dewacloud
by dewaweb

Logo Guidelines

dewaguard.com

Dewacloud Logo Guidelines

(09.2022)

Dewacloud logo is a recognizable visual identity of our company to strengthen our brand and public image.
The logo must not be altered or modified in any way and must not be reproduced in a non-approved form.

Basic Vertical Logo

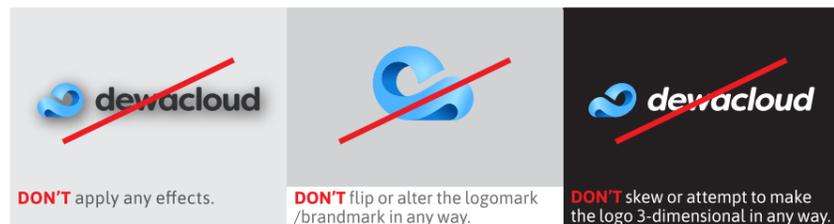| Solid Color Backgrounds	White or Light Backgrounds	Black or Dark Backgrounds
dewacloud **1A**	dewacloud **1B**	dewacloud **1C**

Basic Horizontal Logo

Solid Soft Color Backgrounds	White or Light Backgrounds	Medium Bright Backgrounds
dewacloud **2A**	dewacloud **2B**	dewacloud **2C**

Incorrect Logo Use

DON'T put the logo on unsuitable color backgrounds.

DON'T put the logo on busy backgrounds.

DON'T put the white logo on bright color backgrounds.

DON'T rotate or recolor the logo.

DON'T put the logo on busy backgrounds.

DON'T put the white logo on soft color backgrounds.

DON'T apply any effects.

DON'T flip or alter the logomark /brandmark in any way.

DON'T skew or attempt to make the logo 3-dimensional in any way.

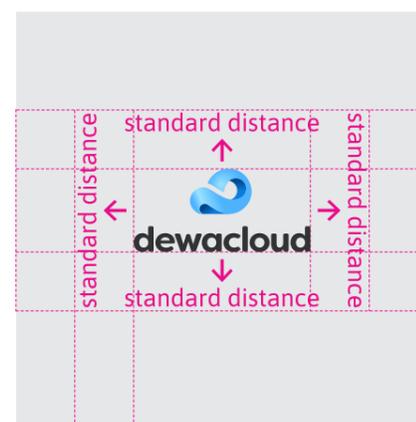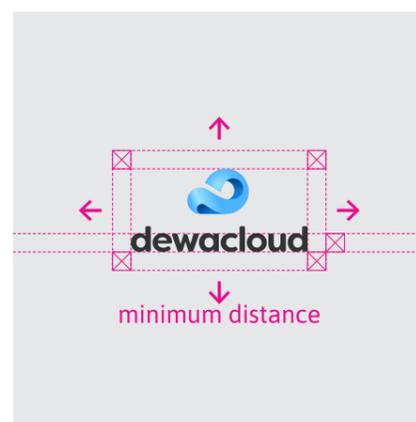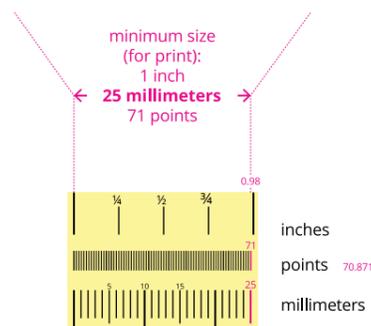## Clear Space and Minimum Size

The standard amount of space between the logo and any other object is one-third the logo width extending in every direction as shown. It is important to maintain this clearspace to prevent other graphic elements from competing with the logo.

The smallest size the logo can shrink is shown on the below. Note that the brackets containing the words are shown for scale, while the actual size is shown in the narrower brackets below and in the scale shown overlapping the yellow box.
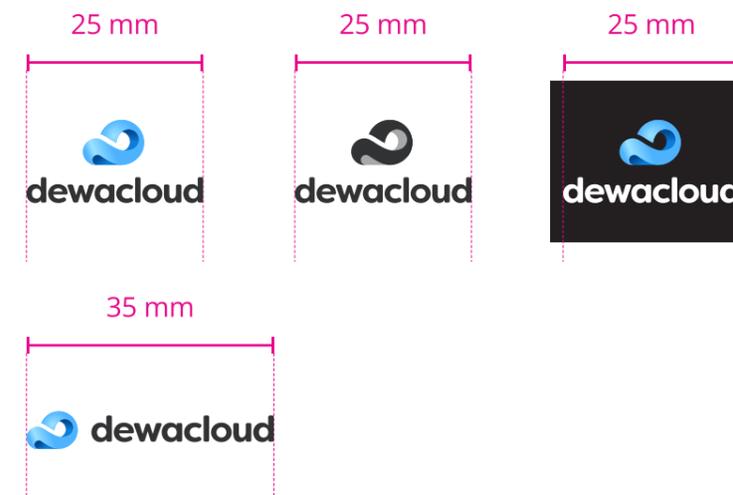
minimum size
(for print):
1 inch
25 millimeters
71 points

¼ ½ ¾	0.98

inches
points   70.871
millimeters

minimum distance

standard distance
standard distance
standard distance
standard distance

standard clear space:
1/3 logo width on all sides

Minimum size 68 px / 28 px used for web page / web banner.

dewacloud — 68 px

dewacloud — 28 px

Minimum size 25 mm used for print.

25 mm	25 mm	25 mm
dewacloud	dewacloud	dewacloud

35 mm

dewacloud

Color Guides

The logos on this sheet are for visual reference only.

Color	C	M	Y	K	R	G	B	Web #
Blue	60	15	0	0	77	179	255	4DB3FF
Dark Blue	90	55	0	0	0	103	180	0067B4
Dark Gray	0	0	0	90	49	50	52	313234
Gray	0	0	0	45	167	168	169	A7A8A9
White	0	0	0	0	255	255	255	FFFFFF

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