



DI DOW NIE

Do what you love to do

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GET TO KNOW DI

Di Downie is the creator of “The Downie Methodology” and author of the international best-seller “A High Heels Paradox”. She’s been an entrepreneur and mentor for forty years and helped thousands of women define their ideas into action, develop those actions into clear road maps, and empower them for self-direction. Di’s easy-to-follow programs include step-by-step guides on entrepreneurship, women self-empowerment, emotional intelligence, and cultural diversity.



MISSION STATEMENT

As the founder of the Global Women's Voice (GWV), an online safe space where women discuss topics ranging from self-care to business development, Di's mission is to help women around the globe live independent and purposeful, creative and connected lives through "The Downie Methodology" and her easy-to-follow programs that include step-by-step guides on entrepreneurship, women self-empowerment, emotional intelligence, and cultural diversity.

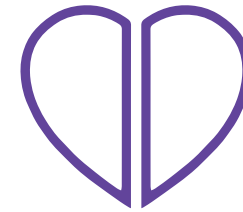


LOGO

The logo is an integral part of the Di Downie brand. It should be used with consistency as the brand has been formed around it.

The logo will most often be used on a white background as shown on the right. Alternatively there is an all white logo which can be used on darker backgrounds. The fonts used to create the logo are Brandon Grotesque and Enchanted. These must not be modified at any point to keep the branding cohesive.

The solid white logo should only be used when the coloured logo is not an option.



DI DOWNIE
Do what you love to do



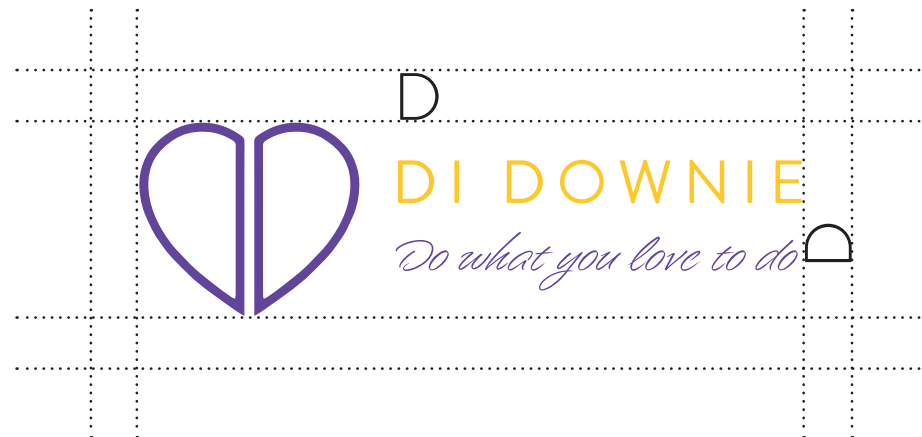
DI DOWNIE
Do what you love to do



DO'S

It's very important that the logo is not overcrowded by other design elements. In order to prevent overcrowding a clearspace boarder is to be kept around the logo at all times. The X indicator for the clearspace is the 'D' in Di Downie as shown on the right.

The stacked Di Downie logo must never be placed smaller than 1.5" while the horizontal logo must never be smaller than 1" in height.



DON'TS

The logo is never to be altered or modified to suit the users needs. The heart is perfectly symmetrical and is comprised of two mirrored D's. It is never to be rotated, cropped or placed on a background that does not align with the brand.

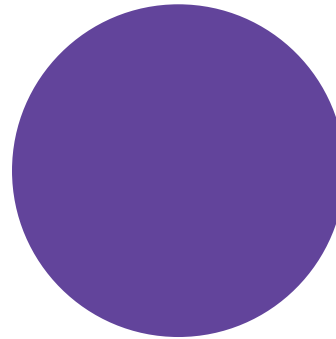
These standards apply to all content relating to Di Downie, this includes partnerships and co-branding.



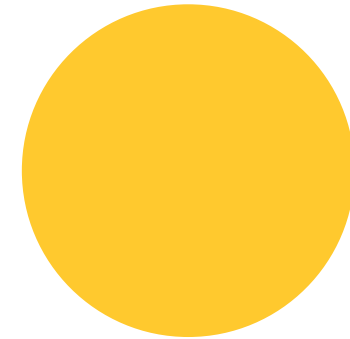
COLOUR PALETTE

Colour is a vital aspect of Di's brand identity and must be strictly followed. The Downie Methodology's colour story is made up of two colours. A vibrant purple and a bold yellow.

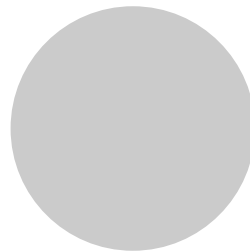
The brands secondary colour pallet comprises of three colours. White, light grey and black. These are to be used for body text and sub-headings in any copy.



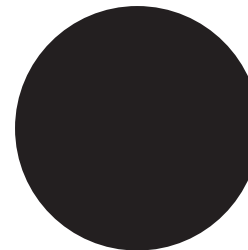
C=74 M=87 Y=0 K=0
R=98 G=69 B=155
HEX: 62459b



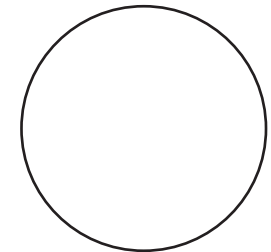
C=0 M=22 Y=91 K=0
R=255 G=201 B=46
HEX: ffc82d



C=19 M=15 Y=16 K=0
R=204 G=204 B=204
HEX: cccccc



C=0 M=0 Y=0 K=100
R=0 G=0 B=0
HEX: 000000



C=0 M=0 Y=0 K=0
R=255 G=255 B=255
HEX: ffffff

TYPOGRAPHY

The fonts in Di's branding are made up into two groups. The first is the logo fonts, Brandon Grotesque is used for 'DI DOWNIE' and any headings required in print or digital media. The tracking for these must be 179 points. The second font for the branding is Enchanted, this font is only to be used for the tagline 'do what you love to do'.

Brandon Grotesque

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Enchanted

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

The secondary fonts which are to be used only on the website are Helvetica, Open Sans and Montserrat. Of these fonts, Montserrat is to be used for headings while Helvetica and Open Sans are used for body text.

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The final font used in Di's branding is Futura, this is to be used for blogs and social posts.

Futura

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z