

Style Guide (Heading 1)

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.
(Normal)

Logo (Heading 2)

Size & Placement of the logo are important factors for document design.

Logo Size (Heading 3)

The Dteq Logo should be no less than 2cm wide. The logo should always be kept in proportion and never recoloured.



Minimum size (2cm wide)
Correct Proportion



Incorrect resizing, colouring & proportion

Logo Placement (Heading 3)

The Dteq logo should appear at the Top Left of documents, or if at the bottom Centred or on the Right.

Styles (Heading 2)

Documents should be created using the styles included in Microsoft Word 2016. Styles should be limited to:

Title

SUBTITLE

Heading 1

Heading 2

Heading 3

Normal

Intense Emphasis

o List

Header/Footer

It is not expected that you will need to go beyond this number of styles as you create your documents.

Style Sets & Theme (Heading 2)

The chosen style set is **Lines (Stylish)** to reflect the contemporary, technological nature of Dteq.

Fonts (Heading 2)

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

Century Gothic is the current font set. Most font sizes are determined by the pre-set styles.

Colours (Heading 2)

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)

Dteq Styles (Heading 3)

Title text is 48pt White (and will usually appear rotated 90° counter clockwise in the Charcoal banner on the left of the page)

Subtitle text is 14pt Blue Grey, all Caps

Heading 1 is 20pt Charcoal Grey, with a 3/4pt Orange bottom border

Heading 2 is 16pt Orange

Heading 3 is 14pt Teal

Body text is 10.5pt Black

Intense Emphasis is 10.5pt Bold, Italic, Blue Grey

List text is 10.5pt Black with an empty circle bullet, 1 cm indent

Footer text is 8pt, Italic, Orange

Note: When displayed on a coloured background all text may be white if not otherwise readable