THE IDENTITY / THE SIGNAL / THE SYSTEM

DN. | MEDIA

A different *perspective.*

DN Media brand guide and working kit. The advertising agency within DocNIL.

IDENTITY / LANGUAGE / MOTION / APPLICATIONS

01 / HOW TO USE THIS GUIDE

One direction. Every detail.

A practical reference for designers, collaborators, media partners and the DN Media team.

03-05
Foundation + company structure

06-10
Logo system + reproduction

11-15
Color + type + layout

16-20
Signal + motion + imagery

21-25
Voice + applications

26-28
Files + release + governance

Start with the correct file

Use the horizontal logo for most applications. Use the stacked lockup when space is narrow and the monogram only where the full name is already established. Place supplied artwork; do not rebuild the logo with live type.

Build from the system

Begin with black or off-white, a clear typographic hierarchy and one purposeful signal-orange accent. Keep one primary message per composition. Use the signal stages to make a process, change or response easier to understand.

Before release

Check the actual output size, contrast, clear space, links, permissions and mobile behavior. The application recipes are starting layouts, not mandatory copy. Confirm campaign-specific messages and claims with the project owner.

02 / THE BRAND FOUNDATION

Advertising that moves people.

DN Media connects an idea with a campaign, and a campaign with a measurable response.

INSIGHT

Find the human truth.

A focused business objective.

CONNECTION

Make it impossible to ignore.

One idea across the campaign.

RESPONSE

Make the next move clearer.

A measurable learning loop.

Our purpose

Help brands turn a clear ambition into advertising people notice, understand and act on. Strategy, advertising creative, media planning, buying and measurement belong to one connected campaign direction.

Our position

A standalone advertising agency with the depth of the DocNIL group behind it. DN Media leads the campaign objective, audience, message, paid distribution and learning loop. Specialist production, brand, website and talent work can join the brief through the group.

Our promise

Independent thinking. Integrated power. The experience should feel considered, direct and ambitious. Describe the work and the next decision clearly; do not promise a particular commercial result or imply client evidence that has not been supplied.

03 / WHO WE ARE SPEAKING TO

The next move needs a direction.

Lead with brands launching products or major campaigns, while making focused engagements easy to understand.

NEW BRANDS / FIRST LAUNCH

Make your entrance.

Understand Plan Launch Learn

NEXT CHAPTER / MAJOR CAMPAIGN

Build your momentum.

Understand Plan Launch Learn

New brands and product launches

They need a clear starting point: the audience, the proposition, the launch sequence, the available resources and the right first channels. Explain what will be decided and what the initial scope includes.

Growing and established brands

They need momentum, alignment and a sharper view of opportunity. Explain creative adaptation, connected media, testing and reporting without presenting every channel as a requirement.

The decision journey

Make the path visible: understand the capability, explore the approach, build a working budget and discuss the brief. State the difference between planning estimates, agency fees, media spend, original production and third-party costs.

04 / THE DOCNIL GROUP

A focused agency.
A connected advantage.

DN Media is the advertising business within DocNIL. Keep each company name and role distinct.



DNWide	DN Creative	DN Media	DN Production
TALENT	BRAND	ADVERTISING	PRODUCTION

Connected digital destination: DN Websites

DocNIL / the parent company

DocNIL is the parent of DNWide, DN Creative, DN Media and DN Production. DOC N.I.L. is the parent name styling used in DN Media's current website copy. Use the parent's supplied identity when an endorsement lockup is needed; do not invent a new parent logo.

The campaign team

DN Media: advertising strategy, campaign creative, paid media and measurement. DN Creative: brand strategy, identity and creative direction. DN Production: photography, video, film and post-production. DNWide: talent representation and casting. DN Websites: websites and digital destinations, as presented in the current DN Media group network.

Naming discipline

Write DN Media in prose, DN MEDIA in a designed label. Former company names belong in a historical explanation only: Fit and Talented became DNWide; Opulence Solutions became DN Creative; Opulence Images became DN Production.

05 / THE PRIMARY SIGNATURE

A name.
A point of focus.

The horizontal signature combines a compact DN monogram, a signal square, a divider and the MEDIA descriptor.



01 / DN MONOGRAM

02 / SIGNAL

03 / DESCRIPTOR

The DN forms

The supplied mark is drawn from DM Sans at weight 650, with deliberately tight spacing. The square is the signal: a small but confident orange point that gives the signature direction and recognition.

The descriptor

MEDIA is uppercase, letterspaced DM Sans at weight 650. The fine divider separates the descriptor without splitting the identity. Its size and position are fixed in the supplied lockup.

Master artwork

The downloadable SVG and PDF logos contain outlined lettering. PNG files are transparent raster exports. These are the reproduction masters for this kit; keep them intact rather than approximating the mark with a keyboard font.

06 / THE LOGO FAMILY

The right signature for the space.

Choose a format for the available space, then choose a color treatment for the background.



PRIMARY / HORIZONTAL



COMPACT / STACKED



RECOGNITION / MONOGRAM

Horizontal / default

Use on websites, documents, presentation covers and broad placements. Give the descriptor enough physical size to read. Use the dark artwork on light backgrounds and the light artwork on dark backgrounds.

Stacked / compact

Use when a centered or narrow arrangement provides a better fit. Do not create your own stacking arrangement from the horizontal file. Maintain the supplied proportions and clear space.

Monogram / established context

Use for a favicon, avatar, motion marker or a small recurring signature when the surrounding account or page identifies DN Media. For first contact, retain the full name. Solid black and solid white variants support one-color processes; the avatar includes its own dark field.

07 / CLEAR SPACE AND MINIMUM SIZE

Give the signal room to work.

The signal square defines x. The supplied artwork includes a 2x protective margin around the visible signature.



The protected margin is included in the master artboard.

Clear space

Keep a minimum of 2x between the visible logo and other text, illustration, rules or a trim edge. The file artboard already carries this padding. If an application removes the artboard, rebuild the same protective area around the visible mark. The margin is not a decorative box.

Practical starting minima

Horizontal: 160 CSS px wide on screen or 40 mm in print. Stacked: 112 px or 25 mm. Monogram: 48 px or 12 mm. Avatar: 48 px on screen. These widths include the supplied artboard; check the actual descriptor at final size. Use a larger mark for distant viewing, absorbent stock or low-resolution reproduction.

Very small use

For a favicon, use the dedicated icon rather than shrinking the horizontal logo. Test the delivered 16 px and 32 px views. Do not remove the square or increase letter weight to compensate for a small placement.

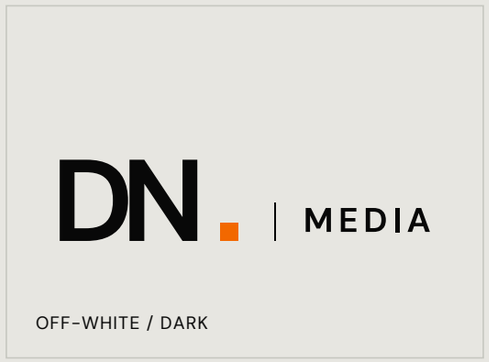
08 / COLOR AND BACKGROUND USE

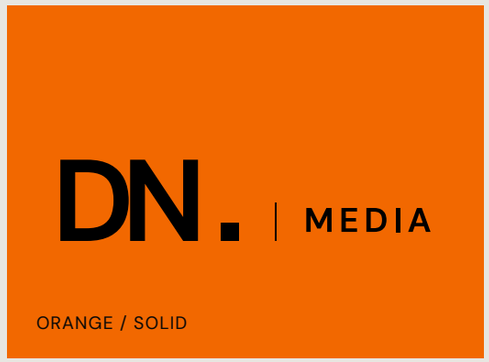
Keep the signature clear at first glance.

A simple, controlled field protects recognition. Choose the version with the clearest contrast.









Preferred pairings

Use the light primary signature on Signal Black or Graphite. Use the dark primary signature on Off-white. On Signal Orange, use the solid black signature so the square does not disappear into its background. Use solid white only on a sufficiently dark field.

Photography and texture

Place the signature in a quiet, low-detail area. If the image changes or moves behind it, give the logo a stable solid field. Keep important faces, hands, products and image detail outside its clear space.

Partner environments

When another party controls the layout, supply the full outlined logo and this guide. Use one-color artwork where color reproduction is uncertain. Request a proof rather than accepting a stretched, recolored or illegible mark.

09 / PROTECTING THE IDENTITY

Simple rules. Stronger recognition.

A consistent signature gives the expressive parts of the system room to change.

X DO NOT STRETCH



Preserve proportions.

X DO NOT RECOLOR

DN MEDIA

Use the supplied colorways.

X DO NOT DECORATE

DN MEDIA

Keep the signature intact.

Do not distort or rebuild

Do not stretch, compress, skew, rotate or rearrange the logo. Do not replace MEDIA with another font. Do not change the tracking, divider, square size or the relationship between the components.

Do not decorate

Do not add outlines, gradients, drop shadows, textures, glows or extra symbols to the logo. Do not turn the square into a circle. Do not crop the visible mark or place text inside its protective margin.

Do not confuse the brand

Do not use DN Media to label a sister company's service as a separate DN Media company. Do not add a registration symbol, trademark claim, award badge, client logo or performance result unless its use has been verified and approved for that specific context.

10 / THE CORE PALETTE

Quiet foundations. A vivid signal.

Signal Black, Graphite, Off-white and Signal Orange form the current DN Media digital identity.

Signal Black

#080808

RGB 8/8/8

CMYK ~ 0/0/0/97

DIGITAL FIRST

Graphite

#161718

RGB 22/23/24

CMYK ~ 8/4/0/91

DIGITAL FIRST

Off-white

#E7E6E1

RGB 231/230/225

CMYK ~ 0/0/3/9

DIGITAL FIRST

Signal Orange

#F26800

RGB 242/104/0

CMYK ~ 0/57/100/5

sRGB MASTER

Use color with intent

Start with a black or off-white composition. Use Graphite for a secondary dark surface rather than a substitute text color on black. Reserve orange for a focal message, a signal point, progress or one primary action. A practical starting balance is roughly 70% foundation, 20% secondary surface and 10% accent; adapt to the composition rather than forcing a quota.

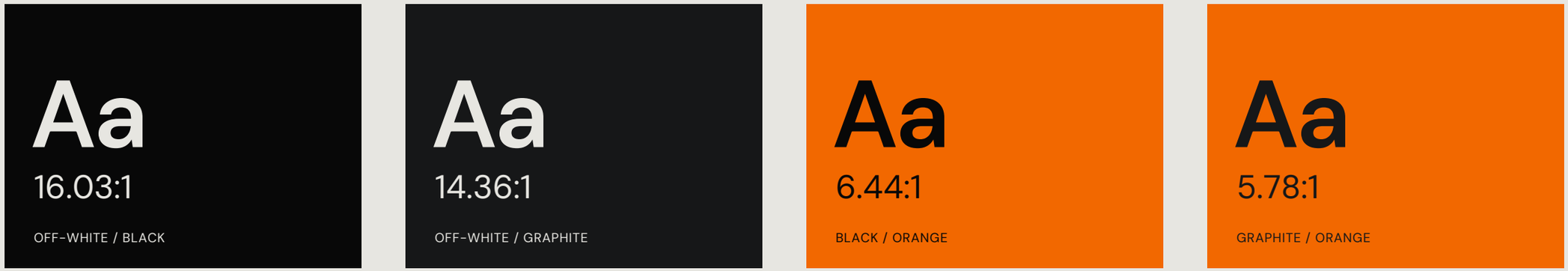
Digital color is the source of truth

Use the exact HEX and RGB values for web, presentation and screen assets. Export in sRGB. The supplied CMYK values are mathematical approximations, not a press profile, Pantone match or certified print standard. Ask the printer to convert from the RGB master for the selected stock and process, then approve a physical proof.

11 / ACCESSIBLE COLOR PAIRINGS

Attention should remain readable.

Use contrast to make the signal useful. Orange is an accent, not a replacement for readable text.



Source: WCAG 2.2 / W3C contrast guidance

Verified combinations

Off-white on Signal Black: 16.03:1. Off-white on Graphite: 14.36:1. Signal Black on Signal Orange: 6.44:1. Graphite on Signal Orange: 5.78:1. These pairs exceed the 4.5:1 WCAG AA threshold for normal text. Reversing foreground and background gives the same contrast ratio.

Avoid these combinations

Off-white against Signal Orange is 2.49:1 and fails both normal and large text thresholds. Black against Graphite is 1.12:1 and fails. Do not use these pairs for essential text, controls or meaningful graphics. Orange text belongs on a dark background.

Beyond color

WCAG AA calls for 4.5:1 for normal text, 3:1 for large text, and 3:1 for essential interface graphics. Large text means at least 18 pt regular or 14 pt bold. Use labels, icons, states and position as well as color; retain a visible keyboard focus indicator.

12 / OUR TYPEFACES

Clarity with a different perspective.

DM Sans carries the message. Instrument Serif introduces a considered, expressive change of pace.

DM Sans

400 / 500 / 600 / 650

Instrument Serif

Regular / Italic

Source: Google Fonts / OFL font families

DM Sans / the primary voice

Use 400 for body copy, 500 for labels and navigation, and 600 for most headlines. The logo artwork uses 650. The website can use its local variable WOFF2 file. Use the supplied desktop TTF for documents and design applications that support variable fonts.

Instrument Serif / the accent voice

Use Regular or Italic for a short display phrase, a moment of emphasis or an editorial contrast. Let one phrase change character; avoid turning long paragraphs, interfaces, captions or all headings into serif text.

Fallbacks and licensing

Use Arial or a platform sans-serif as the DM Sans fallback, and Georgia or a platform serif for Instrument Serif. Do not treat the fallback as replacement logo artwork. Both families are supplied under the SIL Open Font License 1.1; keep the included license files when redistributing the fonts.

13 / TYPOGRAPHIC HIERARCHY

One headline.
One clear next step.

Use scale and space before adding weight, color or more typographic styles.

A different perspective.

Ideas that draw you in.

Campaigns that make you feel something.

DN MEDIA / AN EDITORIAL EXAMPLE

DISPLAY 64–112

HEADING 40–64

BODY 16–18

LABEL 12–14

A practical screen scale

Display: 64–112 px desktop or 42–64 px mobile, line height 0.95–1.05. Section heading: 40–64 px desktop or 30–42 px mobile, 1.05–1.15. Subheading: 24–32 px, 1.15–1.25. Body: 16–18 px, 1.5–1.75. Caption or label: 12–14 px, 1.4–1.6. Small decorative exhibition labels may be smaller, but must not carry essential instructions or replace readable body text.

Tracking and measure

Tighten large DM Sans headings modestly, around −0.03 to −0.06 em. Keep body tracking near zero. Use uppercase sparingly for short labels, with about 0.08–0.14 em tracking. Aim for 45–75 characters per body line. Keep headlines in two to four meaningful lines, avoiding isolated one-word fragments.

Mobile and print

Start body copy at 16 px on mobile and preserve useful zoom. In documents, use 10–12 pt body copy with generous leading and larger captions when viewing conditions demand it. Check line breaks on the final surface; do not rely on desktop wrapping.

14 / GRID, SPACE AND COMPOSITION

Structure creates room for surprise.

An editorial grid makes expressive typography, artwork and motion feel intentional.



The underlying grid

Use a 12-column grid on wide screens, 6 columns on tablets and 4 on small screens. Begin with outer margins of 5.5-7% on large layouts and 6-7% on mobile. A 24 px desktop gutter and 16 px mobile gutter are useful starting points. Avoid fixed-width elements that exceed the available viewport.

A repeatable spacing rhythm

Use an 8 px spacing rhythm: 8, 16, 24, 32, 48, 64 and 96 px. Use a 4 px optical adjustment when a small icon or rule needs it. Use a smaller gap within a group and a larger gap between groups. Align headings, rules, body copy and actions to common edges. Keep a deliberate open area instead of filling every column.

Composition recipe

Start with a small contextual label, a dominant message, a supporting explanation and one primary action. Introduce a scale shift, an image crop or a signal graphic as the expressive event. Alternate density and breathing space across a longer document or page.

15 / THE SIGNAL SYSTEM

An idea becomes a response.

The signal system expresses the agency's working logic: an idea, a campaign, a measurable response.



01 / Idea

Begin with a focused signal: a point, a square, a question or a single clear thought. It represents the audience insight and the business objective. Give it enough space to be noticed.

02 / Campaign

Organize the signal into a connected set of modules or placements. Use alignment, repetition, a path or an expanding field to show one idea adapting across channels. Keep the original concept recognizable.

03 / Response

Return a visible feedback signal: an answer, a learning, a next step or a labeled result. This is a process model, not an invented performance dashboard. Only show numerical outcomes when their source, period and meaning have been checked.

16 / GRAPHIC LANGUAGE AND ICONS

Small signals. Clear meaning.

Squares, lines, modules and directional cues give the system a recognizable visual vocabulary.



POINT



PATH

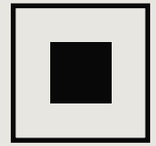


MODULE



DIRECTION

PROGRESS



FOCUS

The signal square

Use a true square with sharp corners. It can mark a section, an active state or the start of a path. Keep its role consistent within the composition. Do not use an orange square as the only indication of a required field, an error or a selected option.

Lines and modules

Use restrained rules and an orderly rhythm. For screen interfaces, start with 1–2 px lines at the final output scale. Make meaningful boundaries and diagrams pass a 3:1 contrast check. Purely decorative grid lines can be subtler when they do not communicate required information.

Icons and arrows

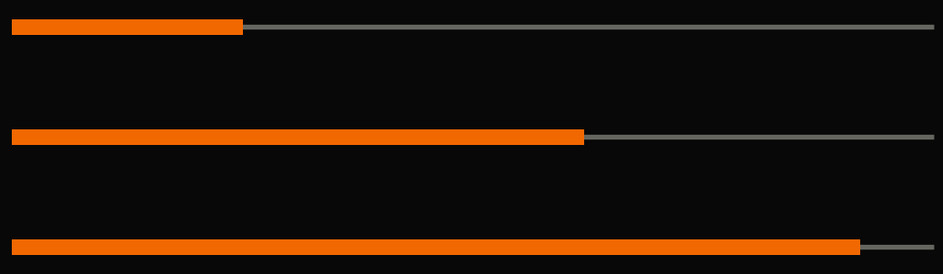
Use simple geometric line icons with consistent stroke weight and optical size. An arrow should explain direction or an action, not imply a link where there is none. Pair unfamiliar icons with text and give icon-only controls an accessible name. Do not mix decorative icon families in the same application.

17 / MOTION AND INTERACTION

Move with a reason.

Motion should reveal a relationship, guide attention or make a transition easier to understand.

INTERFACE	160–240 ms
EDITORIAL	400–700 ms
SCROLL STORY	Reader controlled



A motion hierarchy

Use 160–240 ms for small interface feedback and 400–700 ms for editorial transitions. Ease in and out without abrupt jumps. Scroll scenes should move with the reader and retrace the same path in reverse. Use one dominant motion story per view and keep essential copy stable and readable.

The flying artwork

The homepage uses a shallow perspective mesh and a camera path through the painting. Keep the artwork continuous, preserve its figures and allow the reader to move between four observation views. Do not turn the effect into an unrelated spinning tunnel or use motion to conceal a low-resolution asset.

Accessibility and performance

Respect prefers-reduced-motion and the site's pause control. Keep the same content and manual view controls available when motion is paused. Stop rendering when the scene is offscreen or the tab is hidden. Avoid flashes, autoplay audio, trapped scrolling and motion that prevents access to a link or form.

18 / PHOTOGRAPHY AND ART DIRECTION

Let people look closer.

Choose imagery with enough atmosphere to invite attention and enough clarity to support the message.



What belongs

Use purposeful image choices: a revealing detail, a human gesture, an ambitious composition or a precise view of a product. Prefer rich tonal structure and natural texture to generic business imagery. Show capability demonstrations clearly as concepts when they are not commissioned client work.

Composition and crop

Keep a focal point and a quiet area for type. Respect the subject's proportions and preserve important faces, hands and product features. Review wide, square and portrait crops individually. For close-up motion, start with a genuinely high-resolution source, then test the deepest crop at its final display size.

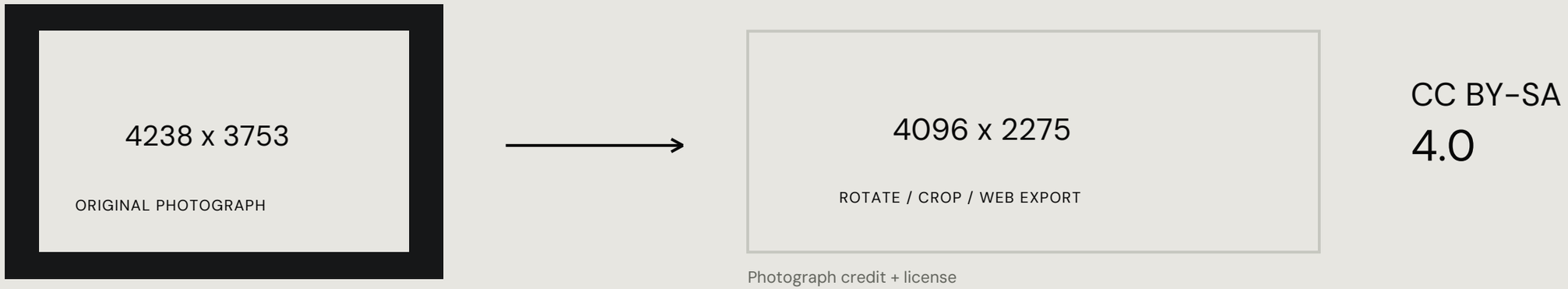
Treatment and accessibility

Keep skin and product colors believable. Use tonal overlays only where they help reading, and do not bury the subject. Provide useful alt text for informative images; use empty alt text for a truly decorative duplicate. Obtain the necessary model, property and usage permissions for each new production.

19 / THE HOMEPAGE ARTWORK

A historical artwork. A contemporary viewpoint.

The homepage painting is Giulio Romano's ceiling in the Room of the Giants at Palazzo Te, Mantua, circa 1532–1534.



Photograph credit + license

Photograph and source

The high-resolution photograph is by Livioandronico2013, distributed through Wikimedia Commons under Creative Commons Attribution-ShareAlike 4.0 International. The original photograph is 4238 x 3753 pixels. DN Media's adapted image is rotated 180 degrees, cropped to landscape, resampled to 4096 x 2275 and compressed for the web.

Credit and reuse

Keep the photographer credit, source link, license link and description of changes with any copy or further adaptation. The adapted photograph retains CC BY-SA 4.0. The brand-kit ZIP does not include the painting photograph; obtain it from the credited source and review the supplied artwork-credit reference before reuse.

Presentation integrity

No painted figures or details were generated in the DN Media adaptation. The website adds a shallow mesh, camera movement, sharpening and display effects. Do not imply that DN Media made or owns the historical painting or that the photographer or museum endorses the agency.

20 / VOICE AND WRITING

Say it clearly. Make it felt.

The voice is direct, curious, confident and human. It respects the reader's intelligence and time.

USE

Build a working budget.

An action with a clear destination.

AVOID

Guaranteed extraordinary results.

An unsupported promise.

Direct / concrete

Name the work and the next step. Use familiar verbs such as plan, build, launch, test and learn. Prefer 'Build a working budget' to an abstract promise about transformation. Explain an unfamiliar media term the first time it matters.

Ambitious / credible

Express possibility through a strong idea and a specific approach. Use existing lines such as 'A different perspective.' and 'Advertising that moves people.' with purpose. Avoid superlatives, guaranteed returns, unverified awards and unsupported claims about client success.

Human / considered

Write as one informed person speaking to another. Use short paragraphs, active sentences and a clear action. A label can be compact; a scope explanation should be complete. Do not bury exclusions, planning assumptions or the difference between an estimate and an agreed proposal.

21 / THE MESSAGE TOOLKIT

A shared voice. More than one line.

Use the right message for the moment. A line should carry an idea, not fill an empty space.

Independent thinking. *Integrated power.*

ONE LEAD EXPRESSION / NOT A STACK OF TAGLINES

Primary expressions

A different perspective. / Advertising that moves people. / Independent thinking. Integrated power. These existing brand lines are available for identity-led applications. Use one lead expression at a time rather than stacking all three.

Short agency description

DN Media is the advertising agency within DocNIL, connecting campaign strategy, advertising creative, media planning and measurement. This is the preferred factual description for partner listings, a presentation introduction or an accessible text summary.

Actions and campaign context

Use an action that matches its destination: explore services, build a working budget, discuss a campaign or download a brand asset. For estimates, retain the planning context and confirm scope before engagement. For a concept application, say that it is a concept; do not imply client campaign results.

22 / SOCIAL APPLICATIONS

Recognizable in every format.

The kit supplies editable vector starting layouts for a square post, vertical story and LinkedIn banner.



1080 x 1080 / SQUARE



1080 x 1920 / STORY



1584 x 396 / LINKEDIN BANNER

Square / 1080 x 1080

Use one strong message, one primary image or signal graphic and a modest signature. Start with a safe margin of at least 64 px. Export a PNG in sRGB for a clean text-led post. Check the design in the small feed view before release.

Story / 1080 x 1920

Keep critical content away from the top and bottom interface areas. Start with 250 px clear at each end, then check the actual placement preview because platform controls vary. Do not put a CTA inside a raster image if the viewer needs a real tappable action.

LinkedIn / 1584 x 396

Place the main message toward the right to allow for the profile image area, then verify desktop and mobile crops in the actual account. These are editable design canvases rather than a promise that platform UI, crop behavior or upload requirements will remain unchanged.

23 / PRESENTATIONS AND DIGITAL

Make the story easy to follow.

The 1920 x 1080 presentation cover and digital layout system keep a campaign story connected.



1920 x 1080 / PRESENTATION COVER

01 THE BRIEF
02 THE IDEA
03 THE NEXT MOVE

Presentation rhythm

Lead with the brief, the audience, the insight, the campaign idea, the channel approach and the next decision. Use a large message slide between denser evidence slides. Give data a source, a date range and a clear unit. Do not present a conceptual chart as a client outcome.

Web and interface

Keep navigation and primary actions readable, clickable and predictable. Use true buttons for actions and links for destinations. Add success and error feedback for forms and downloads where appropriate. The footer should make contact and the brand kit easy to find.

Responsive production

Use fluid type, constrained line lengths and flexible grids. Test at 320 px and 390 px widths as well as a wide screen. Check menu operation, visible focus, no horizontal overflow, motion-off behavior, sensible image loading and keyboard access. Keep real text in HTML whenever possible.

24 / STATIONERY AND PRINT

Considered at every scale.

Use the A4 letterhead and business-card layouts as design masters, then prepare an output for the chosen process.



A4



3 mm bleed / 85 x 55 mm trim

BLEED	3 mm all sides
SAFE AREA	4 mm inside trim
COLOR	Proof for the process

A4 letterhead / 210 x 297 mm

Keep a clear writing area, a restrained signature and a consistent footer. Use the verified contact email and website. Add a postal address, legal entity or public phone number only when the project owner has confirmed it. Do not invent details to complete a layout.

Business card / 85 x 55 mm trim

The supplied 91 x 61 mm artwork includes 3 mm bleed on every side. Keep critical content at least 4 mm inside the trim edge. The design uses the real agency name, website and contact email; a named staff member can be added in an approved revision.

Print handoff

The kit's logo PDFs are vector masters; template SVGs are editable artwork, not certified press-ready jobs. Confirm trim, bleed, ink limits, profile, stock and finishing with the printer. Convert color for that process, check overprint and rich black behavior, and approve a final proof before a run.

25 / WHAT IS IN THE KIT

The right file for the job.

The package separates master artwork, screen exports, editable templates, font files and reference material.

01	02	03	04
LOGOS	TEMPLATES	COLOR	FONTS
SVG / PDF / PNG	EDITABLE SVG	CSS / JSON / GPL	TTF / WOFF2 / OFL

Logo formats

SVG: scalable outlined master for browsers and vector editors. PDF: outlined vector artwork for layout and print workflows. PNG: transparent raster artwork for common documents, presentations and screen placements. The avatar is a deliberately opaque icon field. Do not enlarge a PNG beyond its useful output size when a vector master is available.

Color and typography

Use color JSON and CSS tokens for digital implementation, the GPL palette in supporting design tools, and the supplied palette reference for manual entry. Desktop TTF and web WOFF2 font files are included with their OFL licenses. Retain the original license texts when sharing them.

Templates and reference

Editable SVG layouts cover social, presentation and stationery applications. Keep a clean master, work on a copy and export a final channel-specific file. The detailed PDF guide and Markdown reference are the standards documents; the web kit provides individual downloads and a complete ZIP.

26 / RELEASE CHECKLIST

A good idea deserves a good finish.

Review the actual delivered surface. A correct source file does not prove a correct final result.

- ☑ IDENTITY
  The right company and master.
- ☑ CONTENT
  A clear, supported message.
- ☑ ACCESS
  Readable, usable and responsive.
- ☑ DELIVERY
  Verified files and permissions.

Identity and content

Correct company and service scope. Correct logo version. No distortion. Clear space retained. Exact palette. Fonts licensed. Copy proofread. Contact details verified. No invented client evidence, awards or legal claims. Concept applications labeled honestly.

Screen and access

Readable final size. Accessible text and controls. Valid links and downloads. Descriptive headings and alt text. Keyboard focus visible. Forms provide useful feedback. Mobile menu and crop verified. No horizontal overflow. Motion can be paused and reduced-motion preference is honored.

Output and rights

Correct canvas, trim and bleed. RGB or process-specific print conversion selected deliberately. PNG transparency checked. SVG/PDF outlines intact. Image credits and usage rights retained. Export opened in a second viewer. Archive filenames and version reviewed. Final stakeholder approval recorded before release.

27 / OWNERSHIP, RIGHTS AND SUPPORT

Keep the system connected.

Use this kit as the common starting point for DN Media communications and update it as the brand develops.

DN. | MEDIA

Me@gabrieldaniels.com

A clear brief. A visual proof. A connected decision.

media.docnil.com/brand-kit/

Version and review

DN Media brand guide, version 1.0, issued 29 October 2026. This release documents the current public identity and provides a practical production system. New applications should follow these principles; material identity changes, partner lockups and company descriptions should be reviewed before publication.

Use of the assets

DN Media identifiers are supplied for accurate identification and approved DN Media communications; the package does not grant unrestricted trademark rights. Fonts and third-party imagery retain their own licenses. The template designs are starting artwork and require context-specific content, usage and output checks.

Questions and approvals

Contact Me@gabrieldaniels.com. Website: https://media.docnil.com/. Include the intended placement, final size, background, deadline and a visual proof when requesting an asset or application review. Keep the current master files and version number together when sharing a project.