

DEICO
innovative solutions

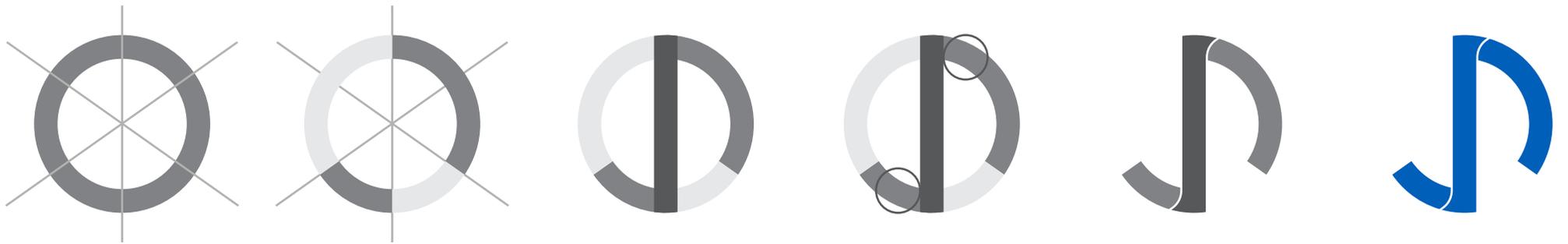
LOGO GUIDELINES



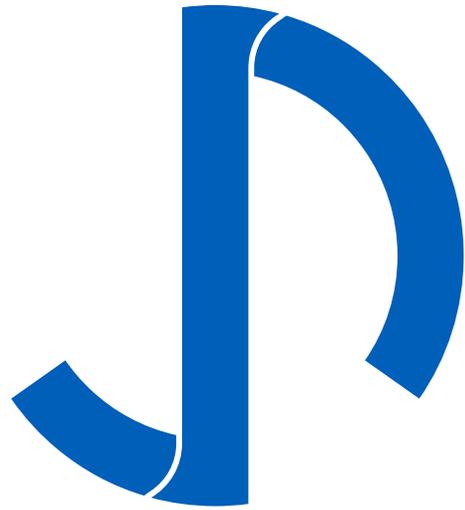
The logo was shaped around the concepts of innovation, design and test.

The circular form of the logo represents the recurring process in design and engineering practices which secures the making of good product. The vertical line in the middle emphasizes the central role of the innovation in design process.

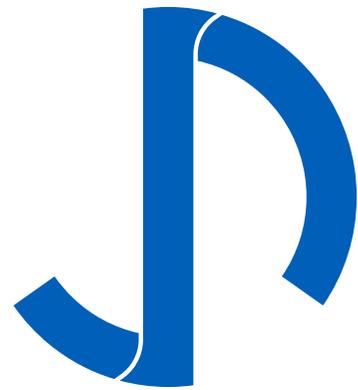
The arches on the left and right side brings out the letter D in the Deico name. Test solutions, as the primary service that Deico provides, are represented with the arch on the left side. The arch itself accentuates that test solution is the last phase of the design as being the missing piece of the letter D.



DESIGN PROCESS _____



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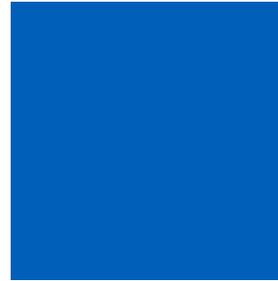


%80 Gray

cmyk: 100, 46, 2, 0

rgb: 0, 117, 201

hex: #0075c9



Pantone 300 C

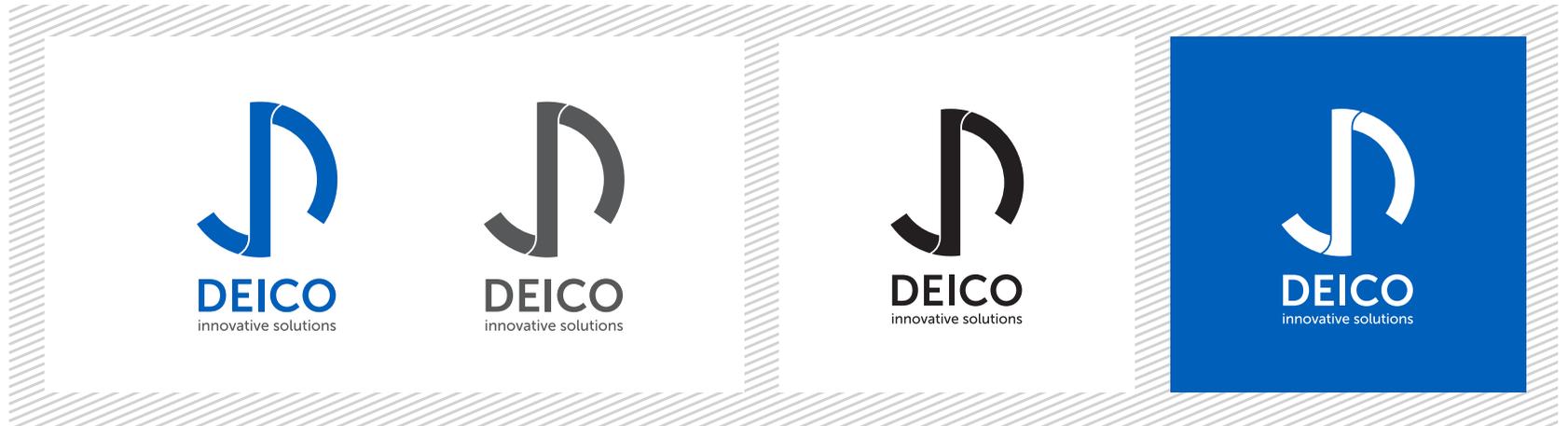
cmyk: 100, 62, 7, 0

rgb: 0, 92, 185

hex: #005CB9

There is no limitation for minimum or maximum use of the logo. The logo can be used in any size as long as the text is readable. In order not to deteriorate the logo in bigger sizes, vectorial formats (.eps, .svg, .ai etc.) are advised to be used.

Museo Sans | 500 font is used for “DEICO” and “innovative solutions” texts. No other fonts or font weights are allowed. The text can only be used either below or on the right side of the icon as shown previously.



COLORED LOGO

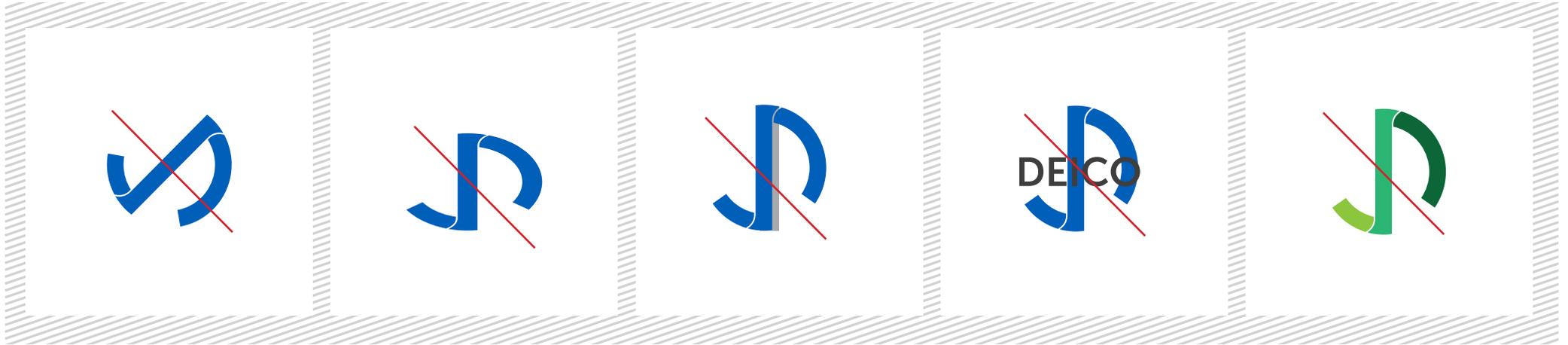
The primary use of the logo is in corporate colors and it is advised to be used in as many places as possible. The colors of the logo are mentioned with color codes and no other colors are allowed. As per PR purposes, the logo icon can be used without the text. The achromatic version of the logo can be used wherever the colored version cannot.

BLACK LOGO

The use of the black logo is restricted to cases for PR purposes where neither colored nor gray version can be used. (e.g. printing on a pen or on a notebook) This version can only be used in cases like formal correspondences, printings on signboards or awards for prizes where the official logo is not suitable.

WHITE LOGO

The use of the white logo is restricted to cases for PR purposes where neither colored nor gray version can be used. (e.g. printing on a pen or on a notebook) This version can only be used in cases like formal correspondences, printings on signboards or awards for prizes where the official logo is not suitable.



ROTATION

Do not rotate the logo.

DISTORTION

Do not change the proportions of the logo.

COMPOSITION WITH DIFFERENT ELEMENTS

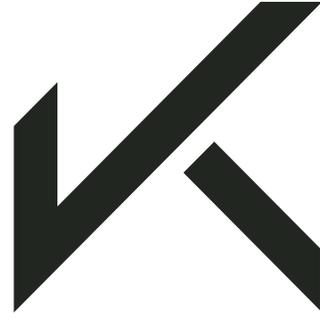
Do not use the logo as composed with different elements. (e.g. logo, word, graphic, photograph, slogan or symbol)

TEXT ON ICON

Please use the logo without changing the text-graphic relation.

COLOR

Do not change the color of the logo.



KENARKÖŞE
kenarkose.com