

## How to use the delodi Logo

To establish the full identity of our brand, the logo should be used in its official, unaltered official form, i.e., do not stretch, change colors, enlarge to the point of pixilation, manually type the letterforms, or otherwise modify the logo.

The delodi logo includes the logomark combined with the logotype.

The primary color is:

RGB (74 | 144 | 226)

CMYK (67/36/0/11)

HEX (#4A90E2)

If you use it on different background colors, make sure the background of the logo file is transparent and the contrast is high enough.

### **Small sizes**

To maintain full legibility, never reproduce the logo at heights smaller than 0.5cm tall for print and 30 pixels tall for digital. There is no maximum size limit.

### **Clear space**

Allow the logo room to breath and maintain an appropriate amount of clear space around it.

There should be at least half of the height of the logomark as clear space around the delodi logo.

### **Different logos**

#### **Primary logo**

The vertical aligned logo is for primary use. The clear space is defined above.

#### **Stacked logo**

Do not change the alignment of the stacked logo or de-/increase space between logomark and logotype. The stacked logo should have a clear space around it, which is as big as the ascenderline of the logotype. You can take the height of the "l" in "delodi" as reference.

#### **Icon**

There is also the possibility to use only the logomark. The clear space around it should be at least the radius of the blue outer circle.