



**Sherard Design**

*Visual Identity*



## **Digital Technology Group**

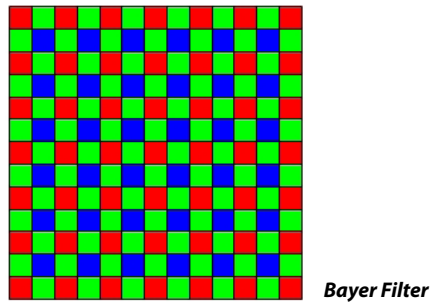
*Inkjet Supplies | Digital Photography | Giclée Solutions*

Trademark is overpowered by the arrows circling the 'dtg'.

The three arrows represent continuing "Systems, Supplies, Support".

The lower case characters and their placement don't work to represent the company in that they don't have a high-tech feel to them, nor do they seem very 'special'. The block that the type rests on works to represent a digital "bit" - and the color seems a little 'standard'.

Our design follows on page 3; the pages that follow that are our preliminary and abandoned designs - in reverse order (last page is where we started).



## **R G B - the basis for digital color**

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The main purpose of the RGB color model is for the sensing, representation, and display of images in electronic systems.

### **Bayer Filter**

The Bayer pixel format is used by most CCD cameras to sample red, green and blue colors using different color sensors. These color sensors then produce an image that has the red, green and blue colors interlaced around each other.

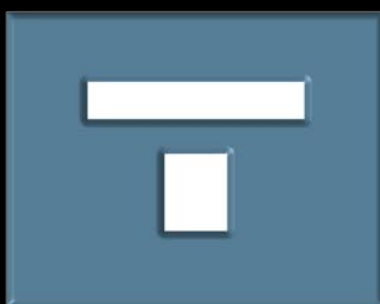


## Digital Technology Group

By taking the blocks from the Bayer Filter we are using graphic elements that relate to the business of DTG - digital color. By using three of those blocks, we not only create a dignified home for our monogram, we subtly connect to the three colors: RGB. The three blocks also work to support the idea of the three services in the tagline; Systems > Supplies > Support.

The typeface 'Gunship' was used as a base, but has been hand-modified to create a visual identity that is unique, clean, strong, bold and balanced with a strong sense of order. The T has been customized to match the other characters and to add 'speed' to the design. It will be easily reproduced and will not only represent the company but hint to the business they're in.

The spacing of the blocks and characters add importance (*as do the use of only upper case/capital letters*) to each of the individual elements. The metallic steel blue is corporate with a bit of an 'edge' to it, not a standard 'out-of-the-box' blue.

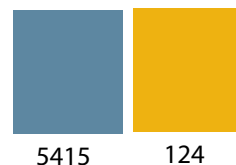


D I G I T A L   T E C H N O L O G Y   G R O U P



**SYSTEMS > SUPPLIES > SUPPORT**

Supporting type and colors work just as well on black as they do on white.



D I G I T A L   T E C H N O L O G Y   G R O U P



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Embossed version of the design adds a sense of permanence.





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The typeface 'Galant' was used as a base, but has been hand-modified to create a visual identity that is unique, clean, strong, bold and balanced with a strong sense of order. The D and G are actually mirror images of each other, which relates to the printing aspect of the business (*negative and positive - plates vs. printed piece*). The T has been customized to match the other characters and to add 'speed' to the design. It will be easily reproduced and will not only represent the company but hint to the business they're in.

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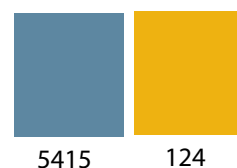
DTG ; Galant,  
second choice

D I G I T A L   T E C H N O L O G Y   G R O U P



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D I G I T A L   T E C H N O L O G Y   G R O U P



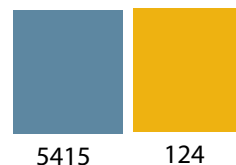
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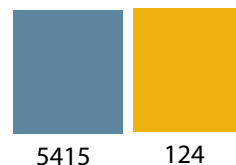
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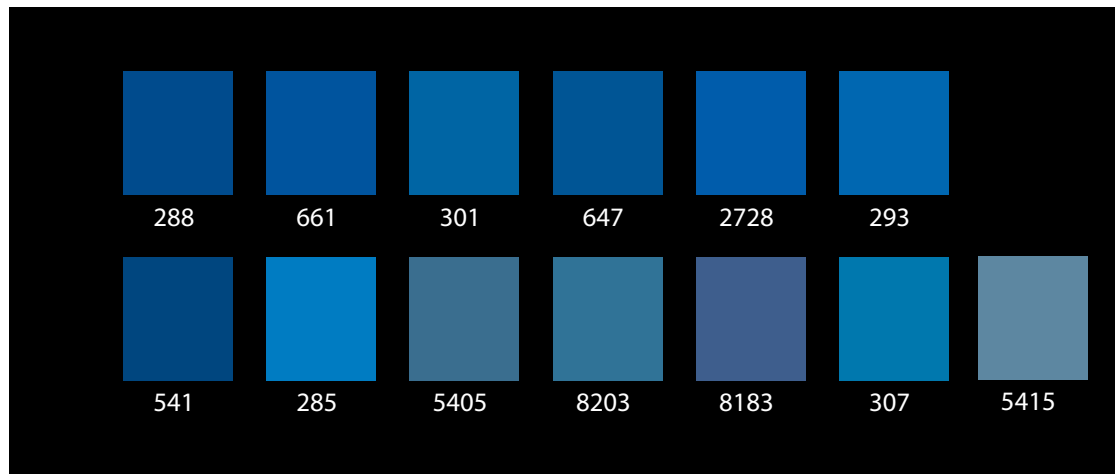
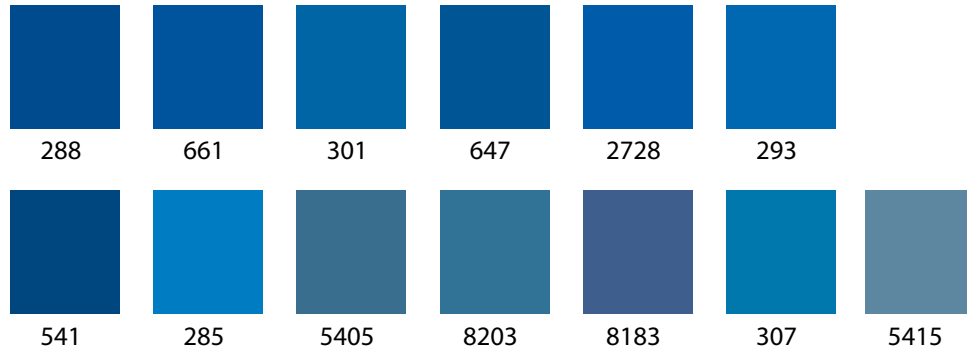
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Gunship

5415

D has been modified to match  
upstroke of G

Bank Gothic

G has been modified

124

Galant

D is an inverted G

Anna

D is an inverted  
modified G



Carving a triangle out of the background works as a pointer to the company on this possible web banner.  
It also makes a subtle reference to the frame on a 4 x 5 transparency.



DTG should be the headline/identity on the site, even though dtgweb.com is the url.



product outline / blueprint will help create a high-tech appearance



D I G I T A L   T E C H N O L O G Y   G R O U P

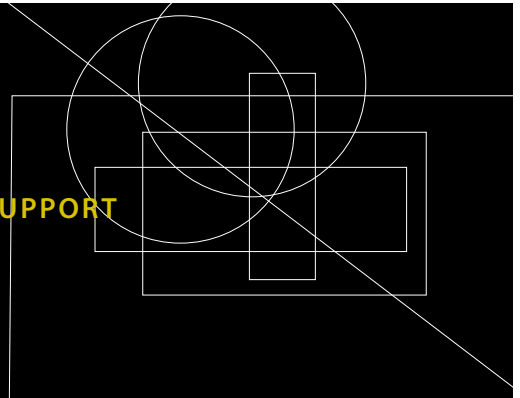


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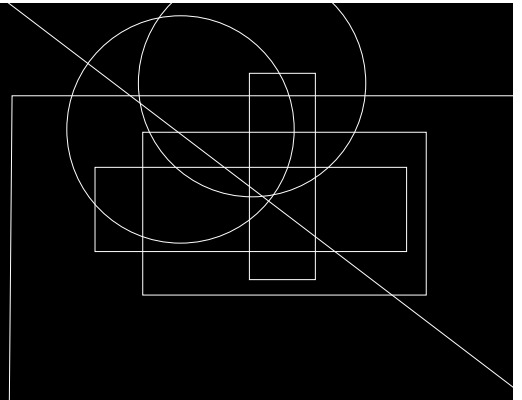


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DIGITAL TECHNOLOGY GROUP

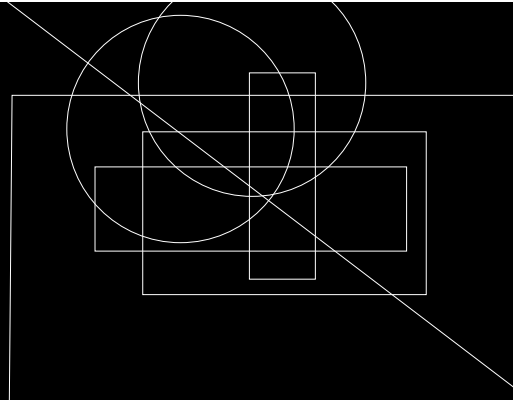


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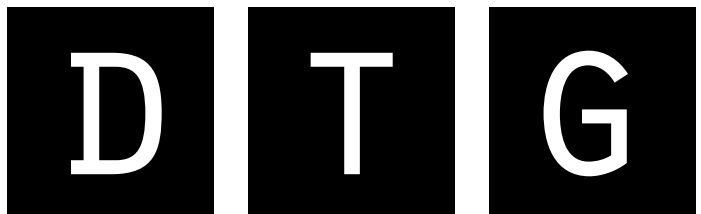
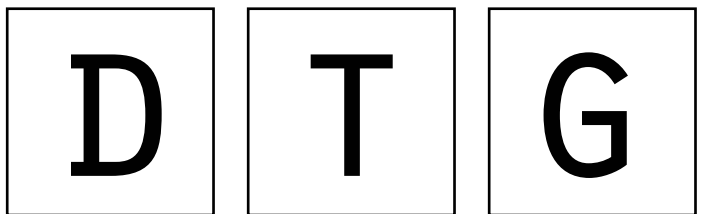
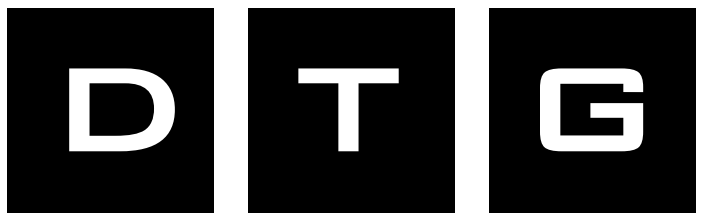
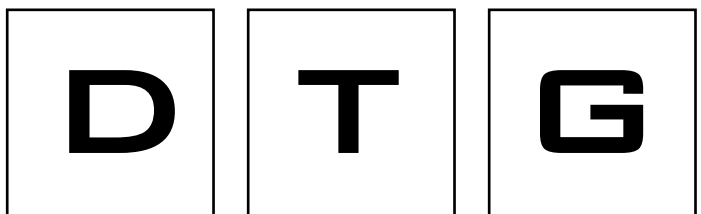
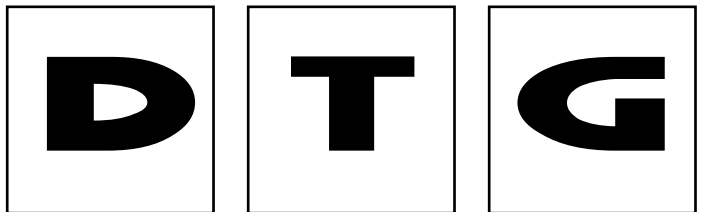
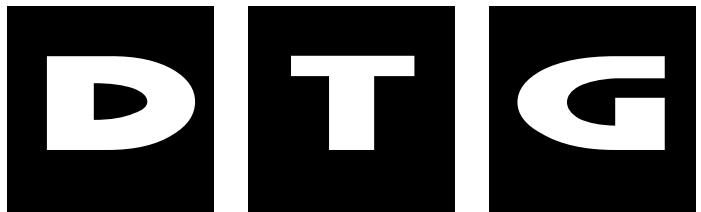
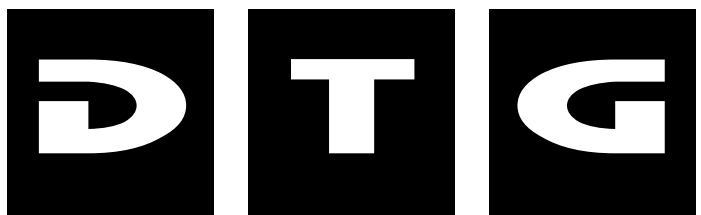


SYSTEMS > SUPPLIES > SUPPORT



SYSTEMS > SUPPLIES > SUPPORT





**DTG** dtg

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A few companies with similar names and a few competitors websites

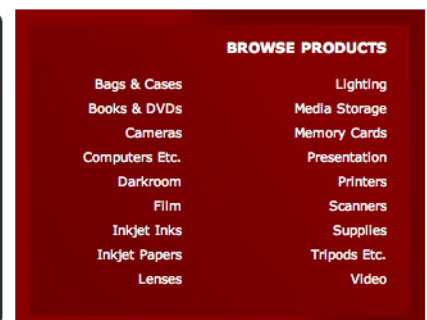


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