

Dryy



BRAND GUIDELINES
AUGUST 2019

**Dryy is a fresh take on
traditional dry cleaning
and laundry services.**

WE'RE CLOTHES MINDED

Easy ways to Dryy



Pickup + Delivery

WE’LL COME TO YOU. SCHEDULE A (FREE) PICKUP, AND WE WILL CLEAN AND BRING BACK YOUR CLOTHES IN NO TIME.



Brick + Mortar

COME SEE US IN PERSON. WE HAVE CONVENIENT LOCATIONS ACROSS THE DC METRO AREA.



Dryy Drop Lockers

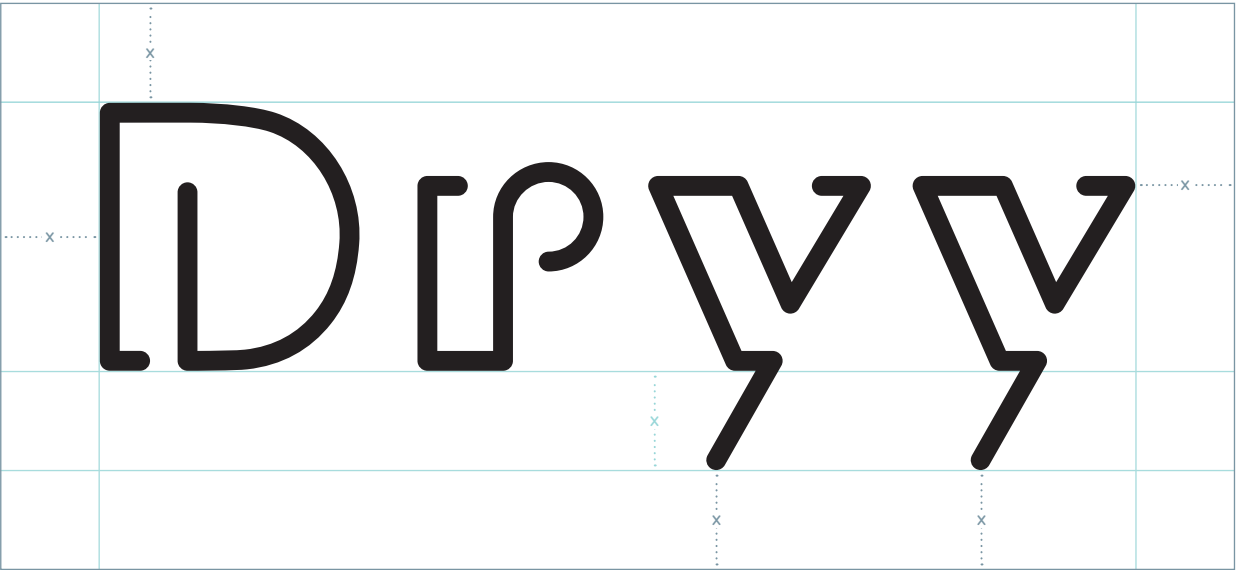
DROP YOUR LAUNDRY IN ONE OF OUR SECURE LOCKERS, LET US KNOW, AND IT’LL BE READY IN TWO DAYS.

WORDMARK

Boutique, Contemporary, Refined

ISOLATION ZONE

To maintain the integrity of the logo, it should be isolated from adjacent content. When positioning the logo, leave a minimum of 'X' amount of space all-around, where 'X' is equal to the distance between the baseline of the wordmark and the descender of the 'y' as shown to the right. The length of 'X' changes proportionally according to the size of the logo.



FULL LOCKUP

This lockup should be used in instances when the name needs more context. The different elements of the logo should not be separated and used individually in place of the logo.

SIZE

The minimum size at which the logo is used should not be less than 1 in for print and 72 px for web.

FULL LOCKUP



(GARMENT CARE)

MINIMUM SIZE



1 in

COLOR USAGE

Please refer to the primary palette for brand color usage. This includes report covers, email banners, etc. Please refer to the secondary palette for extended color options. This may include PowerPoint charts and graphs.

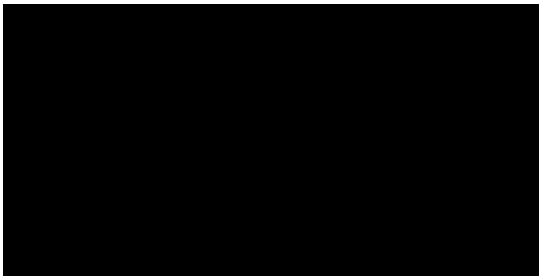
FOR PRINTED MATERIALS

Use the Coated & Uncoated Pantone swatches for offset printing. This includes collateral such as signage, stationery and other printed materials. Use CMYK colors when printing digitally.

FOR WEB/DIGITAL USE

RGB and HEX colors are for digital use. (Internet, TV, Video, PowerPoint, etc.)

PRIMARY COLOR PALETTE

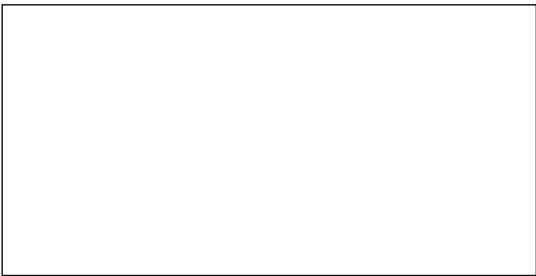


PANTONE BLACK 3 C
C80 / M60 / Y40 / K100
R0 / G0 / B0
HEX #000000



PANTONE 629 C
C33 / M0 / Y14 / K0
R168 / G220 / B221
HEX #A8DCDD

STOCK: FRENCH PAPER
POP-TONE BERRYLICIOUS



C0 / M0 / Y0 / K0
R255 / G255 / B255
HEX #FFFFFF

SECONDARY COLOR PALETTE



PANTONE 2164 C
C17 / M0 / Y0 / K38
R140 / G162 / B174
HEX #8CA2AE



PANTONE 3015 C
C95 / M55 / Y8 / K9
R0 / G100 / B159
HEX #00649F



PANTONE 2006 C
C6 / M17 / Y67 / K8
R222 / G190 / B104
HEX #DEBE68

TYPOGRAPHY

Bryant Pro and *Untitled Serif*
are Dryy brand fonts.

The entire typeface families may be used, including all different weights and italics to establish hierarchy of information throughout the brand.

BRYANT PRO

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

UNTITLED SERIF

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

LOGO DONT'S

The examples below show incorrect logo usage. Always use the files provided. Do not attempt to recreate the logo.



DISPROPORTIONATE SCALE MANIPULATION
Do not stretch, squash, or italicize the logo.



LOGO FONT
Do not reproduce the logo in any other fonts.



COLOR MANIPULATION
Do not reproduce the logo in any other colors.



DROP SHADOWS
Do not add drop shadows when using the Dryy logo.



LINE THICKNESS
Do not increase or decrease thickness of the logo.



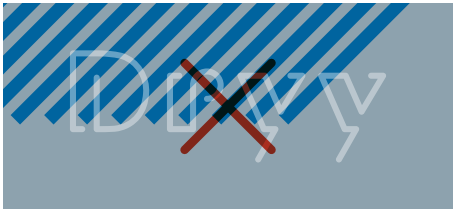
LOGO ON TOP OF PHOTO
Do not place the logo on top of a busy photo that will obscure the logo.



LOGO ELEMENTS
Do not add elements to the logo.



UNUSUAL ANGLE
Do not use the Dryy logo other than horizontally positioned on the page. Do not flip or reposition the logo.



TINTS, SHADES, AND TRANSPARENCY
Do not use tints, shades or transparency.

BRAND HASHTAGS

PRIMARY:

#CleanClothesNoDirtyWork

SECONDARY:

#DCIsADryyTown

#WereClothesMinded

#WeLoveLaundryDay

#EveryonesGotDirtyLaundry

#DropItLikeItsDryy

SOCIAL CHANNELS:



@dryydc

**Clean Clothes.
No Dirty Work.**

Dryy