



Brand Guidelines

Standards for logos and colors

Logos

Logo files are available in [Brandfolder](#).

When using either the Do it Best retail logo by itself or with tagline, you must keep a minimum space of half the height of the "B" in "Best" (shown below).



Color Breakdowns

Below are the color breakdowns for the primary and secondary Do it Best brand colors.

Primary



Pantone 485C
cmyk: 6, 97, 100, 0
rgb: 255, 43, 39
hex: #e12b27



Pantone 116C
cmyk: 0, 18, 100, 0
rgb: 255, 207, 1
hex: #ffcf01



White
cmyk: 0, 0, 0, 0
rgb: 255, 255, 255
hex: #ffffff



Dark Gray (90% Black)
cmyk: 0, 0, 0, 90
rgb: 60, 64, 67
hex: #3c4043



Black
cmyk: 0, 0, 0, 100
rgb: 35, 31, 32
hex: #231f20

Secondary



Pantone 7627
cmyk: 5, 94, 88, 22
rgb: 191, 36, 27
hex: #bf241b



Pantone 1235C
cmyk: 0, 31, 98, 0
rgb: 253, 183, 26
hex: #fcb71a



Pantone 7527
cmyk: 3, 4, 14, 8
rgb: 250, 246, 241
hex: #faf6f1



Pantone Warm Gray 1C
cmyk: 15, 13, 17, 0
rgb: 215, 210, 203
hex: #d7d2cb



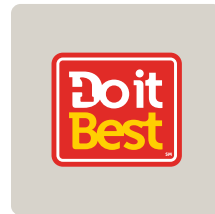
Pantone Warm Gray 3C
cmyk: 25, 24, 27, 0
rgb: 192, 184, 176
hex: #c0b8b0



Pantone Cool Gray 11C
cmyk: 66, 57, 51, 29
rgb: 84, 86, 91
hex: #54565b

Background Colors

The Do it Best retail logo stands out the most on the below background colors. *Avoid placing the retail logo onto a field of red.*



Typography

Below are the Do it Best brand fonts. All weights in each font family may be used. *Note: Museo and Noto Serif font families should be used sparingly and only as accents.*

Aa

Museo Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Museo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Noto Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Noto Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

For questions, contact Communications at:
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