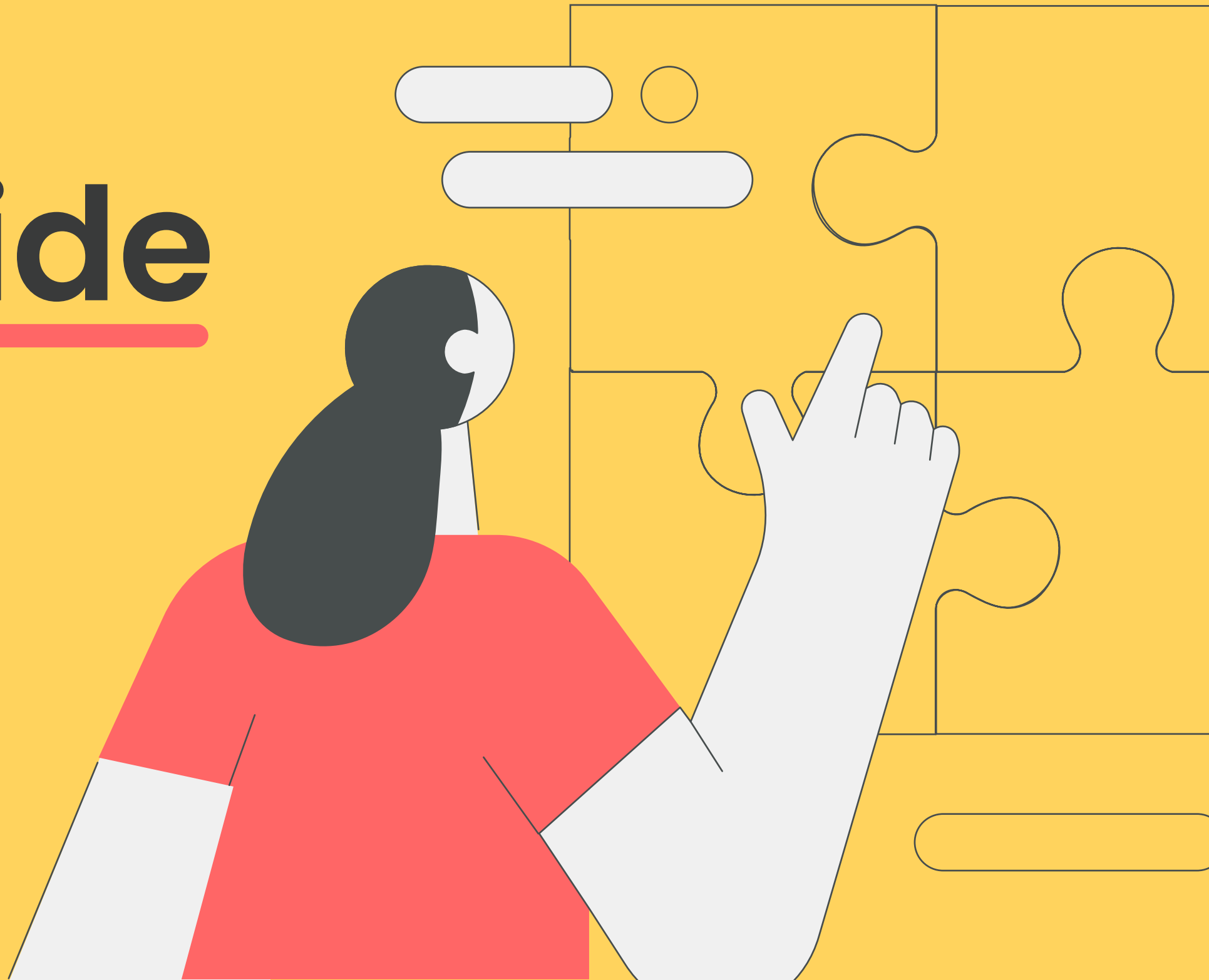


# Deazy Logo Guide

March 2022



Wordmark Logo Set

This is our primary wordmark logo set. We have created a version for all scenarios dependant on background colour.

The primary wordmark logos should always be used over our secondary if suitable space is available.

This set is available in formats:  
EPS / SVG / PNG / JPEG

Wordmark Primary logo  
Light Background



Wordmark Primary logo  
Dark Background



Wordmark Primary Greyscale logo  
Light Background



Wordmark Primary Greyscale logo  
Dark Background

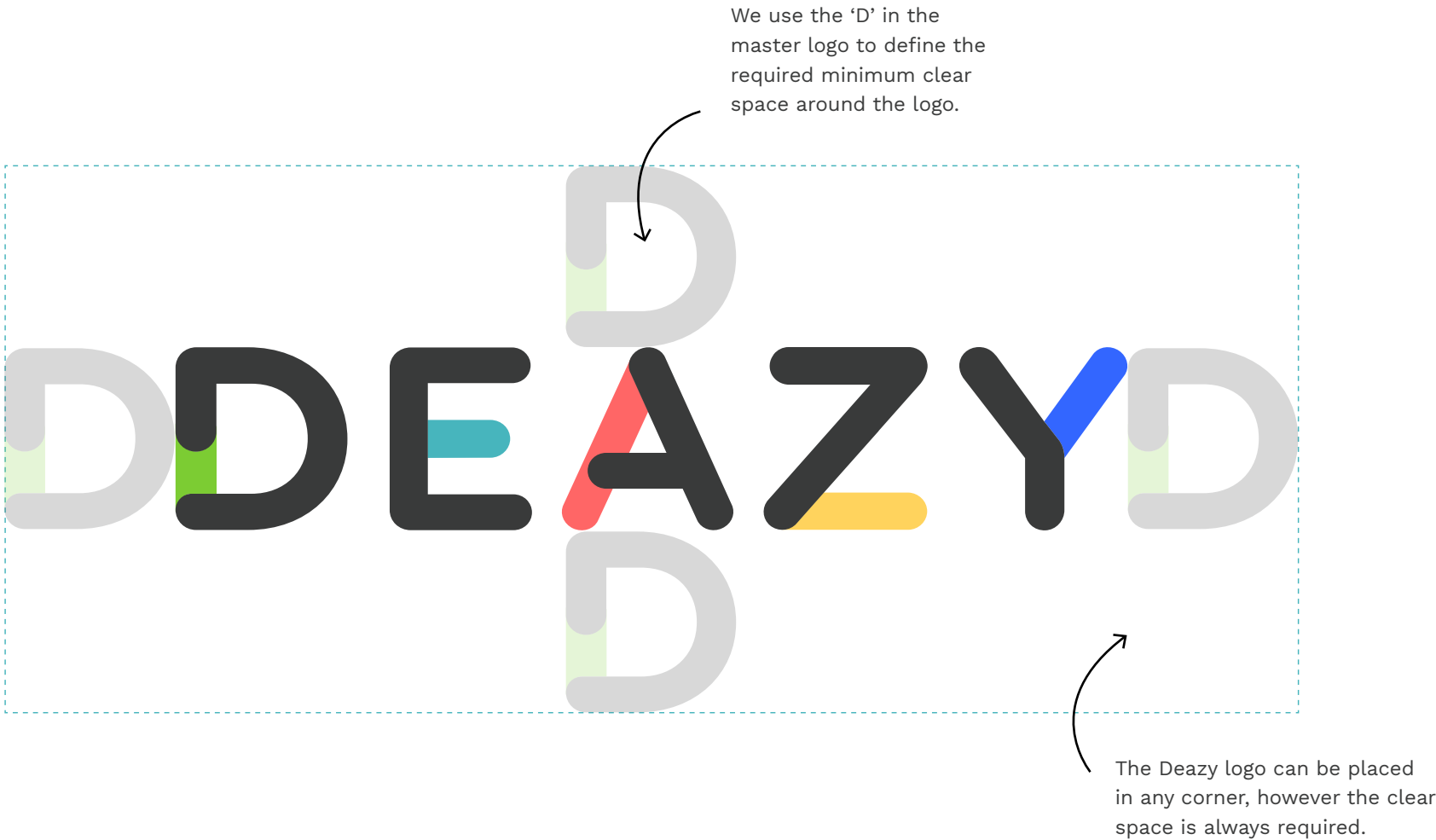


Wordmark Logo Set

When using our wordmark logo you should always include a minimum clear space around it to avoid any spacing issues. An easy way to work out what space is required is too use the ‘D’ from the logo as a guide.

Our wordmark logo also has a minimum size that should be considered. This is the minimum size we expect our logo as any smaller creates legibility issues in both print and digital.

Sizing and spacing



DEAZY

Minimum size  
74 x 14.25px

This is the minimum size that the Deazy logo should be used on either print or digital. This keeps the logo legible.

Icon Logo Set

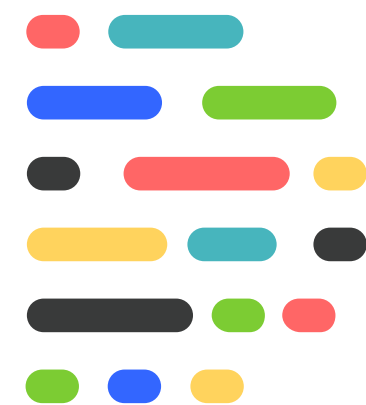
This is our secondary icon logo set. We have created a version for all scenarios dependant on background colour.

The secondary icon should always be used in conjunction with either the primary wordmark, a setting where the brand is clearly displayed or where the full name is mentioned.

This set is available in formats:  
EPS / SVG / PNG / JPEG

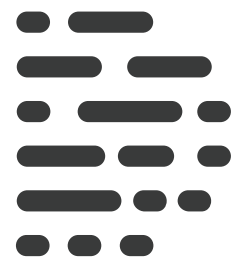
Icon Secondary logo

Default



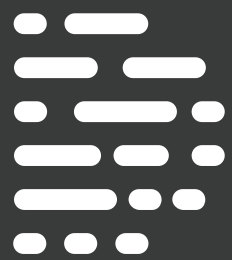
Icon Secondary Greyscale logo

Light Background



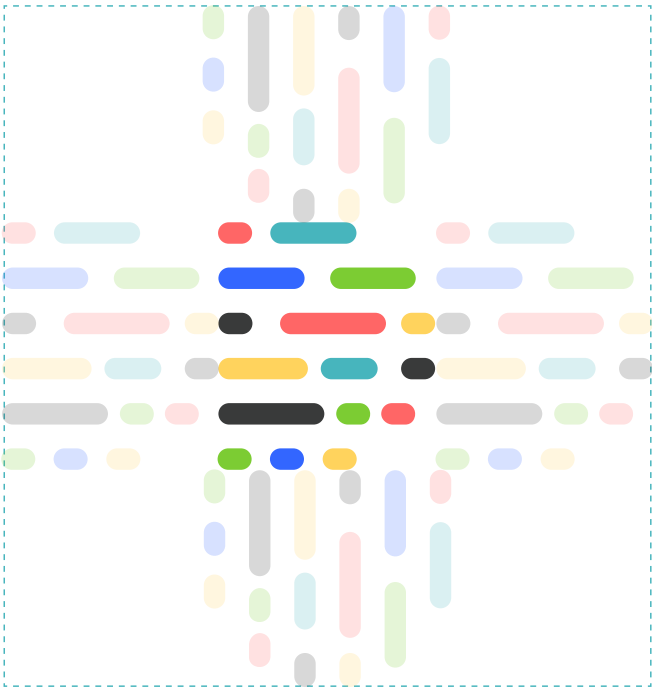
Icon Secondary Greyscale logo

Dark Background



When using our logo you should always include a minimum clear space around it to avoid any issues. An easy way to work out what space is required is too use the ‘D’ from the logo as a guide.

Our logo also has a minimum size that should be considered. This is the minimum size we expect our logo as any smaller creates legibility issues in both print and digital.



Minimum size  
29 x 32.9px

Logo Set

These are the don'ts that we require when using our logo.

Simply our logo should never be edited or used in such a way that makes it illegible. These guidelines are for both the primary and secondary set.

The don'ts



Unapproved colours



Wrong logo variation for background



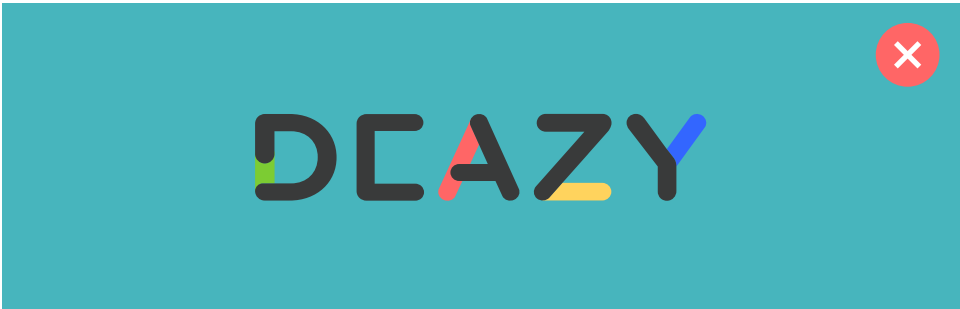
Avoid Rotation



Illegible on background image



Avoid stretching the logo



Illegible on background colour



Avoid shadows



No clear space around logo



**If any questions  
please contact us  
at Deazy.**