



Logo

Primary logo



The primary logo is used in **DBLU** or **WHITE** letter-color, together with a colorful mark.

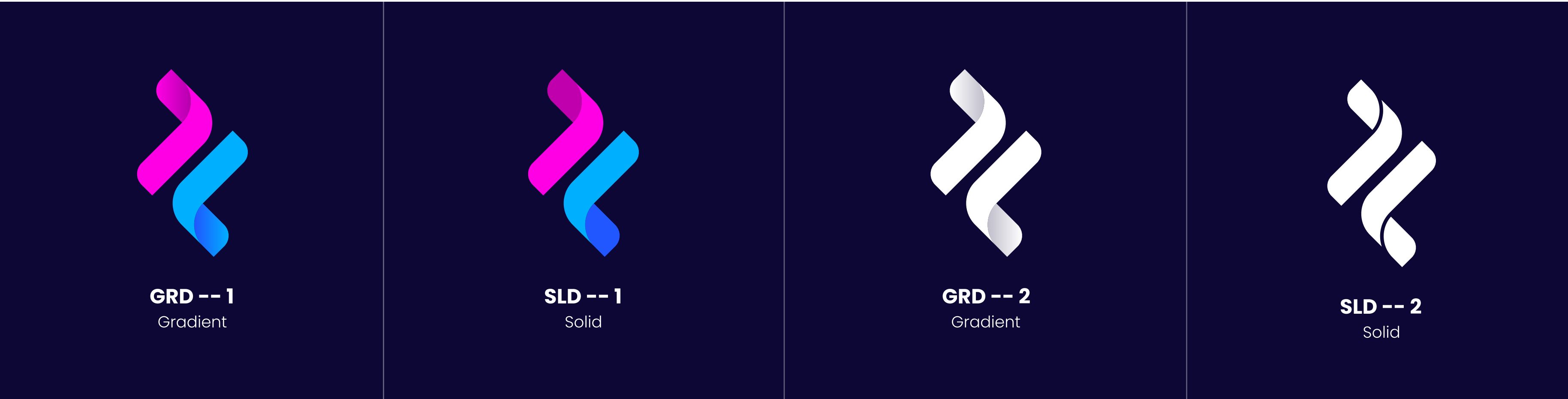


Logo Clear space

Any other elements cannot be used in the marked space around the logo. The clear logo space can be defined by X-height.



Logo usage **Mark**



The mark is used in the corporate materials, together with the primary logo, for example, in the internal presentations.



Logo usage **Color scheme**



The colorful logo can only be placed on white or dark **DBLU** background.

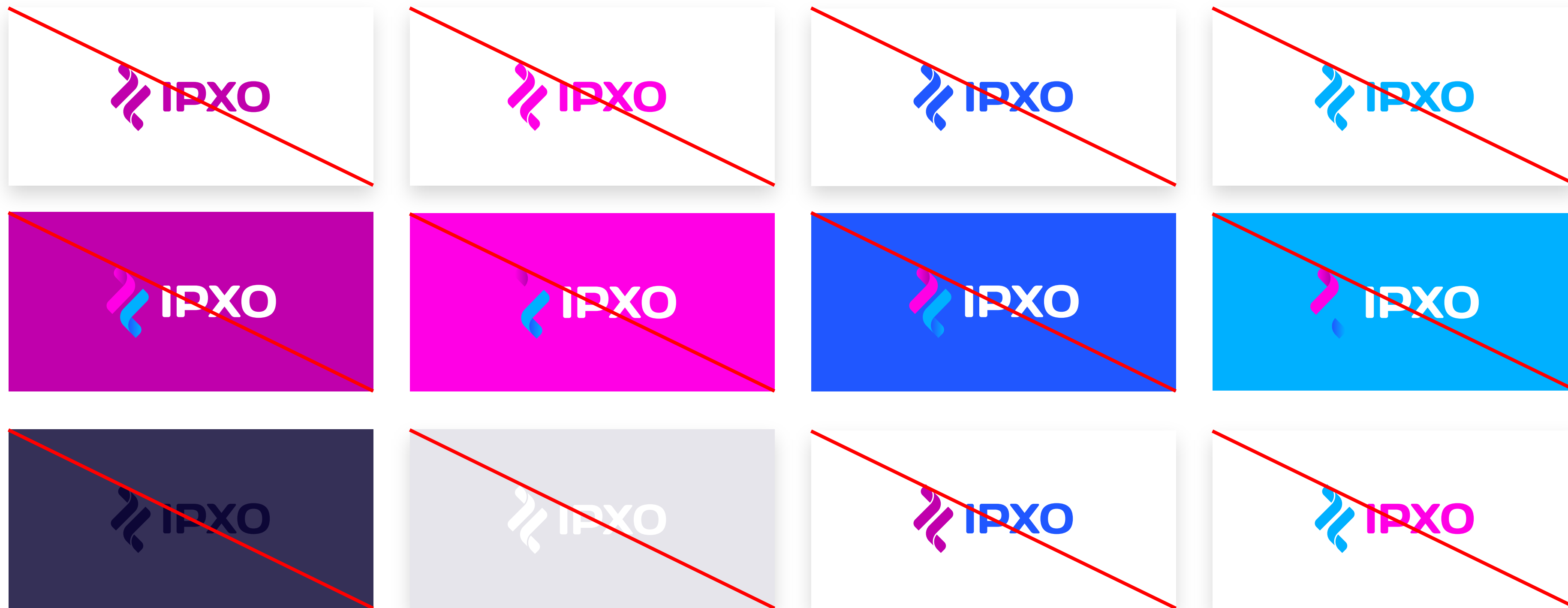
The black or white logo can be used on different color backgrounds; however, it has to be contrasting and legible.

When using a small-sized logo, gradients cannot be used together with the icon; i. e. use **SLD--1**, **SLD--2** or **SLD--3**.



Logo usage

Colors



The two-color icon cannot be used on a colorful background.

The single-color logo cannot be turned to a colorful one. The black or white logo cannot be used on a contrasting background.

Logo usage **Over photos**

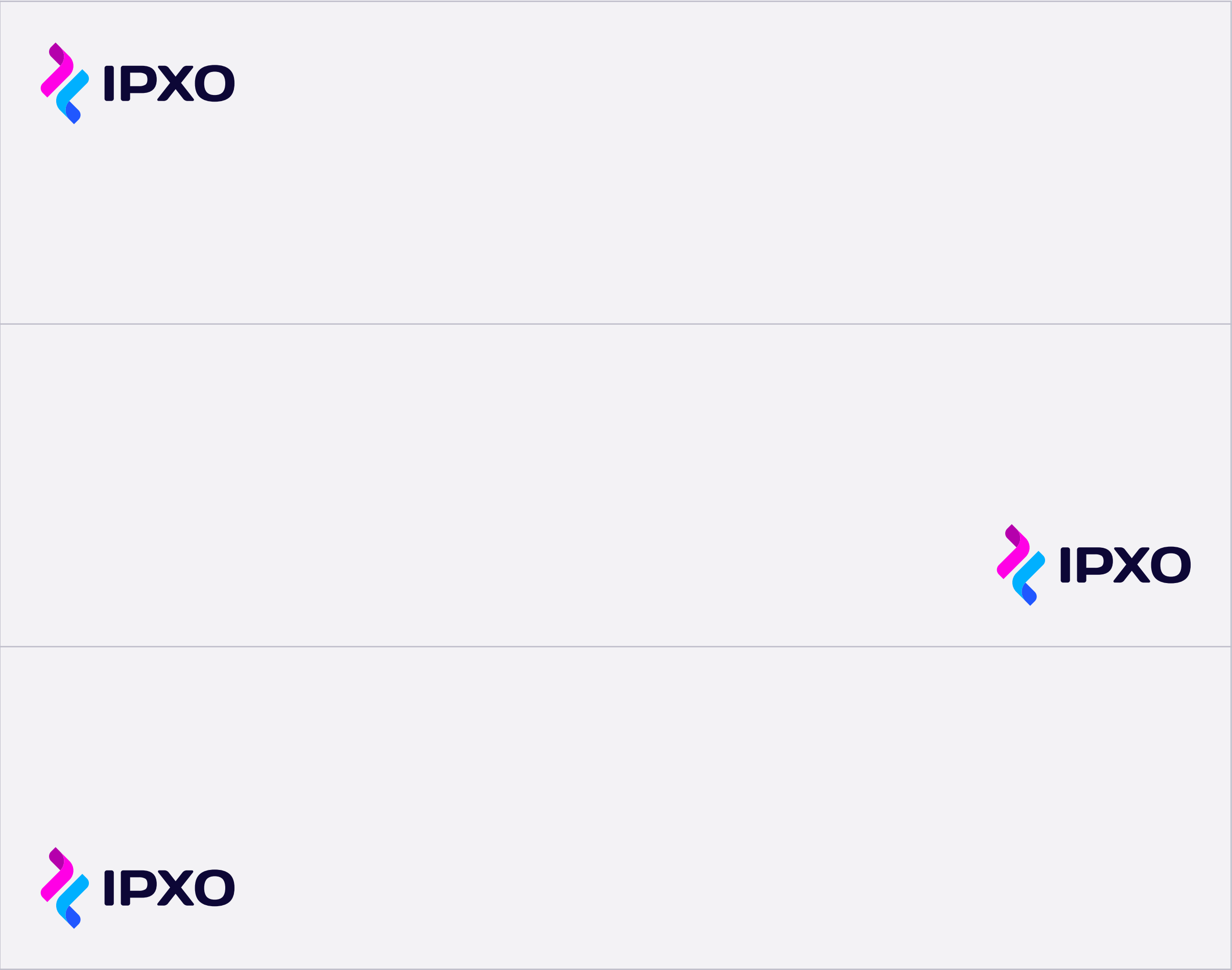
Allowed combinations



Forbidden combinations



Logo usage **Position and sizes**



The minimum logo dimensions
in the digital space



The minimum logo dimensions
in print



Colors

MGN -- 1

HEX	C000AC
RGB	192, 0, 172
CMYK	0, 100, 10, 24
PANTONE	247 C

MGN -- 2

HEX	FF00E5
RGB	255, 0, 229
CMYK	0, 100, 10, 0
PANTONE	807 C

BLU -- 1

HEX	2057FF
RGB	32, 87, 255
CMYK	87, 65, 0, 0
PANTONE	2726 C

BLU -- 2

HEX	00B0FF
RGB	0, 176, 255
CMYK	100, 30, 0, 0
PANTONE	2190 U

MGN -- 1

MGN -- 2

MGN -- 2

BLU -- 1

BLU -- 1

BLU -- 2

DBLU

HEX	0D0736
RGB	13, 7, 54
CMYK	75, 87, 0, 78
PANTONE	275 C

GRY -- 1

HEX	635F7E
RGB	99, 95, 126
CMYK	21, 24, 0, 50
PANTONE	3584 UP

GRY -- 2

HEX	C0BFCB
RGB	192, 191, 203
CMYK	5, 5, 0, 20
PANTONE	5305 C

GRY -- 3

HEX	E6E5EB
RGB	230, 229, 235
CMYK	2, 2, 0, 7
PANTONE	9345 C

GRY -- 4

HEX	F3F2F5
RGB	243, 242, 245
CMYK	0, 1, 0, 3
PANTONE	9345 C

