



# BRAND STYLE GUIDE

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## CONTACT

### ADDRESS

Destination Imagination  
1111 South Union Avenue  
Cherry Hill, NJ  
08002



### PHONE & FAX

Phone: 1.888.321.1503  
Fax: 856.881.3596

### ONLINE

Email: [branding@dihq.org](mailto:branding@dihq.org)  
[DestinationImagination.org](http://DestinationImagination.org)

# THE GUIDE

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Brand Style Guide

Destination Imagination, Inc.

1111 S. Union Ave

Cherry Hill, NJ 08002

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# BRAND STYLE GUIDE

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# **WELCOME & INTRODUCTION**

## BRAND AND STYLE GUIDE

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Welcome to the Destination Imagination, Inc. Brand and Style Guide, our official guiding resource for communicating with external and internal audiences. We hope this will be a valuable resource as you support our organization. Our Brand and Style Guide was created to alert you to copyright and trademark issues, establish the foundation of our brand identity and assist you in the development of communication efforts with consistent brand messaging.

By adhering to the guidelines presented within these pages, you will help our organization strengthen the Destination Imagination brand. With our organization working in unison—

with a singular voice and streamlined visual identity—we will be better positioned to grow Destination Imagination into a household name. The style guide focuses mainly on Destination Imagination trade dress and provides the framework for consistent brand messaging. For matters of grammar, we recommend “The Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting” by William A. Sabin. For matters of style, please adhere to the most recent edition of “The Associated Press Stylebook.” If you have any questions about this resource or about Destination Imagination branding in general, please send an e-mail to [branding@dihq.org](mailto:branding@dihq.org). Thank you for all you do for Destination Imagination.

# SECTION 1: MESSAGING, MISSION, VISION AND DEFINITIONS

## 01

### MESSAGING

Brand messaging is the one thing that should tie together every piece of content created by Destination Imagination (DI) and its Affiliates. This messaging framework serves as the first step to creating impactful and consistent communication efforts, from one-sheets to Affiliate website copy and more.

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#### BRAND PROMISE OR VISION

A strong brand promise is a value or experience that DI customers can expect to receive every time they interact with the organization.

#### POSITIONING STATEMENT

A positioning statement identifies where DI fits in the marketplace.

#### TARGET PERSONAS

Target personas categorize the goals and behaviors of hypothesized groups of customers.

#### MISSION

A mission should clearly outline DI's reason for existing and the organization's ultimate goals and core beliefs.

#### TONE OF VOICE

Tone of voice is the "personality" of our brand conveyed in written form.

#### ELEVATOR PITCH

An elevator pitch refers to describing our brand in 30, 60 or 90 seconds to an outside audience.

## MESSAGING

See below for each component of the messaging framework grid as it applies to Destination Imagination.

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### BRAND PROMISE

Global nonprofit inspiring the next generation of leaders, innovators and creative problem solvers.

### POSITIONING STATEMENT

Destination Imagination is an educational nonprofit organization that teaches pre-K through university level students the creative process through project-based STEAM (science, technology, engineering, arts and mathematics) Challenges.

### TARGET PERSONAS

Educators & Administrators, Parents & Guardians, Prospective Volunteers, Student Participants (Past, Present, Future), Like-minded Organizations & Corporations

### TONE OF VOICE

Fun, Cutting Edge, Inclusive & Collaborative, Inspirational, Conversational.

### ELEVATOR PITCH

Destination Imagination (DI) provides a variety of STEAM-based educational experiences designed to reach students across the globe in school, in clubs, and at home. Students work together to develop a creative solution to a project-based Team Challenge. Through this process, students gain the 21st century skills needed to succeed in school, their careers, and beyond.

# SECTION 1: MESSAGING, MISSION, VISION AND DEFINITIONS

## MESSAGING

Answer inquiries about Destination Imagination and develop helpful, promotional content by utilizing the “Who, What, Why, How and When” of DI.

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### WHO “DOES” DI?

Students in grades pre-K through university who look for hands-on learning opportunities that allow them to practice and expand their proficiency with 21st century skills, particularly the less definable aspects of creativity and perseverance, and to practice productive and effective communication techniques. And who want to have fun!

Teachers and administrators who look to complement curriculum and prepare their students for the world before them through educational experiences that instill the confidence and creativity required for success, with an understanding that these skills need consistent and central focus.

Volunteers who have a dedicated interest in fostering 21st century skills and social emotional learning in future leaders and innovators, and who are committed to growing and strengthening their local DI communities.

Parents and guardians who seek to provide life-changing growth and learning opportunities for their children and who prefer tools that teach students how to think, rather than what to think.

Alumni who fully understand the benefits of their DI experiences and strive to ensure future generations have the same exposure and feel the same impact.

### WHAT

Destination Imagination (DI) is built on the knowledge that with each new generation there is a need for critical thinkers with well-honed 21st century skills to solve the great and sometimes unknown challenges before us. Those skills must be practiced in multidisciplinary contexts that require a broad range of skills and provide the right mix of challenge and relevancy to enable students to make connections and grow. DI's Challenge Experience (materials and implementation) has 21st century skill building at its core, using the creative process to fully integrate the engagement of science, technology, engineering, the arts and mathematics into exploratory, open-ended, hands-on educational experiences.

## MESSAGING

### WHY

Some of the most successful people in the world share a common aptitude for 21st century skills – they are creative, curious, and collaborative problem solvers; they overcome obstacles and persevere through adversity; they take risks and learn from their failures; and they value engaging, effective, and proactive communication. These universal skills propel us forward and increase the odds for success in any career. Young children are naturally predisposed to these skills, though research suggests they begin to lose them if they are not nurtured and encouraged as they begin school. The rigors of academics set in and the balance of time spent fostering the valuable and transferable 21st century skills shifts, giving children fewer opportunities to build capabilities in the areas that will benefit them most.

### HOW

Destination Imagination (DI) is rooted in the creative process and provides a variety of STEAM-based educational experiences designed to reach students where they are – in school, in clubs, and at home – with a consistent approach focused on building valuable and transferable 21st century skills in all children. DI's Challenge Experience has grown into the world's largest exhibition of creativity. The Challenge Experience is open to students in kindergarten through university and applies the creative process across six Challenge areas that focus on technology, science, engineering, fine arts, improvisation and service learning. DI also provides resources tailored to a pre-K audience through its Rising Stars Early Learning Challenge and STEM Pathways educational resource.

### THE TOURNAMENT SEASON AT A GLANCE

Teams have the opportunity to exhibit their creativity and innovation by showcasing their solutions at local tournaments.



Please note that Southern Hemisphere DI teams will have an adjusted timeline.

# SECTION 1: MESSAGING, MISSION, VISION AND DEFINITIONS

## MISSION AND VISION

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### MISSION STATEMENT

We recognize that Affiliates may have different mission and vision statements. These statements are the official mission and vision statements of Destination Imagination. Our Board of Trustees crafted a mission statement to define the organization's purpose and primary objectives. The mission statement should not appear in most external communications; it should be used only when specifically requested, as in documents such as grant applications. Our mission statement is our internal definition of our overarching business goal:

#### MISSION

To engage participants in project-based challenges that are designed to build confidence and develop extraordinary creativity, critical thinking, communication, and teamwork skills

### VISION STATEMENT

A vision statement is designed to guide the organization and present our values to external audiences. It presents a portrait of who we are, what we represent, and who we want to be. Below is our vision statement.

#### VISION

Inspire and equip participants to achieve anything they can imagine in life

### DI PRINCIPLES

**Fun learning:** Explore STEM/STEAM concepts in a hands-on environment

**Creative problem solving:** Learn how to think, not what to think

**Kid powered; team driven:** Energize students to own all decisions, creations, and results

**Friendly competition:** Motivate teams to reach for the stars, while also rooting for each other

**Global diversity:** Encourage and celebrate differences in each other, and differences in ideas

## STANDARD DEFINITIONS

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These definitions are for common use. Using these definitions regularly, and exactly as worded, will help strengthen our brand recognition. Imagine a hundred people all shouting something different. Now imagine that same group of people shouting the same thing. If we are consistent, and we all use the same language, it will resonate with audiences.

### DESTINATION IMAGINATION

Destination Imagination is a volunteer-led non-profit organization that develops educational programs to teach students the creative process from imagination to innovation. The organization has more than one million alumni and 38,000 volunteers around the world.

### DESTINATION IMAGINATION TOURNAMENT

Destination Imagination is an educational program where student teams solve open-ended academic Challenges and can present their solutions at tournaments.

### ELEVATOR SPEECHES

An elevator speech is designed for verbal use, mainly as a brief, casual response to an interested party. For our advocates, we offer these answers to the question: "What is Destination Imagination?"

### DESTINATION IMAGINATION

Destination Imagination is a non-profit that helps students around the world learn and experience the creative process from imagination to innovation. We develop programs that teach the creative process, so children can solve problems in astonishing ways. Our participants build a lifelong confidence in working together to solve any challenge.

### DESTINATION IMAGINATION CHALLENGE EXPERIENCE

The Destination Imagination Challenge Experience is a fun, hands-on system of learning that fosters students' creativity, curiosity and courage through open-ended academic Challenges. We hold tournaments where student teams showcase their solutions to STEAM-based (science, technology, engineering, arts and mathematics) Challenges. Our participants build a lifelong confidence in working together to solve any challenge.

### CHALLENGE

A Destination Imagination Challenge is an open-ended project that takes creativity and teamwork to solve.

# SECTION 2: NUMBERS AND FIGURES

## 02

### OUR IMPACT

Every year, we impact more than 150,000 students in 48 states and 30 countries.

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**150,000**

Number of students who participate in Destination Imagination programs annually

**38,000+**

Number of Destination Imagination volunteers worldwide

**1 MILLION+**

Program reach

**5 YEARS**

Average length of participation in DI

**6,000 – 7,000**

Number of schools involved in DI

**45+ STATES**

Number of U.S. states with DI teams

**30+**

Number of countries that participate in DI

**18,000**

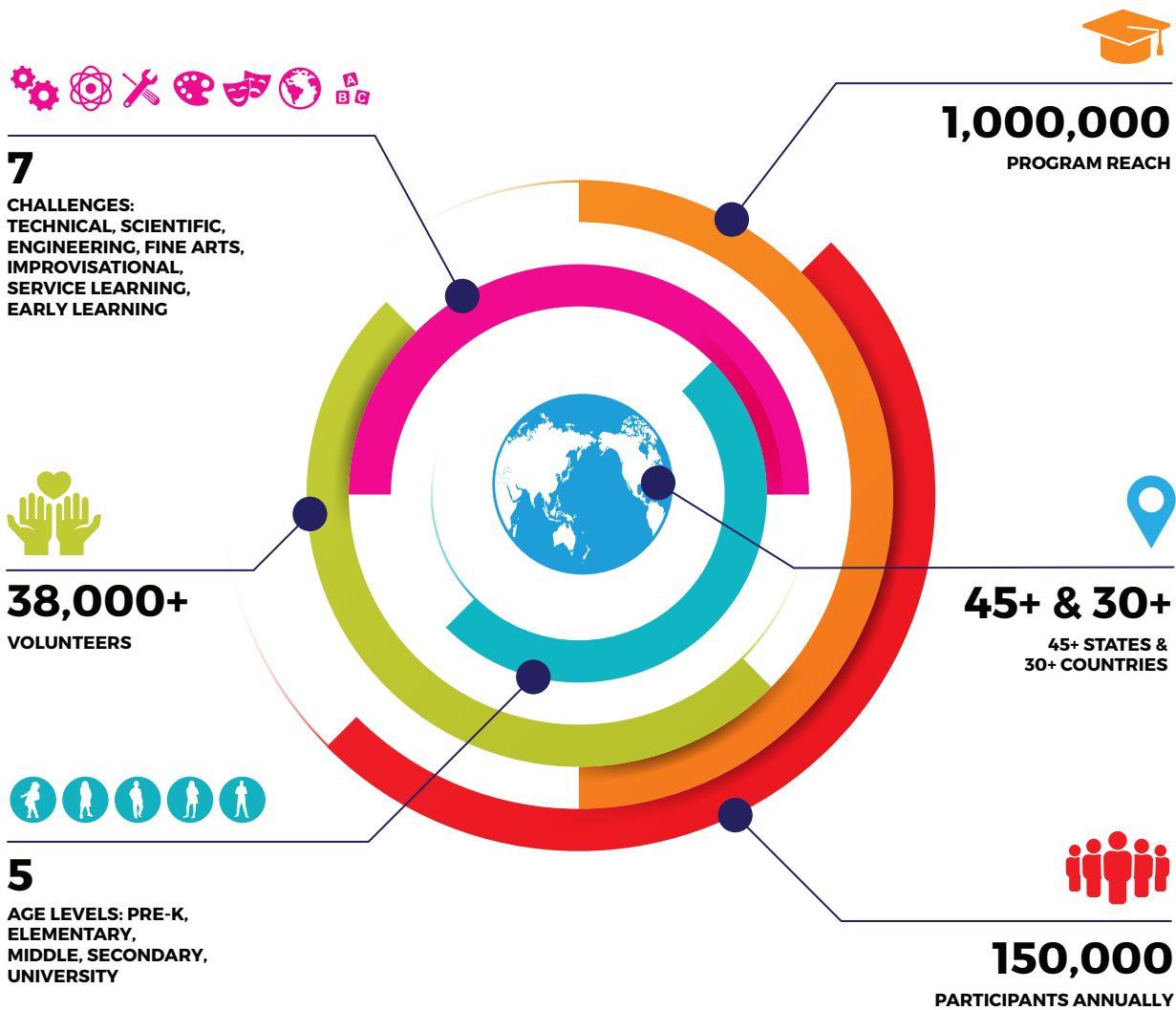
Number of teams expected to participate in the upcoming season of DI

**17,000+**

Number of people who attend Global Finals

**1,400+**

Number of teams at Global Finals



# SECTION 3: RULES OF USAGE

## 03

### RULES OF USAGE

These rules are to help make the Destination Imagination trade dress consistent. These are the most important and pressing rules, written for anyone who may write something pertaining to Destination Imagination programs.

#### DESTINATION IMAGINATION OR DI?

The term "Destination Imagination" should be written in its entirety as often as possible. "Destination Imagination" refers to the program, not the organization. Avoid abbreviation unless the writing becomes cumbersome or awkward. If that is the case, write "Destination Imagination (DI)" in the first instance and refer to it as "DI" afterward.

Additionally, Destination Imagination® should appear with a registered trademark (®) symbol the first time it appears in any document. This requirement may be met by including the registered trademark symbol in the header or headline of a document. If your word processing software allows it, apply a superscript format to the registered trademark symbol. There is no need to include the registered trademark symbol after the first instance. Here is an example:

The 2018-19 Destination Imagination® (DI) season is underway. Many DI teams are returning for another year of fun.

Note: "DI" is not a registered trademark.

#### DESTINATION IMAGINATION PROGRAMS

Destination Imagination programs should be written as they appear in the list below. Several of our programs are registered trademarks. In regard to including the registered trademark symbol with the following programs, please follow the guidelines offered in the "Destination Imagination or DI?" entry.

- Destination Imagination®
- Rising Stars®

## RULES OF USAGE

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### DESTINATIONIMAGINATION.ORG

The preferred format when the Destination Imagination website appears in print is "DestinationImagination.org." This format allows external audiences to immediately link the website with the organization; however, if the website appears in electronic communications, write "http://destinationimagination.org" and ensure the website appears as a hyperlink. Verbally, you may refer to this website as "Destination Imagination dot org."

### SHOPDI.ORG

Destination Imagination resources may be purchased online at "ShopDI.org." Please do not refer to the website in writing as "ShopDI." If the website appears in electronic communications, write "http://shopdi.org" and ensure the website appears as a hyperlink. Verbally, you may refer to this website as "Shop D-I dot org."

### CHALLENGES

Destination Imagination designs open-ended Challenges for its programs. Destination Imagination Challenge types must be capitalized as follows:

- Instant Challenge
- Team Challenge

The noun form of "Challenge" should always be capitalized when it is portrayed as a Destination Imagination offering. We do not capitalize any other form of the word "challenge."

Here are a few examples:

- The team spent the weekend working on a solution for a Destination Imagination Challenge.
- The team has found the process challenging.
- The Team Manager challenged the team to devise a Challenge solution by Saturday.  
(Both uses)
- The team has discovered that working together is a challenge.
- The team worked on its Challenge.

The Destination Imagination program offers seven different Team Challenges. All Team Challenge titles must be capitalized (e.g., Maze Craze). If referring to a particular type of Team Challenge, please use the following labels:

- Technical Challenge
- Scientific Challenge
- Fine Arts Challenge
- Improvisational Challenge
- Engineering Challenge
- Service Learning Challenge
- Rising Stars for Early Learners Challenge

# SECTION 3: RULES OF USAGE

## RULES OF USAGE

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### TEAM

We do not classify the word “team” as a proper noun. Use traditional capitalization.

### VOLUNTEER

Like “team,” we do not classify the word “volunteer” as a proper noun. Use traditional capitalization. However, we typically capitalize volunteer roles (e.g., Tournament Director, Head Appraiser and Scoring Official).

### TEAM MANAGER

As it is a volunteer role, we capitalize “Team Manager.” We also place heavy emphasis on the facilitative relationship that Team Managers have with their teams. Team Managers are not “Coaches” and do not “coach” teams. “Team Manager” is sometimes abbreviated as “TM.” When using the abbreviated form, please follow the same guidelines offered in the “Destination Imagination or DI?” entry.

### INTERFERENCE

“Interference” refers to our policy that only team members may provide creative or physical input to a Challenge solution. Always capitalize the term.

### REGIONAL AND AFFILIATE

The structure of the Destination Imagination program prescribes the terms “Region” and “Affiliate,” which are always capitalized. An Affiliate is an official licensee who can administer Destination Imagination events and programming in a given U.S. state, province or foreign country. The word “Affiliate” can refer to the licensee or the geographic area in which the licensee operates.

A Region is a subdivision of an Affiliate. Regions exist within the geographic area of Affiliates and are organized by the Affiliate licensees.

This organizational structure is difficult to grasp for new audiences, who sometimes understand “Regional” as the larger of the two terms. (In many other tournament-based activities, teams go to a local tournament and then to the regional tournament.) To avoid confusion, we have taken to using “local tournament” and “state tournament” (or “country-level tournament”) in external communications. For example:

- If the teams perform well in the local tournament, they will advance to the state tournament.

## RULES OF USAGE

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### COMPETITION LEVELS

Destination Imagination programs are tailored for a range of audiences and are typically separated by competition level. When referring to any of our competition levels, please follow the formatting offered below. Additionally, please note the preferred abbreviations for each competition level. (Follow the same rules for abbreviation as in the “Destination Imagination or DI?” entry.) Here are our competition levels:

- Elementary Level (EL)
- Middle Level (ML)
- Secondary Level (SL)
- University Level (UL)
- Rising Stars (Non-competitive, Ages 4-7)

### THE CREATIVE PROCESS

In the past, Destination Imagination has labeled “creative problem solving” as a benefit, but the organization has moved beyond that as its primary focus. Destination Imagination’s current vision is to be the global leader in teaching the creative process from imagination to innovation. The creative process is broader in scope than creative problem solving. With the creative process we also promote 21st century skills, including collaboration, communication, perseverance, project management, self-confidence, critical and creative thinking. Please try to use “the creative process” when referring to what participants learn from our programs:

- Steven learned and experienced creative problem solving in Destination Imagination. (Improper Usage)
- Steven learned and experienced the creative process in Destination Imagination. (Proper Usage)

Our goal at Destination Imagination is to give students the chance to learn and experience the creative process. Below are the components of the creative process that our participants experience while solving our Challenges.

#### RECOGNIZE

- Becoming aware of the Challenge
- Gaining an in-depth understanding of the Challenge

#### IMAGINE

- Generating ideas with team members
- Focusing on promising ideas
- Creating a project timeline

#### INITIATE & COLLABORATE

- Researching, exploring and experimenting
- Committing to options
- Building and completing all requirements

#### ASSESS

- Assessing progress
- Reworking or reimagining ideas
- Practicing presenting the solution

#### EVALUATE & CELEBRATE

- Presenting at a tournament
- Reflecting on and celebrating the experience

# SECTION 3: RULES OF USAGE

## RULES OF USAGE

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### SEASON

Please refer to the Destination Imagination program in terms of seasons, not years. When referring to a particular program season, which spans over two calendar years, use the numerical format "2018-19." For example, you may write, "The 2018-19 Destination Imagination season is underway."

### TEAM NUMBER

To participate in Destination Imagination, a team must purchase a "Team Number" from Destination Imagination.

### DESTINATION IMAGINATION GLOBAL FINALS

To avoid confusion, please refer to Destination Imagination's annual culminating event as "Destination Imagination Global Finals" in the first instance it appears in any document. You may refer to the event simply as "Global Finals" after the first instance. You may include the full year afterwards if necessary (e.g., Global Finals 2019).

### BOILERPLATE

A boilerplate is used at the end of a press release and provides information about an organization, its goods and services and how to contact the organization. Here is the Destination Imagination boilerplate:

Destination Imagination, Inc. is a 501(c)(3) volunteer-led non-profit organization whose purpose is to inspire and equip students to become the next generation of innovators and leaders. The organization is a leader in project-based learning experiences, where students work together in teams to solve open-ended STEAM (science, technology, engineering, arts and mathematics) and service learning Challenges and then present their solutions at tournaments. Destination Imagination has impacted more than 2 million students. To learn more, please visit <http://destinationimagination.org>.

### DESTINATION IMAGINATION RESOURCES

We offer a wide range of resources to assist Destination Imagination participants and volunteers. Do not refer to these resources as "products." Below is a list of resource titles. Please take note of capitalization, spacing, punctuation and italics.

As a general rule, if you are unsure how to write the title of a Destination Imagination resource and that title is not included below, please follow the guidelines in the most current version of "The Associated Press Stylebook and Briefing on Media Law."

- Destination Imagination Program Materials
- Team Challenges
- Roadmap
- Rules of the Road

## RULES OF USAGE

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### DESTINATION IMAGINATION FORMS

- Tournament Data Forms
- Declaration of Independence
- Expense Report
- Dialogue

### OTHER PROGRAM RESOURCES FOR TEAMS AND EDUCATORS

- Challenge Previews
- Connecting the Standards
- Instant Challenge Practice Set
- Published Clarification(s)
- Team Clarification(s)
- Start a Team Guide
- Travel Guide for Teams

### GENERAL TRAINING MATERIALS

- ICM Guide
- Challenge Master Guide
- Appraiser Guide
- Online Training

### TRAINING MATERIALS FOR EACH TEAM CHALLENGE

- Appraisal Packet for Challenge Masters
- Appraisal Packet for Appraisers

### OTHER PROGRAM RESOURCES FOR VOLUNTEERS

- Global Finals Appraiser Guide
- Global Finals Head Appraiser Guide
- Challenge Development Guide
- Lead Writers' Toolkit
- Tournament Guide
- Tournament Essentials

# SECTION 4: TERMINOLOGY

## 04

### TERMINOLOGY QUICK REFERENCE

Please follow the guidelines below when using capitalization or registered trademark with our terms.

#### BASIC TERMS

- Affiliate
- Affiliate Tournament
- Closing Celebration  
(don't use "Award Ceremony"  
or "Closing Ceremony")
- Destination Imagination®  
(don't use capital "N")
- DestinationImagination.org  
(don't use www.IDODI.org)
- DI  
(only use after first instance of  
Destination Imagination)
- Global Finals  
(first instance use "Destination Imagination  
Global Finals")
- Region
- Regional Tournament
- Welcome Ceremony  
(don't use "Opening Ceremony")

#### PROGRAM TERMS

- Challenge  
(only capitalized when used as a DI offering)
- Clarification
- Competition Level  
(i.e., Middle Level or ML)
- Early Learning
- Guest Participant
- Guest Pass
- Instant Challenge
- Institutional Customer
- Rising Stars®  
(only first instance needs ®)
- Team Challenge
- Team Number
- University Level or UL

## TERMINOLOGY QUICK REFERENCE

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### CHALLENGE TERMS

- Central Challenge  
(Only a part of the Team Challenge.)
- Challenge Site
- Challenge type  
(i.e., Technical Challenge, Fine Arts Challenge)
- Illegal Procedure
- Improv Element
- Instant Challenge
- Interference
- Launch Area
- Official Weight Held (OWH)
- Performance-Based
- Prep Area
- Presentation  
"Presentation" should be used rather than "performance" in describing what the team must present at a tournament. The performance piece is only a part of the complete Presentation.
- Presentation Area
- Presentation Site
- Pressure Board
- Published Clarifications
- Raw Scores
- Safety Pole
- Safety Shields
- Safety Supports
- Score Room
- Scoring Program
- Site-Specific Restrictions
- Structure
- Structure Tester
- Task-Based
- Team Challenge  
(Consists of the Central Challenge, which has directed scoring, and Team Choice Elements, in which the teams tell us what to score.)
- Team Choice Elements
- Team Clarifications
- Team Identification Sign
- Unsportsmanlike Conduct

# SECTION 4: TERMINOLOGY

## TERMINOLOGY QUICK REFERENCE

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### VOLUNTEER ROLES

In Destination Imagination, there are a variety of volunteer roles, which we capitalize as a matter of respect. When using the supplied abbreviations, please adhere to the same guidelines offered in the "Destination Imagination or DI?" entry.

- Adult Assistant
- Affiliate Challenge Master (ACM)
- Affiliate Director (AD)
- Affiliate Growth Director (AGD)
- Affiliate Training Director (ATD)
- Appraisal Team
- Appraisal Team Coordinator
- Appraisal Team Organizer (ATO)
- Appraiser
- Ceremony and Awards Coordinator
- Dialogue Team
- Doorkeeper
- Food Service
- International Challenge Master (ICM)
- Team Manager (TM)
- Tournament Director

## TERMINOLOGY QUICK REFERENCE

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### MEASUREMENTS AND MONEY

When including length measurements in a Challenge, always include the metric equivalent, rounded to two decimal places, in parentheses immediately following. You should not insert a space between the number and the unit, nor should you insert a period after the unit. No hyphen is required if the measurement is used as a modifier. For multiple dimensions, please include a lowercase "x" and one space between each dimension. Here are examples:

- 11in (27.94cm)
- You will need a 12ft (3.66m) length of string for this Challenge.
- 10ft x 12ft (3.05m x 3.66m)
- 20ft x 20ft x 20ft (6.10m x 6.10m x 6.10m)

When referring to costs or money, always use U.S. dollars as the denomination. Please use the format below. Take note of spacing and capitalization. No hyphen is required if the cost is used as a modifier. Here are two examples:

- \$100US
- The \$100US bicycle was returned in excellent condition.

### ITEMS NOT CAPITALIZED

- deduction
- season (refer to season, not year)
- solution
- team
- time limit
- tournament (when standing alone)
- volunteer

# SECTION 5: LOGO

05

## OUR LOGO

Our logo is an asset to our organization, and a key marker for audiences to identify our organization when they receive our materials and participate in our programs. It is important that we all use the same logo, and avoid misuse, which can lead to a dilution of our brand identity. Please help us protect the logo and avoid misuse by following these guidelines.

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### LOGOS FOR PRINT

The following logos are for print use, and they can be accessed and downloaded by logging in to [resources.destinationimagination.org/resources.php](https://resources.destinationimagination.org/resources.php).

### ATTENTION:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please contact [artwork@dihq.org](mailto:artwork@dihq.org) if you have any questions or need further help.

## THE LOGOTYPE



### 01) THE LOGO SYMBOL

Consists of the box and the ball elements.

### 02) THE LOGO TITLE

Carefully chosen for its modern and highly legible style.

## MAIN VERSION



## DARK VERSION



### 03) MAIN LOGO

This is the logo of choice, to be used whenever possible. For darker backgrounds you will find the alternative.

### 04) DARK VERSION

This version should be used for darker backgrounds.

# SECTION 5: OUR LOGO

## LOGO USAGE

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### 01. FULL COLOR LOGO

This is the logo of choice, to be used whenever possible. This logo is to be used for all full-color printed and digital items. This logo prints best on a white or very light background.



### 02. FULL COLOR LOGO WITH WHITE TEXT FOR DARK BACKGROUNDS

This logo is to be used for all full-color printed items with dark backgrounds.

## ONE COLOR LOGO USAGE

To deal with the limitations of screen printing, we offer the one-color logos below. Only these five one color logos are permitted.



### 03. ORANGE LOGO

This logo is to be used for items in which only one color can be applied.



### 04. LIGHT PURPLE LOGO

This logo is to be used for items in which only one color can be applied.



### 04. DARK PURPLE LOGO

This logo is to be used for items in which only one color can be applied.



### 05. BLACK LOGO

This logo is to be used for items in which only one color can be applied.



### 06. WHITE LOGO

This logo is to be used for items in which only one color can be applied.

# SECTION 5: OUR LOGO

## LOGO CONSTRUCTION AND CLEARSPACE

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It is important to keep our logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to our logo.

### CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

To work out the clearspace, take the height of the logo and divide it in half. (Clearspace = Height / 2).



## APPLICATION ON BACKGROUNDS AND MINIMUM SIZES

**.01**  
Color Version



**.02**  
White Text Version



**.03**  
White Version



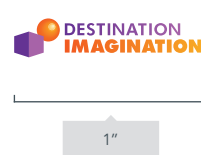
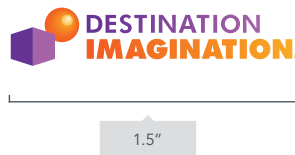
**.04**  
Black Version



### MINIMUM LOGO SIZES

#### FULL LOGO

Minimum Size: .75" wide



#### LOGO SYMBOL

A symbol version of the logo is only to be used for instances in which need to fit in a compact space.

Minimum Size: .25" high



# SECTION 6: OUR LOGO

## LOGO MISUSE

---

We want our logo design to look its best and be visually appealing when it appears on materials and resources. Help us achieve our branding goals by following these logo rules.



### 01. MODIFYING

**Don't** modify any part of the logo.

**Don't** add a line to the box symbol.



### 02. ARRANGEMENT

**Don't** rearrange the elements in the logo.



### 03. SCALE

**Don't** change the scale of any of the elements in the logo.

## LOGO MISUSE

---



### 04. BACKGROUND COLOR

**Don't** place the logo on a background color that will blend in or clash with the logo colors.



### 05. DROP SHADOWS

**Don't** apply drop shadows or any other additional effects to the logo.



### 06. COLOR

**Don't** change the color of the logo.

# SECTION 6: OUR LOGO

## AFFILIATE LOGOS

---

Destination Imagination Affiliates play a critical role in the presentation of our brand identity to our customers. Because the organization's brand is diluted each time a different logo appears, it is important all Affiliates use the official logo lock-ups. We have created logo lock-ups for each of our Affiliates. The Affiliate lock-ups are designed to strengthen our brand awareness and build consistency. To request your logo, email us at [artwork@dihq.org](mailto:artwork@dihq.org).



## LOGO MISUSE

We want our logo design to look its best and be visually appealing when it appears on materials and resources. Help us achieve our branding goals by following these logo rules.



### 01. CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements or text of any kind should be placed near the logo. To work out the clearspace, take the height of the logo and divide it in half. (Clearspace = Height / 2).



### 02. MODIFYING

Don't modify any part of the logo.



### 03. ARRANGEMENT

Don't rearrange the elements in the logo.

# SECTION 7: THE COLOR SYSTEM

---

07

## THE PRIMARY COLOR SYSTEM AND COLOR CODES

---

### THE COLOR SYSTEM

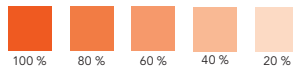
Color plays an important role in the DI identity program. A palette of primary colors has been developed, in order to create the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the DI brand identity across all relevant media.



**PRIMARY COLOR  
ORANGE**

**COLOR CODES**

CMYK : C0 M79 Y100 K1  
Pantone : 1665 C  
RGB : R241 G86 B35  
Web : #F15623



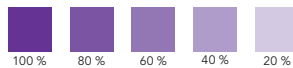
**COLOR TONES**



**PRIMARY COLOR  
PURPLE**

**COLOR CODES**

CMYK : C75 M97 Y0 K0  
Pantone : 267 C  
RGB : R74 G71 B154  
Web : #813DD6



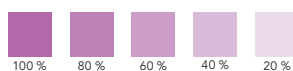
**COLOR TONES**



**PRIMARY COLOR  
PURPLE**

**COLOR CODES**

CM YK : C30 M70 Y0 K0  
Pantone : 265 C  
RGB : R150 G80 B155  
Web : #96509b



**COLOR TONES**

# SECTION 7: THE COLOR SYSTEM

## THE SECONDARY COLOR SYSTEM AND COLOR CODES

---

### SECONDARY COLOR SYSTEM

The secondary colors are complementary to our official colors.

#### Usage:

Use them to accent and support the primary color palette.



Tones

#### COLOR CODES

CMYK : C0 M50 Y100 K0  
RGB : R246 G139 B31  
Web : #F68B1F



Tones

#### COLOR CODES

CMYK : C0 M100 Y98 K0  
RGB : R230 G56 B40  
Web : #E63828



Tones

#### COLOR CODES

CMYK : C100 M100 Y26 K25  
RGB : R41 G31 B94  
Web : #29235B



Tones

#### COLOR CODES

CMYK : C100 M75 Y0 K0  
RGB : R1 G72 B152  
Web : #014898

## THE SECONDARY COLOR SYSTEM AND COLOR CODES

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|  |       |                                                                                                        |
|--|-------|--------------------------------------------------------------------------------------------------------|
|  |       | <p><b>COLOR CODES</b></p> <p>CMYK : C100 M0 Y0 K0</p> <p>RGB : R0 G175 B240</p> <p>Web : #00AFF0</p>   |
|  | Tones |                                                                                                        |
|  |       | <p><b>COLOR CODES</b></p> <p>CMYK : C80 M0 Y25 K3</p> <p>RGB : R0 G177 B179</p> <p>Web : #00B1B3</p>   |
|  | Tones |                                                                                                        |
|  |       | <p><b>COLOR CODES</b></p> <p>CMYK : C53 M0 Y88 K0</p> <p>RGB : R138 G196 B64</p> <p>Web : #8AC440</p>  |
|  | Tones |                                                                                                        |
|  |       | <p><b>COLOR CODES</b></p> <p>CMYK : C100 M0 Y100 K26</p> <p>RGB : R0 G123 B52</p> <p>Web : #007B34</p> |
|  | Tones |                                                                                                        |
|  |       | <p><b>COLOR CODES</b></p> <p>CMYK : C0 M98 Y0 K0</p> <p>RGB : R237 G17 B100</p> <p>Web : #ED1164</p>   |
|  | Tones |                                                                                                        |

# SECTION 8: TYPOGRAPHY

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08

## OUR TYPOGRAPHY

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Three typefaces have been chosen for the Destination Imagination brand campaign. These fonts should be used in all brand communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets and printed materials.

## BODY COPY

Print: Average size 8-14 pt.

Preferred Font: Avenir Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10 \$ % & ( ) " ' ,

Alternate font when using Microsoft Office: Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910\$%&()'''

Alternate font when using Google Docs: Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10 \$ % & ( ) " ' ,

## HEADLINE COPY

Print: Average size 14-28 pt.

**Preferred Font: Montserrat**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910\$%&()“”‘

**Alternate font when using Microsoft Office: Helvetica**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10 \$ % & ( ) " ' ,

## PULL OUT COPY

Print: Average size 9-28 pt.

Preferred Font: ITC Lubalin Book

A B C D E F G H I J K L M N O P Q R S T

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10 \$ % & ( ) " ' `

Alternate font when using Google Docs: Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910\$%&()''''



# BRAND STYLE GUIDE



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## CONTACT

### ADDRESS

Destination Imagination  
1111 South Union Avenue  
Cherry Hill, NJ  
08002



### PHONE & FAX

Phone: 1.888.321.1503  
Fax: 856.881.3596

### ONLINE

Email: [branding@dihq.org](mailto:branding@dihq.org)  
[DestinationImagination.org](http://DestinationImagination.org)