BRAND GUIDELINES
Section 1  The DAP® Brand and Logo (Consumer & Corporate)
   A  Logo - Consumer Signature, Spacing & Sizing, Misuse, Black Band Usage & Tagline
   B  Colors & Typography
   C  3D Logo - Corporate Signature, Spacing & Sizing, Misuse & Tagline

Section 2  Support Materials - Premiums
Headquartered in Baltimore, Maryland, DAP Products Inc. is the leading marketer of caulks, sealants, adhesives, insulating foams, spackling, glazing and other general patch and repair products.

These guidelines must be followed when creating all DAP® branded material. The strength of the brand depends on a commitment from everyone to adhere to the consistency in these guidelines.

Always use DAP® artwork files when preparing any type of communication for print, reproduction or presentation.

If you have any questions regarding this book please contact:
Katie Badders - kbadders@dap.com
The DAP® logo (also referred to as the Putty Knife Logo) is a signature of the brand and represents an innovative and high quality product. The Putty Knife Logo is always positioned at a 15° angle to the horizontal plane. The Putty Knife Logo is a registered trademark and must always contain the encircled R “®” within the logo.

Depending upon the application, the Putty Knife Logo may be printed as 1-color (black) or 4-color. Please check printing requirements of each individual project.

When used on packaging, the Putty Knife Logo should appear as a white putty knife with a black outline, black DAP® lettering and a black ® registered trademark symbol.

When the Putty Knife Logo is used on non-packaging promotional items (i.e. shirts, hats, pens, notebooks, keychains, etc.) the 15° rule must be adhered to and the look specified above is always preferred.

These guidelines have been created to explain the correct use of the DAP® Putty Knife Logo. This branding is for most specific artwork and must never be typeset or reformatted. Please see approved electronic files.

Downloadable logos are available on WebDAM at http://rpminc.webdamdb.com. This is a password protected site for internal use only. Please contact Creative Services for access to this site as well as any other requests.

Creative Services Manager:
Kate Badders - kbadders@dap.com
Minimum Clear Space

The DAP® Putty Knife Logo must always have a space around it to separate it from surrounding graphics and images; therefore, a minimum space must be maintained to protect the appearance of the logo. Certain applications like packaging may, upon approval, break the rules of spacing.

Minimum Size Permitted

To protect the integrity of the brand, the Putty Knife Logo must be reproduced at least 14 mm in height. The registered trademark must always be clearly legible and reproduced on all communications.
The placement and size of the Black Band used with the DAP® Putty Knife Logo may vary depending upon the particular project. The Preferred Black Band Usage example on this page should be used if at all possible.
Placing the DAP® Putty Knife Logo on the Black Band is to be used on most DAP® packaging including ship cases, to increase the visibility of the Putty Knife Logo.

The Black Band is a registered trademark and should display a small ® symbol at the end of the band in either the lower right- or left-hand corner.

The thickness of the Black Band can vary within the different package sizes and shapes, but the Putty Knife Logo should remain in proportion with the band as indicated on this page.

Where less than the full length of the Black Band is displayed behind the Putty Knife Logo, the TM symbol should be displayed instead of the ® symbol. If you have any questions regarding black band use, please contact Creative Services.

DAP Logo may also appear in a Black Box or small horizontal band. The TM symbol should be displayed instead of the ® symbol.

DAP Logo may also appear in a vertical Black Band. Though this visual is not preferred it is acceptable use in some circumstances.

If you have any questions regarding black band use, please contact Creative Services.

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Creative Services Manager:
Kate Badders - kbadders@dap.com
The DAP® Putty Knife Logo must be protected from misuse. Below are several examples of common mistakes to avoid when using the Putty Knife Logo.

**DO NOT**
- Change color from approved usage
- Rotate logo in any way
- Change typeface of logo
- Bevel logo in any way
- Condense or stretch the logo
- Change the look of logo by adding any additional elements
- Separate the DAP letters from putty knife logo
- Rotate logo in any way

**DO NOT** change color from approved usage

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Using the DAP® Putty Knife Logo in one color usages when only one color is permitted, such as apparel or one color signage, please follow the examples listed. Do not use logo in the negative reversed out fill on any color other than black.

**DO NOT** negative fill logo on any color with the exception of black.

- Negative white fill logo usage on black only.
- One color black acceptable on light colored apparel.
- White reversed out logo acceptable on bright colored apparel.
- White reversed out logo acceptable on dark colored apparel.
The DAP® Tagline, “On the Job Since 1865,” captures the DAP® brand essence, personality and distinguishes DAP® from its competitors. The font for the DAP® Tagline is Helvetica Neue 97 Black Condensed and Helvetica Neue 67 Medium Condensed.

The tagline can be used in a stacked format under the DAP Logo or shown directly to the right of the DAP Logo in a horizontal format. The DAP® Tagline also contains horizontal rule that can use the corporate secondary color, PMS 7625 Dark Orange.

The DAP® Putty Knife logo should always appear before the Tagline on all advertising, marketing collateral and packaging.

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The DAP® official logo color is rich black. This color must be used consistently throughout all types of marketing outreach and communication.

The DAP® official secondary corporate color is PMS 7625 Dark Orange.

**Primary Palette**

- **Rich Black**
  - CMYK: 60 / 40 / 30 / 100
- **Black**
  - SPOT: PANTONE® Black
  - CMYK: 00 / 00 / 00 / 100
- **Dark Orange**
  - SPOT: PANTONE® 7625
  - CMYK: 00 / 82 / 80 / 0

**Primary Typefaces**

- **Helvetica Neue 107 Extra Black Condensed**
- **Helvetica Neue 107 Extra Black Condensed Oblique**
- **Helvetica Neue 97 Black Condensed**
- **Helvetica Neue 97 Black Condensed Oblique**
- **Helvetica Neue 87 Heavy Condensed**
- **Helvetica Neue 87 Heavy Condensed Oblique**
- **Helvetica Neue 77 Bold Condensed**
- **Helvetica Neue 77 Bold Condensed Oblique**
- **Helvetica Neue 67 Medium Condensed**
- **Helvetica Neue 67 Medium Condensed Oblique**
- **Helvetica Neue 57 Condensed**
- **Helvetica Neue 57 Condensed Oblique**
- **Helvetica Compressed**
- **Helvetica Medium Condensed**
- **Helvetica Bold Condensed**
- **Helvetica Black Condensed**

**Secondary Typefaces**

- **Univers 57 Condensed**
- **Univers 67 Bold Condensed**

Typography plays an important role, making the brand look consistent across all types of communication. The font that has been chosen is one that can be used on MAC or PC.
The DAP® 3D logo (also referred to as the Putty Knife Logo) is a signature of the brand and represents an innovative and high quality product. The 3D Putty Knife Logo is trademarked and must always contain the “TM” within the logo.

Depending upon the application, the Putty Knife Logo may be printed as black & white or 4-color. Please check printing requirements of each individual project.

Logo usage for the 3D logo:
- Corporate Event Signage
- Advertising
- Letterhead
- Business Cards
- PowerPoint
- Web/Social/Digital

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- Change typeface of logo
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Kate Badders - kbadders@dap.com
PowerPoint presentations are important for building brand consistency and demonstrating professionalism in and out of the office. PowerPoint Templates are available in Standard and Widescreen formats.

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Consistent use of the official DAP® letterhead by all employees is important to maintain brand consistency and demonstrates professionalism in and out of the office.

Templates are available on DAP Server under DAP Office Templates for internal use only. For additional help please contact Office Services.

Office Manager: 
Ellie Wilfong - ewilfong@dap.com
Consistent use of the official DAP® business card by all employees is important to maintain brand consistency and demonstrates professionalism in and out of the office.

All business cards should be processed through the corporate offices.

To request business cards please contact Office Services.

Office Manager:
Ellie Wilfong - ewilfong@dap.com
DAP Email Signature Format

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAP Products Inc.</td>
<td>2400 Boston Street, Suite 200</td>
</tr>
</tbody>
</table>

phone: direct number | fax: direct number | email: [email address](mailto:email address) | [dap.com](http://dap.com) |