



DEO-MAP

**2022**

# BRAND GUIDELINES



DENTIST  
ENTREPRENEUR  
ORGANIZATION

SUCCEEDING TOGETHER

# INTRODUCTION

WELCOME

This brand guide will help you understand the design elements of the DEO MAP brand. Please adhere to them for consistency across all our communications and deliverable.



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# DEO MAP

## MEASURE • ALIGN • PERFORM



# WHAT IS DEO MAP?

## INTRODUCTION

### MEMBERS SAY...

"I want to grow, but I'm not sure how. I need answers and turn by turn directions."

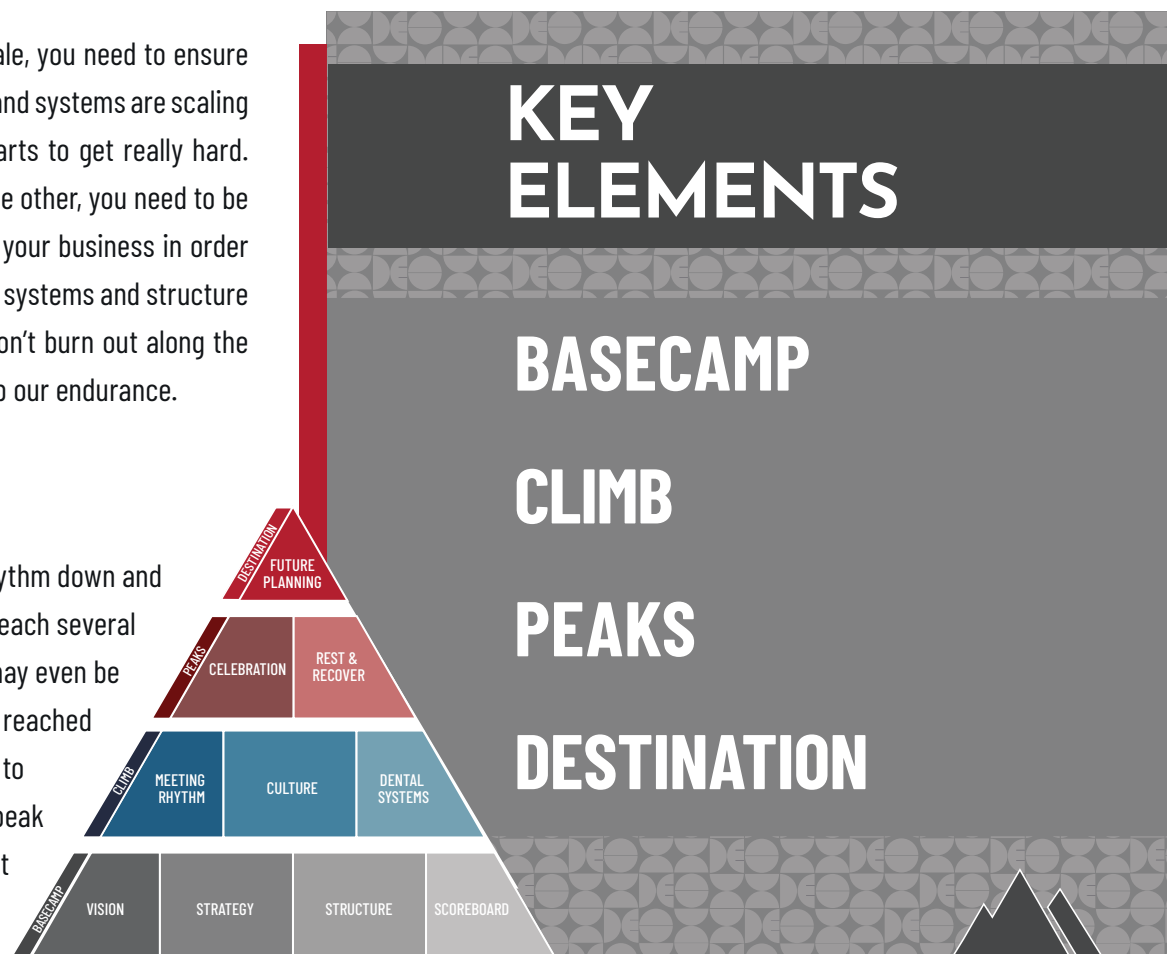
The **DEO MAP** is the answer they have been looking for. The **DEO MAP** is the curriculum that teaches our members how to grow their dental company.

**BASECAMP:** when you are looking to scale your dental business, just like when you are looking to scale a mountain, you have to start somewhere. That somewhere is basecamp. In basecamp you will prepare all of the essentials that you will need to accelerate your growth process. This will include creating business vision, a strategy that will get you there, an org chart that supports it and a way to keep score to know you're on track.

**CLIMB:** As you start to scale, you need to ensure all of your processes, people and systems are scaling with you. This is where it starts to get really hard. Putting one foot in front of the other, you need to be dialed in with your team and your business in order to reach your goals. You need systems and structure to support you so that you don't burn out along the way. This is where we develop our endurance.

**PEAKS:** As you get your rhythm down and really find your stride, you'll reach several peaks along the way. There may even be times where you think you've reached your goal, or summited, only to realize that there is another peak in the distance that wasn't yet visible.

**DESTINATION:** You've done it! You've arrived. You've reached the tiny dot on the map that you set out to conquer so long ago. Now what? Do you hang up your backpack and retire from climbing mountains? Do you set your sights on another mountain and start all over again? Do you pick up another sport altogether? There is only one thing that is for certain, which is that it is time to evolve. This is where we plan for what is next on your journey.



# THE BRANDMARK

LOGO

## LOGO LOCKUP



Full Color



Glyph



Grayscale



Knockout

Note: "DEO" is Josefin Medium to prevent text degradation due to bleed.



Knockout with Red

Note: "DEO" is Josefin Medium to prevent text degradation due to bleed.

# THE BRANDMARK

## LOGO

## WORDMARK



Full Color



Glyph



Grayscale



Knockout

Note: "DEO" is Josefin Medium to prevent text degradation due to bleed.



Knockout with Red

Note: "DEO" is Josefin Medium to prevent text degradation due to bleed.

## BRANDMARK



Full Color



Glyph



Grayscale



Knockout



Knockout with Red

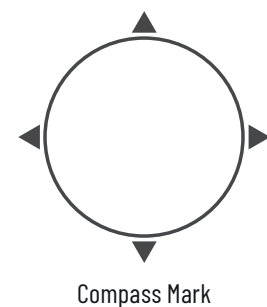
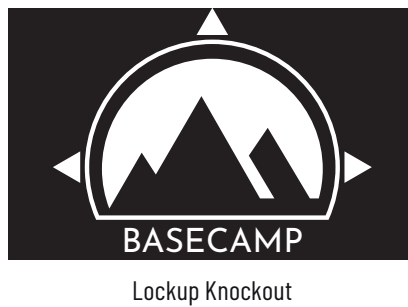
## KERNING

For all logo variations with the DEO MAP text included.



# THE BRANDMARK: BASECAMP

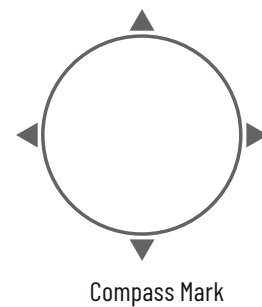
LOGO





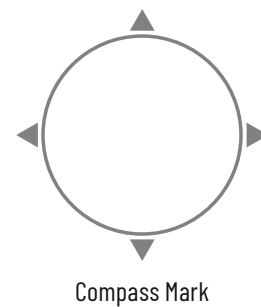
# THE BRANDMARK: VISION

## LOGO



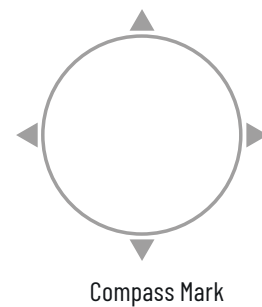
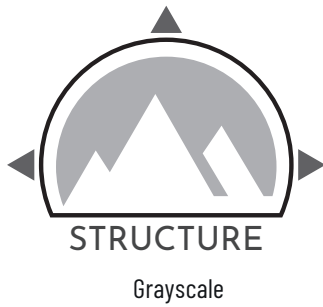
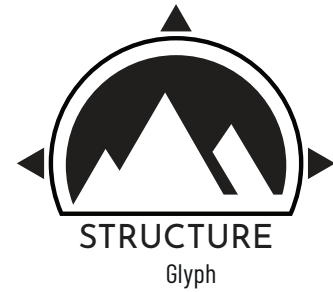
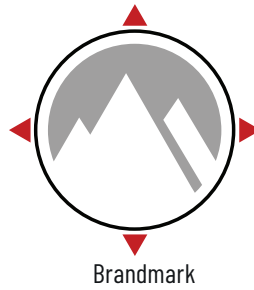
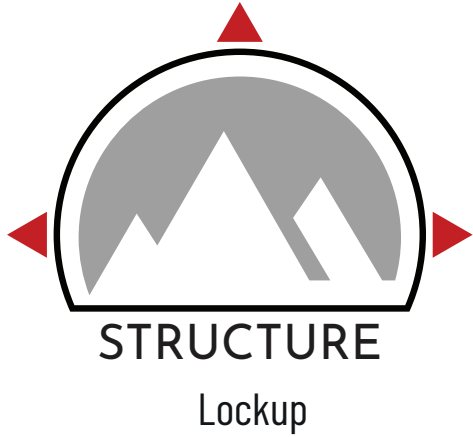
# THE BRANDMARK: STRATEGY

LOGO



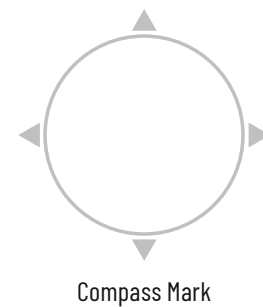
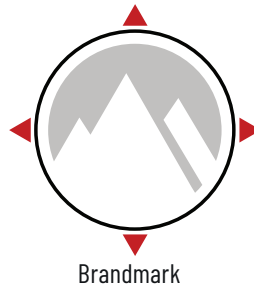
# THE BRANDMARK: STRUCTURE

## LOGO



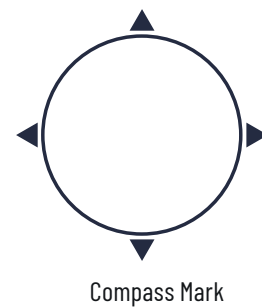
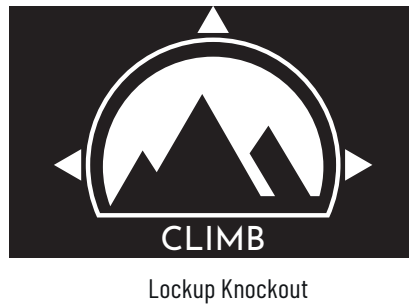
# THE BRANDMARK: SCOREBOARD

LOGO



# THE BRANDMARK: CLIMB

## LOGO



# THE BRANDMARK: MEETING RHYTHM

## LOGO



MEETING  
RHYTHM

Lockup



Brandmark



MEETING  
RHYTHM

Glyph



MEETING  
RHYTHM

Grayscale



MEETING  
RHYTHM

Lockup Knockout



MEETING  
RHYTHM

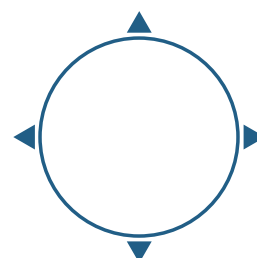
Lockup Knockout + Red



Element Brandmark



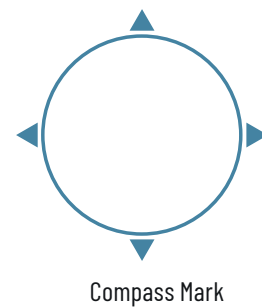
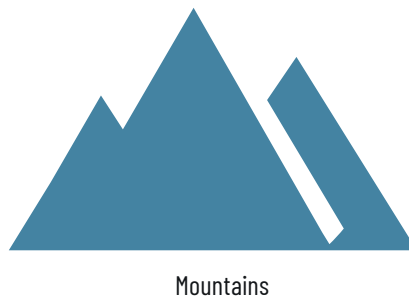
Mountains



Compass Mark

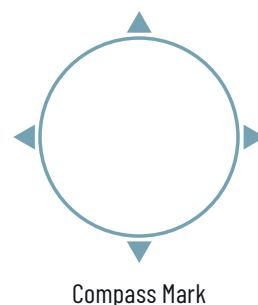
# THE BRANDMARK: CULTURE

## LOGO



# THE BRANDMARK: DENTAL SYSTEMS

## LOGO





# THE BRANDMARK: PEAKS

## LOGO



PEAKS

Lockup



Brandmark



PEAKS

Glyph



PEAKS

Grayscale



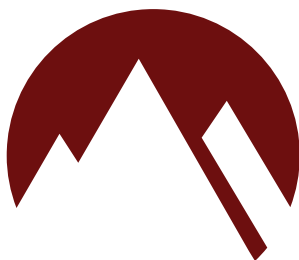
PEAKS

Lockup Knockout

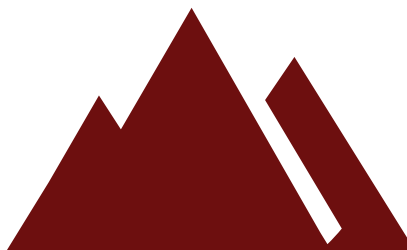


PEAKS

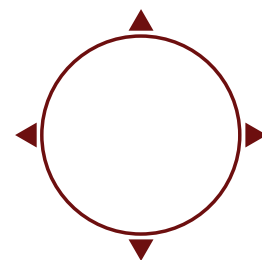
Lockup Knockout + Red



Element Brandmark



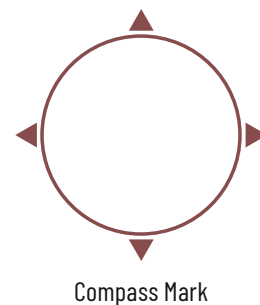
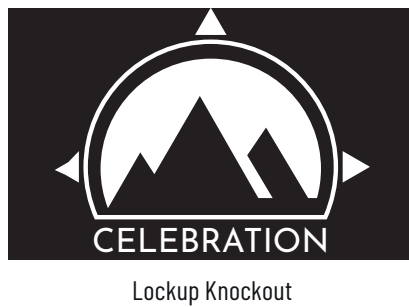
Mountains



Compass Mark

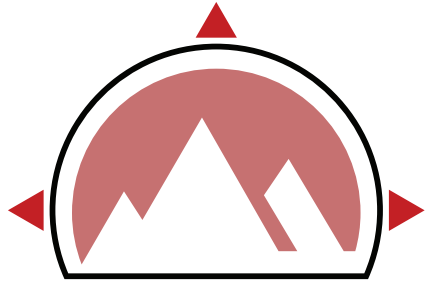
# THE BRANDMARK: CELEBRATION

LOGO



# THE BRANDMARK: REST & RECOVER

## LOGO



REST &  
RECOVER

Lockup



Brandmark



REST &  
RECOVER

Glyph



REST &  
RECOVER

Grayscale



REST &  
RECOVER

Lockup Knockout

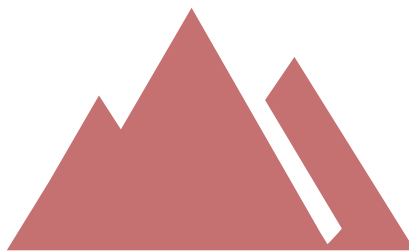


REST &  
RECOVER

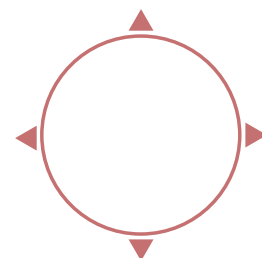
Lockup Knockout + Red



Element Brandmark



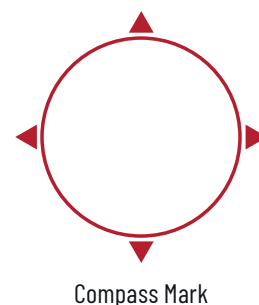
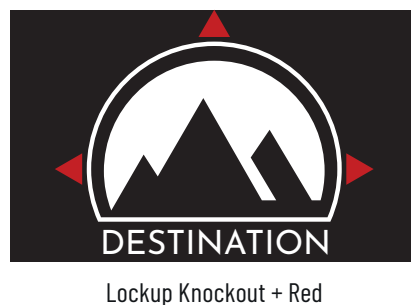
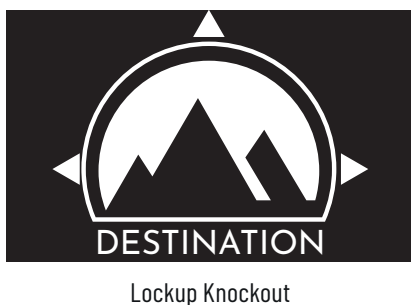
Mountains



Compass Mark

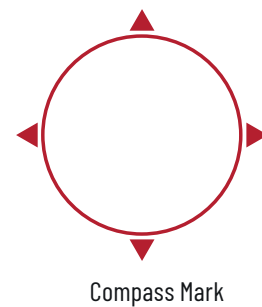
# THE BRANDMARK: DESTINATION

LOGO



# THE BRANDMARK: FUTURE PLANNING

## LOGO



# PRIMARY FONT

## TYPOGRAPHY

### PRIMARY TYPEFACE: RATIONALE

We will be using Josefin Sans for headers, subheads, and emphasis, dependent upon the context (see pages 14 and 15 for more detail). Josefin was chosen due to its geometric, modern design. It is similar to Century Gothic, commonly used in our slide deck design and workbooks. Josefin Sans also introduces sharp, angular letters that echo the sharp peaks of the mountain ranges we reference throughout the **DEO MAP** system. Josefin Sans is also part of Canva's default font library.

Josefin Sans is a free typeface and can be downloaded here:

<https://fonts.google.com/specimen/Josefin+Sans>

HI!

I'M

**JOSEFIN SANS.**

DESIGNED BY **SANTIAGO OROZCO**

**Josefin Sans** is a geometric, elegant font designed with a vintage feel for use at larger sizes. The font is inspired by the geometric, sans serif fonts hailing from the 1920s. Josefin Sans has a half-height x-height, where the lowercase letters are half way between the baseline (the imaginary line the letters sit upon) and cap height (the height of the capital letters). This unusual proportion creates a unique feel for body copy. As such, the secondary font, Barlow Condensed should be used in most situations.

# PRIMARY FONT

## TYPOGRAPHY

### JOSEFIN SANS

A SANS SERIF FONT

<b>BOLD</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	<b>M</b>
	<b>N</b>	<b>O</b>	<b>P</b>	<b>Q</b>	<b>R</b>	<b>S</b>	<b>T</b>	<b>U</b>	<b>V</b>	<b>W</b>	<b>X</b>	<b>Y</b>	<b>Z</b>
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>
	<b>n</b>	<b>o</b>	<b>p</b>	<b>q</b>	<b>r</b>	<b>s</b>	<b>t</b>	<b>u</b>	<b>v</b>	<b>w</b>	<b>x</b>	<b>y</b>	<b>z</b>

<b>REGULAR</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	<b>M</b>
	<b>N</b>	<b>O</b>	<b>P</b>	<b>Q</b>	<b>R</b>	<b>S</b>	<b>T</b>	<b>U</b>	<b>V</b>	<b>W</b>	<b>X</b>	<b>Y</b>	<b>Z</b>
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>
	<b>n</b>	<b>o</b>	<b>p</b>	<b>q</b>	<b>r</b>	<b>s</b>	<b>t</b>	<b>u</b>	<b>v</b>	<b>w</b>	<b>x</b>	<b>y</b>	<b>z</b>

### WEIGHTS

<b>LIGHT</b>	<b>REGULAR</b>	<b>MEDIUM</b>	<b>SEMI BOLD</b>	<b>BOLD</b>
--------------	----------------	---------------	------------------	-------------

<b>NUMBERS</b>	0	1	2	3	4	5	6	7	8	9	0
----------------	---	---	---	---	---	---	---	---	---	---	---

<b>PUNCTUATION</b>	.	,	;	?	/	:	!	#	%	&	*	(	)	'	-	+
--------------------	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

# SECONDARY FONT

## SECONDARY TYPEFACE: RATIONALE

The Barlow superfamily was chosen because of the flexibility afforded by its multiple variations. The Condensed family is the default family for body copy used throughout print and digital materials. Due to the vast amount of copy we will be producing, it is important to have a legible condensed font that will allow us to maximize the space allotted for content. Barlow Condensed has also been used for several print pieces previously. It is part of Canva's default font library.

Barlow Condensed is a free typeface and can be downloaded here:

<https://fonts.google.com/specimen/Barlow+Condensed>

HI!

I'M

**BARLOW CONDENSED.**

DESIGNED BY **JEREMY TRIBBY**

**Barlow Condensed** is a slightly rounded, low-contrast, grotesque type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, buses, and trains. We will be utilizing the condensed family, which is part of the Barlow superfamily.



# SECONDARY FONT

## TYPOGRAPHY

### BARLOW CONDENSED

A SANS SERIF FAMILY

#### BOLD

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

#### REGULAR

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

### WEIGHTS

LIGHT

REGULAR

MEDIUM

SEMI BOLD

BOLD

#### NUMBERS

0 1 2 3 4 5 6 7 8 9 0

#### PUNCTUATION

. , ; ? / : ! # % & \* ( ) " - +

# TYPOGRAPHY APPLICATION

## TYPOGRAPHY

### USAGE: HEADLINES

Headlines should be **JOSEFIN SANS BOLD** in all caps. If there are subsequent words (ex: **USAGE: HEADLINES**), pair **JOSEFIN SANS BOLD** with JOSEFIN SANS LIGHT.

If the headline is longer than six words, it should not be all caps: consider the space and the context. Longer lines in all caps slow down reading and comprehension.

If space is limited (ex: social media posts or the headline is a full sentence), use **Barlow Condensed SemiBold**.

Headlines in knockout or on dark backgrounds should use **JOSEFIN SANS BOLD**. If there are subsequent words, pair with **JOSEFIN SANS MEDIUM** to allow for possible ink bleed. Disregard for digital applications.

### USAGE: SUBHEADS

Subheads should be Barlow Condensed Regular in title case for longer subheads. Short subheads should be all caps.

Subheads in knockout or on dark backgrounds should use **Barlow Condensed SemiBold** to account for possible ink bleed. Disregard for digital applications.

### USAGE: BODY COPY

Body copy should be Barlow Condensed Regular. Size is dependent upon the usage but follow these general guidelines:

Body copy should be no smaller than 12 points.

Text should be justified with the last word aligned left unless it creates gaps that disrupt reading.

No hyphenation should be used.

Body copy in knockout or on dark backgrounds should use **Barlow Condensed Medium** to account for possible ink bleed. Disregard for digital applications.

### USAGE: EMPHASIS

The words **DEO MAP** should be changed to Josefin Sans Bold in all caps. Size is dependent upon the document and allotted space. Typically, it should be the same size as the surrounding body copy. Element names (ex: **BASECAMP, STRATEGY, PEAKS, FUTURE PLANNING**) should also be in Josefin Sans Bold, all caps.

Important keywords should be **Barlow Condensed SemiBold**. The size should be consistent with the surrounding body copy.

If the text is on a black or dark colored background, important keywords should be Barlow Condensed Bold to allow for possible ink bleed. Disregard for digital applications.

# TYPOGRAPHY APPLICATION

## TYPOGRAPHY

### USAGE: COMBINATION OF WEIGHTS

When combining weights for keywords, emphasis, or in headlines, be deliberate. Otherwise, it looks like a mistake. Extreme contrasts work the best (ex: bold or with light).

### USAGE: LEADING

When possible, use **6 points** of leading to account for the combination of **Josefin Sans** and Barlow. **Josefin** has a larger cap height (distance from the bottom of the letter to the top), which can cause conflict with ascenders and descenders. The smallest amount of leading allowed is **4 points** of leading.

### USAGE: KERNING/TRACKING

Use default kerning and tracking for body copy. Tracking may be adjusted for layout purposes but should not be set any smaller than -10. Barlow Condensed already has tight tracking and will look crowded with tighter tracking.

Headlines or emphasis areas using **Josefin Sans** should be adjusted to have -25 tracking when possible.

Subheads using Barlow Condensed should be adjusted to have +10 tracking when possible.

For wordmark and logo lockups kerning and tracking, see page 7.

### USAGE: NUMERALS

When using **Josefin Sans** numerals, adjust the type size by +1 pt to account for the difference in sizes between the numeral and letter sets.

### USAGE: URLS

For URLs, use **Josefin Sans Bold** in upper and lowercase. Font color should match the element the logo would correspond to, or, if the URL is not attached to an element of **DEO MAP**, be set to **Toreador Red**.

### USAGE: PAGE NUMBERS

Page numbers should use the following convention: PAGE should be written in all caps, Barlow Condensed Regular (or **Medium** if in knockout or on darker backgrounds) and **JOSEFIN SANS BOLD**.

# COLOR USAGE

## COLOR CODES

The following pages detail the color usage for the **DEO MAP** system. The primary color system aligns with each element of the **DEO MAP**. When designing assets for specific elements, adhere to the color system for that element. This helps differentiate between the elements and creates a visual indicator to orient the member.

Note that some lighter colors for individual elements do not use percentages lower than 40% due to low contrast issues. This is especially important for print application.

When using the red and gray hues, consider the amount of red or gray being used. Red can be jarring when used in large quantities on the page and may negatively affect learning. Try to limit overwhelming the reader with heavy red usage. Similarly, using large amounts of gray can look drab and uninteresting. Break these pages up using a splash of color (ex: a pop of red on gray-heavy pages).

## PRIMARY COLOR SYSTEM

<p><b>TOREADOR</b></p> <p>RGB: R: 181 G: 32 B: 48</p> <p>CMYK: C: 29 M: 100 Y: 87 K: 11</p> <p>HEX: #B51F30</p> <p>PMS: 18-1653 TCX</p>	<p>100%</p> <p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p><b>RED DAHLIA</b></p> <p>RGB: R: 110 G: 17 B: 16</p> <p>CMYK: C: 32 M: 99 Y: 99 K: 47</p> <p>HEX: #6E1110</p> <p>PMS: 19-1555 TCX</p>	<p>100%</p> <p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
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# COLOR USAGE

## COLOR CODES

### BELGIAN BLOCK

RGB: R: 71  
G: 71  
B: 72

CMYK: C: 66  
M: 59  
Y: 58  
K: 41

HEX: #474748  
PMS: 15-4306 TCX

100%

80%

60%

40%

20%

### PAGEANT BLUE

RGB: R: 38  
G: 44  
B: 66

CMYK: C: 86  
M: 78  
Y: 47  
K: 49

HEX: #262C42  
PMS: 19-4111 TCX

100%

80%

60%

40%

20%

### VOLCANIC ASH

RGB: R: 16  
G: 166  
B: 173

CMYK: C: 39  
M: 29  
Y: 26  
K: 0

HEX: #A1A6A6  
PMS: 19-3912 TCX

100%

80%

60%

40%

20%

# COLOR USAGE


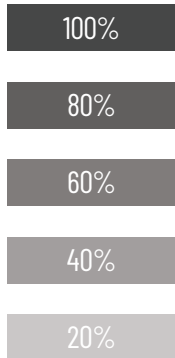
## COLOR CODES

### ELEMENT COLOR SYSTEM

#### BASECAMP


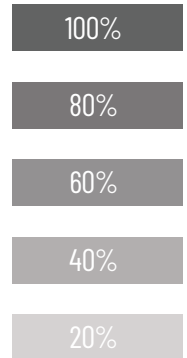
**BELGIAN BLOCK**

RGB: R: 71 G: 71 B: 72  
 CMYK: C: 66 M: 59 Y: 58 K: 41  
 HEX: #474748  
 PMS: 15-4306 TCX


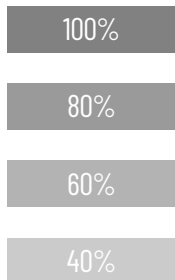
**POPPY SEED**

RGB: R: 98 G: 99 B: 100  
 CMYK: C: 61 M: 53 Y: 51 K: 22  
 HEX: #626364  
 PMS: 18-4004 TCX

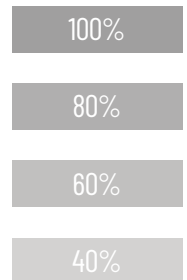
**FROST GRAY**

RGB: R: 129 G: 129 B: 130  
 CMYK: C: 51 M: 43 Y: 42 K: 7  
 HEX: #818182  
 PMS: 17-0000 TCX


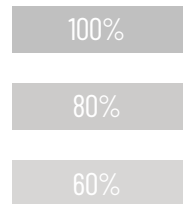
**DRIZZLE**

RGB: R: 16 G: 159 B: 159  
 CMYK: C: 40 M: 32 Y: 33 K: 0  
 HEX: #A09F9F  
 PMS: 16-4402 TCX

**VAPOR BLUE**

RGB: R: 194 G: 192 B: 192  
 CMYK: C: 24 M: 19 Y: 20 K: 0  
 HEX: #C2C1C0  
 PMS: 14-4203 TCX

# COLOR USAGE

## COLOR CODES

### ELEMENT COLOR SYSTEM

#### CLIMB

##### PAGEANT BLUE

RGB: R: 38  
G: 44  
B: 66

CMYK: C: 86  
M: 78  
Y: 47  
K: 49

HEX: #262C42  
PMS: 19-4111 TCX

100%

80%

60%

40%

20%

##### SAXONY BLUE

RGB: R: 32  
G: 94  
B: 133

CMYK: C: 91  
M: 61  
Y: 29  
K: 9

HEX: #205E85  
PMS: 18-4225 TCX

100%

80%

60%

40%

20%

##### CENDRE BLUE

RGB: R: 76  
G: 40  
B: 161

CMYK: C: 76  
M: 40  
Y: 25  
K: 2

HEX: #4582A1  
PMS: 17-4131 TCX

100%

80%

60%

40%

##### STILLWATER

RGB: R: 118  
G: 163  
B: 180

CMYK: C: 56  
M: 25  
Y: 23  
K: 0

HEX: #76A3B4  
PMS: 16-4610 TCX

100%

80%

60%

40%

# COLOR USAGE

## COLOR CODES

### ELEMENT COLOR SYSTEM

#### PEAKS

##### RED DAHLIA

RGB: R: 110  
G: 17  
B: 16

CMYK: C: 32  
M: 99  
Y: 99  
K: 47

HEX: #6E1110  
PMS: 19-1555 TCX

100%

80%

60%

40%

20%

##### APPLE BUTTER

RGB: R: 135  
G: 76  
B: 76

CMYK: C: 37  
M: 72  
Y: 61  
K: 25

HEX: #874C4C  
PMS: 18-1426 TCX

100%

80%

60%

40%

##### DESERT ROSE

RGB: R: 198  
G: 113  
B: 113

CMYK: C: 20  
M: 65  
Y: 48  
K: 2

HEX: #C67171  
PMS: 17-1927 TCX

100%

80%

60%

40%

##### TOREADOR

RGB: R: 181  
G: 32  
B: 48

CMYK: C: 29  
M: 100  
Y: 87  
K: 11

HEX: #B51F30  
PMS: 18-1653 TCX

100%

80%

60%

40%

20%

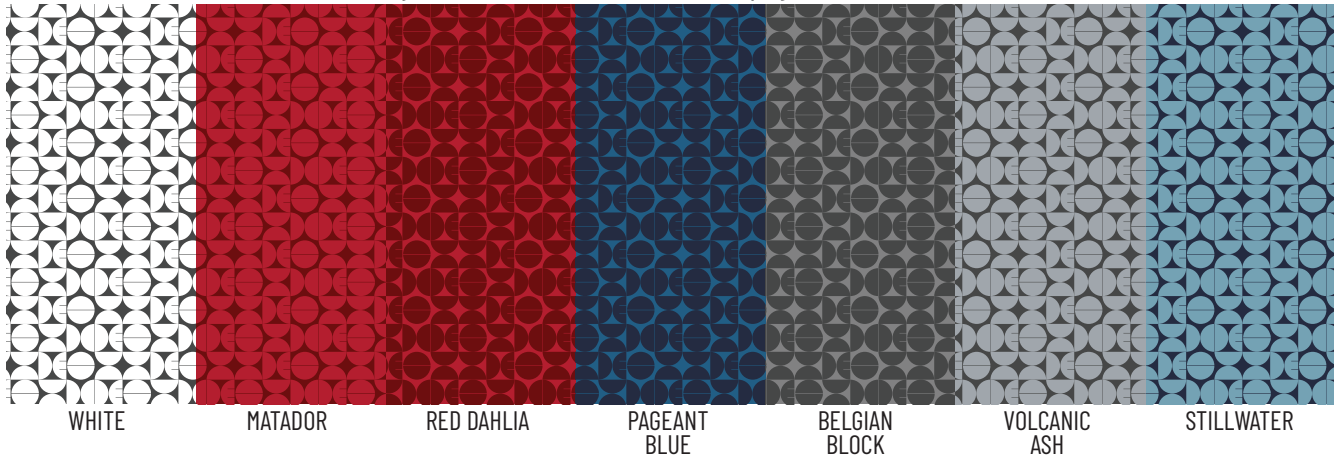


# PATTERNS

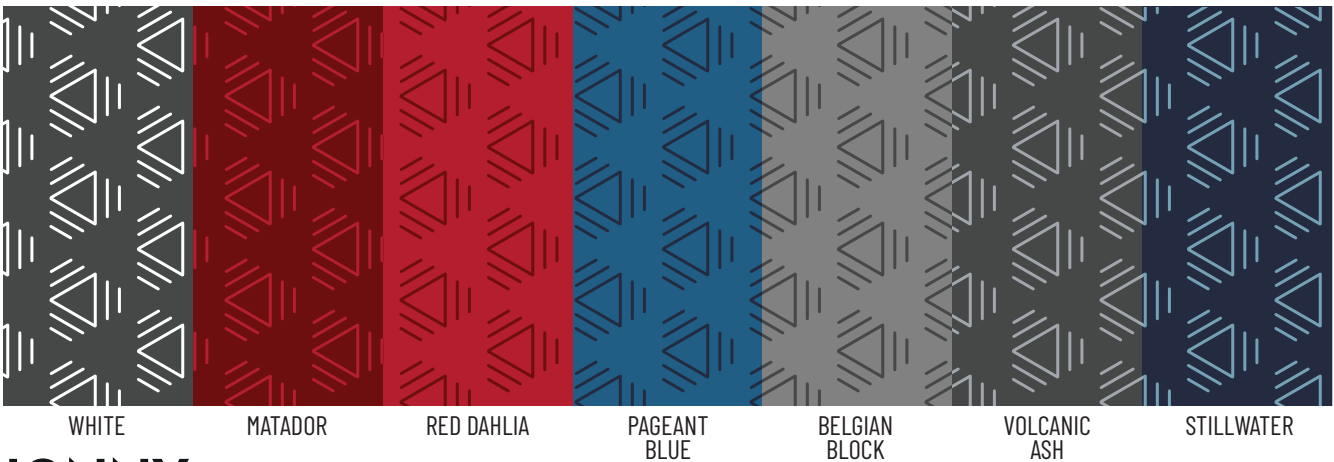
## PATTERN USAGE

All patterns can be used in all color variations for multiple backgrounds. Vary the opacity depending on background. Resize as is appropriate based upon space and usage.

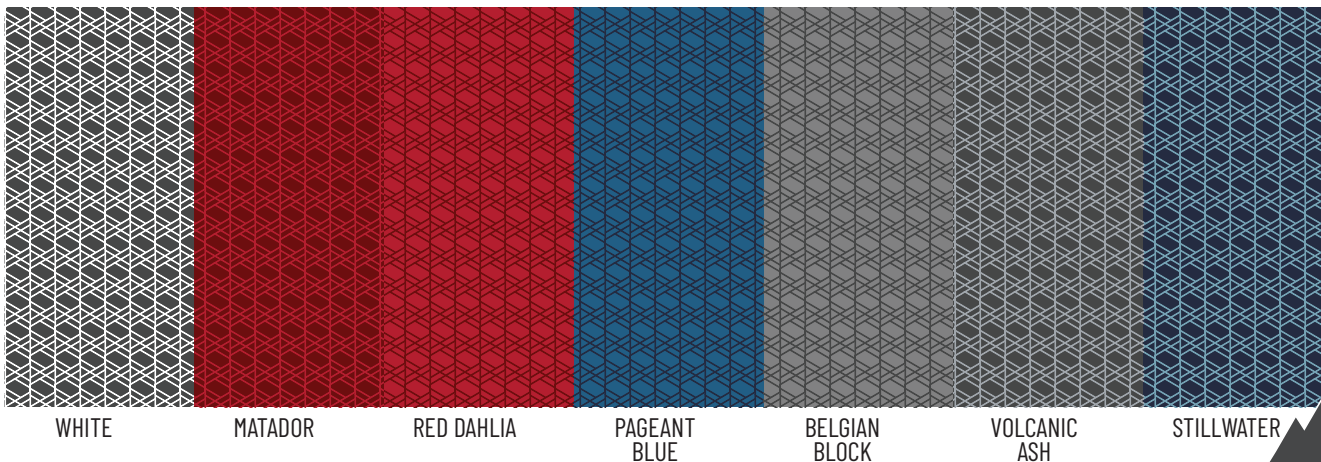
### DEO MCM For use only on text-based/informational pages.



### LINE-BASED TRIANGLE For use only on Example pages.



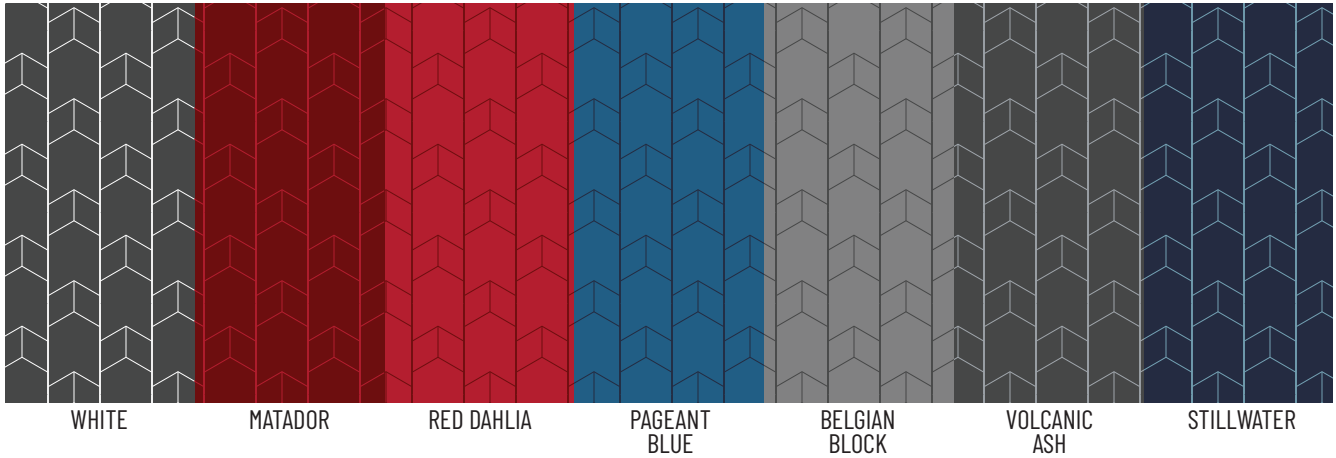
### JONNY For use only on Activity pages.



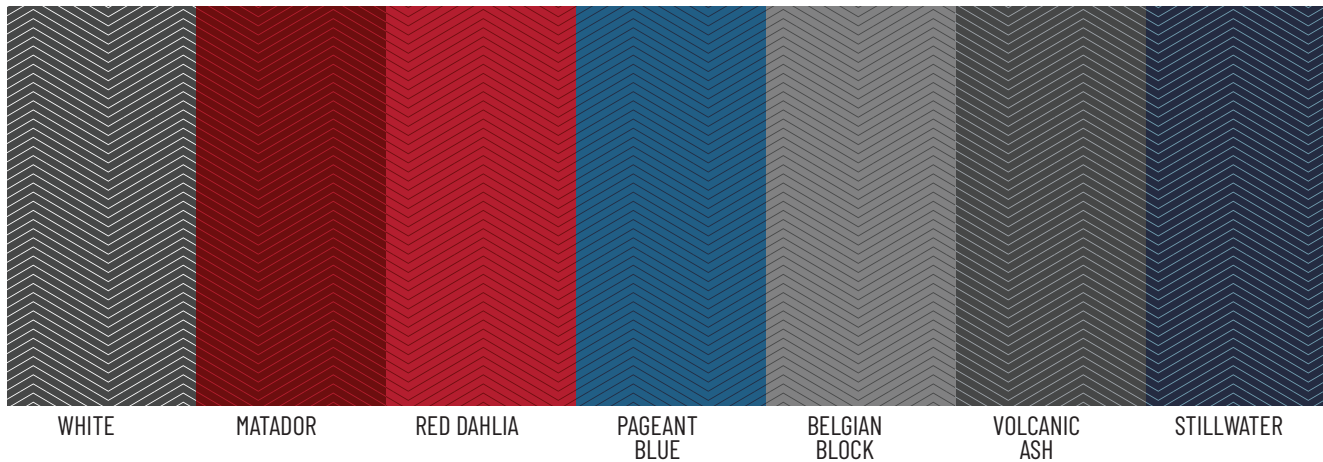
# PATTERNS

## PATTERN USAGE

### VERTICAL LINE For use only on **Tool** pages.

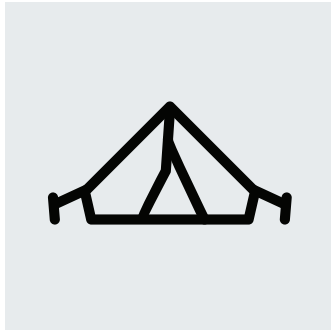


### ZIG ZAG For use only on **Checklists** for any page type.



# BRAND ICONOGRAPHY

## ICON SYSTEM



Outline



Knockout



Color

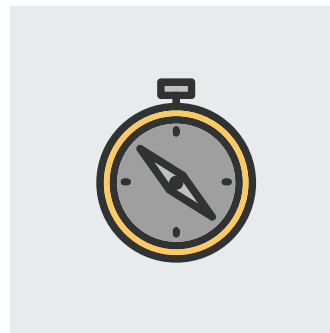
### BASECAMP



Outline



Knockout



Color

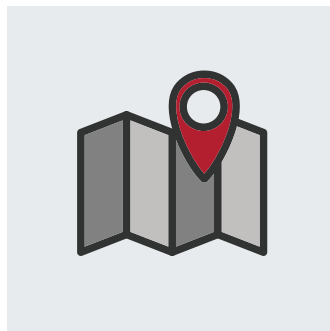
### VISION



Outline



Knockout



Color

### STRATEGY

# BRAND ICONOGRAPHY

## ICON SYSTEM

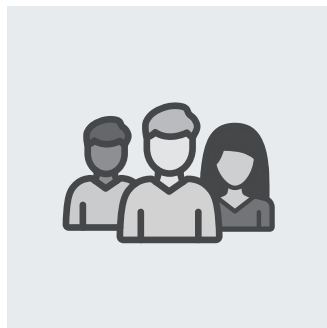
### STRUCTURE



Outline

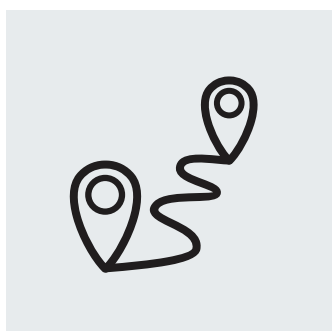


Knockout



Color

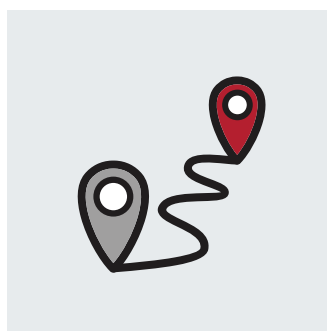
### SCOREBOARD



Outline



Knockout



Color

### CLIMB



Outline



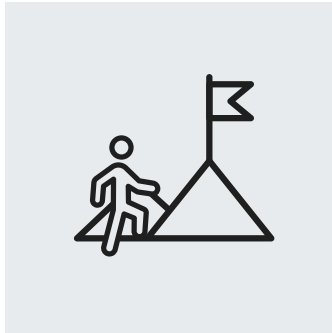
Knockout



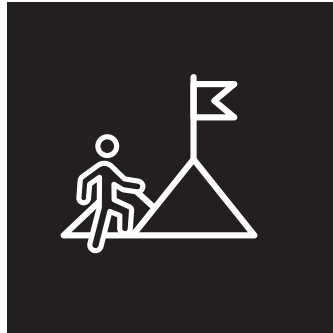
Color

# BRAND ICONOGRAPHY

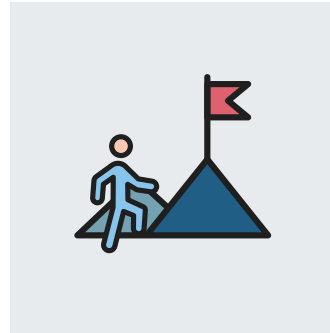
## ICON SYSTEM



Outline



Knockout



Color

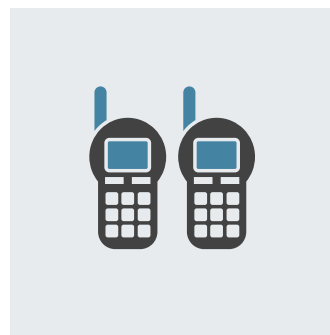
### MEETING RHYTHM



Outline



Knockout



Color

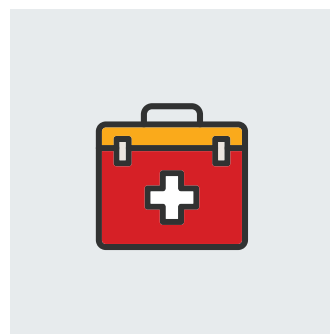
### CULTURE



Outline



Knockout



Color

### DENTAL SYSTEMS

# BRAND ICONOGRAPHY

## ICON SYSTEM



Outline

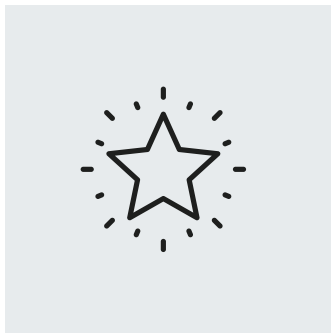


Knockout



Color

### PEAKS



Outline



Knockout

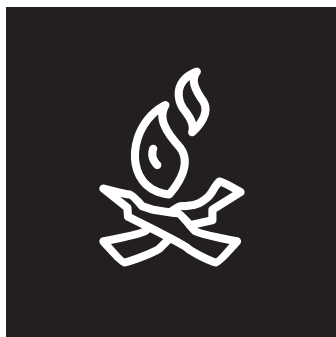


Color

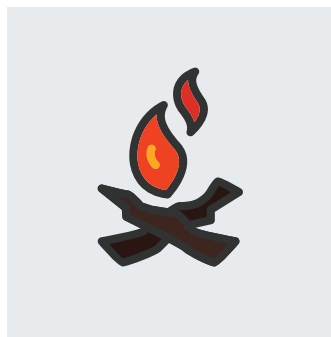
### CELEBRATION



Outline



Knockout

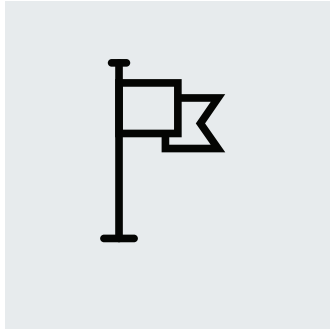


Color

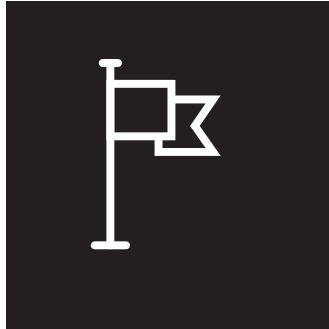
### REST & RECOVER

# BRAND ICONOGRAPHY

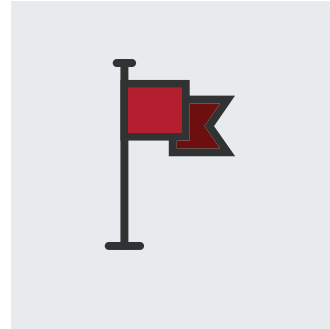
## ICON SYSTEM



Outline

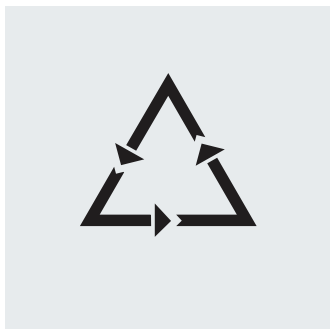


Knockout

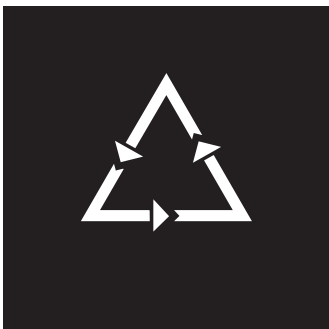


Color

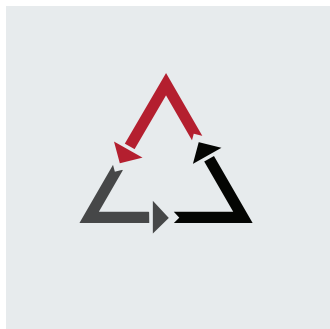
### DESTINATION



Outline



Knockout

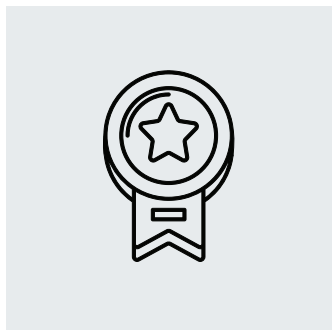


Color

### FUTURE PLANNING

# BRAND ICONOGRAPHY

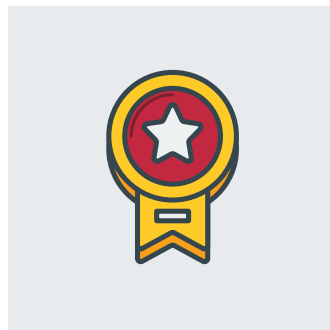
## LEARNING



Outline



Knockout



Color

### PRO TIP



Outline



Knockout



Color

### STEPS



Outline



Knockout



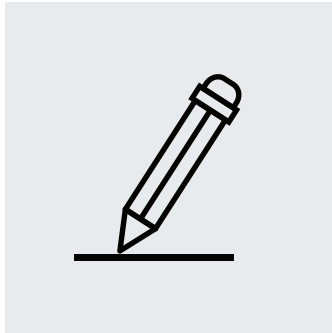
Color

### INSTRUCTIONS

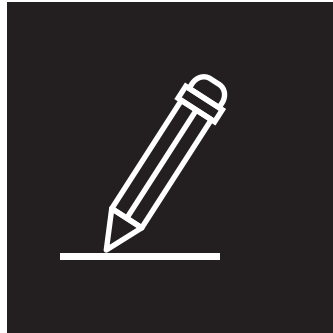


# BRAND ICONOGRAPHY

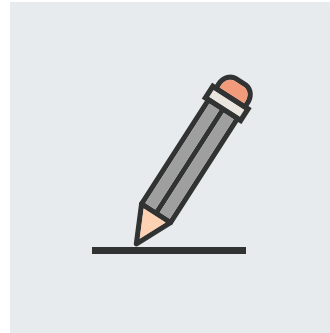
## LEARNING



Outline



Knockout



Color

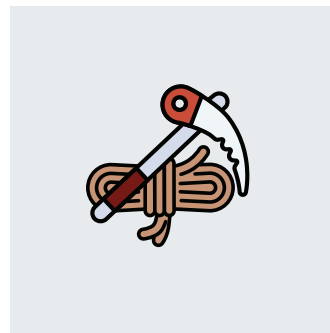
### ACTIVITY



Outline



Knockout

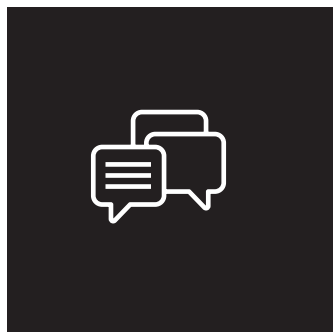


Color

### TOOL



Outline



Knockout



Color

### DISCUSSION

# ICONOGRAPHY

## LEARNING



Outline

Knockout

Color

### QUOTE



Basecamp

Vision

Strategy

Structure

Scoreboard

### PROGRESS FLAG



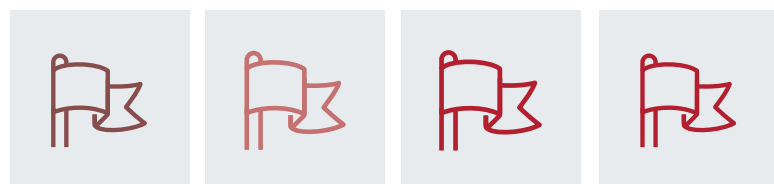
Climb

Meeting Rhythm

Culture

Dental Systems

Peaks



Celebration

Rest & Recover

Destination

Future Planning

# LAYOUTS TYPES

## PAGE LAYOUT

### TEXT LAYOUTS

While not denoted in the DEO MAP Master, these layouts are primarily text based with few, if any, areas for interaction. These layouts are primarily informational. They have 2 primary layout types: 1 column and 2 column. Use your description when deciding which type of layout to use based upon the amount of content. If the content spills over onto a subsequent page but does not fill it, consider using the 2 column layout to accommodate the amount of text.

Text layouts utilize the DEO MCM pattern in their design.

### EXAMPLE

Example layouts are denoted in the DEO MAP Master. Use this layout when there are clear action items for the member or when there are clear steps, charts, tables, or other visual materials. This layout should be used for non-text heavy layouts. Example layouts use the Line Tringale pattern in their design.

### TOOL

Tool layouts are denoted in the DEO MAP Master. Tool layouts may have action items for members or be text based. When layouts are text based, utilize elements from the Text Layout, but insert them into the Tool Layout. The tool layout has a vertical bar along the outside edge of the page with the word Tool and the Tool icon. Tool layouts use the Vertical Line pattern in their design.

### ACTIVITY

Activity layouts are denoted in the DEO MAP Master. Activity layouts may have action items for members or be text based. When layouts are text based, utilize elements from the Text Layout, but insert them into the Activity Layout. Activity layouts use the Jonny pattern in their design. Activity pages also have the mountains at 15-20% transparency at the top of the page.

### CHECKLISTS

Checklists can be used in any of the layouts. The bottom portion of the checklist will use the Zig Zag pattern. When possible, reshape the image container to prevent a blunt cutoff of the zig zag pattern (see page 50 for an example). Boxes inside of the checklist should have rounded corners.

**Note:** This rule applies to checklist with text items following the check box. There are activities that have vertical checkboxes for the member to fill out. These do not need the zig zag pattern as they are typically not contained within a box. For these lists, create checkboxes with rounded corners.

# LAYOUTS: PAGE ELEMENTS

## PAGE LAYOUTS

### FOOTER BAR

A horizontal footer spans across the page containing:

- The representation of the mountains in Belgain Block
- A horizontal rectangle containing the page number. This rectangle will be the same color as the element in which the member is currently located.
  - **Basecamp:** Belgian Block
  - **Climb:** Pageant Blue
  - **Peaks:** Red Dahlia
  - **Destination:** Matador
- **Page numbers:** Combination of Barlow Condensed and Josefin Sans Bold
- A horizontal gray rectangle containing the progress indicators
- **Progress indicators**
  - 14 rounded rectangles in Belgian Block
  - 1 rounded rectangle with an outline in the color of the element in which the member is currently located
  - A progress flag in the color of the element in which the member is currently located

### TABLES

Tables can be used in any of the layouts. Tables should consist of a header in the color of the element in which the member is currently located and use the appropriate pattern. There should also be a footer in the same element color. There should be no pattern in the footer.

#### Headers

- Barlow Condensed SemiBold

#### Cells

- Alternating fills with Vapor Blue C2C1C0 at 20% opacity

#### Stroke

- Outside Edge: Drizzle A09F9F 0.5 pt
- Inside/Cell Edge: Drizzle A09F9F 1 pt Dotted

# LAYOUTS

## PAGE LAYOUT

### VISUAL AID

**NOTE:** Page elements (horizontal lines, table headers and footers, etc) should be the color of the element in which the member is currently located. All other page elements (footer, page number, page header, page sidebars, etc) will be the containing element color (Basecampe, Climb, Peaks, or Destination).

CURRENT ELEMENT

# VISUAL AID

1

SUBHEAD

Il et untius molenda ndantur, tet et aut odi rem fugit, od quam eumenduntiis erovid quos eliquatias eum hilit expe doluptio milissecae ipsam cum ex et officae peribusam fugia veri aliquun tiisitac facipisciis molupitae voloruptatia

2

SUBHEAD

Il et untius molenda ndantur, tet et aut odi rem fugit, od quam eumenduntiis erovid quos eliquatias eum hilit expe doluptio milissecae ipsam cum ex et officae peribusam fugia veri aliquun tiisitac facipisciis molupitae voloruptatia

3

SUBHEAD

Il et untius molenda ndantur, tet et aut odi rem fugit, od quam eumenduntiis erovid quos eliquatias eum hilit expe doluptio milissecae ipsam cum ex et officae peribusam fugia veri aliquun tiisitac facipisciis molupitae voloruptatia

4

SUBHEAD

Il et untius molenda ndantur, tet et aut odi rem fugit, od quam eumenduntiis erovid quos eliquatias eum hilit expe doluptio milissecae ipsam cum ex et officae peribusam fugia veri aliquun tiisitac facipisciis molupitae voloruptatia

PAGE 6

CURRENT LEVEL

# LAYOUTS

# PAGE LAYOUTS

## ACTIVITY

**CURRENT ELEMENT**

# ACTIVITY TITLE

**INSTRUCTIONS:** Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus. Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus.

---

**Question** plus answer area.

**SCALE EXAMPLES**

Item description **text**

1   2   3   4   5

Item description **text**

1   2   3   4   5

Item description **text**

1

---

**Question** plus answer area.

PAGE 2

CURRENT LEVEL

**CURRENT ELEMENT**

# ACTIVITY TITLE

**INSTRUCTIONS:** Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus. Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus.

---

**STEP 1**

On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandio in pelias nam volorio. Nam, commiam cus. Ducius simaio. Et aut fugiatet reped mincideni ut quo int. On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandaut fugiatet reped mincideni ut quo int.

**STEP 2**

On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandio in pelias nam volorio. Nam, commiam cus. Ducius simaio. Et aut fugiatet reped mincideni ut quo int. On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandaut fugiatet reped mincideni ut quo int.

**TABLE EXAMPLE**

Column Header	Column Header	Column Header

PAGE 46

CURRENT LEVEL

# LAYOUTS

## PAGE LAYOUT

# TOOL

TOOL

TITLE

**INSTRUCTIONS:** Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus. Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus. doluptatus. Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus.

---

Header	Header	Header	Header	Header
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TITLE

**INSTRUCTIONS:** Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus. Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus. doluptatus. Onem ex es dolupid et labo. Et acearcidunt, con nectur asitium doluptaspid quates doluptatus.

---

### SECTION

Ma paritate ni vollauid iciumquidit, ut voluaptatquat de peruaptaquam, soles dolupta quatem quis possus il evel eaque ditatii squiam, con elest mo velisit laboriam ratenih illiquias autem. Nemquam fugiam et doluptio. Videl in posa es alici blanis ut a debisciasit aut es remperia asim ratia

### SECTION

Ma paritate ni vollauid iciumquidit, ut voluaptatquat de peruaptaquam, soles dolupta quatem quis possus il evel eaque ditatii squiam, con elest mo velisit laboriam ratenih illiquias autem. Nemquam fugiam et doluptio. Videl in posa es alici blanis ut a debisciasit aut es remperia asim ratia

---

### SECTION

Ma paritate ni vollauid iciumquidit, ut voluaptatquat de peruaptaquam, soles dolupta quatem quis possus il evel eaque ditatii squiam, con elest mo velisit laboriam ratenih illiquias autem. Nemquam fugiam et doluptio. Videl in posa es alici blanis ut a debisciasit aut es remperia asim ratia

### SECTION

Ma paritate ni vollauid iciumquidit, ut voluaptatquat de peruaptaquam, soles dolupta quatem quis possus il evel eaque ditatii squiam, con elest mo velisit laboriam ratenih illiquias autem. Nemquam fugiam et doluptio. Videl in posa es alici blanis ut a debisciasit aut es remperia asim ratia

---

TOOL

PAGE 10

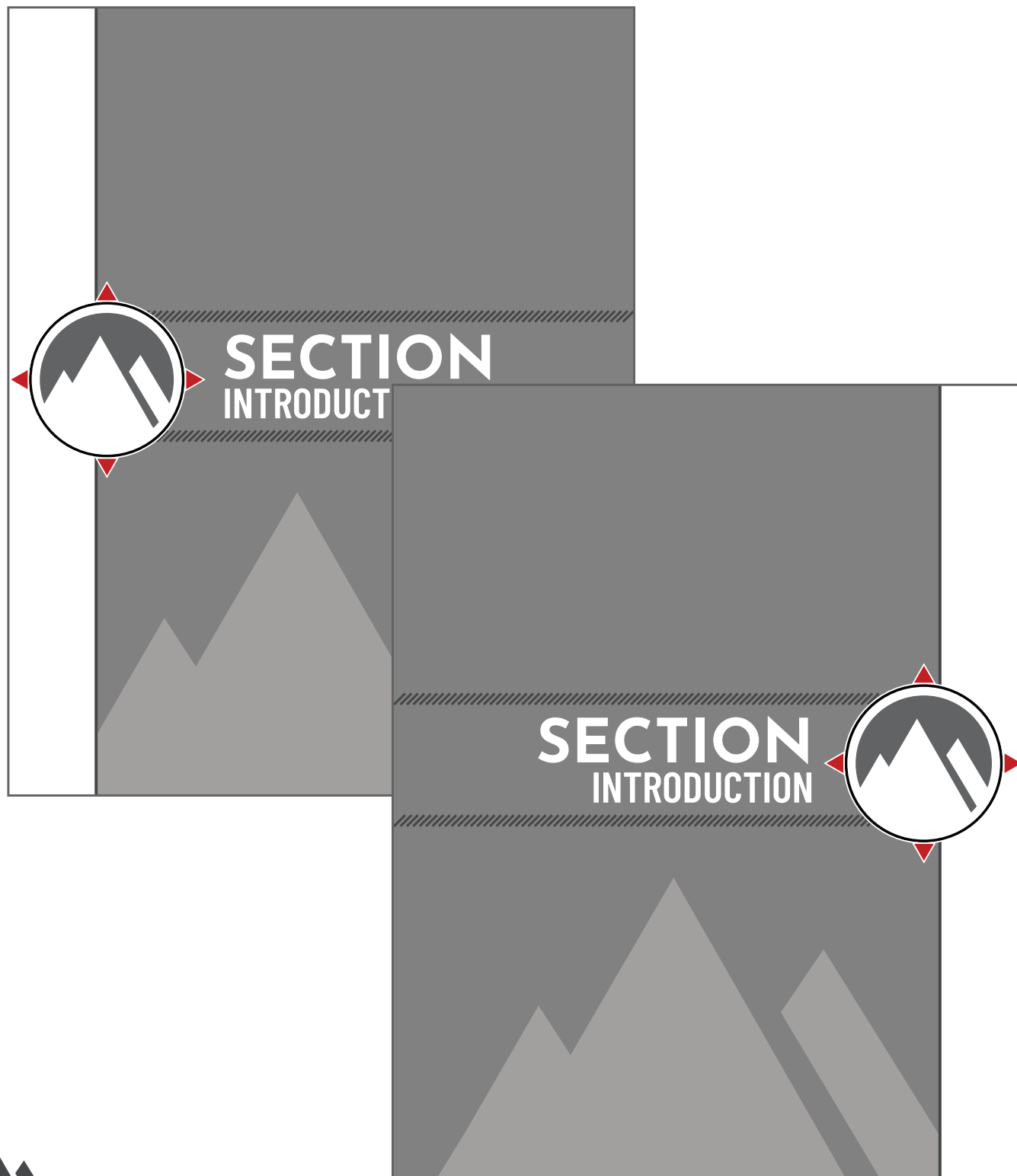
CURRENT LEVEL

PAGE 3

# LAYOUTS

## PAGE LAYOUTS

### SECTION BREAK







# LAYOUTS

## PAGE LAYOUTS

## SCALES

### SCALE 1/2 PAGE

It, fore atiam constam Romnint eridem

1      2      3      4      5

### SCALE FULL PAGE

Qui destore ictenietus as asitiantotae none voluptibus doles estiostruntur re officid issequas

1                      2                      3                      4                      5

## 2 COLUMN SECTION LAYOUT

### SECTION

Ma paritate ni vollaud iciumquidit, ut voluptatquat de peruptaquam, soles dolupta quatem quis possus il evel eaque ditatii squiam, con elest mo velisit laboriam ratenih illiquias autem. Nemquam fugiam et doluptio. Videt in posa es alici blanis ut a debisciasit aut es remperia asim ratia

### SECTION

Ma paritate ni vollaud iciumquidit, ut voluptatquat de peruptaquam, soles dolupta quatem quis possus il evel eaque ditatii squiam, con elest mo velisit laboriam ratenih illiquias autem. Nemquam fugiam et doluptio. Videt in posa es alici blanis ut a debisciasit aut es remperia asim ratia

# LAYOUTS

## PAGE ELEMENTS

### NUMBERED BOXES

# 1

## SUBHEAD

Il et untius molenda ndantur, tet et aut odi rem fugit, od quam eumenduntis erovid quos eliquatias eum hilit expe doluptio milissecae ipsam cum ex et officae peribusam fugia veri aliquun tiisitat facipisciis molupitae voloruptatia

# 2

## SUBHEAD

Il et untius molenda ndantur, tet et aut odi rem fugit, od quam eumenduntis erovid quos eliquatias eum hilit expe doluptio milissecae ipsam cum ex et officae peribusam fugia veri aliquun tiisitat facipisciis molupitae voloruptatia

### STEPS



#### STEP 1

On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandio in pelias nam volorio. Nam, comniam cus. Ducius simaio. Et aut fugiatet reped mincideni ut quo int. On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandaut fugiatet reped mincideni ut quo int.

#### STEP 2

On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandio in pelias nam volorio. Nam, comniam cus. Ducius simaio. Et aut fugiatet reped mincideni ut quo int. On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandaut fugiatet reped mincideni ut quo int.

# LAYOUTS

## PAGE ELEMENTS

### TABLE

TABLE EXAMPLE		
Column Header	Column Header	Column Header

### ICON USAGE



#### TITLE

On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandio in pelias nam valorio. Nam, conniam cus. Ducius simaio. Et aut fugiatet reped mincideni ut quo int. On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandaut fugiatet reped mincideni ut quo int.

#### TITLE

On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandio in pelias nam valorio. Nam, conniam cus. Ducius simaio. Et aut fugiatet reped mincideni ut quo int. On re verrore pelistios destemporio. Ut eosanto rionsequas aut et volendandaut fugiatet reped mincideni ut quo int.



# LAYOUTS

## PAGE ELEMENTS

### ACTIVITY CHECKLIST

Header	Header	Header	Header	Header
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

### CHECKLISTS

#### TITLE OF CHECK LIST

- Ma dolupient elliquam fuga. Gitati omnis ut acere et, sanimus aliam il ipiditatur
- Quis as deliqui corrovitem reruptatur as mos sae dit es et eum eata dicent.
- Elic tem rae ent. Imagnate pra quasit quis expe ex eium dendam dolupit aquidus
- Et esto ipid eum adi dolest perciaera quos ipsam ex estia doloritam, id mint
- Sit quia et dolenime non nis entium que debitat et idunt eat officiam, es et ius pa
- Sam vel et que officie nimosse quiatatur reptati nisque nobis et ut exceprae?
- Ehenduc illigni stionem. Sunde quae verum sin eos ea etur?

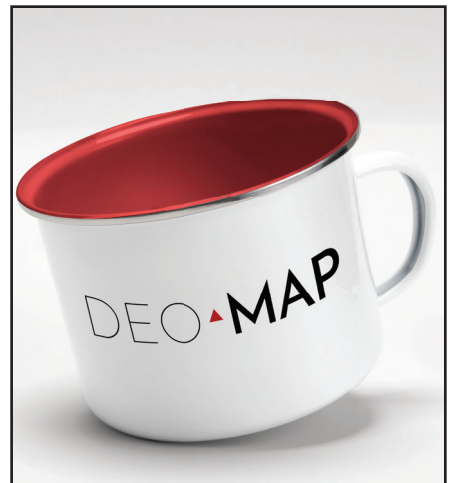
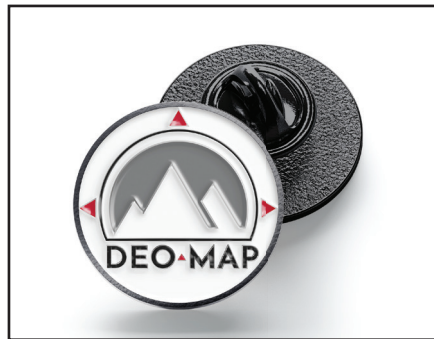
# OBJECT APPLICATION

## INSPIRATION



# OBJECT APPLICATION

## INSPIRATION



# OBJECT APPLICATION

## INSPIRATION









# DEO MAP

Brand Guidelines 2022 | Version 1

