



## ΔΕΗ BRAND GUIDELINES

Logo  
Positive logo



Primary Logo Positive



White/Dark Blue



20% Black/Dark Blue

Logo  
Negative logo



Primary Logo Negative



Dark Blue/Off white



60% Black/Off White

Logo  
Gradient logo



Always use logo in sufficient contrast to background

## Clear Space

To preserve logo integrity, always maintain a minimum area of clear space around the logo. This clear space insulates our logo from distracting visual elements, such as other logos, copy, illustrations or photography. The exclusion zone is defined as twice the width of the letter "H" in the logotype.

## Minimum size

The logo is bold enough to be legible in small formats, but it should never appear smaller than 10mm in print. On the web, the minimum size of the logo is 30px. There is no maximum limit to logo reproduction size.



Logo

Incorrect use

x



Don't stretch or manipulate the logo

x



Don't add shadows or any other effects

x



Don't reverse the logo colors

x



Don't outline the logo

x



Don't use the circle as an info container

x



Don't display with insufficient background contrast

x



Don't invert logo and background colors

x



Don't fill the circle with any color, including white

## Use on images

Use the logo carefully against photographic backgrounds. Make sure to place the logo against "clean" backgrounds with enough contrast to ensure legibility.

### Correct use



When displaying the logo against dark backgrounds, use the negative version



When displaying the logo against light backgrounds, use the positive version

## Use on images

Avoid placing the primary version of the logo on busy or complex backgrounds.

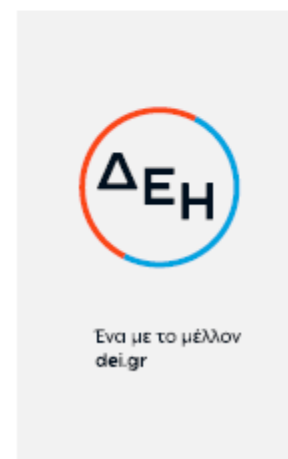
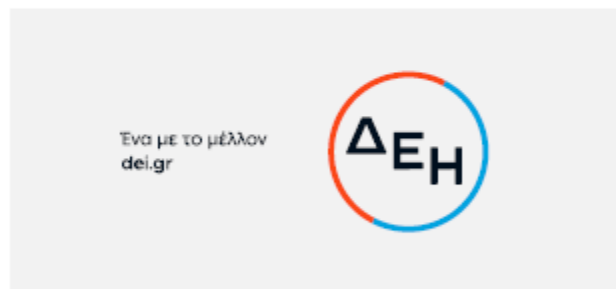
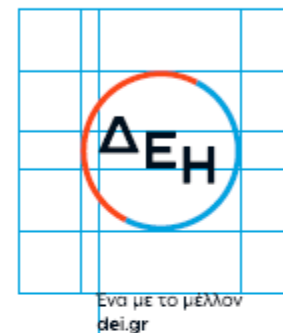
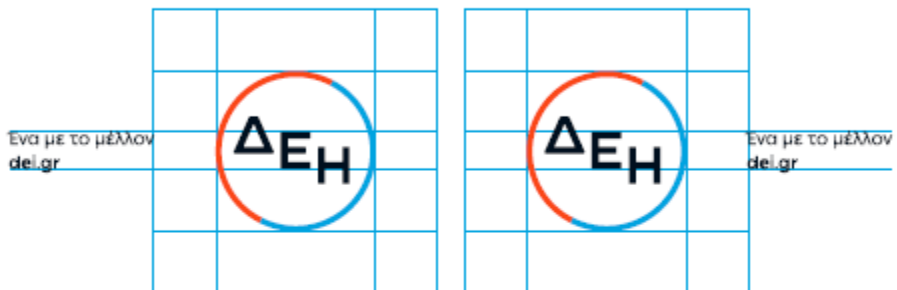
### Incorrect use





## Tagline positioning

Same size, horizontal positioning, Ping LCG Regular moto/Medium URL



## Tagline positioning

Same size, vertical positioning, Ping LCG Regular moto/Medium URL

