DESERT SAND

GLOBAL

CONNECTING MARKETS. CREATING OPPORTUNITIES.

One logo, three versions.



On its own

For small or square spaces: profile pictures, app icons, stamps, embossing, the corner of a page.



With name

The everyday version: documents, business cards, signs, the website.



With name and tagline

For first impressions: cover pages, presentations, banners. Needs enough room for the tagline to read.

WIDE VERSIONS

For short, wide spaces.

With name

Website menus, email signatures, the top of a document.



With name and tagline

Website footers, banners, the front of a presentation.



COLOUR VERSIONS

Gold on dark. Black on light.



Gold on black — First choice



Cream on black — When gold is too strong



White on dark — Dark colours, calm dark photos



Black on cream — Light backgrounds



Black on white — Letters, forms, one-colour print



Black on gold — Sparingly, for a bold panel

Give it room.



Clear space

Keep other text and images outside the dashed line. X is a quarter of the width of the ring.

Smallest sizes

Shown below at actual size when this page is printed at 100%. Below 32 px on screen, use the solid website icon in folder 4.



On its own
10 mm wide
32 px on screen



With name
25 mm wide
140 px on screen



With name, wide
35 mm wide
200 px on screen



With tagline
55 mm wide
320 px on screen



With tagline, wide
75 mm wide
440 px on screen

KEEP IT CLEAN

Please don't.



Stretch or squash it



Tilt it



Change the colours



Add shadows, glows or gradients



Use gold on white or pale colours



Put it on a busy background



Move or resize the parts



Retype the name in another font

Three colours and white.

Black

HEX #14100B
RGB 20 / 16 / 11
CMYK 69 / 69 / 67 / 78

Gold

HEX #D1AC6A
RGB 209 / 172 / 106
CMYK 13 / 27 / 64 / 3

Cream

HEX #F4EADB
RGB 244 / 234 / 219
CMYK 4 / 6 / 11 / 0

White

HEX #FFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

Mostly dark, a touch of gold
Black and cream carry the page. Keep gold for the logo, thin lines and small highlights.

Printing
The CMYK numbers are a starting point. Always ask for a printed proof before a large run.

Gold foil
For cards and covers, real gold foil suits the logo. Ask the printer to match it to the Gold above.

TYPEFACE

Jost.

Connecting Markets. Creating Opportunities.

Jost is the typeface in the logo, and it is used for everything else too. It is free, with an open licence: fonts.google.com/specimen/Jost

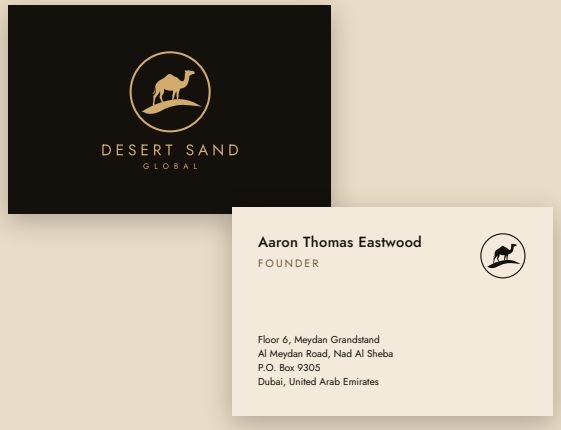
Where Jost can't be installed, such as email, use Century Gothic, then Arial.

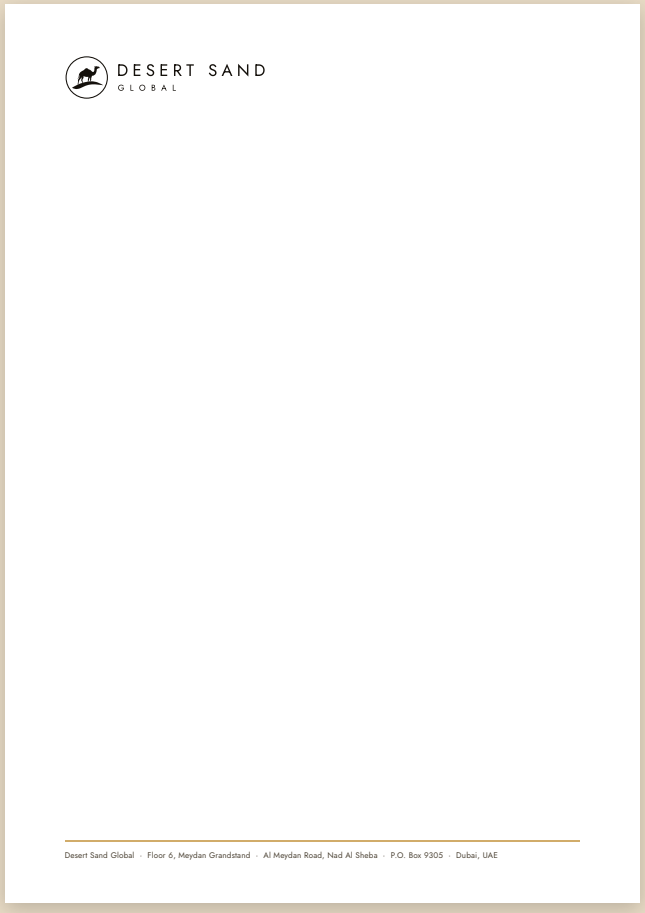
Light	Headlines
Regular	Paragraphs
Medium	Small headings, names
CAPITALS	Short labels only, widely spaced

The tagline is always written exactly as: Connecting Markets. Creating Opportunities.

IN USE

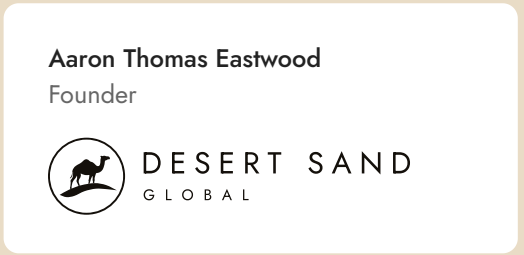
How it comes together.











DETAILS AND FILES

What to use, and where.

Name	Desert Sand Global
Tagline	Connecting Markets. Creating Opportunities.
Who we are	A privately owned investment and holding company.
Registered office	Floor 6, Meydan Grandstand, Al Meydan Road, Nad Al Sheba, P.O. Box 9305, Dubai, United Arab Emirates
Website	www.desertsand.info

SVG	Websites and designers. Stays sharp at any size.
PDF	Printers and sign makers. Also sharp at any size.
PNG	Word, PowerPoint, email and social media. No background. 1000 is for screens, 4000 for large use.
JPG	When you need the logo on a solid black or white background.
Folder 4	Website icons, profile pictures, banners, email signature and logo.
Folder 5	Letterhead and business card, ready to print.