

# Corporate Identity Standards



# Overview

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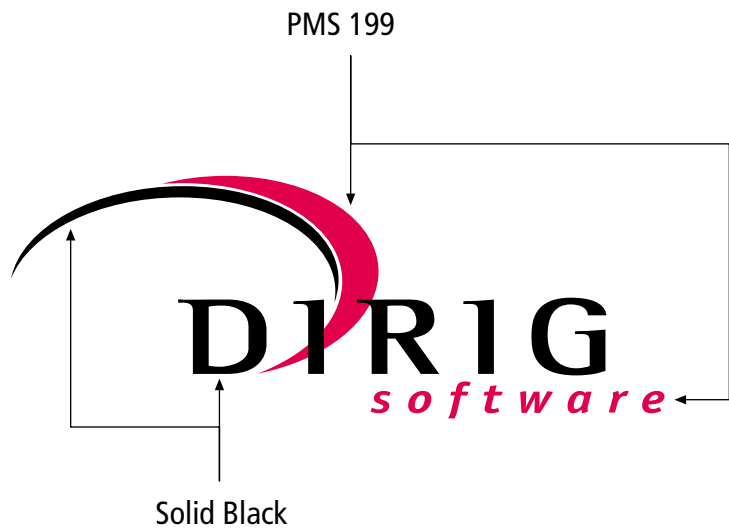
This guide provides basic information and specifications for the Dirig Software logo and logo elements. When using the company name in any marketing or advertising materials the initial use should read “Dirig Software, Inc.”, thereafter “Dirig Software” may be used. Also included in this standards guide are typography specifications, a general color theme and the various Dirig Software product logos and guidelines for their usage.

The logos contained in this guide are available in electronic form. **Please do not attempt to recreate these logos.** See the last page of this guide for information on how to retrieve a copy of the Dirig logo and/or logo elements.

## Logo Specifications

### **Color logo on light backgrounds**

This is the Dirig logo in color for use on light backgrounds. The word *DIRIG* and the left hand swoosh are solid black, the word *software* and the right hand swoosh are PMS 199.



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## Logo Specifications

### **Color logo on dark backgrounds**

This is the Dirig logo in color for use on dark backgrounds. The word *DIRIG* and the left hand swoosh are solid white, the word *software* and the right hand swoosh are PMS 199.



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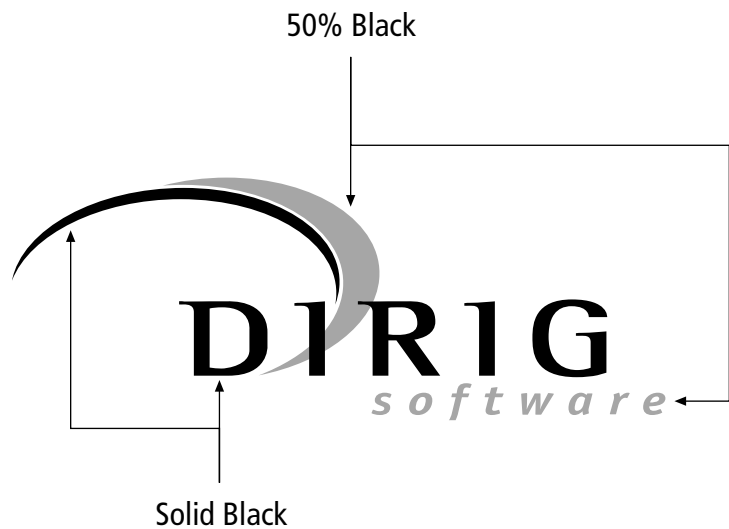
# Logo Specifications

## **Black & White logo on light backgrounds**

This is the Dirig logo for black and white applications. The word *DIRIG* and the left hand swoosh are solid black, the word *software* and the right hand swoosh are 50% black. Line screens should be adjusted for maximum production quality.

### Common Line Screen Specs

65-85	Newspaper or Copying
120-133	Magazine
133-266	Offset printing



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## Logo Specifications

### **Black & White logo on dark backgrounds**

This is the Dirig logo for black and white applications. The word *DIRIG* and the left hand swoosh are solid white, the word *software* and the right hand swoosh are 50% black. Line screens should be adjusted for maximum production quality.

#### Common Line Screen Specs

65-85	Newspaper or Copying
120-133	Magazine
133-266	Offset printing



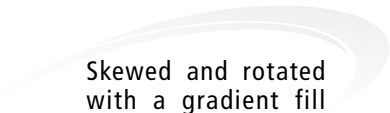
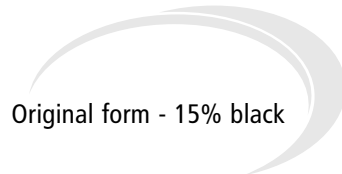
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## Dirig "swoosh" element

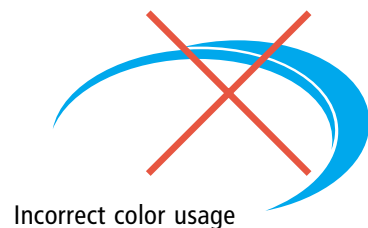
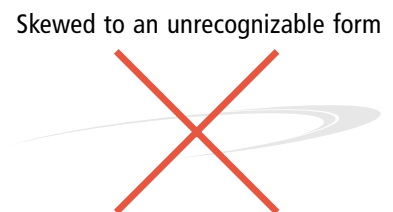
The Dirig "swoosh" is used to enhance designs in some applications. When using the swoosh as a design element it must always be positioned with the same orientation as it is used in the Dirig logo. The swoosh is often skewed and/or rotated slightly as necessary for design purposes. The swoosh should be used as a screened-back gray element. Gradients of gray are also an acceptable use of the swoosh element. See examples below. If you are unsure if your use of the "swoosh" falls within our guidelines, feel free to contact us directly for consultation.

### Correct Usage



Additional uses of the swoosh element are illustrated in the Corporate Stationery section of this guide (i.e. Corporate letterhead, business cards, etc.).

### Incorrect Usage



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## Logo Elements

### ***Drop Shadow Effect***

A Drop Shadow is often used to enhance the Dirig logo. Drop shadows can be produced in many different ways depending on the graphics software used. If you require a version of the Dirig logo with a drop shadow we ask that you allow us to provide you with the artwork necessary for your needs, whether it be for the web or higher resolution artwork for offset printing. Please refer to the last page of this guide for contact information. We are happy to fulfill all requests for artwork.



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## Corporate Colors

The Dirig Corporate Colors are PMS 199 and Black. The color swatches that appear below are for representation only, PMS colors should be translated for the appropriate formats.



### Color specification for Internet Usage

Because color calibration varies from monitor to monitor, the portion of the Dirig logo that is PMS 199 is translated to a pure RGB red (Red: 255, Green: 0, Blue: 0) or a hex value of FF0000 in order to maintain a vibrant red color and not to appear purple or pink.

Dirig logo with pure RGB red  
as defined above.  
For internet use ONLY.



Dirig logo with PMS 199



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# Corporate Typography

The typefaces listed below are the standard typefaces used in the Dirig Corporate Stationery system. For a consistent “look and feel” it is recommended that these typefaces be used in all Dirig advertising and direct mail.

## Sans Serif

**Frutiger Light**

*Frutiger Light Italic*

Frutiger Roman

*Frutiger Italic*

**Frutiger Bold**

***Frutiger Bold Italic***

**Frutiger Black**

***Frutiger Black Italic***

**Frutiger Ultra Black**

Frutiger Light Condensed

Frutiger Condensed

**Frutiger Bold Condensed**

**Frutiger Black Condensed**

**Frutiger Extra Black Condensed**

## Serif

Garamond

**Garamond Bold**

*Garamond Italic*

***Garamond Bold Italic***

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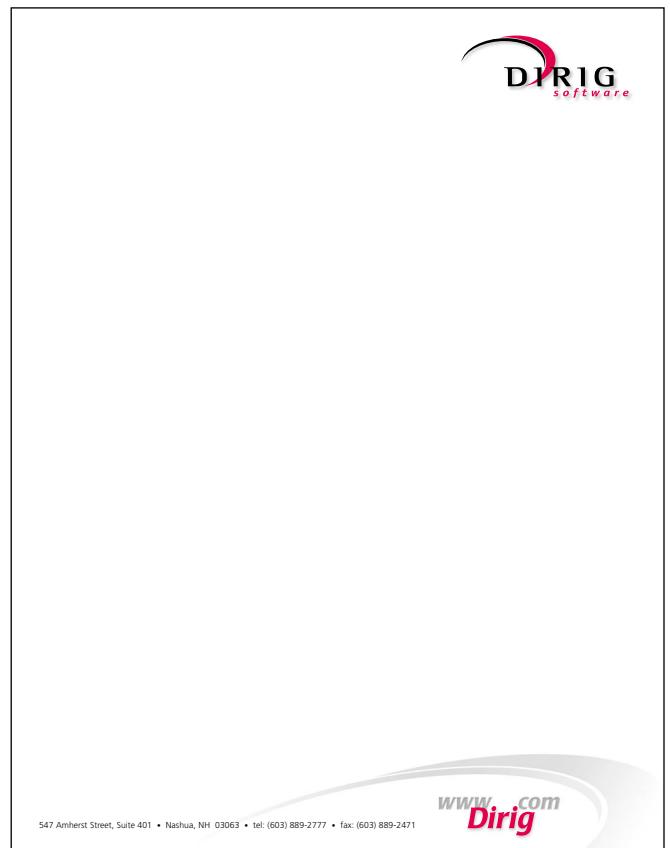


# Corporate Stationery

## Letterhead

Size: 8.5" x 11"  
Typography: Frutiger Light  
Colors: Black & PMS 199  
Paper color: white  
Weight: 24 lb.

*Note: Dirig logo uses a drop shadow*



shown at 40% of actual size

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## Corporate Stationery

### **Business Card**

Size: 3.5" x 2"  
Typography: Frutiger family  
Colors: Black & PMS 199  
Stock: Strathmore Cover Bristol  
Paper color: white  
Weight: 88 lb.



shown at actual size

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# Corporate Stationery

## **Booklet Envelope**

Typography: Frutiger family

Colors: Black & PMS 199

Envelope color: white

Position of imprint: top left corner, front side



shown at 33% of actual size

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# Corporate Stationery

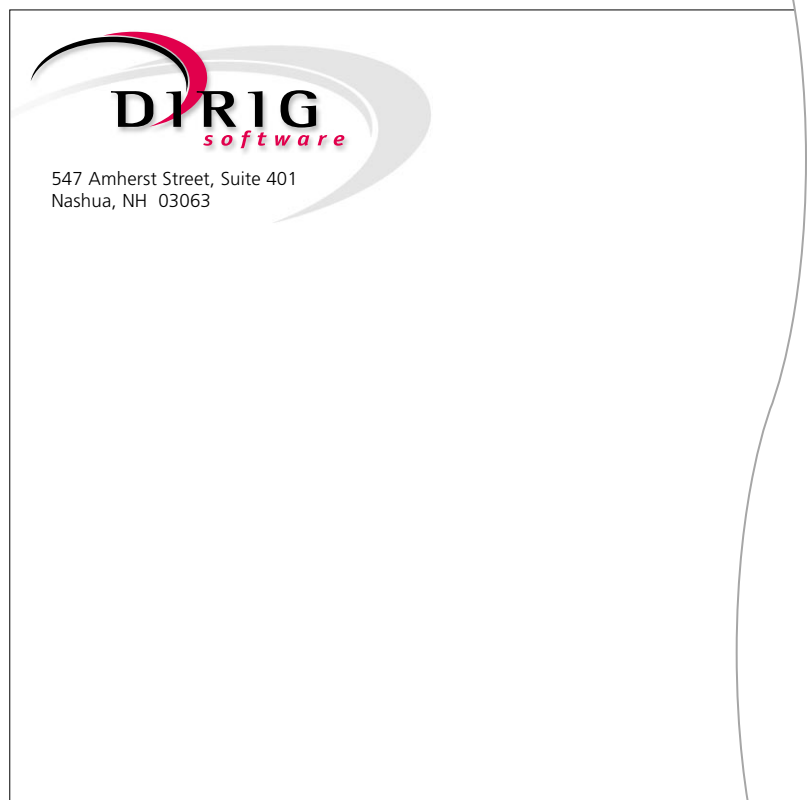
## #10 Envelope

Typography: Frutiger family

Colors: Black & PMS 199

Envelope color: white

Position of imprint: top left corner, front side



cut away shown at actual size

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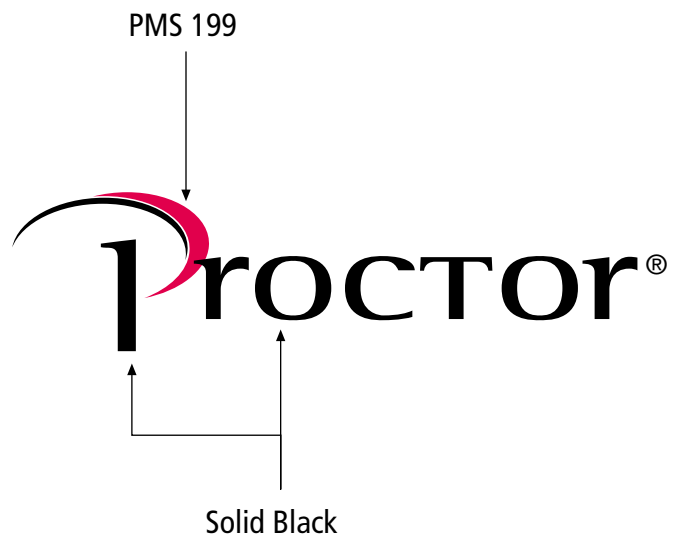
# Product Logo Specifications

## **Proctor logo**

This is the Proctor® logo in color.

The Proctor® logo is a registered trademark and should display the “®” symbol whenever used.

The same conventions in the usage of the Dirig logo, in relation to its usage on dark backgrounds, and black & white versions, should be applied to the logo below



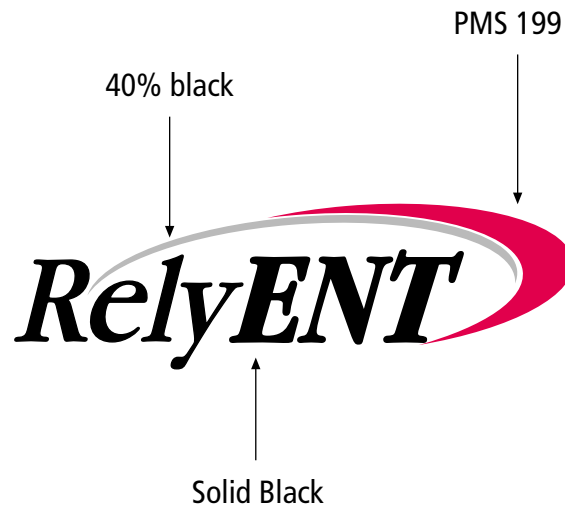
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# Product Logo Specifications

## ***RelyEnt* logo**

This is the RelyENT logo in color.

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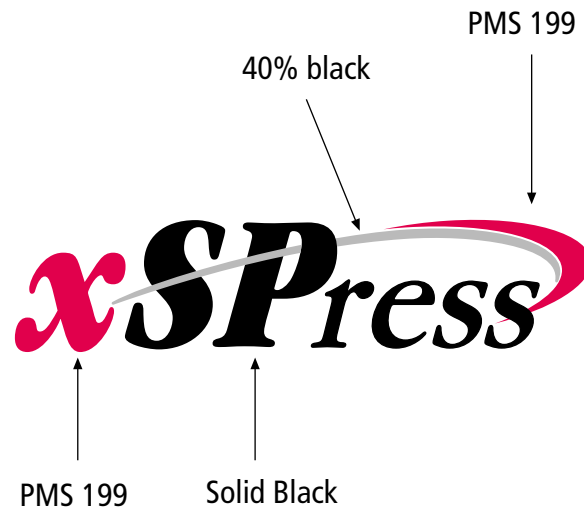
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# Product Logo Specifications

## ***xSPress logo***

This is the xSPress logo in color.

The same conventions in the usage of the Dirig logo, in relation to its usage on dark backgrounds, and black & white versions, should be applied to the logo below



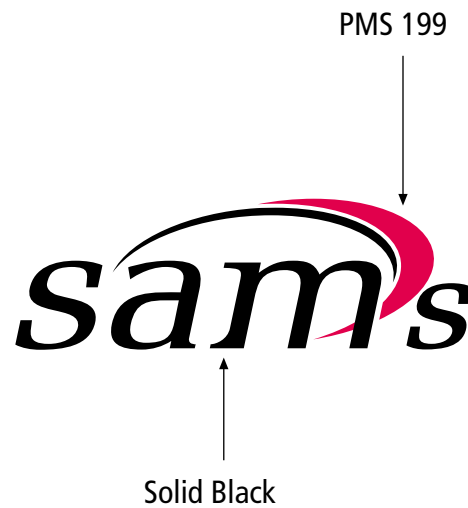
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# Product Logo Specifications

## **SAMs logo**

This is the SAMs logo in color.

The same conventions in the usage of the Dirig logo, in relation to its usage on dark backgrounds, and black & white versions, should be applied to the logo below



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## Contact Information

To receive an electronic copy of the Dirig logo please visit <http://www.dirig.com/logo>, then click on the appropriate file for your purposes. Separate files have been provided for internet usage and print usage in order to achieve maximum color quality for each medium, as defined on page 9 of this standards guide.

For unique requests for artwork, or if you have any questions regarding the use of the Dirig Corporate logo please contact:

Bud Cook  
Webmaster  
bcook@dirig.com  
(603) 889-2777 - ext. 110

- or -

Bruce Bradshaw  
Director of Marketing  
bruce@dirig.com  
(603) 889-2777 - ext. 118

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