

DASH HUDSON

Style Guide

Logo

Correct Use

The primary Dash Hudson logo is a clean all caps, black and Dash Hudson Gold wordmark that captures the tone of the brand. It must be completely legible and have the appropriate amount of padding in all applications. The Dash Hudson logo should never be smaller than 96px wide in digital or 1" in print.

Below are examples of the correct use of the logo.



DASH HUDSON

Primary Logo on White

DASH HUDSON

Secondary Logo on White

DASH HUDSON

Primary Logo on Black

DASH HUDSON

Secondary Logo on Black

Logo

Avatar

The Dash Hudson avatar is a shorthand of the wordmark. This variation is to be used only for social applications, such as an Instagram profile picture.

A square white box with rounded corners containing the letters 'DH' in a sans-serif font. The 'D' is yellow and the 'H' is black.

DH

Avatar on White

A square black box with rounded corners containing the letters 'DH' in a sans-serif font. The 'D' is yellow and the 'H' is white.

DH

Avatar on Black

Logo

Incorrect Use

Consistency is key! Here are a few examples of how the Dash Hudson logo should **never** be used:



Do not stack the logo.



Do not warp or distort the logo in any way.



Do not change the color of the logo.



Do not adjust spacing within the logo.



Do not rotate the logo.



Do not add a gradient to the logo.



Do not outline the logo.



Do not add a drop shadow or any other extraneous effects to the logo.

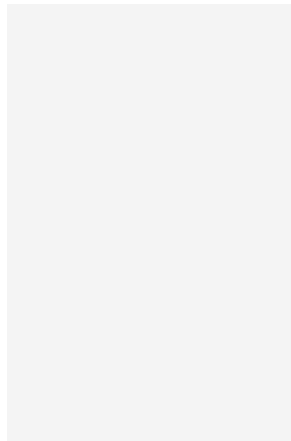


Do not change the typeface or attempt to recreate the logo.

Brand Colors

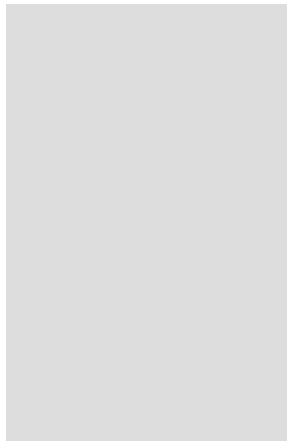
Primary

The primary Dash Hudson colors include the following six examples.
Dash Hudson Gold should only be used as an accent to the other primary colors. Copy should only be set in black.



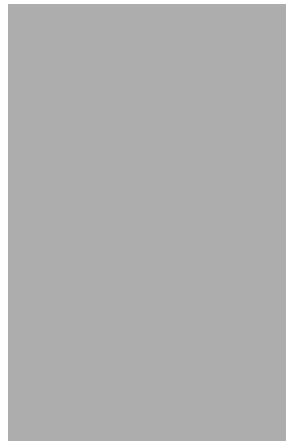
Background Grey

#F4F4F4
C:3 M:2 Y:2 K:0
R:245 G: 245 B:245



Border Grey

#DDDDDD
C:12 M:9 Y:9 K:0
R:221 G:221 B:221



Secondary Grey

#ADADAD
C:33 M:27 Y:27 K:0
R:173 G: 73 B:173



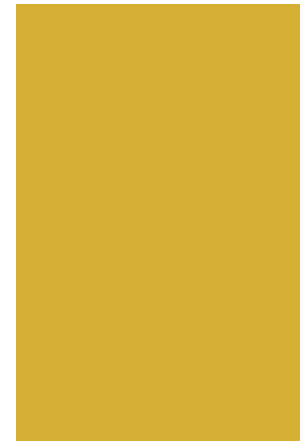
Main Grey

#666666
C:60 M:51 Y:51 K:20
R:102 G:102 B:102



Black

#000000
C:0 M:0 Y:0 K:100
R:0 G:0 B:0



Dash Hudson Gold

#D6B034
C:18 M:28 Y:96 K:0
R:214 G:176 B:52