



Decide with Confidence

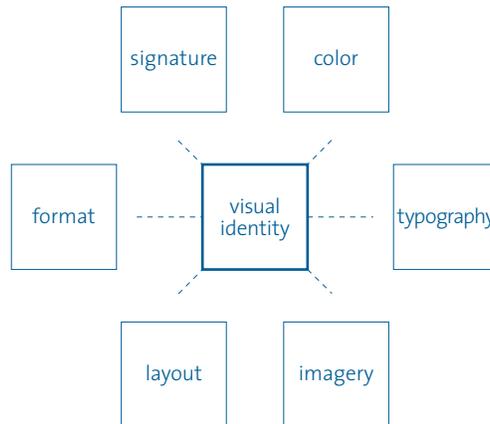
# Basic Identity Guidelines

*January 2002*

To build a world-class D&B brand identity, it must be presented consistently and with clarity globally. These identity guidelines provide the framework for building and maintaining the powerful D&B brand. By following these standards you will help D&B to strongly link its brand positioning and values to our target audiences.

Our design approach of “insightful connections” directly reflects the brand positioning. The brand strategy – Decide with Confidence – and the brand attributes – Trusted, Insightful, Expert and Connected – are translated into a powerful framework that differentiates us in the marketplace. The elements of the system complement the D&B signature both visually and symbolically. The system visually demonstrates that D&B is a foundation of knowledge that offers insightful connections.

The visual identity system includes six components when combined will create a unique identity for D&B. We have developed standards for use of the signature, color, typography, imagery, layout, format and graphic devices that effectively reinforce D&B’s communications goals. These standards are practical in design and offer maximum design flexibility and creativity, while maintaining a simple, clear and consistent voice.



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The D&B signature is one of the most important elements of our visual identity. It is comprised of two important elements, the brandmark and the tagline.

The brandmark stands as the very symbol of trust because the sun has proven its value for many, many years. The brandmark illuminates our world just as insight illuminates our customers' decisions. It symbolizes confidence and expertise because we can count on the sun to rise and shine everyday without fail. The brandmark connects us all by touching each of us wherever we are in the world.

Our tagline – Decide with Confidence – communicates a valuable message to our audience. It focuses on customer needs instead of our products and services. In short, it is an expression of our promise and intentions.

The specifications at right and on the following pages provide guidance for implementing the D&B signature.

## Specifications

### A. Brandmark

Several versions of the brandmark have been carefully designed based on size (number of rays) and color. Refer to the following pages for more information.

### B. Tagline

Our tagline “Decide with Confidence” should always appear with the brandmark as shown left. The exceptions include PowerPoint® templates and envelopes where space is limited.

Do not alter the position of the tagline, it should always be centered beneath the brandmark.

*Please refer to the D&B Signature Guidelines for additional specifications on the tagline.*

**A**



**B**

**Decide with Confidence**

Three signature sizes have been created to maintain the integrity of the brandmark in various applications. For example, the small-use signature has fewer rays and a proportionally larger tagline to ensure it will reproduce clearly and legibly. The specifications at right provide guidance for scaling each signature size. Adherence to these guidelines will ensure that the D&B signature will appear consistent whether on a business card or on a building.

**A**



Decide with Confidence

**B**



Decide with Confidence

**C**



Decide with Confidence

## Specifications

### A. Small-use signature

Size range: 0.5"–1" (based on  
brandmark height)

Number of rays: Print 30, Screen 24

*Shown at 0.5"*

### B. Medium-use signature

Size range: >1"–2" (based on  
brandmark height)

Number of rays: Print 45, Screen 30

*Shown at 1.125"*

### C. Large-use signature

Size range: >2" (based on  
brandmark height)

Number of rays: Print 60, Screen 45

*Shown at 2.125"*

# Signature Color Variations

Multiple D&B signature color variations have been created in an effort to produce a consistent look across a variety of media. Two-color, four-color, one-color and black & white signatures have been carefully designed for positive and reverse use. Although the two-color positive version is preferred because of its rich, vibrant color, the four- or one-color versions may be used if there are cost limitations. The specifications at right provide detailed information on each color option.

In addition to the print versions shown below, a series of electronic media application signatures (RGB) have been created. Refer to the *D&B Signature Guidelines* for more information.



## Specifications

**A. 2-color positive signature (preferred)**  
PANTONE® 2955 & PANTONE 2995

**B. 4-color positive signature**  
CMYK

**C. 1-color positive signature**  
PANTONE 287

**D. Black & white positive signature**  
Black

**E. 2-color reverse signature**  
PANTONE 2955 & PANTONE 2995

**F. 4-color reverse signature**  
CMYK

**G. 1-color reverse signature**  
PANTONE 287

**H. Black & white reverse signature**  
Black

*Shown at left are small-use signatures at .75"*

**I. PANTONE 2955 (D&B Blue)**  
CMYK: 100/60/0/34

**J. PANTONE 2995 (D&B Sky Blue)**  
CMYK: 100/9/0/0

**K. PANTONE 2955 (D&B Navy Blue)**



Competency and enabler signatures provide structure for the D&B brand architecture. They communicate value in D&B's offerings by telling our customers what D&B has to offer. Whether it's Risk Management, Sales & Marketing, Supplier Management or Data Integration, these solutions will become more relevant when they are branded with the D&B signature.

**A**



Risk Management  
Solutions



Sales & Marketing  
Solutions



Supplier Management  
Solutions

**B**



Data Integration  
Solutions

## Specifications

Competency and enabler signatures have been designed to follow the same specifications as the D&B signature. Each is available in small-, medium- and large-use and in multiple color variations for print and electronic media. Refer to the following page for correct placement – including clear area – and refer to pages 6–7 and 18–19 of the *D&B Signature Guidelines* for more information.

### A. Competency signatures

Each of the three competency signatures – Risk Management Solutions, Sales & Marketing Solutions and Supplier Management Solutions – consists of the brandmark, connecting line and competency name. Each competency name has been carefully typeset and should not be altered in any way or replaced.

### B. Enabler signature

Like the competency signatures, the enabler signature – Data Integration Solutions – consists of the brandmark, connecting line and enabler name. This enabler name has been carefully typeset and should not be altered in any way or replaced.



Color is perhaps the strongest visual identity tool. It can support and build upon a brand's positioning and personality. D&B's focused palette of D&B Golden Yellow, D&B Blue and D&B Gray will build recognition and memorability in a variety of applications.

D&B Golden Yellow reflects the warmth and energy in the sun brandmark. It's an insightful color that illuminates our brand image in a unique way. D&B Blue honors the heritage that's been built over decades. D&B Gray connects both D&B Golden Yellow and D&B Blue while adding a level of sophistication. It is used as a connecting rule that creates a distinct look that D&B can own.



## Specifications

### A. D&B Golden Yellow

PANTONE®: 7406  
 CMYK: 0/18/100/0  
 RGB: 255/204/000  
 Hexadecimal: FFCC00

### B. D&B Gray

PANTONE: 428  
 CMYK: 0/0/0/24  
 RGB: 204/204/204  
 Hexadecimal: CCCCCC

### C. D&B Blue

PANTONE: 2955  
 CMYK: 100/60/0/34  
 RGB: 000/153/204  
 Hexadecimal: 000066

### D. Connecting rule (D&B Gray)

The D&B connecting rule, literally links our communication materials together. It is a unique element that connects our design elements including typography, imagery and color. When used in combination with these elements, it creates a distinct look that D&B can own.

### Color proportions

As guide for creating new material, the percentages below indicate where and when to use the colors of the D&B palette.

	Business cards	Stationery	Advertising	Web	Sales material	Signs	Promotional displays	Packaging
D&B Golden Yellow	65	20	80	25	65	70	80	20
D&B Blue	15	10	15	15	15	20	15	10
Other (D&B Gray, black and/or white)	20	70	5	60	20	10	5	70

Typefaces, like companies, have personalities. *The Sans* and *The Serif* have been selected to communicate the personality and distinct attributes of the D&B brand. Their clean, simple shapes reflect those of the D&B signature and they are open, balanced and upright. The Sans – the primary typeface – and The Serif – the secondary typeface – should be used in sales material, stationery, signs and whenever possible.

Two default typefaces – Arial and Georgia – have been selected for *Word* templates and electronic media. Refer to the specifications at right for the preferred use of each typeface.

# Dd

**A** AaBbCcEeFfGgHhIiJkKlLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz & @!?,.

**B** AaBbCcDdEeFfGgHhIiJkKlLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz &

**C** AaBbCcDdEeFfGgHhIiJkKlLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz &

**D** AaBbCcDdEeFfGgHhIiJkKlLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz &

**E** 1234567890 1234567890 **1234567890**

# Bb

**F** AaCcDdEeFfGgHhIiJkKlLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz & @!?,.

**G** AaBbCcDdEeFfGgHhIiJkKlLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz &

**H** AaBbCcDdEeFfGgHhIiJkKlLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz &

**I** AaBbCcDdEeFfGgHhIiJkKlLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz &

**J** 1234567890 1234567890

**K** AaBbCcEeFfGgHhIiJkKlLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz &

**L** AaBbCcEeFfGgHhIiJkKlLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz &

## Specifications

### A. The Sans Light

Primary use: titles/headlines, signs

### B. The Sans Light Italic

Primary use: subtitles

### C. The Sans Plain

Primary use: stationery

### D. The Sans Bold

Primary use: subheads

### E. The Sans Light Expert, The Sans Expert and The Sans Bold Expert

Titling numerals – or numerals equal in height – should be used for all D&B communications, including stationery, technical and financial information. The default numerals of The Sans Light, The Sans Plain and The Sans Bold should be manually changed to “Expert” numerals.

### F. The Serif Light

Primary use: text

### G. The Serif Light Italic

Primary use: text (for emphasis)

### H. The Serif Plain

Primary use: text

### I. The Serif Italic

Primary use: text (for emphasis)

### J. The Serif Light Expert and The Serif Expert

Titling numerals should be used for all D&B communications, including text. The default numerals of The Serif Light and The Serif Plain should be manually changed to “Expert” numerals.

### K. Arial

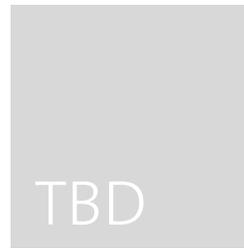
Primary use: electronic media (web and Microsoft PowerPoint®), Microsoft Word templates

### L. Georgia

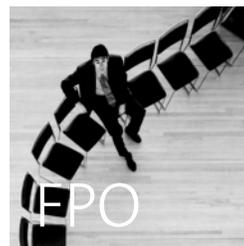
Primary use: Word templates

Imagery can play an important role in enhancing the D&B identity. It impacts the quality, look and feel of a variety of materials while communicating a valuable message. The use of black and white photography is meant to reflect the other identity components: bright, sun-lit backgrounds that reflect our signature and golden yellow color and square in shape. Photographs of people are honest, simple and straight-forward. Whether a close-up of an individual or a group situation, they reflect our personality of being connected, expert, and trusted.

**A**



**B**



## Specifications

### A. People

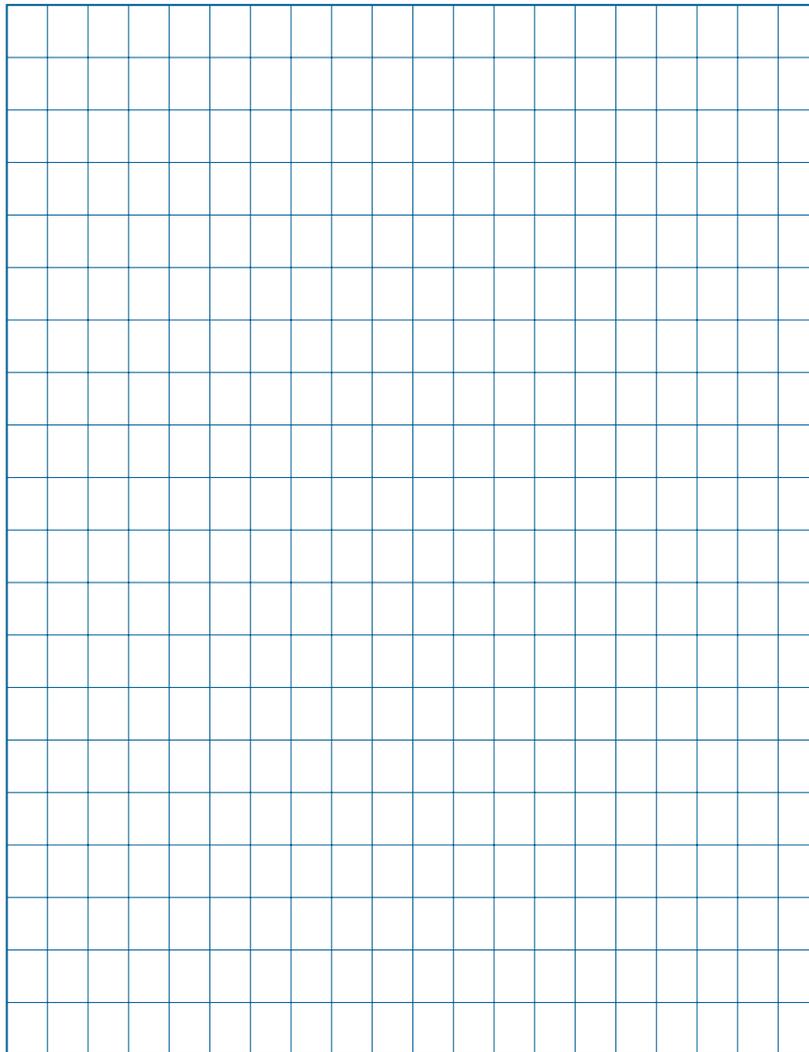
Images of people add a friendly, approachable face to our communications and to our brand. Our photographs of people should be candid, free of props or other distractions and never seem staged. To reflect the D&B signature and complement D&B Golden Yellow, images with a bright or light backgrounds should be used. Always use a squarish crop of the image to reflect the D&B landmark (see page 1.10).

### B. People in action

While images of people identifies – literally – the face of D&B, images of people in action reflect what we do or what we provide in a non-literal, thought-provoking way. The quality of image is crucial to the success of our brand. Instead of cliché images of keys and locks or darts on a bullseye, people in metaphoric situations are less expected and give us a fresh look. This type of imagery can communicate a range of concepts: moving forward or upwards; energy, life, freedom and happiness; aspirations or reaching new heights; new perspectives; connections. These images should reflect everyday life, never staged or depicting unrealistic situations. Always use a squarish crop of the image to reflect the D&B landmark (see page 1.10).

To add structure to D&B materials, a simple 20x20 layout grid has been designed. This modular approach is inspired by the square that is our landmark and is meant to provide structure and flexibility when applying our visual identity elements. It has been used in the design of every application, including stationery, sales material and PowerPoint, and should be used for all other materials.

## A



### Specifications

#### A. 20x20 layout grid

The 20x20 layout grid is created by dividing any given format (brochure, business card, envelope, etc.) into 20 units wide by 20 units high. For example, these guidelines are 8.5x11" and have been divided into 400 units (20x20), each measuring 0.425x0.55". Every design element in this document has been aligned to the grid.

Although the size of a D&B communication piece may range anywhere from a business card to a billboard, there are variety of formats that our communication materials can take. Focusing on a limited number of formats will allow us to systemize our materials and remain cost effective while presenting a consistent look to our brand. Below are some examples of how to bring together the various identity elements.

## Specifications

### A. Business card

Format: Standard credit card  
(3.375x2.125" or 85x55mm)

*Shown at actual size*

### B. Sales material example

Format: 8.5x11"

*Shown at 35% actual size*

### C. Format example

Single page (1- or 2-sided), 4-page, 6-page, 8-page, multiple-page brochures and 2-pocket folder, all vertical in orientation.

