

## Digital Style Guide

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At Dteq we are developing our branding and currently have a Style Guide which is reasonably flexible at present in order to continue our branding development. Suggestions from staff may facilitate changes over time.

## Webpages

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### Logo

#### Logo Proportions

The Dteq Logo should ideally be no less than 60 pixels wide x 42 pixels high at 72PPI. This is the standard size Weebly displays logo files at. The logo should always be kept in proportion.



Minimum size (2cm wide)  
Correct Proportion



Incorrect proportion  
& colouring

### Fonts

All fonts are based on the **Birdseye** font provided in the Weebly template.

### Styles

#### Page Heading

Page headings should generally be over the top of an image and displayed in white Birdseye font.

Heading background images should be darkened to enable visibility of text and filtered with a Gotham filter

#### Section Heading

Section Headings are to be in standard Birdseye font increased by 1x.

#### Sub-Heading

Subheadings are to be in standard Birdseye font and **Bold**.

#### Normal

Normal text is standard size Birdseye font.

### Navigation

The preferred navigation method for within Dteq websites is use of buttons. In some cases an image may be used to navigate however if this is the case it is preferred that associated text clearly directs visitors as to what to click on.

## Buttons

Buttons should be a transparent box with a black outline. Button text should be black and all caps.



## Images

Images used for navigation should be clearly labelled and reflect the destination content.

Content should be accompanied with appropriate images to assist visitors in identifying topics and relevant content.

Images should be royalty free or internally linked to source.

## Colours

Colours help to represent and define an organisation. Colours used should reflect or compliment the current Dteq logo. These are based around:

Black (R0, G0, B0)	Blue Grey (R22, G48, B64)
Charcoal Grey (R38, G38, B38)	Orange (R237, G125, B49)
Mid Grey (R118, G113, B113)	Teal (R0, G95, B96)

## Email

### Email Fonts

Fonts should reflect the clean, modern/technical nature of Dteq and as such sans serif fonts are preferred.

**Century Gothic** is the current preferred font set. Messages should be typed at 10 or 11 pt.

### Signatures

All outgoing messages from Dteq should include a signature with the following contact details in Orange or closest possible approximation and the other text in black:

Name | Position | Dteq  
 Dteq Lab | Room D111 | North Metropolitan TAFE  
 Cnr Oxford & Richmond Streets | Leederville WA

T: 08 9202 4715 | W: [dteq.weebly.com](http://dteq.weebly.com)

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