



 **DREAMWEEK**  
SAN ANTONIO, TX

GETTING STARTED

# TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>3</b>
<b>HOW TO USE THIS GUIDE</b>	<b>4</b>
<b>OUR VOICE</b>	<b>5</b>
<b>OUR LOGO</b>	<b>6</b>
PRIMARY USAGE	7
SECONDARY	9
IMPROPER USAGE	10
<b>PARTNER LABEL</b>	<b>11</b>
PRIMARY USAGE	12
PREFERRED PLACEMENT	14
CLEAR SPACE	14
IMPROPER USAGE	15
<b>COLOR</b>	<b>16</b>
PRIMARY + SECONDARY	17
<b>GRAPHIC ELEMENTS</b>	<b>18</b>

# INTRODUCTION

## **DREAM WEEK IS...**

As the multicultural landscape of our world becomes ever more integrated, there is a growing need for a vehicle to unify us. Within this emerging groundswell of diverse voices are ideas that may have a profound effect on the way we see our tomorrow. These ideas become most powerful when they are advanced through the interaction of individuals and communities, and prospered towards a greater awareness of the issues that touch us all.

The DreamWeek mission is to lay the foundations of tolerance, equality, and diversity to create a platform where persons across cultures and communities can discuss and exchange ideas, and foster enlightenment for the greater human experience.

3

# WHEN + HOW TO USE

This guide is intended to show the proper usage of our brand identity, colors, and logos.

In order to get all the elements included in this package, go to the Partners page and download all the assets. The easiest way to achieve a consistent look is to add your information into one of the provided templates located on our website.

## OUR VOICE

Advancing the voices of tolerance, equality, and diversity.

**INSPIRING  
MOTIVATING  
LIFE-CHANGING**

5

# OUR LOGO

## **DREAMWEEK**

Our logo is the touchstone of our brand. It represents our drive to promote forward-thinking, progress, and great change in our community.

It should be used in a consistent manner in order to maintain brand integrity.

6



THE LOGO SHOULD PRIMARILY  
BE USED IN FULL COLOR ON A  
DARK BACKGROUND OR IMAGE.



# DREAMWEEK



**DREAMWEEK**

OUR LOGO // PRIMARY USAGE



ANOTHER OPTION IS USE THE  
LOGO IN FULL COLOR ON A  
LIGHT BACKGROUND OR IMAGE.



OUR LOGO // PRIMARY USAGE





A SECONDARY WAY TO USE  
THE LOGO IS REVERSED OUT  
IN WHITE OR BLACK.



9

OUR LOGO // SECONDARY USAGE 



DON'T STRETCH OR ROTATE THE LOGO.



DON'T MOVE OR SCALE ANY ELEMENTS OF THE LOGO.



DON'T CROP THE LOGO IN ANY WAY.



DON'T CHANGE ANY TYPE OR ELEMENT COLORS IN THE LOGO.



DON'T USE A DIFFERENT TYPEFACE ON ANY PART OF THE LOGO.



DON'T USE ANY COLORS NOT IN THE BRAND GUIDE.



DON'T REARRANGE ANY OF THE TYPE IN THE LOGO.



DO NOT USE DROP SHADOWS, OUTER GLOWS OR ANY OTHER EFFECTS.



DO NOT SKEW OR ENVELOPE THE LOGO IN ANY WAY.

# PARTNER LABEL

## DREAMWEEK

The DreamWeek label will officially align you with the DreamWeek brand. As a DreamWeek partner you celebrate and help promote an environment for an exchange of ideas focused on tolerance, equality and diversity.

Establish your presence as a leader at the forefront of America's tomorrow by using the partner label throughout your promotional material.

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DARK BACKGROUND OR IMAGE.



PARTNER LABEL // PRIMARY USAGE



ANOTHER OPTION IS USE THE  
LOGO IN FULL COLOR ON A  
LIGHT BACKGROUND OR IMAGE.



PARTNER LABEL // PRIMARY USAGE





THE PREFERRED PLACEMENT OF THE LOGO IS ON THE TOP OR BOTTOM OF THE COLLATERAL, NEVER IN THE CENTER.

FOR LEGIBILITY PURPOSES, USE THE MARK AS A TOOL TO MEASURE THE AMOUNT OF CLEAR SPACE THAT SHOULD BE USED.





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DON'T MOVE OR SCALE ANY ELEMENTS OF THE LOGO.



DON'T CROP THE LOGO IN ANY WAY.



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# COLOR

## OUR COLOR PALETTE

Our color palette is what makes us, us. The bright, vibrant colors reflect our mantra to create a dynamic environment in which to foster meaningful dialogue for a brighter future. The use of primary colors, colors that cannot be created through the mixing of other colors, symbolizes our ardent desire to use DreamWeek as a vehicle to discuss foundational issues in the hopes of encouraging a more tolerant and enlightened society.



PRIMARY



**PANTONE 179C**

**RGB** | 239, 62, 46

**CMYK** | 0, 91, 91, 0

**HEX** | #EF3E2E



**PANTONE PROCESS  
BLUE C**

**RGB** | 0, 131, 202

**CMYK** | 100, 35, 0, 0

**HEX** | #0083CA



**PANTONE 116C**

**RGB** | 255, 209, 43

**CMYK** | 0, 17, 92, 0

**HEX** | #FFD12B

SECONDARY

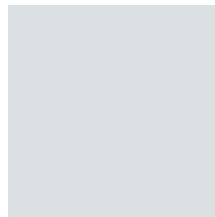


**PANTONE 7694C**

**RGB** | 0, 65, 106

**CMYK** | 100, 77, 34, 21

**HEX** | #00416A



**PANTONE 7541C**

**RGB** | 218, 223, 225

**CMYK** | 13, 7, 8, 0

**HEX** | #DADFE1



**PANTONE 5195C**

**RGB** | 104, 68, 89

**CMYK** | 55, 75, 45, 28

**HEX** | #684459

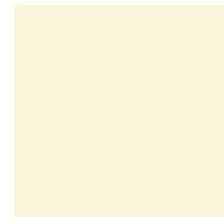


**PANTONE 5195C**

**RGB** | 38, 39, 41

**CMYK** | 73, 66, 62, 67

**HEX** | #262729



**PANTONE P 1-10 U**

**RGB** | 250, 246, 219

**CMYK** | 0, 0, 14, 2

**HEX** | #FAF6DB



YOUR LOGO

EVENT TITLE  
DATE // TIME  
LOCATION

BRIEF DESCRIPTION OF YOUR  
EVENT GOES HERE.

#DWSA2018 // YOUR HASHTAG



YOUR LOGO

EVENT TITLE  
DATE // TIME  
LOCATION

BRIEF DESCRIPTION OF YOUR  
EVENT GOES HERE.

#DWSA2018 // YOUR #



FOR YOUR CONVENIENCE, WE HAVE  
PROVIDED LOGO FILES, BACKGROUNDS,  
AND DESIGN TEMPLATES.

PLEASE UTILIZE AND PERSONALIZE THEM  
TO CREATE PROMOTIONAL COLLATERAL  
FOR YOUR UNIQUE EVENT.

ADVANCING THE VOICES OF TOLERANCE, EQUALITY & DIVERSITY



**DREAMVOICE LLC**

[dreamvoice.org](http://dreamvoice.org) | [dreamweek.org](http://dreamweek.org)

@dreamweeksa | #DWSA