



INDUSTRIES LTD

BRAND MANUAL

FEBRUARY, 2022

INTRODUCTION

This manual has been developed in order to ensure that the graphic elements which makes up the visual identity of DH Industries: the logo, colors, type font and design architecture are used correctly and consistently in all their applications.

The guidelines contained in this manual indicate how to use and combine the various elements so as to maintain visual consistency, their goal being the brand's competitive differentiation and standardization of its use anywhere in the world.

This manual helps to convey the idea, the values and personality of ***DH Industries***, and so it is very important to digest and apply content.

Welcome to preserving our brand.

ABOUT THIS MANUAL

What is This Manual for?

This interactive manual is an aid to presenting DH Industries Limited as a brand in a specific, predetermined manner:

Professional: The materials produced by DH Industries reflects the company's philosophy of innovation and high quality.

Consistent: All elements are presented with a sense of unity and order. They are set out clearly with logical reasoning and also with a flexible and open attitude.

Convincing: The communication of our brand must be sound and easily recognizable.

Who is this Manual for?

This manual is for you, as part of DH Industry, as a Supplier or as a partner/associate. If you are a graphic designer, printer or external consultant with responsibility for the design, creation or production of any element owned by DH Industries, this is to serve as a guide.

OUR BRAND

At DH Industries Limited, we define ourselves through the belief that the brand is an integrated whole of infinite nuances. The brand is defined by 3 fundamental elements (our vision):

Why we exist:

Empower women to do more in their lives beyond household cleaning.

What we do:

Provide them with efficient high quality cleaning products resulting in more time for them to attend to other important matters in life.

How we do it:

Produce best quality to price ratio accessible washing and cleaning brands

BRAND VALUES

DH Industries Limited's values form the basis for everything we do. How we say what we say and how we project ourselves.

Excellence

DH Industries Limited believes there is only one possible way of doing things well. Our is based on the determination of deepened knowledge to look ahead and be leaders. This is the constant theme that runs through our business.

Commitment to Quality

At DH Industries Limited, everyone of our actions must be part of an integral high-quality standard to the customer and society in general. We commit ourselves to the execution of our products and services with respect to making life easier for everyone.

Commitment to Innovation

DH Industries Limited stands out for an innovative product and solutions with high differential value.

OUR APPROACH

- Create Demand
- Continuous Brand support
- Base all campaigns on local insights
- Be relevant
- Build brand equity

BRAND PERSONALITY

It the eyes on the society at large, DH Industries Limited's calling card says:

- Loyal
- International
- Quality
- Innovative
- Constantly seeking excellence.

The brand is constantly striving. It has its own opinion and is highly regarded within the sector. It's our job to make sure that all of our communications are consistent with the following brand personality traits. Our brand personality traits describe how we want our customers to perceive us.

TRAIT No. 1 - LOYAL

When we say we're Loyal, we mean we are particularly focused on delivering superior quality products at convenient prices for the people we serve. We are firm and not changing in developing products that perform multipurpose functions. That way, you can cater to multiple cleaning needs without breaking the bank or the need to purchase different products.

*TRAIT No. 2 - **INTERNATIONAL***

Our superior Quality Products are known and used in more than one country.

*TRAIT No. 3 - **Quality***

Our range of products are the best (or among the best) in their respective categories. Insights has helped us in the development of our products and helped our growth over the years.

*TRAIT No. 4 - **INNOVATIVE***

We're forward-thinking and inventive to make our clients' lives better.

*TRAIT No. 5 - **CONSTANTLY SEEKING EXCELLENCE***

We always consider the entire value chain for our development. It is based on this that we have been able to position our products in a way that using it saves you money because they are multipurpose by design. As such, they serve your needs effectively and in multiple ways.

tone of voice

This refers to our persona and the manner in which we speak to our customers/audience. We speak as a Leader, we are Confident and Reassuring. Our tone of voice should always encapsulate all that our brand and our customers value.

Leadership:

Our product range is the best (or among the best) in their respective. This should be seen in all communications, because we stand out.

Confidence:

Using our products saves you money because they are multipurpose by design and serve your needs effectively and in multiple ways. This message should proudly be seen in our communication, because that stands us out.

Reassuring: In our communication we always have to assure our audiences that we are their partner and cherish the role we play in their lives.

style

In sending our message across, we have to speak everyday language of the people, speak the language of women and be very friendly.

LOGO ESSENTIALS

PRIMARY LOGO

This is the original logo in full colour.
To be used on plain white or visibly light backgrounds.
(See *illustration a.*)



SECONDARY USE OF LOGO

The secondary logo has a white background.
This form is to be used on dark
solid coloured and /or busy backgrounds.
(See *illustration b.*)

b.



CLEAR SPACE

This is the amount of space around the logo that is free from competing elements.

In this regard, the clear space is measured by the height of the RED SWOOSH in the logo.
(application shown in the illustration).



APPLICATION

The **default** should be used on a white or lighter backgrounds. The secondary logo should be used on multicoloured and imagery backgrounds as illustrated below.

In situations where colour is limited, the monochrome versions as illustrated can be used.

FULL COLOUR



Use on white background



Use on light background



Use on multicoloured background



Use on imagery background

MONOCHROME



WRONGFUL APPLICATION OF LOGO

For brand consistency, the DH logo has to be used in its default or monochrome state depending on the background, therefore it is prohibited from being altered or used in the following ways:



LOGO MEASUREMENT

To maintain the visual identity of the logo, the minimum sizes below must be adhered to.

The logo is measured by its length (X) as shown in the figure below. The minimum size of the logo to be used is 10mm.

therefore, $X = 10mm$



COLOUR CODES

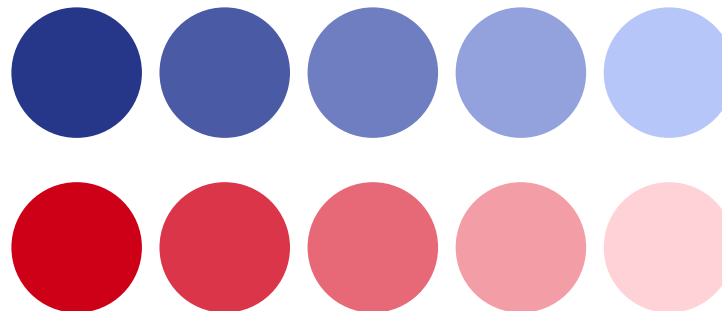
The primary brand colours are RED and BLUE as shown in **figure a** below.
The BLUE should be used as the dominant colour in all communications.

However, colour extensions have been provided in the secondary colour chat.
for further consideration. Refere to **figure b**.

a.

Blue	Red
PANTONE: 287 C	PANTONE: 199 C
HEX: #263689	HEX: #CE0018
CMYK: C-100% M-87% Y-10% K-1%	CMYK: C-11% M-100% Y-96% K-24%
RGB: R-38% G-54% B-137%	RGB: R-206% G-0% B-24%

b.



TYPEFACE

The primary typeface for all corporate communications is “**MONTSERRAT**” font family. This font family has been chosen in consideration with the brand’s identity and image. It must therefore be adhered to in all written communications in order to maintain consistency of the brand.

Montserrat Regular

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

1234567890

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

Montserrat Italic

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

1234567890

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

Body Text

Montserrat Bold

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

1234567890

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

Montserrat Bold Italic

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

1234567890

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

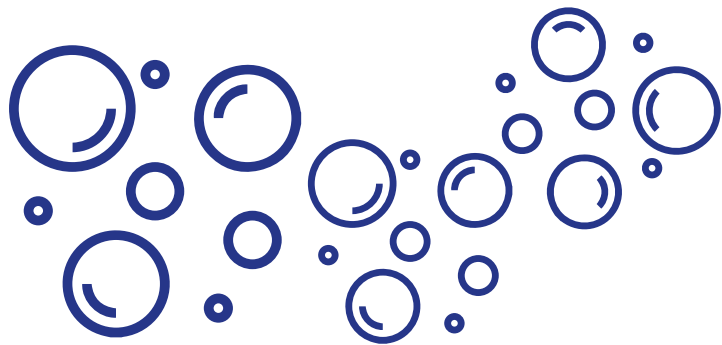
Headlines

VISUAL REPRESENTATION

THE BUBBLES

The bubbles serves a significant reason that resonates with the brand. i.e: detergents.

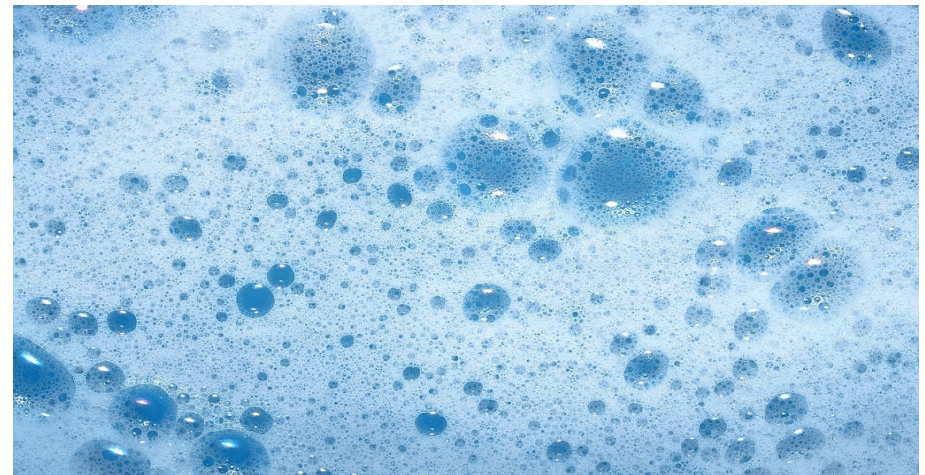
It's also used for aesthetic purposes. The bubbles is introduced in wall, car, and some stationeries that are meant for brand promotion.



DH LATHER

The DH Lather is present to bring out the brand's identity.

The DH Lather should mostly be used in digital artworks as well as in print works with multiple pages.



BRANDING

In branding DH offices, the DH Industries Ltd logo should be mounted as 3D on the wall behind the front desk. The walls of the offices is painted with colours from the DH secondary colour chart.

The Bubbles should also be employed for aesthetic and consistency of the brand.

Refer to images below.



DISPLAY CABINET / VISION FRAME

A Glass frame of maximum size 36in x 24in and minimum size of 30inx20in with DH Industries Ltd's Mission and Vision to be mounted on a wall at the reception of the office.

A customised display Cabinet should be mounted at the reception to display all products of the company.

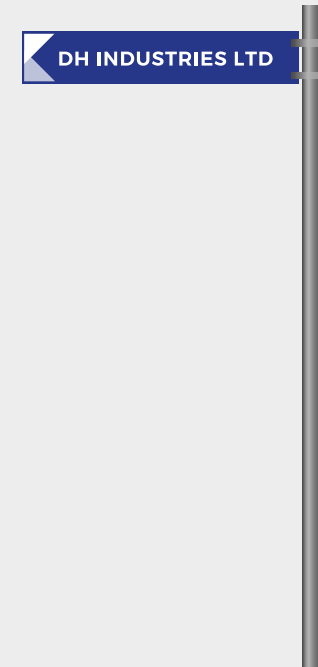
Display Cabinet



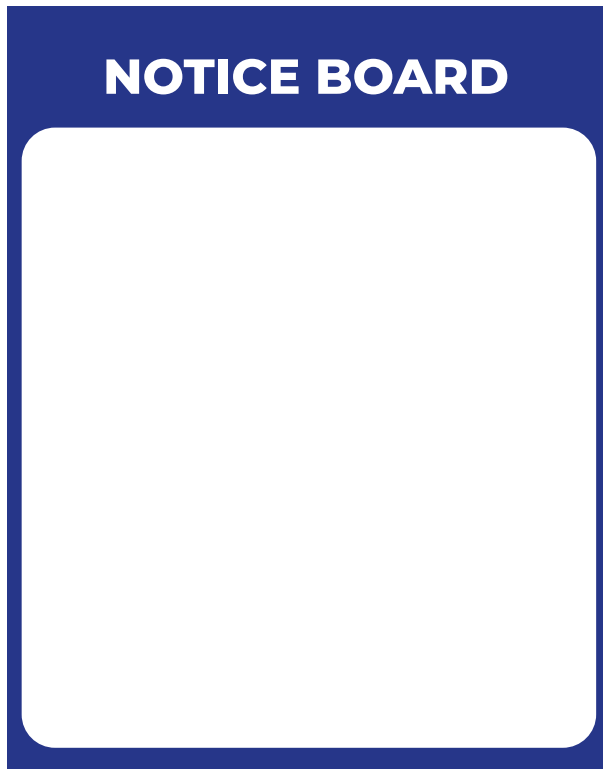
Glass Frame

LABELS AND SIGNS

Area signages in or around the office, should be blue, (the primary blue DH colour) with white text and a white rectangle round edges on the left side containing Icons to describe the text.



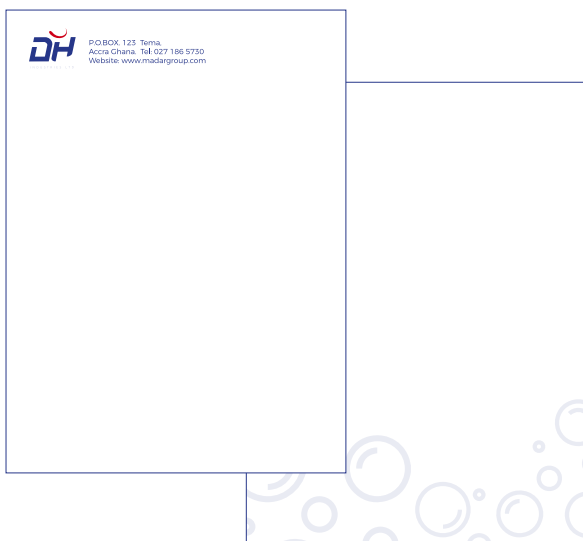
ANNOUNCEMENT BOARDS/ FACTORY SIGNS



POLO SHIRTS, T'SHIRTS, OVERALLS, HELMETS



STATIONARY



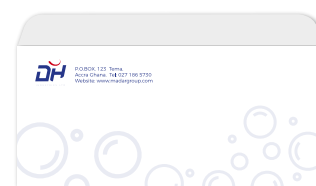
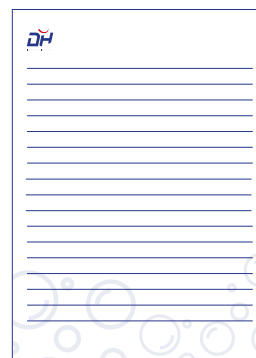
Letterhead and Continuation Sheet



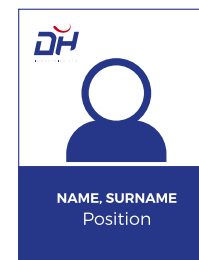
Callcards



Note Pad



Envelopes



Staff ID



BAGS, KEYRINGHS, PENDRIVES, PENS



VEHICLE BRANDING



ADVERTISING COMMUNICATION

A billboard campaign needs to have a visual impact on viewers as well as entice them to contact the company if interested. This said, the design should hold all the DH branding elements to that purpose, without compromising the balance of the design.

Below are the guidelines to be used when creating a billboard design:

BILLBOARDS/POSTERS

Copy

Product name

Do it your way!

Madar
...like No Other

Image area.
Images/photos should take at least 80% of the artwork, and must be dominant

The DH logo takes 1/12th of the height of the artwork

Copy

Product name

Do it your way!

Madar
...like No Other

Image area.
Images/photos should take at least 80% of the artwork, and must be dominant

The DH logo takes one-sixth of the height of the artwork when in landscape

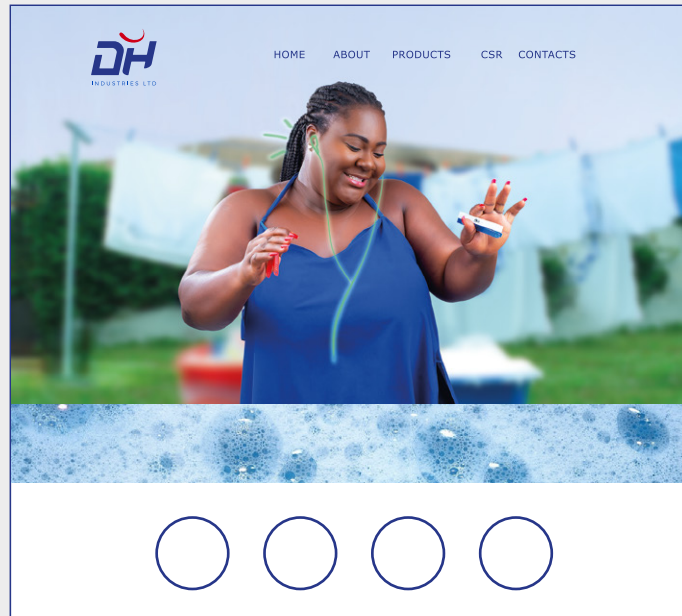
BROCHURES, PULLUPS AND TELESCOPIC FLAGS



DIGITAL

WEBSITE

The DH Industries Ltd's website should be clean and attractive. The DH Lather must run through the website for brand consistency.



ONLINE ARTS LAYOUT

The DH Industries Ltd's Digital and social media layout must have the DH logo positioned at the right bottom of the page. (for minimum size, refer to page ...). The product's name at top right corner 2.5 times bigger than the DH logo. Place the website at bottom left, copy at top left and imagery at the centre of page.



EMAIL SIGNATURE

The email signature should have the DH Lather and a layout as illustrated above.

CONCLUSION

If you've just read this brand manual, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our DH Communications will be stronger for it. If you ever have questions or contributions to better our brand manual and its application in design, don't hesitate to contact us.