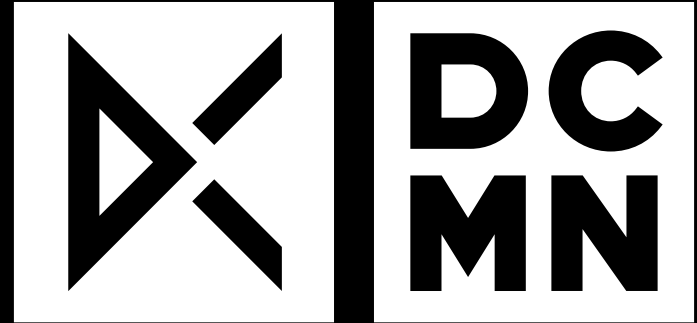




## Logo Guidelines

# Logo Guidelines

## The DCMN Trademark



The DCMN trademark consists of two squared boxes, on the *left* the DC emblem and on the *right* the DCMN logotype — a typographical solution with four figures.

# Logo Guidelines

## All Versions



Large: DCMN\_Logo\_001\_LP  
Small: DCMN\_Logo\_013\_SP



Large: DCMN\_Logo\_005\_LP  
Small: DCMN\_Logo\_017\_SP



Large: DCMN\_Logo\_007\_LP  
Small: DCMN\_Logo\_019\_SP



Large: DCMN\_Logo\_003\_LP  
Small: DCMN\_Logo\_015\_SP



Large: DCMN\_Logo\_009\_LP  
Small: DCMN\_Logo\_021\_SP



Large: DCMN\_Logo\_011\_LP  
Small: DCMN\_Logo\_023\_SP

### Primary Trademark

### DC Emblem

### Outline

### Vertical



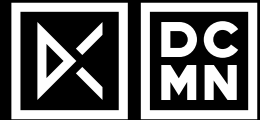
Large: DCMN\_Logo\_002\_LN  
Small: DCMN\_Logo\_014\_SN



Large: DCMN\_Logo\_006\_LN  
Small: DCMN\_Logo\_018\_SN



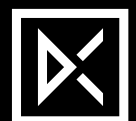
Large: DCMN\_Logo\_008\_LN  
Small: DCMN\_Logo\_020\_SN



Large: DCMN\_Logo\_004\_LN  
Small: DCMN\_Logo\_016\_SN



Large: DCMN\_Logo\_010\_LN  
Small: DCMN\_Logo\_022\_SN



Large: DCMN\_Logo\_012\_LN  
Small: DCMN\_Logo\_024\_SN

Please use the primary trademark. The use of special versions is permitted after DCMN approval only.

**Please carefully read the following ten quick steps.  
Contact us anytime for further questions!**

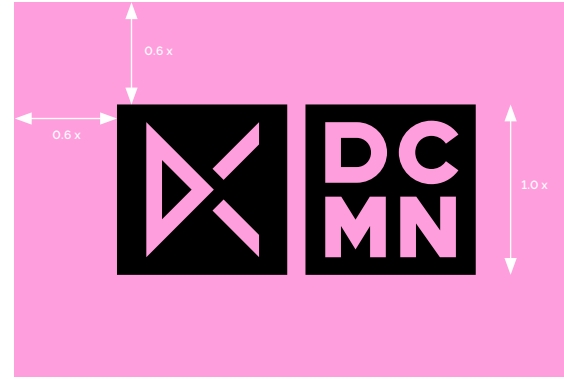
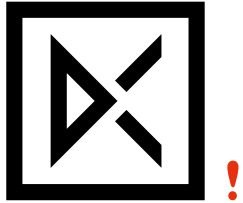
**Christian Ulrich**  
 **content@dcmn.com**

DCMN GmbH  
Boxhagener Straße 18  
10245 Berlin  
Germany  
dcmn.com



# Logo Guidelines

## Quick Guide in 10 Steps



The DCMN trademark needs air to breathe. Never put anything next to it within the range of 0.6x its vertical height!

1

- ✓ Choose the primary trademark in positive or negative
- ! Special versions need approval

2

- ✓ Consider safety areas
- ! Keep a distance of 0.6x the logo height to neighbouring objects

# Logo Guidelines

## Quick Guide in 10 Steps



Note that the trademark is built with counters like a stencil. If put on a colored background never accept white filling!



The logotype on the bottom can never be used as a standalone! The DC emblem on top though can exist on its own without a partnering box. Please note that this special version still needs approval.



3

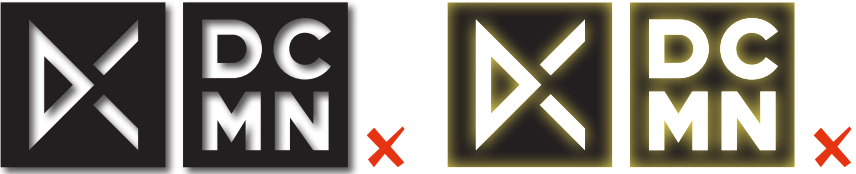
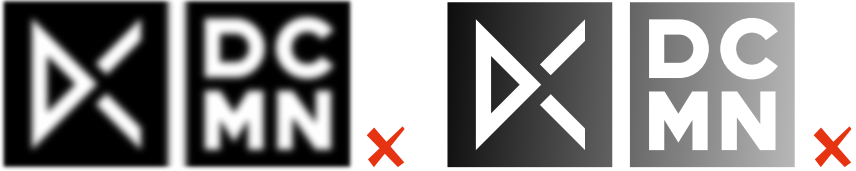
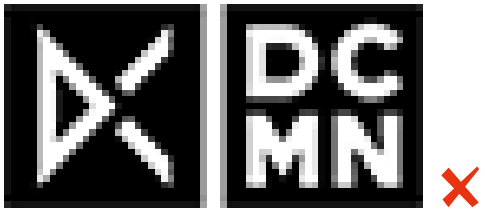
- ✓ The trademark has transparent counters
- ✗ If your result looks like shown above, you may have chosen a wrong file version (i.e. without transparent background)

4

- ✓ Don't divide the trademark
- ! Only the DC emblem on top can be used as a standalone (separate file provided)

# Logo Guidelines

## Quick Guide in 10 Steps



- 5 **Watch your resolution**
- No Pixelation! Use vector file versions (.eps) whenever possible**

- 6 **Keep it original**
- Don't add blur effects, gradients, shadows or any other modifications**

**Step 5 & 6**

# Logo Guidelines

## Quick Guide in 10 Steps



7

- ✓ The trademark always has to retain 100% opacity
- ✗ No transparencies



8

- ✓ Always preserve proportions & design
- ✗ Don't squeeze, cut or change shapes



# Logo Guidelines

## Quick Guide in 10 Steps



9

**✗ Don't color the trademark**



USE SMALL VERSION ..... 1 cm / 70 pixels height



10

**✓ Check your dimensions when using the trademark**  
**! If the trademark is used below 1 cm / 70 pixels in height, please request our special versions for micro-size usage**

**Step 9 & 10**

# Logo Guidelines

## Quick Guide in 10 Steps

- ✓ **1. Use the primary trademark** → **Special versions need approval** see p.5
- ✓ **2. Consider safety areas** → **keep a distance of 0.6x of the logo height to neighbouring objects** see p.5
- ✓ **3. The trademark has counters** → **If put on a colored background never accept white filling** see p.6
- ✓ **4. Don't divide the trademark** → **Only the DC emblem can be used as a standalone** see p.6
- ✓ **5. Watch your resolution** → **Use vector files whenever possible** see p.7
- ✓ **6. Keep it original** → **Don't add blur effects, gradients, shadows or any other modifications** see p.7
- ✓ **7. Retain full opacity** → **No transparencies within the trademark** see p.8
- ✓ **8. Don't change shape** → **Always preserve proportions & design** see p.8
- ✓ **9. Don't color it** → **There is only black and white for the trademark** see p.9
- ✓ **10. Check your dimensions** → **Please request special files for micro size usage of the trademark** see p.9