



BRANDING  
**GUIDELINES**

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# Logo Guidelines

## Use of color and the Data ED logo

When using the Data ED logo, there are two primary colors that should be used whenever possible – PMS 282 and PMS 193. When used in four-color process, RGB or Hex, please refer to the process equivalents listed below.

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**These color systems attempt to reproduce an equivalent color, they will not match exactly. RGB and CMYK are dependent on the end device and color calibration of such devices often varies greatly.**  
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## Primary Logo



## Primary Colors

**Pantone® 282**

C | 100 M | 090 Y | 013 K | 068

R | 004 G | 030 B | 066

HEX | #041E42

**Pantone® 193**

C | 002 M | 099 Y | 062 K | 011

R | 191 G | 013 B | 062

HEX | #BF0D3E

# Logo Usage Guidelines

## Use of the logo on backgrounds

When using the Data ED logo, it is best to use the positive form. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

Another acceptable color option is to reverse the logo out to white on darker backgrounds and images.

The logo can appear in black only for black-and-white and grayscale scenarios.

**Special consideration must be given to the paper and print quality when choosing the appropriate version of the logo. The goal is maximum clarity and contrast. When the logo is used on color backgrounds, a judgment must be made to ensure the colors do not clash or lose contrast.**



## Logo clear zone

A clear zone is defined by the height of the icon being used. This is the minimum space that should be maintained around the logo at all times. No other elements, such as graphics or text, should intrude within this area.



## Minimum logo size

The logo should not be reproduced in sizes smaller than those outlined below. Color logo and positive logo minimum sizes are smaller than reversed logo or white logo minimum sizes.



Color Version (CMYK and PMS) *minimum size*



One-Color Version (black) *minimum size*



Logo in Reverse *minimum size*

## Incorrect Usage of the Logo

Correct use of the Data ED logo is vital to maintaining brand integrity. To the right are several common ways that the logo could be improperly used.



**DON'T** resize individual logo elements.



**DON'T** stack individual logo elements.



**DON'T** recolor the logo elements.



**DON'T** distort the logo.



**DON'T** skew or bend the logo in any way.



**DON'T** rotate the logo.