

# DIGINNOVATORS LOGO GUIDELINE



The Diginnovators logo, wordmark and symbol are important expressions of our brand identity. Each has been carefully designed and constructed to achieve visual harmony, it should never be altered, modified, or redrawn. Because these elements are such recognizable and highly visible brand assets, it is necessary that they are always applied consistently.

Few simple rules mentioned below will help you use our logo, wordmark and symbol to communicate the Diginnovators brand most effectively.

Download zip file of [logo assets here](#)

## Logo anatomy

Diginnovators logo is composed of the icon and a wordmark set in Proxima Nova. The horizontal logo is the primary logo and should be used in most instances. If you aren't sure which logo to use in your materials, use this one. Always sue the logo files provided in the logo pack. Do not re-create.



Our logo depicts simplicity, scalability and reliability along with the values that we uphold highly as a company. These guidelines are here to help ensure that your use of the Diginnovators logo is consistent, the way we present itself.

## Standard lockup

Diginnovators logo is composed of the icon and a wordmark. The horizontal logo is the primary logo and should be used in most instances. If you aren't sure which logo to use in your materials, use this one. Always sue the logo files provided in the logo pack. Do not re-create.



## Vertical lockup

The vertical lockup can be used when the provided space is square and use of the horizontal lockup is limited or will make the logo too small.



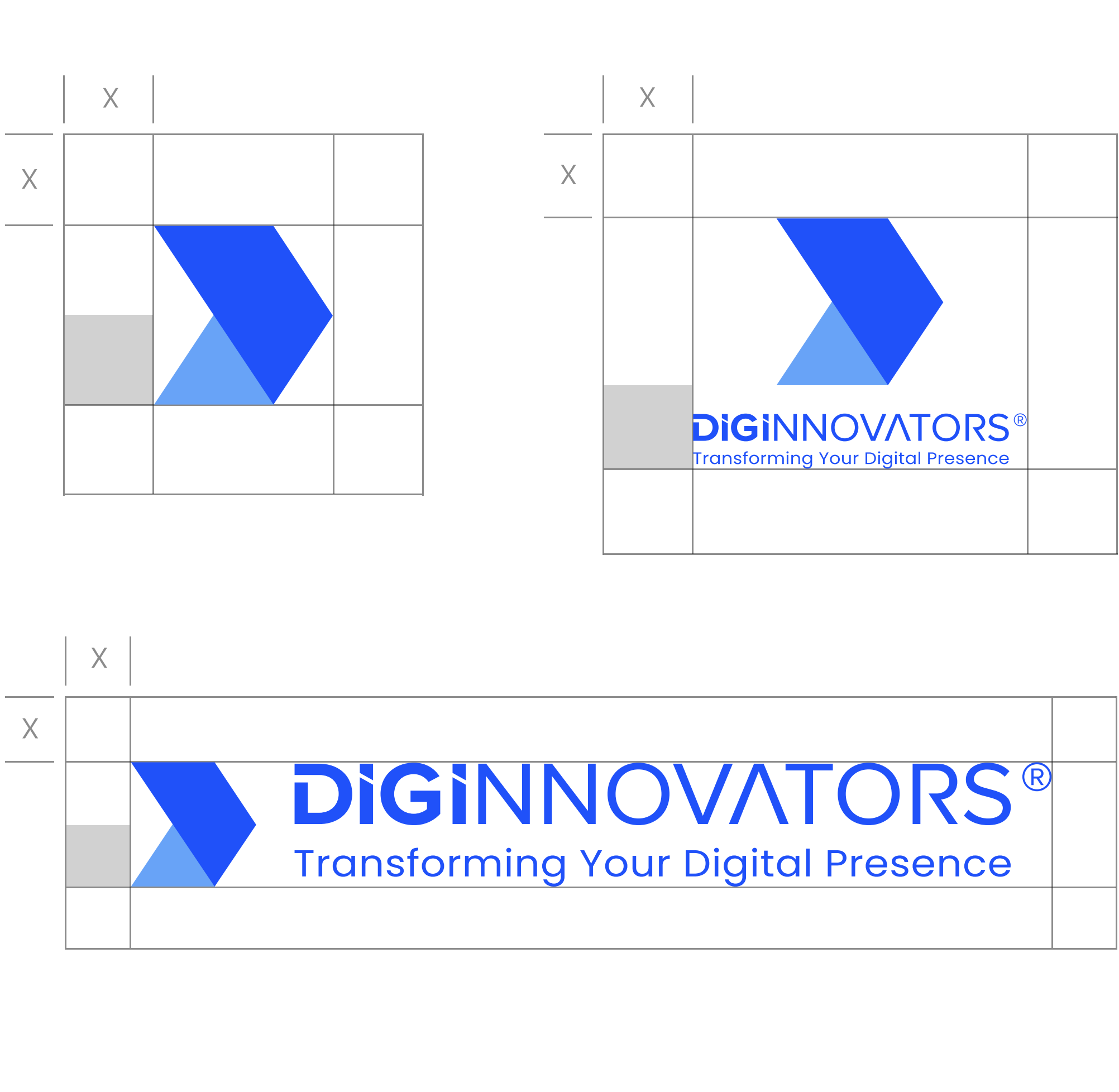
## Icon by itself

Use the icon only when Diginnovators has been well established elsewhere on the pages or in the design. (When in doubt, always use the horizontal lockup logo.)



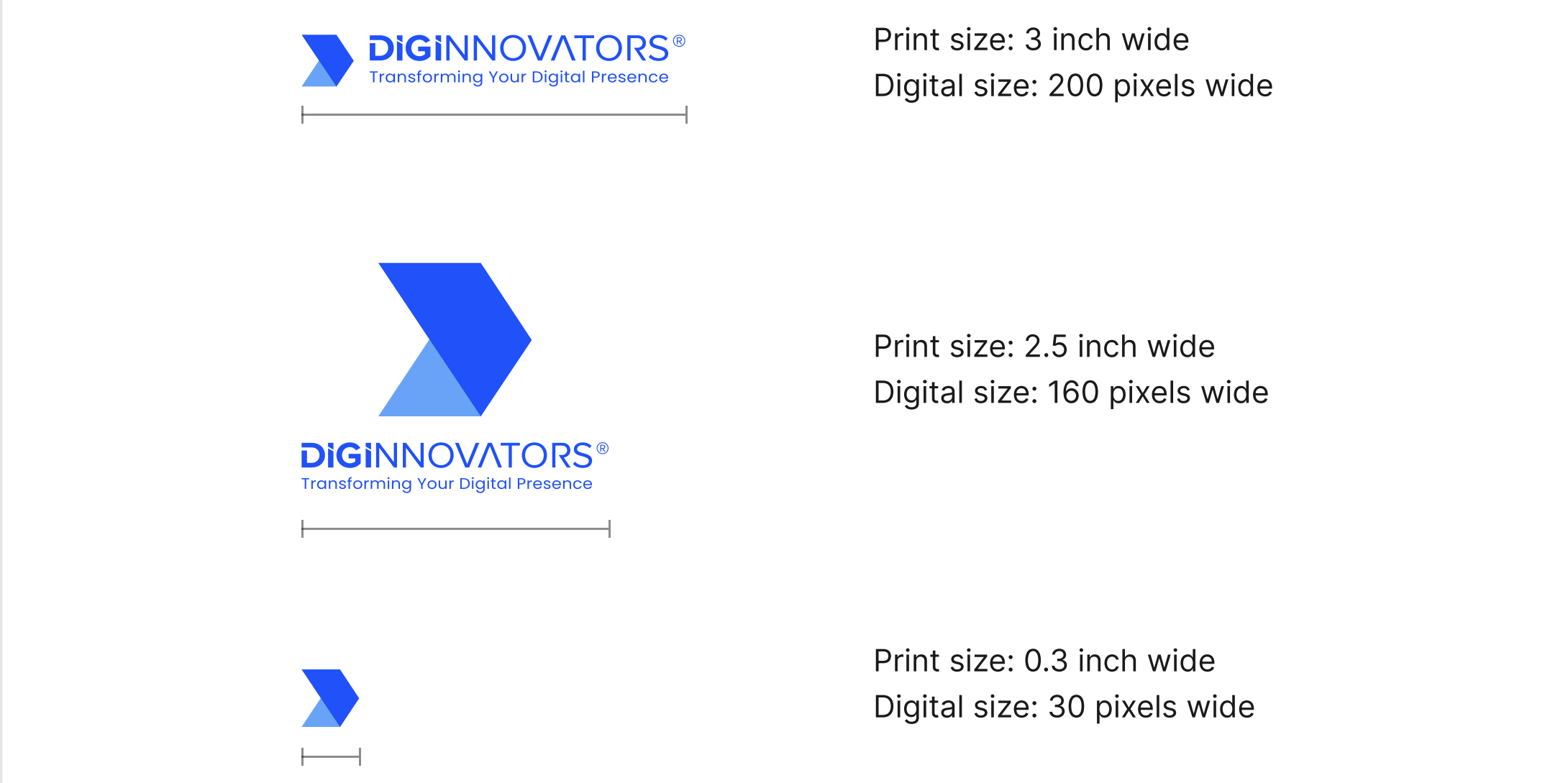
## Clear space

Clear space acts as a buffer between the logo and the other visual elements on a pace including text. It is also known as breathing space or safe space. This space is the minimum distance needed and is equal to the half the height of the icon



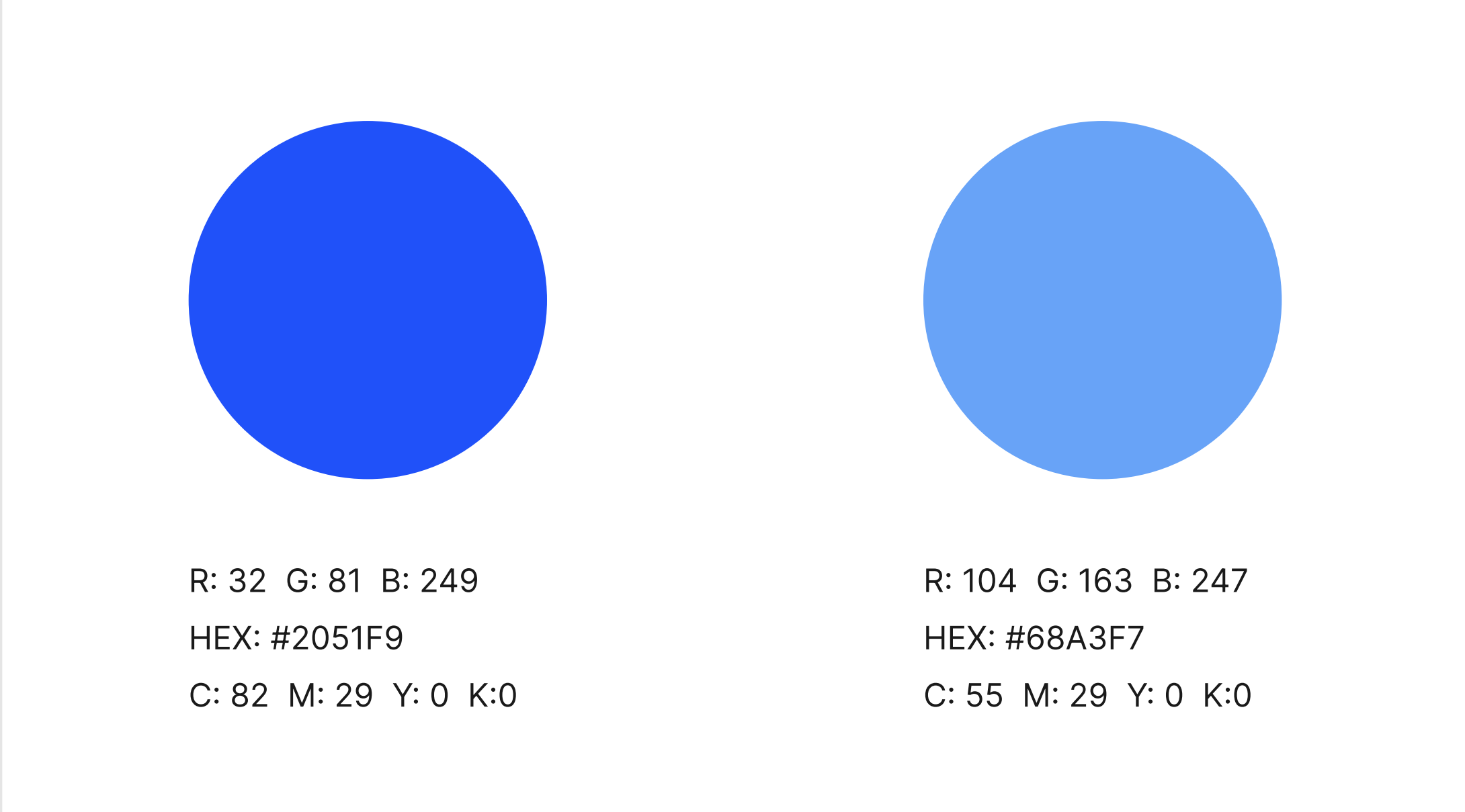
## Minimum size

Here's the recommended minimum size at which the logo may be re-sized. For legibility reasons, we ask that you stick to these dimensions.



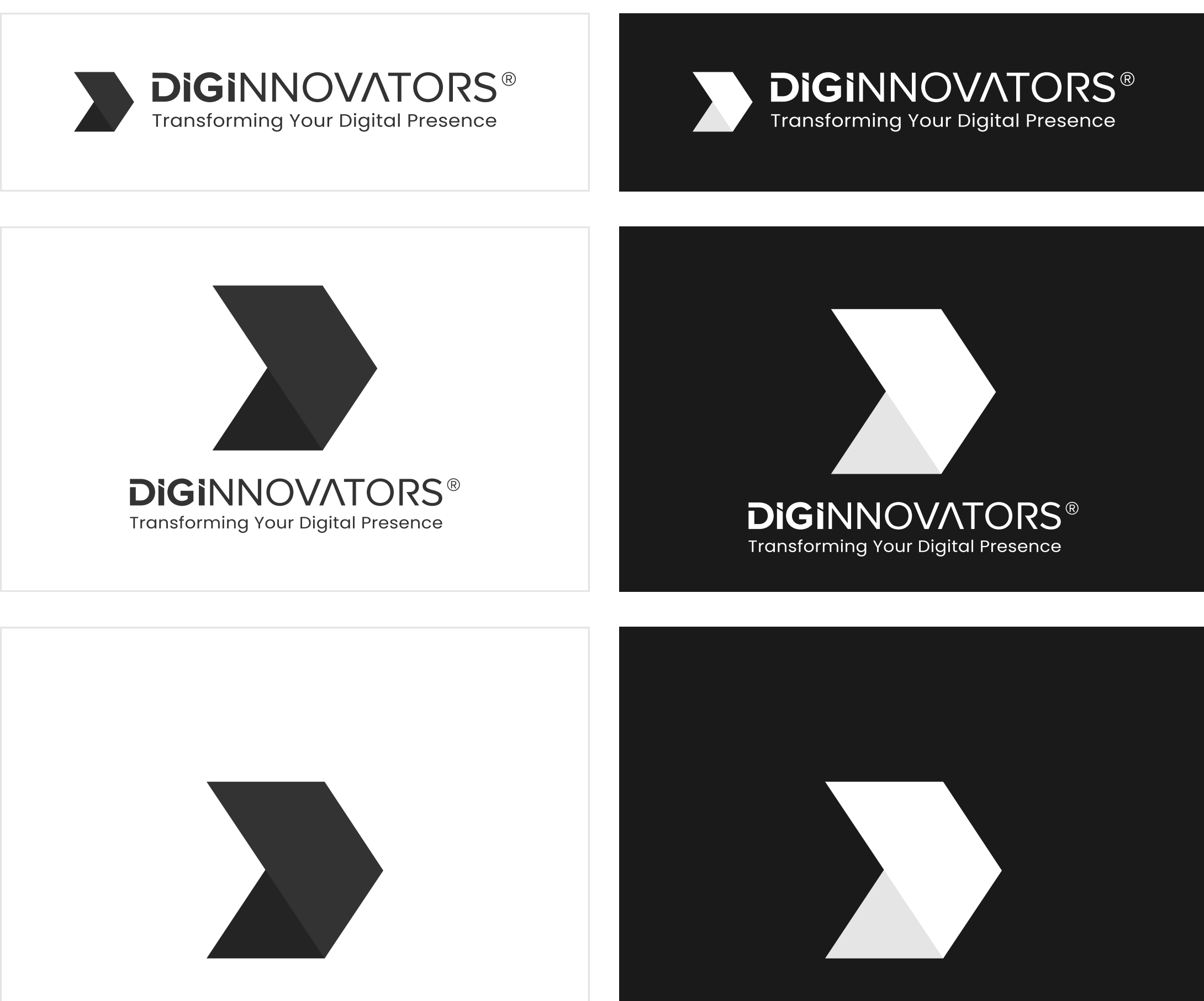
## Diginnovators blue

The blue used is bright and vibrant and we want it to stand out clearly. to that end, here are the color values you can use for both digital and print



## Monochrome

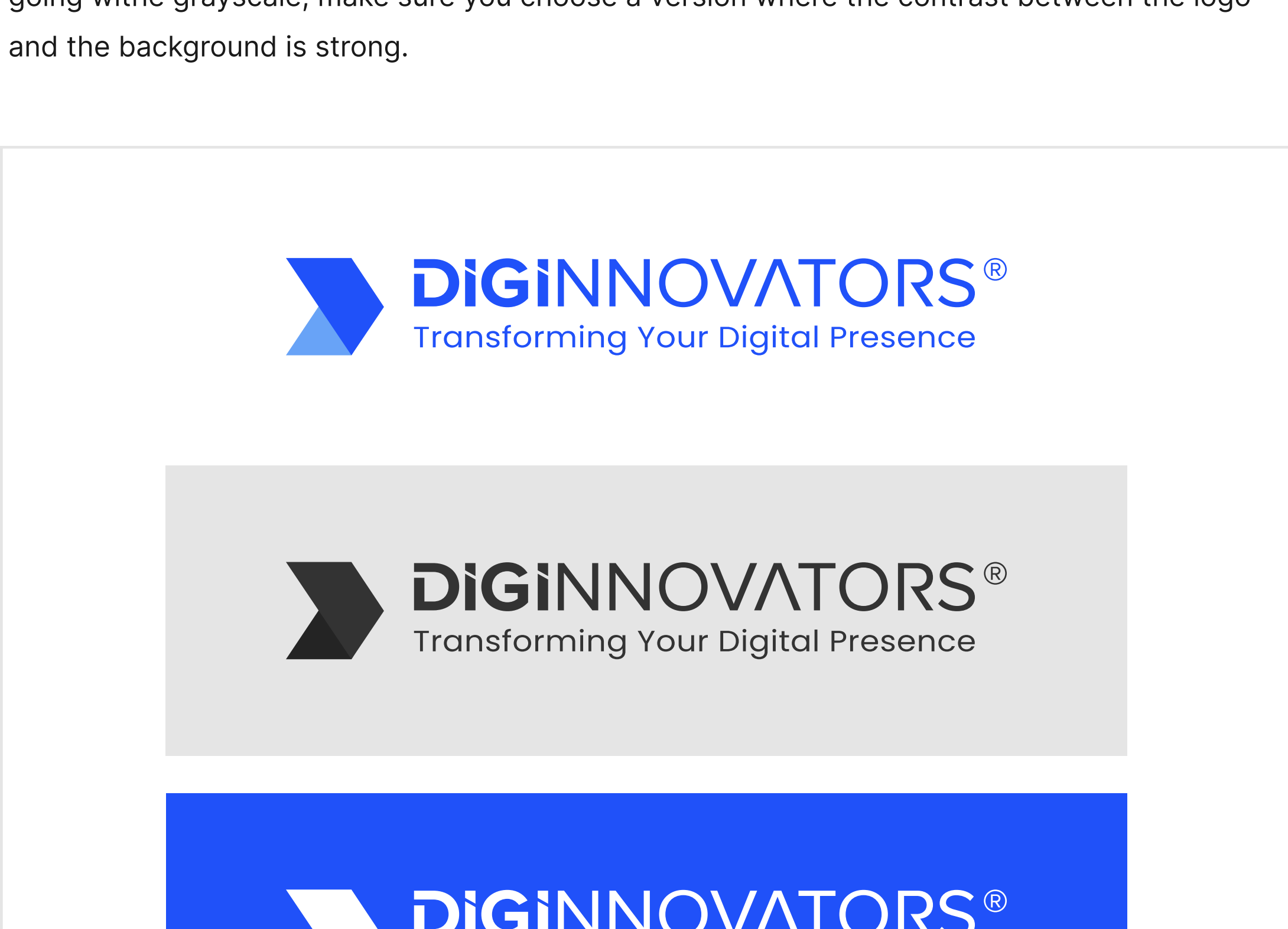
If the color logotype isn't an option for technical reasons, use the white or black versions instead. (You can create a version using any value on the grayscale)



## Background color

Our logo must always have good contrast with the background to ensure maximum impact and accessibility.

Use the black or white versions if the logo is to be presented on a background color. If you're going with the grayscale, make sure you choose a version where the contrast between the logo and the background is strong.



## Logo don'ts

Use the logo as provided and please do not make any changes or try to modify our brand logo. Always download the assets and use the file in the assets folder.

