

These versions of the logo should be used for colour applications. The logos can be reproduced using either 4 colour process or spot colour (PMS) printing using the specifications below.

**Process:**

■ C: 23, M: 39, Y: 65, K: 13

■ C: 15, M: 20, Y: 35, K: 0

■ C: 100%, M: 57%, Y: 12%, K: 70%

**RGB:**

■ R:162, G:137, B:94

■ R:199, G:182, B:94

■ R:3, G:45, B:72

**Metallic PMS coated:**

■ PMS 875C

■ PMS 875C at 50%

■ PMS 540C

**FONTS USED**

- Humanist 777BT
- Normal or Bold - Never Italic
- Do not use a different font

\* The D, F & H are not a font and must NEVER be replaced with anything else.

**TAG LINE**

**Be sold on expertise.**

- Humanist 777BT
- Minimum font size is 10
- Arial can be used

Please output using the finest screens for the medium or publication.

**Restrictions**

- Do not separate elements
- Do not print in colours not specified
- Do not use a different font

**For more information please contact:**

Nanci Sebo  
250.472.7825  
info@dfh.ca

Horizontal Colour Logo



Be sold on expertise.

File Names - Horizontal View:

DFH\_Color\_Horiz\_\_\_\_\_  
In jpg, png & ai

Reversed Horizontal Colour Logo



Be sold on expertise.

DFH\_Color\_Horiz\_Rev\_\_\_\_\_

Horizontal Metallic Colour Logo



Be sold on expertise.

Reversed Horizontal Metallic Colour Logo



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These versions of the logo should be used for black and white applications. The logos can be reproduced using single colour printing using the specifications below.

**Process:**

- Process Black
- Tints set in logo file of Process Black

**Greyscale:**

All tints of Black C set in file

Please output using the finest screens for the medium or publication.

**Restrictions**

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- Do not use a different font

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Greyscale Logo



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Reversed Greyscale Logo



Be sold on expertise.

Lineart Logo



Be sold on expertise.

Reversed Lineart Logo



Be sold on expertise.

**Protective Space:**

The minimum protective space is X, where X equals the height of the logo element of the identity. To protect the integrity of the logo, this space is required around all sides of the logo. This applies to both positioning around other printed elements as well as from printed and trimmed edges.

**Logo sizing:**

The logo should be run no smaller than 1.2 inches wide.

Please output using the finest screens for the medium or publication.

**Restrictions**

- Do not separate elements
- Do not print in colours not specified
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Protective Space



Minimum Size



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- C: 15, M: 20, Y: 35, K: 0
- C: 100%, M: 57%, Y: 12%, K: 70%

**RGB:**

- R:162, G:137, B:94
- R:199, G:182, B:94
- R:3, G:45, B:72

**Metallic PMS coated:**

- PMS 875C
- PMS 875C at 50%
- PMS 540C

Colour versions of the logo have also been supplied in RGB format for on-screen use.

Please output using the finest screens for the medium or publication.

**Restrictions**

- Do not separate elements
- Do not print in colours not specified
- Do not use a different font

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Vertical Colour Logo



Reversed Vertical Colour Logo



File Names - Vertical View:

DFH\_Color\_Vert.\_\_\_\_  
In jpg, png & ai

DFH\_Color\_Vert\_Rev\_\_\_\_  
In jpg, png & ai

Vertical Metallic Colour Logo



Reversed Vertical Metallic Colour Logo



These versions of the logo should be used for black and white applications. The logos can be reproduced using single colour printing using the specifications below.

**Process:**

■ 100% C, M, Y, K

■ 50% C, M, Y, K

**Greyscale:**

All tints of Black C set in file

Please output using the finest screens for the medium or publication.

**Restrictions**

- Do not separate elements
- Do not print in colours not specified
- Do not use a different font

**For more information please contact:**

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250 472 7825  
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Vertical Greyscale Logo



Reversed Vertical Greyscale Logo



Vertical Lineart Logo



Reversed Vertical Lineart Logo



**Protective Space:**

The minimum protective space is X, where X equals the height of the logo element of the identity. To protect the integrity of the logo, this space is required around all sides of the logo. This applies to both positioning around other printed elements as well as from printed and trimmed edges.

**Logo sizing:**

The logo should be run no smaller than 0.65 inches wide.

Please output using the finest screens for the medium or publication.

**Restrictions**

- Do not separate elements
- Do not print in colours not specified
- Do not use a different font

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Protective Space



Minimum Size





\*This Design is only available with a full body photo

Optional Back of Card

\*\*Your personal logo can be used on the front of your business card - DFH Logo must be on the back

\*\*\*LeadingRE Logo can be used on the back in addition to the DFH logo

Yard Size Sign



Oak Bay Yard Size Sign



One Side of Open House Arrow



2nd Side of Open House Arrow

