

Dolphin Brand Guidelines

These Guidelines were created to maximise accessibility for low vision and dyslexic readers. Dolphin also recommend the use of the 'See it Right' Guidelines' created by the RNIB.

Logos

The Dolphin logo is crucial to our brand. Always use the master artwork files, get them at: www.YourDolphin.com/Logos
Never stretch a logo bigger size than the original and always preserve proportions. Logo content and colors should not be altered or added to.

The Dolphin company logo:



Example Dolphin product logo:



Strap line:

*delivering
independence*

Where space allows, the company logo should always appear with the strap line. This part of the logo is available in other language translations. The strap line should always go to the right of the logo observing the spacing rules declared here.



Minimum logo width with strap line: 35mm

Minimum stand alone logo width: 20mm

Black and white logo:



Reversed logo for dark backgrounds:



Fonts & Type

Myriad Pro Bold - Headings

Dolphin use Myriad Pro Bold for headings in print and online copy. Larger font than body.

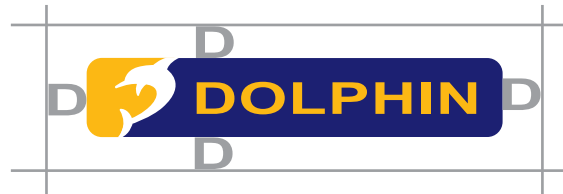
Arial - Body Copy

Use Arial for body copy on all printed materials, advertising, leaflets, brochures, etc. Font sizes should always be at least 12pt. Text should appear in straight blocks and can be justified so long as the last line is aligned left. Leading should be over the pt size, e.g. this 12pt text has 14.4pt leading.

Verdana - eMedia

Dolphin use Verdana on the website, in emails and on email signatures. This font is not for use in print.

Spacing



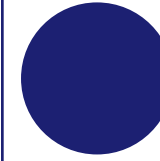
Dolphin logos should always have an area of space around them in proportion to its size, calculated as above.

Help

If you require master artwork files, additional brand images or help when putting together materials using these brand guidelines, please email webteam@dolphinuk.co.uk or call Dolphin Marketing: +44 (0)1905 754 577 ext. 509.

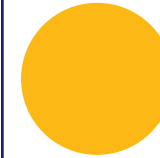
Colors

Base color palette:



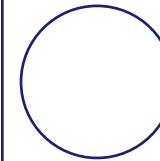
Dolphin Blue

Pantone: 2755
CMYK: 100, 97, 0, 30
RGB 30, 33, 114
HEX: #1E2172



Dolphin Yellow

Pantone: 130
CMYK: 0, 30, 100, 0
RGB 253, 185, 19
HEX: #FDB913

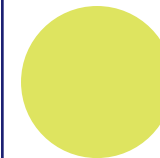


White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Extended color palette:

Use sparingly as accent colors or backgrounds.



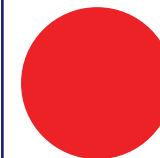
Calm Green

CMYK: 16, 0, 77, 0
RGB: 222, 228, 97
HEX: #DEE461



Box Blue

CMYK: 9, 7, 2, 0
RGB: 228, 228, 237
HEX: #E4E4ED



Scripting Red

CMYK: 0, 98, 97, 0
RGB: 236, 36, 39
HEX: #EC2427