



# Brand logo Use

2022



# Brand identity

PRESENTATION AND RULES OF USE

# Brand identity

## Brand name

The name “Delta Plus” must be respected when used in any type of communication, and whatever the typography or language used. The name “Delta Plus” is indivisible - it cannot be abbreviated or shortened.

Uppercase

Delta Plus

Space

# Brand identity

## LOGO

### Presentation

The Delta Plus logo is unique. It has been specially designed.  
We cannot, consequently, modify, transform, or redesign it.

It is also recommended that the logo is not applied to backgrounds that affect its readability nor to backgrounds that are contrary to the brand spirit and the company.

Any reproduction of this logo must be made using an existing document.

The main logo should be used as a priority. The horizontal version can be used when the space for the logo is limited and does not allow the correct usage of the main logo. It can also be used in case where the logo is placed somewhere that the main logo would be hard to read.



Main logo



Horizontal logo



Unifying symbol  
The “Delta”



# Brand identity

LOGO

## Main logo > Structure

AREA RESERVED FOR THE LOGO

To avoid any visual disturbance of the logo, an area of clear space has been defined. It is built from the the letter “P” as shown in the diagram opposite. No additional elements (photo/color/text) should encroach on this area.

DELTAPLUS



The minimum size defined for the logo must be respected to ensure its readability.

Brand identity

LOGO

Main logo > Presentation



# Brand identity

LOGO

## How to use > Color version

The color version of the logo should be used, primarily, on a white background. Its use is authorized on very light and neutral backgrounds, or on photos that have light and neutral backgrounds on the condition that the readability is not affected. Here are some examples of how to use the logo on light backgrounds:



# Brand identity

LOGO

## How to use > Negative color version

The color version of the logo should be used exclusively on dark backgrounds referenced in the brand colors (pg. 25 & 26), or on photos with dark backgrounds on the condition that the readability is not affected. Here are some examples of how to use the logo on dark backgrounds:



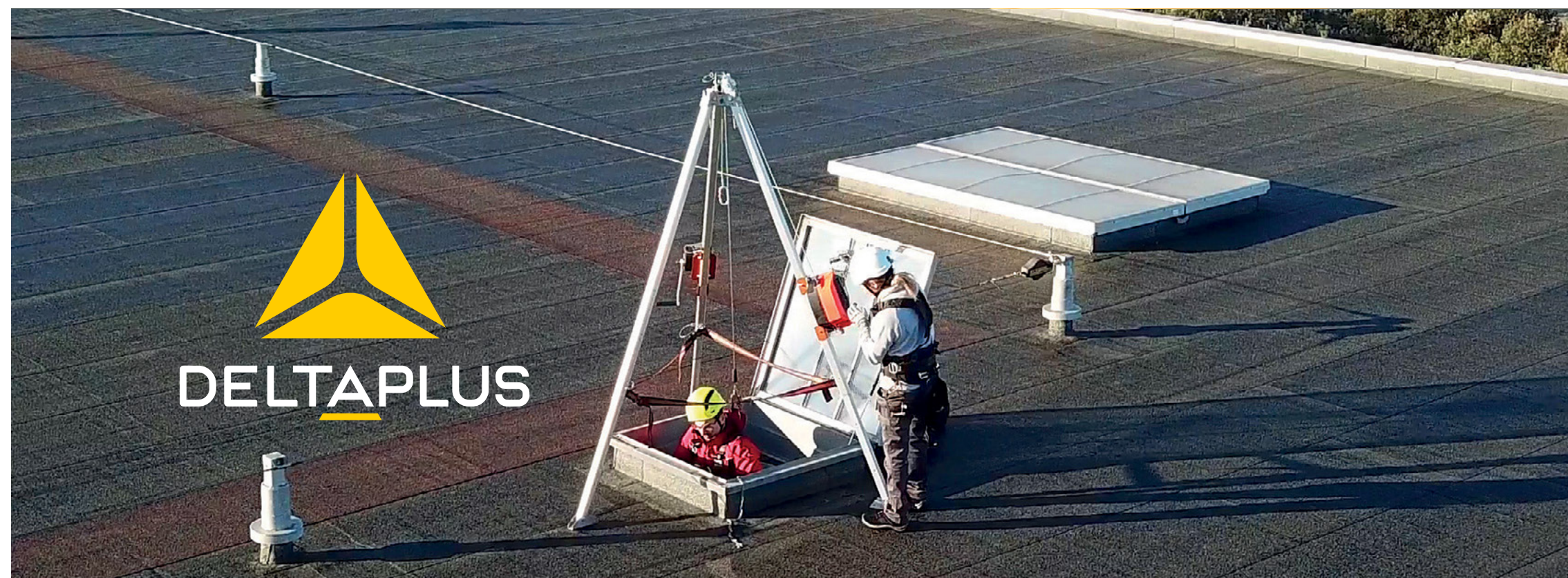


# Brand identity

## LOGO

### How to use > Negative color version

The color version of the logo should be used exclusively on dark backgrounds referenced in the brand colors (pg. 25 & 26), or on photos with dark backgrounds on the condition that the readability is not affected. Here are some examples of how to use the logo on photos:



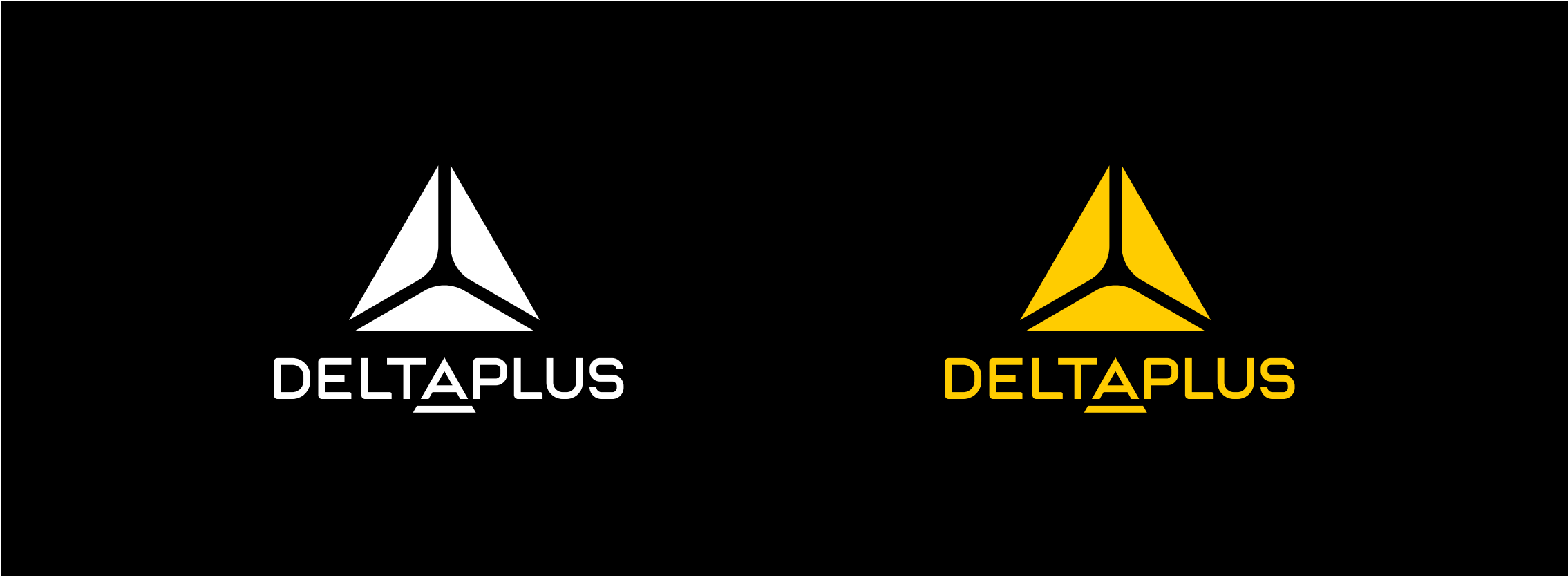


# Brand identity

LOGO

## How to use > Monochromatic versions

The monochrome versions of the logo should be used exclusively on dark backgrounds referenced in the brand colors (pg. 25 & 26). For photos with busy backgrounds, or where the use of the colored logo is not possible, you must use the white monochrome version, on the condition that the readability is not affected. Here are some examples of how to use the monochrome logo:



**BLACK MONOCHROME VERSION**  
This version is used on a yellow background as defined in the brand colors, or for printing techniques that prevent full color printing.  
**For example:** fax, stamps, silkscreen printing...



# Brand identity

## LOGO

### Forbidden uses

The Delta Plus logo is not modifiable. Any modifications such as, changing the color or shape is not allowed. Nor is it acceptable to apply an effect or filter to the logo.



Do not deform the logo



Do not change the colors



Do not use monochrome versions other than those defined in the brand colors



Do not move or delete elements in the logo



Do not place the logo on a colored background other than those defined in the brand colors



Do not use the logo on colored backgrounds that are not adapted, even if the background color is defined in the brand colors



Do not change the typography



Do not use a shape that is not defined in the brand guidelines

# Brand identity

## VISUAL GUIDELINES

### Main colors

Respecting the brand colors is essential for the brand’s image.  
Colorimetric equivalences correspond to the different reproduction processes (offset printing, screen), and the various other medias (publishing, web, signage, etc.).

#### Yellow 1

**C.0 M.20 Y.100 K.0**  
**R.255 G.204 B.0**  
**PANTONE 116C**  
**RAL 1023**  
#FFCC00

#### Yellow 2

**C.10 M.40 Y.100 K.0**  
**R.229 G.161 B.0**  
**PANTONE 143C**  
#E5A100

#### Blue 1

**C.100 M.80 Y.50 K.55**  
**R.17 G.38 B.60**  
**PANTONE 2965C**  
**RAL 5011**  
#11263B

#### Blue 2

**C.100 M.60 Y.30 K.30**  
**R.0 G.72 B.107**  
**PANTONE 2955C**  
#00486B