



 **DREAMWEEK**
SAN ANTONIO, TX

GETTING STARTED

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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 what makes us human.

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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.

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OUR VOICE

A collection of civic and civil events.

**INSPIRING
MOTIVATING
LIFE-CHANGING**

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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.

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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.



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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 and event labels throughout your promotional material.

THE LABELS SHOULD PRIMARILY
BE USED IN FULL COLOR ON A
LIGHT BACKGROUND OR IMAGE.



PARTNER LABEL // PRIMARY USAGE

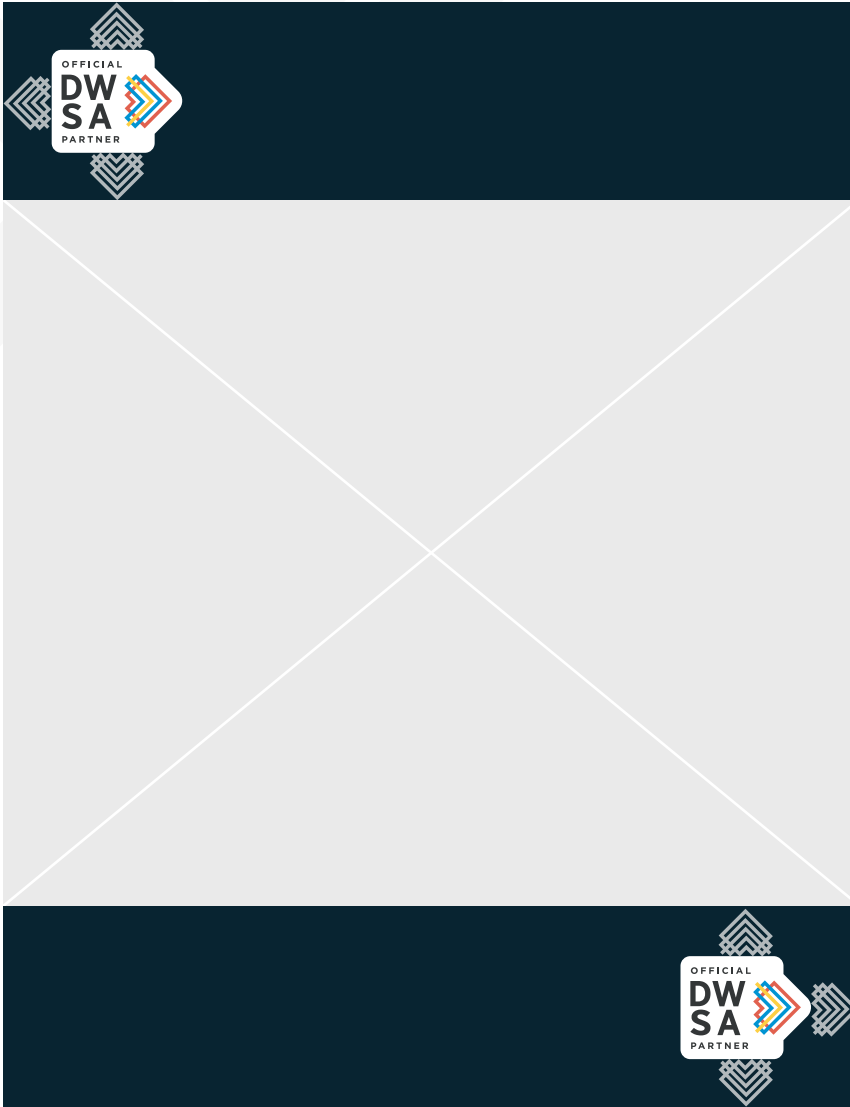


ANOTHER OPTION IS TO USE
THE FULL COLOR LABELS ON A
DARK BACKGROUND OR IMAGE.



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.





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.

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.



PRIMA-



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

SECOND-

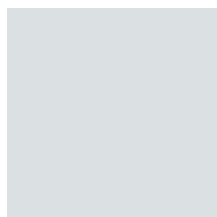


PANTONE 7694C

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

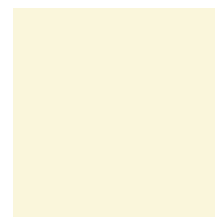


PANTONE 5195C

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

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COLOR // PRIMARY + SECONDARY



YOUR LOGO

**EVENT TITLE
DATE // TIME
LOCATION**

BRIEF DESCRIPTION OF YOUR
EVENT GOES HERE.

**#DWSA // YOUR HASHTAG
#DWSA2020 // YOUR HASHTAG**



YOUR LOGO

**EVENT TITLE
DATE // TIME
LOCATION**

BRIEF DESCRIPTION OF YOUR
EVENT GOES HERE.

#DWSA2020 // YOUR #



FOR YOUR CONVENIENCE, WE'VE
CREATED SAMPLE GRAPHICS FOR
YOUR USE. ALL YOU NEED TO DO IS
DOWNLOAD THE .EPS, .PDF OR .PNG
FILES ON THE PARTNER PAGE AND
EDIT THE COPY TO REFLECT YOUR
EVENT.



DREAMVOICE LLC

dreamvoice.org | dreamweek.org

@dreamweeksa | #DWSA