

Brand Logo

The heart, soul,
and center of our
brand identity.

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

PAGE 04

Primary Logo

PAGE 07

Alternate Lockups

PAGE 11

Sizing & Spacing

PAGE 14

Common Errors



003



What our icon
stands for.

Making your idea comes alive. This is a symbol that represents hope & an upward vision.

Shaped by a nature. Bound by natural beauty. Understanding cultural identity. Committed to sustainability.

004

Primary Lockup

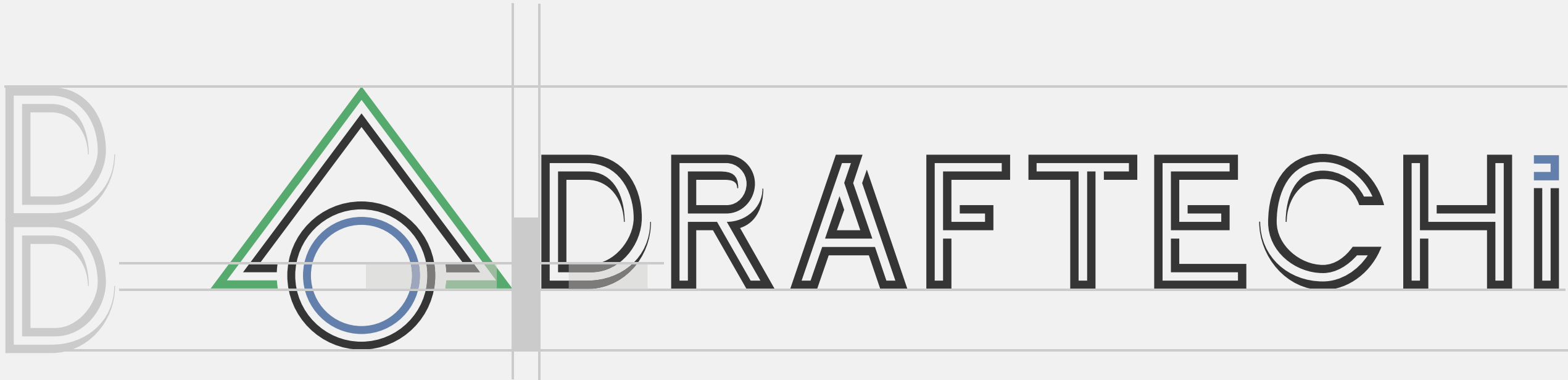


The brand logo identifies the DRAFTECHI brand as a whole. Use this logo to represent individual locations, products, and merchandise.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

005

Lockup Assembly



ICON HEIGHT

The height of the DRAFTECHI icon is two times that of the wordmark, to scale. The weight of the icon lines should be exactly the same as the wordmark

SEPARATION

The space between the icon and wordmark should be the same distance as the weight of the wordmark proportionally.

VERTICAL ALIGNMENT

The base of the wordmark should align with the base of the triangle.

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.



MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two-Color



Icon: Grey + Black
Wordmark: Black + Grey

Single Color, Dark



Icon: Black
Wordmark: Black

Single Color, Light



Icon: White
Wordmark: White

007



VERTICAL LOCKUP



PRIMARY LOCKUP



ICON-ONLY



WORDMARK LOCKUP

A Scalable Identity System

Trying to fit the same mark simultaneously on a billboard and on the bottom of an espresso cup is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different

version for maximum visual impact and clarity.

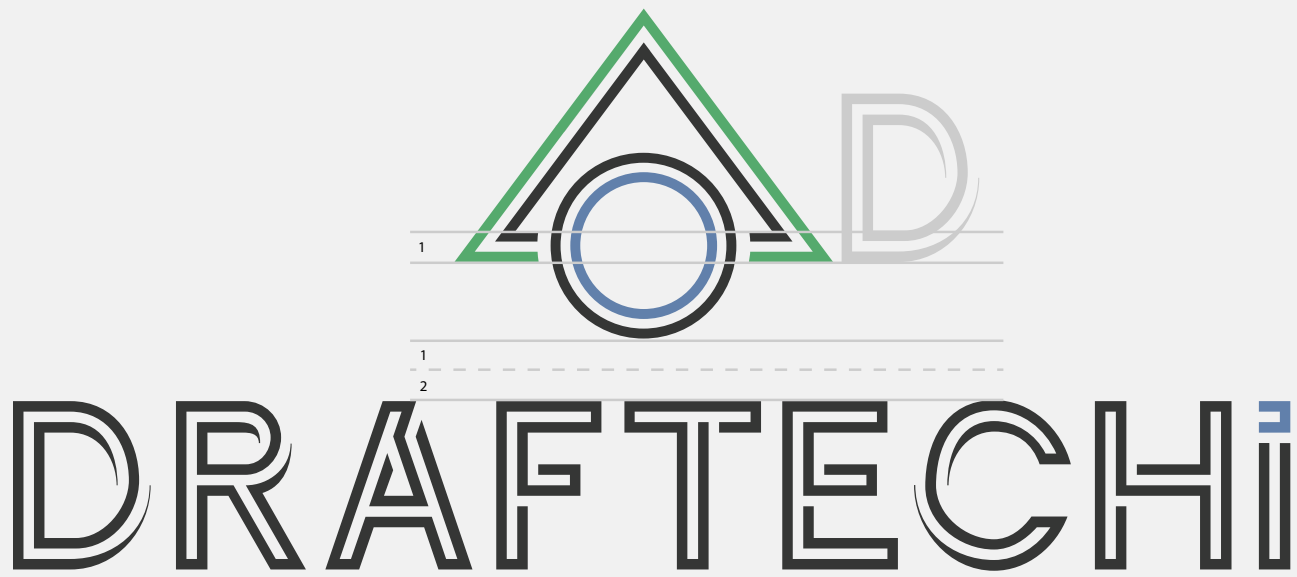
When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, a cup bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce our brand recognition across multiple touchpoints.

008

Vertical Lockup

Designed specifically to be vertically efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.



LOCKUP ASSEMBLY

The icon and wordmark is horizontally centered and separated by a space double the width of the type weight. The icon should scale proportionally to maintain the same weight



MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

009

Icon-Only Lockup

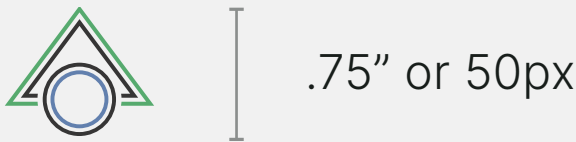
When subtlety is desired, the DRAFTECHi icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. For example, an espresso cup bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce brand recognition.



SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors. Use a version that is clear and avoids harsh color combinations



MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.

010

Wordmark Lockup

DRAFTECHI

When space is at an ultimate premium, the DRAFTECHi wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues, like small engravings or silkscreen imprints.

This is also the only authorized method of presenting the icon as a solid shape instead of the outlined version.

DRAFTECHI I .25” or 18px

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height is .25” for print and 18px for digital applications.

Logo Size

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce our logos smaller than the minimum sizes listed on this page.

Minimum Sizing



PRIMARY LOCKUP
Minimum height is .75" for print and 50px for digital applications.



ICON
Minimum height is .75" for print and 50px for digital applications.



WORDMARK
Minimum height is .25" for print and 18px for digital applications.



VERTICAL LOCKUP
Minimum height is 1.5" for print and 100px for digital applications.

Visualized Clear Space

012

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the DRAFTECHi icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The inverted version of the logo may be used on any dark solid-color background. Use the dark or light version to achieve maximum



The one-color, light version of the logo may used on any dark photographic background. Do not use the two-color version on photographs.



The full-color, dark version of the logo may be used on any light photographic background. Use the version that best achieves maximum contrast

Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.



Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.

Thank you.