

Brand checklist

This checklist is designed to help you understand the basics of our dsm-firmenich brand.
For detailed guidelines, please visit the [Brand Center](#)

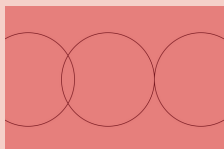
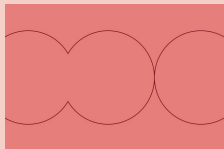
Basics

- 'dsm-firmenich' is written in lowercase, hyphenated
- Logo should be in black or white only
- Creating logos for teams, projects or campaigns is not permitted
- There is no 'TM' after "We bring progress to life"
- Use our official fonts (DM Sans primarily)
- Official language is US English
- Only colors from our color palette should be used
- Text should be left-aligned. Check alignments guide
- Do not use gradient or transparency
- Always use brand approved elements in assets
- Do not overload the composition

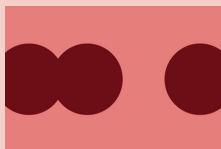
The dots

- Three dots represent our constant movement towards progress and life
- Do not use three dots as containers for texts & images
- There are 4 levels of constructing the dots
- For level 1 and 2 constructions, keep the order of two dots, then add the third when used horizontally
- Dots should be in threes (3, 6)
- At least one dot should be cropped outside the frame with a minimum of 3/4 of the dot visible*
- At least two dots should be intersecting
- For level 3 & 4 dots, start with a medium dot, then make larger dots 1.5x and smaller dots 50% its size

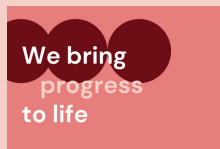
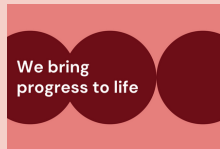
Common bloopers & best practices using the three dots



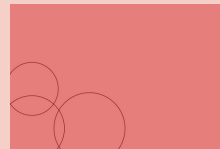
For Level 1 and 2, do not merge the first two circles when using the outline design.



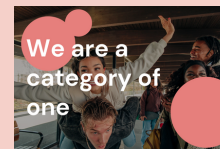
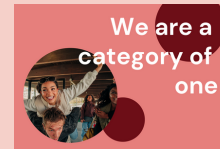
For horizontal level 1 & 2, use two dots, then one. Vertical has no set order. Recommend level 2 dots to be at least 1/2 dot apart.



Do not use dots as containers for texts. Tip: to highlight key word(s), you can use indent and another color.



Not all three dots can be connected. Tip: for the dot sizes, use a medium dot, then larger dots 1.5x and smaller dots 50% its size.



Do not use dots as containers for images. Tip: ensure text is left-aligned. Adjust the brightness of photo for better readability.



Do not mix outline and full dots. Dots should always appear in groups of three. At least two dots should be cropped using level 4.*

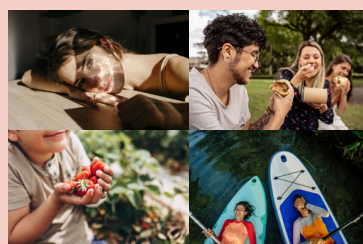
Photography

Our 'Gallery of life' images represent authentic life, rich in genuine moments. They are captured within real-world environments through the lens of professional photography.

- Understand our tier system
- Visit our image library
- Select Tier 1 or 2 images for high visibility touch points
- If you need other images, contact the helpdesk for approval

Do's

authentic, lifestyle, candid, gallery of life, conceptual, natural lighting, emotion, moment



Don'ts

filter, over-processed, posed, fake, unnatural, stock, mixing CGI & real photo

