dapro®

Branding and **Social Media** guidelines

We have created this brand manual to help people who use the Dapro brand to understand how we communicate our brand.

A brand is always evolving and people's perceptions of it do change from time to time. We want you as a partner or associate to get to know how we do business, how we communicate.

Dapro reserves the right to whithdraw permission to use Dapro graphics at any time if the use of the graphic(s) is inconsistent with these guidelines or is otherwise deemed inappropriate by Dapro.

Clear space is the area surrounding a logo that is kept free of other graphics and typography. It plays an essential role in ensuring the logo is easily recognised across all communications.

As illustrated, the minimum clear space surrounding the logo is measured by the height of the "a" in the wordmark.

For the Dapro phoenix mark, half the width of the mark defines the clear space.

Maintaining a **minimum size** for the Dapro logo ensures readability and recognition across all applications.

For **digital use**, the phoenix mark must not be displayed smaller than 30px to preserve clarity and visibility. The wordmark must not be smaller than 50px wide

For **print materials**, the phoenix mark must not be reproduced small than a minimum size of 7mm to maintain its visibility and impact. The wordmark must not be smaller than 10mm wide.
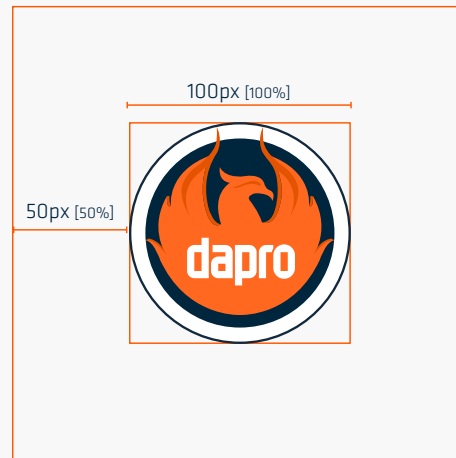
Dapro phoenix mark in full color with clear space
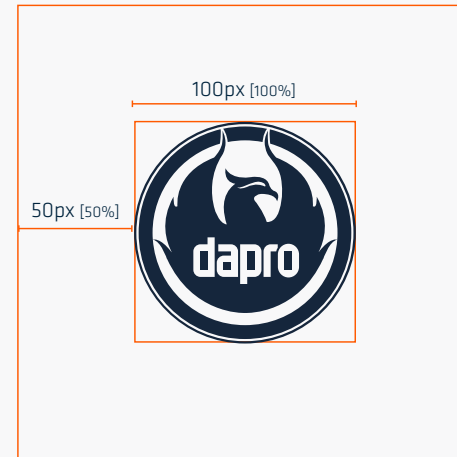
Dapro phoenix mark in single color with clear space
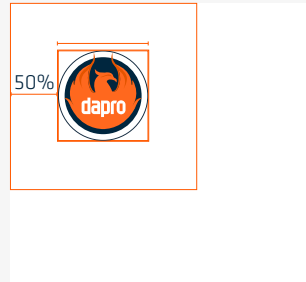

Dapro wordmark with clear space

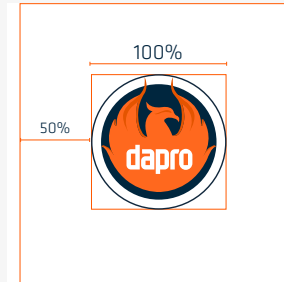Correct **placement** of the logo is crucial to ensure visibility.

The phoenix mark may only be placed centered within the placement or must be aligned to a corner.

The mark may never be tilted, skewed, stretched or altered.

The backdrop may have any color within the Dapro color range, or a photo can be used as backdrop.

Aligned to corner

Centered within placement area

Dapro orange as backdrop

Photo as backdrop

Correct logo placements

Incorrect logo usage

Do not show partially

Do not change orientation

Do not apply other colors

Do not show pixelated or blurred
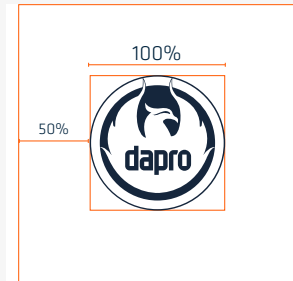

Do not change proportions
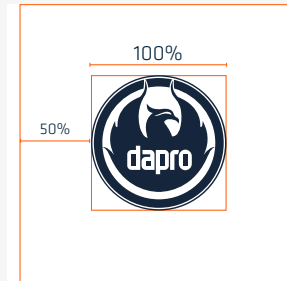

Do not change proportions

The phoenix mark in full color with 3D elements is the **main logo**.

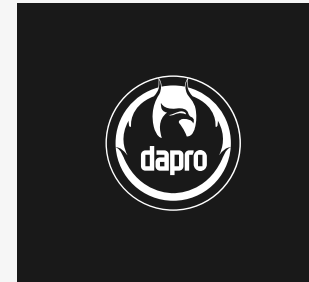For single color use, one of the variations of the phoenix mark in single color can be used.

The same guidelines for placement and clear space should be followed.
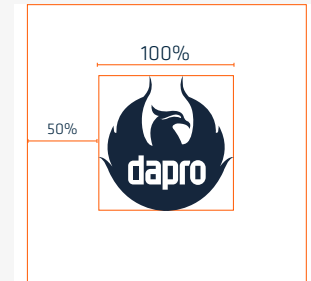
100%

50%

Reversed, with circle and long wings

100%

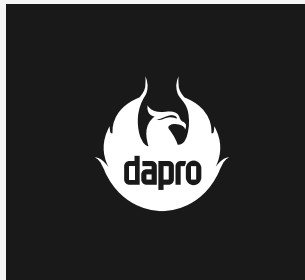50%

With circle and long wings

White on dark background

100%

50%

Without circle and with long wings
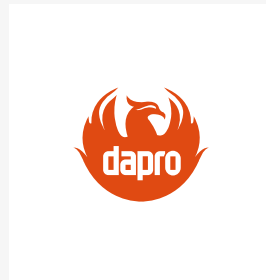
Correct logo placements

Correct logo variations

Incorrect logo usage

Black
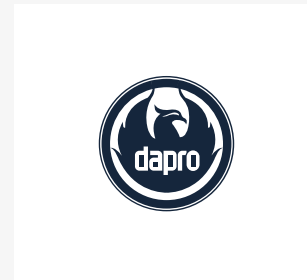
White on dark background
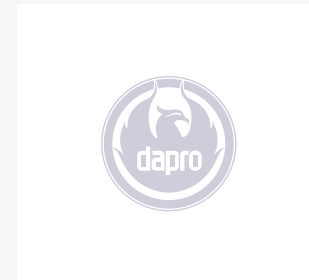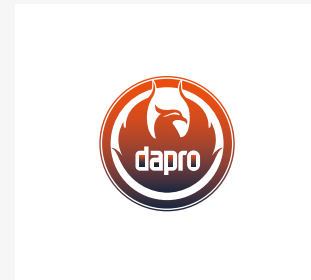
Do not crop wings

Do not merge wings with circle

Do not apply other colors

Do not apply effects

The wordmark always has to follow the guidelines regarding clear space. The wordmark may be centered horizontally or vertically within the placement area, or can be placed with the distance of the letter 'A' from the workmark.

The wordmark may never be tilted, skewed, stretched or altered.

The wordmark may only be placed on either white, black or the Dapro navy blue color, or a photo can be used as backdrop.

Ligned up withcorner, dark blue backdrop, white logo

Aligned to corner, white backdrop, dark blue logo

Vertically centered, white backdrop, dark blue logo

Horizontally centered, white backdrop, dark blue logo

Correct logo placements and usage

Incorrect logo placements and usage

Do not place without alignment

Do not place without clear space

Do not place without alignment

Do not use wrong backdrop color

Do not place slanted

Do not change proportions

The Dapro brand uses the Klavika font type to convey
text and messages.

Klavika condensed

The quick brown fox

The quick brown fox

Klavika condensed italic

The quick brown fox

The quick brown fox

Klavika

The quick brown fox

The quick brown fox

The quick brown fox

The quick brown fox

Klavika italic

The quick brown fox

The quick brown fox

The quick brown fox

The quick brown fox

The Dapro colors available for use are broken down between primary colors and secondary colors.

Primary colors

CMYK	0/0/0/0	White
RGB	255/255/255	
HEX	FFFFFF	
Pantone	N/A	

CMYK	0/0/0/0	Light grey
RGB	248/248/248	
HEX	f8f8f8	
Pantone	Cool Gray 1 C	

Secondary colors

CMYK	100/60/0/80	Dapro navy blue
RGB	0/35/61	
HEX	00233D	
Pantone	2965C	

CMYK	0/75/95/00	Dapro orange
RGB	255/89/0	
HEX	ff5900	
Pantone	Bright Orange C	

CMYK	91/79/62/97	Black
RGB	0/0/0	
HEX	000000	
Pantone	Black 6 C	

Color proportion

White

Light grey

Dapro navy blue

Dapro orange

Black
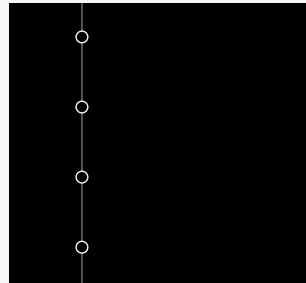
Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.

Our logo—whether it's the Dapro Phoenix mark in full color, single color, or the Dapro wordmark—forms the foundation of our visual identity.

We incorporate **graphic elements** to ensure brand recognition across all touchpoints.

Black dots with white stroke
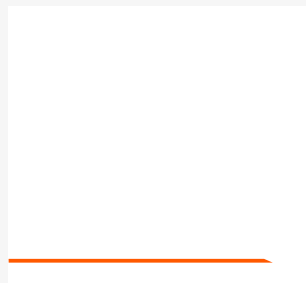

Black triangle with 70% opacity

Two black triangles with 50% opacity
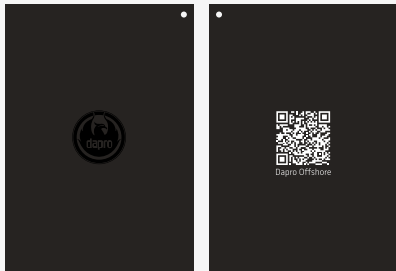

Dapro orange/black arrow

Dapro navy blue page header

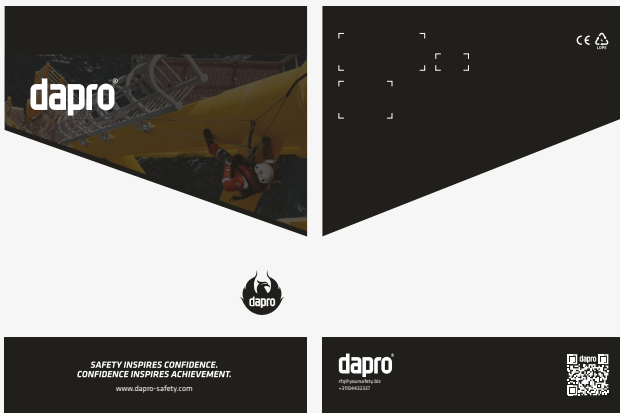

Dapro orange line slanted at side

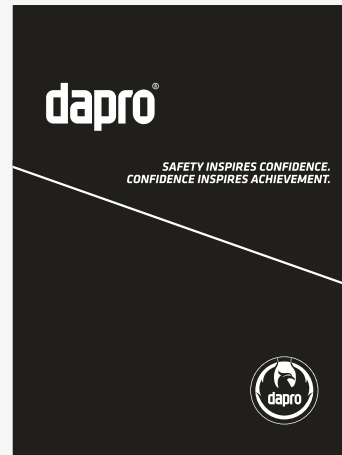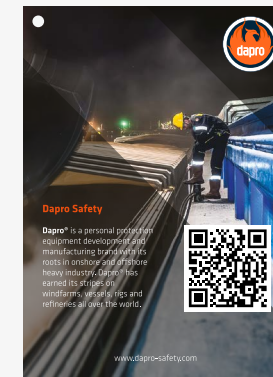Grey line slanted at sides

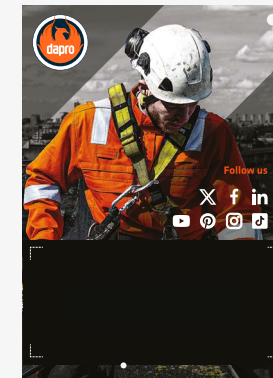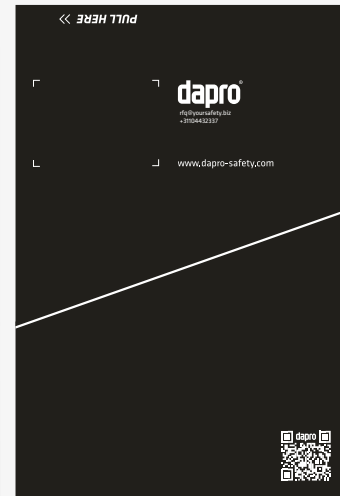platinum range

Platinum line slanted at side for Dapro Platinum Range
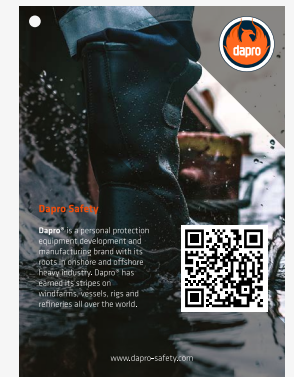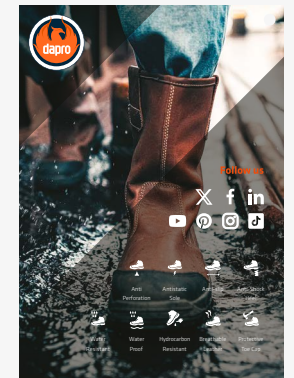
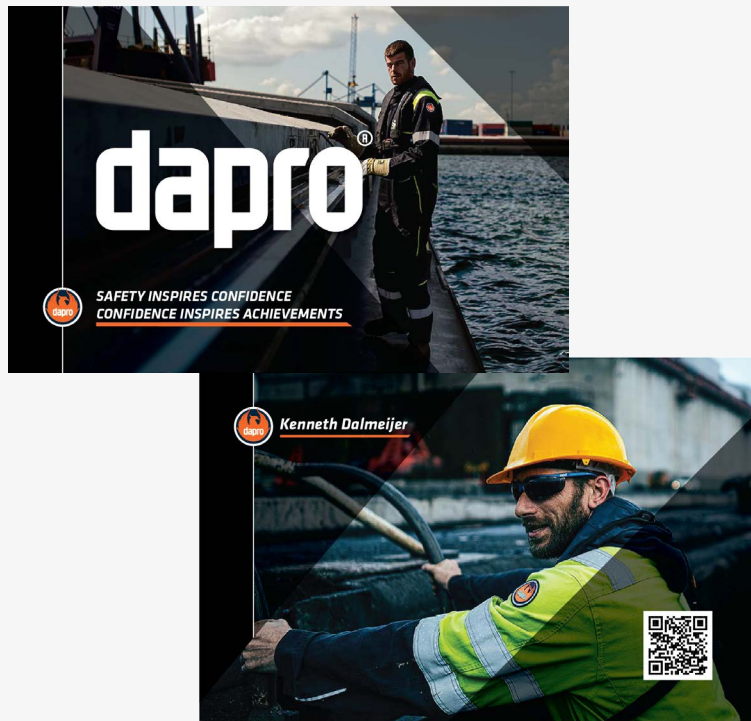Dapro Platinum Range footwear hangtag
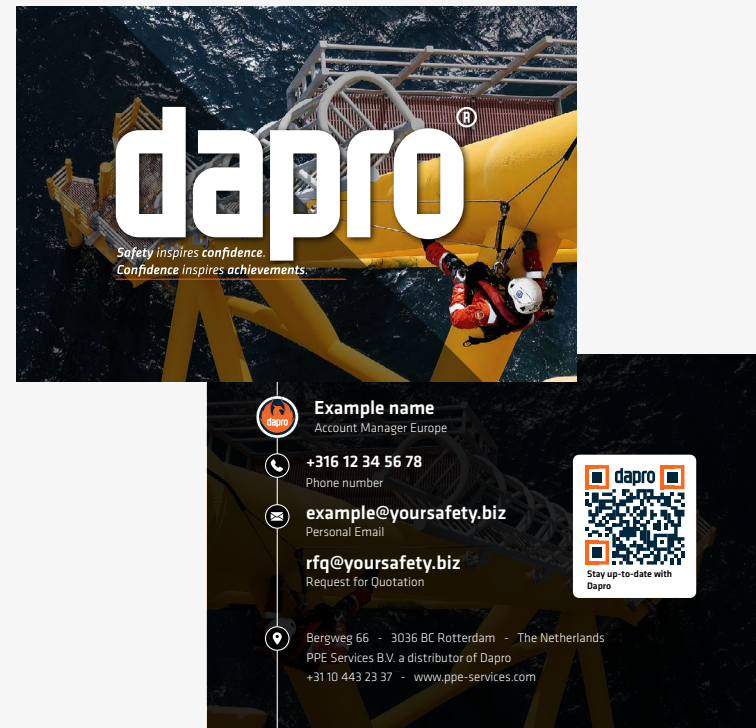

Dapro Platinum Range polybag

Dapro Platinum Range courier bag

Garment hangtag

Footwear hangtag

NFC business cards

Printed business cards

dapro

Safety inspires confidence.
Confidence inspires achievements.

www.dapro-safety.com

rfq@yoursafety.biz

CONTENTS

We are always striving to improve our products and to have the perfect design to ensure the safety and comfort of our clients. Follow us on our social media channels to stay up-to-date with our latest models!

Photography is essential for strong visual storytelling. We use a mix of action shots, natural posing, full product images, and detailed close-ups.

We prefer using photos provided by Dapro. For all photo usage, please follow the do's and don'ts below.

Show the whole subject
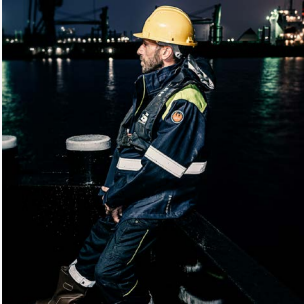
Keep right direction

Show Dapro logo

Keep the edit
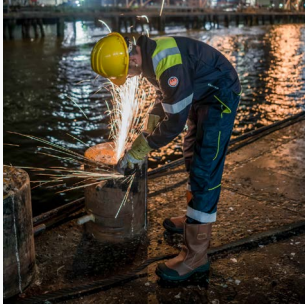
Show the whole subject

Show the whole subject

Do not crop the subject
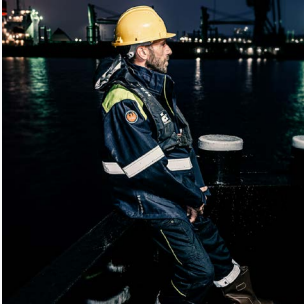
Do not flip, mirror or rotate

Do not crop Dapro logo

Do not over-edit

Do not show people who do not meet safety requirements
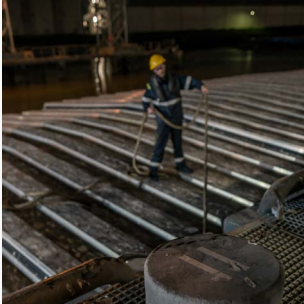
Do not show blurred subject

When creating a social media post make sure to **tag our correct account**, so online users can find us.

in /Dapro-Safety
⌾ @Dapro_Safety
f /DaproSafety
𝕏 @Dapro_Safety
▶ @DaproSafety
⌖ /Dapro_Safety
♪ @DaproSafety

The Dapro brand must be referred to on social media in the following ways:

Hashtags

Whenever you are creating a **social media post** that contains any **Dapro** garments or marketing you are **required** to use #Daprosafery and a selection of the **general hashtags** in a comment right under the post.

+

Along with the **general hashtags** it is **required** to add the **specific hashtags** as shown on the right based on the garments and/or subjects that are included in the social media post.

Other hashtags

If the photo contains any sort of related work, functionality or activities, find one or two corresponding hashtags and include them. See the example to the right.

General hashtags

#Daprosafety #safetywear #workwear #safety

### Garment category hashtags

Make sure to always include the garment category. Only use hashtags that are present in the photo.

#workwear #outerwear #safetyshoes #eyewear #safetyglasses #baselayer #gloves

Specific hashtags

Rope Access

#IRATA #ropeaccess #ropelife #workatheight #ropeaccesstechnician #roperescue #ppe #abseiling #offshore #offshorelife

Working Offshore

#job #workinghard #working #offshore #offshorelife #maritime #work

dapro_safety   ⋮

268 likes
dapro_safety   #dapro #daprosafety #safety #safetywear
                    #workwear #outerwear #footwear
                    #safetyfootwear #safetyshoes

View 250 comment

The post above includes the **general** Instagram hashtags, the **garment category hashtags** and the **footwear hashtags** because the post shows Dapro workwear/outerwear garments and footwear.

With other hashtags this post could include for example #reflective #hivis

Choose the aspect ratio that best first the picture you are posting.

Recommended sizes of the photos are given below and differ per social media platform.

Linkedin:

Recommended dimensions:

When creating a **LinkedIn** post make sure the dimensions are one of the following to ensure good quality.

Landscape: **1200**px by **627**px
Square: **1080**px by **1080**px

Instagram:

Recommended dimensions:

When creating an **Instagram** post make sure the dimensions are one of the following to ensure good quality. The posts shown on the grid will have the grid view of **1012**px by **1350**px.

Post: **1080**px by **1350**px
Story: **1080**px by **1920**px
Reel: **1080**px by **1920**px

Facebook:

Recommended dimensions:

When creating a **Facebook** post make sure the dimensions are one of the following to ensure good quality.

Post: **1080**px by **1350**px
Landscape: **1200**px by **630**px
Square: **1080**px by **1080**px
Story: **1080**px by **1920**px

X:

Recommended dimensions:

X will automatically crop the photo you are uploading if it is too high. If you are posting a high vertical photo, make sure the focus of the picture is in the middle. This way it will look better in online users feed.

When creating a **X** post make sure the dimensions are one of the following to ensure good quality.

Landscape: **1200**px by **627**px
Post: **1080**px by **1350**px
Square: **1200**px by **1200**px

YouTube and TikTok

Recommended dimensions:

When creating a **YouTube** or **TikTok** video make sure the dimensions are one of the following to ensure good quality.

Video: **1920**px by **1080**px
Shorts: **1080**px by **1920**px

Pinterest:

Recommended dimensions:

The optimal dimensions for **Pinterest** is **735**px by **1102**px.

Besides the use of the optimal dimensions, one of the following dimensions are also allowed to ensure good quality.

Post: **1080**px by **1350**px
Landscape: **1200**px by **630**px
Square: **1080**px by **1080**px
Video: **1080**px by **1920**px

It's essential that influencers represent Dapro
in a way that reflects our brand's core values.
Influencers should focus on real-world applications,
demonstrating how our products perform. A strong,
well-aligned collaboration ensures that the right
audience sees Dapro as the ultimate choice for safety
and performance.

Influencers wearing Dapro

> Should mention that they are wearing Dapro

> Should use the correct tag per social media platform

> Are required to use the hashtag #Daprosafety and ideally a
  selection of the hashtags on the tagging and hashtags page

> Are required to invite us as a collaborator for posts on
  Instagram, if the rights for music allow it
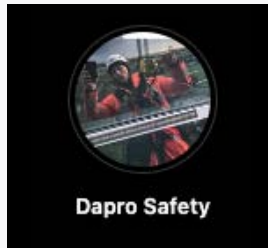
See an example of one of our influencers below
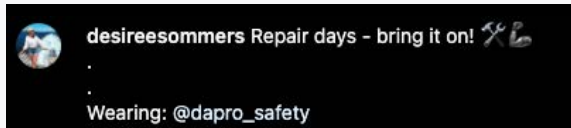
The Dapro marketing team is allowed to reshare the influencer's
post on other social media platofmrs to maximize our reach.

Stories

> Influencers will create a highlight reel on their Instagram
  account named "Dapro Safety" and add all stories made by
  the influencer that promote us to this reel.

> Influencers will promote every single promotional post for
  Dapro, whether it is a video or photo, in their story.

See an example of one of our influencers below

Quantity

> Influencers will try to divide the posts properly

See an example of one of our influencers below
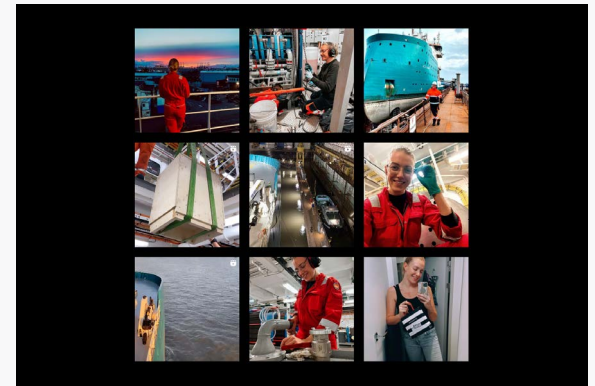
> Influencers will try to divide the promotional posts in the
  following way: 40% of the content will be posed with focus
  on the garments or footwear, the other 60% will not be
  posed and more focused on their work and activities so the
  content looks more natural than promotional.

> Influencers will attempt to post at least 50% of the total
  promotional content as photos and at least 25% as videos.

There are some guidelines to creating content with

Dapro products we would like you to follow

Dapro phoenix mark

Most Dapro garments have a phoenix rubber badge (or heat seal) placed on the left sleeve. Try to make sure it can be seen in the content at least for a bit.

Posing

Most content is, ofcourse, posed. However we would like to divide them into two seperate categories.

Natural working

Focus is more on the work or activity the influencer is doing. These photos or videos look more natural in their environment; working hard or having fun (depending on the activity).

Preferably 60% of content

@desireesommers

True posing

Focus is more on the garment or shoes the influencer is wearing. Made to see the whole product and show as much as possible.

Preferably 40% of content

@becca_taylor25

The kind of content that most aligns with the influencer's account, style and subjects always remain the most important. The content should feel natural and not forced.

Example

Our logo is on screen, Alex is showing how he stuffs ropes in a bag while his goal always has been educating people about all things related to rope access.

@theropeaccesschannel