

VISUAL STANDARDS

**Dara**

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**Construction**  
of the logotype

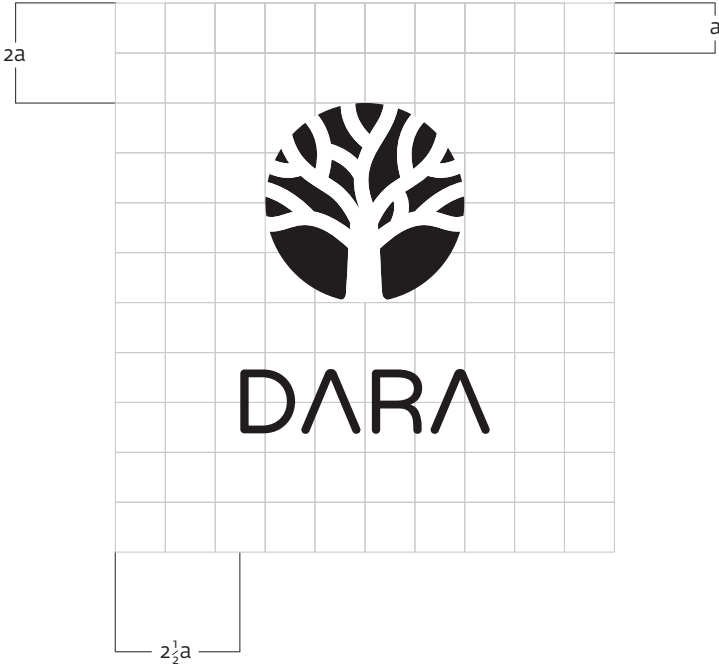


Mesh

**Protected space**  
around the logotype



DARA



**Positive**  
Logotype



**Negative**

Logotype

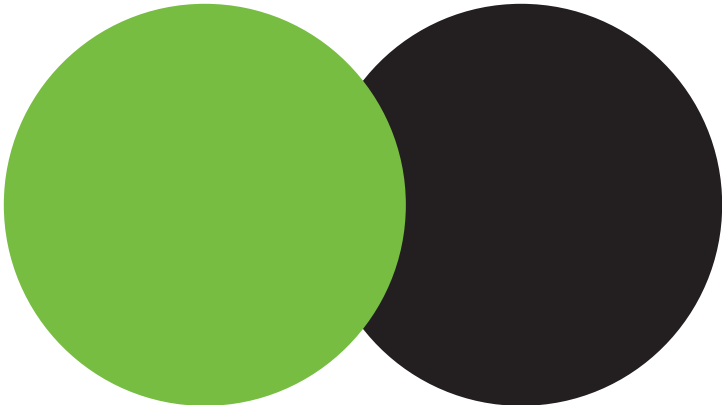


## Typography

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 + - =

Varela Round

**Color scheme**



**Pantone 368 C**

C59 / M2 / Y100 / K0  
R118 / G188 / B67

**Pantone Process Black C**

C0 / M0 / Y0 / K100  
R35 / G31 / B32



**Positive**

Logotype + slogan



Dare to  
DARA



DARA

Unstoppable Publishing

**Positive**

Logotype + slogan



Dare to  
**DARA**



**DARA**  
Unstoppable Publishing

