# Branding and Social Media guidelines

INTRODUCTION

We have created this brand manual to help people who use the Dapro brand to understand how we communicate our brand.

A brand is always evolving and people's perceptions of it do change from time to time. We want you as a partner or associate to get to know how we do business, how we communicate.

Dapro reserves the right to whithdraw permission to use Dapro graphics at any time if the use of the graphic(s) is inconsistent with these guidelines or is otherwise deemed inappropriate by Dapro.



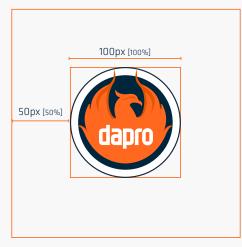
**Clear space** is the area surrounding a logo that is kept free of other graphics and typography. It plays an essential role in ensuring the logo is easily recognised across all communications.

As illustrated, the minimum clear space surrounding the logo is measured by the height of the "a" in the wordmark.

For the dapro phoenix mark, half the width of the mark defines the clear space.



Dapro wordmark with clear space



Dapro phoenix mark with clear space

## **USE OF LOGO |** PLACEMENT OF WORDMARK

Correct **placement** of logo is the crucial to ensure visibility. The Dapro wordmark always has to lign up with a corner. The wordmark may also be centered horizontally or vertically within the placement area. See the illustration below for details.

The wordmark may never be tilted, skewed, stretched or altered.

The wordmark may only be placed on either white or the Dapro dark blue colour.



Aligned to corner, white backdrop, dark blue logo



Vertically centered, white backdrop, dark blue logo

Correct logo placements

Incorrect logo placements



Ligned up withcorner, dark blue backdrop, white logo



Aligned to centre, white backdrop, dark blue logo



Horizontally centered, white backdrop, dark blue logo









Wrong backdrop colour



Not ligned up at all

dapro®

Slanted placement

## **USE OF LOGO |** PLACEMENT OF COMBINATION MARK

Correct **placement** of the logo is crucial to ensure visibility.

The phoenix mark may only be placed centered within the placement or must be aligned to a corner.

The mark may never be tilted, skewed, stretched or altered.

The backdrop may have any colour within the dapro color range, or a photo can be used as backdrop.



Aligned to corner



Centered within placement area

Correct logo placements

#### Incorrect logo placements



## **USE OF LOGO |** LOGO VARIATIONS

The phoenix mark in full color with 3D elements is the **main logo**.

For single color use, one of the variations of the phoenix mark in full color can be used.

The same guidelines for placement and clear space should be followed.



Reversed, with circle and long wings

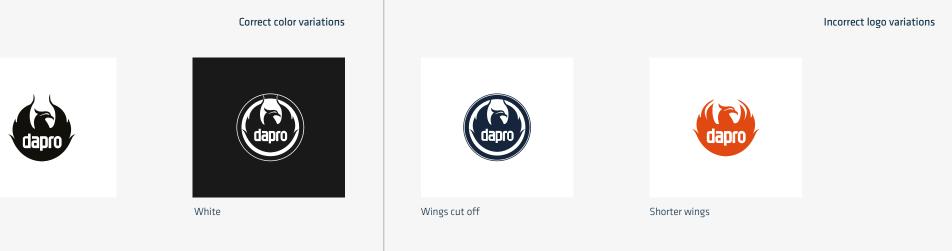


With circle and long wings



choul circle and with long wings

Correct logo variations



Black

The Dapro brand uses the Klavika font type to convey text and messages.

Klavika condensed **The quick brown fox** The quick brown fox

Klavika condensed italic

**The quick brown fox** The quick brown fox KlavikaThe quick brown foxThe quick brown foxThe quick brown foxThe quick brown foxKlavika italic*The quick brown foxThe quick brown fox* 

The Dapro colors available for use are broken down between primary colours and secondary colours.

Primary col	ours
-------------	------

СМҮК	0/0/0/0	\//hito
RGB	255/255/255	White
HEX	FFFFFF	
Pantone	N/A	

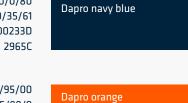
СМҮК	0/0/0/0	
RGB	248/248/248	
HEX	f8f8f8	
Pantone Cool Gray 1 C		

0/0/0/0	Light grou
8/248/248	Light grey
f8f8f8	
ool Crow 1 C	

#### Secondary colours

CMYK 100/60/0/80 RGB 0/35/61 HEX 00233D Pantone 2965C

CMYK 0/75/95/00 RGB 255/89/0 HEX ff5900 Pantone Bright Orange C



#### **Colour proportion**



Although individual pieces may vary, notice that the cumulative effect keeps the overall brand colour balance.

#### Photo Usage

We prefer that the photos supplied by Dapro are being used. For all photo usage please follow the do's and don'ts as per below.



Do not crop the subject

Do not over-edit



Do not crop Dapro logo



Do not flip / mirror / rotate



Subject too far / blurred

Incorrect photo usage



Show the whole subject

Stay with the edit



Keep Dapro logo



Keep direction as is



Subject clearly visible

Correct photo usage

#### Dapro Online Guidelines: Tagging

#### Tag us!

When creating an Instagram post make sure to tag our correct account, so potentional online users can find us.



@daprosafety

## The Dapro brand must be referred to on social media in the following ways:

#### **Dapro Online Guidelines: Hashtags**



Every post that contains **Dapro marketing** or **garments** must refer to these hashtags!

#### **Instagram**:

- Whenever you are creating a social media post on Instagram that contains any Dapro garments or marketing you are required to use the following hashtags in a comment right under the post.
   #daprosafety #safety
- Along with the general hashtags it is required to add the following specific hashtags on Instagram based on the garments and/or subjects that are included in the social media post.

+

See specific hashtags ->

#### Always include:



**Garment Category** (only use hashtags that are present in the photo)

#workwear #outerwear #safetshoes #eyewear
#safetyglasses

#### Specific Categories:



Rope Access

#IRATA #ropeaccess #ropelife #workatheight #ropeaccesstechnician #roperescue #pbm #abseiling #offshore #offshorelife

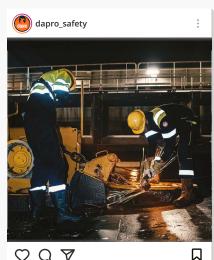


#### Working Offshore

#job #workinghard #working #offshore #offshorelife
#maritime #work

#### Other

If the photo contains any sort of related work, functionality or activities, find one or two corresponding hashtags and include them. See the example to the right.



 268 likes
 #dapro\_safety

 dapro\_safety
 #dapro #daprosafety #safety #safety wear

 #workwear #outerwear
 #safetyfootwear

/iew 250 comment

The post above includes the **general** Instagram hashtags, the **workwear/outerwear** hashtags and the **footwear** hashtags because the post shows Dapro workwear/ outerwear garments and footwear.

**Other Example:** This post could include for example #reflective #hivis

## The Dapro brand must be referred to on social media in the following ways:

Dap	ro Online Guidelines: Hashtags					If the content seems to fit one of the before mentioned hashtag categories (Rope Access or Working Offshore) perfectly, use one of those. #other is not mandatory but could extend the reach of a post to
in	Linked In: Whenever you are creating a social media post on Linked In that contains any Dapro garments or marketing you are required to use the following hashtag.	#daprosafety #safetywear	÷	<b>#Garment Category</b> On top of the #daprosafety you are <b>required</b> to pick <b>one</b> of the most relevant hashtags based on the garment category (#outerwear, #footwear etc).	÷	more relevant online users. <b>#Other</b> If the photo contains any sort of related work, functionality or activities, find one corresponding hashtag and include it.
0	Facebook: Whenever you are creating a social media post on Facebook that contains any Dapro garments or marketing you are required to use the following hashtag.	#daprosafety #safetywear	÷	<b>#Garment Category</b> On top of the #daprosafety you are <b>required</b> to pick <b>one</b> of the most relevant hashtags based on the garment category (#outerwear, #footwear etc).	÷	<b>#Other</b> If the photo contains any sort of related work, functionality or activities, find one corresponding hashtag and include it.
y	Twitter: Whenever you are creating a social media post on Twitter that contains any Dapro garments or marketing you are required to use the following hashtag.	#daprosafety #safetywear	÷	<b>#Garment Category</b> On top of the #daprosafety you are <b>required</b> to pick <b>one</b> of the most relevant hashtags based on the garment category (#outerwear, #footwear etc).	÷	<b>#Other</b> If the photo contains any sort of related work, functionality or activities, find one corresponding hashtag and include it.

#### Dapro Online Guidelines: Recommened Sizes

Recommended sizes of the photo's are given below. Exact square photo's should always be good, given it's higher or around **1080**px by **1080**px. Choose the aspect ratio that best fits the picture you're posting.

#### **Instagram**:

#### **Recommended dimensions:**

When creating an **Instagram** post make sure the dimensions are one of the following to ensure good quality.

Post: **1080**px by **1080**px Story: **1080**px by **1920**px



#### **Recommended dimensions:**

When creating a **LinkedIn** post make sure the dimensions are one of the following to ensure good quality.

1200px by 1200px 1080px by 1350px 1200px by 627px

### Facebook:

#### **Recommended dimensions:**

When creating a **Facebook** post make sure the dimensions are one of the following to ensure good quality.

1200px by 1200px 1200px by 1500px 630px by 1200px

#### Twitter:

#### **Recommended dimensions:**

Twitter will automatically crop the photo you're uploading if it's too high. If you're posting a high vertical photo, make sure the focus of the picture is in the middle. This way it will look better in online users feed.

When creating a **Twitter** post make sure the dimensions are one of the following to ensure good quality.

**1024**px by **512**px **1080**px by **1080**px

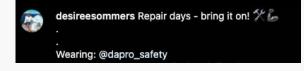
#### Dapro Online Guidelines: Influencers

#### Instructions

#### Influencers wearing Dapro

Influencers wearing Dapro clothing should include
 "Wearing: @dapro\_safety"
 (and use the correct tag per social media outlet)

Below a great example of one of our influencers @desireesommers

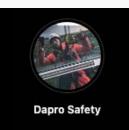


Then our online team can reshare it everywhere we can to maximize reach.

 To ensure that the posts made can be traced back to our social media accounts: Influencers are required to use the hashtags:
 #daprosafety #workwear #footwear #safety #outerwear
 #coverall #safety # work

#### Stories (Facebook + Instagram)

- Influencers will create a highlight reel on their Instagram account named "Dapro Safety" and add all stories made by the Influencer that promote us to this reel.



- Influencers will promote every single promotional post for Dapro Safety, whether it is a video or photo, also in their story.

#### Guidelines

#### Quantity

- Influencers will try to properly divide the posts so on average we'll have 1 or 2 promotional posts per week.



- Influencers will try to divide the promotional posts in the following way: 40% of the content will be posed with focus on the garments or footwear, the other 60% will not be posed and omre focused on their work and activities so the content looks more natural than promotional.

- Influencers will attempt to post at least 50% of the total promotional content as photos and at least 25% as videos.

**Dapro Online Guidelines: Creating Content** 

#### **Content Guidelines**

There's some guidelines to creating content with Dapro garments we'd like you to follow.

#### The Dapro Phoenix

Most Dapro garments have a phoenix rubber badge (or heatseal) placed on the left shoulder. Try to make sure it can be seen in the content at least for a bit.

#### Posing

Most content is, ofcourse, posed. However we'd like to divide them into two seperate categories.

#### Natural Working

Focus is more on the work or activity they're doing. These look more natural in their environment. working hard or having fun (depending on the activity).

Preferably 60% of content.

Focus is more on the garment

they're wearing. Made to see the

whole garment and show as much

True posing

as possible.

Preferably 40% of content.





@desireesommers

@becca\_taylor25

For us, both of them are great, balancing them is key.

The kind of content that most aligns with the influencers account, style and subjects are more important. The content should feel natural and not forced.



Great example: Our logo is on screen, Alex is showing how he stuffs ropes in a bag while his goal always has been educating people about all things rope access.

@theropeaccesschannel