

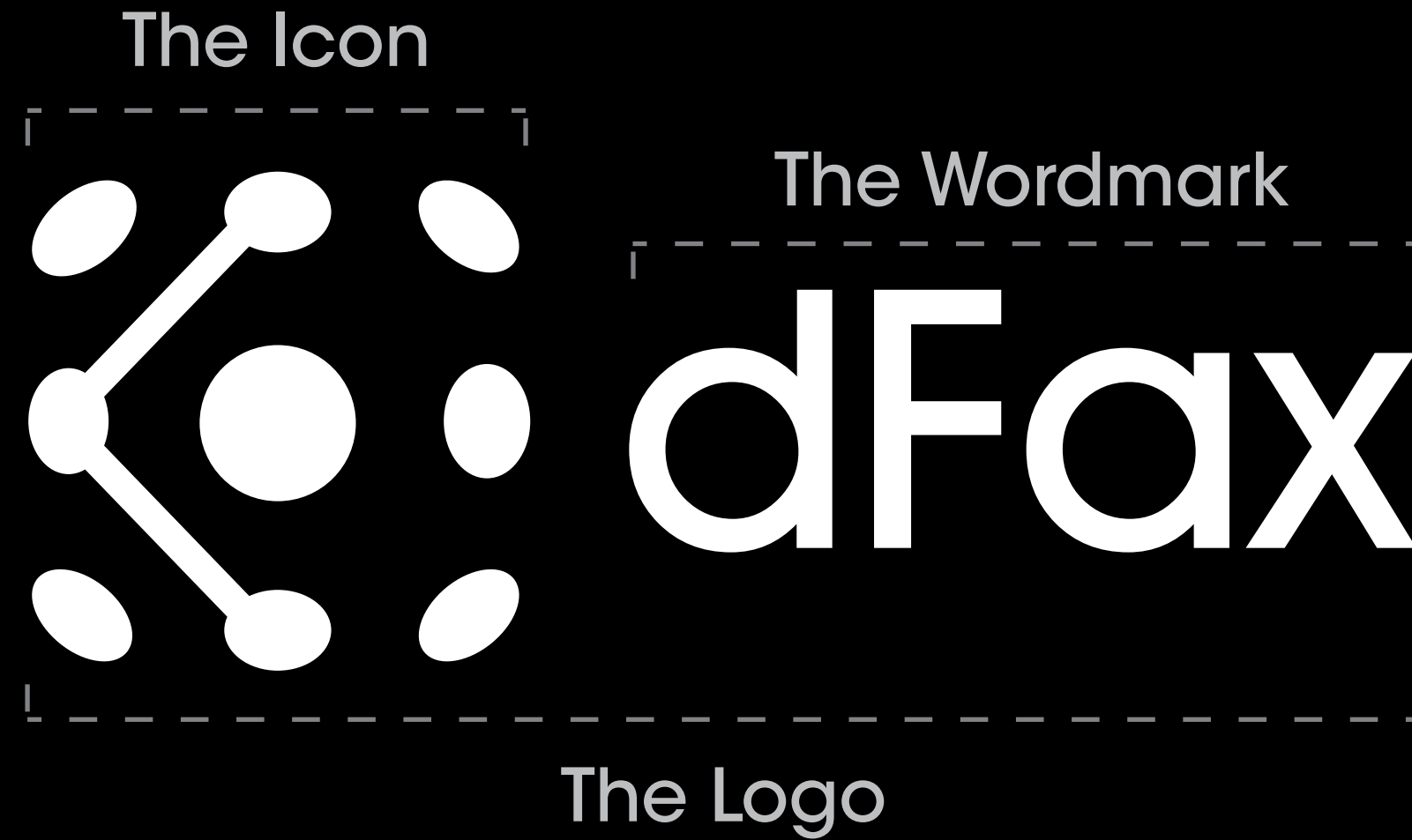


Brandbook

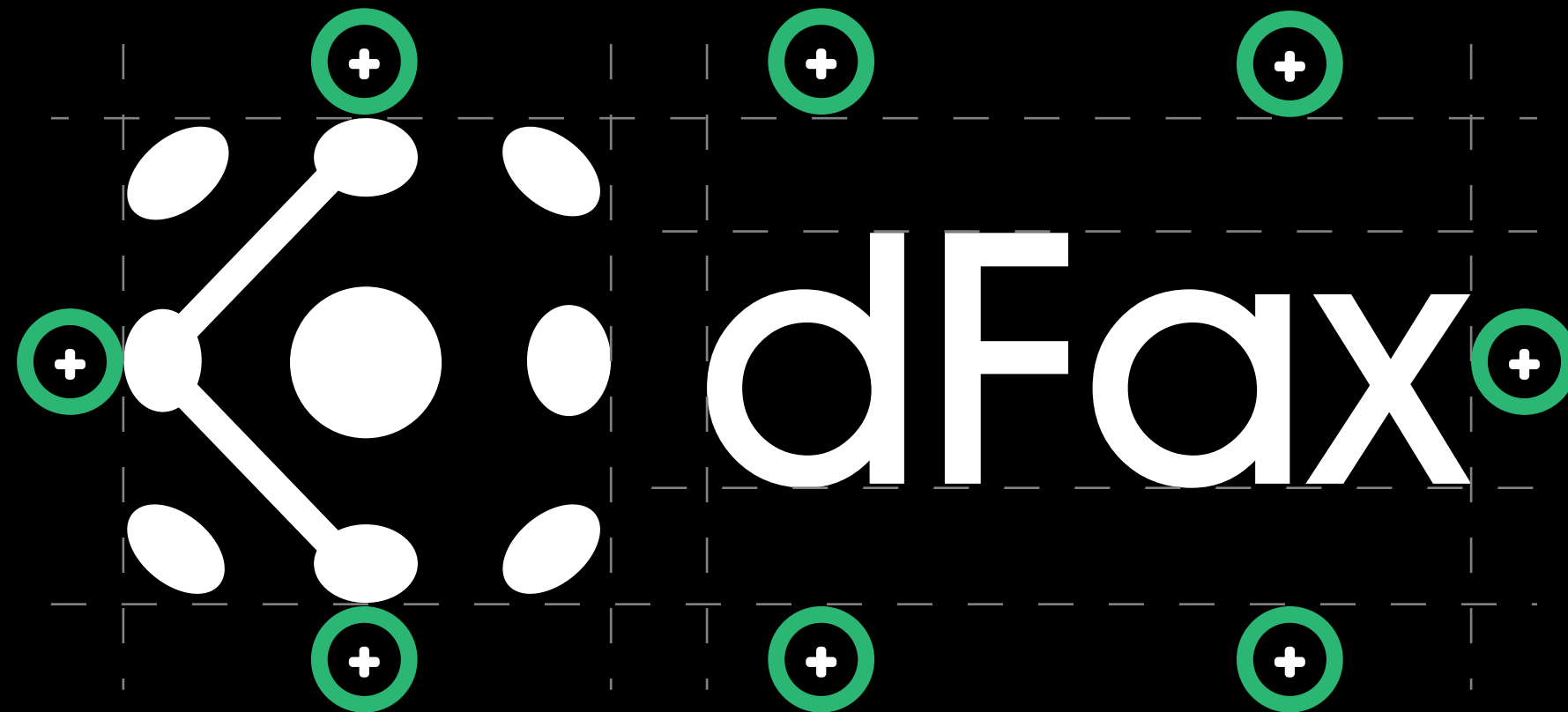
Logo



Logo



Logo



Clear space, no obstacles or objects nearby logo

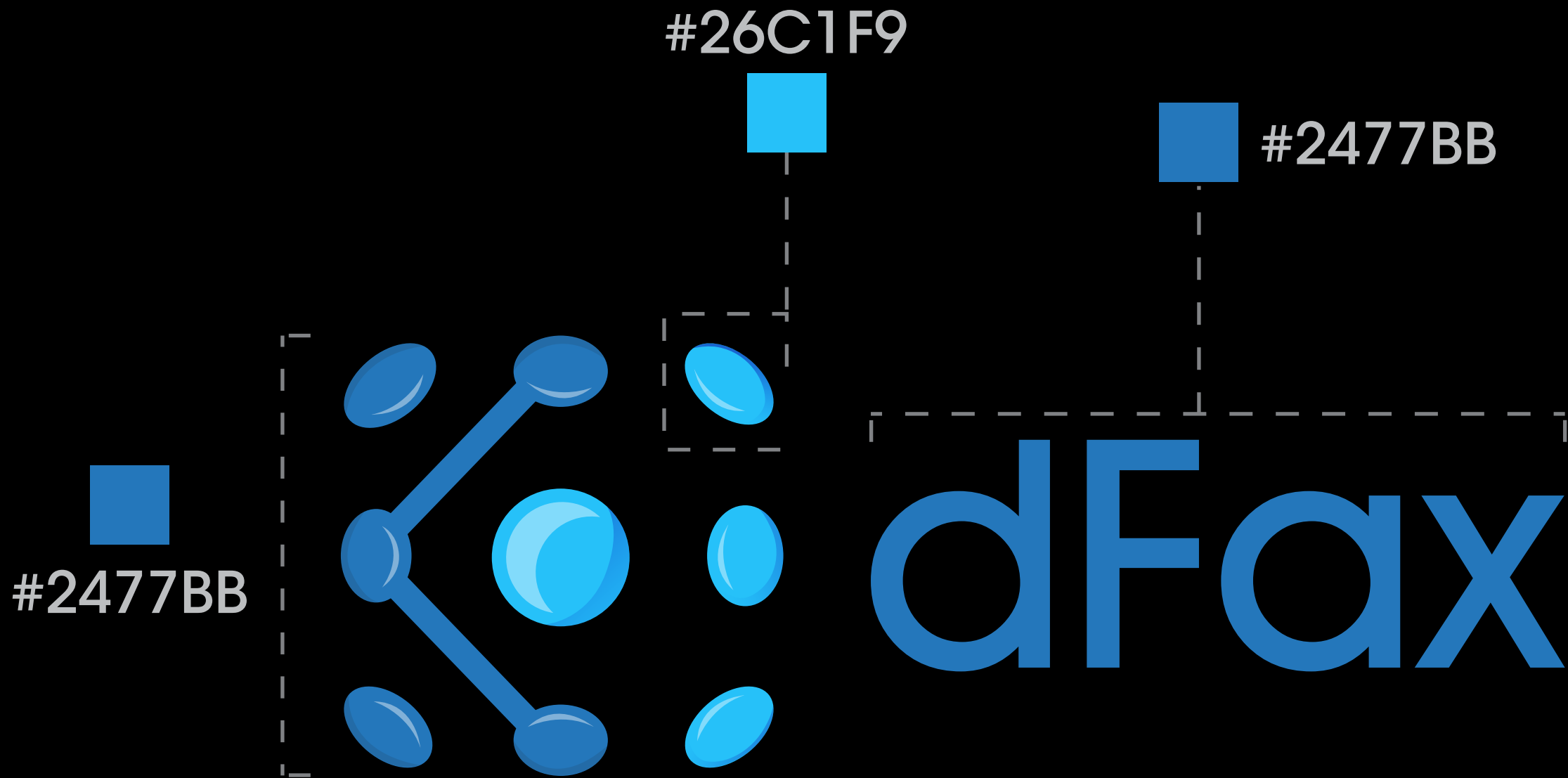
Logo



Minimum size of the logo is 80px in height

Logo

Colour logo



 R :36 G :119 B :187
#2477BB

 R :38 G :193 B :249
#26C1F9

Logo

White logo

#FFFFFF



R : 255 G : 255 B : 255

#FFFFFF

Logo

Black logo

#000000



R : 0 G : 0 B : 0

#000000

Typography

Aa

ITC Avant Grade
Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&

ITC Avant Grade
Gothic Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&

Logo

Use Cases and Rules



On dark backgrounds only use
white OR blue logo



On colour backgrounds only use
white logo



On white backgrounds only use
white OR blue logo

Logo

Use Cases and Rules



Never manipulate the form
by removing any of the elements



Never manipulate the colour of the logo
whether it's a gradient or any other colour



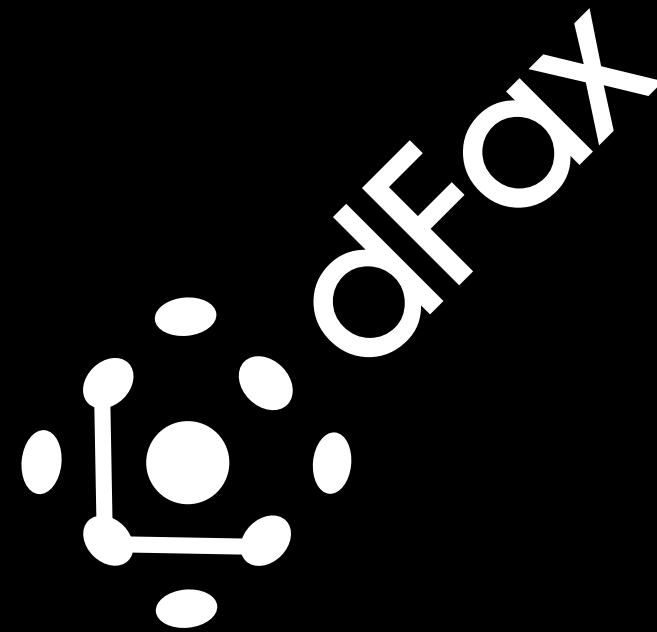
Never screen back or add opacity
to the logo

Logo

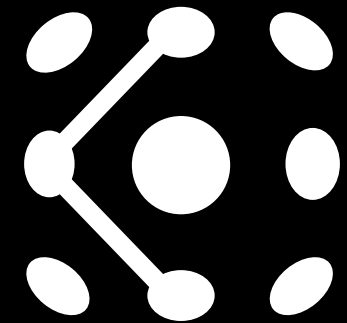
Use Cases and Rules



Never change the typeface
of the logo



Do not at any time angle the logo. It
always sits on a 0 degree angle



Do not use the logo without
text "dFax"

Logo

Use Cases and Rules



Never distort or transform the icon
and the workmark of the logo



Do not move or rearrange
elements of the logo



Do not outline or modify
the logo away from its originality

Thank you!

