DNwide

Brand guide.

Fitness. In focus.

A complete working system for creative teams, clients, media and production partners.

The identity

DNwide is an invitation-only global fitness modeling agency for women. The brand balances athletic capability with an editorial, commercially aware point of view.

Edition

29 October 2026. Use this guide with the downloadable production logo files, color and type assets, design elements, editable templates and media guide.

START HERE

One system.
Every touchpoint.

Use the guide to make decisions, then use the supplied files to execute them.

01 / Foundation - pages 3-6

Positioning, audiences, the company system and a clear hierarchy of messages.

02 / Identity - pages 7-11

The wordmark, its variants, protection space, minimum sizes, backgrounds and common mistakes.

03 / Visual system - pages 12-18

Core colors, four website atmospheres, contrast, typography, scale, grid, spacing and graphic language.

04 / Expression - pages 19-24

Photography, video, motion, glass controls, voice and practical copy examples.

05 / Applications - pages 25-28

Social, print, digital and a practical index of the eight editable templates.

06 / Delivery - pages 29-32

Media copy, file formats, licensing, accessible handoff and the final release checklist.

01 / BRAND ESSENCE

Fitness.
In focus.

Lead with the person, the discipline and the opportunity.

THE BRAND IDEA

Individual presence.

Athletic discipline. Commercial possibility.

The category

DNwide is a global fitness modeling agency for women. Say the category early so a visitor can immediately understand who the agency represents and why it matters.

The point of view

Athletic ability and individual presence belong in the same frame. Present talent as people with skills, discipline and commercial potential, not as interchangeable physiques.

The promise in practice

Create accurate, considered portfolios. Make the next step understandable. Define the assignment, timing, responsibilities and usage before a booking proceeds.

The tone

Confident, precise and human. Premium comes from selection, proportion, detail and care. Use visual restraint so the talent and the message have room to lead.

02 / AUDIENCES

Two audiences.
One clear standard.

Give each reader a relevant reason to continue.

TALENT

Consideration
& development

BUYERS

Casting
& clarity

PARTNERS

Standards
& delivery

For talent

Women in fitness, athletics, bodybuilding, sport and personal training need a clear route to consideration, honest expectations and a professional way to present their potential. Use invitation and representation language without promising acceptance or earnings.

For brands and agencies

Casting teams need relevant talent, accurate information and a clearly scoped booking. Lead with skills, location, availability, campaign fit and the next practical action.

For partners

Photographers, producers and agency partners need shared standards, usable files and clear credits. Confirm who owns each deliverable and which permissions apply.

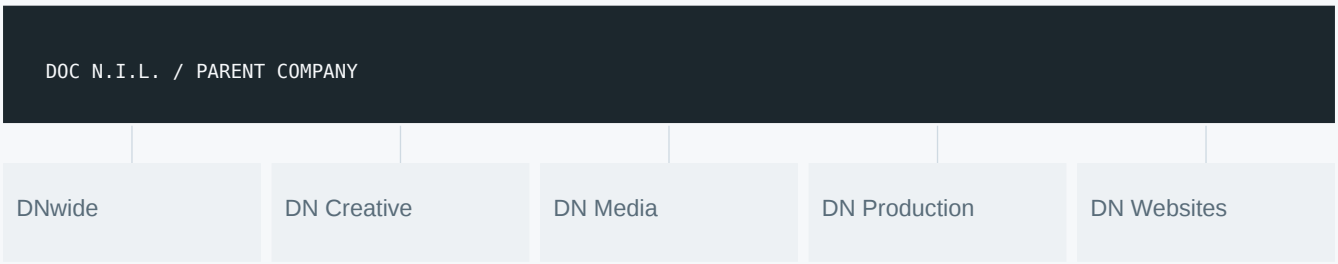
Audience-led action

Talent: Request an invitation. Buyers: Find talent or submit a casting brief. Partners: Contact the agency with the project context. Keep one primary action clear within each composition.

03 / BRAND ARCHITECTURE

A DOC N.I.L. company.

Connected expertise, with each company responsible for a distinct scope.



DNwide

Fitness talent representation, development, commercial casting and bookings, including creator content and talent-side partnerships.

DN Creative

Brand strategy, identity, digital creative direction and ongoing brand management.

DN Media

Advertising strategy, campaign creative, media planning and buying, and measurement.

DN Production

Video and film across pre-production, production and post-production.

DN Websites

Website strategy, design, development and ongoing maintenance.

Endorsement rule

DNwide leads on talent materials. Use the separate line “A DOC N.I.L. company” when a parent endorsement is useful. Keep company marks separate; do not build a combined logo. A talent booking does not automatically include another company’s services.

04 / MESSAGING

Say the essential thing first.

Category, value, evidence, action: keep the sequence easy to follow.

01	02	03	04
CATEGORY	RELEVANCE	EVIDENCE	ACTION

1 / Establish the category

An invitation-only global fitness modeling agency for women.

2 / Describe the relevance

Representation for women in fitness, bodybuilding, sport and personal training. For buyers, explain the talent fit and the type of assignment.

3 / Show the person and the work

Use approved portfolios, athletic skills, current movement examples and accurate project context. Specific evidence is stronger than an unsupported superlative.

4 / Give a useful next step

Request an invitation. Explore the roster. Submit a casting brief. Name the destination of the action rather than using an ambiguous “Learn more” everywhere.

Campaign lines

“Fitness. In focus.” and “Talent. In motion.” are short editorial expressions. Pair them with a descriptive line when the audience has not met DNwide yet.

05 / IDENTITY

The primary wordmark.

Use the supplied artwork. Preserve the exact spelling, proportions and spacing.



Write the name correctly

Use DNwide in normal prose: uppercase D and N, lowercase wide. Keep the wordmark as supplied in artwork. The website may use uppercase DNWIDE in technical labels and credits.

Production artwork

The download includes fixed outlined production exports standardized from the established DNwide web wordmark using licensed Liberation Sans Bold and tight tracking. These are stable production files, not a claim to recovered historical master artwork. The live website’s system-font wordmark may render slightly differently by device.

Keep the shape intact

Use the outlined SVG or vector PDF for professional layouts. Use the transparent PNG when a platform needs a raster image. Do not type a replacement logo, edit the paths or alter letter spacing.

06 / LOGO VARIANTS

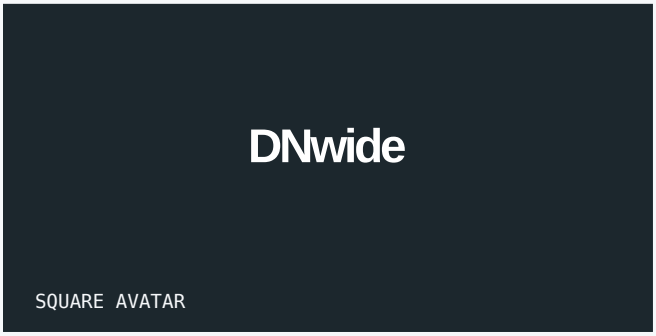
A useful family.
One recognizable mark.

Choose the treatment for the background and the amount of space available.









Primary wordmark

Ink on a light field is the default. White or Paper reverses out of a dark field. Black is supplied for one-color production needs.

Descriptor lockup

Use the supplied FITNESS MODEL MANAGEMENT lockup only when it can remain comfortably readable. Give it more space than the wordmark alone.

Square avatar

The square avatar retains the full wordmark on a solid background. It is a profile tile, not a new monogram. Review small platform previews before release.

File choice

For layout or scalable digital placement, choose SVG. For professional page-layout placement, choose PDF. For a platform upload, choose the 2048 px PNG and let the platform downsample a clean source.

07 / CLEAR SPACE

Space is part of the identity.

Keep a minimum protection zone equal to the visible height of the capital D.



Measure the letters

The clear-space unit is one capital D height, measured from the visible letterform. Keep that distance free on every side of the wordmark.

Respect the canvas

The supplied wordmark and descriptor canvases already include this padding. A transparent file edge is not the same as the edge of the letters.

Align optically

Align the visible lettering with the layout grid. Do not crop away the protection zone simply to align the outer canvas with another object.

Give it more room when needed

One D is the minimum. Increase the separation near a strong headline, another logo, a busy photograph or a narrow trim edge.

08 / SIZE + BACKGROUNDS

Legibility sets the limit.

Minimum sizes refer to the visible wordmark, not the outside of a padded file.



Wordmark alone

Start at 100 px visible width on screen or 25 mm in print. The padded wordmark canvas needs about 143 px width to produce 100 px of visible lettering. Enlarge further if the output loses detail.

Descriptor lockup

Start at 300 px visible wordmark width on screen or 80 mm in print. If the descriptor becomes small, use the wordmark alone and place supporting text separately.

Avatar

Use the full-wordmark avatar at 160 px canvas width or larger when the 100 px visible-wordmark minimum is needed. Tiny favicon and platform avatar contexts need their own legibility review.

Background rule

Use Ink or Black on a light, quiet field; use White or Paper on a dark field. On photography, choose negative space or a solid holding panel. Keep faces and important body detail clear.

09 / LOGO MISUSE

Recognizable means consistent.

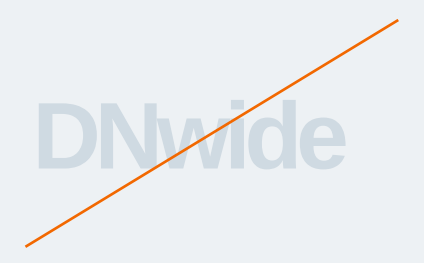
The logo carries the identity. Decorative treatments belong elsewhere.



STRETCHED



ROTATED



LOW CONTRAST

Preserve

Scale proportionally. Retain the supplied spacing. Use the correct one-color treatment. Keep clear space and readable contrast.

Avoid

Do not stretch, compress, rotate, crop letters, add outlines, apply shadows, fill the logo with a gradient or photograph, or change individual letter colors.

Keep brands distinct

Do not attach another company’s symbol to the DNwide wordmark. Balance co-branded marks by optical weight and preserve each company’s own identity.

When the layout is difficult

Change the placement or simplify the background. Do not modify the wordmark to force it into a shape or a busy area.

10 / CORE COLOR

Quiet palette. Clear signal.

Paper and Ink do most of the work. Supporting colors create hierarchy.

INK	PAPER	MIST
28 / 39 / 45	246 / 248 / 250	237 / 241 / 244
#1C272D	#F6F8FA	#EDF1F4

SLATE	RULE	SIGNAL
89 / 108 / 121	207 / 218 / 226	242 / 104 / 0
#596C79	#CFDAE2	#F26800

Digital values

Use the HEX or RGB values shown here for sRGB digital work. Mist is the quiet surface; Slate is supporting text; Rule is a decorative divider.

Signal Orange

Reserve orange for active states, focus, priority or a small editorial marker. Do not make long passages orange or use it as the dominant background without a specific composition need.

Print conversion

Screen colors are not universal press specifications. Convert through the printer’s required ICC profile, review separations and approve a physical proof. The kit makes no Pantone-match or universal CMYK claim.

11 / WEBSITE THEMES

Four atmospheres. One DNwide.

A theme changes the environment, while the identity and imagery stay recognizable.

Pearl



BG #EEF3F6
INK #172C38
DEEP #102C3B
SURFACE #E3EBF1
MUTED #486474
DARK #07151E
CARD #F6F9FB
ACCENT #476E83
GLOW #C0B1EB

Violet



BG #E9E0F2
INK #30213F
DEEP #392047
SURFACE #D8CAE8
MUTED #645071
DARK #170D24
CARD #F3EDF8
ACCENT #794B9F
GLOW #B79EE2

Ice



BG #E2F0F2
INK #153740
DEEP #154858
SURFACE #CCE4E9
MUTED #406C78
DARK #061F2C
CARD #F0FAFB
ACCENT #286F85
GLOW #A4CFDF

Signal



BG #080808
INK #E7E6E1
DEEP #161718
SURFACE #161718
MUTED #A5A7A7
DARK #080808
CARD #202122
ACCENT #F26800
GLOW #F2680026

Apply the system

Keep images, video, brand logos and talent skin tones intact. Use the corresponding background, surface, ink, muted and accent tokens together. Theme glow values are decorative and may contain alpha.

12 / ACCESSIBILITY

Contrast is a design decision.

Check the actual foreground against the actual composited background.

Ink / Paper	14.32:1	BODY
Slate / Paper	5.13:1	BODY
Ink / Mist	13.42:1	BODY
Ink / Signal	4.90:1	BODY
White / Signal	3.11:1	LARGE ONLY
Rule / Paper	1.33:1	DECORATIVE

Body copy

Use Ink on Paper, Ink on Mist or Slate on Paper. These core pairs comfortably meet a 4.5:1 normal-text target.

Orange is selective

Ink on Signal reaches 4.90:1. White on Signal reaches only 3.11:1; use it only for sufficiently large text, or choose Ink instead.

Decorative rules

Rule on Paper is 1.33:1. It can separate quiet content visually but must not carry essential text or be the only boundary of a critical control.

Beyond color

Add labels and visible state indicators. Retain keyboard focus, meaningful link text, readable form feedback and a clear motion alternative. Check glass controls after their layers and background are composited.

13 / TYPOGRAPHY ROLES

Three voices for information.

Display, reading and metadata each have a clear job.

Built for presence.

An editorial point of view.

DN / FITNESS / WORLDWIDE / 0123456789

System sans / the foundation

The website uses system-ui, -apple-system, BlinkMacSystemFont, “Segoe UI”, sans-serif. Use restrained weights for headlines and comfortable spacing for body text. The system font changes appropriately with the visitor’s device.

Editorial serif / a deliberate accent

The kinetic homepage headline uses Georgia, “Times New Roman”, serif. A short italic line adds an editorial note. Keep this contrast selective rather than making every paragraph decorative.

Technical mono / short labels

Use ui-monospace, SFMono-Regular, Consolas, monospace for concise labels, dates, indices and metadata. Do not set long reading passages in tiny uppercase mono.

Portable collateral

Liberation Sans and DejaVu Sans Mono are supplied with their licenses for editable templates. Barlow Condensed is available for selective short display use. Device fonts such as SF, Segoe UI and Georgia are not redistributed by this kit.

14 / TYPE HIERARCHY

Scale with purpose.

Use contrast in scale to guide reading, then keep the details calm.

Presence.

A clear next chapter.

The person. The discipline.

Body copy makes the next step understandable.

Display

For large editorial statements, use a short line and a clear focal point. The live homepage serif treatment runs from roughly 68 to 120 px on large screens, with a compact line-height and a selective italic second line.

Headings

The website foundation uses a restrained sans heading treatment: about 450 weight, 1.1 line-height and -0.045 em tracking. Adjust by actual context rather than forcing one size everywhere.

Reading

Begin body copy around 16 px on screen, with approximately 1.5-1.8 line-height. Keep line lengths manageable and leave extra room around lists and actions.

Metadata

Use small technical labels only where they can be comfortably read. For new collateral, prefer 9-12 pt labels and 10.5-12 pt reading copy at final print size. Do not copy tiny cinematic UI labels into print unchecked.

15 / GRID + SPACING

Order first.
Presence follows.

Build a consistent skeleton so photography and typography can be expressive.



Grid

Use a 12-column planning grid for new collateral. Align text, image edges, labels and credits. A large composition can span multiple columns; the alignment remains deliberate.

Spacing

Use a repeatable spacing rhythm. Start with an 8-unit screen rhythm and scale margins to the destination. Keep larger chapter gaps distinct from paragraph gaps and control gaps.

Composition

Choose one dominant focal point per view. Use asymmetry with balance, generous negative space and a clearly visible next action.

Responsive adaptation

Collapse multi-column content into a sensible reading order. Keep body text and form input legible, preserve at least 44 px touch targets for primary mobile controls, and contain decorative overflow without trapping vertical scrolling.

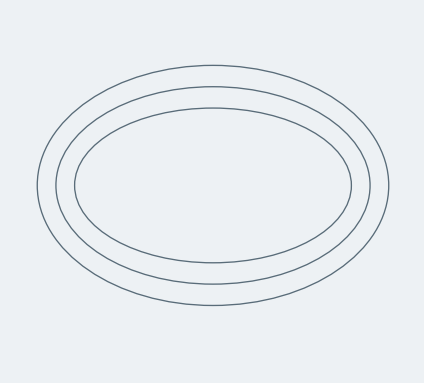
16 / GRAPHIC ELEMENTS

A language of presence.

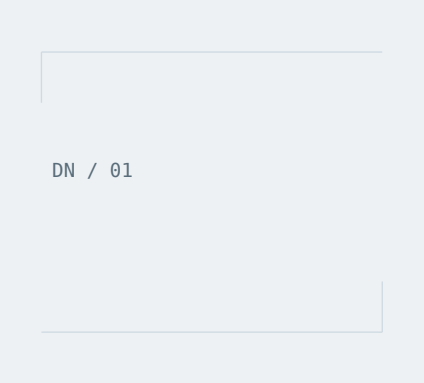
Use geometry to support the story, not to compete with talent.



DOT FIELD



ORBIT CONTOUR



EDITORIAL FRAME

Dots and dust

Fine points can suggest movement, depth and connection. Keep them sparse around reading areas and more concentrated in a single decorative focal field.

Orbits and contours

Use supplied contours as quiet supporting layers. Keep their contrast below the content. Avoid turning decorative paths into fake data or an implied performance measurement.

Editorial frames

Fine rules, indices and corner details can organize information. Use them consistently and with restraint. They should feel like useful wayfinding.

Icons

Choose a single simple line-icon family with consistent stroke and optical size. Pair important actions with text; an arrow alone is insufficient when its destination is unclear.

17 / PHOTOGRAPHY

Photograph the person.

Athletic capability and commercial presence should both feel credible.

16:9

4:5

9:16

The subject

Show the individual’s expression, posture, skill and discipline. Include relevant athletic context without reducing the person to one body feature.

Light and color

Use controlled, believable light and accurate skin tones. Preserve detail in highlights and dark clothing. Match a set with consistent exposure and color before using a stylistic grade.

Framing and retouching

Choose purposeful crops and clean backgrounds. Retouch temporary distractions with care while retaining recognizable identity and body structure. Avoid misleading physique changes.

Direction and rights

Use consent-led direction and approved images. Confirm the photographer’s permission, the talent’s likeness rights, usage channels, term and credit before publication. A downloadable logo kit does not include a reusable talent-image license.

18 / VIDEO + CROPPING

Movement adds meaning.

Show how talent moves, performs and presents on camera.

16:9 4:5 9:16

Video direction

Use stable, intentional camera movement, clear motion and an uncluttered set. Establish the activity before adding short detail shots. Avoid effects that obscure the person or change the apparent performance.

Format selection

Use 16:9 for presentation and landscape film, 4:5 for many feed layouts, and 9:16 for vertical stories. Post Pump uses a portrait-oriented format in the site; confirm the exact destination before exporting.

Safe framing

Keep the face, hands, feet and essential movement within the crop when they matter to the activity. Test actual mobile previews and platform interface overlays.

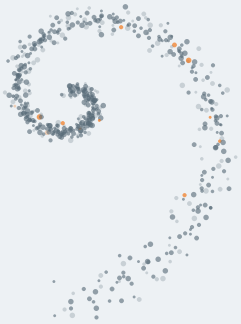
Accessible playback

Provide captions where speech communicates information, clear playback controls where needed and readable accompanying text. Decorative autoplay video should be muted; essential content must remain available without autoplay.

19 / MOTION SYSTEM

A controlled arrival.

Fluid motion introduces the page, then gets out of the visitor’s way.



CLOUD

GATHER / FORM

RELEASE / REVEAL

Golden-ratio dust

Particles begin as a soft dimensional cloud, gather into a recognizable golden-ratio spiral, then disperse as the destination appears. Depth, light and gentle pointer parallax create presence without diagram lines.

Timing

Current page intros are approximately 2.4 seconds on the homepage and 2.3 seconds on standard full arrivals. Task-focused and private routes use a compact treatment around 720 ms. A short 220 ms exit dissolves the layer.

Control and access

Continue/Skip, Escape and pause/resume remain available. Reduced motion receives a short still alternative, around 680 ms. Hidden tabs, navigation and rendering failures must release the page safely.

Performance

The live dust field caps the point budget at 1,400 desktop or 840 coarse-pointer particles, with bounded canvas resolution. Use a static fallback rather than making content depend on a successful animation frame.

20 / GRADIENT GLASS

Light. Depth.
A useful action.

A tactile control should make the action clearer, not less readable.

Continue >

Request an invitation >

The material

Use a restrained gradient, a fine translucent edge, an inset highlight and a soft shadow. The current site commonly uses an 18 px blur with 160% saturation for glass controls.

Hierarchy

Primary actions receive a deeper tint with light text; secondary actions use a light material with dark text. Preserve a visible selected state and a distinct keyboard focus ring.

State transitions

Use short, smooth transitions for color, highlight and small positional changes. Keep the hit area stable and do not move a target away while it is being selected.

Fallbacks

When transparency or motion is reduced, use an opaque high-contrast fill and a stable state. Test the actual control on photographs and dark surfaces, including after the glass layers are composited.

21 / VERBAL IDENTITY

Confident.
Precise. Human.

Write with a professional point of view and a clear next step.

Clear words.
Considered presence.

Confident

State the category, capability and action directly. Use specific nouns and active verbs. Avoid exaggerated rankings and unsupported promises.

Precise

Describe the assignment and the person accurately. Distinguish talent time from image usage, agency representation from an invitation, and a proposal from a confirmed booking.

Human

Respect the individual’s work, goals and dignity. Be encouraging without cute language, pressure or body judgment.

Editing rule

Lead with the reader’s task. Keep one main idea per paragraph. Remove repeated statements, vague adjectives and decorative language that does not help the person decide what to do next.

22 / COPY EXAMPLES

Words that move the work.

Use a short message, a useful explanation and a specific action.

Talent invitation

“Your discipline. A new perspective.” Supporting line: “Request an invitation to be considered for representation.” Action: “Request an invitation.”

Casting

“Exceptional talent. Your next campaign.” Supporting line: “Share the role, dates, location and requested usage so the agency can understand the brief.” Action: “Submit a casting brief.”

Portfolio

“Talent. In motion.” Supporting line: “Explore athletic skills, camera presence and approved movement examples.” Action: “View portfolio.”

Clear expectation

Use: “Representation is confirmed after review and agreement.” Avoid: “Your invitation guarantees a modeling contract.”

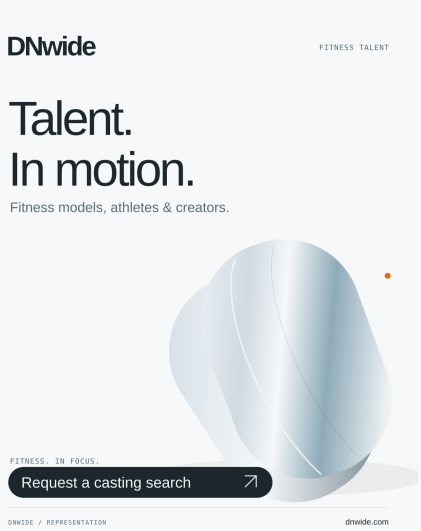
Clear commercial scope

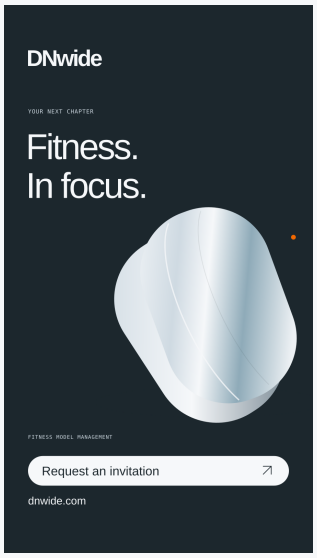
Use: “Talent fees and requested image usage are confirmed in the booking.” Avoid: “All rights included” unless the exact rights are genuinely agreed and documented.

23 / SOCIAL APPLICATIONS

Build for the destination.

Keep the identity recognizable when the canvas becomes small.





Feed / 1080 x 1350

Use the editable 4:5 feed template. Keep essential content inside the 72 px safety margin. Choose one headline, a clear identity placement and a readable next step.

Story / 1080 x 1920

Keep 84 px side margins and key content between y=156 and y=1750 in the supplied artboard. Platform interface overlays vary; confirm the final preview before posting.

Image and copy

Let approved talent imagery lead. Keep text off faces and essential movement. Use live caption text for important details rather than embedding every word into a raster image.

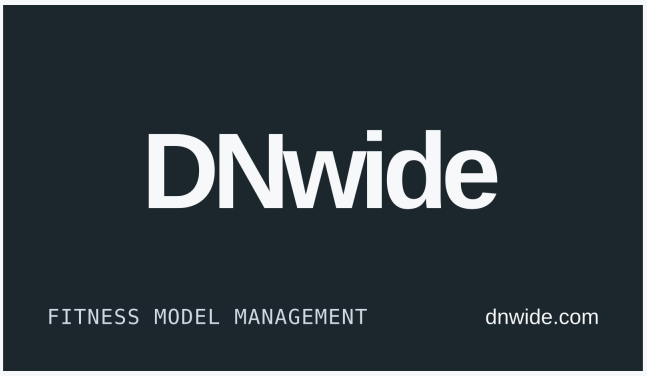
Export

Retain the editable SVG, export at the requested pixel dimensions and check compression. Confirm names, handles, image permission and destination links before scheduling.

24 / PRINT APPLICATIONS

Good print starts with a brief.

Editable layouts are a starting point for controlled production.





Business cards

The front and reverse templates are 1050 x 600 px, equivalent to 3.5 x 2 inches at 300 dpi. Keep key information inside the 72 px safety area. They are trim-sized designs with no printer-specific bleed.

A4 correspondence

Letterhead and casting-brief covers are supplied at 210 x 297 mm, using a 2480 x 3508 artboard. Keep approximately 16.9 mm side margins; retain a calm reading area.

Printer handoff

Ask for the exact trim, bleed, stock, finishing, profile and PDF standard. Extend backgrounds to the requested bleed, embed or outline permitted fonts and check image resolution.

Proof

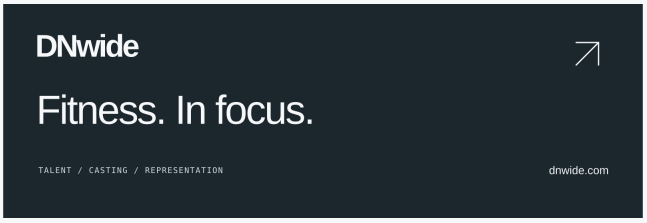
Review the final size, separations, spelling, contact information and finishing. Approve a physical proof for color-critical work. Do not call an sRGB template a certified press-ready separation.

25 / DIGITAL APPLICATIONS

Digital files. Real context.

Keep the identity useful in presentations, email and partner materials.





Presentation cover

Use the 1920 x 1080 editable cover with 112 px side margins, 100 px top and 90 px bottom safe areas. Keep the title concise; introduce the relevant company and the purpose of the deck.

Email banner

The 1200 x 400 template has 64 px horizontal and 56 px vertical clearance. Add meaningful alt text. Place the actual offer, CTA and link in accessible email HTML, not solely in an image.

Co-branding

Retain separate marks, clear space and balanced optical weight. Confirm the relationship and intended credit with the agency. A partner logo is not an implied endorsement.

Production standard

Use the right company, the right wordmark and the same color/type logic across a campaign. Avoid creating a different mini-brand for every channel.

26 / TEMPLATE INDEX

Eight editable starting points.

Keep the original vector source and export a destination-specific delivery file.

Social feed	1080 x 1350 px	72 px
Vertical story	1080 x 1920 px	84 px sides
Presentation	1920 x 1080 px	112 px sides
Email banner	1200 x 400 px	64 / 56 px
Business card front	1050 x 600 px	72 px
Business card reverse	1050 x 600 px	72 px
A4 letterhead	210 x 297 mm	16.9 mm sides
A4 casting cover	210 x 297 mm	16.9 mm sides

Editing workflow

Install the included licensed template fonts before editing live text. The DNwide logo paths remain outlined; preserve their proportions and protection space.

Safe-area reminder

Safety margins protect important content, but platform UI and print trim still need a final check. Business-card and A4 layouts require printer-specific bleed and color conversion before press.

File naming

Use DNwide_Campaign_Channel_YYYY-MM-DD_v01.ext. Keep versions clear and include the editable source, linked assets, fonts or license notes and a flattened preview with the handoff.

27 / MEDIA COPY

A consistent public introduction.

Use approved facts and clear brand credit. Keep claims proportionate to evidence.

25-word introduction

DNwide is an invitation-only global fitness modeling agency connecting women in fitness and athletics with commercial casting, campaigns, content production and professional brand partnership opportunities.

50-word introduction

DNwide is an invitation-only global fitness modeling agency for women. It connects fitness models, athletes, creators and trainers with commercial casting, campaign and brand partnership opportunities. A DOC N.I.L. company, DNwide brings a considered, professional approach to talent representation, development and the presentation of athletic presence for brands and agencies.

100-word introduction

DNwide is an invitation-only global fitness modeling agency for women, connecting fitness models, athletes, creators and personal trainers with commercial opportunities. The agency presents individual athletic capability through considered portfolios, relevant movement media and clear professional communication. Its services include talent representation, development, casting, creator content and brand partnerships, with each assignment defined through its own brief and agreed scope. DNwide is part of DOC N.I.L., alongside DN Creative, DN Media, DN Production and DN Websites. Together, the group connects talent with complementary brand, advertising, video production and website capabilities. Visit dnwide.com to explore professional talent or request an invitation.

Public routes

Website: dnwide.com. Brand assets: dnwide.com/brand-guide. Agency contact: dnwide.com/contact. Talent consideration: dnwide.com/request-invitation. Commercial casting: dnwide.com/casting.

Credit

Use “DNwide” for the agency name and “A DOC N.I.L. company” for the parent endorsement. Confirm talent, photographer and production credits for the specific publication.

28 / FORMATS + LICENSING

Choose the right source file.

The format should match the job and preserve a clean master.

SVG	PDF	PNG	JSON
SCALABLE	PLACEMENT	RASTER	TOKENS

SVG / scalable source

Use for editable vector layout and compatible digital placement. Production logo SVGs contain paths and do not need the logo font installed. Template text remains editable and needs its licensed font.

PDF / layout placement

Use the vector logo PDFs in professional page-layout applications. Use this guide and the separate media guide for reference. Printer-specific production settings still apply to finished artwork.

PNG / everyday placement

Use transparent Ink, White, Black or Paper logos for platform uploads and raster workflows. Choose the 2048 px source when possible. A transparent PNG is not a CMYK print separation.

Tokens and palettes

Use JSON/CSS for digital systems, ASE for compatible design applications and GPL for compatible palette editors. These are sRGB values.

Licensing

Keep font license notices with font software. Do not redistribute proprietary system fonts, client logos, private profiles or campaign imagery as part of this brand kit. Asset access does not grant talent likeness or campaign usage rights.

29 / ACCESSIBLE DELIVERY

Make the handoff complete.

A finished file should be understandable, usable and ready for its destination.

Information

Provide the final copy, destination, dimensions, launch date, version and approval owner. Identify talent time, image usage and any separate production scope in the relevant brief.

Assets

Include the editable source, exported preview, approved logos, linked assets, font names and license notes. Keep image credits and usage terms attached to the assignment.

Accessibility

Check contrast, meaningful alt text, headings, readable captions and keyboard interaction. Essential copy and actions must remain available outside decorative images and animations.

Quality assurance

Inspect at final size on the actual destination. Check spelling, names, links, mobile crops, safe areas, playback, transparency and print proof requirements. Do not use a contact sheet or screenshot as the production master.

Optional DOC N.I.L. Signal System

This separate cross-company theme is enabled by visitor choice; Original retains the native design. Its palette is Carbon #080808, Graphite #161718, Steel #8C8F8F, Paper #E7E6E1 and Signal #F05A28. It uses Barlow Condensed Bold for display, Helvetica/Arial for reading and IBM Plex Mono for labels. Flat, precise controls replace glass only while this optional system is enabled. The four native homepage atmospheres remain a separate palette system.

30 / RELEASE CHECK

Ready for the next chapter.

Keep the standard beside the brief, and make each release deliberate.

DNwide

FITNESS. IN FOCUS.

Identity

Correct DNwide spelling; supplied logo; proportional scaling; clear space; suitable visible size; correct company and parent endorsement.

Expression

Coherent palette and typography; one clear focal point; approved imagery; respectful direction; accurate copy; usable contrast and motion alternatives.

Delivery

Correct dimensions; relevant safe areas; current links; confirmed rights and credits; source files and licenses included; final preview and print proof where required.

Maintain the system

Use the latest download from dnwide.com/brand-guide. Update the guide, templates and asset notes together when a future identity decision changes the system.

Get in touch

For a custom placement, print specification, co-branding arrangement or campaign question, share the context through dnwide.com/contact. The downloadable media guide provides a compact reference for publishers and partners.