



**Graphics
Design
Manual**



The Usage guidelines in this manual refer to how the company's employees, directors, or anyone affiliated with Dohs Inc. shall utilize the logo. Anyone else who uses the Dohs, Inc. Must have explicit permission by the C.E.O. or his representatives. Included are rules on its dimensions, colors, and type surrounding the logo.

Table of Contents

Mission Statement	2
Dohs, Inc. Logo	2
Use of Logo	3
Use of Type	4
Use of Color	5
Business Card	6
Envelope	7
Stationery	8
Other Uses	9

Mission Statement

The purpose of the Dohs, Inc. logo is to present the company with a visual identity that has a warm, round feel to it. The curves of the "D" and the "H" emulate the roundness of the product. The roundness also gives a feel of warmth. The "O" is unlike the rest of the type; its purpose is to look like mounds of chocolate or chocolate chips. The colors used in the logo are a chocolate brown paired with a bright pink. These colors are effective in providing contrast in a pleasing way, making the logo both appealing and warm. The pink is purposefully bright in order to avoid making the logo look too feminine.

Dohs, Inc. Logo

Original size at 100% is 3 inches by 1.45 inches. There should always be at least 1/4 inch padding around the logo.



Use of Logo

The logo as present on this page must be used in the following ways:



Dimensions

The width by height ratio is 2:1

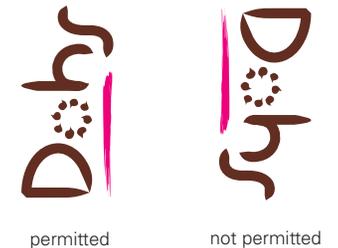
Size

The smallest height the logo can be is 1/2 inch. There is no restriction on how large the logo can be.



Orientation

The logo may be used in either the horizontal or vertical direction. The horizontal direction must read left to right. The vertical direction must be a ninety degree counterclockwise rotation of the horizontal orientation.



Elements

The logo must always contain the underline stroke as shown on the page. However, the stroke may be elongated as shown on the stationery on page 8. The only portion of the logo that may be used individually is this underline stroke.



Use of Type

The following type must be used in conjunction with company business. Anything printed on the same material as the logo must follow these guidelines. The only exception is when the logo is used in sponsorship promotional material. Thereby, the logo may appear next to any other kind of type or logos.

Univers LT Std is compatible with Dohs, Inc. because it has a curvy, round feel to it. This feature emphasizes the shape and taste of the product. It is a sans-serif, giving the company a modern look. The roundness of the logo works well with this font as well.

Used for regular body text

Univers LT Std - Roman

ABCdefGHiJKLMnOpQrstuVWXYz
abcdefghijklmnopqrstuvwxy
1234567890<>,;:_ '*!"#%&/()=?`°

Used for emphases in body text

Univers LT Std - Roman

ABCdefGHiJKLMnOpQrstuVWXYz
abcdefghijklmnopqrstuvwxy
1234567890<>,;:_ '*!"#%&/()=?`°

Used for any headings

Univers LT Std - **Bold**

ABCdefGHiJKLMnOpQrstuVWXYz
abcdefghijklmnopqrstuvwxy
1234567890<>,;:_ '*!"#%&/()=?`°

Used for sub-headings

Univers LT Std - *Oblique*

ABCdefGHiJKLMnOpQrstuVWXYz
abcdefghijklmnopqrstuvwxy
1234567890<>,;:_ '!"#%&/()=?`°*

Use of Color

Black and White

The logo may be used either as black on a white or light background or as white on a black or dark background.

Color

There are two main colors used in the logo.

The pink shade is Pantone DS 141-2 C. The brown shade is Pantone DS 321-3 C.

The only permissible hues of these colors are 15% of the brown and pink.

The Logo must always contain both of these colors. The underline can never be the same color as the company name.

Text accompanying the logo must be any of these colors, black, or white.



Pantone DS
321-3 C



100%

Pantone DS
141-2 C



100%



15%



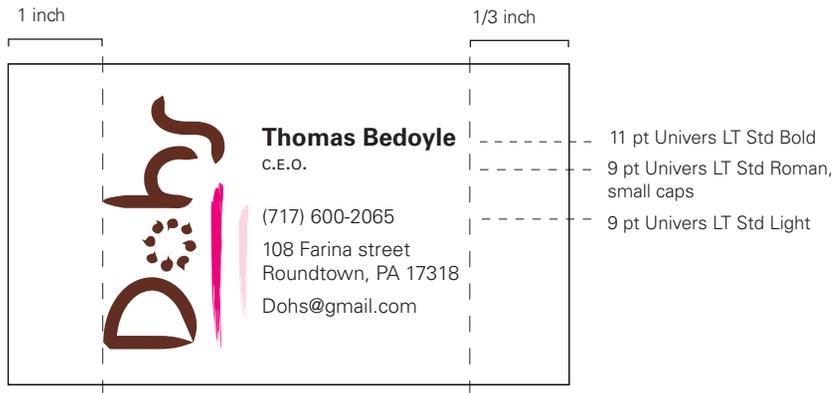
15%



not permitted

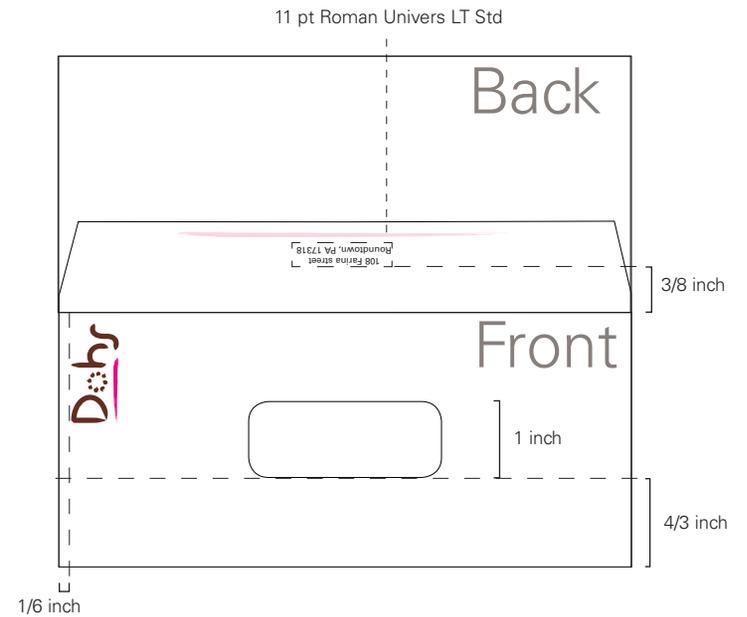
Business Card

Any employee of this company is permitted to have a similar business card. Any other use of this format must strictly be given permission for by the C.E.O. The person's name should be 11pt Univers LT Std Bold font. The title should be 9 pt. Univers LT Std Roman, small caps. The rest of the text is 9 pt Light Univers Lt Std.



Envelope

Letters from any company personnel regarding Dohs, Inc. business must be sent in one of these envelopes. The placement of the "To" address must be followed. There cannot be anything else typed on the envelope besides the address. The return address should be written on the back flap, exactly in the middle, 3/8 of an inch from the top of the envelope. The text should be in 11pt.



Stationery

Any official business letter from an employee to any client or customer must use the stationery below. Employees writing personal letters to non-clients cannot use this stationery. All margins and padding around logo must be followed. The information at the bottom including the phone number, email, and address have to be included.



Other Uses

Any other use of the logo must be approved directly by the C.E.O. of Dohs, Inc. Below are pre-approved uses of the logo on merchandise and packaging.

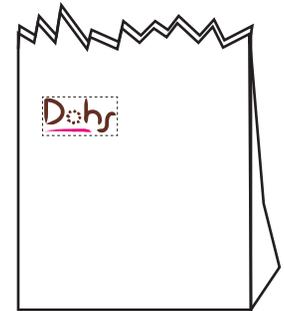


T-shirt

On the company T-shirt, the logo should be placed at the top left corner of printable area.

Packaging

Logo must be present somewhere on packaging such as the paper bag on the right. Anywhere visible and not in a crease is permissible. The logo must be at least at 50% size on all packaging. There is no limit to maximum size.



Mugs

The logo must be present on mugs at exactly in the middle. It also has to be printed at 100% of its original size.





Graphics Design Manual