



Down to Earth (DTE) Primary Usage:

- As the Primary / Standard, it must always be used as a whole as seen here.
- It should always maintain the proper spatial relationships as designed (*height, sizing, centering, stroked, and modified*) as provided.

DTE Formats Supplied

The DTE logotypes are supplied in the following formats for maximum usage:

- **Print formats (4-color Process)**
(used for quality reproduction such as Publications, Outdoor, Premium Items, etc)
- **On-screen formats (RGB)**
(used for Web and internal applications such as PowerPoint, Word, etc)

- Folders are named by **Print**, and **On-Screen**.
- **Print formats** are .EPS
On-Screen/Web formats are JPG & PNG
File names used are indicated near each example.
- Both the .EPS (*Print*) and .PNG (*On-screen*) versions are formats with a transparent background that view and act with its true shape on different backgrounds.

2-Color Format Breakdowns

Primary Format, 4-color Process (CMYK):

- 15% cyan, 30% magenta, 60% yellow, 34% black
- 55% cyan, 18% magenta, 58% yellow, 18% black

RGB & Hex:

- r154 g127 b85 • Hex: 9a7f55
- r105 g145 b112 • Hex: 6a9271

For other colors in the entire palette, see pages 2 & 4.

2-Color Format (4c-process mix)



dtePB-4c.eps • dtePB-rgb.jpg, .png

1-Color Format



dtePB-bw.eps
dtePB-bw-rgb.jpg, .png

Reversed Format (White)



dtePB-rev.eps
dtePB-rev-rgb.png

Box for preview purpose only

2-Color Alternate Format (4c-process mix)



dte-4c.eps • dte-rgb.jpg, .png

1-Color Alternate Format



dte-bw.eps
dte-bw-rgb.jpg, .png

Reversed Alternate Format (White)



dte-rev.eps
dte-rev-rgb.png

Box for preview purpose only

Fonts: James Fajardo. Gotham Condensed Book. Type has been converted to outlines (art) in all logo files supplied and is correctly kerned, spaced, modified and stroked.

Electronic Files. Vector: Illustrator cs3 EPS. Raster: JPG, PNG

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Environmental Neutrals Color Palette:

- All acceptable colors within the palette for use as needed to expand the spectrum of earth tones.
- Use deeper tones for type/text and solid fill areas.
- Colors are specified in 4-color breakdowns as well as in Hex (Hexadecimal) for web.



85% cyan
33% magenta
40% yellow
5% black
Hex: 0d828e



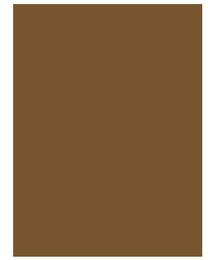
24% cyan
30% magenta
59% yellow
0% black
Hex: c6ac7a



15% cyan
30% magenta
60% yellow
34% black
Hex: 9a7f55



50% cyan
50% magenta
60% yellow
25% black
Hex: 726658



0% cyan
32% magenta
64% yellow
64% black
Hex: 77562f



48% cyan
34% magenta
0% yellow
0% black
Hex: 869acf



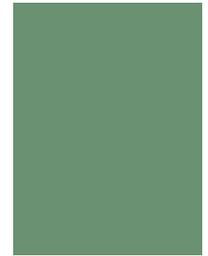
24% cyan
0% magenta
0% yellow
38% black
Hex: 809ead



29% cyan
0% magenta
0% yellow
60% black
Hex: 577483



13% cyan
15% magenta
31% yellow
24% black
Hex: b0a690



55% cyan
18% magenta
58% yellow
16% black
Hex: 6a9271



22% cyan
13% magenta
26% yellow
30% black
Hex: 959a8f



61% cyan
7% magenta
64% yellow
33% black
Hex: 49855e



59% cyan
26% magenta
74% yellow
32% black
Hex: 57744b



45% cyan
44% magenta
50% yellow
8% black
Hex: 8e8177

Alternate Environmental Neutral Color Usage of the Primary Format





Down to Earth (DTE) Secondary Usage:

- As a Secondary format, it must always be used as a whole as seen here.
- It should always maintain the proper spatial relationships as designed (*height, sizing, centering, stroked, and modified*) as provided.
- Use for circumstances where logo must be within certain layout constraints or as needed for visual emphasis.

**Environmental Neutrals
Color Palette**



Secondary Formats



Down to Earth
And Up To Great Things



Down to Earth
And Up To Great Things

Down to Earth
And Up To Great Things



Secondary DTE Taglines

Down to Earth
And Open To New Ideas

Down to Earth
And Where You Want To Be

Down to Earth
And Ready To Launch

Down to Earth
And Primed For Your New Adventure

Down to Earth
And On Top Of Our Game

Down to Earth
And Thinking Outside The Box

Down to Earth
And The Living Is Good



Secondary (Brights) Color Palette:

- This is a complimentary color palette for use in conjunction with the Environmental Neutral Tones to expand options.
- Colors are specified in 4-color breakdowns as well as in Hex (Hexadecimal) for web.



5% cyan
44% magenta
26% yellow
0% black
Hex: e9a1a2



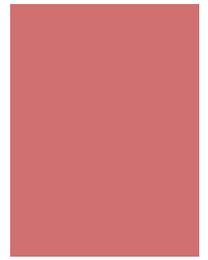
2% cyan
14% magenta
49% yellow
0% black
Hex: fad893



20% cyan
31% magenta
49% yellow
0% black
Hex: cdac88

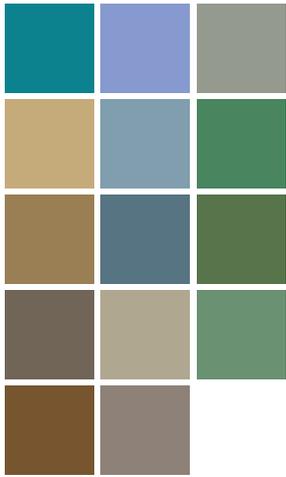


58% cyan
29% magenta
34% yellow
1% black
Hex: 73999e



16% cyan
67% magenta
48% yellow
0% black
Hex: cf7171

Environmental Neutrals Color Palette



26% cyan
47% magenta
36% yellow
0% black
Hex: be8f8f



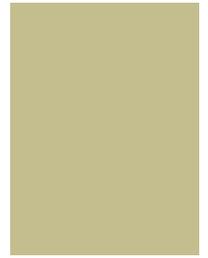
9% cyan
66% magenta
46% yellow
0% black
Hex: e07574



40% cyan
61% magenta
24% yellow
1% black
Hex: a07393



35% cyan
37% magenta
25% yellow
0% black
Hex: ac9da8



25% cyan
19% magenta
50% yellow
0% black
Hex: c4be8f



32% cyan
20% magenta
44% yellow
0% black
Hex: b2b898



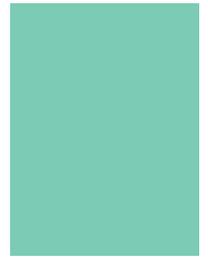
7% cyan
21% magenta
41% yellow
0% black
Hex: eac79c



34% cyan
0% magenta
32% yellow
0% black
Hex: a4e5c0



47% cyan
30% magenta
26% yellow
1% black
Hex: 8ea0ac



51% cyan
0% magenta
36% yellow
0% black
Hex: 6ce0be



56% cyan
22% magenta
0% yellow
0% black
Hex: 6baadf



34% cyan
0% magenta
11% yellow
0% black
Hex: a4dbe2