



DEVA Broadcast Logo Usage Guidelines

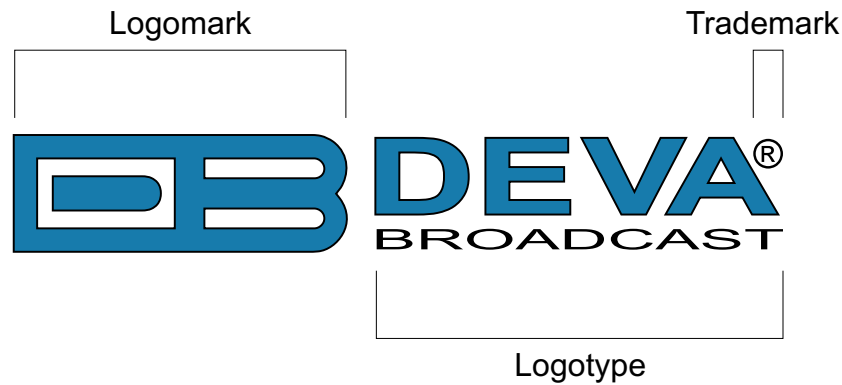
Ver 1.1
October 09, 2015

This document describes the various logos and insignia associated with DEVA Broadcast, and how they may be used by authorized DEVA Broadcast Partners. To obtain electronic copies of these logos and marks, e-mail office@devabroadcast.com

Logo

Logo Elements

The DEVA Broadcast logo is composed of three parts: the logomark, the logotype (the letters “DEVA Broadcast”), and the trademark. Specifications for the visual proportions, spacing, and alignment of the three elements in the logo have been predetermined. There are no exceptions to these specifications. When applying the logo in any context, never attempt to create a different version or modify in any way the elements or their predetermined configuration.



Clear Space Requirements

To avoid clutter and give the logo prominence, always separate it from other text and graphic elements by a minimum distance of $\frac{1}{3}$ of the logomark's height as shown in the accompanying example.

You may, of course, always use more than the minimum clear space.



Minimum Size

The logo must always be displayed at a size large enough to read both the logo type and the registered trademark. This will vary based on the resolution of the medium it is being used in - but as a general rule the logo height should be no smaller than 1 cm ($\frac{3}{8}$ ") or 36 pixels in height.

Which File Format Should I Use?

In general, there are graphics formats suitable for printing and those for on-screen viewing. Use GIF and JPG for on-screen viewing. On the web, the DEVA Broadcast logo should be displayed as a GIF file, while photographic images should be viewed as JPGs. Use EPS and TIFF for print publishing. EPS files are used to print flat (non-photographic) artwork such as the Deva Broadcast logo, whereas TIFF files are used to print photographic imagery. If you have trouble using an EPS file, you can work with a TIFF file instead - just be sure that it is used at 100% size and that the original file was saved at 300dpi or higher.

Format	Designed	Ideal Use
EPS	Printing to PostScript printers/Imagesetters	High resolution printing of illustrations, logos and other flat artwork
GIF, PNG	Screen display, especially the Web	On-screen viewing of flat images
JPEG/JPG	Screen display, especially the Web	On-screen viewing of photographic images
TIFF/TIF	Printing to PostScript printers	High resolution printing of photographic images

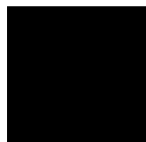
Colors

Printed Colors

The color version of the logo is comprised of two Pantone Ink (spot) colors. When spot colors are not available, and CMYK (full-color reproduction) is used, the following percentage breakdowns should be applied.

Pantone Coated

Black C

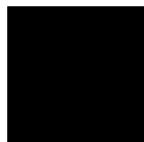


286 C



4-Color Process

0:0:0:100

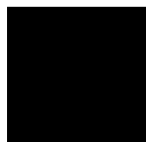


100:72:0:0



or

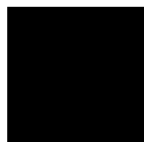
Black C



2925 C



0:0:0:100



80:27:0:0



WEB Colors

When the logo appears in an RGB mode such as projected, televised, or on the Internet, the RGB version of the logo should be used.

RGB

0:0:0



0:57:166



HEXADECIMAL

#000000

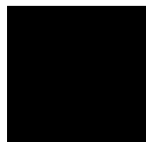


#0039A6



or

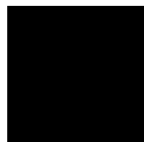
0:0:0



0:150:219



#000000



#0096DB



Application Basics

The logo should always be reproduced in its two color format or in solid black/white. Do not enclose the logo inside a shape. Place the logo in an area large enough to be perceived as a general background, not a confining shape.

Backgrounds

The logo can be used on a black, white or solid color background. The white background is the preferred choice. When used on a colored background, it must be used in a color choice that provides proper contrast.

What Not to Do

DO NOT switch elements of the logo
DO NOT scale beyond a reasonable size
DO NOT scale disproportionately
DO NOT realign elements in the logo
DO NOT put the logo in a containing shape
DO NOT place the logo vertically or on an angle. Always keep the logo horizontal.