logo

How to apply our logo and how it lives
with our brand proposition

logo
Our logotype

Our logo represents our enterprise expertise by using minimalistic characters that are complemented with a distinctive 'd' character. Our 'd' carries brand heritage and instant brand recognition.

delaware

Our logo is a bespoke brand asset and should never be reproduced. It can be supplied upon request.

logo
Logo spacing & positioning

The isolation zone is the space around the logo which must be kept free of images, text, borders and margins.

In all versions of the logo, the spacing is determined by the height of the 'd' in 'delaware'. This distance should be used as minimum requirement.

Preferred isolation zone = 2 x 'd' height

Minimum isolation zone = 1 x 'd' height

delaware
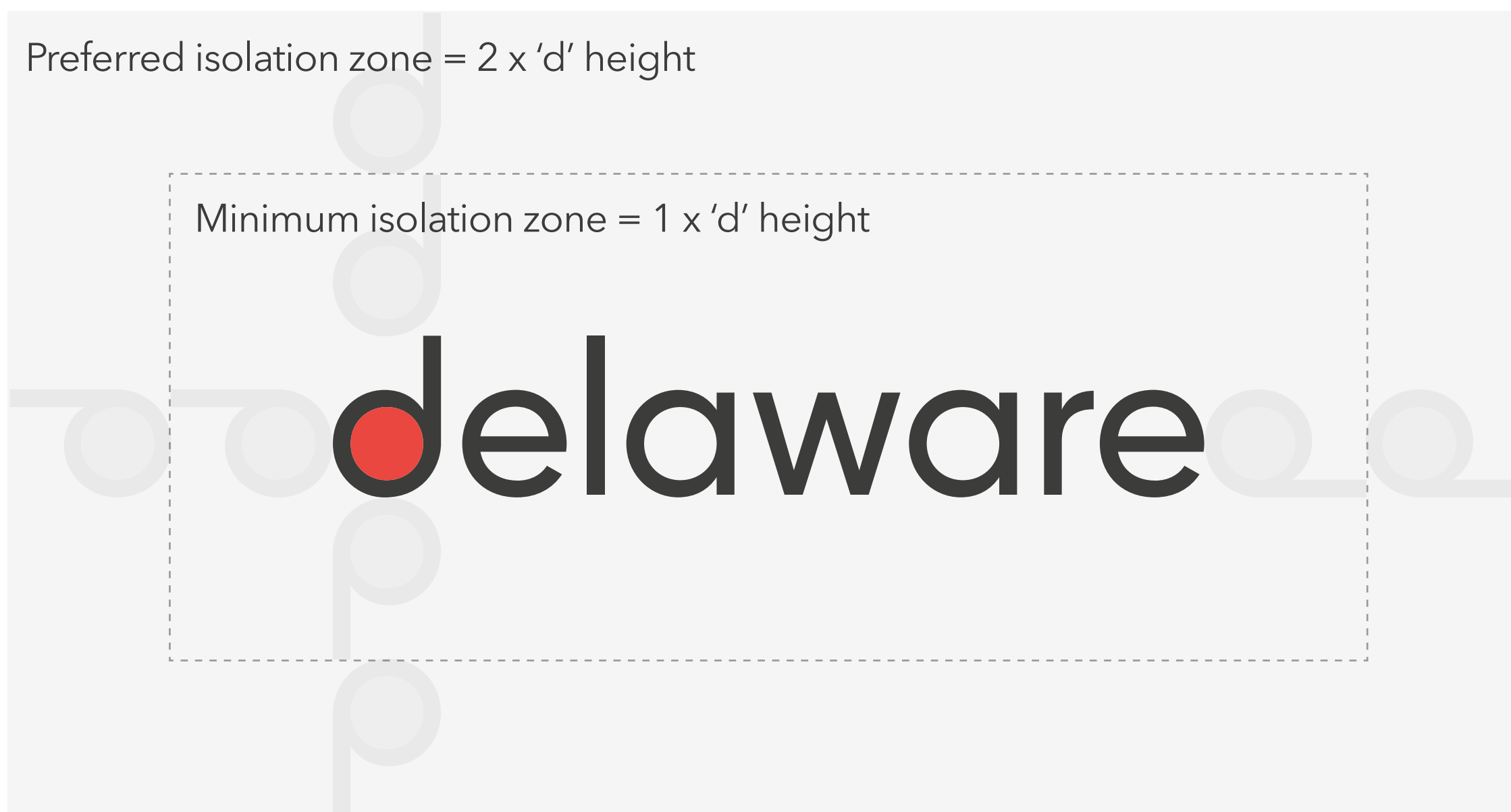
Logo positioning

The ideal position of the logo is in the top right corner. It should be placed here whenever possible. The other three corners (top left, bottom left and bottom right) are the other available positions.

In special cases, such as a LinkedIn banner, our logo can appear centrally aligned.

delaware   delaware
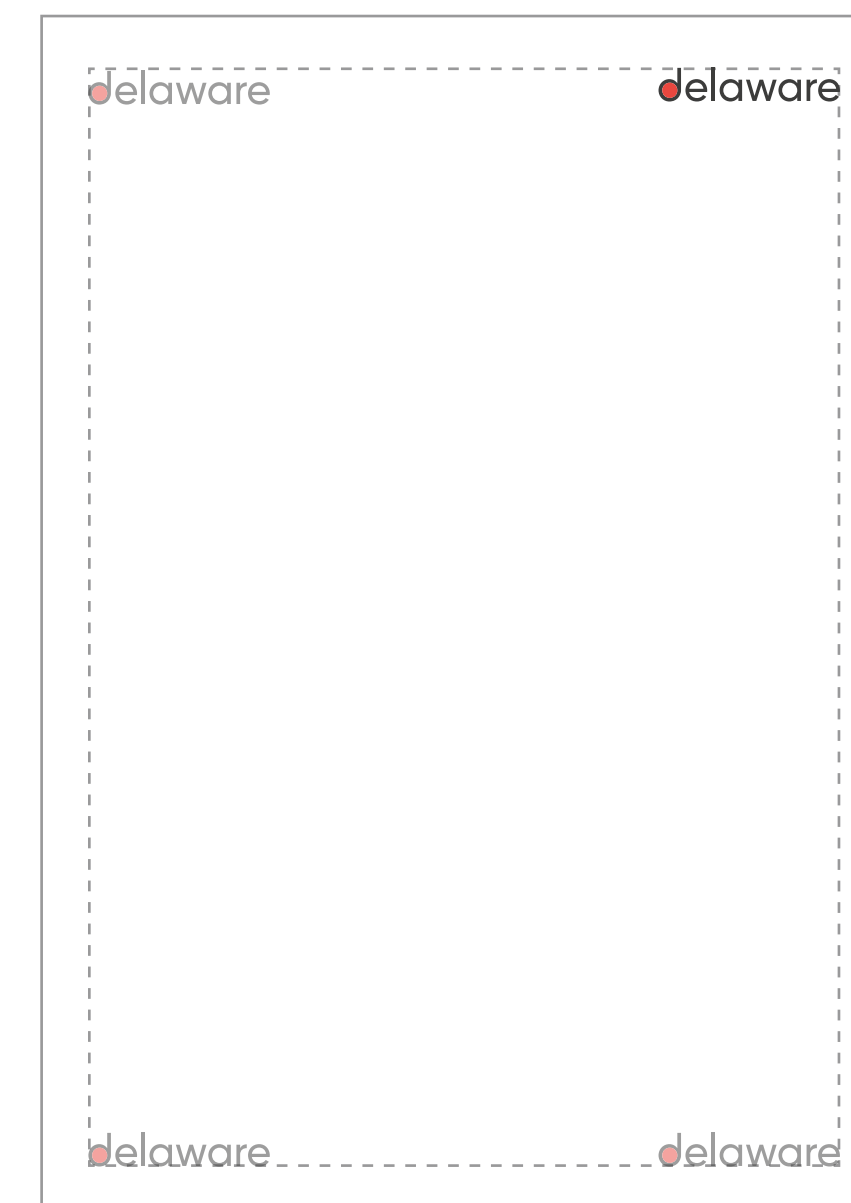
delaware   delaware

logo
Color

The two main versions of our logo are
the positive and negative full-color versions.

Our logo is also available in black and white versions.
The colors of our Main-Positive logo are delaware Text Gray and delaware Dot Red.

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assets and should never be reproduced.
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Main-Positive

Main-Negative

Main-Negative
(on Primary Red)

Black

White

logo
Incorrect usage of logo

How not to use our logo:

❌ **Do not change the color of the logo**

❌ **Do not rotate the logo**

❌ **Do not split the logo**

❌ **Do not change the proportions of the letters**

❌ **Do not stretch or squeeze the logo**

❌ **Do not place the logo on similar colors**