

**Deafblind
International Dbl**

THE FOLLOWING BASIC PRINCIPLES APPLY:

- 1) The branding guidelines shall guide and strengthen our visual communications to ensure that Dbl becomes an easily recognizable and highly respected brand**
- 2) The guidelines should be adhered to whenever presenting our brand in any and all forms of print and digital communications including products like T-shirts.**
- 3) The branding guidelines are therefore mandatory for members, Board, ManCom, Committees, Networks, as well as for those who organize Dbl events and provide for any public communications on behalf of Dbl.**
- 4) The guidelines are based on the existing logo and define suitable fonts and colours.**
- 5) Based on the existing logo, the guidelines also define a logo for the new role of Dbl Communication Ambassadors**
- 6) The guidelines exclude any changes to the two logos.**
- 7) They provide and determine templates for letters, business cards, presentations and social media.**
- 8) They also provide black and white versions, having equal value.**
- 9) They make it mandatory to consult ComCom about the proper use of the logo, fonts and colours if one makes a joint event/project with Dbl.**
- 10) All DBI members must use social media hashtags #dbi and #deafblind when writing about the association or about themselves as a member of the association.**

LOGO



Deafblind
International Dbl

LOGO



**Deafblind
International Dbl**

AMBASSADOR

LOGO B/W



Deafblind
International Dbl



Deafblind
International Dbl



Deafblind
International Dbl



Deafblind
International Dbl

LOGOS



THE MAIN FONT FOR THE LOGO AND DESIGN

Univerce LT 67 Bold Condensed

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЬЫЭЮЯ

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Univerce LT 57 Condensed

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЬЫЭЮЯ

абвгдеёжзийклмнопрстуфхцчшщъыэюя

AUXILIARY FONT FOR WRITING TEXTS AND OTHER DOCUMENTS

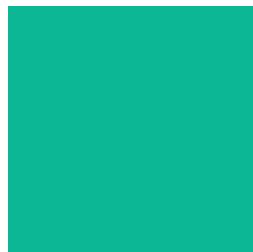
Arial Bold

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЬЫЬЭЮЯ
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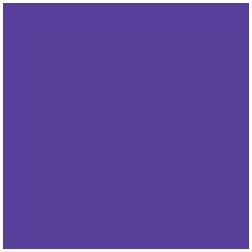
Arial Regular

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЬЫЬЭЮЯ
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COLORS



CMYK
75 0 55 0



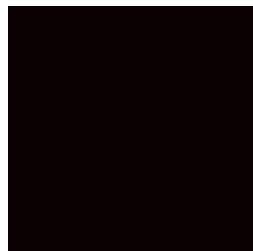
CMYK
80 90 0 0



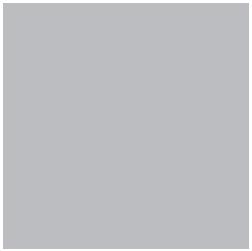
CMYK
30 0 20 0



CMYK
25 40 0 0



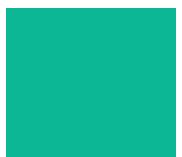
CMYK
0 0 0 100



CMYK
0 0 0 30

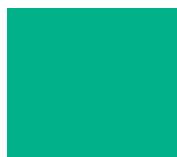
COLORS

CMYK



CMYK = 75 0 55 0

Pantone Coated



Pantone 339 C

Pantone Uncoated



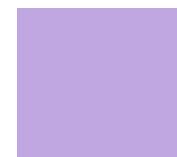
Pantone 339 U

CMYK



CMYK = 25 40 0 0

Pantone Coated



35 % Pantone 267 C
(oder Pantone 264 C)

Pantone Uncoated



35 % Pantone Violet U
(oder Pantone 264 U)



CMYK = 80 90 0 0



Pantone 267 C



Pantone Violet U



CMYK = 0 0 0 100



Pantone Black C



Pantone Neutral Black U



CMYK = 30 0 20 0



35 % Pantone 339 C
(oder Pantone 331 C)



35 % Pantone 339 U
(oder Pantone 331 U)



CMYK = 0 0 0 30



30 % Pantone Black C
Pantone Cool Gray 3 C



30 % Pantone Neutral Black U
Pantone Cool Gray 3 U

VISIT CARD



FORM



Deafblind
International Dbl

deafblindinternational.org
50 Main St, Paris, ON N3L 2E2 Canada

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Deafblind
International Dbl

AMBASSADOR

deafblindinternational.org
50 Main St, Paris, ON N3L 2E2 Canada

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PRESENTATION



Presentation One

Presentation One subtitle

Moscow 2020

PRESENTATION



Deafblind
International Dbl
AMBASSADOR

Presentation Two

Presentation Two subtitle

Moscow 2020

PRESENTATION

Page title



Page subtitle

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T-SHIRT



T-SHIRT



A CUP



A CUP



A CUP OF COFFEE



A CUP OF COFFEE



CAP



CAP

