BRAND GUIDELINES

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BRAND GUIDELINES

BRAND AND LOGO

Headquartered in Baltimore, Maryland, DAP Products Inc. is the leading marketer of caulks, sealants, adhesives, insulating foams, spackling, glazing and other general patch and repair products.

These guidelines must be followed when creating all DAP® branded material. The strength of the brand depends on a commitment from everyone to adhere to the consistency in these guidelines.

Always use DAP® artwork files when preparing any type of communication for print, reproduction or presentation.

If you have any questions regarding this book please contact:

Katie Badders - kbadders@dap.com

Logo (4-Color 60% Cyan, 40% Magenta, 30% Yellow, 100% Black)

Logo (1-Color 100% Black)

Logo (With 15° visual)

The DAP® logo (also referred to as the Putty Knife Logo) is a signature of the brand and represents an innovative and high quality product. The Putty Knife Logo is always positioned at a 15° angle to the horizontal plane. The Putty Knife Logo is a registered trademark and must always contain the encircled R "®" within the logo.

Depending upon the application, the Putty Knife Logo may be printed as 1-color (black) or 4-color. Please check printing requirements of each individual project.

When used on packaging, the Putty Knife Logo should appear as a white putty knife with a black outline, black DAP® lettering and a black ® registered trademark symbol.

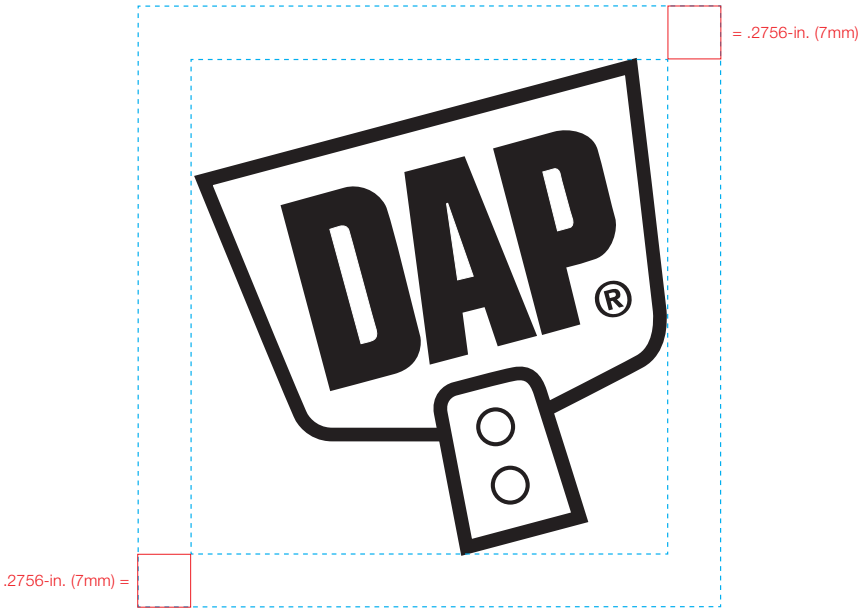
When the Putty Knife Logo is used on non-packaging promotional items (i.e. shirts, hats, pens, notebooks, keychains, etc.) the 15° rule must be adhered to and the look specified above is always preferred.

These guidelines have been created to explain the correct use of the DAP® Putty Knife Logo. This branding is for most specific artwork and must never be typeset or reformatted. Please see approved electronic files.

Downloadable logos are available on WebDAM at http://rpminc.webdamdb.com. This is a password protected site for internal use only. Please contact Creative Services for access to this site as well as any other requests.

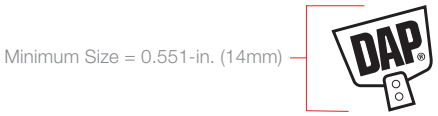
Creative Services Manager:
Kate Badders - kbadders@dap.com

Minimum Clear Space



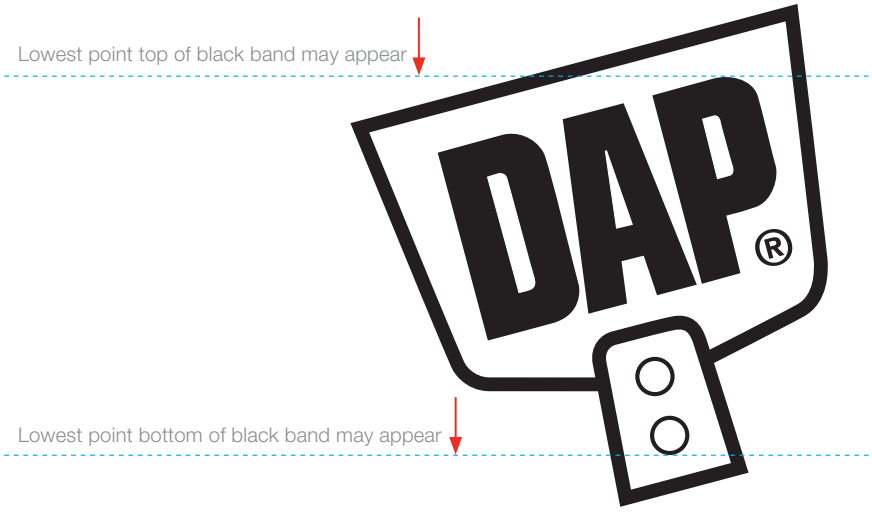
The DAP® Putty Knife Logo must always have a space around it to separate it from surrounding graphics and images; therefore, a minimum space must be maintained to protect the appearance of the logo. Certain applications like packaging may, upon approval, break the rules of spacing.

Minimum Size Permitted



To protect the integrity of the brand, the Putty Knife Logo must be reproduced at least 14 mm in height. The registered trademark must always be clearly legible and reproduced on all communications.

Sizing of Black Band with logo



The placement and size of the Black Band used with the DAP® Putty Knife Logo may vary depending upon the particular project. The Preferred Black Band Usage example on this page should be used if at all possible.

Preferred Black Band Usage

Logo used with the Black Band (1-Color 100% Black)

Placing the DAP® Putty Knife Logo on the Black Band is to be used on most DAP® packaging including ship cases, to increase the visibility of the Putty Knife Logo.

The Black Band is a registered trademark and should display a small ® symbol at the end of the band in either the lower right- or left-hand corner.

The thickness of the Black Band can vary within the different package sizes and shapes, but the Putty Knife Logo should remain in proportion with the band as indicated on this page.

Where less than the full length of the Black Band is displayed behind the Putty Knife Logo, the TM symbol should be displayed instead of the ® symbol. If you have any questions regarding black band use, please contact Creative Services.

DAP Logo may also appear in a Black Box or small horizontal band. The TM symbol should be displayed instead of the ® symbol.

DAP Logo may also appear in a vertical Black Band. Though this visual is not preferred it is acceptable use in some circumstances.

If you have any questions regarding black band use, please contact Creative Services.

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Creative Services Manager:
Kate Badders - kbadders@dap.com

The DAP® Putty Knife Logo must be protected from misuse. Below are several examples of common mistakes to avoid when using the Putty Knife Logo.

DO NOT bevel logo in any way

DO NOT condense or stretch the logo

DO NOT change typeface of logo

DO NOT change color from approved usage

DO NOT change color from approved usage

DO NOT separate the DAP letters from putty knife logo

DO NOT rotate logo in any way

DO NOT rotate logo in any way

DO NOT change the look of logo by adding any additional elements

DAP® BRAND AND LOGO: ONE COLOR USAGE
RESTRICTIVE USE

Negative white fill logo usage on black only.

DO NOT negative fill logo on any color with the exception of black.

Using the DAP® Putty Knife Logo in one color usages when only one color is permitted, such as apparel or one color signage, please follow the examples listed. Do not use logo in the negative reversed out fill on any color other than black.

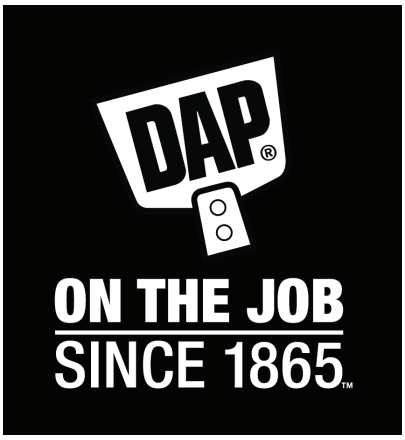
One color black acceptable on light colored apparel.

White reversed out logo acceptable on bright colored apparel.

White reversed out logo acceptable on dark colored apparel.

DAP Tagline Stacked & Horizontal Formats

DAP Tagline Stacked



DAP Tagline Stacked (Reversed Out)

DAP Tagline Horizontal

DAP Tagline Horizontal (Reversed Out)

DAP Tagline Horizontal (PMS 7625 Horizontal Rule)

The DAP® Tagline, “On the Job Since 1865,” captures the DAP® brand essence, personality and distinguishes DAP® from its competitors. The font for the DAP® Tagline is Helvetica Neue 97 Black Condensed and Helvetica Neue 67 Medium Condensed.

The tagline can be used in a stacked format under the DAP Logo or shown directly to the right of the DAP Logo in a horizontal format. The DAP® Tagline also contains horizontal rule that can use the corporate secondary color, PMS 7625 Dark Orange.

The DAP® Putty Knife logo should always appear before the Tagline on all advertising, marketing collateral and packaging.

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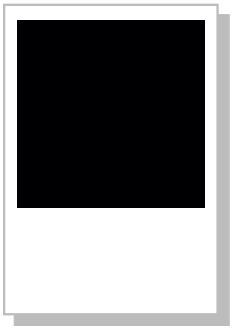
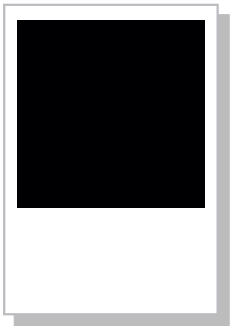
Primary Palette



RICH BLACK

CMYK
60 / 40 / 30 / 100

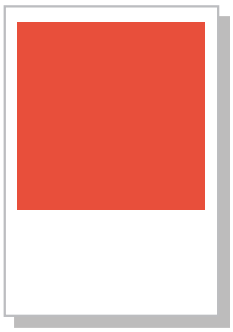


BLACK

SPOT
PANTONE® Black

CMYK
00 / 00 / 00 / 100

Secondary Corporate Color



Dark Orange

SPOT
PANTONE® 7625

CMYK
00 / 82 / 80 / 0

The DAP® official logo color is rich black. This color must be used consistently throughout all types of marketing outreach and communication.

The DAP® official secondary corporate color is PMS 7625 Dark Orange.

Primary Typefaces

Helvetica Neue 107 Extra Black Condensed
Helvetica Neue 107 Extra Black Condensed Oblique
Helvetica Neue 97 Black Condensed
Helvetica Neue 97 Black Condensed Oblique
Helvetica Neue 87 Heavy Condensed
Helvetica Neue 87 Heavy Condensed Oblique
Helvetica Neue 77 Bold Condensed
Helvetica Neue 77 Bold Condensed Oblique
Helvetica Neue 67 Medium Condensed
Helvetica Neue 67 Medium Condensed Oblique
Helvetica Neue 57 Condensed
Helvetica Neue 57 Condensed Oblique
Helvetica Compressed
Helvetica Medium Condensed
Helvetica Bold Condensed
Helvetica Black Condensed

Typography plays an important role, making the brand look consistent across all types of communication. The font that has been chosen is one that can be used on MAC or PC.

Secondary Typefaces

Univers 57 Condensed
Univers 67 Bold Condensed

Logo (Black & White)

Logo (CMYK)

The DAP® 3D logo (also referred to as the Putty Knife Logo) is a signature of the brand and represents an innovative and high quality product. The 3D Putty Knife Logo is trademarked and must always contain the "TM" within the logo.

Depending upon the application, the Putty Knife Logo may be printed as black & white or 4-color. Please check printing requirements of each individual project.

Logo usage for the 3D logo:
Corporate Event Signage
Advertising
Letterhead
Business Cards
PowerPoint
Web/Social/Digital

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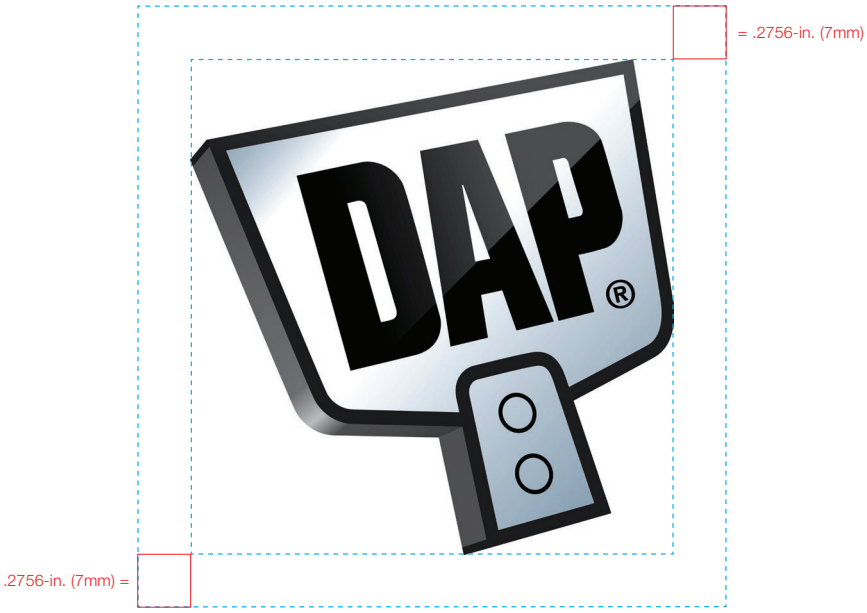
Minimum Clear Space



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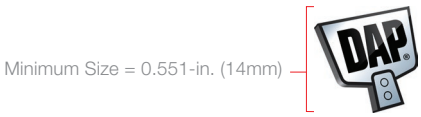
Minimum Size Permitted



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DAP Tagline Stacked & Horizontal Formats

DAP Tagline Stacked

DAP Tagline Stacked (Reversed Out)

DAP Tagline Horizontal

DAP Tagline Horizontal (Reversed Out)

DAP Tagline Horizontal (PMS 7625 Horizontal Rule)

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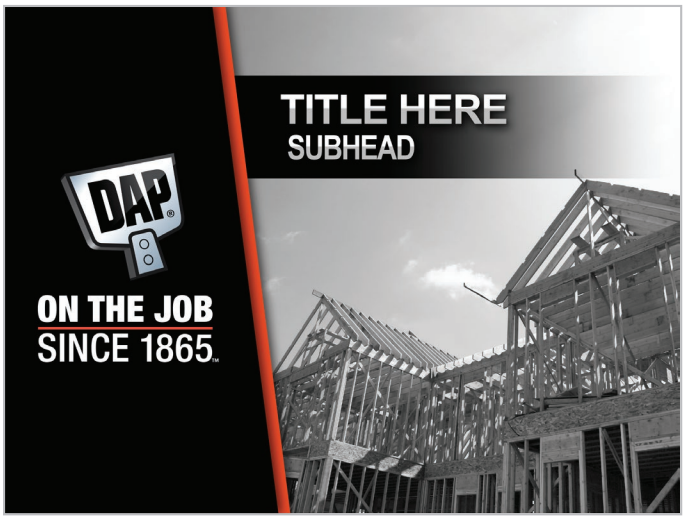
BRAND GUIDELINES

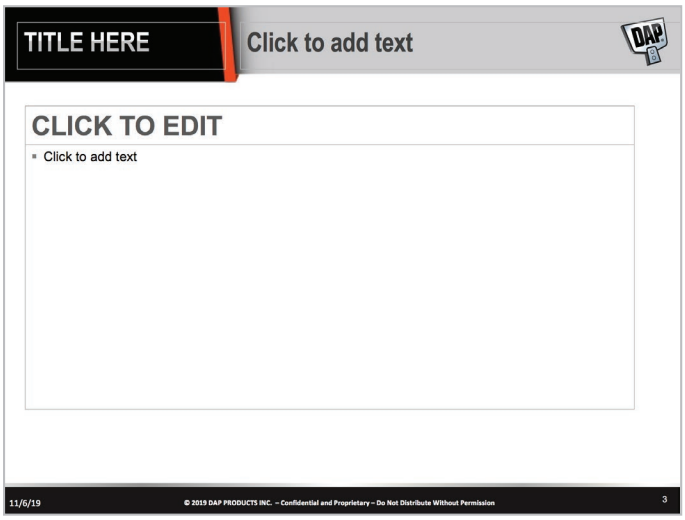
SUPPORT MATERIALS-PREMIUMS

Corporate PowerPoint Standard Slide Template:

Title Slide



Main Content Slide with Black Band



Main Content Slide without Black Band

PowerPoint presentations are important for building brand consistency and demonstrating professionalism in and out of the office. PowerPoint Templates are available in Standard and Widescreen formats.

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Creative Services Manager:
Kate Badders - kbadders@dap.com

Corporate PowerPoint Widescreen Slide Template:

Text Box and Bullet Type Slide

PowerPoint presentations are important for building brand consistency and demonstrating professionalism in and out of the office. PowerPoint Templates are available in Standard and Widescreen formats.

Widescreen Main Content Slide with Black Band

Widescreen Main Content Slide without Black Band

Letterhead Template

DAP® Letterhead Format

Consistent use of the official DAP® letterhead by all employees is important to maintain brand consistency and demonstrates professionalism in and out of the office.

Templates are available on DAP Server under DAP Office Templates for internal use only. For additional help please contact Office Services.

Office Manager:
Ellie Wilfong - ewilfong@dap.com

Business Card Template (Front)

Business Card Template (Back)

Consistent use of the official DAP® business card by all employees is important to maintain brand consistency and demonstrates professionalism in and out of the office.

All business cards should be processed through the corporate offices.

To request business cards please contact Office Services.

Office Manager:
Ellie Wilfong - ewilfong@dap.com

DAP Email Signature Format

Name
Title
DAP Products Inc. | 2400 Boston Street, Suite 200 | Baltimore,
phone: direct number | **fax:** direct number | **email:** email addre
dap.com

3D Corporate DAP Logo with Tagline

All email correspondence should include this standard email signature found on the info center.

Name
Title (if applicable)
DAP® Mailing Address
Direct Phone, Fax and Email Address
DAP® Website

Name
Title
DAP Products Inc. | 2400 Boston Street, Suite 200 | Baltimore, MD 21224
phone: direct number | **fax:** direct number | **email:** email address
dap.com