IDENTITY & LOGO MARK

OUR IDENTITY

A logotype is a symbol for a company or an organization – an image that can be recognized and remembered by all. The logo is the core element in Draper's visual identity. Its size, positioning, and color treatment are governed by the rules in this manual.

THE LOGO embodies a simplified skyline that symbolizes buildings and yet-to-be built structures that contain our broad spectrum of products.

TAGLINE

Our tagline "Focused on Innovative Solutions" says it all. It should always be used in the appropriate lock-up with the identity.

LOCK-UPS

There are several icon/text configurations or "lock-ups" that have been created for acceptable logo executions. The Stacked Logo Lock-up (1) is our primary logo and should be used to represent the brand whenever possible. However, for applications where the identity will appear on a black background, the Main Logo Reverse should be used.

Additional versions, such as the Horizontal Logo Lock-up (2) or Tagline Logos (3, 4), can also be used, depending on size or verticality of application, with approval from Draper's Marketing Team.

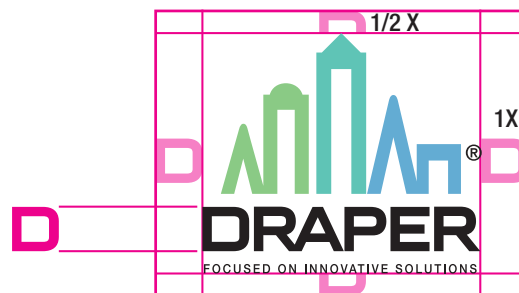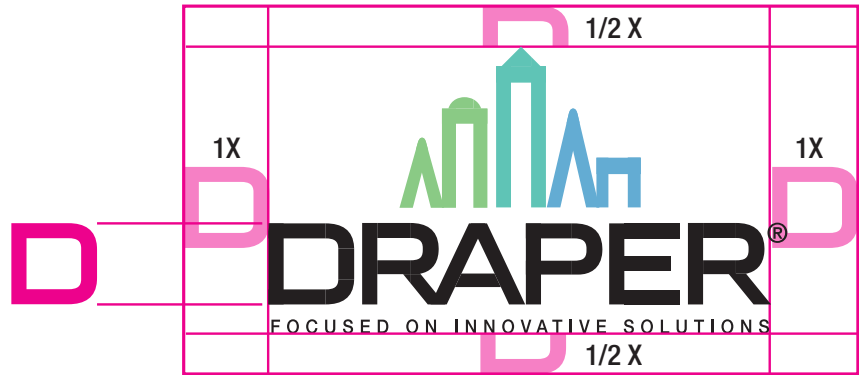# IDENTITY SPECIFICATIONS

CLEAR SPACE

The logo must have a minimum "buffer" space around it to maintain legibility and impact. No other graphics (such as other logos) should infringe upon this space. At right, are transparent illustrations that demonstrate a minimum "buffer" space for the logo. The correlation between the logo and space should always be the same as shown.

The clear space is measured by the cap-height of the D, shown as the value X in this exhibit. Whenever possible, this amount of clear space should be increased.

IDENTITY SPECIFICATIONS

MINIMUM SIZE

To ensure the legibility and clarity of our identity in print applications, follow these minimum size guidelines.

Various sizes are shown for reference.

DO NOT PRINT STACK LOGO SMALLER THAN 1/4 IN.

1/4 in. REGISTERED TRADEMARK MAY BE OMITTED ON SIZES SMALLER THAN 1/2 IN.

3/8 in.

1/2 in.

3/4 in.

1 inch

DO NOT PRINT STACK LOGO WITH TAGLINE SMALLER THAN 3/4 IN.

3/4 in.

1 inch

IDENTITY SPECIFICATIONS

MINIMUM SIZE

To ensure the legibility and clarity of our identity in print applications, follow these minimum size guidelines.

Various sizes are shown for reference.

DO NOT PRINT HORIZONTAL LOGO WITH TAGLINE SMALLER THAN 1/2 IN.

1/2 in. DRAPER® FOCUSED ON INNOVATIVE SOLUTIONS

3/4 in. DRAPER® FOCUSED ON INNOVATIVE SOLUTIONS

1 inch DRAPER® FOCUSED ON INNOVATIVE SOLUTIONS

DO NOT PRINT HORIZONTAL LOGO SMALLER THAN 1/4 IN.

1/4 in. DRAPER   **REGISTERED TRADEMARK MAY BE OMITTED ON SIZES SMALLER THAN 3/8 IN.**

3/8 in. DRAPER®

1/2 in. DRAPER®

3/4 in. DRAPER®

1 inch DRAPER®

INCORRECT USAGE
CONSISTENCY IS KEY

In order to preserve the integrity of our brand, our identity must always be applied correctly. Altering, distorting, or redrawing the identity in any way weakens the power of the brand and what it represents.

Some common misuses are shown:

DO NOT rescale or adjust any part of identity

DO NOT change colors of identity

DO NOT place identity over icon colors

DO NOT place identity on bright colors that overpower icon colors

DO NOT reposition identity elements

DO NOT change typeface of the wordmark

DO NOT place identity on patterns or backgrounds that make reading difficult

DO NOT skew or offset identity

DO NOT use wordmark without icon

COLOR USAGE

COLOR SYSTEM

DRAPER'S COLOR PALETTE consists of three striations of color that represent the primary product categories: shading, audio/visual and athletic equipment.

SHADES

RGB	PMS
139/202/134	359C
CMYK	HEXADECIMAL
48/0/63/0	97c77d

AUDIO VISUAL

RGB	PMS
97/196/182	3258C
CMYK	HEXADECIMAL
59/0/35/0	6ec2b7

GYM

RGB	PMS
103/171/209	292C
CMYK	HEXADECIMAL
58/19/7/0	71caed7

VIOLATOR

RGB	PMS
248/196/106	1225C
CMYK	HEXADECIMAL
0/24/68/0	f9c866