

2020



DiSTI Logo Guidelines

(Condensed from Brand Guidelines)

The DiSTI Corporation

Our Logos

2.1 DiSTI Logo

Logo Colors

The main color for the DiSTI logo is “DiSTI Blue”, or **PMS 301 C**. It’s equivalent CMYK value is **C=100 M=80 Y=16 K=8**, and it’s equivalent RGB value is **R=13 G=72 B=135**.

Being the main color of the brand, the logo should use the “DiSTI Blue” whenever possible.

Alternative colors for the logo are black (**C=75 M=68 Y=65 K=86 // R=9 G=10 B=11**) and white (**C=0 M=0 Y=0 K=0 // R=255 G=255 B=255**).

Clear Space

Maintain clear space around the logo to protect it from distracting graphic elements, photos or typography. The clear space should be about the width of the DiSTI “D” for both vertical and horizontal space. Never allow typography or other elements to invade the logo clear space.

Minimum Logo Sizing

With rare exception, do not reproduce the DiSTI logo smaller than the measurements illustrated here.



Knock-out



Our Logos

2.1 DiSTI Logo

Usage

Full-color Logo Use on backgrounds

The full color logo should only be used on white, light gray, and really light blue backgrounds. Avoid using the full-color logo on photographs unless the logo sits on really light areas of the image allowing for high contrast and visibility.



One-Color Logo Use

The white color logo should only be used on color backgrounds within the DiSTI primary color palette.

For photography, the white or black logo can be used only for imagery that has been approved by DiSTI Marketing. The logo should also retain high contrast and visibility whenever placed on an image.



Our Logos

2.1 DiSTI Logo

Misuse

Do not distort the logo

The DiSTI logo is shown distorted, with the letters stretched and compressed horizontally.

Do not re-create using any other typeface

The DiSTI logo is shown in a different, more standard sans-serif typeface.

Do not crop the logo

The DiSTI logo is shown cropped, with the top and bottom portions removed.

Do not outline logotype

The DiSTI logo is shown with a black outline around the letters.

Do not change the transparency of the logo

The DiSTI logo is shown in a light blue, semi-transparent color.

Do not rotate logo

The DiSTI logo is shown rotated diagonally.

Do not use a different color for the logo

The DiSTI logo is shown in a teal or green color.

Do not use logo in pattern or a repeating system

The DiSTI logo is shown repeated in a grid pattern.

Do not use drop shadows or any other effects

The DiSTI logo is shown with a dark blue drop shadow effect.

Do not place the logo in custom shapes

The DiSTI logo is shown inside a rounded rectangular frame.

Terms & Conditions

The DiSTI brand is a valuable asset of The DiSTI Corporation (DiSTI). Your use of the trademarks, trade names, service marks, logos or images is limited to the branding guidelines stated here. You are required to adhere with these guidelines and it is essential that you understand these guidelines in their entirety.

The marketing department must review and approve the content of any collateral that is disseminated to the public. Please allow a minimum of three (3) business days for the review process to occur. Please submit all materials and direct any questions about the use of DiSTI logos, images, or communication to the marketing department at marketing@disti.com.

Copyright & Trademarks

For the purposes of this notice, “Intellectual Property” means whatever trademarks (registered or not), inventions, patents (both registered and unregistered), copyrights, registered and unregistered designs, know-how and other intellectual property vesting in DiSTI, including any branding, logos and any content contained on any printed material or website, owned by DiSTI.

Any copyright, trademarks, designs, logos, branding, which may be developed by DiSTI and displayed in public consumption now or in the future, shall remain the property of DiSTI.

Any party desiring to use DiSTI’s logos or branding content shall only do so with the express, prior written consent of DiSTI that they may do so. The granting of the use of DiSTI logos or branding content shall in any event be at DiSTI’s sole instance and discretion.