

Do it Best

Brand Guidelines

LOGO & LOCKUP



First Choice.
Best Choice..

LOGO USAGE

Clearance - Half of B



0.3 in

0.84 in

Minimum Sizes

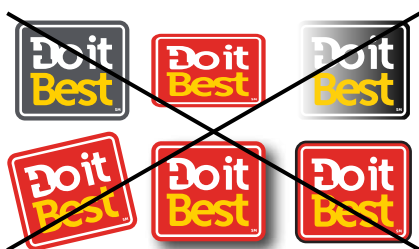


First Choice.
Best Choice..

MONOCHROME



INCORRECT USAGE



Don't stretch,
recolor, angle,
or add effects.

COLOR PALETTE

Primary

PANTONE
485 C
CMYK
6, 97, 100, 0
RGB
255, 43, 39
HEX
e12b37

PANTONE
116 C
CMYK
0, 18, 100, 0
RGB
255, 207, 1
HEX
ffcf01

PANTONE
—
CMYK
0, 0, 0, 0
RGB
255, 255, 255
HEX
ffffff

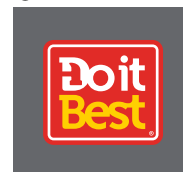
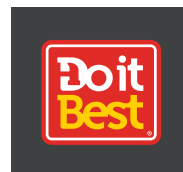
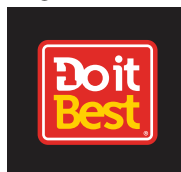
PANTONE
Black C
CMYK
0, 0, 0, 100
RGB
0, 0, 0
HEX
000000

Secondary

PANTONE
Black C 90%
CMYK
0, 0, 0, 90
RGB
63, 63, 65
HEX
3F3F41

PANTONE
Gray 11 C
CMYK
66, 57, 51, 29
RGB
84, 86, 91
HEX
54565b

Logo should appear on a neutral background.



TYPOGRAPHY

The Do it Best font is Museo Sans, all weights.

Museo Sans 900
Title Case | Headline

Museo Sans 700
Title Case | Subhead

Museo Sans 500
Sentence Case | Subhead 2

Museo Sans 300
Sentence Case | Body Copy & Details

ICON



The yellow hammer icon can be used in store applications and presentations.

Logo Usage Guide

The Do it Best® logo is available in the stacked format. The logo should never be presented in any other format.

The Do it Best logo should consist of the words Do it Best, stacked, "Do it" in White, and "Best" in Pantone 116 C. In the circumstance that the logo cannot appear in color, please use the alternative Monotone versions in black and white.

The Do it Best logo always has the "D" and "B" uppercase with "it" lowercase. The logo type in copy gets a "®" in the first or more prominent mention on the page. The logo does not count as the first mention.

The service mark (®) always appears in the bottom right corner of the logo.

Clear Space, Layout and Sizing

The Do it Best logo is most visible and effective when surrounded by a set amount of space. At a minimum, this space must be equal to height of the top half of "B" in the logotype—but in many cases more clear space is ideal.

The Do it Best logo should never be smaller than 0.3 in wide.

Primary Logo



Monochrome Primary Logo



Registered symbol ® always appears in bottom right corner.

MINIMUM SIZE

0.3 in



Clearance should at minimum measure the top half of the B in Best.



Incorrect Logo Usage

The Do it Best® logo should always be displayed according to the Logo Usage Guide, using the correct Pantone or CMYK/RGB/Hex swatches. The smart savers logo clear space and background requirements should be carefully observed. No alterations to the logo should be made.

Don't set the logo in type.

Don't change the color or add a gradient.

Don't outline the logo.

Don't modify, remove or change the position of the core elements in any way.

Don't change the orientation or distort the logo.

Don't add a drop shadow to any part.

Don't add a texture or photo background.

Don't add a shape around the logo.



The **Do it Best** logo should **NEVER** be set inline with type.



The Do it Best® wordmark should be set in the same font as the type around it.



The Do it Best icon should be used in store applications, corporate presentations, and signage only.

