

BRAND  
STANDARDS



# OUR IDENTITY

## LOGO

The core element in the Draper visual identity. Its size, positioning, and color treatment are governed by the rules in this manual.

The logo is a registered trademark.

## 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/dark 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.

1



2



3



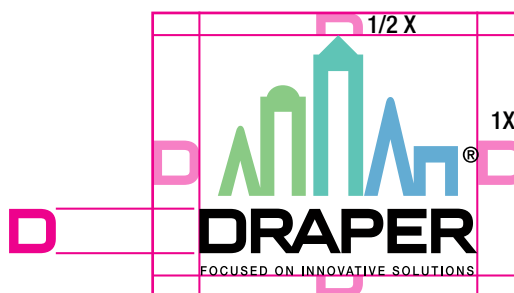
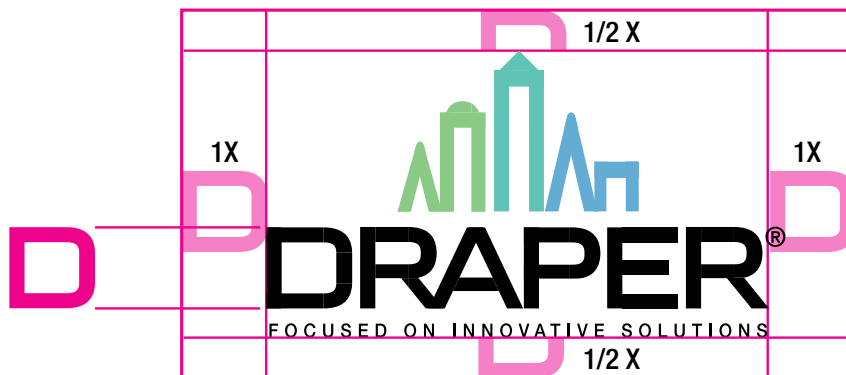
4



## 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.

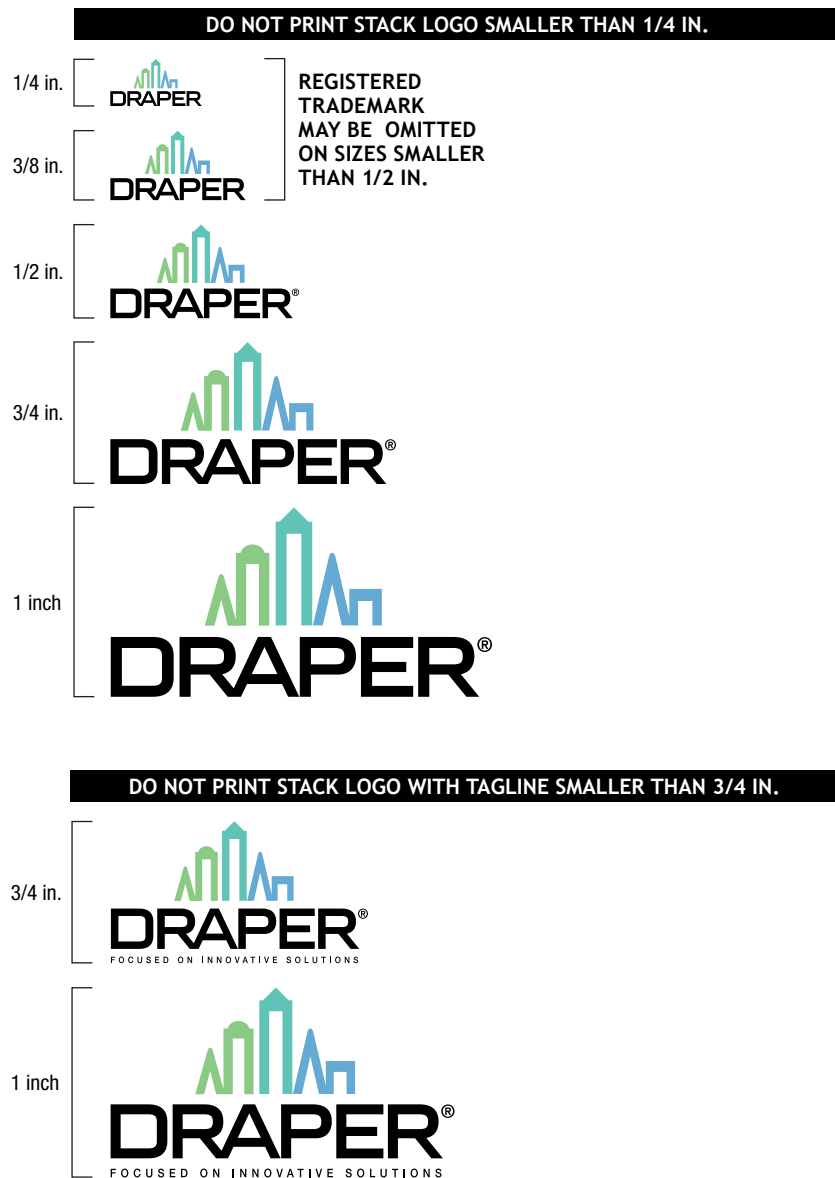
The clear space is measured by the cap-height of the D, shown as the value X in this exhibit. Whenever possible, this amount of clear space should be increased.



## 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.



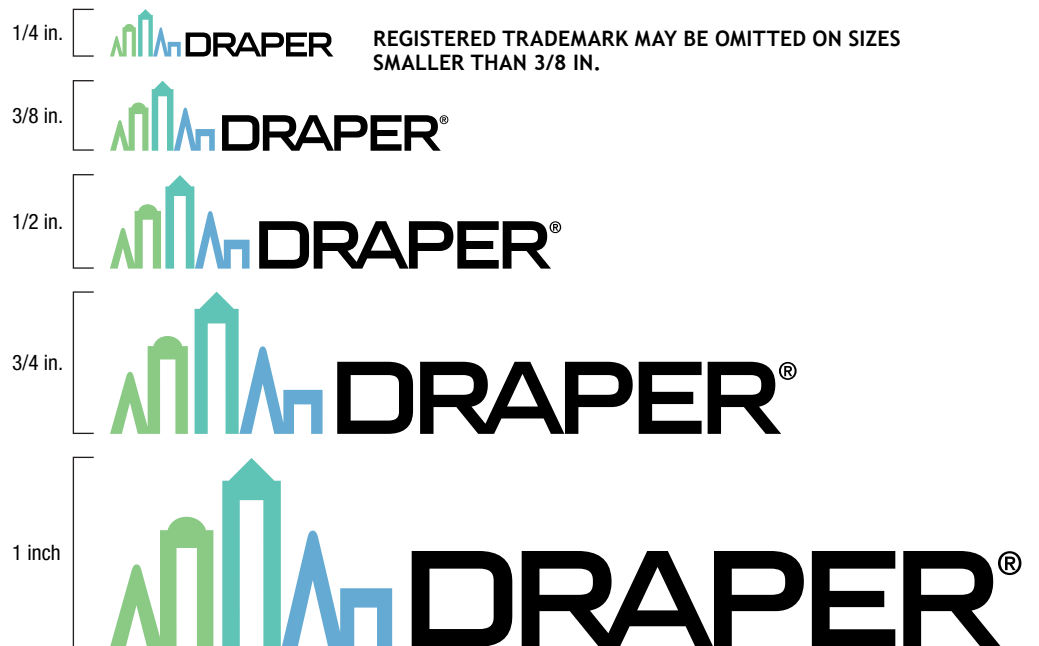
## MINIMUM SIZE

Various sizes of the horizontal layout are shown for reference.

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



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



## INCORRECT USAGE

In order to preserve the integrity of our brand, our identity must always be applied correctly. Do not alter, distort, or redraw the identity in any way.

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 city icon**

COLOR USAGE

The color palette consists of 3 colors that correlate to the primary product categories, with an additional yellow “call out/accent” color.

SHADES



RGB  
139/202/134  
CMYK  
48/0/63/0

PMS  
359C  
HEXADECIMAL  
97c77d

AV



RGB  
97/196/182  
CMYK  
59/0/35/0

PMS  
3258C  
HEXADECIMAL  
6ec2b7

GYM



RGB  
103/171/209  
CMYK  
58/19/7/0

PMS  
292C  
HEXADECIMAL  
71caed7

ACCENT



RGB  
248/196/106  
CMYK  
0/24/68/0

HEXADECIMAL  
f9c866

## Draper At Home logo usage:

- Please do not alter the logo in any manner: always keep the entire identity together **(including the Registration Mark)**.
- Do not alter proportion or placement (meaning the linear box, Draper, and At Home together as one icon).
- You'll notice the word "At" is spelled out with a capital A in the word At, and should be used thusly in copy.
- All-white and all-black are the ONLY colorway options.
- The 3 Draper blues/greens are not part of the Draper At Home sub-brand.
- As with the Draper logo, allow some breathing room around it, so it does not get visually lost/overcrowded (About the size of the D... or more).
- Higher end brands are often understated/small – so please aim for elegance with this logo.
- Helvetica Neue Light and others in the Helvetica Neue family are the approved fonts for use as body copy and headlines with Draper At Home branding.

## INCORRECT USAGE



DO NOT rescale or adjust any part of identity



DO NOT rescale or adjust any part of identity



DO NOT alter any part of identity



Only black and white are approved colors.



DO NOT remove any part of identity



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

For use on dark backgrounds:



For use on light backgrounds:





**“PRODUCTS ARE MADE  
IN THE FACTORY, BUT  
BRANDS ARE CREATED  
IN THE MIND”** - WALTER LANDOR

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**Questions?**

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