



Correct use of the DEEfashions Logo

Logo usage, whether in Print, Broadcast or On-Line, must follow these principles.

DEEfashions
customer.service@deefashions.com

Logo Usage – Preferred Presentation

Two Colour (Print, Broadcast, On-Line)

DEEbrown with DEEwhite are the only approved Colours for the Logo.

Background Colour must be DEEbrown.



Alternate Usage

Two Colour (Print, Broadcast, On-Line)

- The Logo must be DEEbrown & White on a White or Light Background.
- The Logo must be DEEbrown & White on a Black or Dark Background.

One Colour (Print, Broadcast, On-Line)

- The Logo must be DEEbrown & White on a White or Light Background.



Protection Clear Space

To heighten visual impact, the Logo must always be surrounded by a Protection Clear Space equal to the height of the "D" in the DEEfashions Logo. This Space must remain free of all Text, Graphics and any other Visual Elements.

Minimum Size

To ensure the Legibility of the Logo in all applications, a Minimum Size has been established. It is determined by the Width of the Logo from Left to Right, which should never be less than 1".



Common Misuses

- Do not use the DEEfashions Logo in a sentence.
- Do not change the size of the Letters within the DEEfashions Logo.
- Do not use any Colour combinations that are not approved.
- Do not use Outlines, Glows or Drop Shadows.
- Do not change the aspect ratio of the Brandmark.

Corporate Colours

DEEbrown

Pantone: 724 (C, U, M)
Process: 28C, 77M, 100Y, 24K
HTML/RGB: 151R, 71G, 6B
HEX: 974706
HSB: 27H, 96S, 59B

DEEwhite

Pantone: Opaque White (C, U, M)
Process: OC, OM, OY, OK
HTML/RGB: 255R, 255G, 255B
HEX: ffffff
HSB: 0H, 0S, 100B

Corporate Fonts

Primary Font is Tempus Sans ITC (Text in DEE Logo).

If the Corporate Name is used in Text Format then the UPPER-CASE Attribute MUST be applied to "DEE" to read as "DEEfashions" Text must be Brown, White or 1 of the Corporate Colours.