



/BrandGuidelines



Policy

The Brand Guidelines drive how we create assets and is managed by DDC's Marketing Department. Please remember that all assets contained in these Brand Guidelines cannot be altered or modified without the prior consent and approval of DDC's Marketing Department. If there is a required asset that is not included in the asset repository, please reach out to DDC 's Marketing Department to create the asset or authorize creation of the asset. All assets created must follow DDC Brand Guidelines and must be approved by DDC's Marketing Department prior to use.

Welcome to Diné Development Corporation's Brand Guidelines

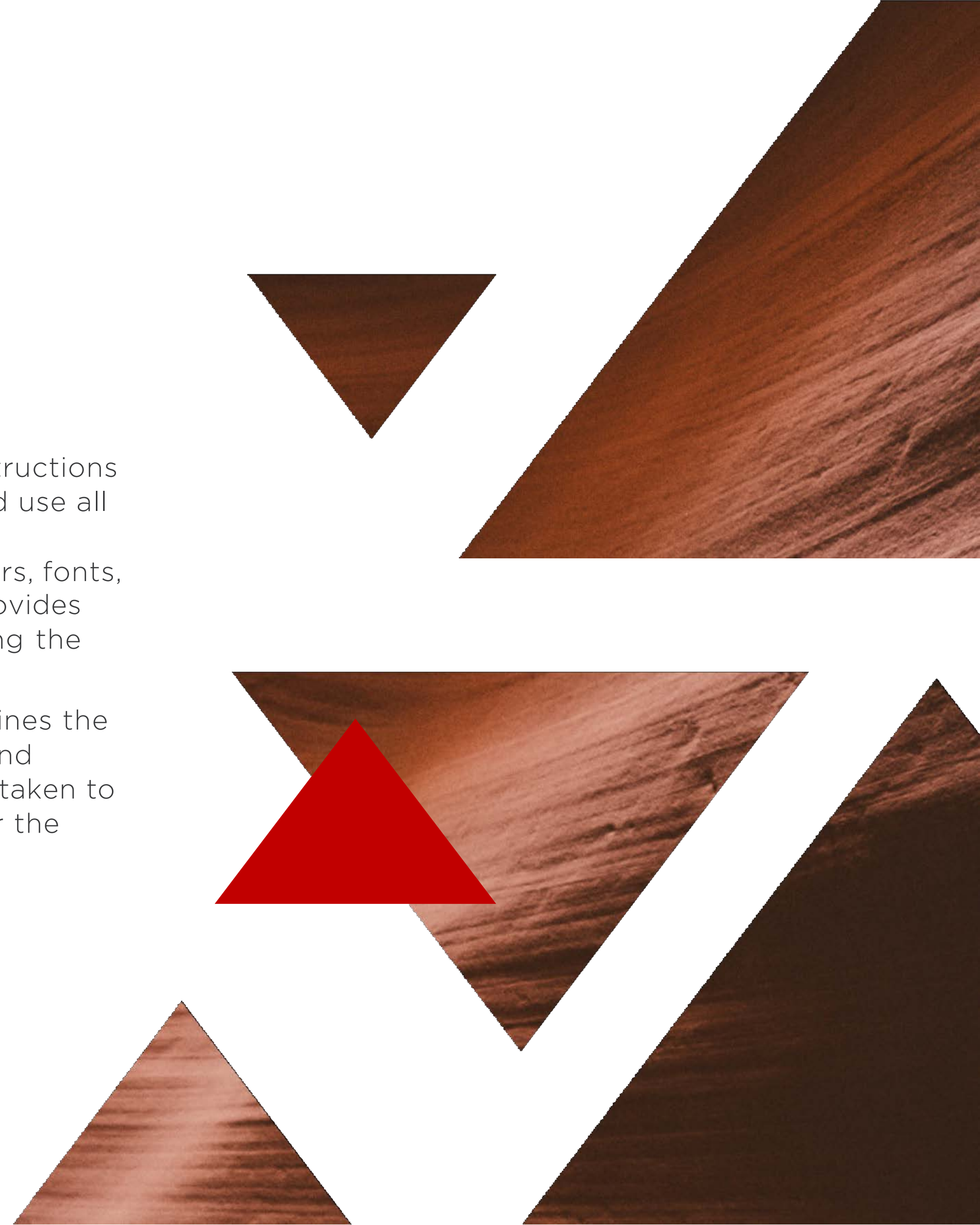
- ▶ DDC's Brand Guidelines are comprised of four sections: **Brand Architecture, Messaging Mechanisms, Style Guide and Subsidiaries**

DDC's **Brand Architecture** includes the company's Vision, Mission, Essence, Core Values, Brand Story, Personality and Positioning Pyramid.

The Brand Guidelines continue with the **Messaging Mechanisms** section that consists of the Positioning Statement, Elevator Pitch and Boilerplate Statement.

The **Style Guide** provides instructions on how to correctly apply and use all of the Brand's Visual Identity elements, including logo, colors, fonts, imagery, iconography and provides general guidelines for applying the overall visual treatment.

The **Subsidiaries** section outlines the naming convention process and defines the steps that will be taken to develop the visual identity for the DDC Family of Companies.





/BrandArchitecture PAGE 5

- 1. Brand Essence**
- 2. Vision**
- 3. Mission**
- 4. Core Values**
- 5. Brand Story**
- 6. Brand Personality**
- 7. Brand Pyramid**

/KeyMessaging PAGE 13

- 1. Positioning Statement**
- 2. Elevator Pitch**
- 3. Boilerplate Statement**

/StyleGuide PAGE 17

- 1. Logo**
- 2. Colors**
- 3. Applications**
- 4. Imagery**
- 5. Imagery Treatment**
- 6. Typography**
- 7. Iconography**

/Subsidiaries PAGE 44

- 1. Naming Convention**
- 2. DDC Family of Companies**



/BrandArchitecture

1. Brand Essence

The Brand Essence is the vision and mission distilled. It can be used as ground zero for our brand and serves as the foundation upon which all other brand elements are built (e.g. logo, tagline, brand personality, brand story, among others).

- ▶ **Mission Focused. Legacy Inspired. Community Driven.**



2. Vision

The Vision can be considered a picture of the “preferred future” of the corporation - a statement that describes how the corporation will look when we achieve our ultimate aims, and not only where the corporation seeks to be.

- ▶ **Leverage our legacy to advance the future of the Navajo Nation and achieve sustainable community prosperity.**



3. Mission

The Mission is a statement of how the corporation will achieve its vision or purpose. It is essential to understand the overall purpose of the corporation to guide strategic decision making. The mission may change over time; however, it will still advance towards accomplishing the vision.

- ▶ **To provide government agencies and commercial organizations with high-quality IT, professional, and environmental services that support our clients' missions while building upon the legacy of the Navajo Nation to elevate our people and the communities we serve.**



4. Core Values

Every strong brand defines a set of communication pillars that are built from the corporation's DNA. Regardless of channel, these words will define the visual and verbal style of the brand and communicate the fundamentals.

- ▶ **Commitment to Excellence | Devoted Service**
Unwavering Integrity | Bold Ingenuity
Community Conscious | Heritage Inspired



5. Brand Story

A Brand Story is a cohesive narrative that encompasses the facts and feelings that are created by our Brand. Our Brand Story represents who we are, what we stand for and it should inspire an emotional reaction. It sets the stage for every interaction our customers have with our Brand.

- ▶ Navajo People, Diné, uphold a storied history in the United States in playing a key role in World War II and shaping the culture of the Southwest. Their rich legacy of resourcefulness and adaptability has allowed them to prevail despite facing adversity. In 1868, the Navajo tribe was recognized as a Nation. Today, more than 332,000 Navajos span the world, but are concentrated in the territory across Arizona, New Mexico, and Utah.

While the Navajo Nation has remained a sovereign entity for more than 150 years, Navajos continue to struggle due to limited sustainable economic resources. Resilient by nature, Navajos have leveraged their ingenuity to drive advancement throughout history.

Inspired by the Navajo legacy, the Diné Development Corporation (DDC) was created to generate economic prosperity for the future of the Nation and communities

they serve by providing high-quality IT, professional, and environmental services. Since its inception in 2004, DDC has built an extensive track record of excellence with government agencies and commercial organizations. Our commitment to quality and client service has resulted in organizational expansion. Through strategic growth and development of subsidiaries, we have continued to enhance DDC's capabilities and advance the Navajo Nation's economic sustainability.

As DDC evolves, we are committed to building on our legacy by becoming a premier IT, professional, and environmental services provider. With a central focus on growth, we strive to create sustainable prosperity for the Navajo Nation and communities we serve.

WE ARE DDC.

6. Brand Personality

Brand Personality refers to human characteristics that are attributed to the Brand. A well-crafted personality takes the Brand pillars as guidance and uses them to select prose and craft the tone of the Brand Message.

- ▶ Our Brand Personality guides the way DDC communicates visually and verbally. This personality takes the core values as guidance and uses them to select prose and craft tone of the brand message.

The DDC Brand Personality is THE HERO. The Hero craves order and espouses community and collective well-being. The goal of the Hero is to achieve expert mastery through courageous acts in a way that improves the world.

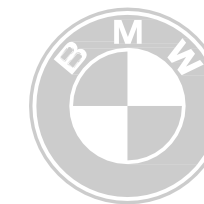
Brand Voice: Motivational, Self-confident, Self-Discipline, Direct, Masterful.

Clients Feel: Inspired, Empowered, Motivated.

Mindset: Inspire others by showing the challenges you have overcome. Challenge Yourself.



The Hero



MARINES
THE FEW. THE PROUD.

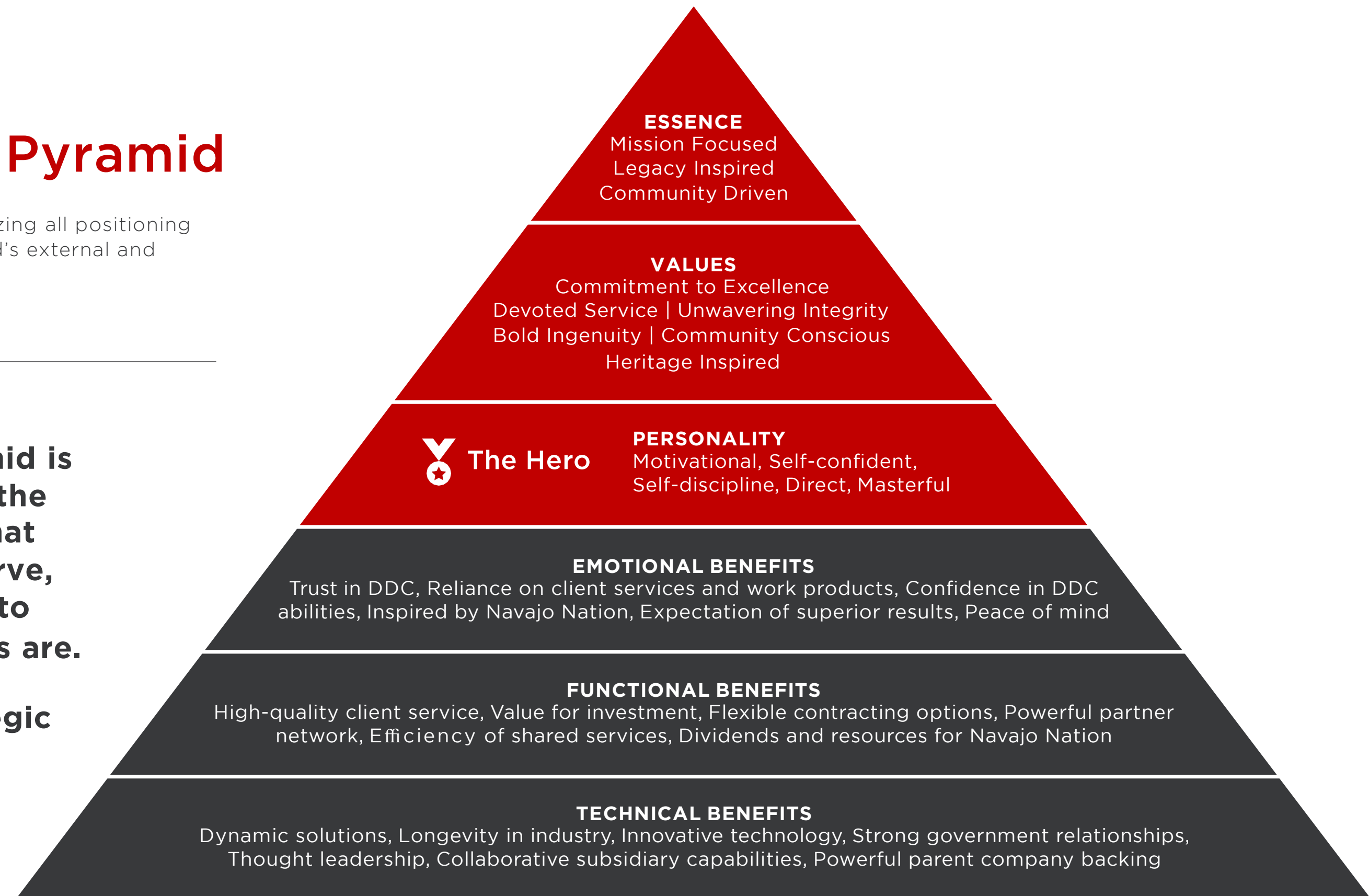


FedEx®

7. Brand Positioning Pyramid

The Brand Positioning Pyramid will aid in summarizing all positioning components to craft clear messaging for the Brand's external and internal communication.

- ▶ **The Brand Positioning Pyramid is the framework that answers the fundamental questions of what DDC wants to be, who we serve, how we want our customers to feel and what our core values are. It also clarifies our brand fundamentals and sets strategic foundation.**



/Key Messaging

1. Positioning Statement

The Positioning Statement is a brief description of a product or service, target market, and how the product or service benefits or fills a particular need of the target market and reason to believe/differentiation.

- ▶ **DDC provides government agencies and commercial organizations with high-quality IT, professional, and environmental services by solving our clients' dynamic challenges to advance their vital missions.**

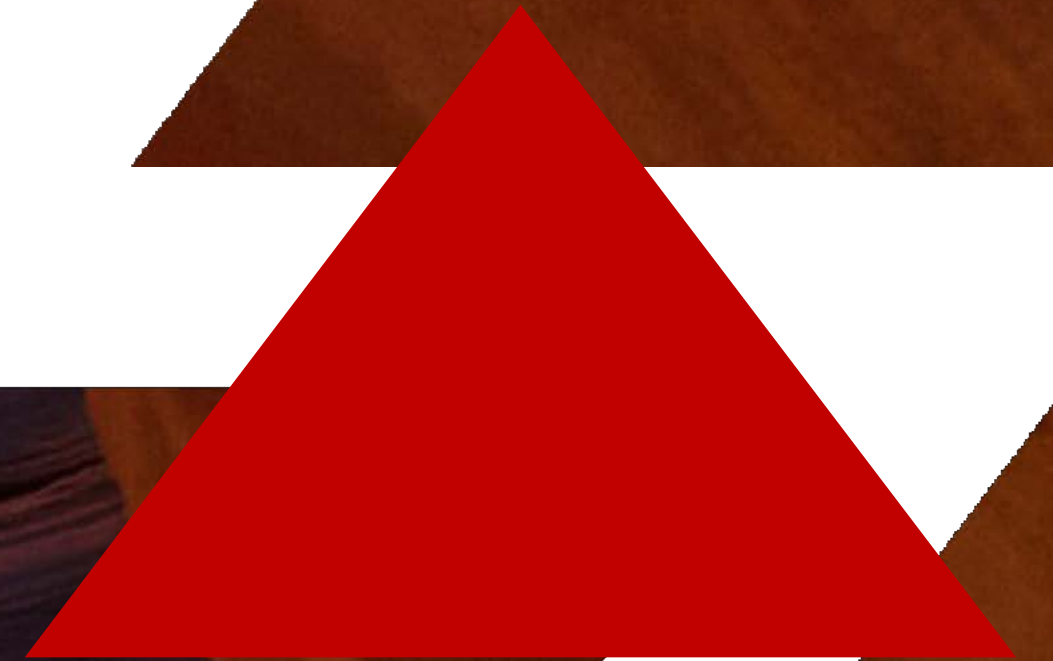
DDC is dedicated to empowering the Navajo Nation while advancing the communities we serve.



2. Elevator Pitch

The Elevator Pitch is a quick, clear external message explaining the corporation.

- ▶ **Diné Development Corporation (DDC) is a family of subsidiaries that delivers IT, professional, and environmental services to solve the dynamic challenges of government agencies and commercial firms. Inspired by our Navajo legacy, our passionate professionals lead with quality and ingenuity to build value-based approaches to advance our clients' missions. DDC aims to generate sustainable economic prosperity for the Navajo Nation and communities across the world.**



3. Boilerplate Statement

The Boilerplate is a statement that describes the corporation's products, services or offerings. It is standard language that can be used repeatedly without change.

- ▶ **Since 2004, Diné Development Corporation (DDC) has been committed to providing government agencies and commercial organizations with high-quality IT, professional, and environmental services. Wholly owned by the Navajo Nation, we push the boundaries of growth to continually improve upon our record of extraordinary service. We strive to deliver exceptional solutions while empowering the Navajo Nation and advancing communities across the world. For more information about DDC and our family of companies, visit www.ddc-dine.com.**





/styleGuide

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of our brand mark and our logotype.

The brand mark is composed of a combination of the three initials of our name and strong geometric patterns typical from Navajo textiles. The arrangement of the triangular geometric forms conveys movement, dynamism and advancement.

The logotype complements the brand mark and identifies the full name of the company.

1. Logo

/StyleGuide

/Logo



Primary Logo

The primary logo is the default visual representation of a Brand that needs to be used in the Brand communication whenever possible including communication and promotional materials.

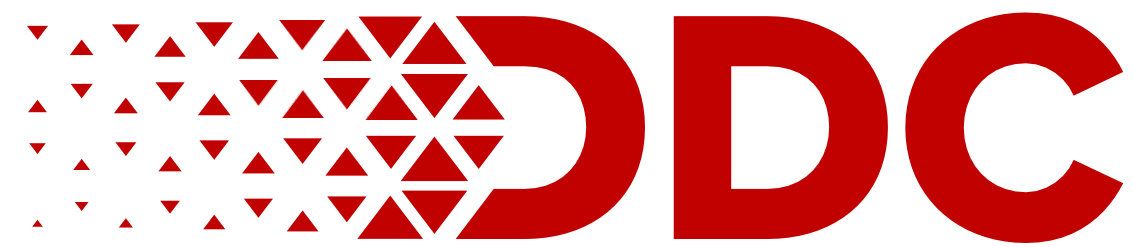


Reverse Logo

The reverse logo should only be used on dark backgrounds where the primary logo will not be clearly visible.

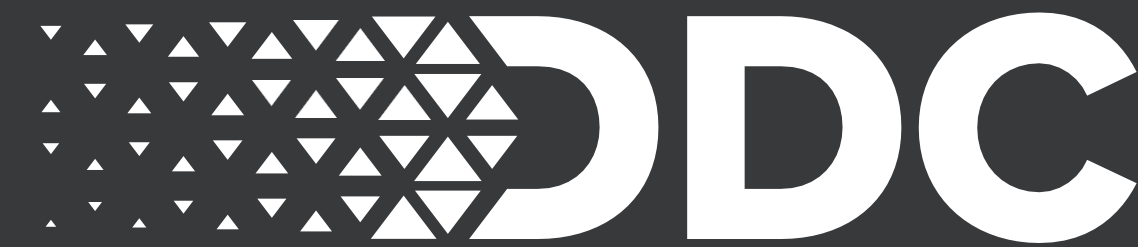
/StyleGuide

/Logo



Primary Logo - Simplified

The primary logo - simplified, should only be used when the chosen communication vehicle or promotional material has spacing or other limitations which makes the use of the primary logo impractical.



Reverse Logo - Simplified

The reverse logo - simplified, should only be used on dark backgrounds where the primary logo - simplified will not be clearly visible.

/StyleGuide

/Logo



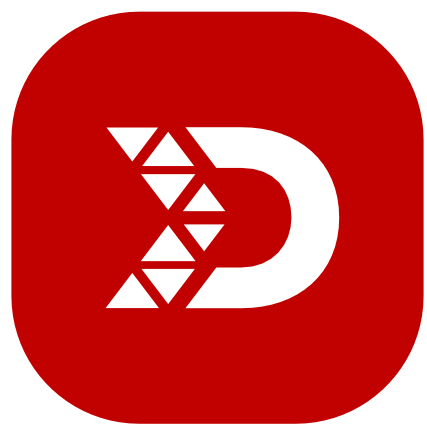
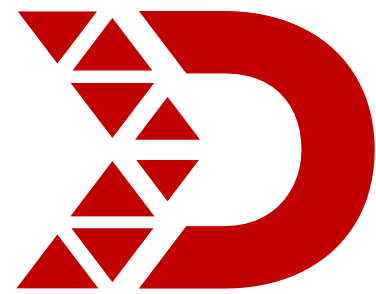
Secondary Logo



Secondary Logo on dark background

/StyleGuide

/Logo



Brandmark



Brandmark on dark background



Clear Space

It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the brand logo.



Vertical Application

The logo can be turned 90 degrees only when the communication vehicle requires it.



Do not distort the logo.



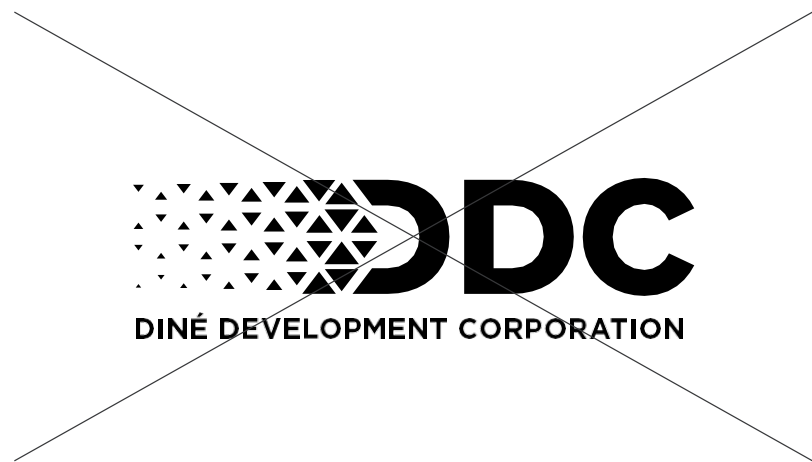
Do not separate the logo.



Do not rotate or invert the logo.



Never change proportions of the logo.



Do not alter the logo color.



Do not use subsidiary colors.



Do not change the size relationship between the brand mark and logotype.



Do not alter the brand mark.

Color evokes feeling. It incites emotion. By using colors strategically for our marketing efforts, we can get our audience to see what we want them to see and help them perceive us the way we aim to be perceived.

2. Colors

/StyleGuide

/Colors

Primary colors (Sunburn, Coal and True Black) in the logo and communication should be used when referring to Diné Development Corporation (the parent company) and in overall corporate communication.

Sunburn

#C10000

Pantone 200 C

RGB 193 0 0

CMYK 16 100 100 7

This shade of red maintains the boldness and passion of the color standard shade of red; however, the darker red is more aligned with leadership and courage.

Coal

#383A3C

Pantone 447 C

RGB 56 58 60

CMYK 70 59 54 60

Coal is the darkest shade of grey of all the proposed color palettes. Coal also possesses the qualities of strength and power associated with black.

True Black

#000000

Pantone Black 6 C

RGB 0 0 0

CMYK 91 79 62 97

Black is a color that conveys security, power, sophistication and elegance.

The logo and color palette should be applied to DDC's external and internal communication, including collateral, stationery, reports, company presentations, capability statement, trade show materials, office buildings, etc.

3. Applications

/StyleGuide

/Applications



The imagery used with the Brand should have a clear set of rules that ladder up to the Brand Personality and overall Brand Essence. Imagery used in internal and external communication should portray realistic visual assets that are aligned with the services and products DDC provides.

Imagery used in internal and external communication should continue to portray visual assets that are aligned with Navajo culture and heritage as well as the industries where DDC operates.

Primary imagery should portray activities and individuals related to the industries where DDC operates. Examples include images that represent technology, professional services and the environment.

Secondary imagery can portray Navajo landscape themes, historic Navajo landmarks, people from Navajo Nation and, other images that may be relevant to specific activities or events - after receiving approval from the Marketing Department.

4. Imagery

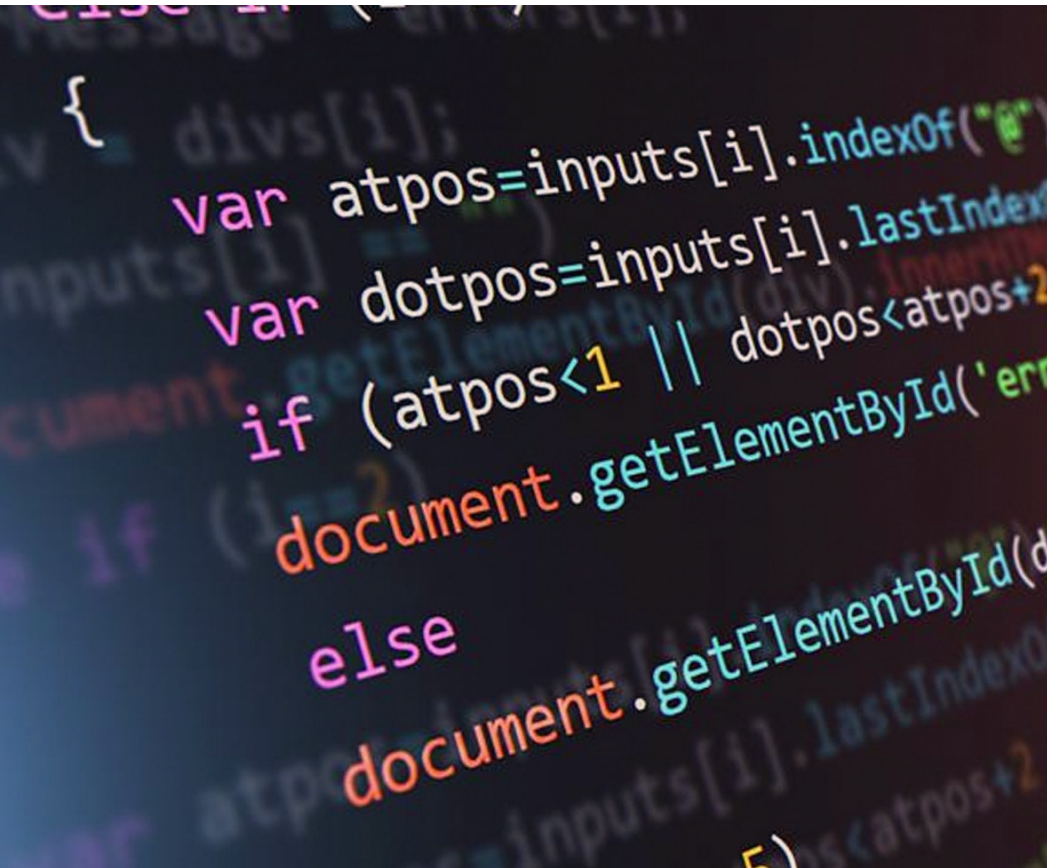
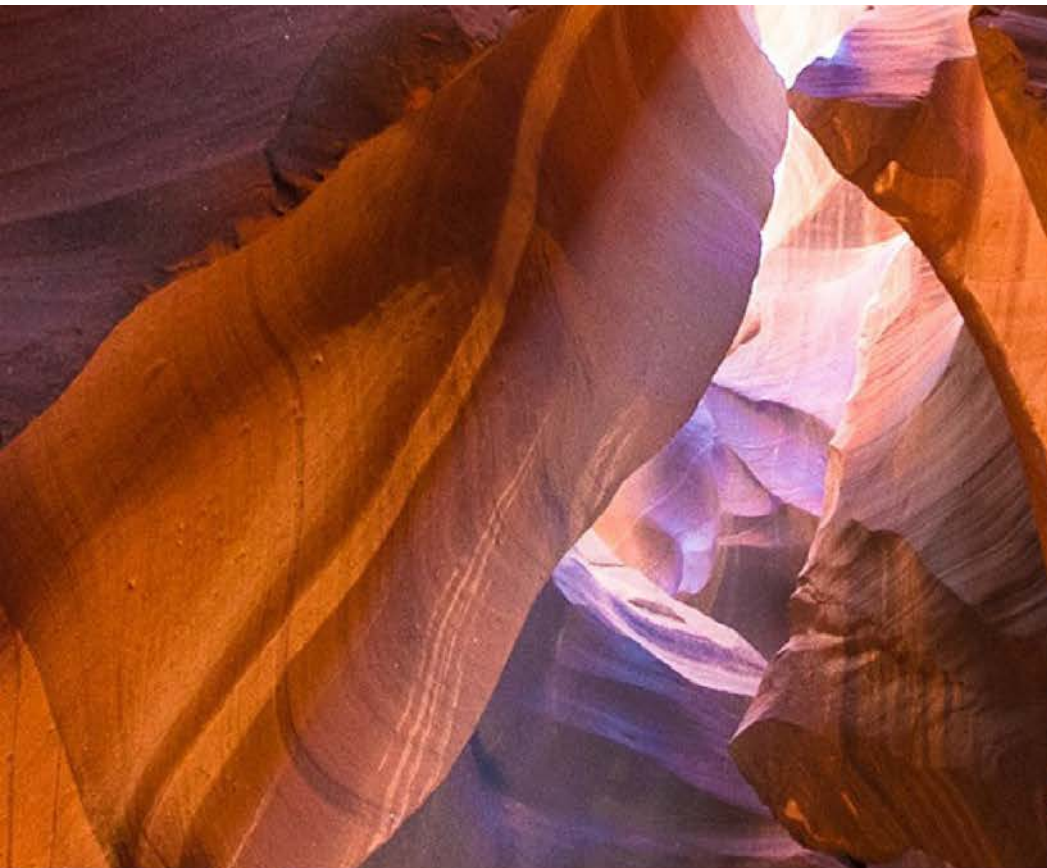
/StyleGuide

/Imagery



/StyleGuide

/Imagery



When possible, images should be added in internal and external communication to increase the overall visual appeal.

Images can be used on their own or complemented by a graphic treatment that leverages the triangular geometric forms from the logo.

Some of the graphic treatments include:

- . Pattern with triangular forms.
- . Overlay on images.
- . Mask to emphasize some areas of the images.

The triangles should never be stretched, rotated or deformed in any way.

4. Imagery Treatment

/StyleGuide

/Imagery Treatment



The pattern



The pattern

/StyleGuide

/Imagery Treatment



The triangles used as a mask over an image



The triangles used as a mask over different images

/StyleGuide

/Imagery Treatment

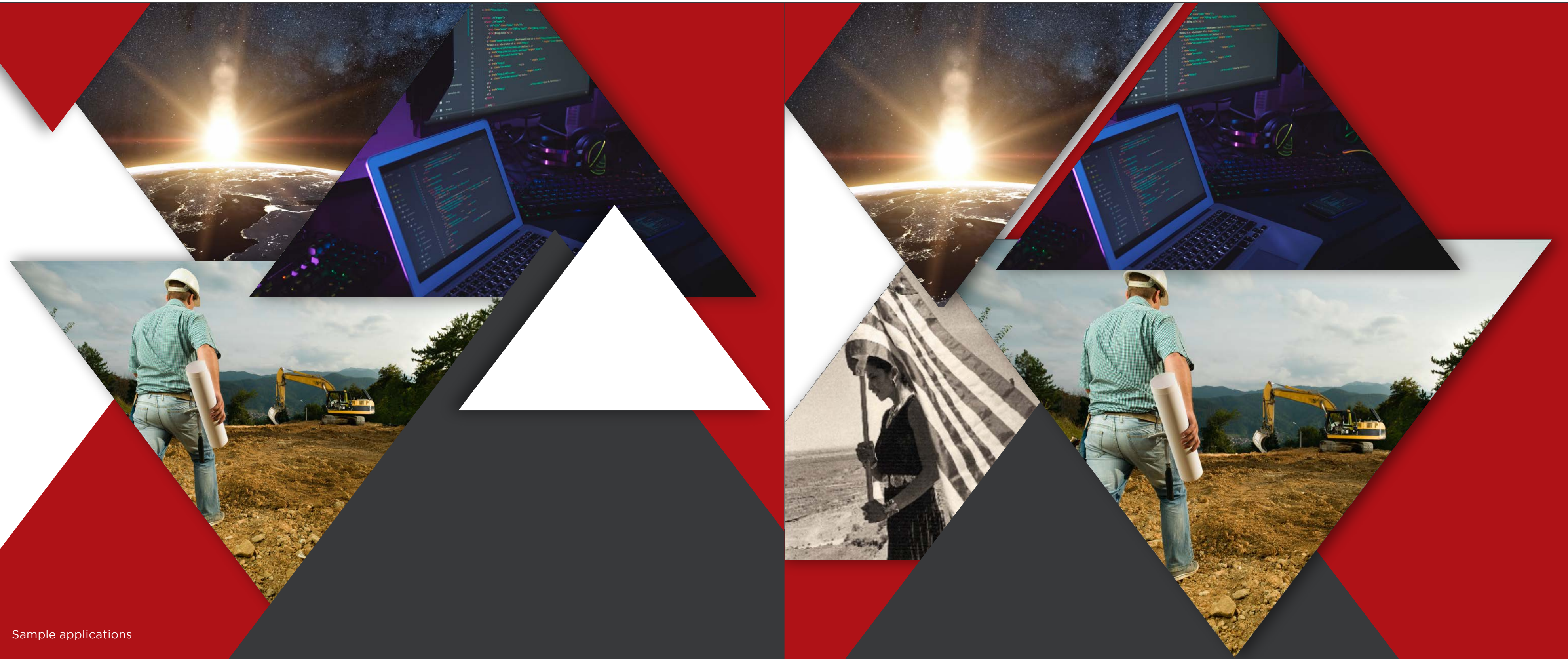


Sample applications



/StyleGuide

/Imagery Treatment



Sample applications

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces DDC's personality and ensures clarity and harmony in all communications.

The **Gotham** and **Arial** font families are DDC's primary and secondary brand typefaces, respectively. These fonts inject confidence, trustworthiness, excellence and ingenuity.

Gotham is the typography represented in the DDC logotype. The Gotham families used in DDC communication are **Gotham Bold**, **Gotham Book** and **Gotham Light**.

Gotham Bold should be used for main titles and sub-titles. Main titles and sub-titles should be all caps. It should never be all lowercase.

Gotham Book is the preferred font for body copy. Body copy must be in sentence case and never in all caps or lower case.

Gotham Light can be used in subtitles, subheadings and short copy.

Arial is DDC's secondary font. Arial is included with the MS Office Suite. Arial should only be used when Gotham is not available.

5. Typography

HEADER AND MAIN TITLES

Gotham Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

1234567890

?!(%)#@/&\\$*

BODY COPY

Gotham Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

?!(%)#@/&\\$*

SUBTITLES, SUBHEADINGS AND SHORT COPY

Gotham Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

?!(%)#@/&\\$*

HEADER AND MAIN TITLES

Arial Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklm
opqrstuvwxyz**

1234567890

?!(%)#@/&\\$*

BODY COPY / SUBTITLES, SUBHEADINGS AND SHORT COPY

Arial Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

?!(%)#@/&\\$*

Icons are very effective in getting across ideas and concepts in presentations. Selecting the right icon can help DDC convey a lot of information with a simple graphic representation.

These are some of the icons we can use in presentations. Other icons with similar look, feel and treatment can also be used in presentation decks.

6. Iconography

/StyleGuide

/Iconography





© 2020 DDC. All rights reserved.
Contains DDC's Confidential and Proprietary information and may not be
disclosed or reproduced without the prior written consent of DDC.



Designed by The Phoenix | www.phoeniximg.com | info@phoeniximg.com