





What's *Inside*

- 03 The Inspiration
- 04 The Brands
- 06 The Logos
- 09 The Usage
- 14 The Colors
- 15 The Typefaces
- 17 Product Labels
- 19 Product Packaging
- 20 Marketing Materials
- 21 Advertising Examples



stay Inspired

The *Inspiration*



Old World Meets Southern Comfort

Designated the “Queen of Bling,” this HGTV television host of the hit show *Donna Decorates Dallas* has made headway with a defined style that’s a dose of old world combined with luxury Southern comfort. Donna plans to incorporate her fascination with layering - furs, textures and warmth of home with a refined dose of bling. Blending natural components with modern flair, Donna Moss designs are inventive and rich in color.

Steeped in Baroque elegance with a modern twist, Donna’s signature style blends natural components and glamorous features - timeless home fashion with a unique gothic look. A Rendering of embellished details reminiscent of castles and palaces of the Romantic period, Donna uses wrought iron facades and crystal chandeliers to encompass inventive luxurious elegance.

Her brand development focuses on the delicacy of touch with splendid visuals. Spacious living begins with each feature selected for a stunning entrance into every room of the house. With a passion for travel, fashion, and luxurious living, Donna proves that you can “bling” it all - old world glamour, modern prints, and unparalleled Tuscan warmth.

The Brands



DONNA MOSS

Primary Brand

Steeped in sophisticated colors and fine lines, the *Donna Moss* collection is accessible for everyday shoppers but adds a glimpse of the big time Texas glamour that Donna Moss does so well. Blending textures and organic influence with iconic modern flair, the *Donna Moss* line melds natural elements with supernatural bursts of color and hints of brocade for the “Bling” of the century.



CASA DE DONNA

Exclusive Luxury Goods

Warmth of the Tuscan sun and the richness of gilded decor inspired Donna Moss to create her *Casa* collection. This line combines ornate natural components such as fur, leather, and animal prints with a timeless Romantic quality - inspired by grand castles of Europe. Every detail crafted for its luxury and quality, the *Casa* collection is an enduring design sheathed in gleaming threads and extravagant colors.



DONNA

Everyday Value-Priced Goods

For the crafty DIY decorator, the DONNA collection blends seamless shades with a versatility in home, bed, and bath. A fine dose of Old World classic feel and a modern versatility for the on-the-go and busy homeowner, luxurious products are rivaled only by their tasteful quality. Focusing on the “design in a bag” ambiance that Donna Moss is known for, the DONNA collection will take your design anywhere you want it ... and then some!

the logos

The Logos

DONNA MOSS Primary Logos



Whenever possible, this is the version of the Donna Moss Home logo that should be used on everything from collateral to advertisements. The crown and text can be separated as individual elements.



This version of the primary logo should be used in cases where a horizontal format is absolutely necessary. An example of its proper usage can be found on page 6.

DONNA MOSS HOME Secondary Logos



*Exact color codes are listed on page 16

This version of the logo should be used sparingly. If the logo is to be placed over a photograph, this is the version to use. The background color should be chosen based on which of the eight brand colors shown above coordinates best with the photography.

The Logos

CASA DE DONNA Primary Logos



Whenever possible, this is the version of the Casa de Donna logo that should be used on everything from collateral to advertisements.



This version of the primary Casa de Donna logo should be used in cases where a horizontal format is absolutely necessary. For example, this would be used on a horizontal hang tag.

CASA DE DONNA Secondary Logos



*Exact color codes are listed on page 16

This version of the logo should be used sparingly. If the logo is to be placed over a photograph, this is the version to use. The background color should be chosen based on which of the eight brand colors shown above coordinates best with the photography.

The *Logos*

DONNA Primary Logo



Whenever possible, this is the version of the Casa de Donna logo that should be used on everything from collateral to advertisements.

DONNA Secondary Logos



*Exact color codes are listed on page 16

This version of the logo should be used sparingly. If the logo is to be placed over a photograph, this is the version to use. The background color should be chosen based on which of the eight brand colors shown above coordinates best with the photography.

the usage

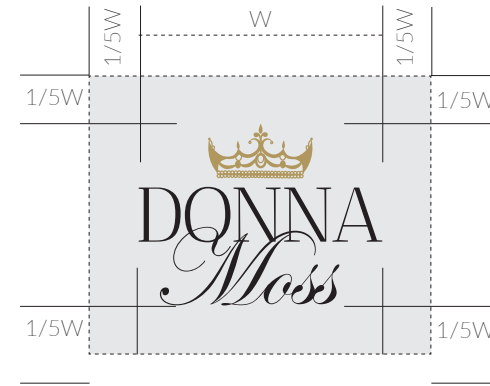
The Usage

Correct Usage

For optimal clarity and legibility, the Donna Moss logos should be free of any interference within $\frac{1}{5}$ of the width (W) of the logo.

The logotype should not be altered in any way, shape, or form. This also includes the space between the logotype and the crown, and the size relationship between them. The crown symbol should always stay proportional to the logotype.

The minimum width for the logotype is 1". Any smaller and the crown symbol becomes indiscernible.



The Usage

Incorrect Usage

Consistent and correct use of the brand logos is an important part of building brand integrity and unity. These guidelines will show examples of incorrect use of the brand logos.

IMPORTANT NOTE: These guidelines apply to all of the Donna Moss brand logos. These include the Donna and Casa de Donna brands.

Do not tilt or reorient the logo



Do not change the color of the logo



Do not stylize the logo in any way. No drop shadows, embossing, etc.



Do not place over busy backgrounds.



Do not stretch or distort the logo



Do not tint or fade the logo.



The *Usage*

Black & White Logos

On occasion, black and white logos may be necessary. Please use this page as a reference for correct logo usage. All the guidelines found on previous pages of this book still apply.



DONNA



DONNA
Moss



DONNA *Moss*



Casa de
DONNA

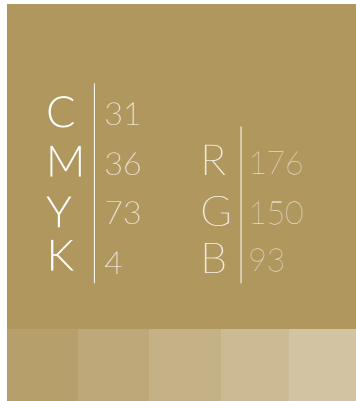


CASA de *Donna*



brand elements

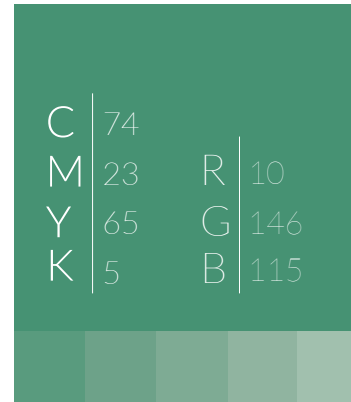
The Colors



HEX: #b0965d



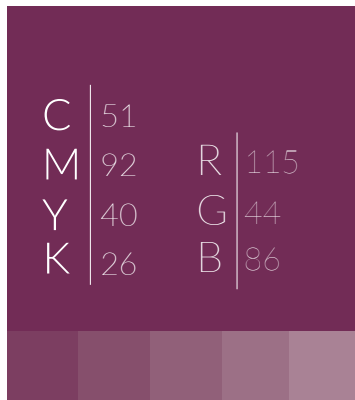
HEX: #00a4b1



HEX: #469273



HEX: #2c6369



HEX: #732c56



HEX: #362d57



HEX: #2d1b32



HEX: #17223b

Aa

Aa

Aa

Antic Didone

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Should be used for product titles on packaging and tags, it should also be used for headlines on advertisements.

Edwardian Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Because Edwardian is a script font, it should be used sparingly and at a large size. Suggested uses include headlines and to call attention to a single word.

Lato Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Should be used in any case where a large amount of body text is needed.

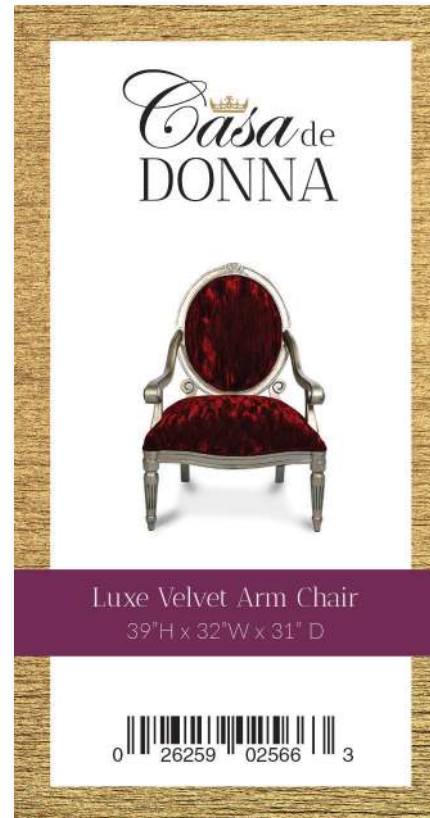
branding examples

Product *Labels*

Packaging & Labels

For all Donna Moss, DONNA, and Casa de Donna brands, all labeling information is required to appear on an appropriate hang tag or products label and prominently displayed in the English language. All labeling must include the appropriate brand logo and gold background. If space allows, an image of Donna should be incorporated. The logo should be a minimum of 1" wide. Please refer to the logo usage section for a complete outline of appropriate logo use. Text and Copy should be in approved fonts and legible.

Product Label



Hang Tag



Product *Labels*

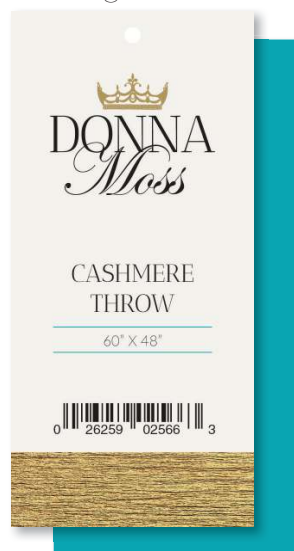
Donna Moss Home

All brand labels will be prominently displayed and detailed with their specific brand logos. Donna's product spectrum ranges from home décor to home fragrances, jewelry and perfume. Product packaging should be clean, easy to read and easily distinguishable as the Donna Moss brand. Text and copy must be in the approved fonts and in a legible size. All packaging and labeling should include the appropriate logo with a gold background. If space allows, an image of Donna should be incorporated. The following are examples of product packaging and product labels that are acceptable.

Bedding Label



Price Tag



Hang Tag



Fabric Swatch Tag



Product *Packaging*

Candles



Perfume



Soap Dispenser

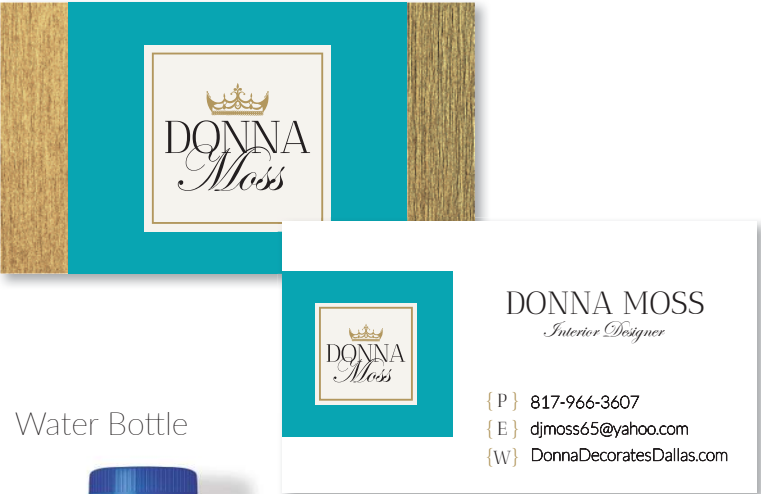


Diffuser



Marketing Materials

Business Card



Water Bottle



Letterhead



Invitation/Postcard



Advertising *Examples*

Direct Mail



Web Ad



Print Ad





CONTACT INFORMATION

Christi Tasker | PuTTin' OuT
702.703.9047 | www.PuTTinOuT.com