



Correct use of the DEEfashions Logo

DEEfashions
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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 DEEfashions Logo. 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 DEEfashions Logo in a sentence
- Do not change the size of the Letters within the DEEfashions Logo
- 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

DEEbrown

Pantone: 724 (C, U, M)
Process: 28C, 77M, 100Y, 24K
HTML/RGB: 151R, 71G, 6B
HEX: 974706
HSB: 27H, 96S, 59B

DEEwhite

Pantone: Opaque White (C, U, M)
Process: OC, OM, OY, OK
HTML/RGB: 255R, 255G, 255B
HEX: ffffff
HSB: 0H, 0S, 100B

Corporate Fonts

Primary Font is Tempus Sans ITC (Text in DEE fashions Logo)

DEEblack

Pantone: Black (C, U, M)
Process: OC, OM, OY, 100K
HTML/RGB: 0R, 0G, 0B

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

Text must be 1 of the DEE Colours