Brand Goal

Design The Everything (DTE) is a design and prototyping company started by Alexander Huff and Scott DeRuby. DTE is focused on making ideas into tangible things and then iterating quickly to make those products better. Being clear about our process is important to our clients and the community at large and we will always strive to communicate openly, plainly, and often. Above all else DTE's goal is to be innovative in whatever field it operates in, never settling for the obvious answer simply because it is so.

Logotype: Primary
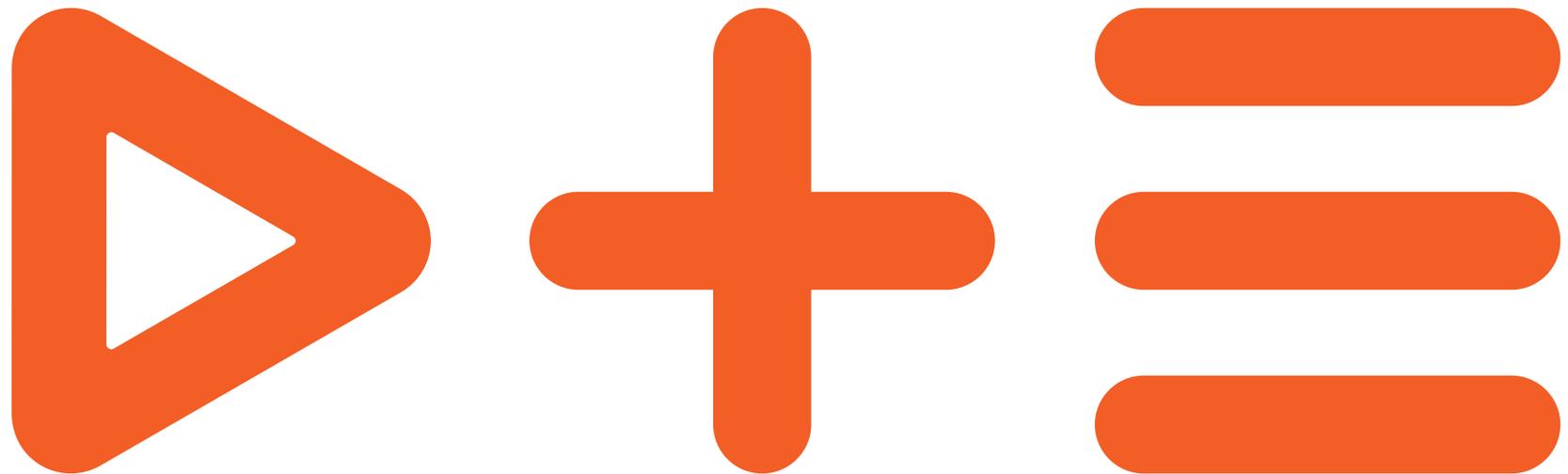
The logo portrays DTE's attitudes (in no special order): maker, innovative, iterative, curious, intelligent, efficient, inquisitive, clear, tangible, and substantial. DTE will try to convey these themes in all branding.

Logotype: Variants

v.1
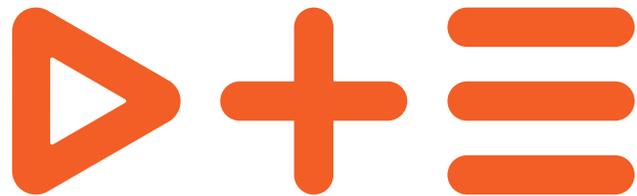
v.2
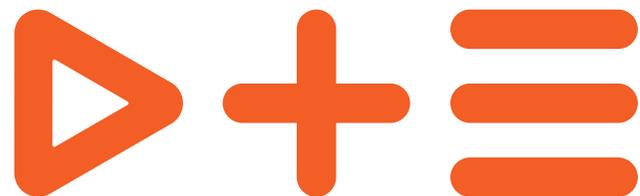
Design The Everything

v.3

v.4

Design The Everything

Version 1 will be used when brand recognition is high. It will also be the main version that is used on various products produced by DTE.

Version 2 and 4 will be used either when more clarity is needed or when brand recognition is lower.

Version 3 will be used on dark background because it is white. But as a rule it should largely only appear on the DTE orange.

Logotype: Clear Space
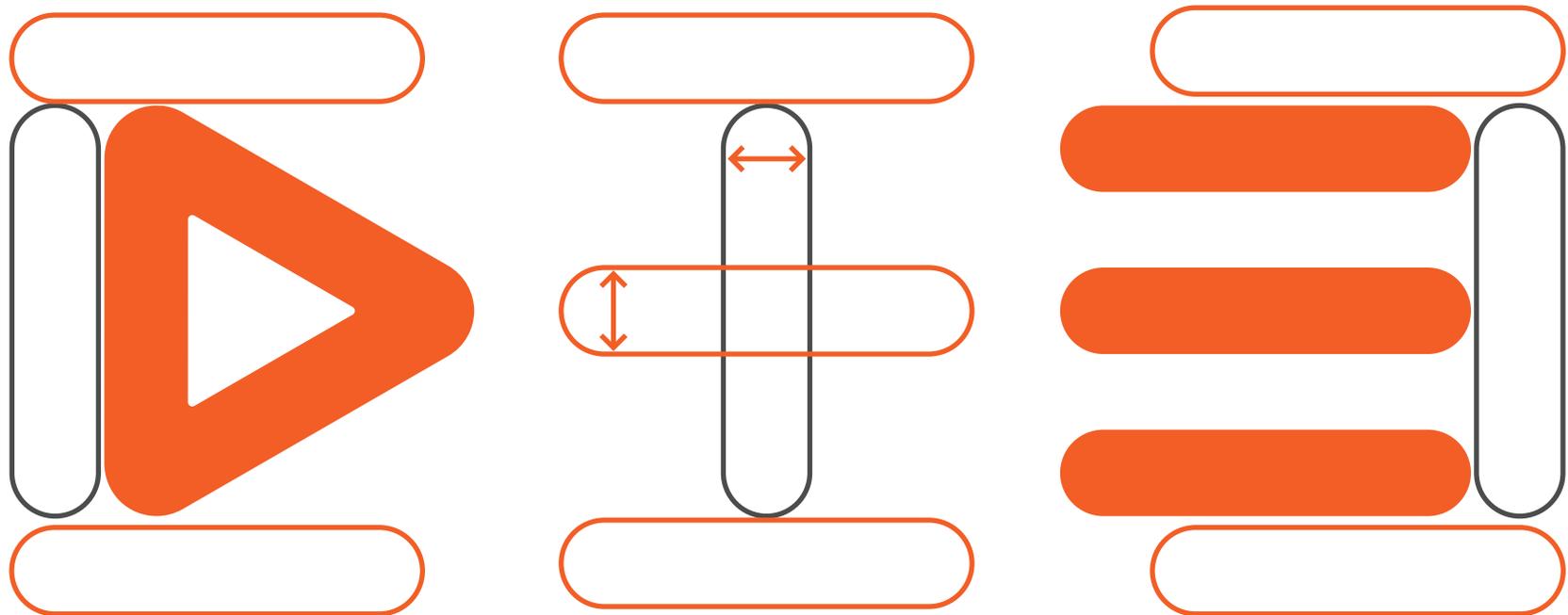
The vertical clear space is equal to the horizontal bar of the "T."

Likewise the horizontal clear space is equal to the vertical height of the "T."

The purpose of the clear space is to ensure the best brand recognition possible.

Typography

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
**abcdefghijklmnopqrstuvwxyz**

Gotham Bold is Design The Everything's offical font. It shows off DTE's clear and tangible style. The font also has a modern feel Design The Everything should have.

Color Palette
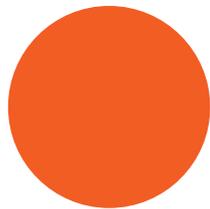
HEX   = #F15E24
CMYK = 00%, 78%, 98%, 00%

Use it for EVERYTHING. It's the DTE color, it should be everywhere.
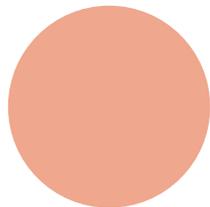
HEX   = #EfA78E
CMYK = 03%, 40%, 41%, 00%

A lighter accent of the classic orange.
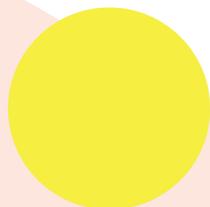
HEX   = #FAEE43
CMYK = 04%, 00%, 85%, 00%

The accent color.
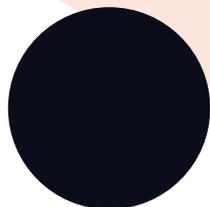
HEX   = #0D101E
CMYK = 85%, 78%, 57%, 76%

Dark text color.