



Dining Alliance[®]

— PURCHASE WITH POWER —





MISSION STATEMENT

To provide purchasing solutions that help small businesses thrive in all areas of food service and stay competitive among growing pressure from large multi-unit operators

Dining Alliance - LOGO



Dining Alliance (Classic)

COLORS

•Usage – booth, website, business cards, printed collateral.



PANTONE COATED



CMYK COATED

C100
M90
Y10
K0

C 0
M 0
Y 0
K 55

RGB

R37
G64
B143

R138
G140
B142



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- FONTS (CLASSIC)

- Trade Gothic #2
- Trade Gothic LT
- Trebuchet MS - all computers have this font

- FONTS (ACCENT)

- Open Sans Extra Bold

- WEBSITE

- Display/Header Font: Monserrat (heading bold)
- Body: Source Sans Pro



Colors – based on new website

DA Blue: HEX #23408e
 RGB 35 / 64 / 142
 CMYK 100 / 88 / 11 / 1

Light Blue: Hex #0071cf
 RGB 0 / 113 / 207
 CMYK 84 / 54 / 0 / 0

Orange: HEX #f88903
 RGB 248 / 137 / 3
 CMYK 0 / 56 / 100 / 0

2018 DINING ALLIANCE BRANDING

DINING ALLIANCE (brightened)

- COLORS – Secondary colors for accents.
- NO Use of purple or teal please on printed collateral

R	37	R	7
G	64	G	35
B	143	B	86

R	7	R	52
G	35	G	143
B	86	B	174

R	243	R	182
G	138	G	104
B	3	B	2

R	34	R	25
G	117	G	88
B	167	B	125

R	190	R	121
G	207	G	156
B	223	B	189

R	87	R	65
G	151	G	113
B	131	B	98

R	38	R	0
G	38	G	0
B	38	B	0

R	153	R	112
G	136	G	92
B	180	B	145