

DAVIS LAYNE

— GROUP LLC —

BRAND GUIDELINES



01. BRAND OVERVIEW

02. LOGO USAGE

03. COLOR USAGE

04. TYPOGRAPHY

05. BRAND STATIONERY

06. BRAND VISUALS



BRAND OVERVIEW

ABOUT US

Davis Layne Group LLC is a consulting firm that helps businesses solve problems, improve operations, and grow with confidence. Founded on the belief that people are a company's greatest asset, we focus on leadership, strategy, and financial management to guide organizations through complex challenges. While our company is newly established, our team brings decades of combined experience and a strong commitment to being trusted advisors. We work closely with our clients to unlock their full potential and support them in making smart, sustainable decisions that drive long-term success.



MISSION

To be a trusted advisor that helps businesses navigate complex challenges, improve performance, and unlock their full potential through expert guidance in strategy, operations, and financial

VISION

To build a future where strategic partnerships and expert guidance empower businesses with comprehensive solutions that drive growth, innovation, and long-term success.

TARGET AUDIENCE

Davis Layne Group LLC serves business leaders, executives, and organizations—especially mid-sized to large companies—who are facing complex challenges or major changes. This includes businesses that need help with strategy planning, improving operations, or managing finances. We also support companies going through growth, restructuring, or transformation, and leaders who want expert advice to make smarter, more confident decisions.



OUR LOGO



The Davis Layne Group LLC logo represents trust, guidance, and people-centered service. The standout feature is the creative use of the letter “V” in “DAVIS,” shaped like a check mark containing three abstract human figures inside a green semicircle, symbolizing teamwork, trust, and client success. The green color conveys growth and progress, while black adds professionalism and strength. Together, the design reflects the company’s mission to guide businesses through challenges with confidence and clarity.

EXCLUSIVE ZONE



The exclusion zone for the Davis Layne Group LLC logo is the minimum area around the logo that must remain free of any other text, graphics, or visual elements to ensure maximum clarity and impact. This clear space should be equal to the height of the "V" icon (which includes the green circle and checkmark with people) or the height of the "G" in "GROUP," applied consistently on all sides of the logo. No other design elements should enter this zone, whether the logo is used in print, digital, or on merchandise, to maintain its visual integrity and brand recognition.

COLOR VARIATION



LOGO MISUSES



Don't Change the Color



Don't distort the Logo



Don't Outline the Logo



Don't Use Incomplete Logo



Don't Blur The Logo



Don't Create Shadow

APP ICON

To create an effective app icon from the Davis Layne Group LLC logo, use the stylized "A-V" element from the word "DAVIS" where the "A" forms a checkmark and encloses three human figures within a green circle. This element is distinctive, visually communicates trust and teamwork, and remains recognizable at smaller sizes. The icon should be designed in a square format (1024x1024 pixels) with a clean white or green background, ensuring the checkmark and figures are centered and clearly visible, making it ideal for mobile and desktop app use.



FAV ICON

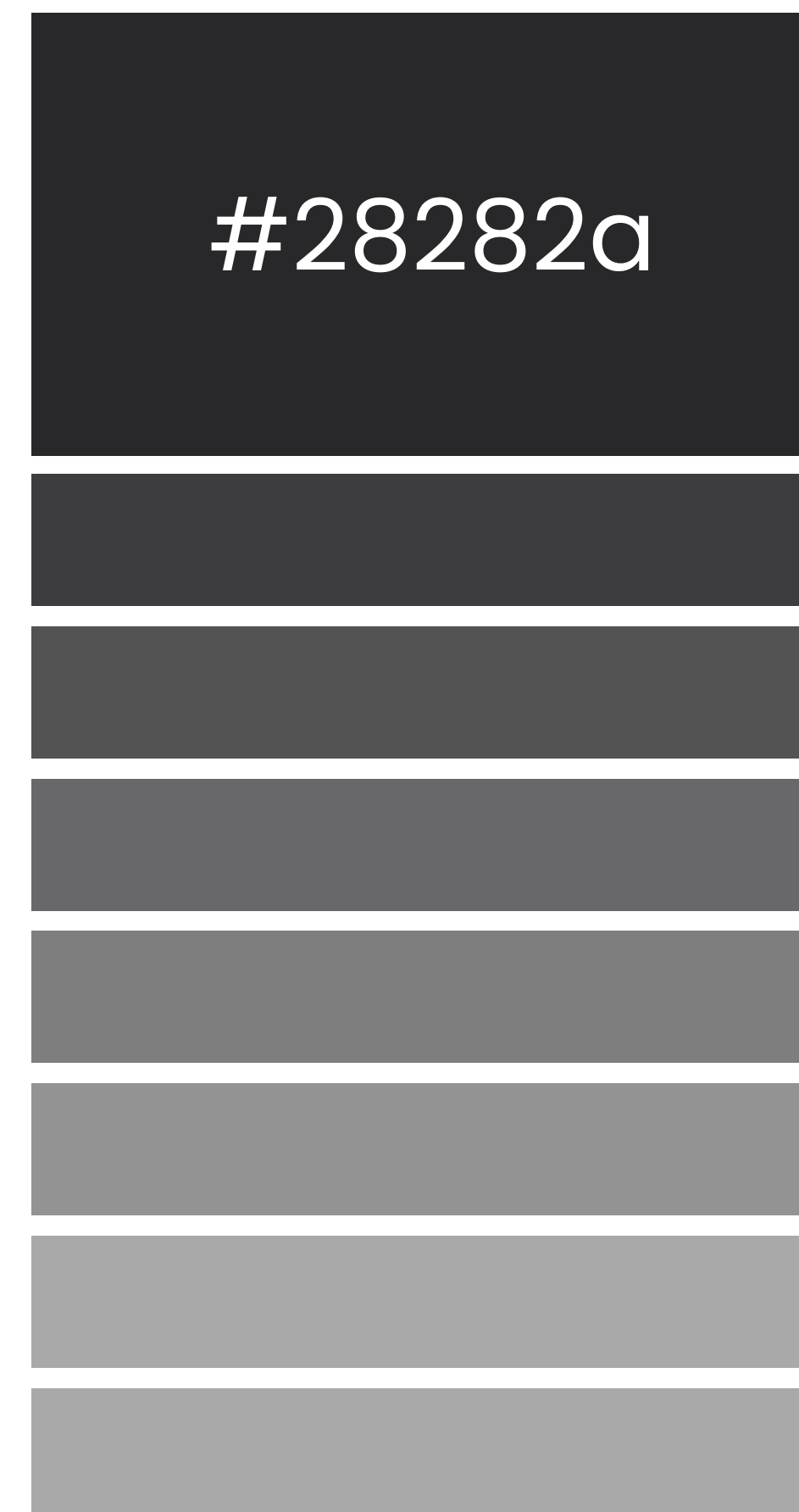
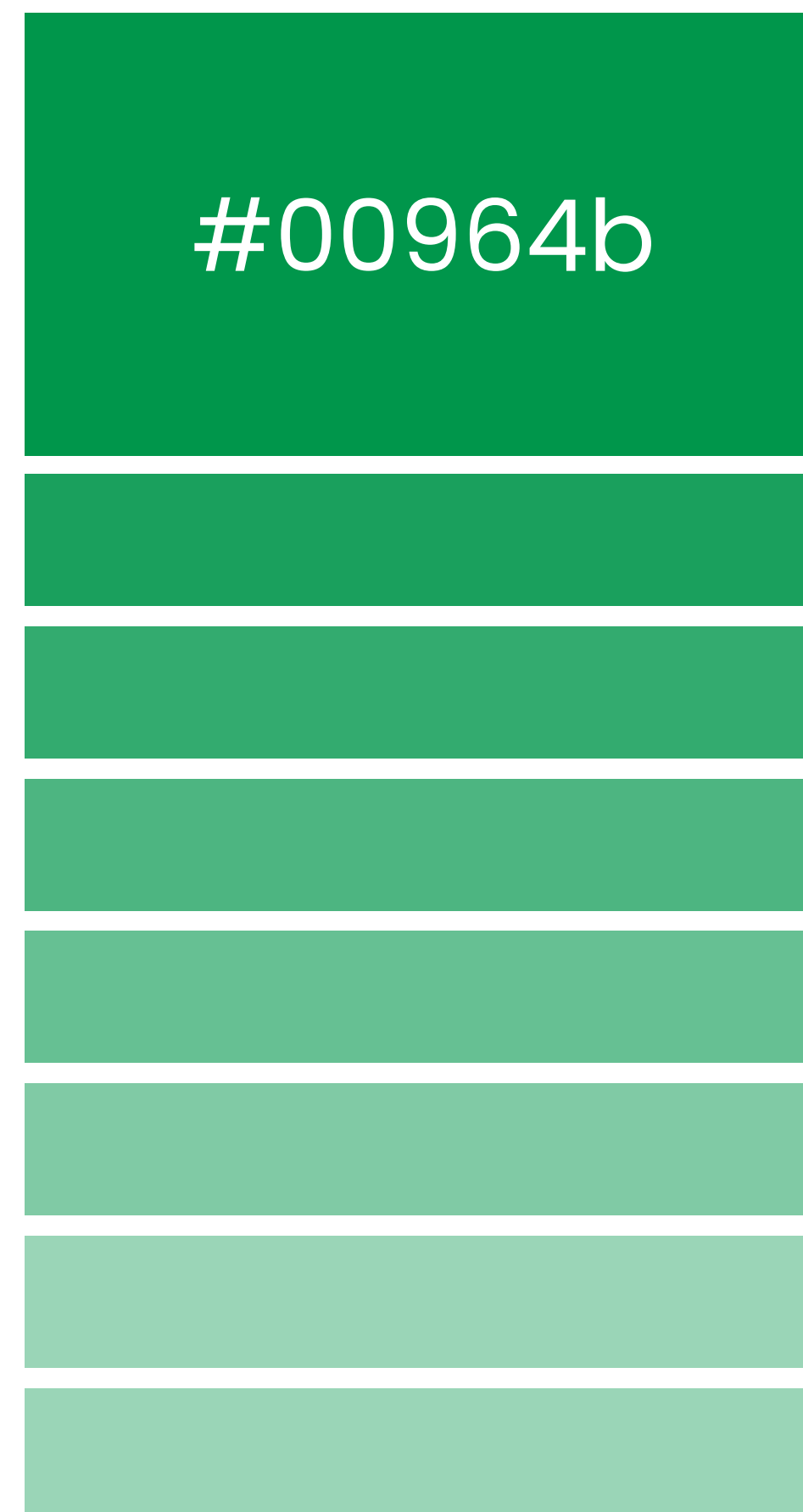


To create a favicon for the Davis Layne Group LLC logo, use the green circle containing the three white human figures and the black checkmark from the "A-V" portion of the word "DAVIS." This element is simple, symbolic, and highly recognizable at small sizes, which makes it ideal for a favicon. It should be formatted as a square image (preferably 16x16, 32x32, or 48x48 pixels) with a transparent or white background to ensure clarity and compatibility across browsers and devices.



COLOR USAGE

PRIMARY COLOR



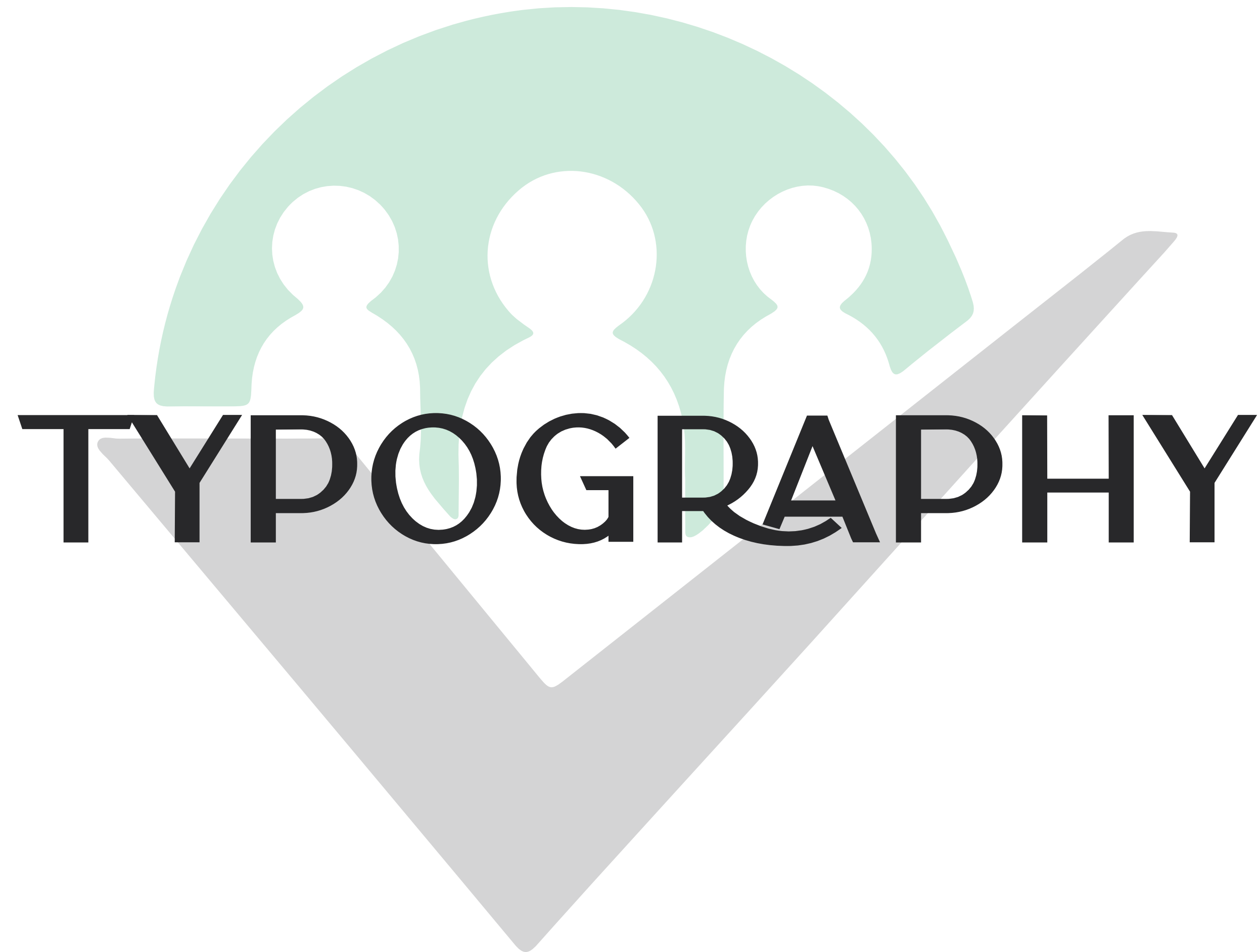
COLOR DETAILS

#00964B:

The color hex #00964B is a vibrant, medium-dark shade of green. It conveys freshness, vitality, and growth—often associated with nature, health, and renewal. This particular green leans slightly toward the cool side, giving it a clean, modern, and energetic feel. In branding, it can symbolize sustainability, progress, and balance, making it an excellent choice for companies focused on wellness, eco-consciousness, or innovation.

#28282A:

The color hex #28282A is a very dark shade of gray with subtle blue and violet undertones. It conveys a sense of elegance, mystery, and modern sophistication. Often associated with luxury, depth, and stability, this color is ideal for brands aiming to communicate refinement, seriousness, and contemporary style. Its nearly-black tone makes it excellent for contrasting lighter elements while maintaining a sleek, minimalistic look.



PRIMARY FONT

CARLA SANS 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

0 1 2 3 4 5 6 7 8 9

Aa

FONT DETAIL

CARLA SANS BOLD

Carla Sans Bold is a modern, geometric sans-serif font known for its clean lines, strong presence, and versatile appeal. With its bold weight, it delivers a sense of confidence, clarity, and contemporary style, making it ideal for impactful headlines, logos, and branding elements. The typeface combines a minimalist aesthetic with a touch of friendliness, offering excellent readability while still appearing refined and modern. Its structure makes it well-suited for brands that want to communicate professionalism, bold identity, and approachability.

SECONDARY FONT

Poppins 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

0 1 2 3 4 5 6 7 8 9

Aa

FONT DETAIL

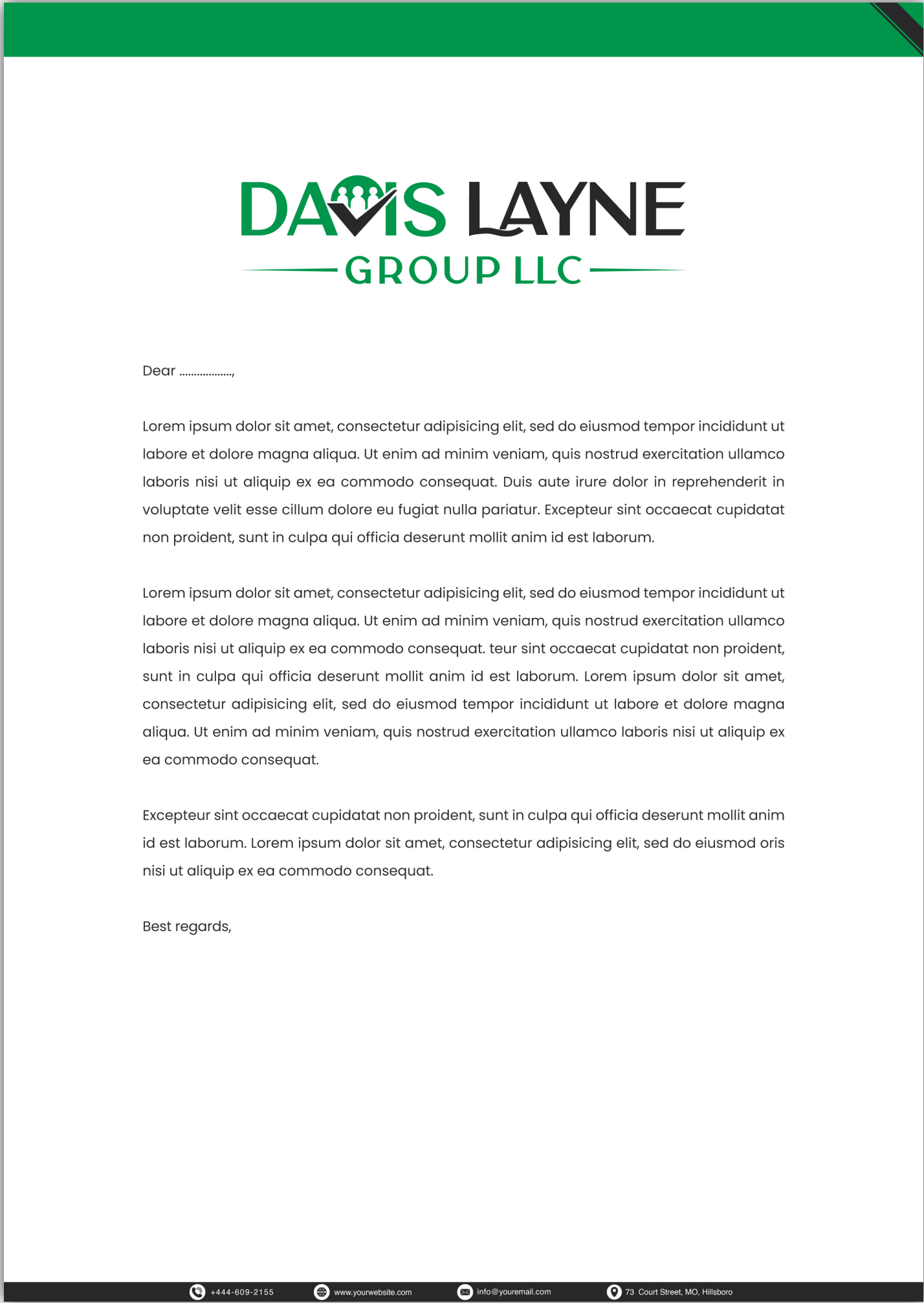
Poppins Regular

Poppins Regular is a modern, geometric sans-serif typeface known for its clean lines, balanced proportions, and friendly yet professional appearance. Designed with a monolinear structure, each letterform maintains a consistent stroke width, giving the font a minimalist and contemporary feel. It supports a wide range of languages and characters, making it versatile for digital and print use. Poppins Regular projects a sense of clarity, approachability, and modernity, making it a popular choice for brands that value simplicity, readability, and a polished aesthetic.



BRAND STATIONERY

LETTER HEAD



DAVIS LAYNE
GROUP LLC

DAVIS LAYNE
GROUP LLC

Dear _____

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod oris nisi ut aliquip ex ea commodo consequat.

Best regards,

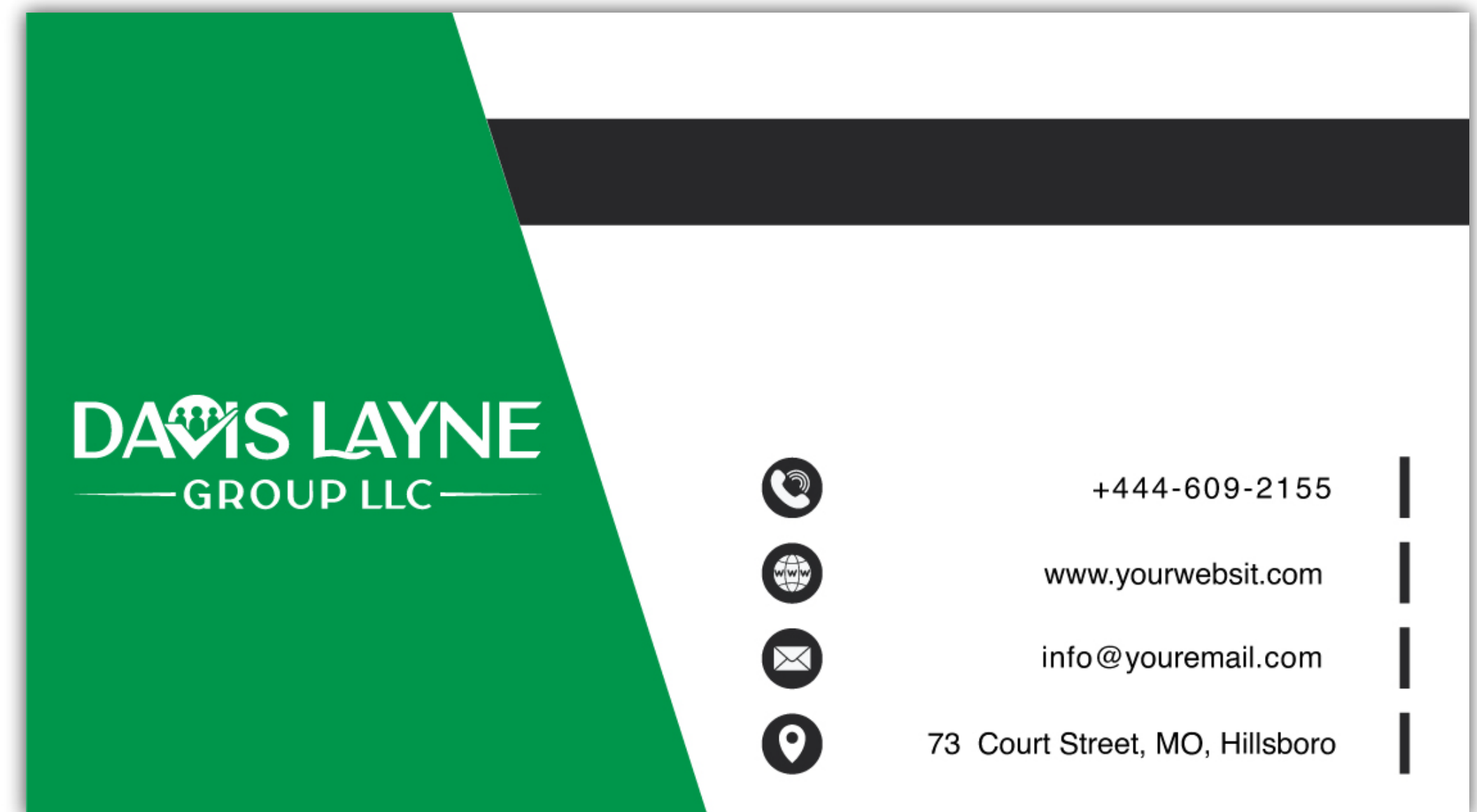
+444-809-2165

www.yourwebsite.com

info@youremail.com

73 Court Street, MO, Hillsboro

BUSINESS CARD





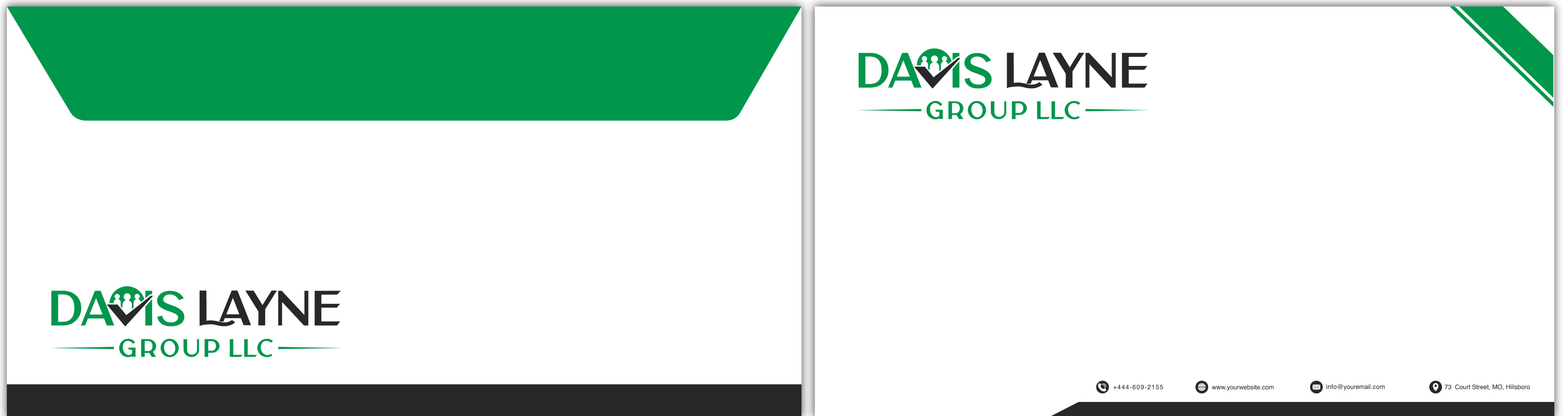
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+444-609-2155
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info@youremail.com
73 Court Street, MO, Hillsboro

ENVELOPE





BRAND VISUALS



DAVIS LAYNE
GROUP LLC

DAVIS LAYNE
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DAVIS LAYNE
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The image shows a large, rectangular sign mounted on a dark grey, vertically-ribbed wall. The sign has a white background and a black border. The text 'DAVIS LAYNE' is in a large, bold, sans-serif font. 'DAVIS' is green, and 'LAYNE' is dark grey. A green icon of three stylized figures under a checkmark is positioned between 'DAVIS' and 'LAYNE'. Below this, '— GROUP LLC —' is written in a smaller, green, sans-serif font, flanked by two horizontal green lines. The sign is illuminated by a bright light source from the upper left, creating a strong shadow on the wall. In the foreground, there are four grey, cylindrical bollards with yellow bands, and a bed of dark gravel at the base of the wall.



A large billboard is mounted on a building, displaying the logo for Davis Layne Group LLC. The billboard is white with a black border. The logo features the word "DAVIS" in green, with a stylized icon of three people and a checkmark integrated into the letter "V". The word "LAYNE" is in black. Below this, the words "GROUP LLC" are in green, flanked by two horizontal green lines. The billboard is set against a backdrop of a city skyline at sunset, with a tall building visible on the left and a dark building on the right.

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— GROUP LLC —

