL colour shown above. An example of this is done on the cover of this brand guideline.



Keep your brand looking consistent and fun with these icon ideas.

The black is impactful and unique in comparison to other apps on most mobile devices.



**Special Note:** The symbol version is better for utilizing the space offered in a square format. It also creates a visual for those who may not remember the name of the app.

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## brand guidelines



## categories/subsections

Create subsections within your app for clear understanding and identification for your consumers.

Colours help consumers find what they are looking for faster and provide them with another way to interact with the brand.

The example shown above is one way to create categories within your app, while still creating a consistent brand.

Options available when you need to place your logo on a black and/or white background with no colour. When possible, create impact by making the focus the symbol and “go” of the logo. Without reading, the consumer will understand what the app is for. Dancing on the go.

