Branding
Guidelines

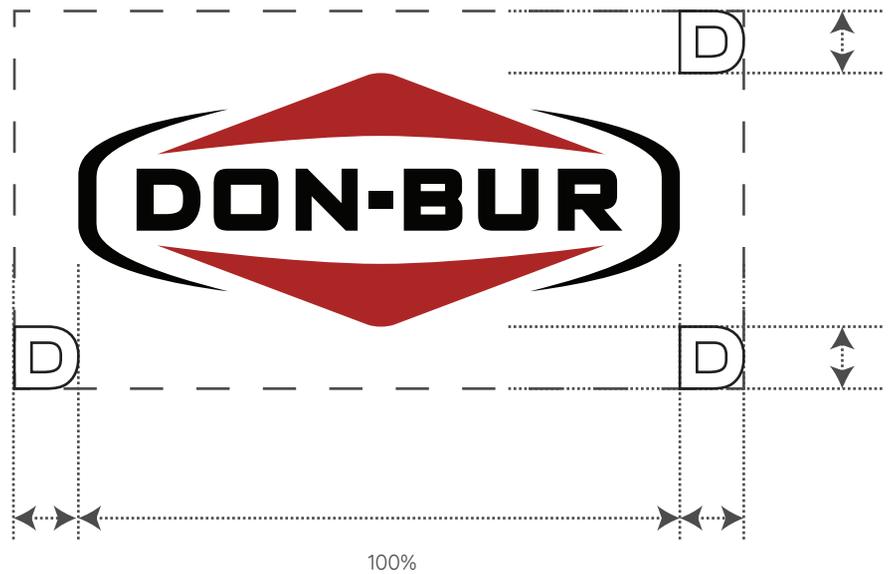Published
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Resource Library: donbur.co.uk/branding

The maintenace of the Don-Bur brand is important to ensure consistency across all media types and achieve a corporate identity.

This document serves to offer guidance to various options for Don-Bur branding and its usage.

Any variation from this document should be confirmed in writing via the marketing department at Don-Bur.

2D Logo

The 2D Don-Bur logo uses only 2 spot/block colours and is suitable for items where non-digital print costs can be optimised or where the 3D shaded logo is impractical. It should not be used for any presentation documents or within electronic media where appearance is more important and print cost becomes less relevant.

100%

A white-space box should be maintained around the logo where a linear measurement from each logo extremity to any other visual element should be a minimum of the width/height of the "D" in the logo.

Colours

RGB: 175,35,28

Hex: #AF231C

CMYK: 0,95,100,21

Pantone: Solid Coated 2350C

RGB: 0,0,0

CMYK: 75,68,67,90

Hex: #000000

Pantone: Black

3D Logo

The 3D Don-Bur logo contains gradients and is supplied in either rasterised or vector formats. This logo should be used in all circumstances other than those situations specified in the 2D logo section. The vector format should always be used where the physical size is greater than A4.
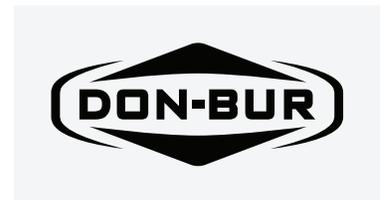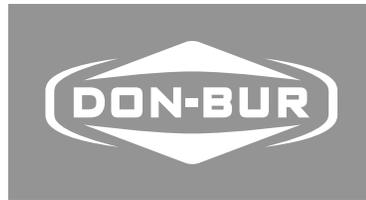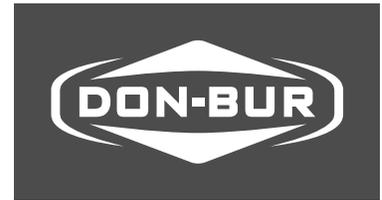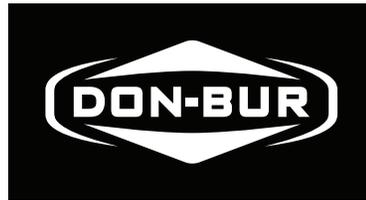

A white-space box should be maintained around the logo in line with the recommendations given for the 2D logo.

Due to the offset shadow (which leans to the left of the main logo body), it may be necessary to move the logo by circa 5% of the logo width to the left when centralising within a document or artwork.

Single Colour Plain Logos

Plain logos and inverse colour schemes can be used where print methods do not permit multiple colours (eg. etching); however, this colour must be limited to neutral white/black/grey on contrasting neutral white/black/grey background. Examples are given below.

Document Branding

When used at the top of a document, the logo should be complemented by a thin horizontal black line which should contrast sharply with the background. Equally, an additional similar stroke thickness line should be placed at the base of the document. This document is a good example of how this style is implemented.

The deep margin to the left or right in a complemetary neutral tone (greys) is optional and can be used to visually break up content. This margin can also be white.

Font:

All type should use Google Quicksand. The font family is available at https://-fonts.google.com/specimen/Quicksand

Where it is not possible to use Quicksand, Century Gothic should be the default choice.

Where neither Quicksand, nor Century Gothic are available, Arial or similar non-serif font should be used.

Templates

Templates are available for the following:

Word documents
Forms
Letterheads
PowerPoint presentations

If you need a template for additional types of document, please contact the marketing department.

Website

Reference to the website should always be "non-www". It should always be written as donbur.co.uk

Thank You

If you have any questions or would like to discuss any part of this document, please contact the marketing department at Don-Bur.

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Established in 1981, the Don-Bur Group has become internationally recognised for its innovative development of trailers and rigid vehicle bodies, designed to minimise operational costs and increase efficiency.

Don-Bur has committed to research and develop solutions with primary focus on aerodynamics and optimum utilisation of available cubic capacity.

Based in Stoke-on-Trent in the West Midlands, Don-Bur has a 500 strong flexi workforce and generates a group annual turnover of £50 million. Vertically integrated divisions include an 18 acre primary manufacturing site, curtains and load restraint division, graphics house and two after-sales service sites (repair, servicing, refurbishment and ATF Station).

The comprehensive structure provides a complete and fully accountable solution for clientele, catering for all commercial vehicle needs throughout their lifespan.