

Public Branding Guidelines

2019



Colour



R: 33 G: 99 B: 148 #216494	R: 106 G: 132 B: 173 #6a84ad
R: 0 G: 104 B: 56 #006838	R: 41 G: 147 B: 70 #299346
R: 255 G: 255 B: 255 #ffffff	R: 0 G: 0 B: 0 #000000

Font



Primary Font
(Noto Serif)

Secondary Font
(Lato Medium)

- ~Keep consistent font weight and size for similar content
- ~Only use the DBOT colours specified in the guide for font
- ~Do not use the secondary font at a larger font weight than the primary
- ~Do not mix fonts

Logo

Below is a demonstration of how a bleed, or padding should be placed around the DBOT Logo

