

DRAPER[®]

BRAND STYLE GUIDE

Our logo may not be used without written approval of Draper.



This document provides guidelines for the consistent implementation of the Draper identity in accordance with Draper's visual system.

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WHO WE ARE

Draper is an independent, nonprofit engineering innovation company. We design, develop and deploy advanced solutions that solve global challenges and make innovation possible within a broad range of industries.

We enable progress.

We provide innovative solutions to a variety of industries and applications, including national defense and security, transportation, and biomedical.

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WHO WE ARE

PRIMARY DRAPER LOGO

APPROVED VERSIONS

LOGO MISUSES

PRIMARY COLORS



PRIMARY DRAPER LOGO

The Draper logo is the touchstone of the brand and one of its most valuable assets — it acts as a universal signature across all Draper communications.

The identity is a unique piece of artwork that must be reproduced and applied with consistency and care in every application. It must never be altered in any way, under any circumstance.

The Draper 'Caret' (the 'A') can be reproduced in orange only in contexts that are black-and-white and high-contrast. When used on the Draper orange, a white caret must be substituted.

REGISTERED TRADEMARK

The registered trademark must accompany the Draper logo.

Only approved digital art files should be used.

For additional file formats or custom-sized artwork, contact Draper Communications at: communicationsdept@draper.com



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APPROVED VERSIONS

COLOR LOGO

Use this format for all color applications. This is the default Draper Logo. The shape and colors may not be modified.



WHITE LOGO WITH COLOR

If the background color is black, use this white version of the logo.



WHITE LOGO

If the background color is black, use this white version of the logo.



LOGO MINIMUM SIZING & RULES

This logo follows the following limits:

- I. In print the minimum size is 0.15" tall.
- II. For digital uses the minimum size is 14 pixels tall.
- III. There is no maximum size.



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LOGO MISUSES

Use of the approved versions of the Draper logo is required; modifying the logo in not permitted. Consistent use of the Draper logo in accordance with the standards in the company's brand style guides not only helps to maintain brand recognition and awareness--it enables Draper to protect its trademark on the logo.



DO NOT ADD ANY CUSTOM EFFECTS OR ROTATE THE LOGO IN ANY WAY



DO NOT CHANGE THE COLOR OF THE DRAPER CARET TO ANY OTHER BRAND COLOR



DO NOT SKEW THE PERSPECTIVE OF THE LOGO



DO NOT CHANGE THE COLORS OF THE LOGO



DO NOT INTERFERE WITH CLEAR SPACE



DO NOT ADD A STROKE OR OUTLINE THE LOGO

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PRIMARY COLORS

Draper's primary color is a confident orange, Pantone 172. It should be used in all communication efforts if possible. When printing in color is not an option, 100% black is an acceptable substitute.



Draper Orange
Pantone 172 C / U
C0 M87 Y100 K0
R255 G70 B18
HEX: FF4611

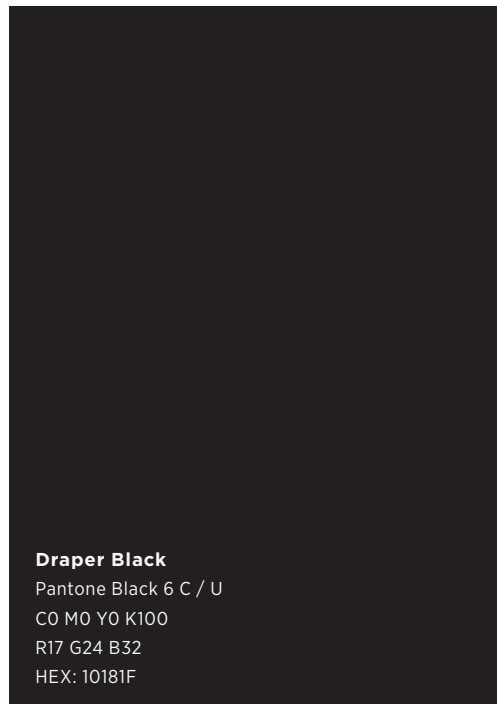
COLOR CODING INFORMATION

RGB (Red Green Blue) values are intended for use across all on-screen media (i.e. websites, emails, PowerPoint presentations).

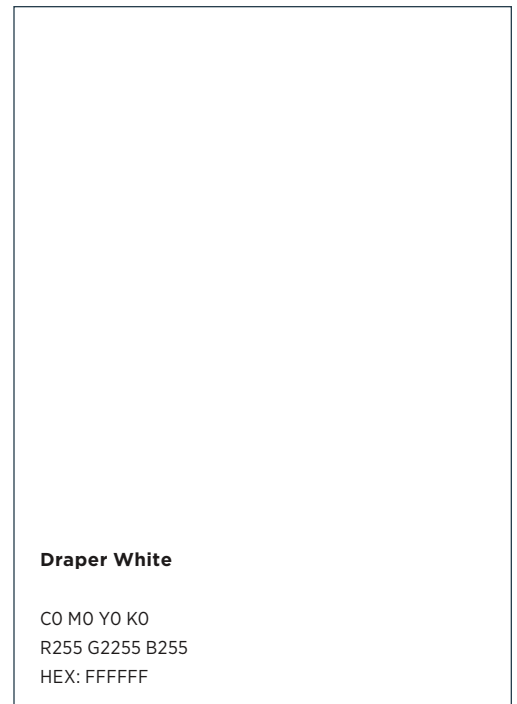
CMYK (Cyan Magenta Yellow Black) is the formula for four-color process offset and digital printing applications.

PMS (Pantone Matching System) is the industry standard for color specification on printed materials.

HEX# (Hexadecimal Format) is a six-digit number used in HTML, CSS, SVG, and other computing applications to represent colors.



Draper Black
Pantone Black 6 C / U
C0 M0 Y0 K100
R17 G24 B32
HEX: 10181F



Draper White
C0 M0 Y0 K0
R255 G225 B255
HEX: FFFFFFFF

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