

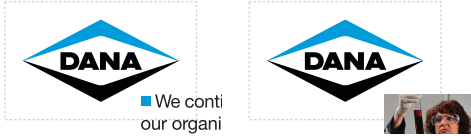

















	Incorrect	Tip	Correct
<p>Do not distort the Diamond.</p>		<p>Distortion often happens when resizing the Diamond. It is important that you hold down the shift key when resizing the Diamond. This allows the Diamond to go up or down proportionally.</p>	
<p>Leave proper clear space around the Diamond.</p> <p>NOTE: The dashed line surrounding the examples at right does not print.</p>		<p>Minimum clear space is equal to the height of the letter “D” in Dana. Everything should be at least this far away from the Diamond.</p>	
<p>The background should not compete with the Diamond’s readability.</p>		<p>The goal is that the Diamond should be presented in a way that is pleasing to the eye. Confusion behind and/or around the Diamond makes for a visually irritating experience. Keep the background simple.</p>	
<p>You must get permission to use the “B” (or dimensional) version of the Diamond.</p>		<p>The other name for this version of the Dana Diamond is the “special use” Diamond. It should be used only for special uses.</p>	
<p>Never use the Diamond as text.</p>	<p>The Spicer® brand has actually been around longer than  itself.</p>		
<p>Never animate the Diamond.</p>		<p>Not in videos. Not in emails. This includes dissecting the Diamond. The Diamond always appears in its full, final form. It does not “fly in” in pieces, spin, rotate, etc., even if it ends up in its full, final form.</p>	
<p>Do not convert the “A” or “B” Diamonds to grayscale, i.e, black & white.</p>	<p>A.  B. </p>	<p>Only the “C”, “D”, and “E” Diamonds may be used in black & white. All of the Diamonds can be downloaded from the resources section of Dana’s Branding and Identity Standards website.</p>	<p>C.  E.  D. </p>
<p>Do not place the Diamond inside a box.</p>		<p>This usually happens when placing a JPEG of the Diamond into a PowerPoint presentation. To avoid this problem, try using a PNG version instead.</p>	
<p>Do not change the thickness of the white border around the Diamond.</p>		<p>The white border surrounding the Diamond is always at the same proportion in relation to the rest of the elements. If the Diamond is enlarged or reduced, the border goes up or down with the Diamond. It is not to be widened or expanded.</p>	