

# DAWSON

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Be bold, professional  
& visually attractive.

Present more direct, striking  
and aesthetic images.

Be more human.

Show individuals at work, not  
just metal; feel the people who  
work there.

Preserve the heritage while  
embrassing the future.

Show the legacy of Dawson  
while forging a new path.

Be attractive for employment.

Attract future employees  
in the different areas of the  
company.

Consistency in showing  
Dawson’s work.

Create a homogeneous image  
to display the company’s  
professionalism.

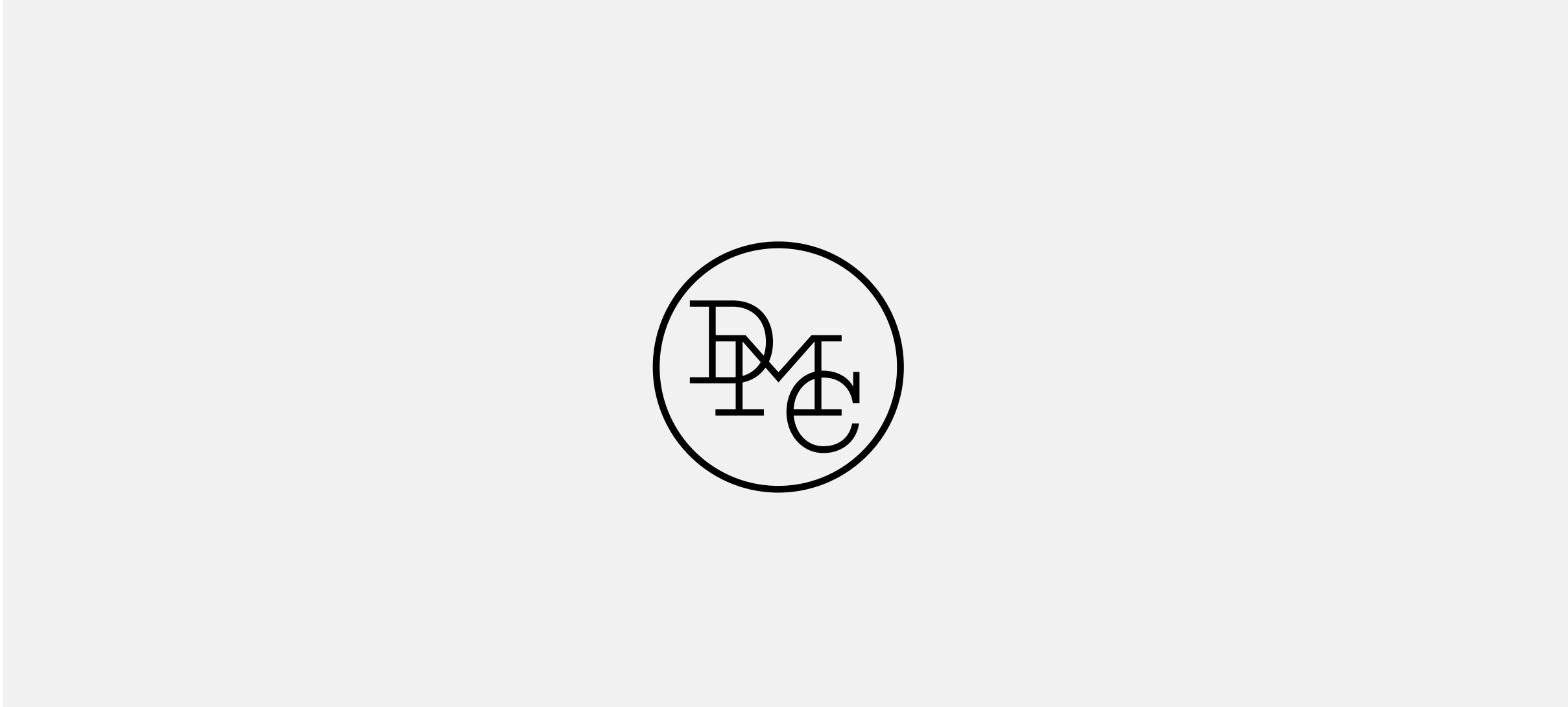
Be clear & straightfoward.

Use the power of simplicity.

Wordmark



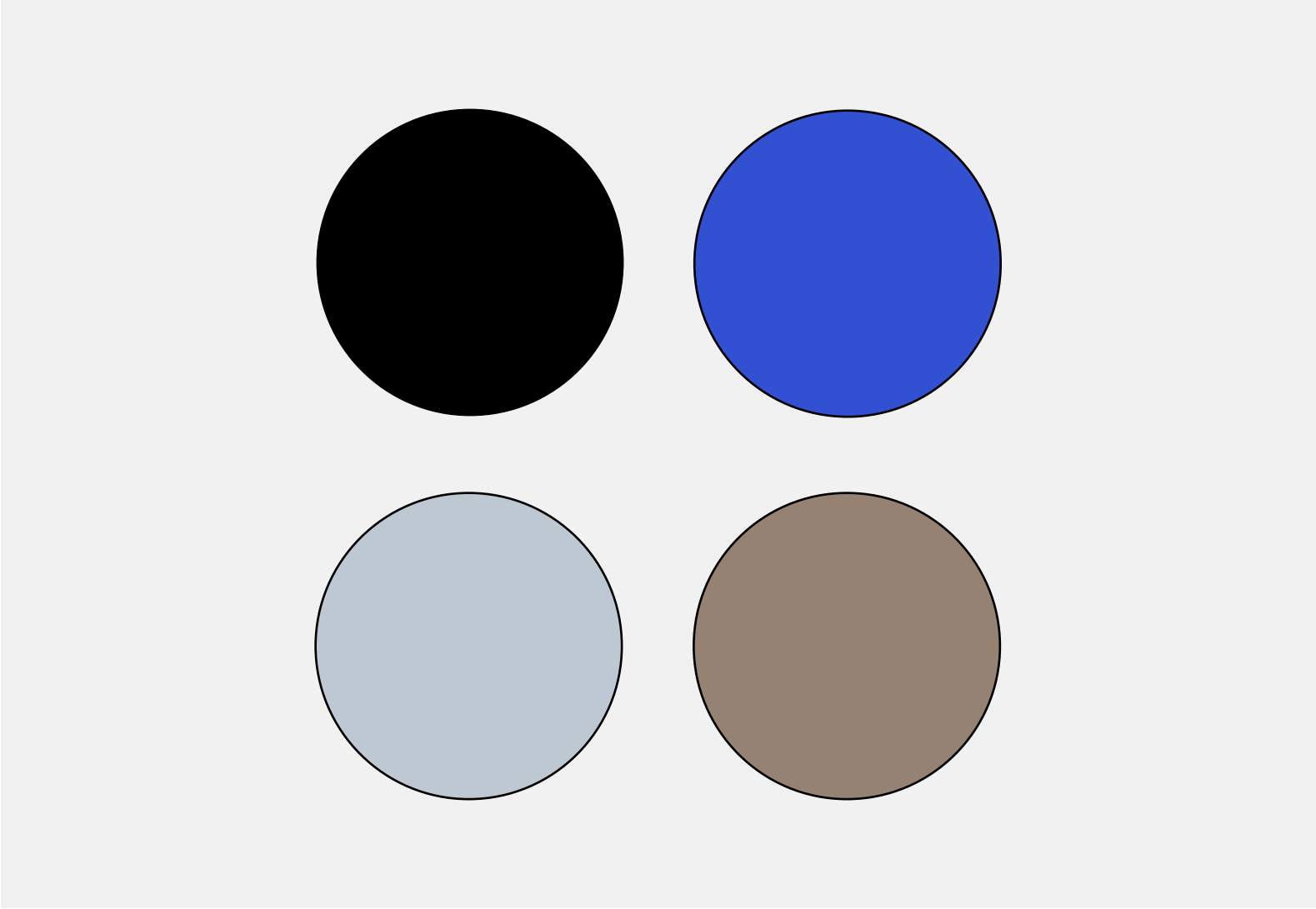
Seal



Typography



Color palette



Photography

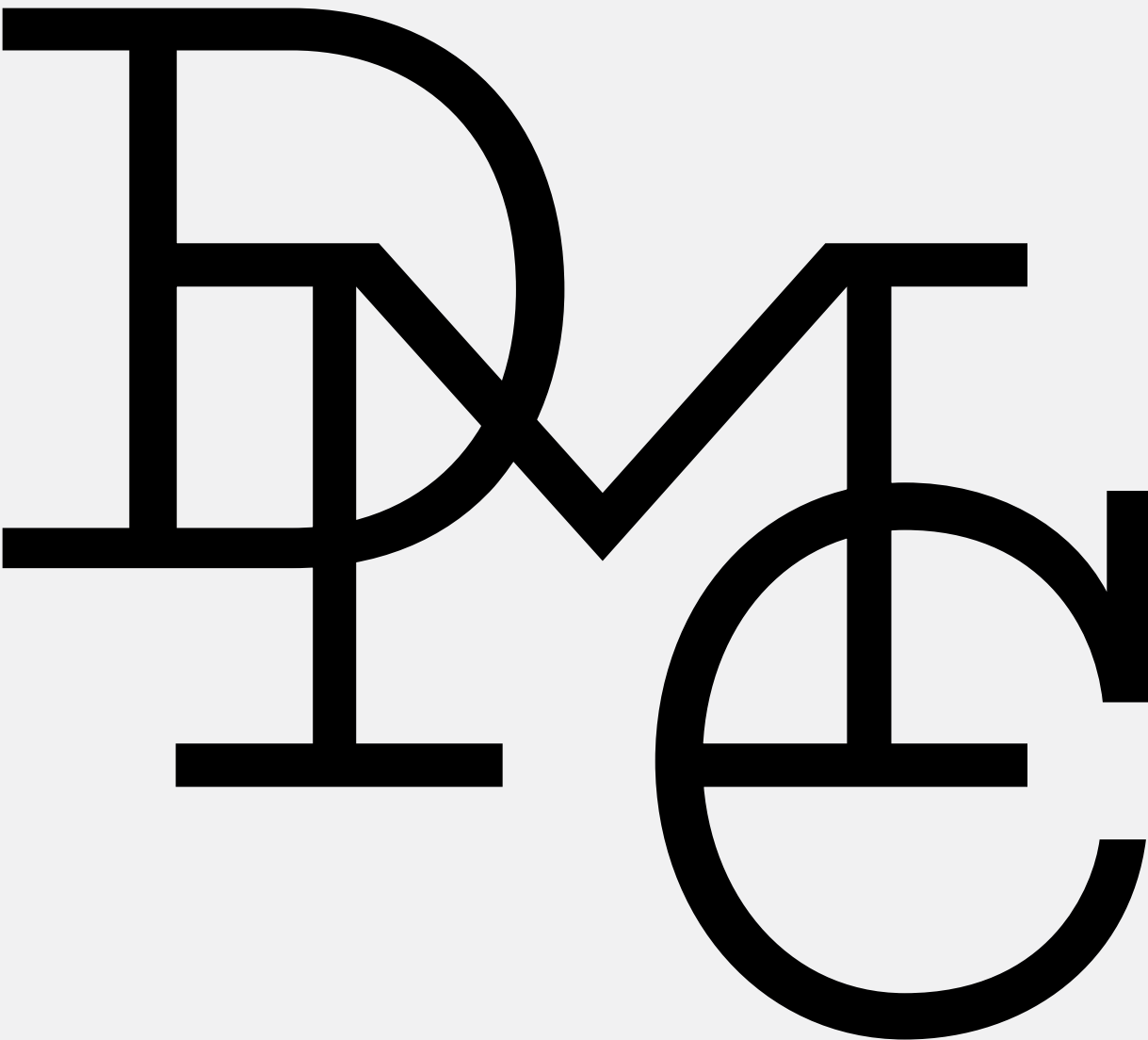
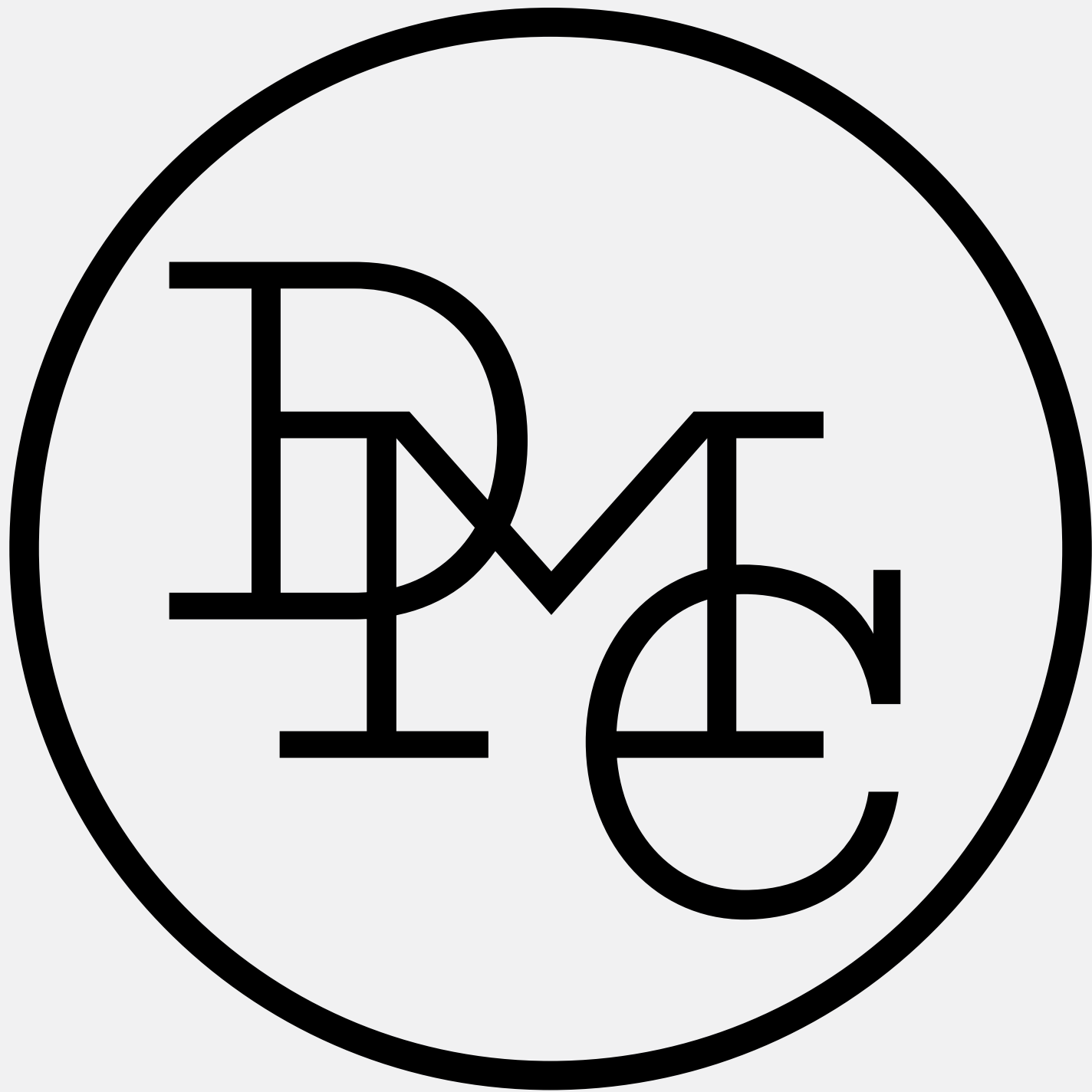


Dawson’s wordmark is the identity’s central element. Don’t hesitate to use it in large format.

**DAWSON**



The seal is used to accompany the wordmark. It acts as a stamp of quality backed by Dawson's 70 years of experience. It is not an obligatory element in composition and must be used in small format.



<p>Black RGB — 0/0/0/0 HEXA — #000000</p> <p>DAWSON</p>	<p>Blue RBG — 50/80/210 HEXA — #3250d2</p> <p>DAWSON</p>	<p>Silver RGB — 190/200/210 HEXA — #bec8d2</p> <p>DAWSON</p>	<p>Bronze RGB — 150/130/115 HEXA — #968273</p> <p>DAWSON</p>
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The logo can be reproduced using the 4 brand identity colors. Be sure to generally employ a white logo on a color background.

DAWSON

DAWSON

DAWSON

DAWSON

DAWSON DOORS

X2

Typography is an essential component of a brand’s identity. The Next typeface, conceived by swiss designer Ludovic Balland, is Dawson’s typographic voice.

Its formal characteristics are reminiscent of metal-cutting, thus imbuing the brand with personality while remaining elegant and simple.

Next

Next Medium Book    75/75pt

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
0123456789!@ \$%\*

Next Medium Book    75/75pt

Plantations filtrantes

Next Regular Book    75/75pt

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
0123456789!@ \$%\*

Next Regular Book    25/30pt

Dawson Metal Company, Inc.  
825 Allen Street  
Jamestown, NY 14701

Next Regular Book    14/16pt

Dawson Metal Company, Inc.  
825 Allen Street  
Jamestown, NY 14701



PHOTOGRAPHY

Photography is an important communication vector for the brand. It allows for clear communication and adds a graphic touch to the brand.

THE MAKERS  
DAWSON  
SHOOTING ON SITE



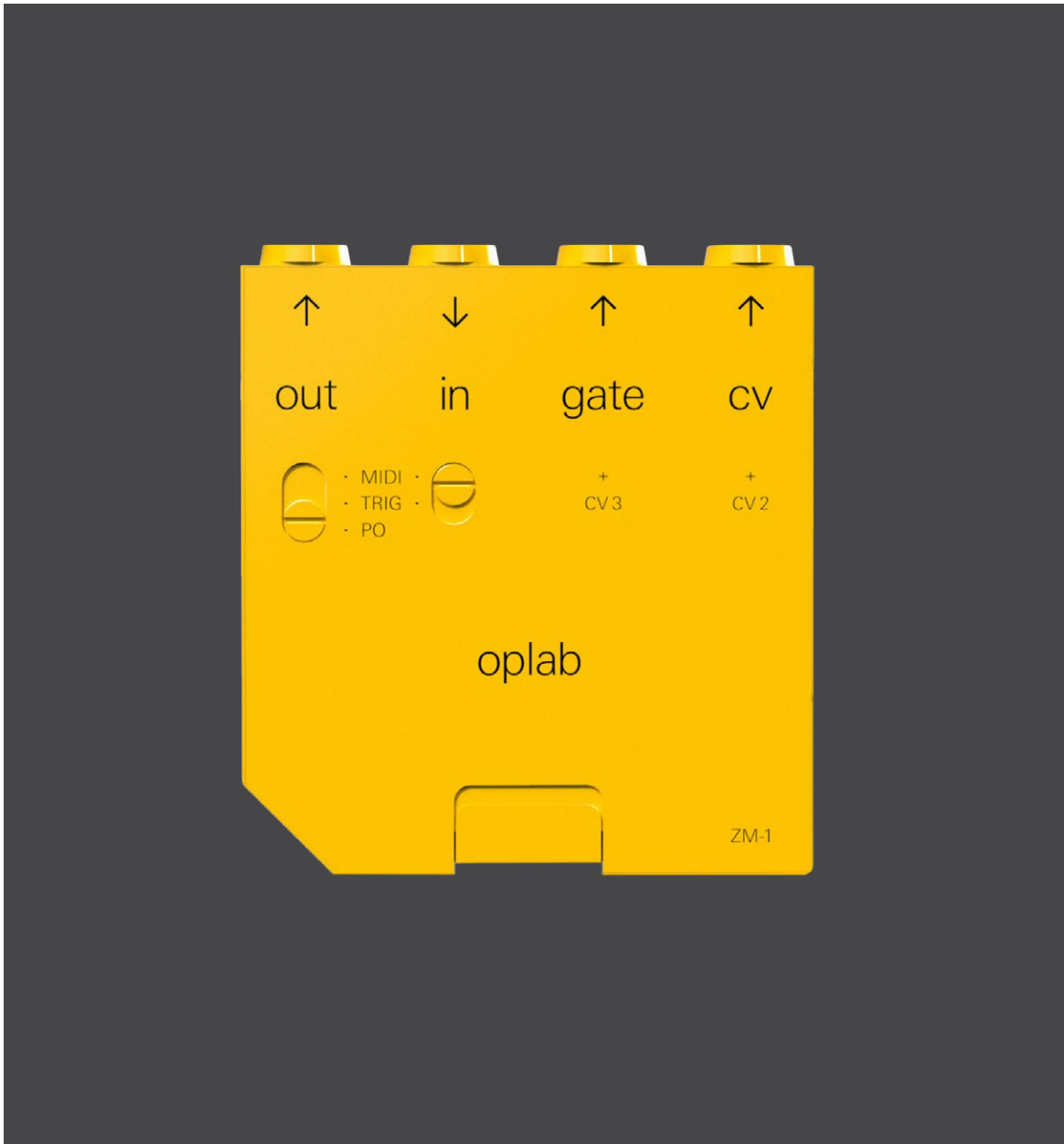
- › Made in the USA, not in China
- › High standards
- › Quality control
- › Promotes employment
- › Humanizes the brand

PROJECTS  
DAWSON DOORS  
(STOCK IMAGES OF BUILDINGS)



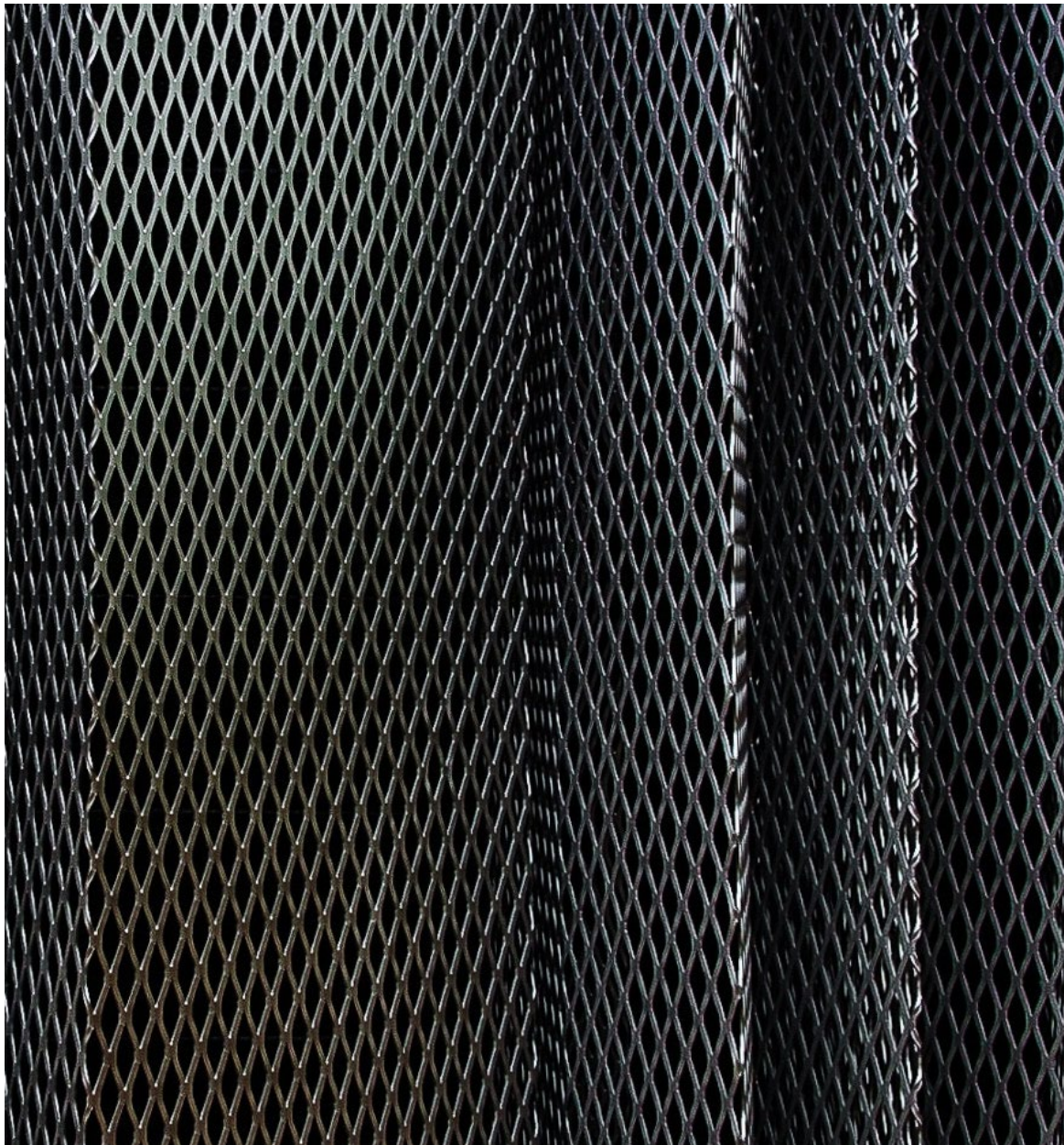
- › Speaks to architects (finished product)
- › Contextualizes the product
- › Strong image reinforces the brand

INDUSTRIAL/ENGINEERING  
DAWSON METAL  
(ILLUSTRATIONS/3D RENDERS)



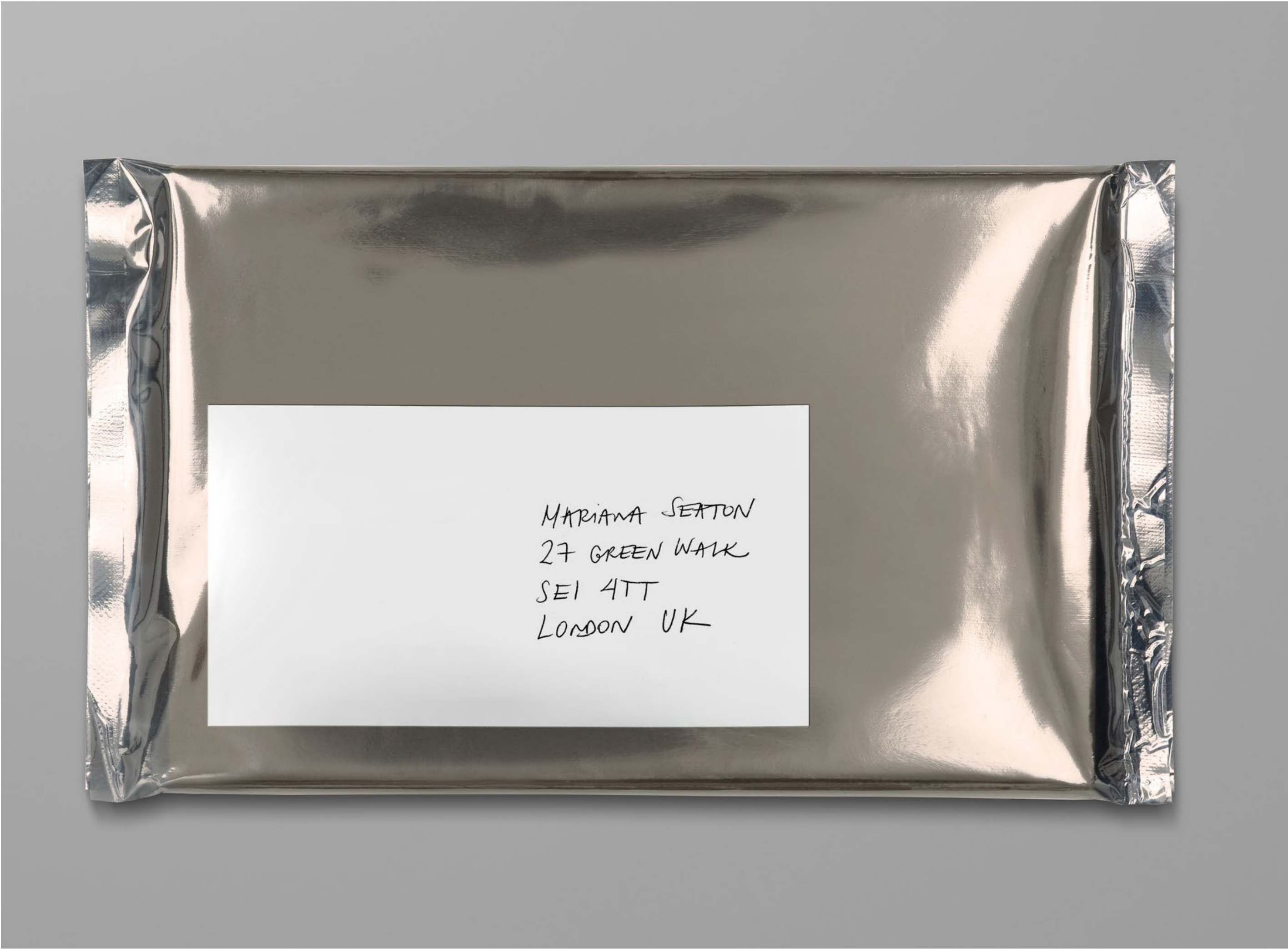
- › Technical approach
- › Reassuring professionalism
- › Homogeneity of the work
- › Makes the metal appealing

FINISHING  
DAWSON FINISHING  
(TEXTURES, CLOSE UP)



- › An aesthetic approach
- › Closer to the finished product
- › Graphic/Speaks of the material



















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