



Acceptable Color Application

The logo can be reproduced in four different formats:

1 4-color Process: CMYK

2 1-color: Blue

3 1-color: Black

4 1-color: Reverse white out of solid



The logo with tagline can be reproduced in four different formats:

1 4-color Process: CMYK

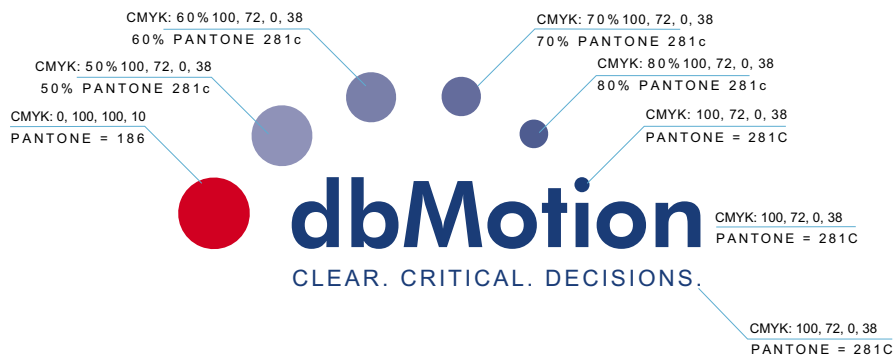
2 1-color: Blue

3 1-color: Black

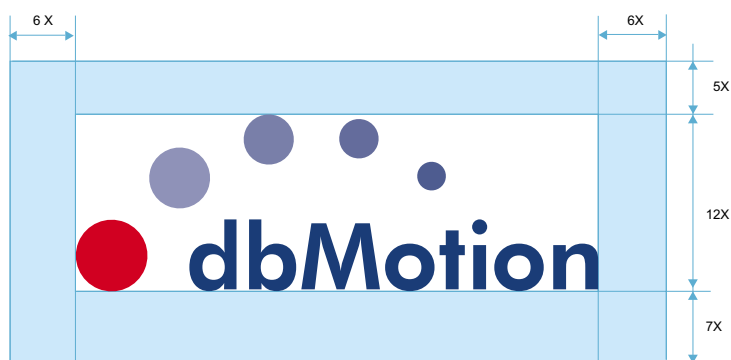
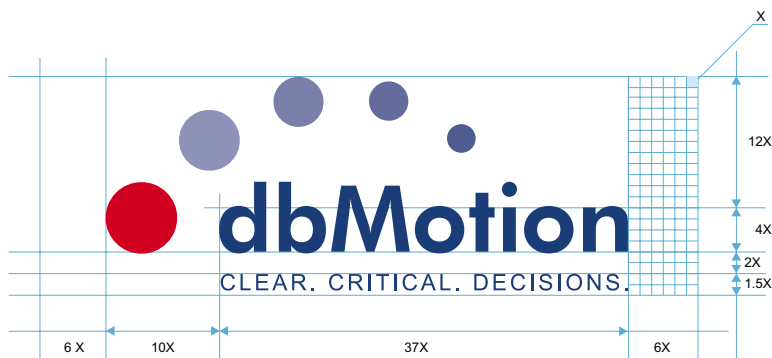
4 1-color: Reverse white out of solid



CMYK / PANTONE

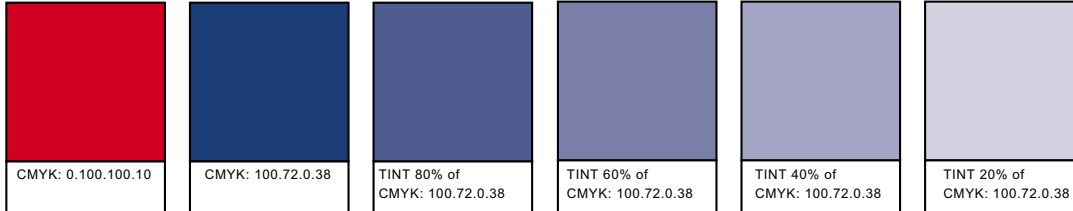


Logo Construction and Safe Zone

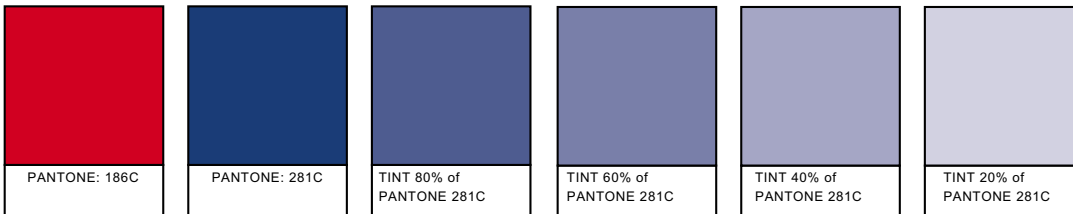


Print interpretation of the color palette (CMYK/PANTONE/RGB)

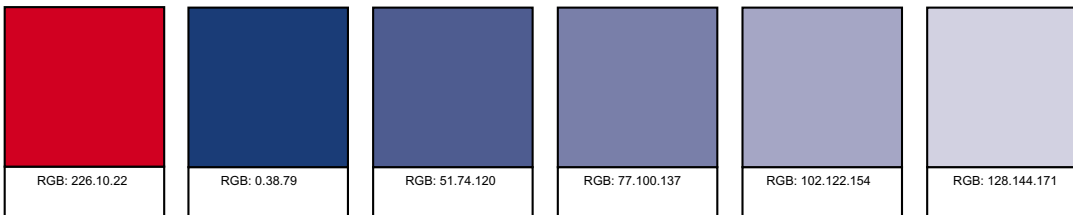
CMYK



PANTONE



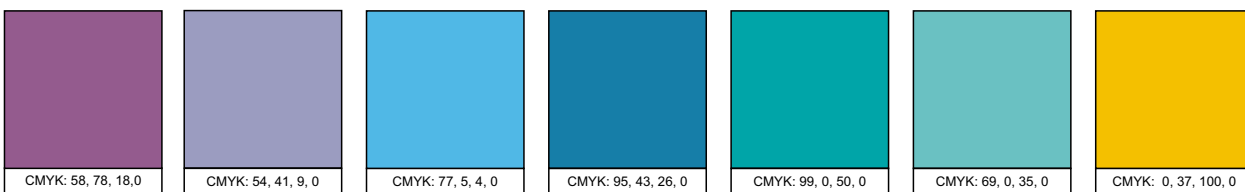
RGB



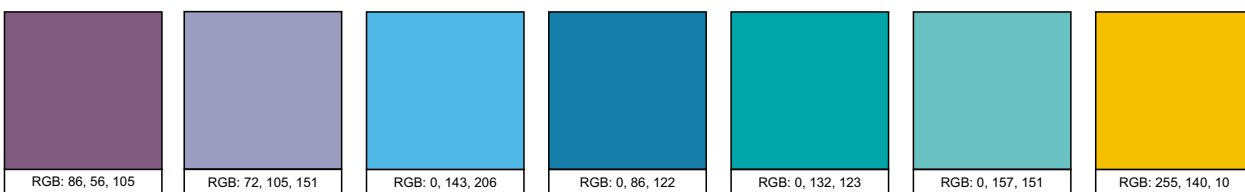
Secondary Palette

This palette is recommended for ongoing use in dbMotion promotional and collateral materials.

CMYK



RGB



Company Typeface (Primary)

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&*()

Franklin Gothic Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&()*

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&*()

Franklin Gothic Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&()*

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&*()

Franklin Gothic Demi Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&()*

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&*()

Franklin Gothic Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&*()

FRANKLIN GOTHIC BOOKSC

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789.,;:~!@#\$\$%^&*()

FRANKLIN GOTHIC MEDIUMSC

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789.,;:~!@#\$\$%^&*()

Company Typeface (Alternate)

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&*()

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&()*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&*()

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,;:~!@#\$\$%^&*()