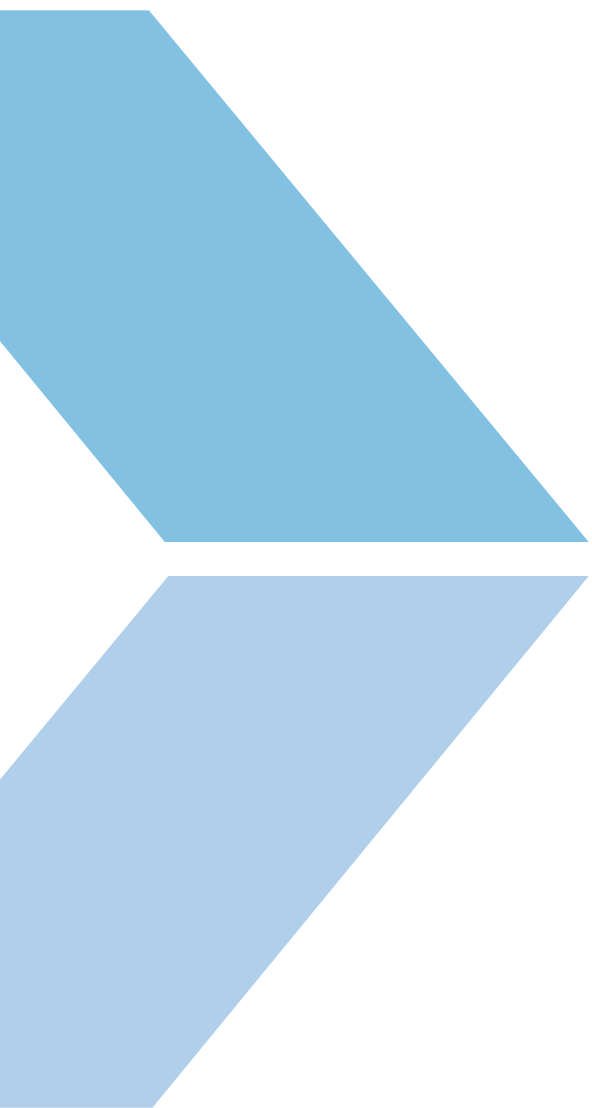


dpgdistribution

BRAND MANUAL GUIDE



dpgdistribution



LOGO

The logo is the primary identifier of our brand. It is employed to quickly communicate our name and identity to the world.

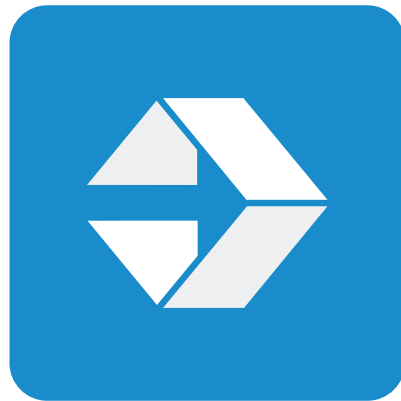
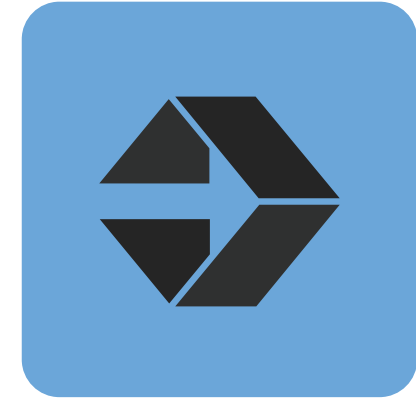
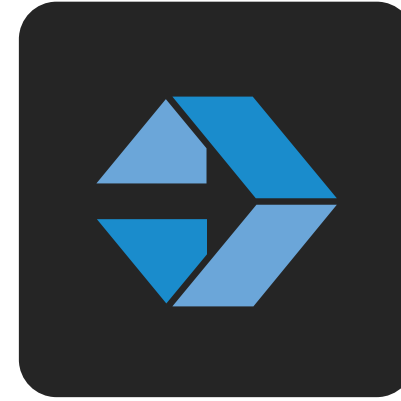
The logo is the central element that represents our brand. It reflects our identity and helps communicate our message effectively.

Logo

The logo simply represents the company's identity and leadership role.



Logo Icons



Graphic Components

Never redraw or typeset the letters or recreate any part of the logo. The logo is required on all applications, though its size and position vary. Always use the logo with the required Clear Space.



The Philosophy Behind the Logo

This name was chosen because every destination has a path leading to it, in addition to the uniqueness of the name, its ease of pronunciation, and how memorable it is for customers

The DPG Distribution brand mark is built around a modern geometric icon that symbolizes connectivity, efficiency, and forward momentum. Constructed from clean angular forms arranged in a balanced hexagonal composition, the symbol conveys the seamless flow of logistics, strong partnerships, and a dependable distribution network. The directional elements evoke movement and progress, while the use of negative space enhances clarity and recognition. Complementing the symbol, the minimalist lowercase typography creates a contemporary and approachable identity that emphasizes professionalism without sacrificing accessibility. Finished in a vibrant blue palette, the visual identity communicates trust, innovation, and reliability, reinforcing DPG Distribution's commitment to delivering efficient solutions with consistency and confidence.



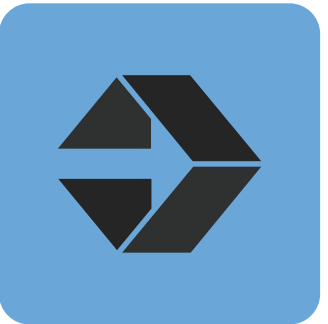
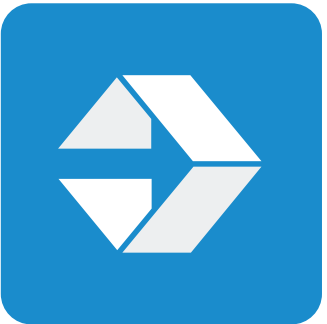
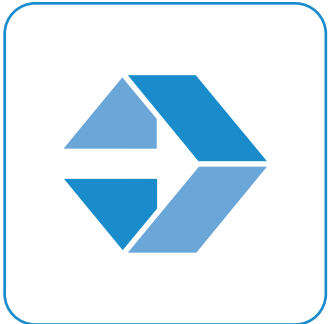
Full Color Logo

This is the full color Primary logo on a white background. It is to be used on all Printed Material and digital use, internal forms and partnerships. The logo may not be reproduced in any colors other than those specified here. Always supply your vendors with the Color Samples in this Manual and carefully proof and check all color reproduction.



Logo on Backgrounds

When combining the logo with brand colors, always ensure there is ample contrast in color pairings. The following examples are approved combinations.



Single color

One Color logo Certain print applications, such as newspaper and advertisements, internal forms and partnerships may require a black and white version of the Primary logo



Scaling

The logo has been carefully crafted to read well, even at small sizes. There is no limit at large scale, but be careful at smaller sizes. If legibility is an issue, it's too small.

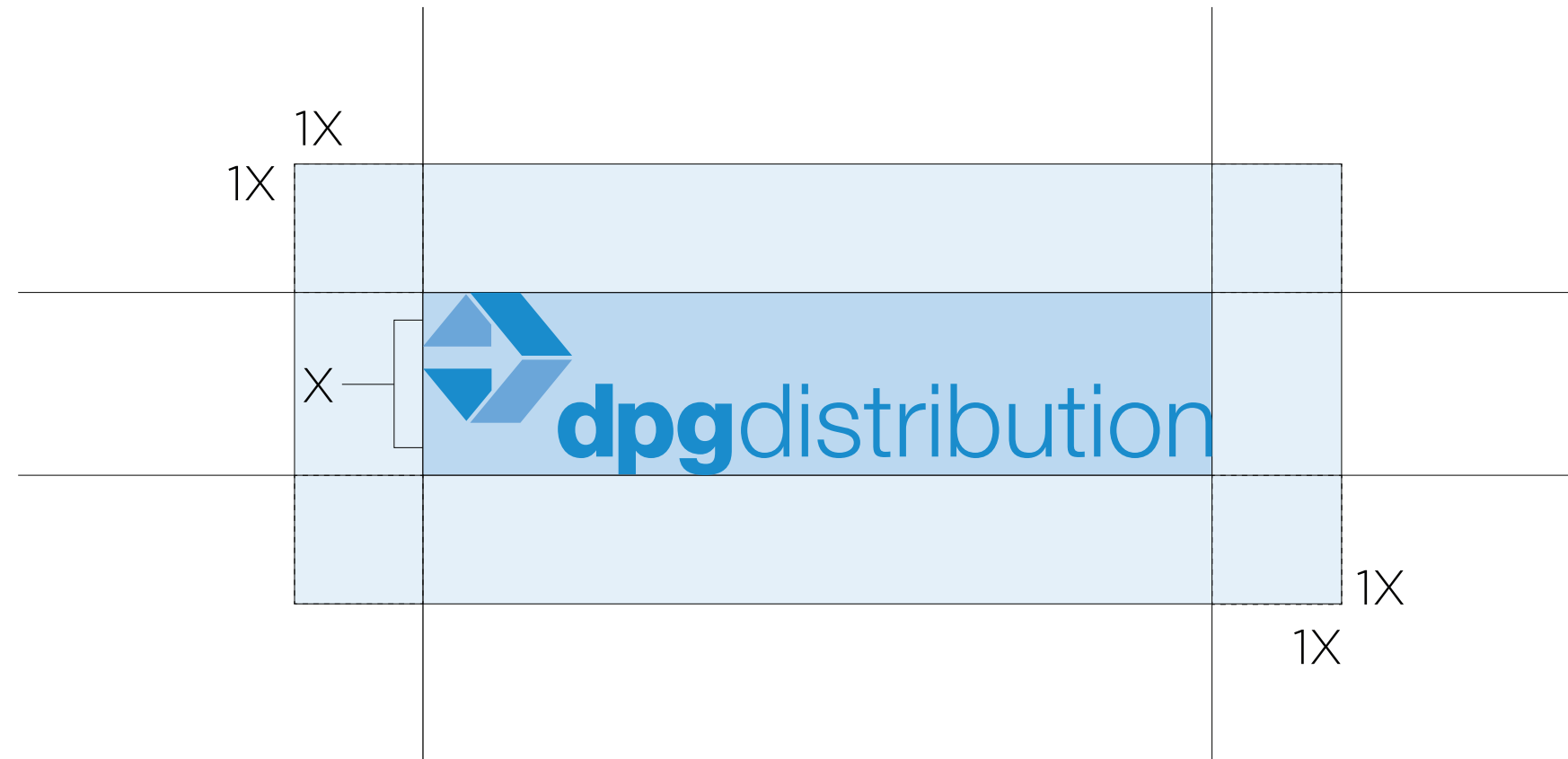
Recommended minimum size is 20 pixels for screen, and 1/4 inches in print.



THE LOGO WOULD
BE TOO SMALL
HERE, USE THE ICON

Clear space

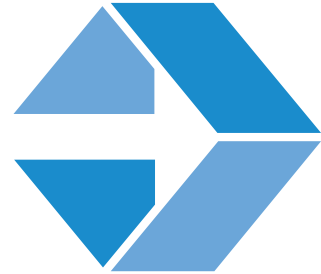
Clear Space Diagram To maintain Primary Service Mark consistency, the Primary Service Mark must always be on a white background and never appear to be crowded among other elements. The dotted line surrounding it illustrates the required minimum Clear Space on all Printed Materials.



Note that the type, as well as the edge of the piece, do not interfere with the minimum Clear Space surrounding the Primary Service Mark. No graphic element, including photographs and illustrations, should ever enter the Clear Space.

LOGO VARIATIONS

ICON ONLY



VERTICAL LOGO



HORIZONTAL LOGO



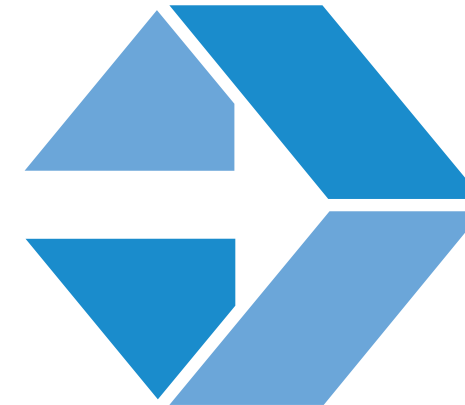
Logo use

Together, the logo, supporting logo, and supporting logo comprise our logo collection. Though they all represent our brand and should be used according to the brand guidelines book.

Logo Used most often

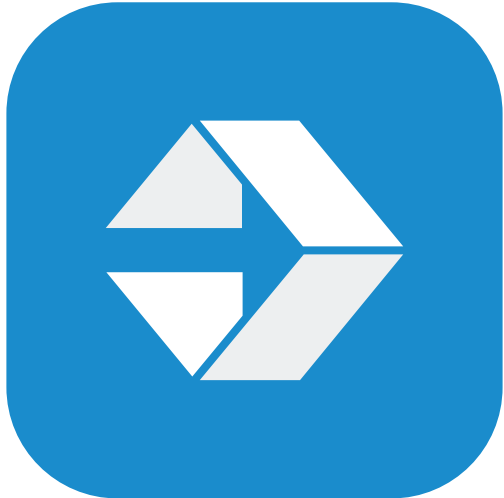


Supporting logo Used often



Social icon

The social icon is the simplest form of identification for our brand. Describe its role and relationship to the primary logo.



Don'ts

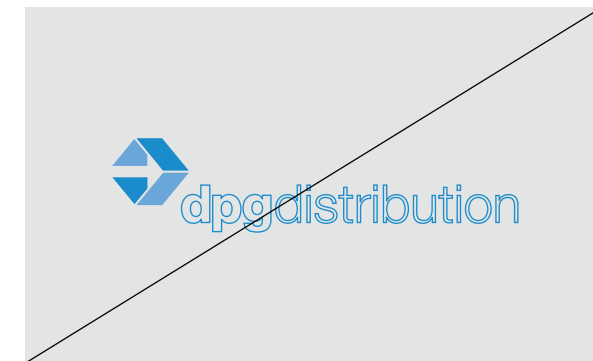
Do not diminish the value of the logo in our brand. Avoid the following treatments.



DO NOT STRETCH



DO NOT REFLECT



DO NOT OUTLINE



DO NOT USE ANY COLOR BESIDES THE PRIMARY BRAND COLORS



DO NOT MAKE SHADOWS



DO NOT POSITION ON AN ANGLE



TYPOGRAPHY

At the heart of the identity is our unique typographic voice. Type influences the tone of language and brand expression.

Typeface

The use of compatible Typography is essential to the success of the THE Image. The typefaces shown here are for use in all print, promotional and signage applications. No other typefaces should be substituted.

Primary Typeface

INTER

HEADING

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZabcdefghijkl
mnopqrstuvwxyz
0123456789!@#\$%^&*(?)+

Secondary typeface

POPPINS

SUB HEADING

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZabcdefghijkl
mnopqrstuvwxyz
0123456789!@#\$%^&*(?)+

Weights

Type weight provides hierarchy to distinguish between pieces of information. Use this as a guide for typeface weights employed in our brand.

POPPINS LIGHT

DGP DISTRIBUTION

AaBbCc123@

POPPINS REGULAR

DGP DISTRIBUTION

AaBbCc123@

POPPINS MEDIUM

DGP DISTRIBUTION

AaBbCc123@

POPPINS BOLD

DGP DISTRIBUTION

AaBbCc123@

POPPINS BLACK

DGP DISTRIBUTION

AaBbCc123@



COLORS

Color plays an important role in how the identity comes to life. Color amplifies brand expression and our personality.

Primary palette

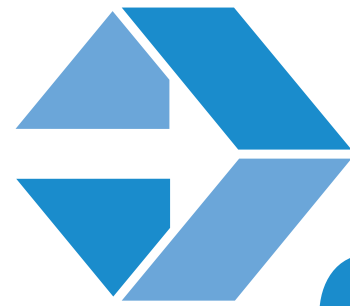
The primary palette combines vibrant blue, sophisticated charcoal, and balanced light blue to represent trust, connection, and personal growth, creating a modern and memorable brand identity.



Secondary palette

The secondary palette provides flexibility and contrast through supporting tones that enhance clarity, visual hierarchy, and consistency across all brand communications.





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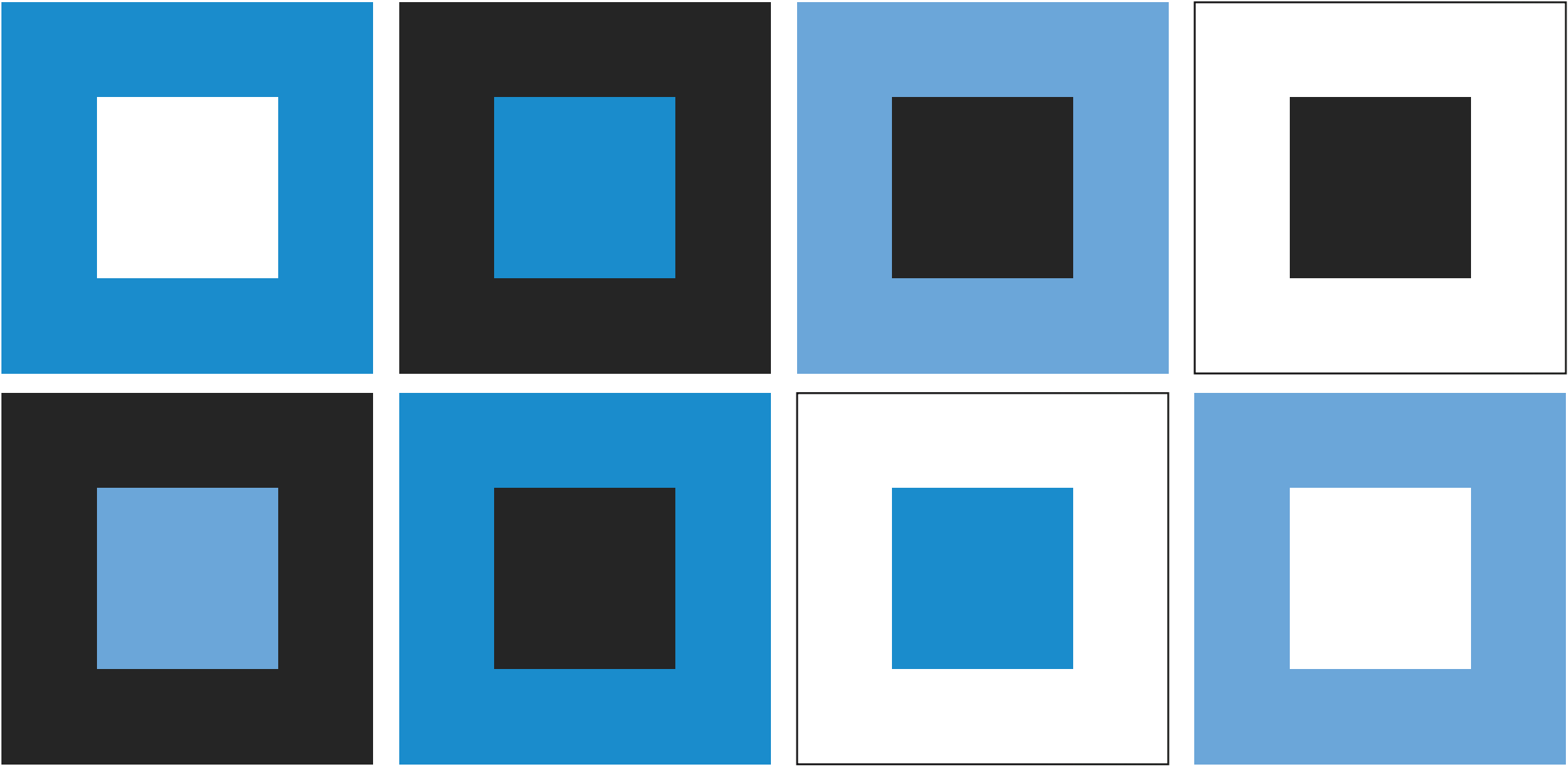
Proportion

The balance of color is important to maintain a cohesive identity. When using the palette in any context, reference the proportion of colors below.



Combinations

Some colors are not suitable to be used in combination with others. The following diagram demonstrates approved color combinations.





SOCIAL VISUAL STYLE

A collection of branded templates and visual assets for social media. It ensures a consistent, professional look across all platforms while strengthening brand recognition and engagement.

Social Media Icons

A set of branded icons that provide a consistent and recognizable way to connect with the brand across all social media platforms.



Brand Consistent Social Media Presence

Maintaining a unified visual style and brand voice across all social media platforms to build recognition, trust, and a professional brand image.

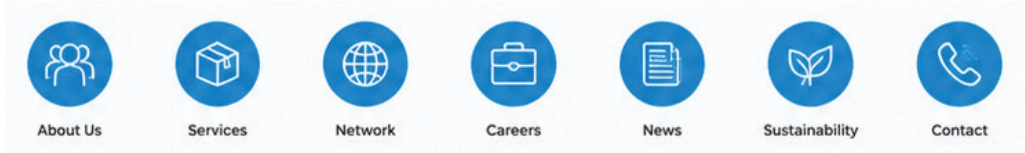
INSTAGRAM POST STYLE



INSTAGRAM STORY STYLE



HIGHLIGHT ICONS



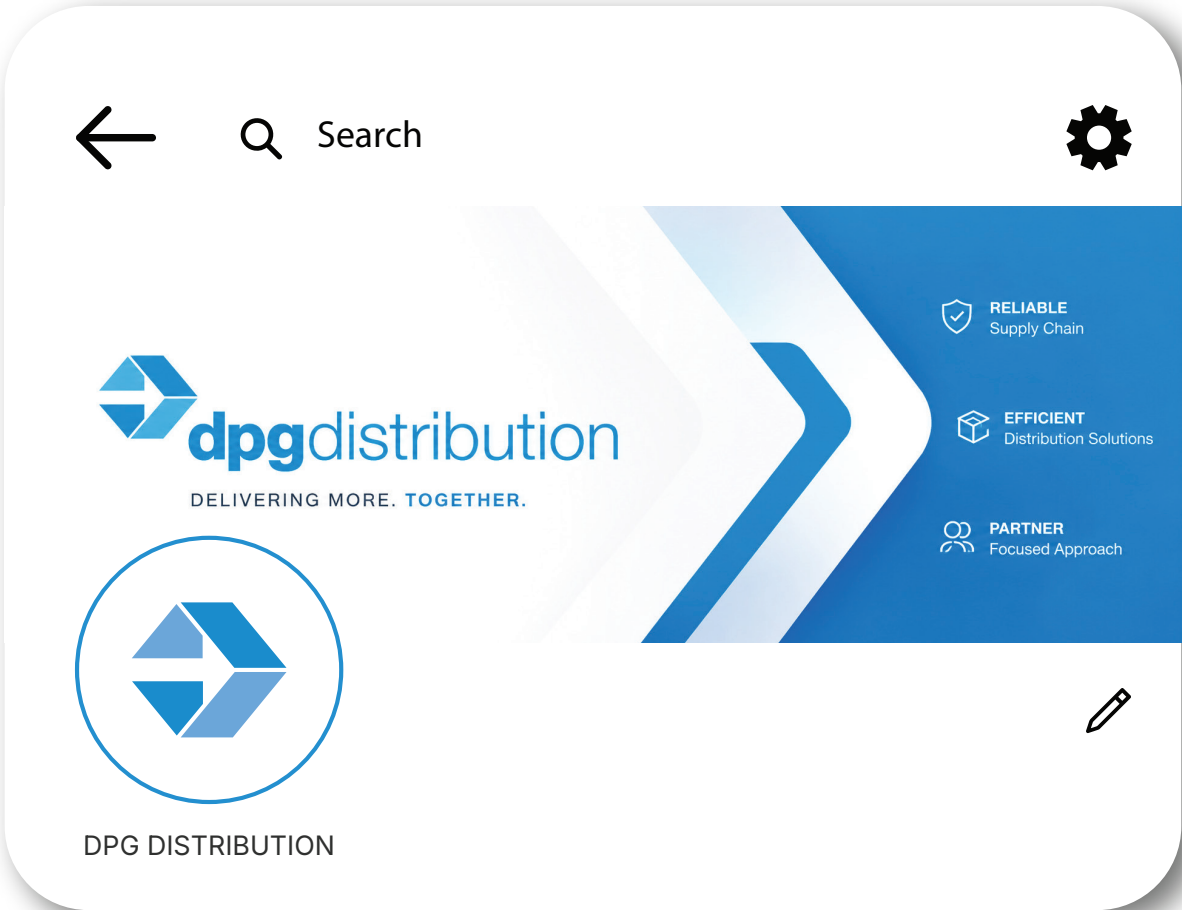
POWER POINT TEMPLATE

A professionally designed presentation template that ensures a consistent and impactful brand identity across company profiles, business presentations, proposals, and client pitches while maintaining a polished and cohesive visual style.



HEADER & SOCIAL MEDIA

HEADER COVER



EMAIL SIGNATURE & SOCIAL MEDIA



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WEBSITE UI KIT

The Website UI Kit defines the core interface elements used across the dpg digital experience, ensuring consistency and clarity throughout the platform. It includes a structured button system with primary, secondary, and tertiary styles that reflect the brand's clean, modern, and professional identity. Standardized spacing tokens and shadow levels establish a clear visual hierarchy, supporting smooth navigation and a refined user interface. Each component is designed for readability, responsiveness, and seamless cross-page alignment. This system ensures a cohesive and polished interaction experience across all dpg web touchpoints.

BUTTONS

PRIMARY	SECONDARY	TERTIARY

SPACING SCALE

NAME	PIXEL	USAGE
spacing-none	0px	No space
spacing-xs	4px	Tight spacing
spacing-sm	8px	Small spacing
spacing-md	16px	Medium spacing
spacing-lg	24px	Large spacing

<p>shadow-xs box-shadow: 0 1px 2px 0 rgba(0, 0, 0, 0.05)</p>	<p>shadow-xs-skeumorphic box-shadow: 0 1px 2px 0 rgba(0, 0, 0, 0.06), 0 1px 0 rgba(255, 255, 255, 0.6) inset</p>	<p>shadow-sm box-shadow: 0 2px 4px 0 rgba(0, 0, 0, 0.06)</p>	<p>shadow-md box-shadow: 0 4px 8px 0 rgba(0, 0, 0, 0.08)</p>
<p>shadow-lg box-shadow: 0 8px 16px 0 rgba(0, 0, 0, 0.10)</p>	<p>shadow-xl box-shadow: 0 12px 24px 0 rgba(0, 0, 0, 0.12)</p>	<p>shadow-2xl box-shadow: 0 16px 32px 0 rgba(0, 0, 0, 0.14)</p>	<p>shadow-3xl box-shadow: 0 24px 48px 0 rgba(0, 0, 0, 0.16)</p>



STATIONARY

A cohesive collection of branded business materials designed to maintain a professional and consistent brand presence across everyday communication and official documentation.

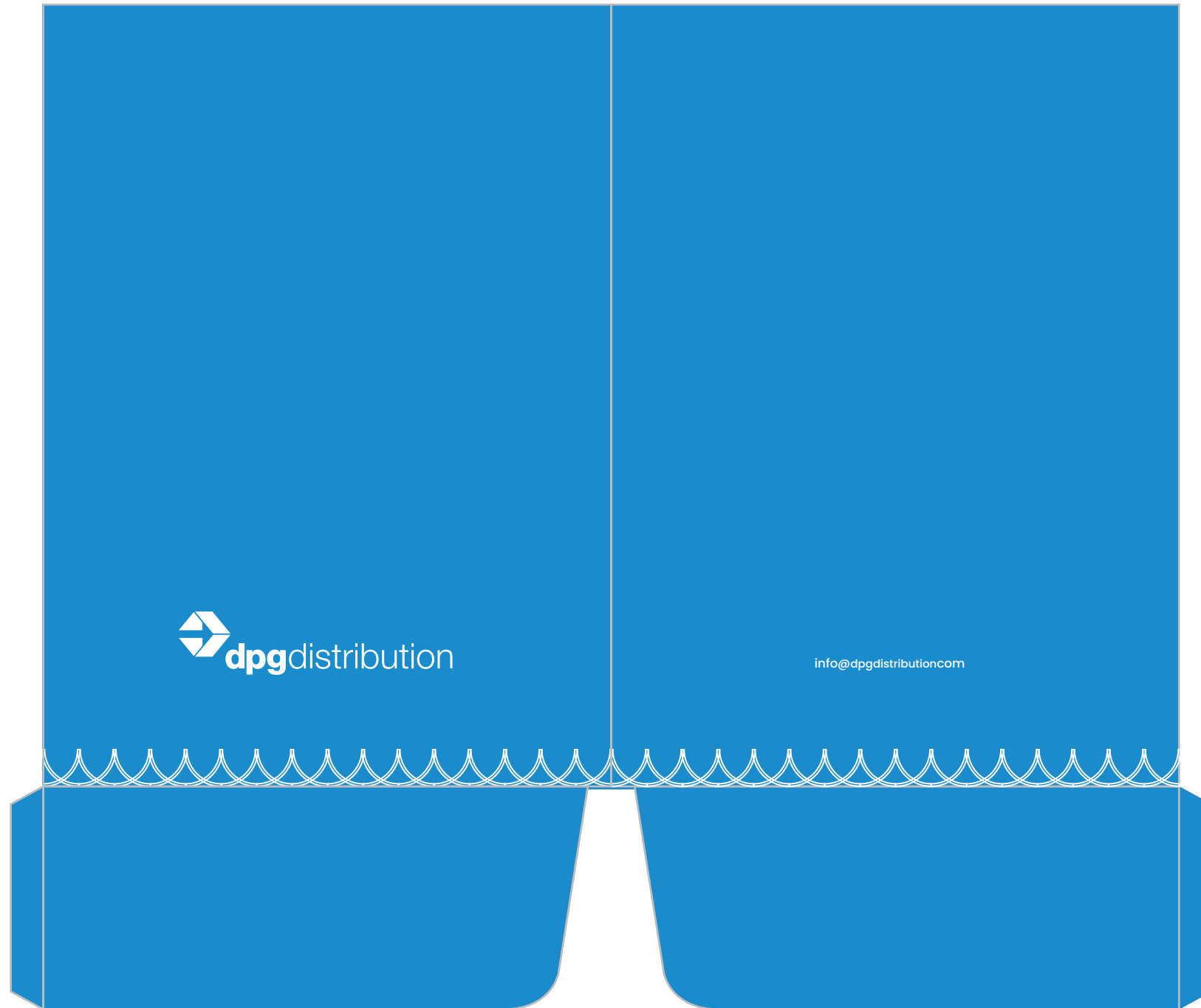
STATIONERY

LETTERHEAD & BUSINESS CARD



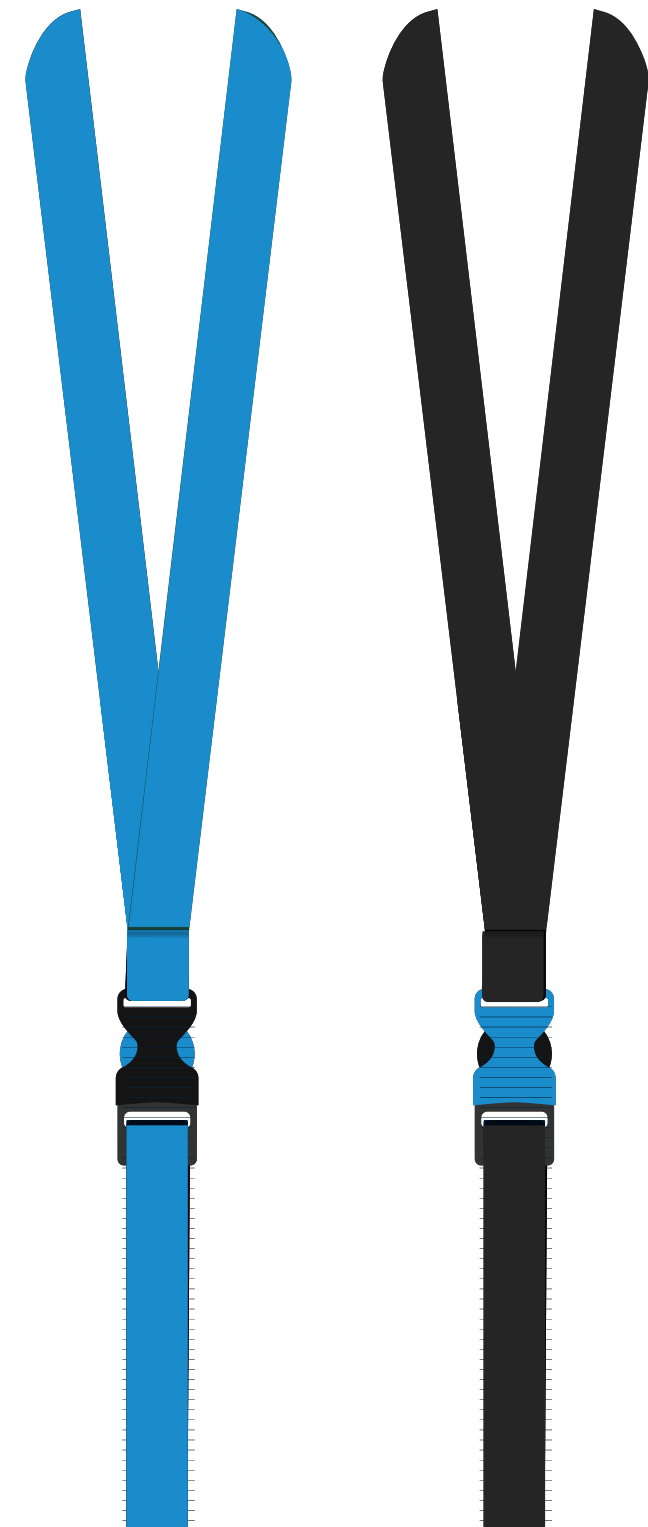
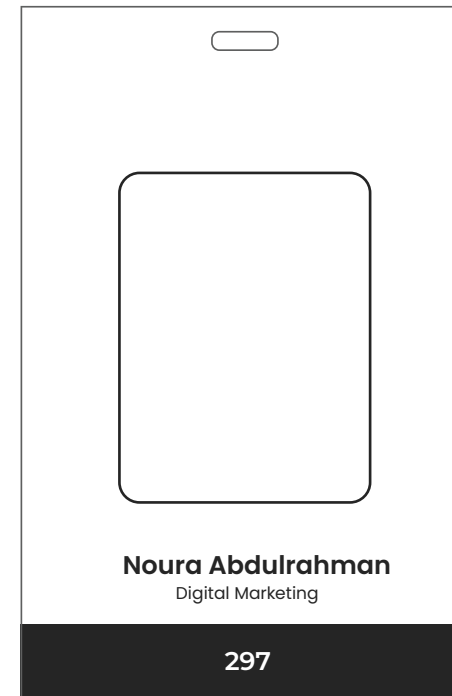
STATIONARY

FOLDER



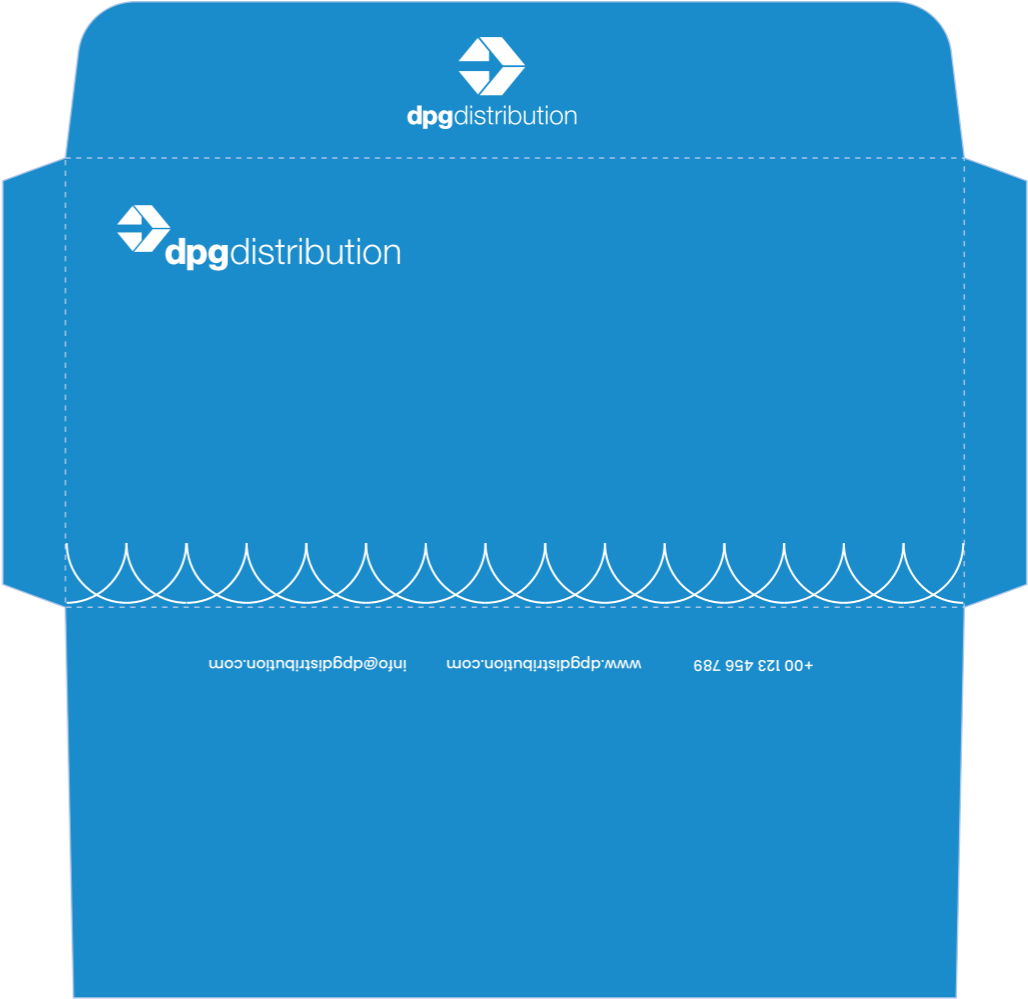
STATIONARY

ID CARD



STATIONERY

ENVELOPES DL





MOCKUPS

Mockups help visualize the brand identity in real-world applications, showing how the logo, colors, and typography work together to create a consistent brand experience.

Delivering Distribution Excellence

DPG Distribution provides end-to-end supply chain solutions with industry-leading service, technology, and expertise you can rely on.

[Our Solutions](#)[Explore Products](#)

Extensive Product Range

Access thousands of products from leading brands across multiple industries.



Dependable Service

Count on our dedicated team for on-time delivery and exceptional support every step of the way.



Smart Solutions

Leverage advanced technology and data-driven insights to optimize your supply chain.



Built on Partnerships

We build lasting relationships and tailor solutions that help your business grow.





dpg distribution

Delivering
Connections.
Delivering
Value.





THANK YOU

For any questions about using these guidelines,
please contact: Info@dpgdistribution.com