

deako®

# Logo usage guidelines

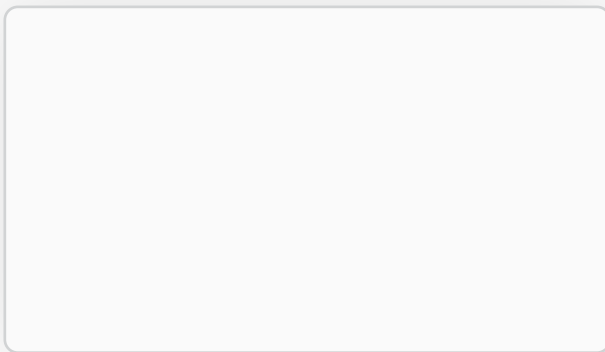
## CONTENTS

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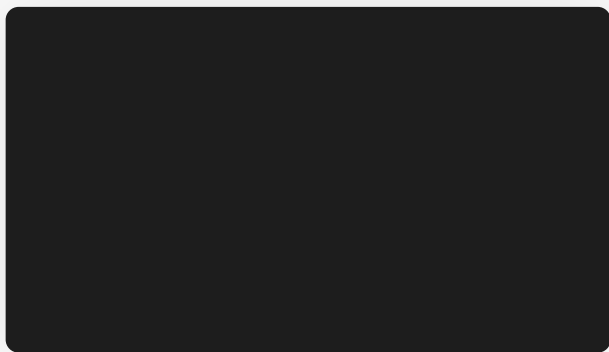
- Colors
- Typography
- Logo usage guidelines

# Brand Color Palette

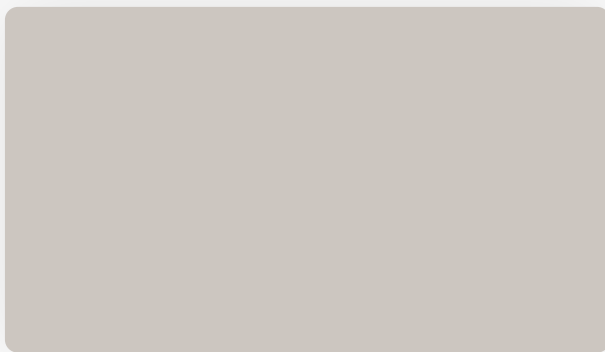
PRIMARY



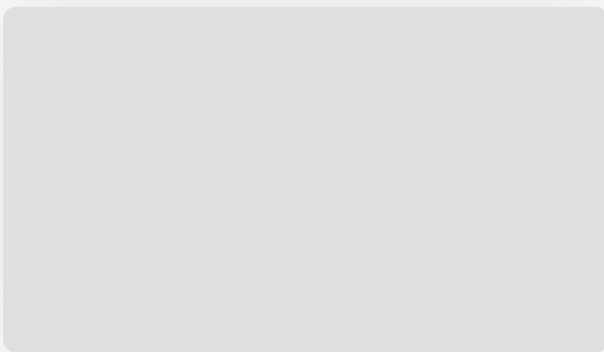
White  
#FAFAFA



Black  
#1D1D1D



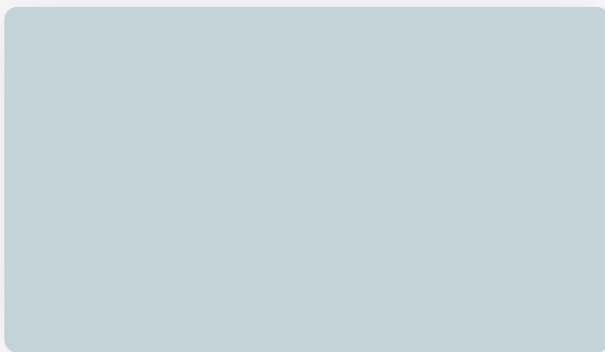
Beige (Medium)  
#CCC6C0



Beige (Light)  
#E1DFDD



Air Blue (Medium)  
#7597A0  
Brand Blue



Air Blue (Light)  
#C3D3D7  
Brand Blue

# Brand Color Palette Cont.

SECONDARY



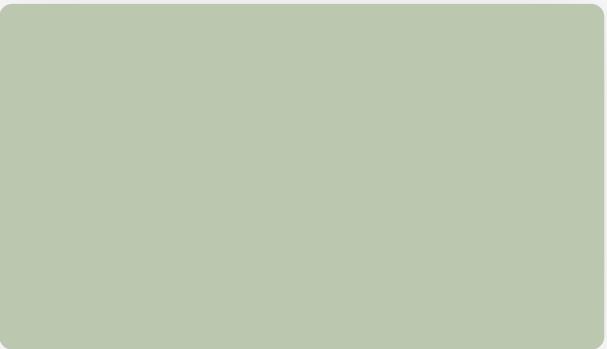
Beige (Dark)  
#523823



Air Blue (Dark)  
#1B3747



Moss Green (Medium)  
#889578  
Whole-Home Solutions



Moss Green (Light)  
#BCC7B0  
Whole-Home Solutions



Ash Gray (Medium)  
#9AA19B  
Smart Products



Ash Gray (Light)  
#BEC6BF  
Smart Products



Terracotta (Medium)  
#BA866A  
Simple Products



Terracotta (Light)  
#DEAC90  
Simple Products



Rose Quartz (Medium)  
#B692A1  
Backplates, Faceplates  
& Outlets



Rose Quartz (Light)  
#D6BDC8  
Backplates, Faceplates  
& Outlets

LOGO USAGE GUIDELINES

# Typography

MAIN FONT - AEONIK PRO

Aa Aeonik Pro

Aeonik Pro Regular

Aeonik Pro SemiBold

Aeonik Pro Bold

Aeonik Pro Black

ALTNERNATE FONT - INTER

Aa Inter

Inter Regular

Inter SemiBold

Inter Bold

Inter Black

Font download:

<https://fonts.google.com/specimen/Inter>

FONT STYLES

Aeonik Pro Regular

HEADER 1 / WEIGHT: 400 / SIZE: 120 / LINE HEIGHT: 128 / LETTER SPACING: -3%

Aeonik Pro Regular

HEADER 2 / WEIGHT: 400 / SIZE: 72 / LINE HEIGHT: 80 / LETTER SPACING: -3%

Aeonik Pro Regular

HEADER 3 / WEIGHT: 400 / SIZE: 48 / LINE HEIGHT: 56 / LETTER SPACING: -3%

Aeonik Pro Regular

HEADER 4 / WEIGHT: 400 / SIZE: 32 / LINE HEIGHT: 40 / LETTER SPACING: -3%

Aeonik Pro Regular  
BODY / WEIGHT: 400 / SIZE: 18 / LINE HEIGHT: 24 / LETTER SPACING: 0%

Aeonik Pro Regular  
BODY SMALL / WEIGHT: 400 / SIZE: 16 / LINE HEIGHT: 20 / LETTER SPACING: 0%

LOGO USAGE GUIDELINES

# Logo usage guidelines

LOGO USAGE

BLACK / BEIGE (MEDIUM) BACKGROUND



BLACK / BEIGE (LIGHT) BACKGROUND



BLACK / AIR BLUE (MEDIUM) BACKGROUND



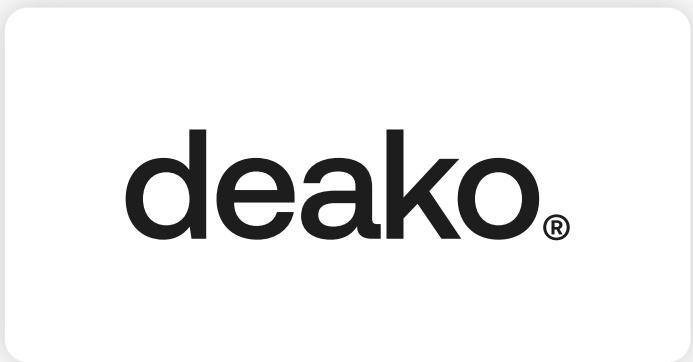
BLACK / AIR BLUE (LIGHT) BACKGROUND



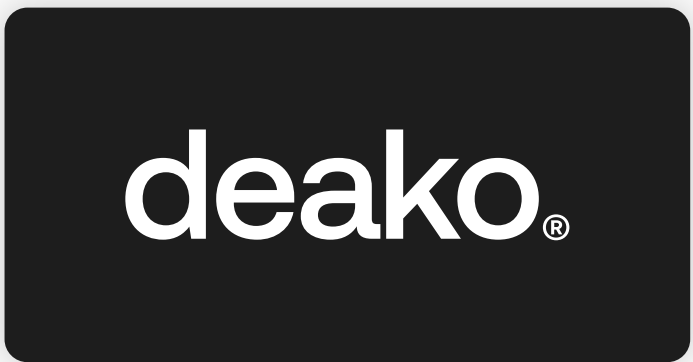
WHITE / AIR BLUE (MEDIUM) BACKGROUND



BLACK / WHITE BACKGROUND



WHITE / BLACK BACKGROUND



LOGO USAGE GUIDELINES

# Logo usage guidelines cont.

EXCLUSION ZONE

The logo and the icon’s exclusion zone is equal to the height of the icon (marked as x in the diagram).



SIZE LIMIT

- The logo must be 30px or more in width.
- There is no maximum size for the logo as long as the file is a vector (.svg, .eps, .ai) and not a rasterized image (.png, .gif or .jpg)

LOGO USAGE GUIDELINES

# Logo usage guidelines cont.

DO

YES

Overlay logo on solid-colored background.



YES

Overlay logo on image with adequate contrast.



DON'T

NO

Do not overlay logo on image with inadequate contrast.



NO

Do not change the logo color outside of Deako colors.



NO

Do not alter the transparency of the logo.



NO

Do not use too small of a logo for the use.



NO

Do not outline the logo.



NO

Do not distort or warp the logo in any way.



NO

Do not overlay the logo on patterned background.



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[deako.com](https://deako.com)