DNwide

Media guide.

Fitness. In focus.

A practical companion for publishers, creative teams and production partners.

DNwide

An invitation-only global fitness modeling agency for women. A DOC N.I.L. company.

Use with the full brand guide

This compact edition covers public descriptions, logo files, credits, imagery permissions and media handoff. Download the full standards and assets at dnwide.com/brand-guide.

01 / BRAND FACTS

The facts.
The right introduction.

Identify the agency clearly and keep each company’s role distinct.

01	02	03	04
CATEGORY	RELEVANCE	EVIDENCE	ACTION

Public name

DNwide: uppercase D and N, lowercase wide. Use the supplied wordmark in artwork.

Category

An invitation-only global fitness modeling agency for women in fitness, athletics, sport and wellness.

Parent company

A DOC N.I.L. company. The connected specialist companies are DNwide, DN Creative, DN Media, DN Production and DN Websites.

Public destinations

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

Editorial accuracy

Use approved portfolio and project context. Do not add unsupported earnings, rankings, representation guarantees, client results or implied endorsements.

02 / BOILERPLATE

Ready-to-use agency copy.

Choose the length appropriate to the placement; retain the name and category.

25-word version

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 version

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 version

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.

Credit line

DNwide - A DOC N.I.L. company. Confirm the exact talent, photographer, producer and client credits for the assignment.

03 / LOGO + FORMATS

Use the right artwork.

Choose a clean supplied file and preserve the identity.



Logo placement

Use Ink or Black on light fields, White or Paper on dark fields. Keep one capital D height clear on all sides. Start at 100 px visible wordmark width on screen or 25 mm in print; descriptors require more room.

SVG or PDF

Choose outlined SVG for scalable digital and vector layouts; choose vector PDF for professional page-layout placement. Keep the logo shape, spacing and proportions intact.

PNG

Choose the transparent 2048 px logo for platform uploads and raster workflows. Check the actual small-size preview. A PNG is not a press separation.

Keep the mark intact

Do not stretch, recolor individual letters, crop, rotate, add gradients or effects, or merge DNwide with another company’s mark.

04 / PHOTOGRAPHY + CREDITS

Imagery needs its own permission.

Brand artwork and talent imagery carry different permissions.

16:9

4:5

9:16

Confirm the use

Before publication, confirm the image owner, talent likeness permission, campaign context, channels, term, territory and credit. The logo kit does not grant a reusable license to roster photos or campaign assets.

Respect the person

Use approved photographs, accurate names and consent-led presentation. Preserve recognizable identity and body structure. Avoid misleading retouching or an implied endorsement.

Check the crop

Keep faces and essential movement clear. Test the actual print size, mobile crop and platform overlay. Add captions and meaningful alt text when imagery communicates information.

Ask with context

Send the intended publication, deadline, dimensions, requested assets and proposed credit through dnwide.com/contact. Include a preview when requesting a custom placement.

05 / DELIVERY CHECK

A complete media handoff.

Give the receiving team the source, the context and a clear publication-ready preview.

SVG	PDF	PNG	JSON
SCALABLE	PLACEMENT	RASTER	TOKENS

Include

The approved copy, correct company name, selected logo file, final dimensions, launch date, destination URL and current version.

Attach

Editable source plus an exported preview; linked approved imagery; captions and credits; license and usage notes; font details when live text remains editable.

Verify

Spelling, names, links, readability, contrast, safe areas, small-size logo legibility, mobile crops and the requested print profile or proof.

Name the file

DNwide_Campaign_Channel_YYYY-MM-DD_v01.ext. Keep source and delivery files clearly separated.

Get the full kit

dnwide.com/brand-guide provides the detailed brand guide, logo exports, color and type assets, graphic elements and editable templates. Contact the agency through dnwide.com/contact for a specific publication or production question.