

## 2.01 Logo: Proper Use

Standard Lock up on White



Standard Lock up on Black



### Proper Use

There is only one version of artwork for the logo. Use it for both positive and negative production applications. Whenever possible, apply the logo in color on a white background. When this is neither practical nor appropriate, apply the logo in white on a solid color background.

### Clear Space

To enhance the presentation of the logo, leave sufficient clear space around it. The minimum amount of clear space is equal to 25% of the diameter of the size of the logo you use, as shown.

### Minimum Size

The minimum size of the logo in any print application is 0.25" / 6.35mm in diameter.

### Stroke Resizing

To ensure the stroke resizes correctly in Illustrator, please check the "Scale Strokes & Effects" option in the General Preferences. Also, always align the stroke to the outside.

## 2.02 Logo: Improper Use

### Proper Use

We encourage you to become familiar with the correct use of the logo.

- 1 Don't use a 3-D logo.
- 2 Don't use the "old" version of the logo.
- 3 Don't use a normal "e" in the logo.
- 4 Don't change the blue Pantone of the digEcor "E".
- 5 Don't use a black logo on a color background.
- 6 Don't rotate the logo.
- 7 Don't reverse the logo on any color.
- 8 Don't use the logo on a photo.

