



## Correct use of the DEElogo

DEEgroup  
info@deegroup.ca

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

## Logo Usage - Preferred Presentation

Two Colour (Print, Broadcast, On-Line)

DEEbrown with DEEwhite are the only approved Colours for the Logo

Background Colour must be DEEwhite



## Alternate Usage

Two Colour (Print, Broadcast, On-Line)

- The Logo must be DEEbrown & DEEwhite on DEEwhite or a Light Background
- The Logo must be DEEbrown & DEEwhite on DEEblack or a Dark Background

One Colour (Print, Broadcast, On-Line)

- The Internal Components of the DEElogo must be DEEbrown or DEEblack on a White or Light Background
- The Internal Components of the DEElogo must be DEEwhite on a Black or 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 "D" in the DEElogo. This Space must remain free of all Text, Graphics and any other Visual Elements.

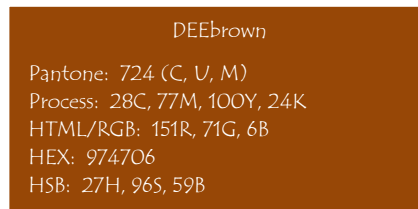
## Minimum Size

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".

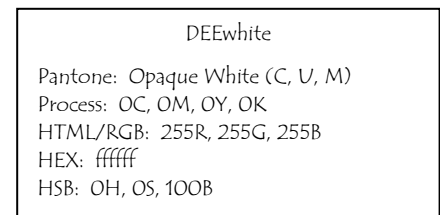


## Common Misuses

- 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

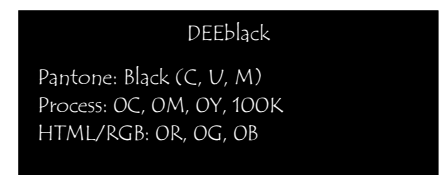


## Corporate Colours



## Corporate Fonts

Primary Font is Tempus Sans ITC (Text in DEElogo)



If the Corporate Name is used in Text Format then the UPPER-CASE Attribute MUST be applied to "DEE" to read as "DEEgroup"

Text must be 1 of the DEE Colours