

2022



# DiSTI Logo Guidelines

(Condensed from Brand Guidelines)

The DiSTI Corporation

## Our Logos

# 2.1 DiSTI Logo

### Logo Colors

The DiSTI logo uses the "DiSTI Blue"  
**(PMS 301 C // C=100 M=80 Y=16 K=8 // R=17 G=72 B=134)**  
 as it's main color, along with "Bright Blue"  
**(PMS 2174 C // C=82 M=40 Y=0 K=0 // R=18 G=131 B=198)**  
 as it's secondary color,

The DiSTI logo consists of the "D" logomark and the DiSTI logotype.  
 The relative position and placement of these two elements should  
 always remain consistent and never be altered, re-created or  
 rearranged in any way.

When necessary the "D" logomark may be used on its own as long  
 as the colors are not altered and it does not accompany any other  
 logomark. It must stand alone.

Alternative colors for the logo are black  
**(C=75 M=68 Y=65 K=86 // R=9 G=10 B=12)**  
 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



Do not re-create using any other typeface

**D DiSTI™**

Do not crop the logo



Do not outline logotype



Do not change the transparency of the logo



Do not rotate logo



Do not use a different color for the logo



Do not use logo in pattern or a repeating system



Do not use drop shadows or any other effects



Do not place the logo in custom shapes



## Our Logos

# 2.1 DiSTI Logo

### Stacked Variation

The stacked DiSTI logo can also be used when confined to narrower spaces that require a more condensed proportion.



### Stacked Logo



### Minimum Logo Sizing

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

### Knock-out



## Our Logos

# 2.1 DiSTI Logo

### The "D" Logomark

The "D" logomark may appear in DiSTI blues, black or white only. It may not be shown in any other color.

### Context

The "D" logomark is a precise, fixed image. The "D" logomark may not be distorted or modified in any way. Cropping, overprinting, superimposing or printing behind the "D" is not acceptable.

### Logo Misuse

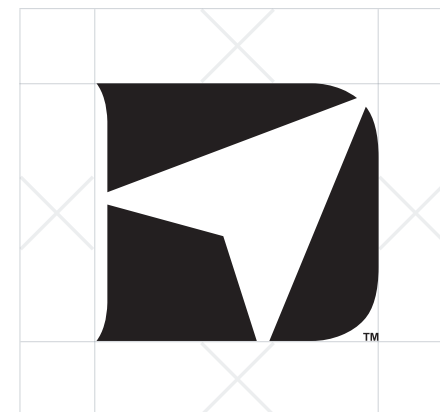
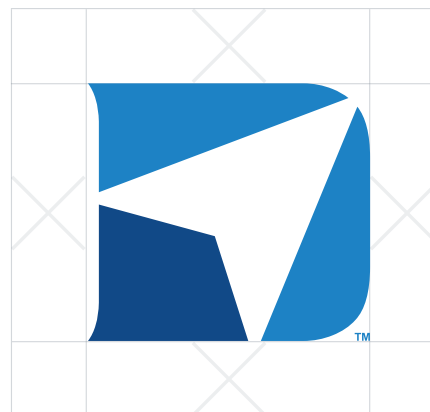
The "D" logomark is synonymous with our corporate identity and is a globally recognized and registered icon. It must be used in the precise way it is registered. The "D" logomark may be applied to objects, but may not become a particular object such as a wheel or an eye, or a part of an object such as the center of a flower. The "D" logomark may not be used as a number, letter, any part of a letter or as punctuation. When using the "D" logomark, no other items may touch or connect to it. The "D" logomark may be used in a sentence only if it is substitutable for the word "DiSTI." It is not acceptable to use any image that suggests the "D" logomark that does not comply with these rules. Please email [marketing@disti.com](mailto:marketing@disti.com) with any questions related to the use of the logomark.

### Minimum Logo Sizing

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



### Logomark



### Knock-out



## 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 except for when using the full icon with the logomark.

### Minimum Logo Sizing

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



### Logotype



### Knock-out



## 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](mailto: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.