Making Brilliant Marketing Simple
Vision
Our aim is to bring complex cross channel digital marketing strategies that deliver results, above & beyond the expectations of our clients. We achieve this by combining up to date methods and techniques, challenging the very boundaries of the marketing industry. We believe in Making Brilliant Marketing Simple.

Mission
Deliver
Timely
Manage Expectations

Brand Essence

Making Brilliant Marketing Simple

Our Values
Embrace diversity & creativity
Challenge the boundaries of our industry
To do our best
Measurably demonstrate what we do
Believe in success
Share in each others’ success
The Colours

Our logo & brand consist of a 3 colour palette, black, white & green.

If a fourth colour is needed, we use a light grey.

The palette is minimal but sharp and to the point. Green has many good connotations: getting the green light, moving to greener pastures & earning some green (cash). Go & grow with green! With both a warming & cooling effect, the colour green denotes balance, harmony & stability. Green is also linked with science, a play on words with The Digital Marketing Laboratory.

Black - #000000
White - #FFFFFF
Green - #62BA95
Grey - #D0D0D0
One of the main elements of The DM Lab is its typeface. We use Century Gothic, a geometric sans-serif typeface because of its smooth, neat & crisp look. It was also selected as a homage to McTip IT’s logo which used Geo Sans Light. The typeface is clear, concise & clean but also works well as a text & a headline font. It communicates the personality of The DM Lab brand.

Headlines in this system are set in all caps with subheads & body copy in upper & lower case letters. The preferred weights are Century Gothic Regular for headlines & body copy & Century Gothic Bold for sub headings & captions.

Generally, headlines, sub headings & captions are left aligned, printed in The DM Lab green on white background or against light colours. Body copy should be printed in plain black.

Century Gothic Regular

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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,:;?@&-*)
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Century Gothic Bold

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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,:;?@&-*)
```
The DM Lab’s visual style is simple, crisp & sharp.
It represents The DM Lab, uncomplicated, to the point & results driven.
We make brilliant marketing simple.

What it is:
Simple
Sophisticated
Minimal

What it is not:
Boring
Cheap
Ordinary

The DM Lab brand utilises a range of specific imagery to convey messages across all marketing collateral. Illustrative styles are used to convey specific messages in all cases. Photographic imagery may be used as specified for more forward facing, public materials such as banners & flyers at exhibitions.

Illustrative
Simple
Clean
Branded

Photographic
Forward facing
Black & white
Branded
The DM Lab’s visual identity is the primary identification for The DM Lab brand. It should appear on all The DM Lab’s communications & documentations.

The DM Lab standard logo.

The DM Lab white logo.

The DM Lab’s visual identity should always be surrounded by clear space. The clear space may be white but if the background is dark for example black, use the white logo. The logo may only be cropped in the manner as illustrated.

This is the icon created specifically for the brand. A variation with a gradient is included also.
Our mascot, Mason, is also used for marketing & brand awareness. He can be designed to suit any criteria / situation.
The Tagline

The DM Lab’s tagline also has an important identification for The DM Lab’s brand.

Making Brilliant Marketing Simple.

It should appear on all The DM Lab’s communications & documentation.
Any Questions?

Contact us!
info@thedmlab.com
01 432 607 660
Find us on:

www.thedmlab.com