

Branco Br

Mi Panel

Explorar

Digitalando is all about the community. Our logo represents each and all of us, so we encourage you to use it as much as you want and show it with pride.

brand assets and a few guidelines to ensure everything looks great. You are free to use the Digitalando logo as much as you want, but please check the guidelines to learn how and when to use each element.

To make things easier, we provide you with a whole kit of



DIGITALANDO

Logo / Symbol

Wordmark

Motion > Static

The main version of the Symbol is animated and should be used in that format whenever possible. For cases where a static representation is required, use the provided Static Symbol or one of its iterations.

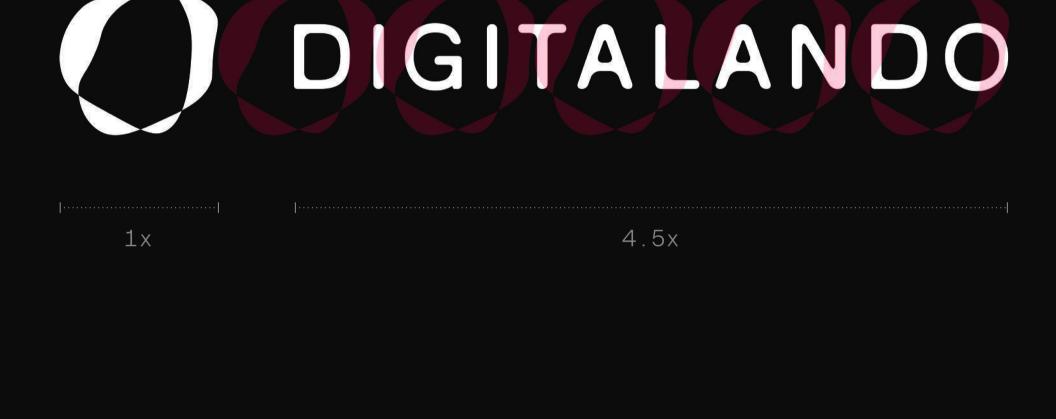
Main Lockups & Uses

lockup is the main one and is always preferred, being the first option that should be considered when using the Digitalando Logo.

There are two core lockups of the Digitalando Logo and Wordmark. The horizontal

Main Lockup

Horizontal



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Secondary Lockup

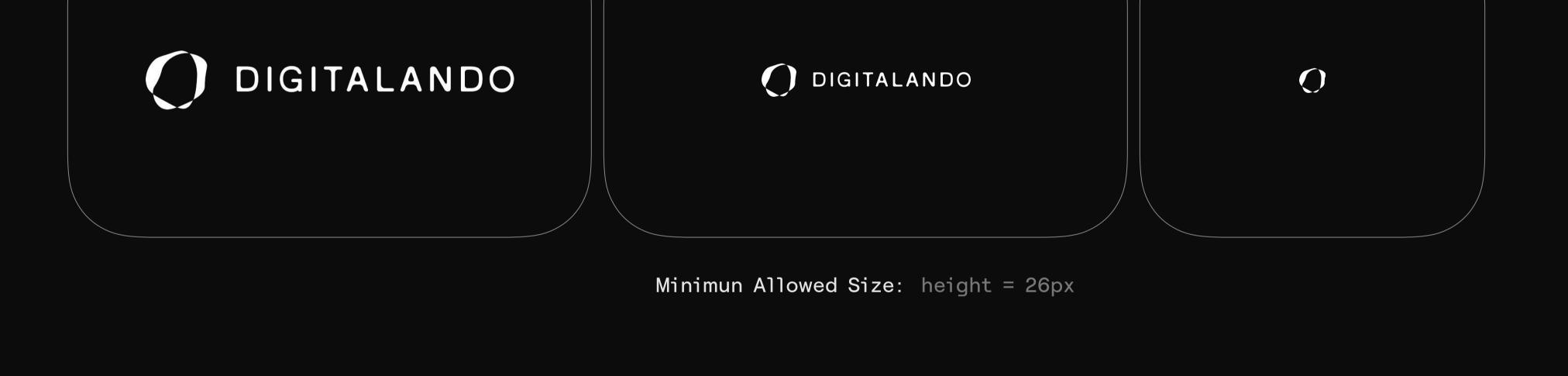
Vertical



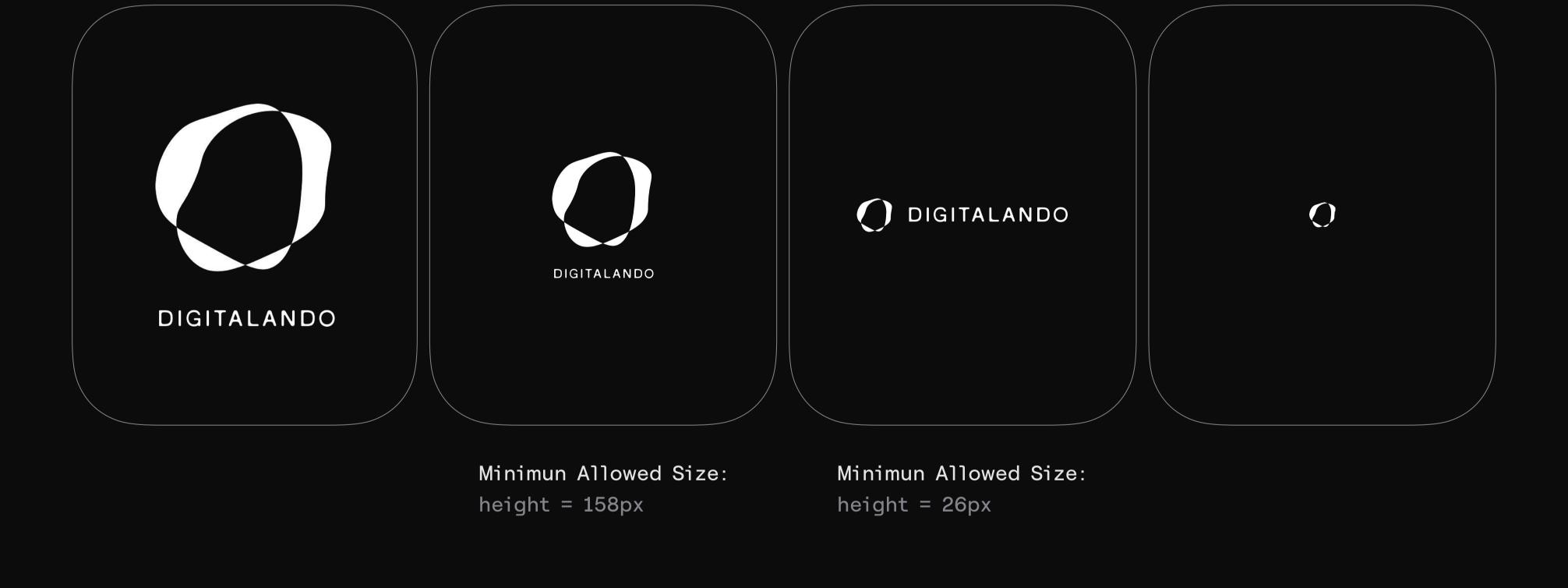
Secondary Lockup

Main Lockup

Logo evolution in Reductions:



Logo evolution in Reductions:



For creative or display compositions where the logo's main objective is not to represent the brand but to serve as an artistic element, the Symbol and the Workdmark can be

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Other Lockups & Uses

positioned in the following ways:



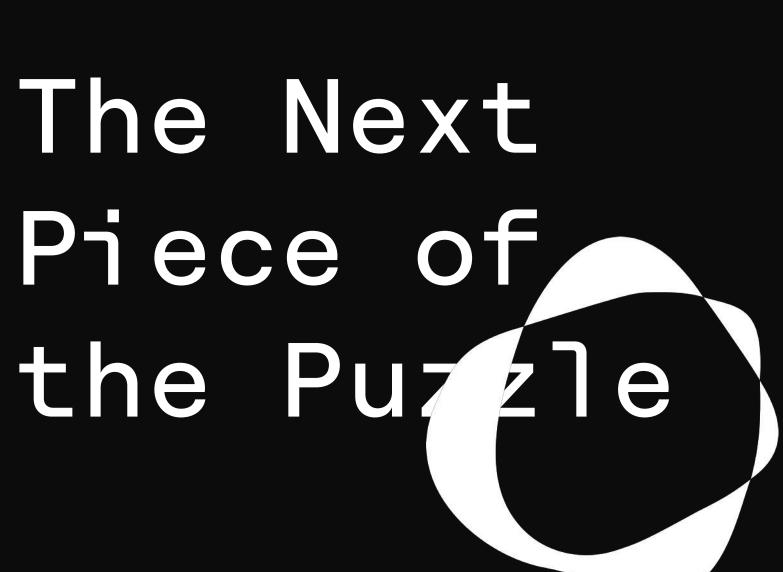
Wordmark over symbol

Symbol over wordmark



The Next

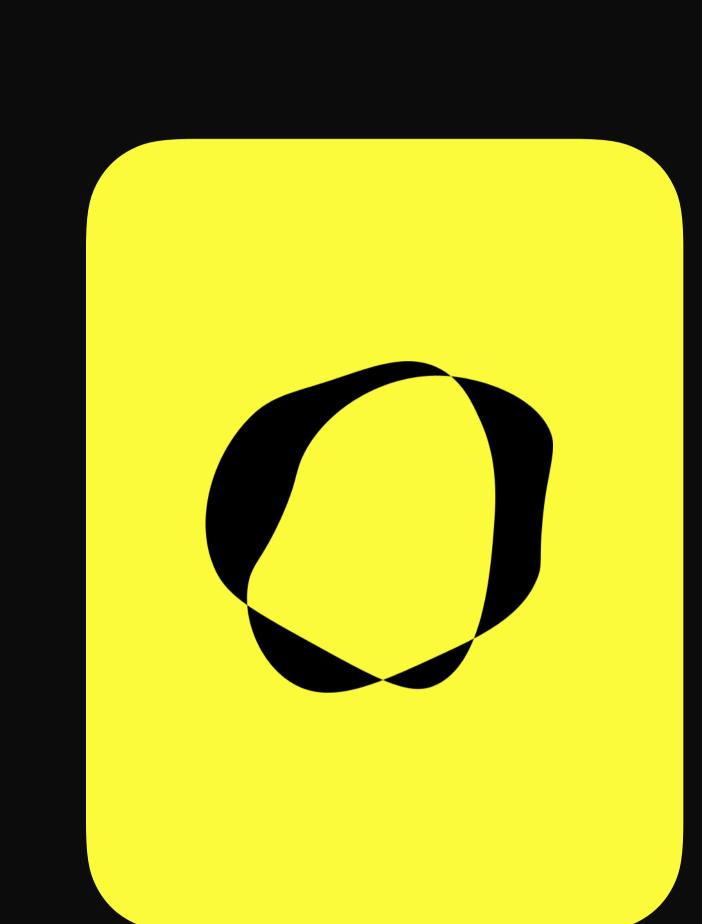
Slogan + Symbol

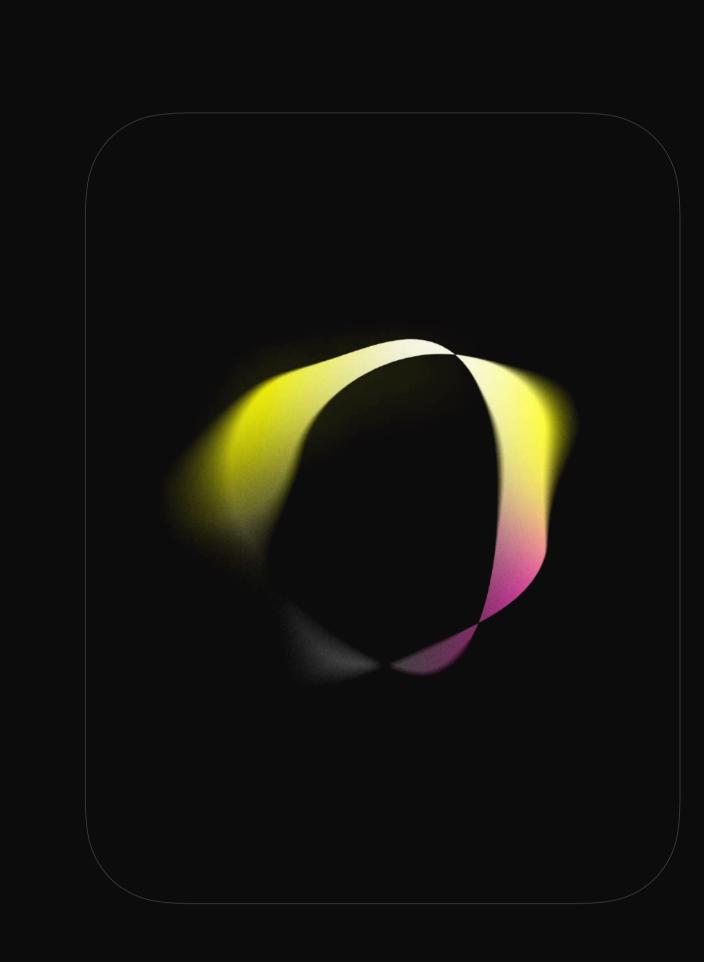


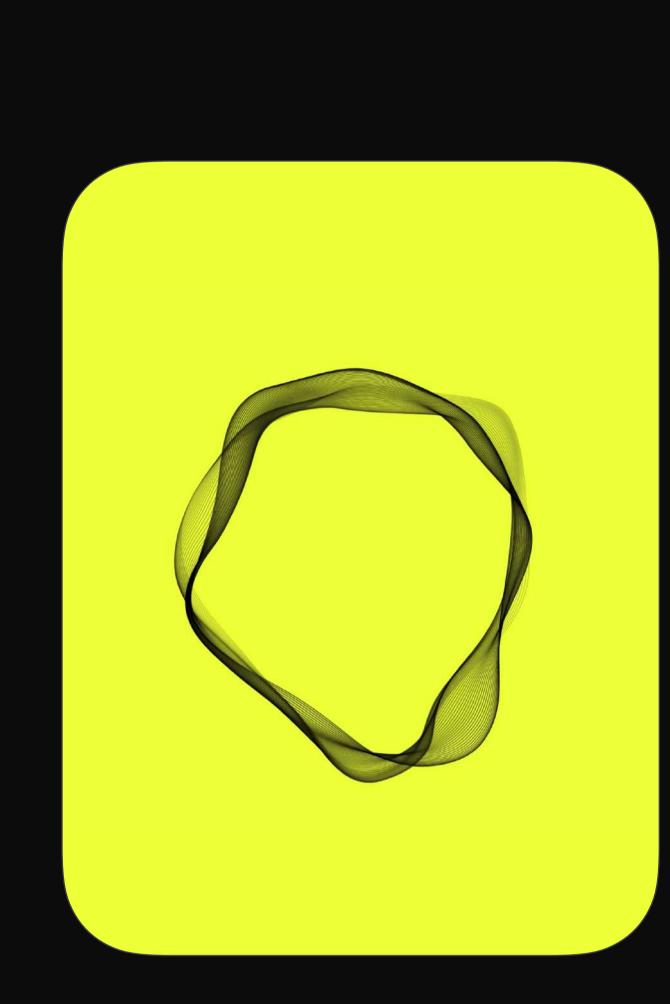
0.5x

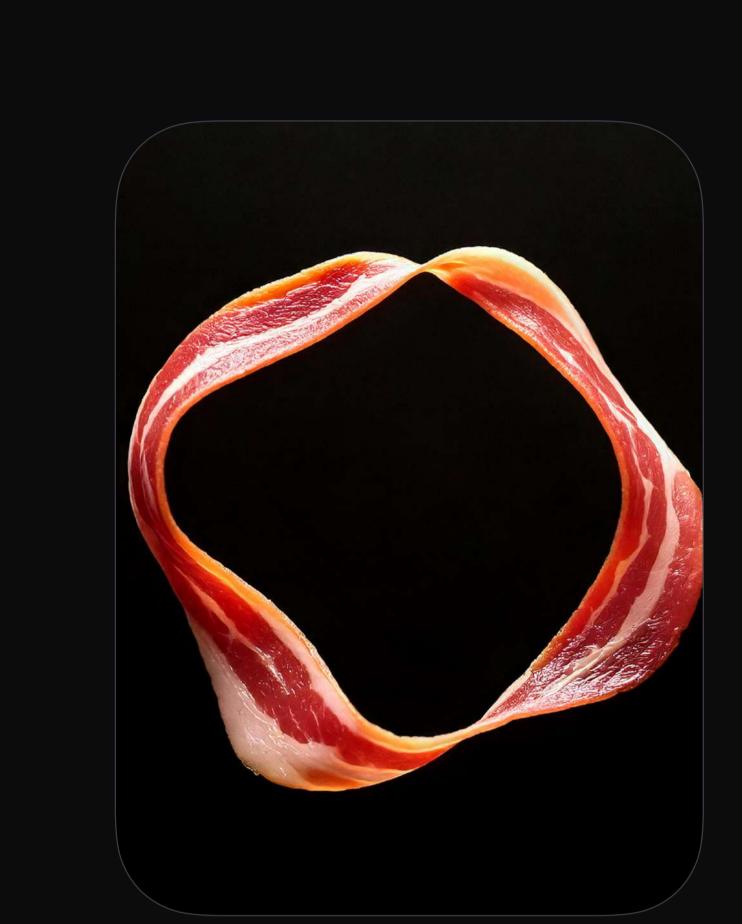
Freedom. The logo allows for experimentation and different style implementations as long as the core shapes are still recognizable. This includes 2D, 3D, interactivity or virtual reality among others.

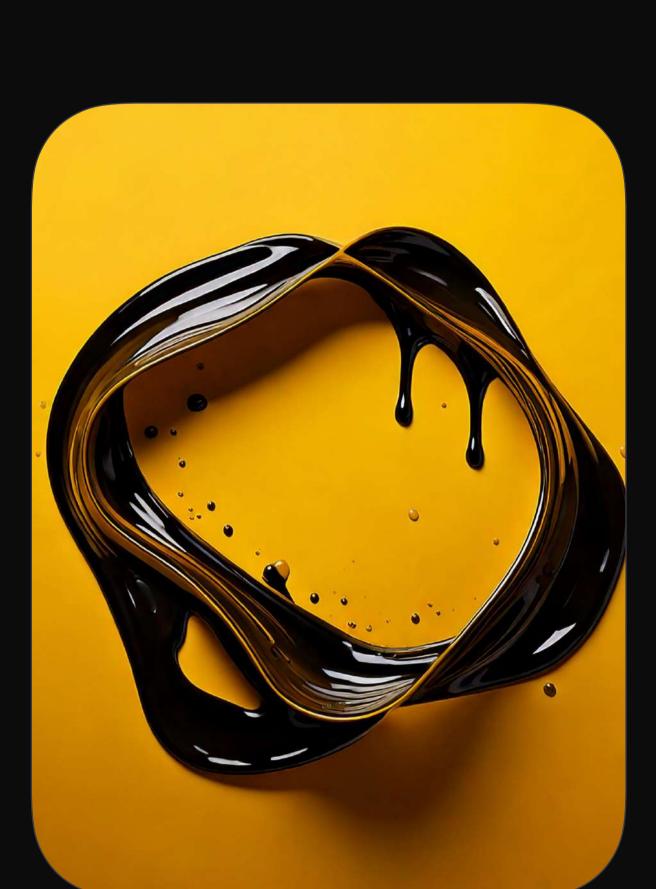












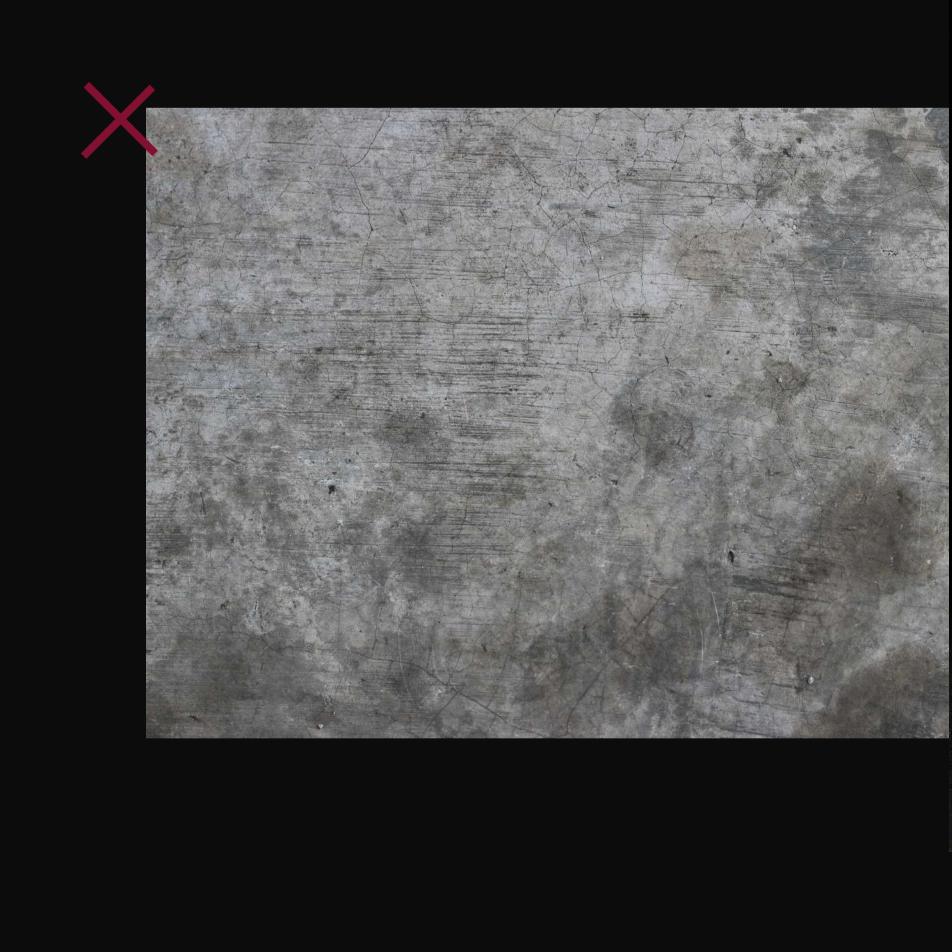
Using the logo with textures

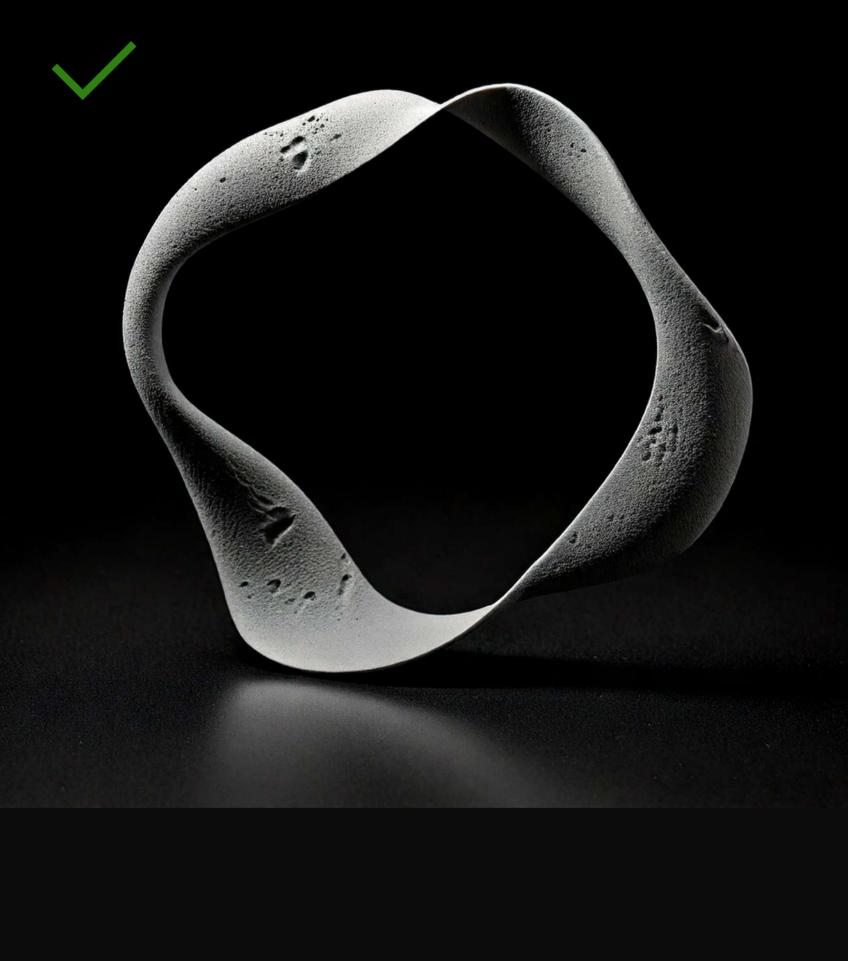
Do not use the logo as a mask adding the texture with an image, it produces a flat result. If the goal is to use this effect, the logo has to be propperly built with that material, emulating or being actual 3D.











creative

THE NEXT PIECE OF THE PUZZLE

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