

# DENIM GROUP LOGO STYLE GUIDE

## COLORS

● Blue	● Orange
PMS: 540, CVC	1525, CVC
CMYK: C = 100	C = 18
M = 81	M = 80
Y = 36	Y = 100
K = 36	K = 8
RGB: R = 0	R = 202
G = 47	G = 78
B = 93	B = 0
HEX: #002F5D	#CA4E00

- The icon may only be orange, black or white
- The text may only be blue, black or white
- The colors may not be exchanged or swapped with each other or with any other color.
- The complete logo is either two-color, black or white - there are no-one color options.
- NOTE: The Denim Group orange and the Sprajax orange are very different and cannot be exchanged

## PROPORTIONS

- The proportions of the logo are only as shown.

## MODIFYING LOGO

- The icon may be used on it's own, but the text may only be used in conjunction with the icon in one of the above formats.
- Please DO NOT
  - tilt
  - twist
  - stretch in any direction
  - bend
  - add glow, drop shadow, bevel or other effect
  - bleed off the page
  - alter the font in any way
  - omit/change location of the SM

## USES

- Only use the colored & black options on light backgrounds
- On dark backgrounds, use only white option
- Use predominantly solid backgrounds - no patterns
- Put equal spacing around the logo when possible
- Center logo when possible

## TWO-COLOR OPTION



## ONE-COLOR/BLACK OPTION



## ONE-COLOR/WHITE OPTION

