Deafblind
International Dbl
THE FOLLOWING BASIC PRINCIPLES APPLY:

1) The branding guidelines shall guide and strengthen our visual communications to ensure that DbI 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 DbI events and provide for any public communications on behalf of DbI.

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 DbI 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 DbI.

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.
<table>
<thead>
<tr>
<th>Font</th>
<th>Sample 1</th>
<th>Sample 2</th>
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<tbody>
<tr>
<td>Univerce LT 67 Bold Condensed</td>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<td>abcdefghijklmnopqrstuvwxyz</td>
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</table>
AUXILIARY FONT FOR WRITING TEXTS AND OTHER DOCUMENTS

Times New Roman Bold

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Times New Roman Regular

1234567890
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абвгдеёжзийклмнопрстуфхцчшщъыьэюя
COLORS

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Pantone Coated
Presentation Two

Presentation Two subtitle

Moscow 2020


T-SHIRT

Deafblind
International DbI
AMBASSADOR

Deafblind
International DbI
AMBASSADOR
A CUP OF COFFEE
A CUP OF COFFEE
CAP