



BRAND GUIDELINES



DON'T SETTLE.
DREAM BIG.
DREAMSEAT.

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DREAMSEAT SHIELD



SHIELD ELEMENTS



XZIPIT SYSTEM

STARS

ORIGINAL
WORDMARK

YEAR ESTABLISHED

VERTICAL STRIPES

SHIELD OUTLINE



SHIELD ELEMENTS



YEAR ESTABLISHED

Our product knowledge comes with 14+ years of “sitting on the job” experience



ORIGINAL WORDMARK

You never forget where you began. This is the logo our company was founded on, and we will continue to use it as it is the cornerstone of our future.



STARS - BRAND PILLARS

5 Star quality as well as representing our 5 brand pillars.



XZIPIT SYSTEM

The zippers represent our XZipit System, which is a core element of our brand and separates us from the competition, and is what holds our brand together. DreamSeat owns this patent making us the only company that can provide this level of branding flexibility and revenue generating potential.



SHIELD OUTLINE

The DreamSeat Shield assures strength, protection, and trust. You can be assured that we will always do what is in our clients best interest, provide products that last and perform, while protecting your brand to be displayed as it should be, and trusting that DreamSeat will always be here to support our customers.



VERTICAL STRIPES

Vertical stripes, similar to columns, represent our growth and stability. The six blue columns represent our core markets.

Professional sports, Higher education, Firehouse/Police/EMS, K-12, Corporate/Hospitality and Esports/Gaming.

BRAND PILLARS



INNOVATION

OUR FOUNDATIONAL PILLAR

Furniture and Seating have always been the core of who we are, but innovating the seating experience is where we excel. From developing, designing and manufacturing new or custom products for our customers, to inventing our patented XZipit system which revolutionized the branded furniture market by allowing logos to be swapped in and out of our products in seconds, we are always developing the next generation of seating innovations. We agree with Plato that “necessity is the mother of invention” and routinely work with our clients to develop new products or tweaks to existing products that they find necessary for their business. You will rarely hear a DreamSeat employee say no to a potential design alteration as our flexibility to create bespoke solutions is in our DNA. Understanding each customer’s needs and wants, our team has learned to work hand in hand with our customers to design seating solutions that are uniquely their own. We strive to be on the cutting edge of the seating business as seen by our numerous successful product launches every year!

BRAND PILLARS



CULTURE

Being a family owned company, DreamSeat's corporate culture is built on trust, loyalty and relationships. We strive to provide an atmosphere of inclusion, understanding, and family. Our belief is that work should be fun and we attempt to keep it light and enjoyable as much as we possibly can. Keeping it fun is not just seen at our annual holiday party where we encourage our staff to sing karaoke, or treating our staff to concerts or sporting events, but in our every day meetings where both business and life is discussed. We are firm believers in a work life balance and encourage our employees to use their time off and to enjoy their lives outside of work so we can keep our team sharp and motivated. Providing stability for our entire team has provided an environment where some of our staff have been with us since inception. DreamSeat is not just a job, or place to work, it is a huge part of thier life and what makes up our DreamSeat Family. Most of all our clients should find working with DreamSeat fun and our culture should be evident to them as they take projects with us from conception to reality.

BRAND PILLARS



AUTHENTICITY

Holding licenses for the MLB, NBA, NHL, MLS, EPL, a large variety of Colleges and Universities and other brands, we take our responsibility to represent these leagues, teams and our customer's brands very seriously. Our customers trust DreamSeat to provide an accurate, and authentic embroidered logo. Abiding by your brand guidelines and expertly matching thread colors to pantones, you can be assured your brand or your sponsors will be represented properly. You can trust that DreamSeat will protect your brand and treat it with the respect it deserves whether you are a small business or a professional sports team. In addition to the literal sense of the word our DreamSeat team is as authentic as they come, when you deal with DreamSeat you are dealing with real people who will treat you as they would themselves and take your unique needs into account.

BRAND PILLARS



QUALITY

Our brand is all about providing the highest quality products to our customers. Thanks to strict production standards, close vendor relationships, and efficient manufacturing, we keep our prices competitive without sacrificing quality. We will NEVER sacrifice quality just to hit a lower price point as our reputation and good name relies on our customer satisfaction. We believe your investment should make sense today, tomorrow and for years to come. We want you to be proud to have DreamSeat products in your facility, and just as proud and confident to refer us. Every one of our products is built and engineered to endure years of daily use in commercial environments. DreamSeats high quality products are surpassed only by its commitment to our superior customer service and although we cannot guarantee that issues will not occasionally occur we can guarantee that we will deal with them in a timely manner and be forthright in our response.

BRAND PILLARS



INTEGRITY

DreamSeat has always done what is right by being honest and forthright with every customer and within every industry we serve. From our company founders, sales consultants, and our customer service team, we are always accessible to answer any questions you may have. When you are negotiating a contract with a DreamSeat sales rep you are not being “sold” but rather assisted with making the best selection for your unique needs. Our entire team understands that business is about relationships and having you as a long time client is much more valuable than a one off home run project. DreamSeat guarantees we will never use manipulative sales tactics or deceive a potential customer just to get a sale. When you choose DreamSeat for your seating needs you can be assured that you have a partner for life; one who stands (or sits) besides every one of our products.

**DREAMSEAT
WORDMARK**



DREAMSEAT

WORDMARK ELEMENTS

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ORIGINAL WORDMARK

You never forget where you began. This is the logo our company was founded on, and we will continue to use it as it is the cornerstone of our future.



DREAMSEAT

DREAMSEAT ARCH

The arch shape represents the stability and strength of our company. The structure of an arch is capable of spanning a huge space as well as supporting tremendous weight, and when our wordmark is used alone it supports our values and brand pillars which span a wide variety of industries. As we develop new products and invest in new markets, the DreamSeat wordmark will always be ready to support them. Often an arch is viewed as a doorway or a gate to something new. For our customers, that may be reimagining their stadium seating, a new way to display their brand or generate sponsorship revenue. The DreamSeat arch allows us to welcome new challenges, projects, opportunities and clients.

USAGE STANDARDS

SHIELD LOGO COLOR VARIATIONS

Full-Color variations is always preferred for brand applications.

When reproducing in a single-color format on a light colored field, the badge should be printed in black or DreamSeat blue.

In a single-color application on black, the preferred use is white.



FULL-COLOR



FULL-COLOR - GRAY BACKGROUND



FULL-COLOR - BLACK BACKGROUND



DREAMSEAT BLUE BACKGROUND



DREAMSEAT NAVY BACKGROUND



SINGLE-COLOR BLACK BACKGROUND

USAGE STANDARDS

SHIELD LOGO INCORRECT USAGE

Incorrect use of the Columbus Crew SC badge compromises its integrity and effectiveness. Care should always be taken to ensure that correct and consistent use is maintained in every application. Some common misuses are listed below and shown as an example to the right.

DO NOT:

- Stretch or distort the shield
- Alter the colors
- Rotate the shield
- Alter elements of the shield
- Crop the shield
- Obscure the shield



LOGO STRETCHED



INCORRECT COLOR USAGE



LOGO ROTATED



ELEMENTS ALTERED



LOGO CROPPED



COLORS OUTSIDE OF BRAND

USAGE STANDARDS

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WORDMARK COLOR VARIATIONS

Full-Color variations is always preferred for brand applications.

When reproducing in a single-color format on a light colored field, the badge should be printed in DreamSeat Blue, DreamSeat Navy, or Black.

In a single-color application on black, the preferred use is white.



FULL-COLOR



FULL-COLOR - GRAY BACKGROUND



SINGLE-COLOR - WHITE BACKGROUND



DREAMSEAT BLUE BACKGROUND



DREAMSEAT NAVY BACKGROUND



SINGLE-COLOR BLACK BACKGROUND

USAGE STANDARDS

WORDMARK INCORRECT USAGE

Incorrect use of the DreamSeat wordmark compromises its integrity and effectiveness. Care should always be taken to ensure that correct and consistent use is maintained in every application. Some common misuses are listed below and shown as an example to the right.

DO NOT:

- Stretch or distort the wordmark
- Alter the colors
- Rotate the wordmark
- Alter elements of the wordmark
- Crop the wordmark
- Obscure the wordmark



LOGO STRETCHED



INCORRECT COLOR USAGE



LOGO ROTATED



LETTERS ALTERED



LOGO CROPPED



COLORS OUTSIDE OF BRAND

COLOR SYSTEMS

BRAND PALETTE

DreamSeat color palette consists of DreamSeat Blue and DreamSeat Navy. Refer to the color values to the right to ensure their correct reproduction. When full-color printing is not available, the shield should be reproduced in only one color.

DREAMSEAT BLUE

PANTONE 647 C

PROCESS C:91 M:63 Y:20 K:4

HEX #236092

WEB/VIDEO R:35 G:96 B:146

PRIMARY

DREAMSEAT NAVY

PANTONE 2766 C

PROCESS C:100 M:96 Y:37 K:39

HEX #111C4E

WEB/VIDEO R:17 G:28 B:78

SECONDARY

WHITE

PROCESS C:0 M:0 Y:0 K:0

HEX #FFFFFF

VIDEO R:255 G:255 B:255

BACKGROUND PRIMARY

BLACK

PROCESS BLACK

PROCESS C:0 M:0 Y:0 K:100

HEX #000000

VIDEO R:0 G:0 B:0

BACKGROUND SECONDARY

TYPOGRAPHY



OFFICIAL TYPEFACES

Typography plays an integral role in the DreamSeat identity system. The consistent usage of the selected typefaces in all text applications contributes to a cohesive look and feel in DreamSeat communications.

AgencyFB, our primary typeface, is a distinct sans serif font used in our wordmark. It is intended for principal and supporting text applications such as titles, and sub-heads.

Roboto, our secondary typeface, is perfect for primary and secondary messaging. Primarily used in Regular weight.

Agency FB

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Roboto

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

BRAND CONTACT



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