

DEKOL Brand Guidelines

Logo Usage

Available Formats:

- SVG: Vector format for web and print (recommended)
- PNG: Raster format for specific use cases

Logo Variations:

- White Logo: Use on dark backgrounds
- Red Logo: Use on light backgrounds

Color Palette:

- Primary Red: #EF4444 (rgb(239, 68, 68))
- White: #FFFFFF
- Black: #000000

Minimum Size:

- Minimum width: 80px for digital use
- Minimum width: 20mm for print use

Clear Space:

Maintain clear space around the logo equal to the height of the "D" in DEKOL.

Don'ts:

- Don't stretch or distort the logo
- Don't use on backgrounds with insufficient contrast
- Don't modify the colors
- Don't add effects or shadows

Contact:

For brand usage questions, contact: brand@dekol.io