# BRANDING GUIDE

UPDATED JANUARY 2023

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# OUR MISSION

Our company aims to enrich people's lives through disc golf, a lifestyle sport that helps players enjoy the outdoors, interact with others, and challenge themselves to improve their game after every round.
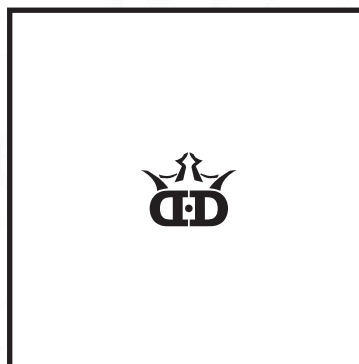
# COLORS

## PRIMARY COLOR

### DD BLUE

**HEX** #178DDB
**CMYK** 77.36.00.00
**RGB** 23.141.219
**PANTONE** 299 C

### BLACK

**HEX** #000000
**CMYK** 00.00.00.100
**RGB** 00.00.00

### WHITE

**HEX** #FFFFFF
**CMYK** 00.00.00.00
**RGB** 255.255.255

## ALTERNATE COLORS

### DD DARK BLUE

**HEX** #003252
**CMYK** 100.80.42.37
**RGB** 00.50.82
**PANTONE** 540 C

DD Blue, Black and White are the logo colors. Always match these colors to the approved swatches on this page. **Do not reproduce the Dynamic Discs logo in any non-approved color.**

# LOGOS

## PRIMARY LOGO

### DYNAMIC DISCS "STACKED"

The Dynamic Discs "Stacked" logo represents our placement in the sport of disc golf with our brandmark perched atop a stack of discs. If the "Stacked" logo is being used on a solid color background, it should only be placed on the previously approved color swatches (page 4). Should a non-approved color be used behind the "Stacked" logo, please replace with an alternate logo. (see page 6 for Violations)

**This logo should be the first choice in most multimedia applications.**

**Note: This logo contains a white border.**

## ALTERNATE LOGOS

Alternate logos should only be used after the primary logo has been presented. Alternate logos shall only be displayed as Black or White.

### DYNAMIC DISCS "STANDARD"

The Dynamic Discs "Standard" logo is perfect for one-color applications such as screen-printing or an unapproved background color.

### DYNAMIC DISCS "KING D"

The Dynamic Discs "KING D" logo is perfect for headers or vertically-restrained applications.

### DYNAMIC DISCS "ICON"

The Dynamic Discs "Icon" logo should only be used when space is minimal. Use this logo only when the working area is less than ½".

Do not rotate



Do not distort



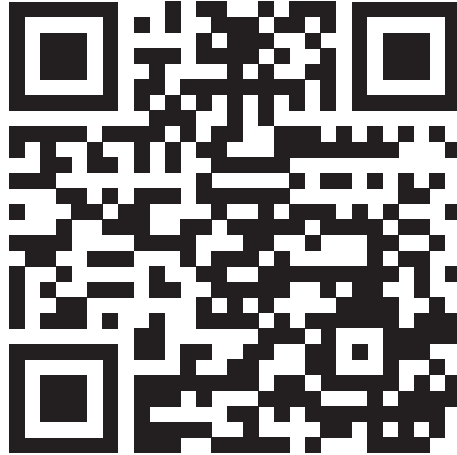Do not alter colors



Do not change font



Do not rearrange elements



Do not place on an
unapproved background

# DOWNLOADS

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