

# BRAND GUIDELINES



## Main Logo



This is the main driftpoint MEDIA logo. This horizontal version should be used in most situations. The font in the logo is **Spacedock**.

## Logo Variants



The square version or icon can be used when this offers the best use of space or for ease of printing. The icon should only be used if the driftpoint name appears elsewhere.

## Logo Usage



Keep sufficient clear space around the logo, separate from other elements. Do not reconfigure or stretch the logo.



Solid black and solid white versions of the logo may be necessary in certain situations. Upon approval, other colors may be used to represent support of a particular project or holiday.



## Primary Colors



**Orange**  
CMYK: 0-79-80-0  
RGB: 240-92-63  
Hex: #F05C3F  
Pantone: 2026 C



**Dark Gray**  
CMYK: 67-60-59-44  
RGB: 68-68-68  
Hex: #434343  
Pantone: 4287 C

## Secondary Colors



**Neutral Gray**  
CMYK: 60-51-51-20  
RGB: 102-102-102  
Hex: #666666  
Pantone: 2333 C



**Dark Blue**  
CMYK: 87-64-46-32  
RGB: 41-72-90  
Hex: #28485A  
Pantone: 4161 C

## Typography

**Lato**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The main font used for all supporting text is **Lato**. The regular weight should be used for most body copy and bold versions should be used in subheadings.

**Oswald**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Oswald** is used for all titles and headings. The bold version, in all caps, should be used for titles, while title caps may be used for subheadings.

## Contact

For questions regarding the driftpoint MEDIA brand, please contact [driftpointmedia@gmail.com](mailto:driftpointmedia@gmail.com).