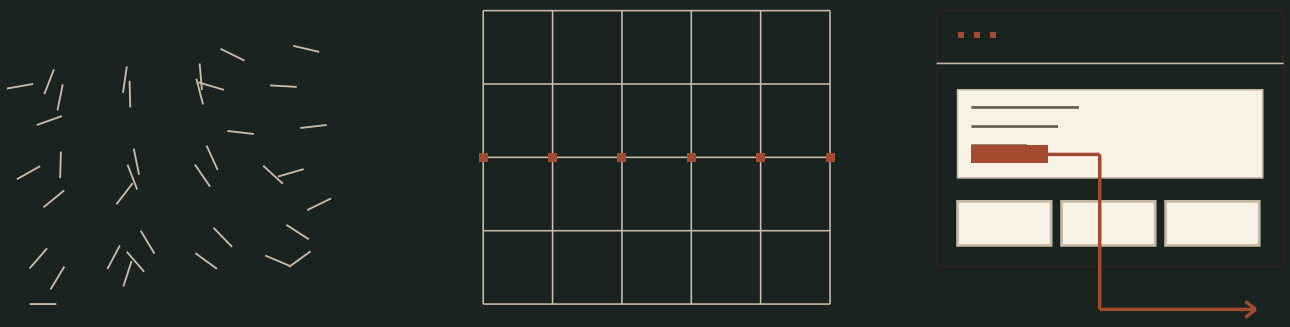
DN WEBSITES
A DOC NIL COMPANY

Brand guide *& media kit.*



Scattered ideas. One clear system.

A practical identity system for every touchpoint.

OCTOBER 2026 / WEBSITE.DOCNIL.COM

START HERE

A guide to the system.

Use this document as a working reference. Download current masters before starting a new application.

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REFERENCE PAGES

Logo overview, color specifications, typography, social formats, stationery, accessibility, licenses and handoff follow the twenty-four chapters.

THE SHORT VERSION

Research. Structure. Measure.

DN WEBSITES
A DOC NIL COMPANY

The engineer-led website specialist within DOC N.I.L., connecting research, structure, design, development, and agreed measurement around a clear brief.

Vellum	Ink	Clay	Gold	Olive
#F1E8D7	#29231E	#A34B31	#C69A55	#19231F

Keep the name DN Websites. Use the parent endorsement A DOC NIL COMPANY where context calls for it. Do not combine this identity with the separate marks of other Doc NIL businesses.

CORE IDEA

Precise enough to clarify. Expressive enough to hold attention.

THE HANDOFF

Choose the right file.

The kit includes editable masters and practical exports. Keep the master intact and build new compositions around it.

01 LOGO MASTERS

Outlined SVG and EPS. Vector PDF copies for print workflows.

Scale without losing edges.

02 SCREEN EXPORTS

Transparent PNG artwork at 512, 1024 and 2048 long-edge pixels.

Use the next size up from the final display.

03 APPLICATIONS

Editable social and stationery SVGs, PNG previews, email signature HTML.

Replace example copy before publication.

04 COLOR + TYPE

Color specifications, CSS tokens, palette files, open font files and licenses.

Georgia is a system font and is not bundled.

05 THE GUIDE

This handbook and the web guide explain the same brand rules.

Use the web guide for the current downloadable release.

Download the current kit: website.docnil.com/brand-guide/

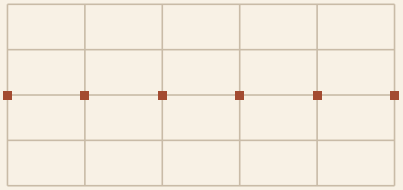
01 / FOUNDATION

A clear purpose.

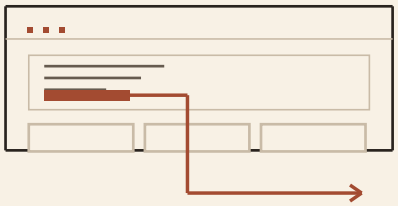
Research-led websites. Structured around a useful next step.



RESEARCH



STRUCTURE



MEASURE

DN Websites is the website specialist within DOC N.I.L. We plan, design, and develop new websites, redesigns, and focused landing pages. The work begins with what a website needs to achieve, then connects its content, visual expression, navigation, and functionality around that purpose.

Led by Gabriel Daniels, a trained engineer, the business brings a structured way of thinking to a creative discipline. Research informs the brief. Decisions become a connected system. The finished experience should help people understand the offer and take a meaningful next action.

The brand should feel considered, precise, and quietly ambitious. Warm mineral surfaces make it approachable; measured typography and deliberate geometry express craft. Entertaining moments earn their place by helping the story. Visual confidence comes from clarity rather than from unnecessary complexity.

In practice

- Lead with the website service and the visitor need.

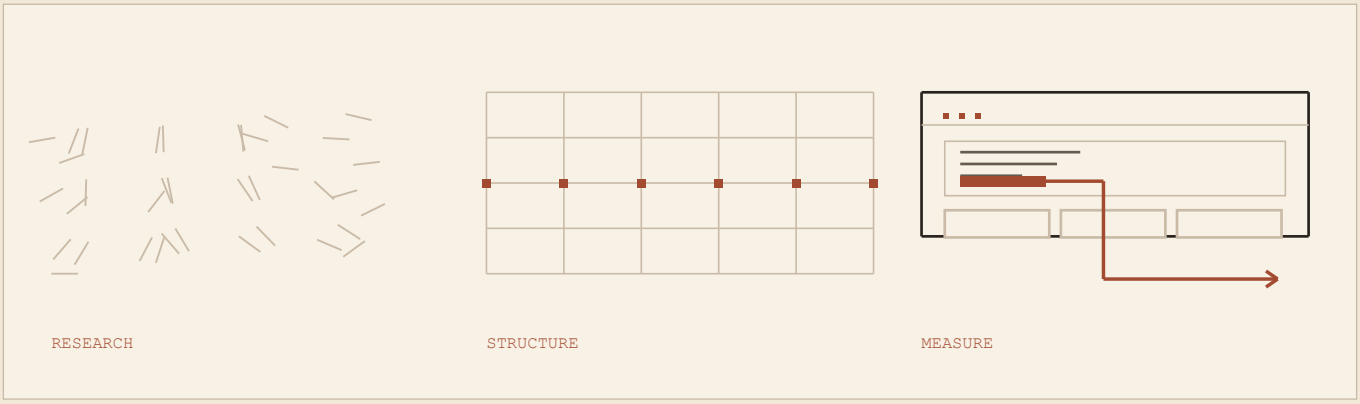
- Use engineering as a way of working, not as a claim of professional licensure.

- Describe intended outcomes without promising sales, rankings, or financial returns.

02 / AUDIENCE

Built around the brief.

Understand the people before choosing the presentation.



The audience includes businesses, personal brands, and organizations that need a new website, a stronger existing website, or a clear destination for a launch or campaign. Some arrive with a complete identity and content library. Others need help identifying the pages, messages, and materials their website requires.

Write for people making a practical decision. Explain what can be planned, what must be supplied, how a visitor will move through the experience, and which requirements will shape the scope. Ambition matters, but the language should leave a prospective client more informed.

When adapting the brand for a particular audience, change the evidence and examples before changing the identity. A business service page may prioritize inquiries; a personal portfolio may prioritize discovery. Neither needs a different logo, a new palette, or an invented claim of expertise.

In practice

- Name the audience, message, and desired action in the brief.

- Separate the client's goals from unverified audience assumptions.

- Use examples that represent the actual project and its permissions.

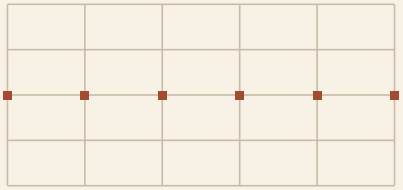
03 / BRAND ARCHITECTURE

Independent focus. Shared context.

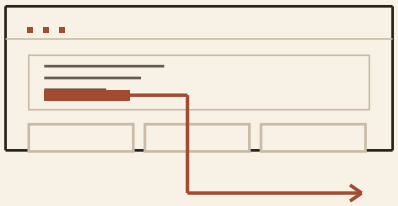
DN Websites is the website business; DOC N.I.L. is the parent context.



RESEARCH



STRUCTURE



MEASURE

Use DN Websites as the primary name in website services, downloads, proposals, and project communications. Introduce the relationship as a specialist business within DOC N.I.L. The parent connection adds context without replacing the identity of the website service.

The supplied endorsed lockup uses the parent line as artwork. Keep that line exactly as supplied. In running copy, DOC N.I.L. is the formal parent styling; Doc NIL may appear in a link label or an existing site reference. Do not rebuild a lockup to experiment with punctuation.

Brand, photography, film, media, and talent capabilities can support a shared brief when needed. They are not automatically included in a website project. Present additional services as separately identified needs, with their role and scope made clear.

In practice

- First mention: DN Websites, a specialist business within DOC N.I.L.

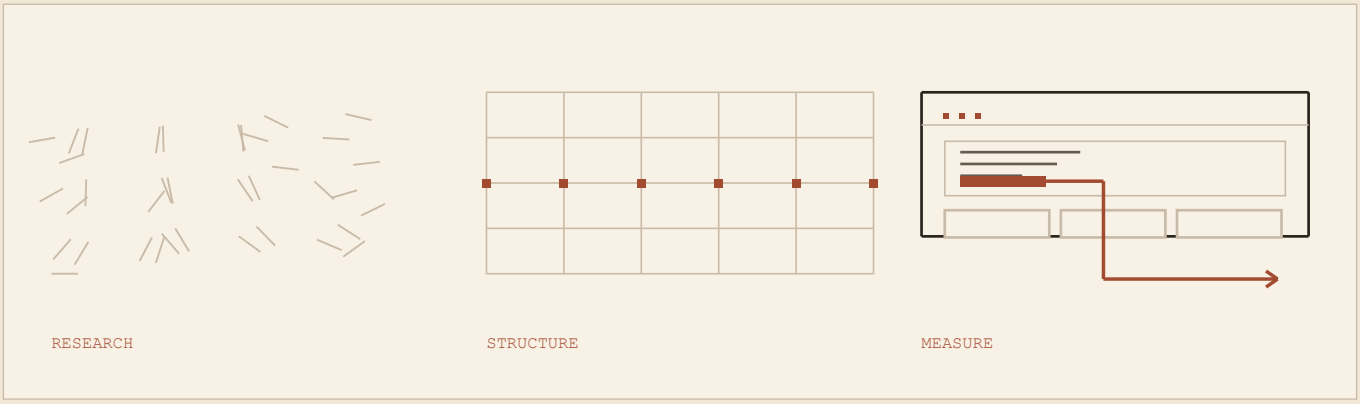
- Short name: DN Websites. Keep both words and their capitalization.

- Never imply that a case study, group company, or collaborator is an unrelated paying client.

04 / WORKING METHOD

Research. Structure. Measure.

A recognizable process, expressed without inflated promises.



Research defines the audience, the message, and the action visitors need to take. It includes reviewing the existing website, available content, brand materials, practical requirements, and the questions that must be answered before production.

Structure turns those findings into pages, content priorities, navigation, and a useful visitor journey. Visual direction and development belong to the same conversation: typography, responsive behavior, interaction, and platform choices should support the agreed brief.

Measure identifies the signals that matter after launch. Qualified inquiries, a completed next step, or discovery of a relevant offer may be useful goals. Agree the metric, the measurement method, and responsibilities before presenting it as part of the project. A diagram of a goal path is a process illustration, not evidence of a financial result.

In practice

- Show how a decision connects to a visitor need.
- Distinguish agreed deliverables from possible options.
- Avoid guaranteed ROI, conversion lifts, timelines, or search positions.

05 / MESSAGING

Say what the website does.

Make the service clear before inviting exploration.

A clear system.

Research. Structure. Measure.

ONE VOICE / PURPOSE IN EVERY DETAIL

The core descriptor is Website strategy, design & development. It is suitable for introductions, email signatures, document covers, and compact layouts where a longer explanation is unnecessary. A useful supporting line is For new websites, redesigns, and landing pages.

The expressive line Websites, with gravity. belongs to the brand, but should sit beside a clear service description. It suggests presence and consideration; it should not carry the entire explanation of the business.

Calls to action should name a real next step. Discuss your website and Estimate your project match the current site. Use a planning estimate to begin a conversation, then make clear that the written proposal confirms scope and fee. A descriptive action is more useful than a vague invitation when someone is ready to act.

In practice

- Explain audience, purpose, and scope in ordinary language.
- Use one primary action per main communication.
- Keep supporting details close to the decision they explain.

Short introduction

DN Websites plans, designs, and develops websites around your goals, content, and visitor journey.

Action

Discuss your website

Avoid

Guaranteed results from an award-winning growth machine.

06 / VOICE

Considered. Direct. Human.

Sound like a thoughtful collaborator who understands the work.

A clear system.

Research. Structure. Measure.

ONE VOICE / PURPOSE IN EVERY DETAIL

Use clear statements, familiar words, and concrete details. The voice can be confident and warm without flattery, performance, or theatrical claims. Let the precision of the explanation demonstrate care.

Prefer verbs that describe the work: plan, organize, design, develop, review, and agree. Use short sentences for a key point and connected paragraphs for its implications. Technical terms are appropriate when they help someone make a decision, but should not become decoration.

A proposal needs practical clarity. A campaign can be more expressive. A support message should be calm and specific. These are changes in emphasis within one voice. Avoid copying a poetic headline into every interface label, or using an unexplained technical metaphor where a plain instruction would work.

In practice

- Use sentence case for body copy and headings.
- Keep uppercase for brief labels, chapter numbers, or the logo artwork.
- Use evidence and specificity instead of superlatives.

Use

We will agree the pages, content, and functionality before confirming the proposal.

Avoid

We leverage a revolutionary ecosystem to unlock unprecedented success.

Support

Tell us what changed and which page you were using. We will review the next step.

07 / THE SYMBOL

The mark stays intact.

A distinctive D and angled stroke, preserved as one piece of artwork.



The DN symbol combines a broad D, an open counter, and a sloping accent stroke. The contrast between the steady letterform and the angled stroke gives the identity its character. The supplied vector paths are the source of truth for its shape.

The accent stroke uses Mark Copper in the two-color versions. It may become the same color as the rest of the mark only in a supplied monochrome version. Keep the counter open and the sloping edge sharp, especially when the symbol is reduced.

The symbol is not a generic initial to be retyped. Do not approximate it with a font, redraw its corners, or claim a new geometric construction. The golden-ratio drawing is a supporting brand device; it is not the construction formula for this logo.

In practice

- Use the supplied SVG, vector PDF, or EPS master.
- Scale uniformly and preserve the aspect ratio.
- Use an approved monochrome file for single-color production.

08 / LOGO SYSTEM

Choose the right signature.

Use the simplest approved lockup that the space can support.



The primary horizontal lockup combines the symbol, DN Websites name, and parent endorsement. Use it where the relationship is relevant and the endorsement can remain readable. The clean horizontal lockup removes the endorsement for tighter spaces.

The stacked lockup is useful for a centered cover or a relatively square placement. The wordmark suits typographic signatures and applications where the symbol appears elsewhere in the same communication. The standalone symbol works for an avatar, favicon, or a compact navigational mark.

Each layout is supplied in prepared color versions. Use dark artwork on a light, quiet background and light artwork on a dark, quiet background. Monochrome black and white versions are production alternatives. Choose a file rather than manually recoloring or rearranging its elements.

In practice

- Use one primary lockup in a composition.
- Do not place several logo variants together as decoration.
- Use the clean version when the endorsement becomes too small to read.

09 / SPACE AND SCALE

Give the identity room.

Clear space protects recognition at every size.



X = MARK HEIGHT / 4

Define H as the visible height of the symbol, excluding empty canvas around the artwork. The minimum clear space is H divided by four on every side of a symbol or complete lockup. Keep text, crop edges, borders, and other marks outside that area.

The digital and print sizes in this guide are conservative working minima for the supplied files. They do not replace a test on the actual screen, material, or printing process. If fine details soften or the endorsement is not comfortable to read, use a larger placement or an approved simpler version.

For small browser icons, use the supplied favicon files, whose composition is prepared for the square format. Do not crop a full horizontal lockup into an icon. For embroidery, engraving, or unusual fabrication, provide a vector master and ask the supplier for a sample before approving production.

In practice

- Endorsed horizontal: start at 360 px wide or 90 mm in print, so its parent line remains readable.

- Clean horizontal: start at 160 px wide or 40 mm in print; use it for cards, phone headers, and other compact placements.

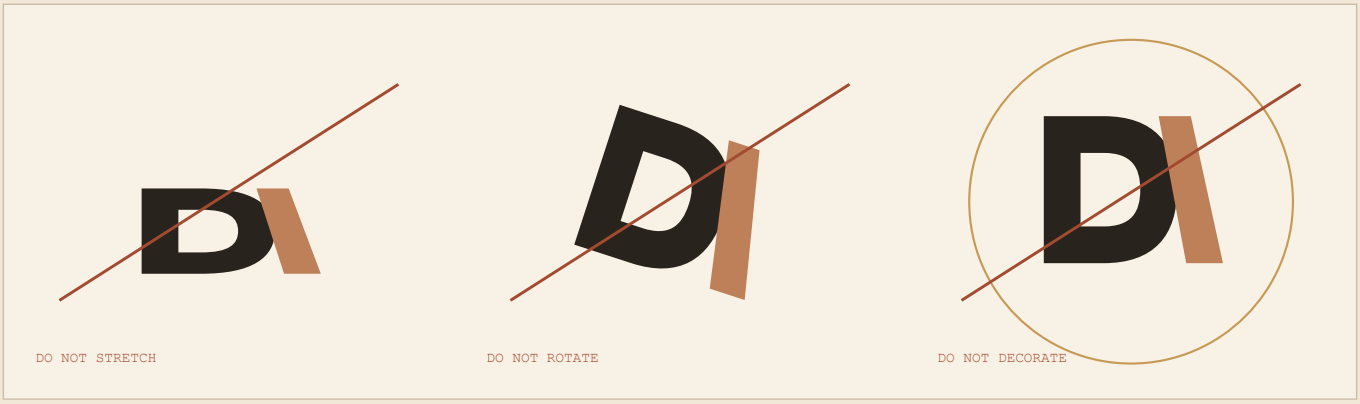
- Stacked: start at 280 px wide or 70 mm in print. Choose a clean version when the space cannot support the endorsement.

- Symbol: start at 32 px high or 8 mm in print; use the prepared favicon assets below that.

10 / WHAT TO AVOID

Consistency is the polish.

Treat the logo as finished artwork, not a customizable component.



Do not stretch, compress, skew, rotate, or separate the logo elements. Avoid new gradients, outlines, textures, shadows, and decorative effects inside the mark. The website can use light, depth, and motion around the identity without changing the identity itself.

Do not place the logo across a face, a busy architectural detail, or a point of high contrast in an image. Use a quiet crop, an approved solid field, or a restrained panel that makes the artwork clear. A dark or light logo should never rely on a heavy shadow to become readable.

Keep the name readable as DN Websites. Do not shorten the wordmark to a different business name, alter the parent line, add a slogan to the artwork, or combine it with an unrelated icon. A campaign headline belongs beside the logo with clear space, not inside it.

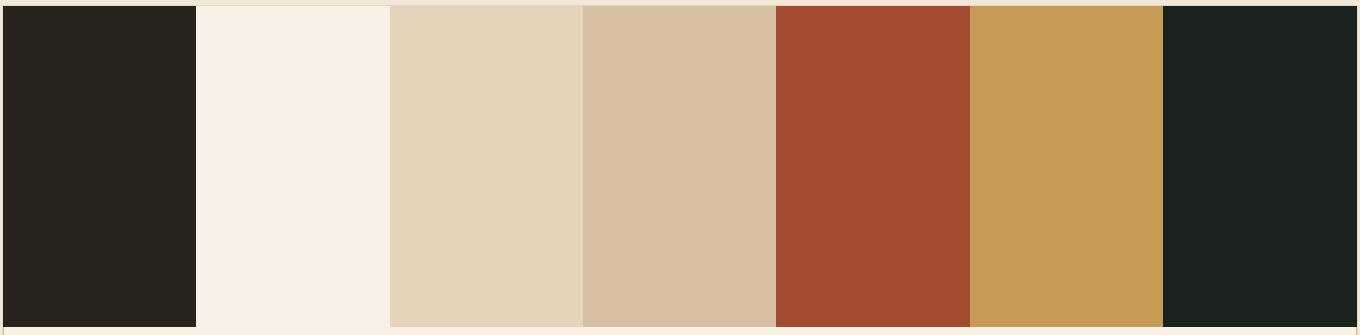
In practice

- No changes to the paths or internal spacing.
- No clipping of the symbol or wordmark.
- No unapproved partner lockups or endorsement language.

11 / COLOR SYSTEM

Warmth, with precision.

The current identity is built from mineral light, clay, and dark olive.



#29231E	#F8F1E5	#E5D4BA	#D6C1A3	#A34B31	#C69A55	#19231F

Vellum is the primary light ground. Chalk provides a cleaner highlight; Parchment and Sand add depth without introducing a different mood. Fresco Ink carries headings and important information, while Copy is a quieter supporting text color.

Clay is the active signal for links, progress, and selected details. Gold is a restrained highlight and construction color. Olive supplies a dark stage for diagrams, imagery, and primary actions. Mark Copper remains the accent in the original two-color logo and is distinct from Clay.

The older cinematic Ink, Ivory, and Champagne remain supporting colors for dark artwork and compatible media. They are not a second default palette. A typical light composition should be dominated by Vellum or Chalk, supported by Ink and Copy, with accents used sparingly. The HEX values are the digital source of truth; CMYK values are approximate starting points requiring a printer profile and proof.

In practice

- Keep approximately 70-80% of a light layout neutral.

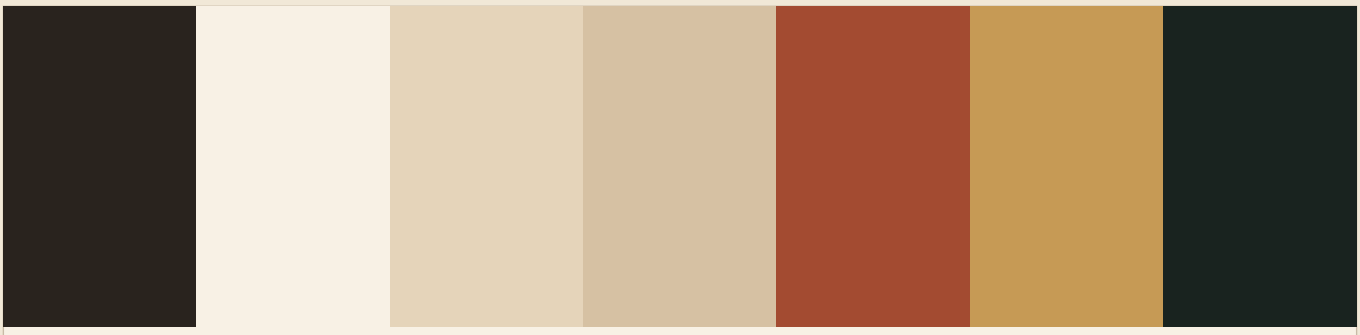
- Use one main accent at a time; avoid equal Clay, Gold, and Copper emphasis.

- Never invent a Pantone match or treat screen color as a press proof.

12 / ACCESSIBLE COLOR

Readability is part of the identity.

Choose combinations for the message, not only for the mood.



#29231E	#F8F1E5	#E5D4BA	#D6C1A3	#A34B31	#C69A55	#19231F

Fresco Ink on Vellum has a calculated sRGB contrast ratio of 12.76:1. Copy on Vellum is 5.44:1. Clay on Vellum is 4.78:1, so it can support short, carefully checked text. Chalk on Olive is 14.37:1 and is the preferred dark-field text combination.

Gold on Vellum is only 2.12:1, and Mark Copper on Vellum is 2.70:1. Use these as decorative color, logo artwork, or accents rather than ordinary small text. Copy on Parchment is close to the 4.5:1 text threshold; use Fresco Ink for small or thin text when the background is textured, translucent, or variable.

WCAG 2.2 specifies at least 4.5:1 for ordinary text and 3:1 for qualifying large text. These sample calculations describe solid color pairs, not certification of an entire design. Test actual foregrounds, opacity, image crops, hover states, focus states, and every gradient stop beneath a label.

In practice

- Do not use color as the only way to communicate a state.
- Favor a stronger contrast than the minimum for small or light type.
- Keep a visible focus treatment and descriptive link text.

13 / TYPOGRAPHY

A clear voice. A considered contrast.

DM Sans leads. Georgia adds expression. Mono carries the detail.

A clear system.

Research. Structure. Measure.

ONE VOICE / PURPOSE IN EVERY DETAIL

DM Sans Regular is the supplied primary face for headings, body copy, navigation, and functional text. The current identity favors an open presentation. Use authentic available weights and preserve a clear difference between a headline, a paragraph, and a label; do not manufacture contrast with excessive tracking or decorative effects.

Georgia Italic provides the expressive counterpoint in selected headline words or short lines. Use it deliberately, not as the default for long copy or controls. Georgia is a system typeface and is not included in this kit; use an installed, appropriately licensed copy. A font substitution changes the composition and must be checked for wrapping.

IBM Plex Mono Regular is for chapter numbers, technical captions, and compact labels. Keep these labels short and large enough for the context. Barlow Condensed Bold and ExtraBold are supporting display resources used in earlier parts of the site; reserve them for intentional display applications rather than mixing them into every layout. The supplied webfonts and their SIL Open Font License notices travel together.

In practice

- Body starting point: 16-18 px on screen with 1.6-1.85 line height.

- Keep meaningful interface text readable; do not shrink it to preserve an animation.

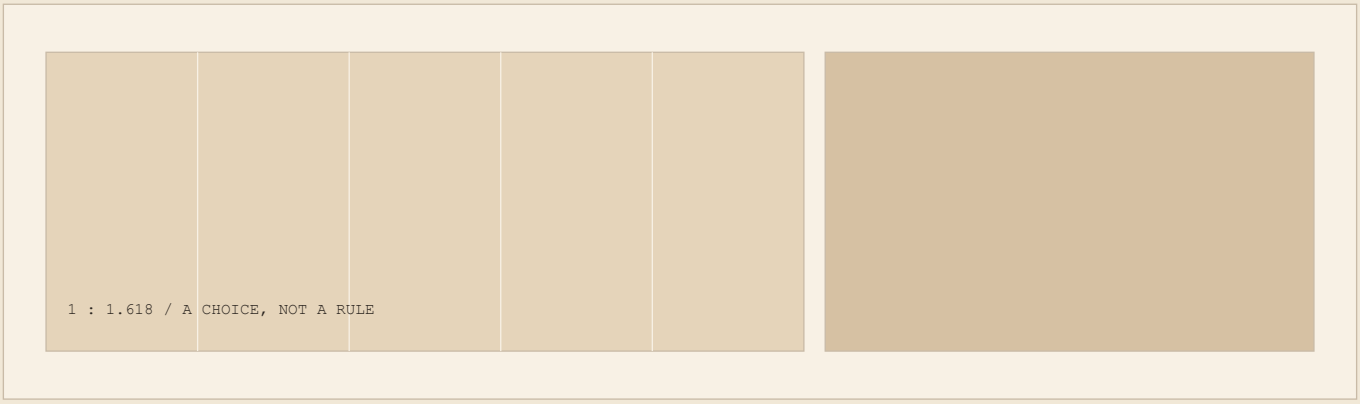
- Avoid all-uppercase paragraphs, faux bold, and more than two families in one small application.

- Use live text for ordinary information; use outlined artwork for the finished logo.

14 / GRID AND SPACING

Structure before ornament.

A measured layout makes the experience feel deliberate.



Begin with an aligned content grid and generous outer margins. On a wide screen, a 12-column structure supports asymmetric compositions; on a phone, reduce the columns and stack the content. The message and reading order should stay clear when the decorative elements are removed.

Use a small spacing family based on 4 and 8 units: 4, 8, 16, 24, 32, 48, 64, and 96. These values are a starting system, not a requirement to force every dimension to a multiple. Keep repeated relationships consistent, such as the space between a heading and its introduction or between a card label and its body.

Let one element lead each composition. Pair a large headline with a quiet supporting block, or a clear diagram with a compact caption. Avoid giving every panel a border, every label a badge, and every section a different alignment. On mobile, allow more vertical space instead of hiding information beyond the sides of the screen.

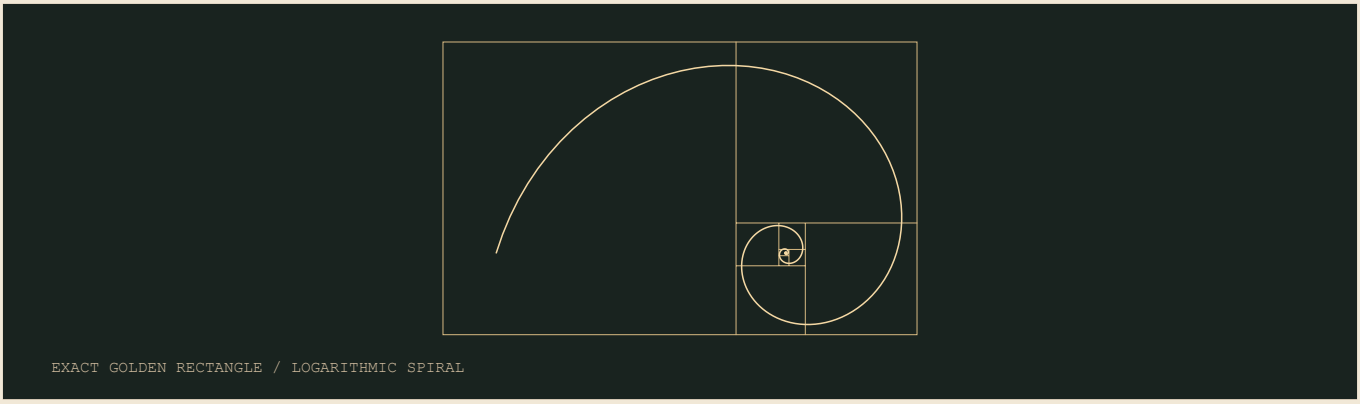
In practice

- Align text to a shared edge.
- Keep useful reading measures around 45-75 characters for longer copy.
- Test the layout with real long labels, real content, and enlarged text.

15 / GOLDEN GEOMETRY

A study in balance.

Use the actual construction, and explain it accurately.



EXACT GOLDEN RECTANGLE / LOGARITHMIC SPIRAL

The supporting geometry uses the golden ratio: phi equals (1 + the square root of 5) divided by 2, approximately 1.61803398875. The supplied drawing begins with an exact golden rectangle and successively removes squares, leaving smaller golden rectangles.

The curve is a logarithmic golden spiral whose radius grows by phi every quarter turn. It is not merely a collection of quarter circles and should not be described as one. Fibonacci numbers approach the same ratio in their successive terms, but a Fibonacci approximation and the supplied exact construction are different ideas.

Use the drawing as an open compositional device, a cropped study, or a quiet technical background. Preserve its aspect ratio unless a deliberate crop is part of the layout. Let it support the message about structure and proportion; do not use it to claim that every brand element or client result follows a universal mathematical rule.

In practice

- Use the supplied golden-geometry artwork, not an approximate redraw.

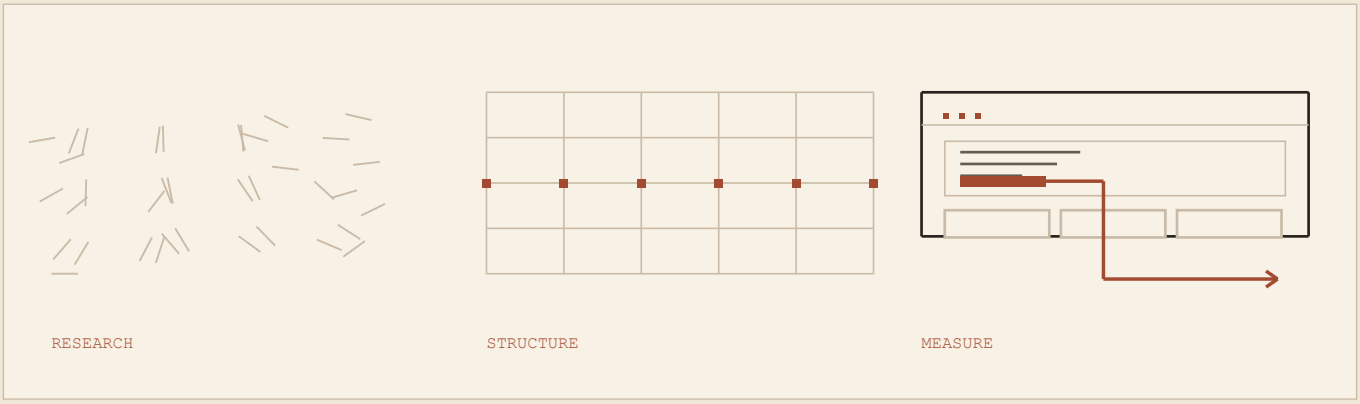
- Keep a quiet field around fine construction lines.

- Do not present the golden ratio as evidence of business performance.

16 / SIGNAL GRAPHICS

Make the process visible.

Scattered inputs become a connected, purposeful structure.



The engineering signal system is an original line-based illustration of the working method. Short fragments represent open questions and material that has not yet been organized. An orthogonal survey represents research and hierarchy. A website architecture connects an entry point, a visitor path, and a goal.

Use this progression when a communication needs to explain how the work develops. The final drawing should remain understandable as a still image. Construction lines are supporting detail; the main structure and selected path carry the hierarchy.

It is a conceptual diagram rather than a performance dashboard. Do not add fabricated conversion figures, client data, or an upward chart merely to make the result look more successful. When illustrating a real project, distinguish measured evidence from an explanatory drawing.

In practice

- Use consistent line weights and a limited set of junction shapes.

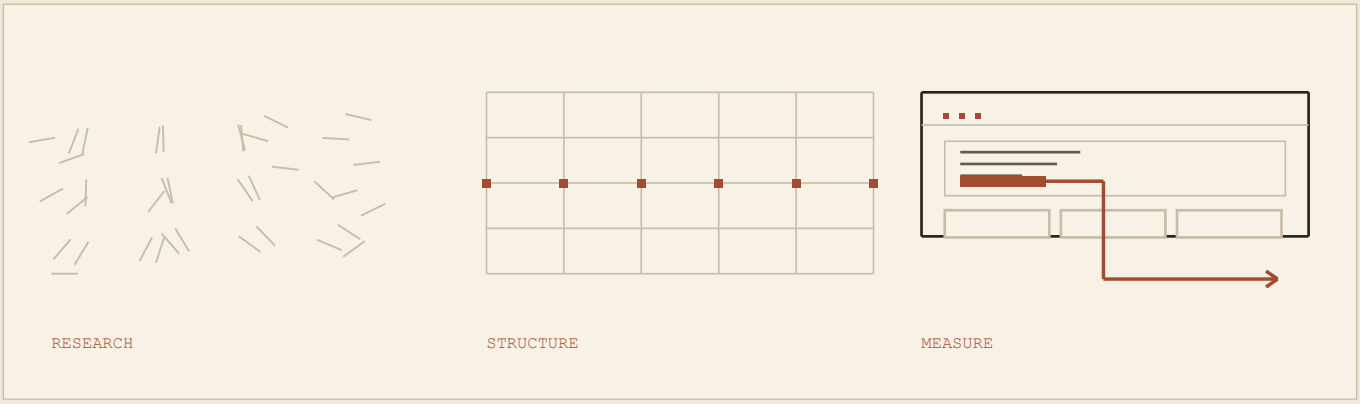
- Keep diagram labels readable and outside crowded intersections.

- Avoid decorative technical numbers that imply evidence which does not exist.

17 / MOTION AND INTERACTION

Purposeful movement.

An animation should clarify a transition or reward exploration.



Motion expresses the same process as the still graphics: gather, align, connect, and reveal. Use a coherent transformation instead of several unrelated effects in one scene. The preferred sequence moves from scattered information toward a readable structure and a useful destination.

Keep ordinary feedback quick. A practical starting range is 150-250 ms for a small hover or focus change, and 300-600 ms for a larger transition. Scroll-controlled scenes should respond to the visitor rather than locking the page behind an animation. Do not make someone wait for a reveal before using a main action.

Respect reduced-motion preferences and provide a usable motion-off state. Non-essential interaction animation should be capable of being disabled. Show the complete structure as a still when motion is off, keep navigation and downloads available, and stop rendering when a scene is idle, hidden, or outside the viewport. On phones, expanded labels must stay within the available width.

In practice

- Keep text readable throughout the transition, not only at its endpoints.

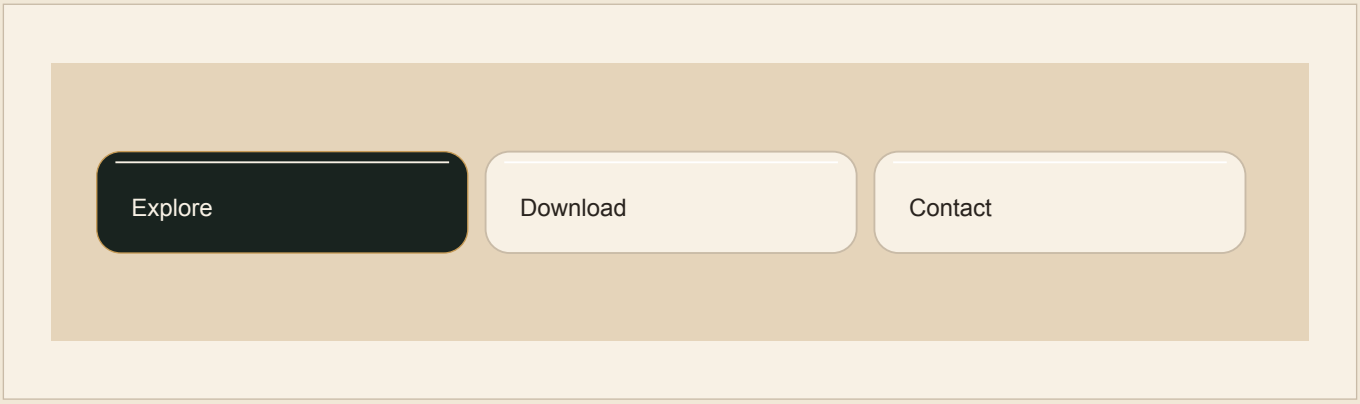
- Retain keyboard, touch, and visible focus behavior.

- Avoid flashing, autoplay sound, and a motion requirement for access to content.

18 / COMPONENTS AND ICONS

Glazed, not obscured.

Light and depth belong around a clear action.



The current controls use warm glazed surfaces for secondary actions and an olive depth for primary or selected actions. Highlights, a fine border, and a restrained shadow create the material effect. The label remains crisp, flat, and high contrast.

Build a component from its purpose first. A primary action needs a clear verb and a strong state difference. A secondary action should be quieter. A text link can be simpler still. Do not apply glass indiscriminately to every word, diagram label, or decorative fragment.

Use a small, consistent icon language: directional arrows, close, plus/minus, and simple navigation marks. Match line weight and optical size. An unfamiliar icon needs a text label or an accessible name. A touch target may be larger than the visible symbol; the current site uses generous control areas, and the target should remain usable when text grows.

In practice

- Check default, hover, focus, selected, disabled, and motion-off states.

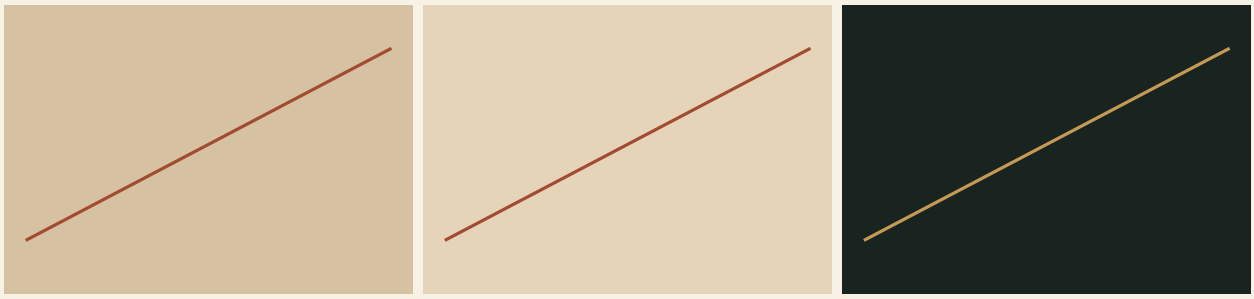
- Do not place low-contrast text on a translucent surface over an unpredictable image.

- Use simple, flat alternatives for print and systems without backdrop blur.

19 / PHOTOGRAPHY AND ART DIRECTION

Atmosphere with a reason.

Use images that contribute information or a clear point of view.



LIGHT / TEXTURE / INTENTION

Choose deliberate composition, controlled light, and enough quiet space to support the layout. Architectural depth, material detail, human presence, and carefully framed work can sit naturally within the brand. Warmth should come from the image and the palette rather than a heavy filter.

When presenting website work, show the actual interface or recorded experience. Identify a group project, founder portfolio, archive, or other relationship accurately. Keep captions useful and preserve the context needed to understand the work.

The brand kit does not grant rights to paintings, commissioned photography, client work, portfolio screenshots, or other third-party media visible on the website. Those assets are outside this package. Source and credit image rights for each use; an attractive reference or a public webpage is not a reusable brand asset.

In practice

- Do not place a logo or essential copy across a face or busy focal point.

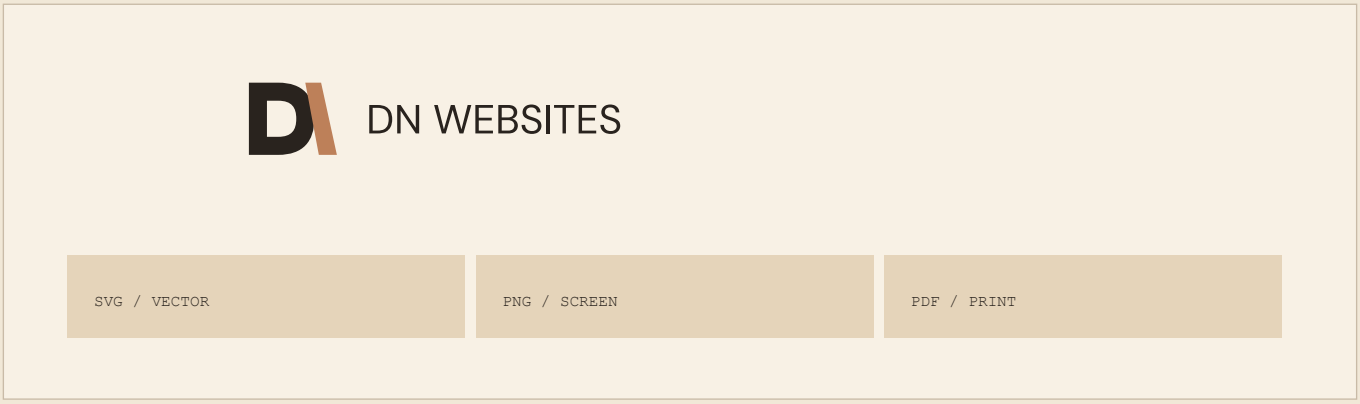
- Check crops at every intended aspect ratio.

- Keep image credits and usage permissions with the project files.

20 / DIGITAL AND SOCIAL

A recognizable presence.

Adapt the composition to the space, not the identity.



Use the supplied square symbol assets for compact profile images. Check the result inside a circular crop and at a small size. A profile image is usually too small for a complete endorsed lockup, so put the full business name and website in the account information instead.

Social templates are editable starting layouts. Build each around one message: a service, a process idea, a project detail, or a clear next step. Keep important text away from the edges and from interface overlays. Preview a post at its actual display size rather than judging only the full-resolution file.

Use the prepared wide social image for link previews and the correct native-size template for other formats. Do not assume one crop will work everywhere. Platform dimensions and interface safe areas can change, so verify the current destination before a campaign. Replace instructional template text with approved copy before publication.

In practice

- Keep the logo clear space inside the platform's safe area.

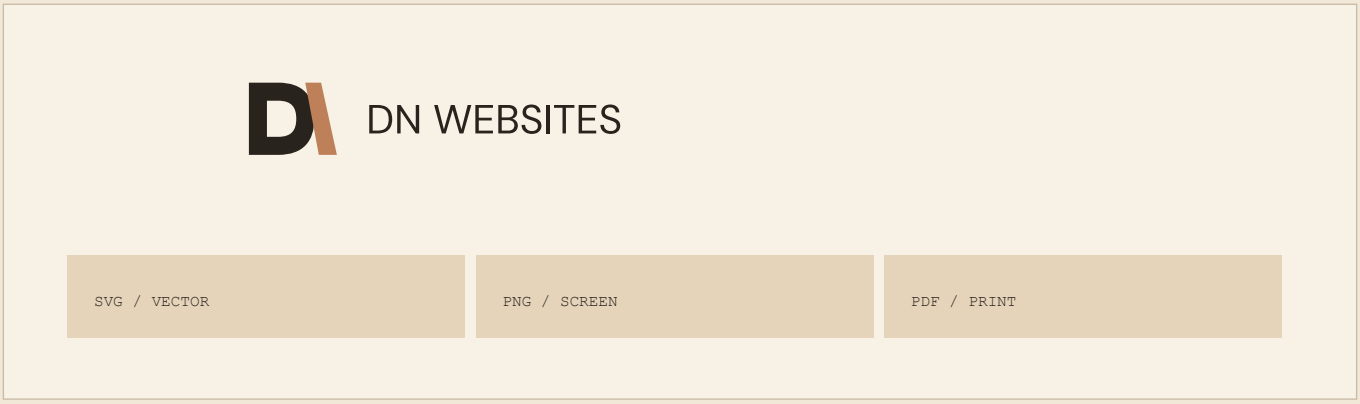
- Use real captions and descriptive alternative text where supported.

- Avoid tiny technical labels as the only explanation of a post.

21 / PRINT AND STATIONERY

Professional in the practical details.

The same hierarchy should work without a screen effect.



Letterhead, business cards, and document covers use clear type, a restrained logo placement, and a simple information hierarchy. Let the paper and the spacing carry the finish. Avoid simulating screen glass, heavy glows, or interface controls in print.

The prepared stationery is a starting system for genuine business details. Do not invent an office address, telephone number, job title, or registration information. Use the verified website and contact email, then add other details only when they are supplied and approved.

Print PDFs preserve vector artwork where possible. Approximate CMYK references are included to help a production conversation, but the printer's profile, stock, finish, and proof determine the final color. For small black type, use the production supplier's recommended single-black setup rather than a multi-ink color conversion. Confirm trim, bleed, finishing, and legibility before ordering.

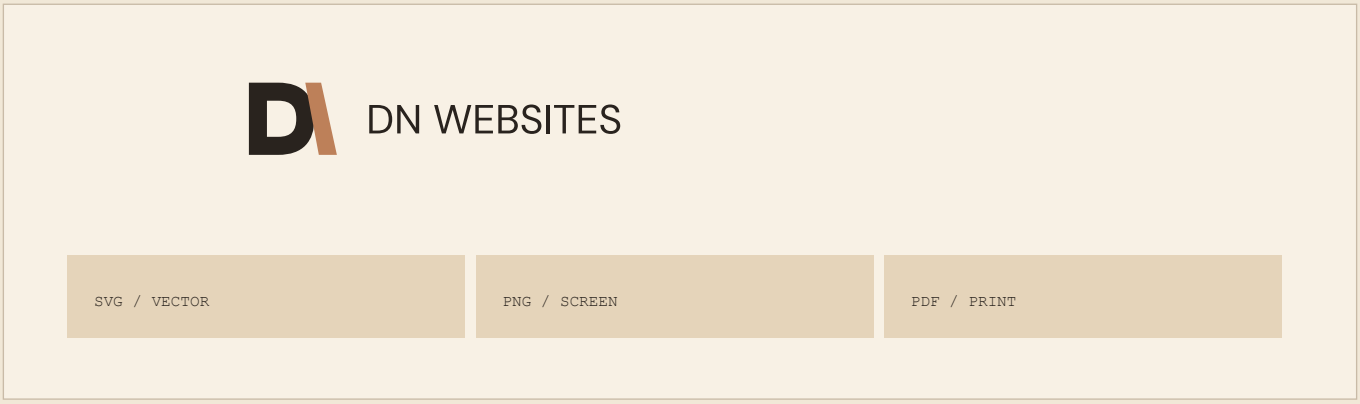
In practice

- Use the supplied bleed and trim information when a template includes it.
- Proof a physical sample for unusual stock, foil, engraving, or embroidery.
- Keep a clean editable master separate from the production export.

22 / FILE FORMATS

Use the right file.

Choose a master for editing and an export for the destination.



SVG is the preferred editable vector master for web and general design use. It scales without pixelation. Vector PDF is useful for placement, review, and print workflows. EPS is an interchange option for production systems that request it; it should not be the first choice for a modern website.

PNG provides transparency for slides, documents, and software that cannot use vectors. Choose an export large enough for the final placement and never enlarge a small raster logo to make a print master. Use a solid background version when transparency is unsupported, and confirm that the edge treatment remains clean.

The handbook is a reference document, not a substitute for the logo files. Do not take screenshots of its specimens. Use the individual assets or the complete kit archive. Keep the supplied source files, license notices, and file manifest with the exports so the next designer can trace what was used.

In practice

- Vector for scaling and production; PNG for compatible everyday placement.

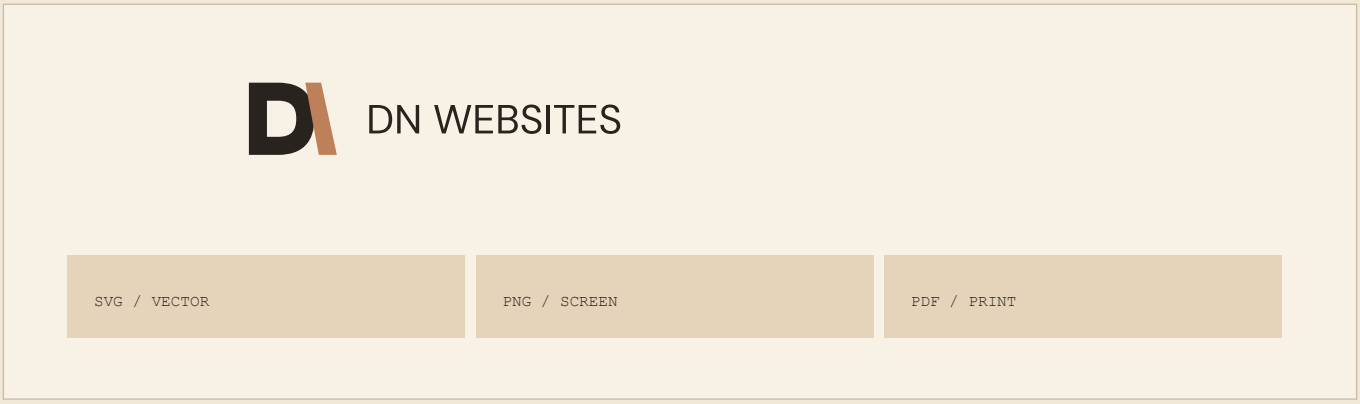
- Use prepared favicon and app-icon files at their intended sizes.

- Preserve filenames and edition information when handing the kit to a supplier.

23 / ASSET USE

Use the assets with context.

Downloadable does not mean a different brand or an implied partnership.



The identity assets are supplied to present DN Websites consistently in approved communications, project materials, listings, and production work. They remain the DN Websites identity. Use them accurately and keep the relationship to the business clear.

Do not use the files to impersonate the business, suggest an endorsement or partnership that has not been agreed, or brand an unrelated product or service. When a publication, supplier, or collaborator needs an unusual treatment, discuss the intended use rather than improvising a new version.

Font software keeps its own license terms. Preserve the included SIL Open Font License notices with the supplied webfonts, and obtain properly licensed desktop fonts where needed. Georgia is not supplied. Third-party images, client work, platform marks, and other media are not included merely because they appear on the public website.

In practice

- Use the complete current release rather than combining assets from different editions.

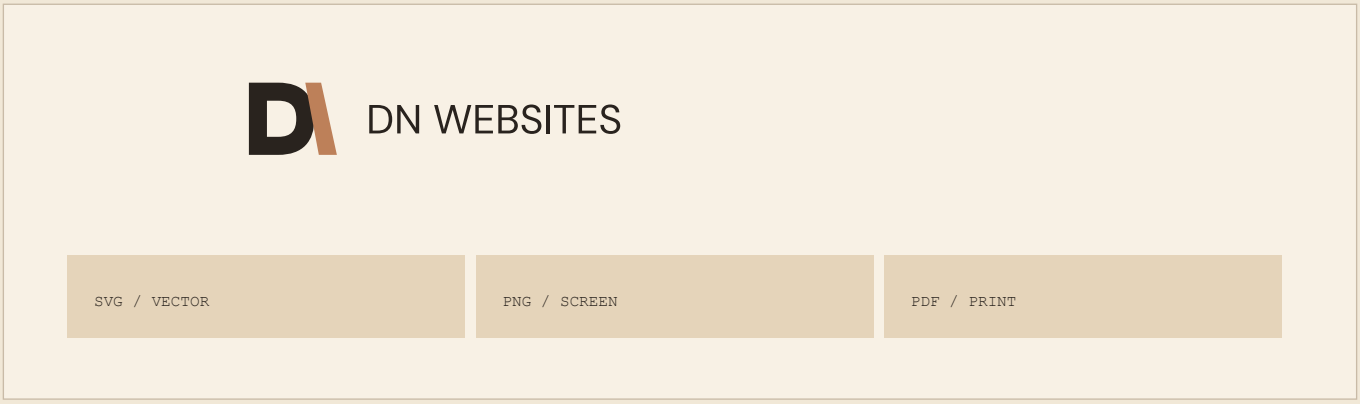
- Keep licensing and attribution notes with shared files.

- Ask before creating a new co-branded lockup or material brand variation.

24 / RELEASE CHECKLIST

A useful handoff.

Leave the next person with clear files and clear decisions.



Before release, check the spelling of DN Websites, the chosen logo variant, the correct color version, clear space, and the intended reading size. Review real content in context: a long label, a narrow phone, a print proof, or a social crop can expose problems that a large mockup hides.

The handoff should contain the guide, individual logo masters and raster exports, color references, typography and license notes, supporting patterns, the prepared application templates, and a file inventory. Keep editable sources separate from final exports and make the intended use of each folder clear.

For a new application or a question about the identity, contact DN Websites through the current website or me@gabrieldaniels.com. This edition formalizes the established website identity for consistent use. Future changes should update the master artwork, the guide, and the downloadable package together rather than leaving different instructions in circulation.

In practice

- Verify every download opens and matches its label.

- Replace instructional template copy and confirm all business details.

- Check contrast, keyboard access, reduced motion, and responsive bounds where relevant.

- Archive the approved release and identify the edition used in a project.

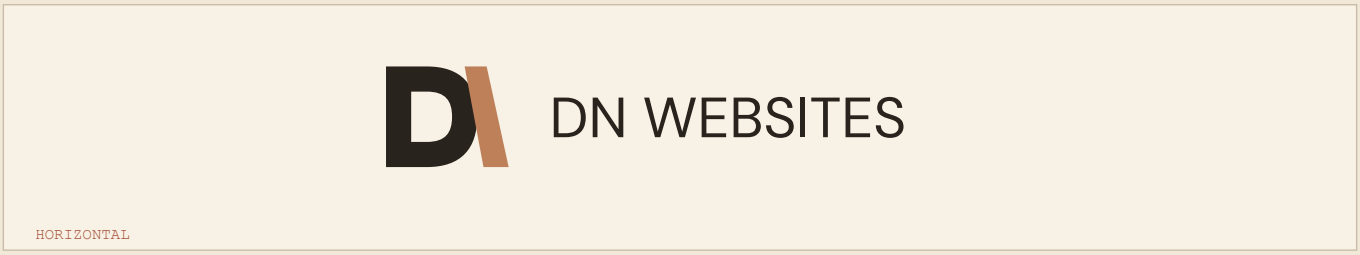
REFERENCE 01

One identity. Five formats.

Choose the simplest lockup that stays readable at the final size.



PRIMARY / ENDORSED



HORIZONTAL



STACKED



WORDMARK



SYMBOL

REFERENCE 02

Color is contextual.

Use prepared colorways. Select the one that provides contrast without altering the artwork.









REFERENCE 03

A working color ledger.

HEX and RGB are screen references. CMYK values are approximate starting points; approve a printer proof on the intended stock.

	Vellum	#F1E8D7	RGB 241 / 232 / 215 CMYK 0 / 4 / 11 / 5
	Chalk	#F8F1E5	RGB 248 / 241 / 229 CMYK 0 / 3 / 8 / 3
	Parchment	#E5D4BA	RGB 229 / 212 / 186 CMYK 0 / 7 / 19 / 10
	Sand	#D6C1A3	RGB 214 / 193 / 163 CMYK 0 / 10 / 24 / 16
	Fresco Ink	#29231E	RGB 41 / 35 / 30 CMYK 0 / 15 / 27 / 84
	Copy	#665B4F	RGB 102 / 91 / 79 CMYK 0 / 11 / 23 / 60
	Line	#C9BBA7	RGB 201 / 187 / 167 CMYK 0 / 7 / 17 / 21
	Clay	#A34B31	RGB 163 / 75 / 49 CMYK 0 / 54 / 70 / 36
	Gold	#C69A55	RGB 198 / 154 / 85 CMYK 0 / 22 / 57 / 22
	Olive	#19231F	RGB 25 / 35 / 31 CMYK 29 / 0 / 11 / 86
	Mark Copper	#BD8059	RGB 189 / 128 / 89 CMYK 0 / 32 / 53 / 26
	Cinematic Ink	#080D0D	RGB 8 / 13 / 13 CMYK 38 / 0 / 0 / 95
	Cinematic Ivory	#ECE9DC	RGB 236 / 233 / 220 CMYK 0 / 1 / 7 / 7
	Champagne	#D4C29D	RGB 212 / 194 / 157 CMYK 0 / 8 / 26 / 17

REFERENCE 04

Hierarchy with a purpose.

DM Sans carries the message; Georgia italic adds a considered accent; IBM Plex Mono identifies structure.

A clear system.

Research. Structure. Measure.

01 / EVERY DETAIL CONNECTED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

DM SANS

Primary interface, body text and clear sans-serif headings. Use the supplied licensed source files and real available weights.

GEORGIA ITALIC

An editorial accent for a short word or phrase. Use an installed, licensed system copy; no Georgia font file is included in the kit.

IBM PLEX MONO

Chapter numbers, small technical captions and metadata. Give labels space; do not use tiny text to carry important information.

BARLOW CONDENSED

A selective display resource retained in the asset library. Avoid mixing several competing headline styles in the same composition.

PDF production note: handbook body text uses an embedded presentation fallback for reliable search and print. Brand typography specimens and outlined identity artwork remain distinct from that production fallback.

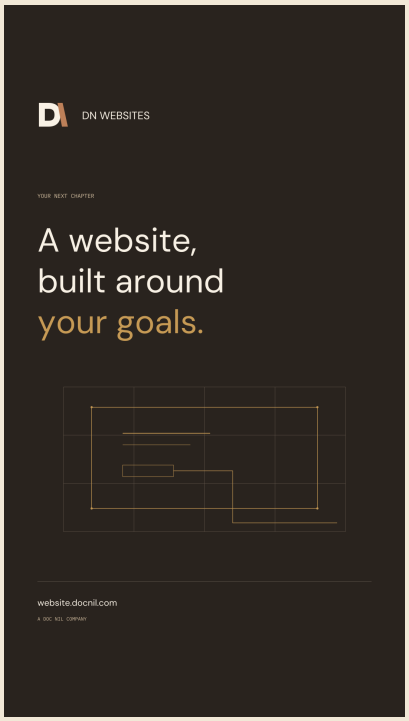
REFERENCE 05

A recognizable presence.

Keep the mark, the message and the next action clear. Leave breathing room for platform controls and cropping.



SQUARE / 1080 X 1080



STORY / 1080 X 1920

Start with the editable SVGs, replace example copy, then export a fresh image. Templates also cover portrait posts, an open-graph image and a LinkedIn banner. Treat the stated dimensions as artboard sizes, and preview the actual crop before use.

The profile icon is the symbol. A full endorsed lockup usually becomes too small at avatar size. Use the larger lockup inside the post, on the final frame, or in the surrounding profile context.

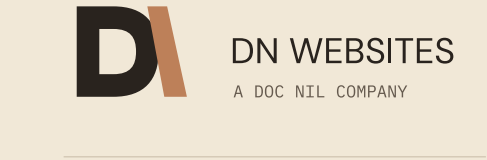
REFERENCE 06

Quiet details. Clear purpose.

The supplied applications are templates, not fixed business information. Replace example content and check the final output.



A4 / US LETTER





85 X 55 MM + 3 MM BLEED

Letterhead is supplied in A4 and US Letter formats. The business-card artwork includes a 3 mm bleed around an 85 x 55 mm trim. Printer PDFs include trim marks; keep all important information inside the safe area.

The print files use the prepared color artwork and are not a certified press proof. Confirm paper, black handling, finishing, color conversion and export settings with the production partner before an order is placed.

REFERENCE 07

Make the handoff considered.

Run a short, repeatable review before any asset leaves the studio.

- [ ] Correct brand name and parent context.
- [ ] Original mark proportions and approved colorway.
- [ ] Clear space and readable final size.
- [ ] Actual copy, destination links and contact details.
- [ ] Text contrast, keyboard focus and reduced-motion behavior.
- [ ] No clipped labels, hidden actions or avoidable horizontal scroll.
- [ ] Correct dimensions, background and file format.
- [ ] Font and third-party media permissions checked.
- [ ] Print bleed, trim, stock and color proof confirmed.
- [ ] Current kit edition and editable sources retained.

The bundled open font files retain their supplied license notices. System fonts are referenced but not redistributed. Portfolio, client and painting imagery are excluded from this identity package; obtain the appropriate permission for those assets separately.

Use the DN Websites marks to identify or discuss DN Websites accurately. A download is not permission to imply endorsement, partnership or ownership of the identity. Ask the studio when the intended use is unclear.

DN WEBSITES
A DOC NIL COMPANY

Every detail, *connected.*

Current guide and downloadable media

website.docnil.com/brand-guide/

me@gabrieldaniels.com

DN WEBSITES / A DOC NIL COMPANY

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