



deemaze

brand guidelines

Logo

This is our logo main version.

The space between the icon and the wordmark is equal to the counter space in the 'a' from 'deemaze'.
The wordmark's typeface is Prime and no other should be used alongside our icon.



Secondary versions

Give priority to the main version.

If necessary, the icon may be used independently, instead of the full logo.

This can only occur when the brand has already been established (for example, in some social networks, the wordmark appears embedded in the layout, making it unnecessary to repeat).

There may also be occasions in which we prefer the icon to appear on its own in order to be the main element.

The wordmark, however, shouldn't be used alone.



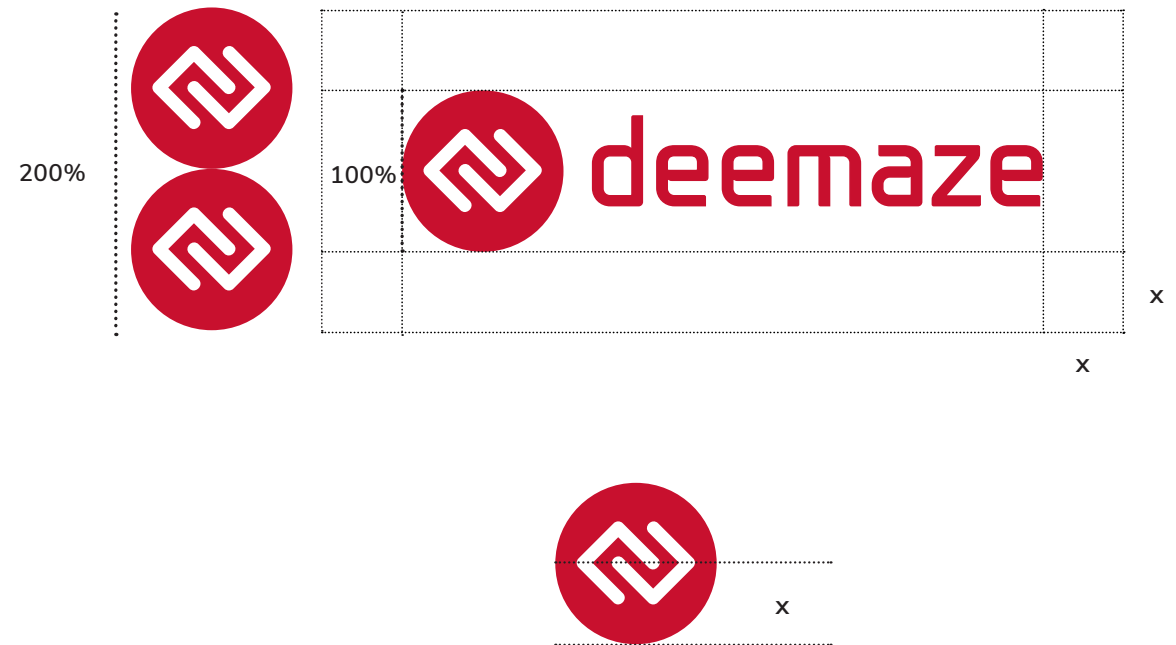
or simply



Exclusion zone

The indicated distance is the minimum safe margin.
When possible, leave more space around the logo.

The exclusion zone size is equal to half of the icon's height, as shown in the diagram.



Minimum sizes

A minimum size is important to make sure the logo remains legible on every platform and application.

Because of the higher resolution available in print than the screen's resolution, the logo for print can be smaller without compromising it.

print



24mm/1.0in



17mm/0.7in



6mm/0.24in

digital



84px



59px



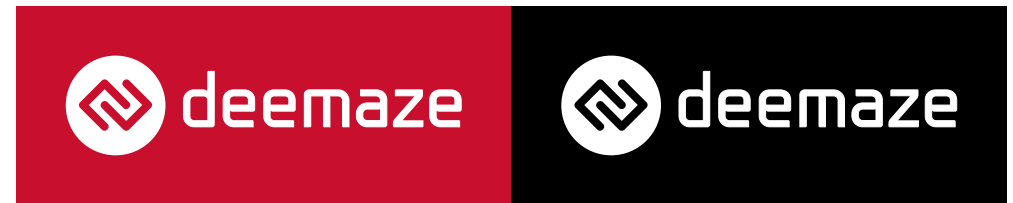
21px

Colors

This tone of red does not have enough contrast with black, so it should only be used with a white background or red background and white logo.

R200 G16 B46
HEX: C8102E
C2 M100 Y85 K6
H350 S92 B78

Pantone Coated: 186 C
Pantone Uncoated: 2035 U



don't



Logo don'ts

It's important to use our brand consistently. These illustrations represent the more likely mistakes, but the logo should not be altered in any way. Also, be sure not to use any older versions.

If you find any troubles when applying our logo, please contact us.



Use the wordmark without the icon.



Use a different typeface.



Stretch nor condense.



Rotate or flip.



Remove the circle from the icon.



Change the logo proportions.



Add outlines.



Use two different colors.



Use versions with poor contrast.



Change the logo color, add patterns or photos to the logo background. Don't add gradients or any kind of effects.



Use the logo on top of backgrounds that compromise its perception.



Change the logo configuration.

If you have any troubles interpreting this guide, are missing information or assets, or are unsure you're using our brand correctly, please contact our team:

design@deemaze.com