



Correct use of the DEElogo

Logo usage, whether in Print, Broadcast or On-Line, must follow these principles.

DEEinc.
customer.service@deeinc.ca

Logo Usage - Preferred Presentation

Full-Colour (Print, Broadcast, On-Line)

DEEblue, DEEgrey with DEEwhite are the only approved Colours for the Logo.

Background Colour must NOT be a DEE Colour other than DEEwhite or another Light Background.



Alternate Usage

Full-Colour (Print, Broadcast, On-Line)

DEEblue, DEEgrey with DEEwhite are the only approved Colours for the Logo.

Background Colour must NOT be a DEE Colour other than DEEblack or another Dark Background.



Protection Clear Space

To heighten visual impact, the Logo must always be surrounded by a Protection Clear Space equal to the height of the "inc." in the DEElogo. This Space must remain free of all Text, Graphics and any other Visual Elements.

Minimum Size

To ensure the Legibility of the Logo in all applications, a Minimum Size has been established. It is determined by the Width of the Logo from Left to Right, which should never be less than 1".



Common Misuses

- **Do not** use the DEElogo in a sentence.
- **Do not** change the size of the Letters within the DEElogo.
- **Do not** use any Colour combinations that are not approved.
- **Do not** use Outlines, Glows or Drop Shadows.
- **Do not** change the aspect ratio of the Brandmark.

Corporate Colours

DEEblue

Pantone: 654 (C, U, M)
Process: 100C, 67M, 0Y, 37K
HTML/RGB: 00, 61G, 120B

DEEblack

Pantone: Black (C, U, M)
Process: 0C, 0M, 0Y, 100K
HTML/RGB: 00, 00, 00

DEEgrey

Pantone: Cool Grey 9 (C, U, M)
Process: 0C, 1M, 0Y, 51K
HTML/RGB: 147R, 149G, 152B

DEEwhite

Pantone: Opaque White (C, U, M)
Process: 0C, 0M, 0Y, 0K
HTML/RGB: 255R, 255G, 255B

Corporate Fonts

Primary Font is Myriad Roman (Text in DEElogo). Secondary Font is ITC Franklin Gothic

If the Corporate Name is used in Text Format then the "UPPER-CASE" Attribute MUST be applied to read as "DEEinc." Text must be Black, White or 1 of the Corporate Colours.