

# Ditto

## MODELS

### BRAND GUIDELINES

## MISSION STATEMENT

**At Ditto Models, we are dedicated to redefining the modelling industry by celebrating individuality and championing diversity. Our mission is to connect exceptional talent with global opportunities, delivering excellence to clients while fostering an environment where models feel empowered, valued, and inspired to thrive.**

## OUR VALUES

1

### **Diversity and Inclusion**

We embrace uniqueness and represent a spectrum of identities, cultures, and talents, ensuring the industry reflects the world we live in.

2

### **Integrity**

Trust, transparency, and ethical practices are at the heart of everything we do, from how we treat our models to our relationships with clients.

3

### **Innovation**

We stay ahead of industry trends, using fresh ideas and modern approaches to connect talent with opportunities that push boundaries.

4

### **Empowerment**

We strive to nurture our models, equipping them with the confidence and resources to succeed both professionally and personally.

5

### **Excellence**

Committed to quality and professionalism, we aim to deliver outstanding results and build long-lasting relationships with our clients and models alike.

## BRAND PERSONALITY



### **Authentic**

Genuine and down-to-earth, Ditto Models values real connections and honest communication.



### **Sophisticated**

Polished and professional, reflecting high standards and a refined approach.



### **Approachable**

Friendly and welcoming, making every interaction feel personal and positive.



### **Bold**

Fearlessly championing new talent and setting trends in the modelling industry.



### **Progressive**

Forward-thinking and adaptable, always moving with the times and encouraging growth.



### **Resilient**

Adaptable, steadfast, and confident in overcoming challenges within a dynamic industry.

## LOGO TYPOGRAPHY

# Ditto

**Font Name:** Croissant one

**Font Weight:** Regular

**Font Case:** Title case

**Letter Spacing:** -4%

**Google Font:** <https://fonts.google.com/specimen/Croissant+One>

# MODELS

**Font Name:** Lexend

**Font Weight:** Regular

**Font Case:** Uppercase

**Letter Spacing:** 18%

**Google Font:** <https://fonts.google.com/specimen/Lexend>

# Ditto

## MODELS

## LOGO CLEARSPACE

To ensure clarity and impact, a minimum area of clearspace must surround the Ditto logo. This space acts as a protective buffer, keeping the logo free from distractions.

### Defining White Space

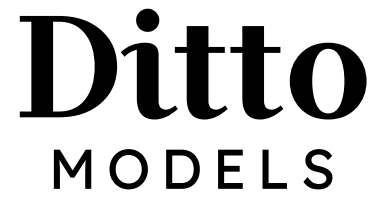
The white space is measured using the "O" from the Ditto logo. Ensure this "O" unit is applied consistently around all sides, with no text, images, or graphics encroaching on it.

### Why It Matters

- **Clarity**  
Ensures the logo is legible and prominent.
- **Consistency**  
Upholds a cohesive, professional brand image.
- **Focus**  
Keeps the logo as the design's focal point.

Always maintain this minimum white space to preserve the logo's integrity across all applications.





**Ditto**  
MODELS

Main Logo



Square Logo



Initial Logo



Titled Square Logo



**Ditto**  
MODELS

Main Logo



**Ditto**  
MODELS

Square Logo



**DM**

Initial Logo



PRESENTED BY  
**Ditto**  
MODELS

Titled Square Logo

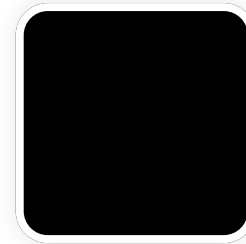


## PRIMARY COLOURS

The primary colour palette for Ditto Models is minimalist and timeless, reflecting the brand's sophistication and versatility. The colours consist of white, black, and grey, creating a clean and modern aesthetic that aligns with our commitment to elegance and professionalism.

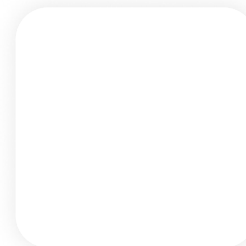
This palette ensures that Ditto Models' branding remains adaptable and effective across all mediums, from digital platforms to print materials.

### BLACK



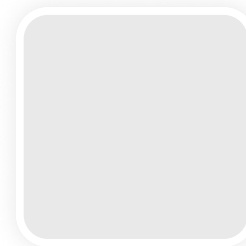
C: 0      R: 0  
M: 0      G: 0  
Y: 0      B: 0  
K: 100    # 000000

### WHITE



C: 0      R: 255  
M: 0      G: 255  
Y: 0      B: 255  
K: 0      # FFFFFFFF

### GREY



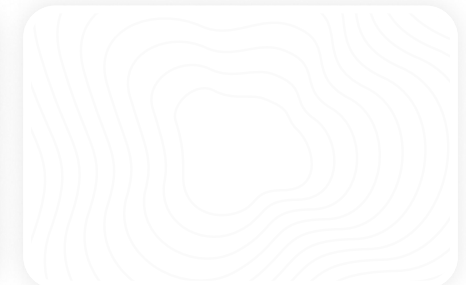
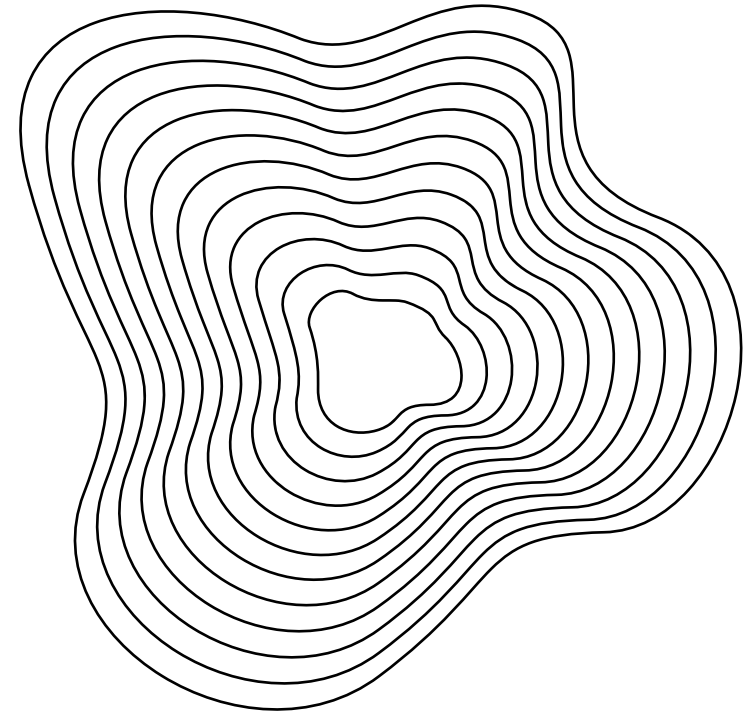
C: 0      R: 233  
M: 0      G: 233  
Y: 0      B: 233  
K: 9      # E9E9E9

## PATTERN

The Ditto Models pattern is a versatile element that can be used to add visual interest and depth to our branding materials. It can be applied in various ways, from subtle background patterns to bold accents.

### Key guidelines for using the pattern:

- **Colour**  
The pattern should always be used in black and white to maintain consistency with the brand's minimalist aesthetic.
- **Suggested use**  
White pattern on black background - 10% opacity.  
Black pattern on white background - 2% opacity.
- **Placement**  
Consider using the pattern as a background element, overlay, or as a border.
- **Combination**  
The pattern can be combined with the logo or other brand elements to create visually engaging designs.

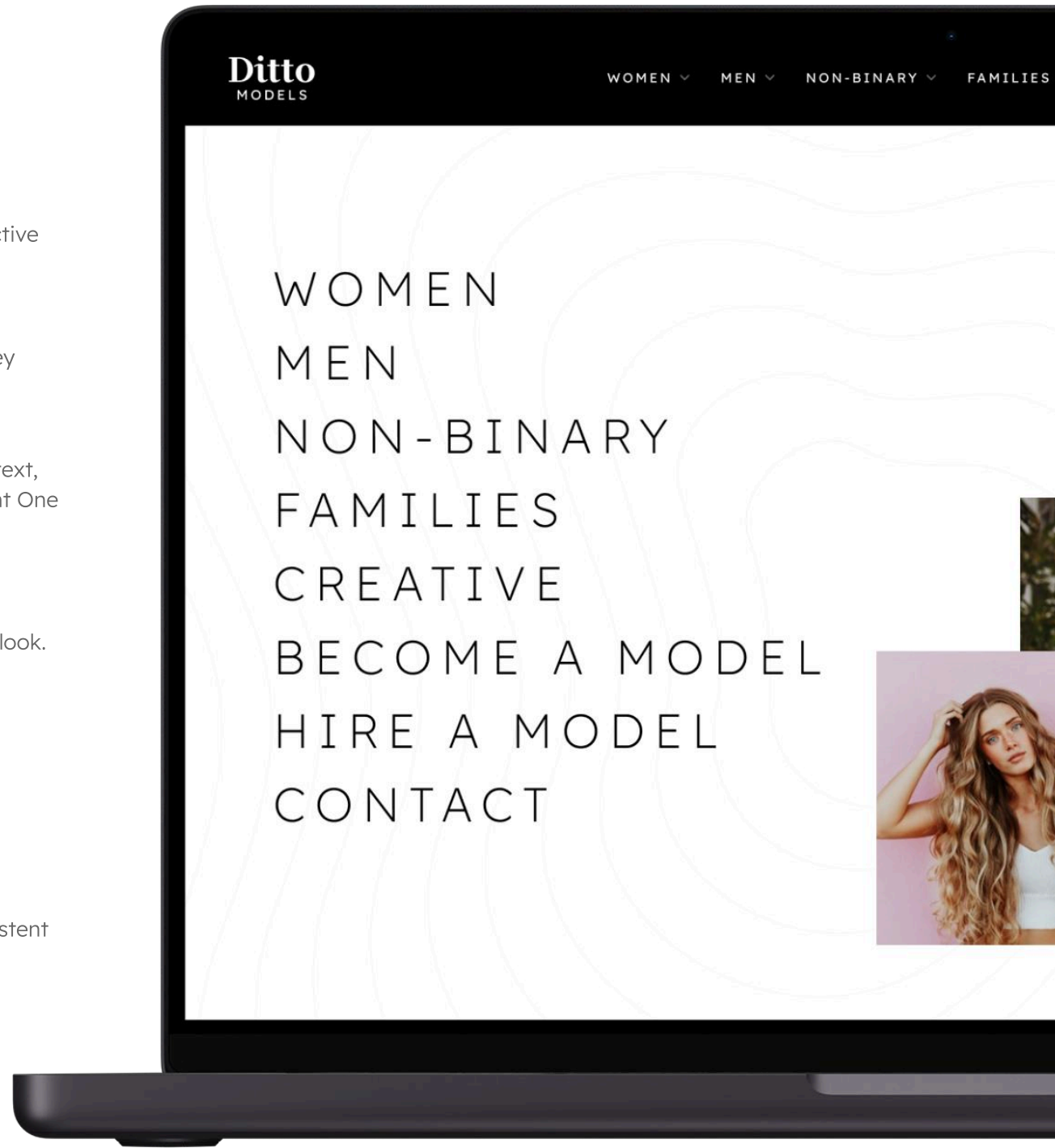


## WEBSITE

For the Ditto Models website, consistency is key to maintaining a strong and recognisable brand presence. The following guidelines ensure that the brand's visual identity is clear, cohesive, and effective across all web platforms.

- **Logo Usage**  
Display the Ditto Models logo clearly on the homepage and key pages, ensuring legibility on both light and dark backgrounds.
- **Typography**  
Use Lexend for all text, including headings, menus, and body text, maintaining consistent font sizes throughout the site. Croissant One is reserved for the brand logo only.
- **Colour Palette**  
Stick to the primary colours—white, black, and grey—for text, backgrounds, and accents, ensuring a clean and professional look.
- **Imagery**  
Use high-quality images that align with the brand's values of diversity and sophistication, avoiding distractions.
- **Consistency**  
Keep design elements uniform across all pages to maintain a cohesive brand experience.

These guidelines ensure Ditto Models' online presence stays consistent with our brand identity.



## WEBSITE TYPEFACE

Use Lexend for all text, including headings, menus, and body copy, ensuring consistent font sizes across the site.

# Lexend

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

- **Headings**

Use Medium weight for clear emphasis.

- **Menu Titles**

Use Regular weight for balance and readability.

- **Body Copy & Large Navigation Menus**

Use Extra Light weight for a clean, minimal appearance.

Font size: 30px | Line height: 120%

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# Heading 1

Font size: 28px | Line height: 120%

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## Heading 2

Font size: 24px | Line height: 120%

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### Heading 3

Font size: 22px | Line height: 120%

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#### Heading 4

Font size: 20px | Line height: 120%

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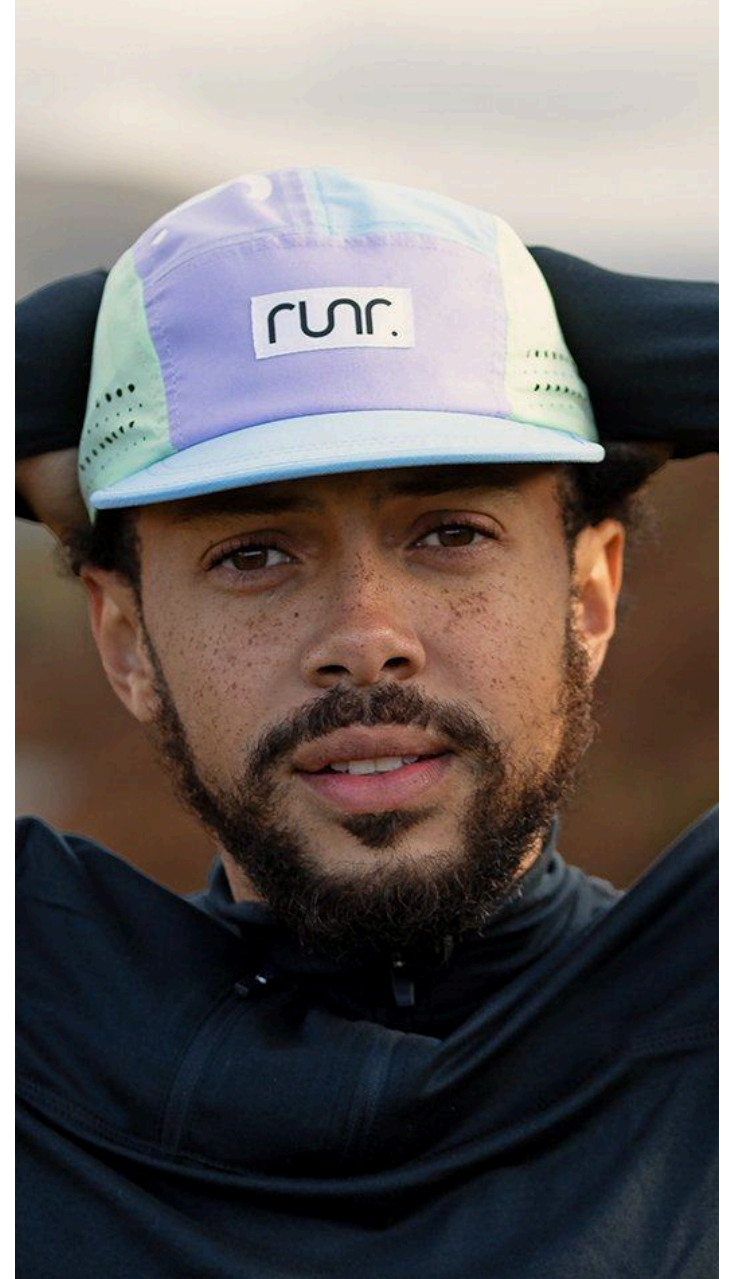
##### Heading 5

Font size: 18px | Line height: 120%

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###### Heading 6











## WATERMARK

The watermark should feature the 'Initial Logo' variation to maintain brand consistency.

- **On dark images:**  
Use the white version of the Initial Logo at 20% opacity.
- **On light images:**  
Use the black version of the Initial Logo at 10% opacity.

This palette ensures that Ditto Models' branding remains adaptable and effective across all mediums, from digital platforms to print materials.

