



IMAGINE WHAT'S POSSIBLE

BRAND POSITIONING

With the most extensive selection of quality products, inspired designs, unsurpassed service and trusted attention to every detail, only Daltile provides the confidence to design, build and enjoy the spaces in which we live, work and play, inviting customers and homeowners to experience the extraordinary every day.

TONE OF VOICE

Upbeat and confident, the Daltile brand voice is approachable and conversational, sharing excitement for the ways our products help homeowners and professionals to create inspiring spaces. Our tone reflects our knowledge and experience as an industry leader with messages that are descriptive yet down to earth. We take every opportunity to showcase how Daltile's array of products and our "above and beyond" customer service impacts our customers' emotions and makes their everyday experiences extraordinary. We invite homeowners and professionals to imagine what's possible and then inspire and empower them to create it.

PRIMARY COLOR PALETTE

PANTONE 186C

PANTONE 405C

FONTS

Geometria Regular

1234567890 !@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY / ACCENT COLOR PALETTE

PANTONE 144C

PANTONE 7459C

PANTONE 443C

PANTONE 7490

PANTONE 160

Geometria Light

1234567890 !@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



WITH TAGLINE

PANTONE 186C + 405C



PANTONE 405C



100%K



WITHOUT TAGLINE

PANTONE 186C + 405C



PANTONE 405C



100%K



REVERSED



daltile®

IMAGINE WHAT'S POSSIBLE



daltile®

IMAGINE WHAT'S POSSIBLE



daltile®



daltile®

LOGO & TAGLINE SIZE PARAMETERS

The Daltile logo and tagline must be clear of any obstacles. Use the height of the logomark as reference for amount of undisturbed space.



The tagline is shown as part of the primary logo at all times with the exception of small size restrictions (smaller than .25") or otherwise approved occasions.



TAGLINE RELATIONSHIP TO LOGO

The horizontal x height between the logo and tagline must match the tagline x height. The width of the space between the logomark and the logotype must match the tagline x height. The left edge of the tagline must line up with the left edge of the logomark, while the right side of the tagline must line up with the right edge of the "e". Always display the tagline as shown beneath the Daltile logo.

TAGLINE USAGE

1. Memos and forms will use the Daltile logo with tagline.
2. All merchandising tools will use the Daltile logo with tagline.
3. Signage will use the Daltile logo without tagline.

