

DEAKO

Logo usage guidelines

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Colors



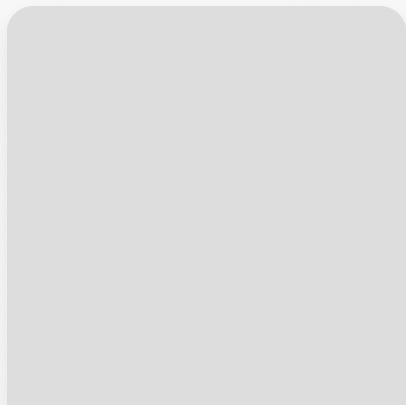
#45B0C2



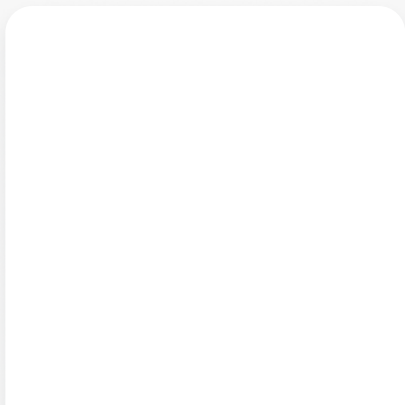
#272E37



#454F5B



#DDDDDD



#FFFFFF

Typography

Fonts Used

Aa Poppins

Download: fonts.google.com/specimen/Poppins
Poppins Semi-Bold (600)
Poppins Bold (700)

Aa Lato

Download: fonts.google.com/specimen/lato
Lato Regular (400)
Lato Bold (700)
Lato Black (900)

Font Styles

Poppins 40pt Bold

Header 1

Poppins 21pt Semibold

Header 2

Lato 17pt | Bold

Header 3

LATO 12PT BLACK 12% LETTER SPACING ALL CAPS

Header 4

Lato 21pt Bold

Body Large

Lato 17pt Regular | Bold

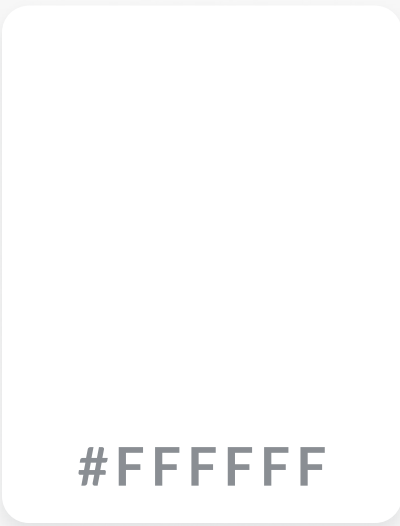
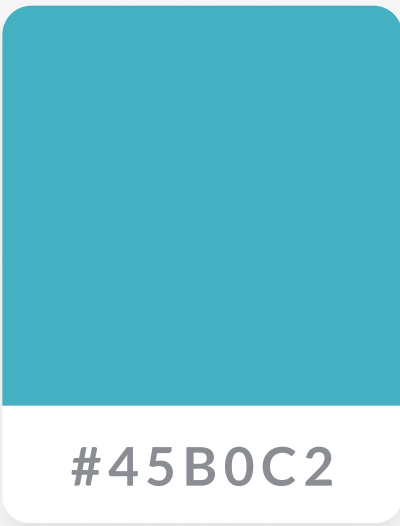
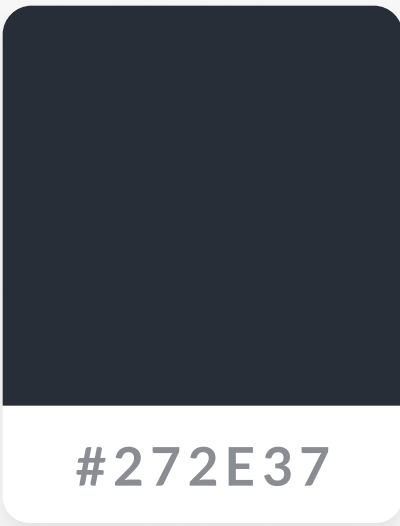
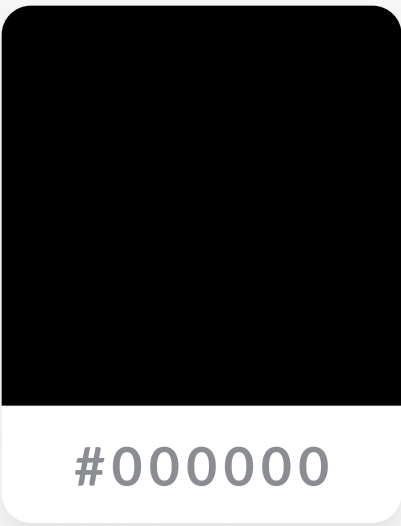
Body

Lato 14pt Regular | Bold 22 Line spacing 10 Paragraph spacing

Body Small

Logo usage guidelines

LOGO COLORS



LOGO USAGE

COLOR / LIGHT BACKGROUND



COLOR / DARK BACKGROUND



WHITE / COLOR BACKGROUND



BLACK



COLOR



Logo usage guidelines cont.

EXCLUSION ZONE

The logo and the icon's exclusion zone is equal to the height of the icon (marked as x in the diagram).



SIZE LIMITS

- The logo must be 30px or more in width.
- There is no maximum size for the logo as long as the file is a vector (.svg) and not a rasterized image (.png or .jpg)

Logo usage guidelines cont.

LOGO MISUSE

YES

Overlay logo on solid-colored background.



YES

Overlay logo on image with adequate contrast.



NO

Do not overlay logo on image with inadequate contrast.



NO

Do not change the logo color outside of Deako colors.



NO

Do not alter the transparency of the logo.



NO

Do not use too small of a logo for the use.



NO

Do not outline the logo.



NO

Do not distort or warp the logo in any way.



NO

Do not overlay the logo on patterned background.

