



Dirt Trapper Mats Brand Guidelines

2019

www.dirttrappermats.co.uk

Dirt Trapper Mats, Turtle House, Kemble Airfield, Cirencester, GL7 6BA

T: +44 (0)1235 772650 F: +44 (0)1235 772655 E: enquiries@dirttrappermats.co.uk



The Dirt Trapper Mats logo must be used in full as, the only exception (with approval) would be for title boards at events where the 'Dirt Trapper Mats' text from the logo may be used without the illustrative elements.

SPACING



The ideal minimum exclusion zone around the logo is the same width as the 'D' from the logo. All photography, body, copy or other graphic elements should be placed outside of this area. Always aim to maximise the space around the logo to ensure clarity of the logo and the visual dominance of the brand on all applications.

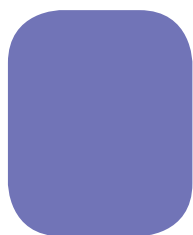
Logo Colour



Pantone
375 C

CMYK 46 0 90 0
RGB 151 215 0
HEX/HTML 97D700

Supporting Palette - Do not use for logo



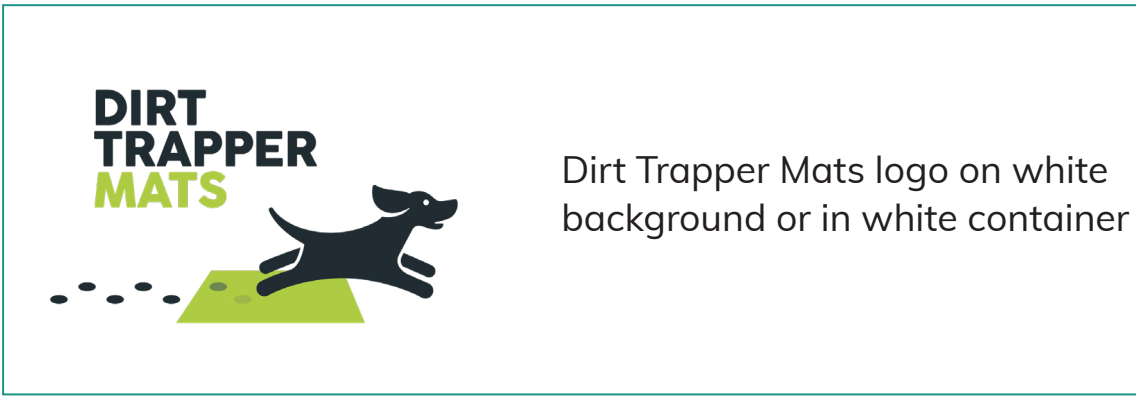
Pantone
272 C

CMYK 61 56 0 0
RGB 116 116 193
HEX/HTML 7474C1



Pantone
144 C

CMYK 0 50 100 0
RGB 237 139 0
HEX/HTML ED8B00



Dirt Trapper Mats logo on white background or in white container



Dirt Trapper Mats Mat logo on 0% opacity colour background



Dirt Trapper Mats logo on 0% opacity colour background



Dirt Trapper Mats logo on patterned or photo background





DO NOT
rearrange the position of logo elements



DO NOT
modify logo elements



DO NOT
change the aspect ratio of the logo



DO NOT
distort the logo



DO NOT
recolour the logo



Web copy

MULI

AaBbCcDdEeFfGgHhIiJjKk
 LlMmNnOoPpQqRrSsTtUu
 VvWwXxYyZz

Headlines

**GOTHIC 821BT
 CONDENSED**

Body Copy

Proxima Nova
 Medium

AaBbCcDdEeFfGgHhIiJjKk
 LlMmNnOoPpQqRrSsTtUu
 VvWwXxYyZz

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