

Dynamic Consultants Group

Cobranding and Logo Usage Guidance for Third-Parties

October 2021



Welcome to the Dynamic Consultants Group cobranding guidelines

These guidelines outline usage specifications to follow when creating cobranded digital and print materials. Understanding and implementing these guidelines ensures that we form a rewarding cobranding relationship with external parties.

We want to make it as easy as possible for cobranding partners to use the DCG logo. However, please adhere to the usage requirements in this guide to manage and protect the value of our brands. A written license is required in order for external parties to: 1) use the Dynamic Consultants Group DCG logo; 2) indicate a cobranding relationship with DCG in relation to any product or service of DCG; and 3) indicate DCG's affiliation, sponsorship, or endorsement. These guidelines and authorization to use the Dynamic Consultants Group logo **apply only if:**

- There is an existing cobranding or partner agreement with DCG.
- The cobranding agreement covers the proposed use.
- The use is for digital or print communications only. Any other uses (for example, reproductions of DCG brand names and logos on merchandise) are not permitted.

The name Dynamic Consultants Group and the DCG logo can only be used in a way that accurately reflects the nature of the relationship between Microsoft and the external party and that complies with 1) these guidelines, and 2) the [general DCG trademark guidelines](#).

Usage requirements

Thank you for your interest in including the Dynamic Consultants Group logo in your materials. The DCG logo is more than a name and symbol—it's one of the most recognizable elements of the DCG identity. It is a beacon of the quality, trust, and emboldening that DCG delivers to the world everyday.

As a general rule, a formal license is required to use the Microsoft logo, and its use must be pursuant to the specifications on this page.

Microsoft reserves the right in its sole discretion to terminate or modify permission to display the logo and may request that third parties modify or delete any use of the logo that, in Microsoft's sole judgment, does not comply with these guidelines or might otherwise impair Microsoft's rights in the logo. Microsoft further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

Do not use the DCG corporate logo in products, product packaging, or other business services without a formal license.

Third Parties may only use the logo without a license under the following limited circumstances:

- In advertising, marketing collateral, or website that references your connection with DCG (e.g., the material states that you are an authorized distributor or reseller of DCG products) provided that the area in which the DCG logo is used includes the corporate logo of at least one other company in which you have a similar relationship.

Our Partners

ACME, INC



- In an area of a website, advertising, or marketing collateral exclusively dedicated to the sale of DCG products, and in such a manner that associates licensed DCG software with the DCG logo.



Any use that falls outside of these guidelines is prohibited.

Finally, if the use is not covered in any of the above or you are not sure, reach out to the DCG business owner who you are working with for approval and a license from DCG.

The DCG trademark can only be used in a way that accurately reflects the nature of the relationship between your company/product and DCG and adheres to the guidelines in this document.

The Dynamic Consultants Group (DCG) logo

The DCG logo is comprised of the symbol and the logotype. The symbol and the logotype must be used together.

White or black backgrounds are preferred



Use the positive version on light backgrounds. A white background is preferred when the logo is at its minimum size.

Get logo for light background



Use the reverse version (logotype in white) on dark backgrounds.

Get logo for light background

Minimum size and clear space

There are two ways to measure the minimum size of a logo



By height. On screen, the symbol should never be smaller than XX Pixels tall. In print, it must appear at least .5" (12.7 mm) tall.

By width. On screen, the symbol should never be smaller than XX Pixels wide. In print, it must appear at least 1.43" (36.32 mm) wide.

Make the logo stand out by giving it space on all sides equivalent to the height of the symbol.



Things to avoid



Don't change the color of the logo.



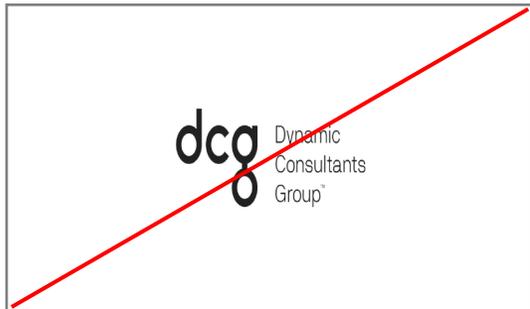
Avoid backgrounds that provide insufficient contrast



Don't place the logo over busy backgrounds.



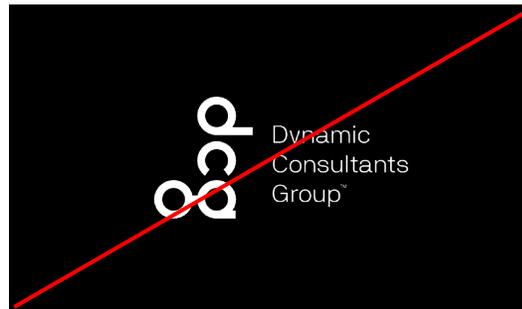
Don't add a border to the logo.



Don't compress or stretch the logo.



Don't add effects like shadows or gradients.



Don't alter the symbol.



Don't rearrange the elements of the logo.

More things to avoid



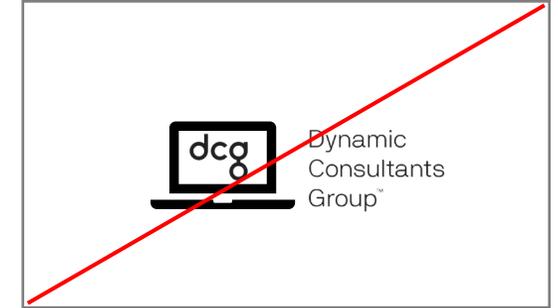
Don't attach taglines of any kind to the logo.



Don't create new versions of the logo.



Do not add anything to the symbol.



Do not create new logos with elements from the DCG logo.



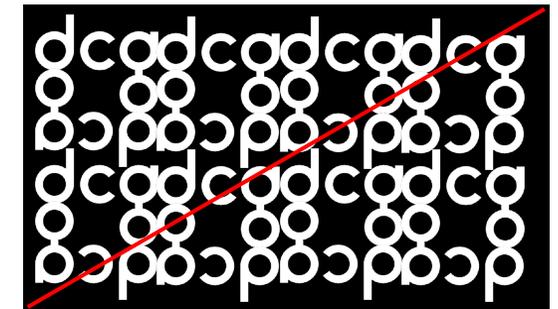
The logo should not be contained within a box, circle, or other shapes.



The logo must never appear with any other symbol, or be combined with any other name, logo, or icon to create a co-branded logo.



Don't create tiles or add size to the symbol.



Do not create patterns or tiles to simulate the elements of the symbol.

Primary Typeface

Font Weight

SEGOE UI

Light

Bold

Regular

ExtraBold

Semi Bold

Black



Thank you

We know applying this guidance takes time and effort, but the stories we tell will be stronger for it.

If you have questions or if you want to access tools, templates, or other guidelines (including the syndication partner guidelines), please don't hesitate to contact us.

Please note that access to Brand Central requires a DCG email account.

[For FAQs or questions, visit the Help Center](#)

[To download assets, visit Brand Central](#)