



Brand guidelines

Version 1.0 | May 2007

Logo elements & usage

The DiVitas logo consists of three elements: the logotype, a stylized symbol, and a trademark notice.

When reproducing the logo, use only the approved master artwork provided. Always follow all of the guideline standards and specifications in this document to ensure consistent use worldwide. Never recreate the logo from type. The logo is a single, stand-alone piece of artwork.

Secondary logo usage

Situations will arise when the logo must appear on a coloured background, over a picture or in a single colour. As shown here, the only acceptable applications of this are either white out of the corporate colours or black, or as mono versions in the corporate colours or black. If the logo must appear over a picture then it should be in white reversed out of the image.

The logo variations as they appear to the right - are the only acceptable configurations and should be used in one of these ways in every application.

N.B. The coloured box surrounding the logo is NOT part of the logo, and is to demonstrate the logo over different colour variations only.

Primary logo



Secondary logos



Logo elements & usage

Clear space

Always allow for minimum clear space around the DiVitas logo as shown to the right. Never violate the clear space with any graphic elements, words or charts. The minimum clear space surrounding the logo should be equal to the "x" height of the logotype, as indicated by the rules in the diagram to the right:

Minimum reproduction size

The logo should never be reproduced smaller than the minimum size shown here.



Brand colours

This selection of colours has been chosen for use in print and screen based applications.

Primary colours

DiVitas blue



PMS 281	
Cyan	100%
Magenta	85%
Yellow	5%
Black	35%
Red	0%
Green	38%
Blue	100%
Hex	002664

DiVitas orange



PMS 158	
Cyan	0%
Magenta	65%
Yellow	95%
Black	0%
Red	227%
Green	114%
Blue	34%
Hex	E37222

DiVitas yellow



PMS 123	
Cyan	0%
Magenta	19%
Yellow	89%
Black	0%
Red	253%
Green	200%
Blue	47%
Hex	FDC82F

Brand colours

This selection of colours has been chosen for use in print and screen based applications as an alternative to the primary colours.

Colours from both the primary palette and secondary palette can be mixed and matched. Below are some recommended primary and secondary combinations, though you may want to create your own.



Secondary colours

DiVitas Sky



PMS Cyan	
Cyan	100%
Magenta	0%
Yellow	0%
Black	0%
Red	0%
Green	159%
Blue	218%
Hex	009FDA

DiVitas Raspberry



PMS 220	
Cyan	5%
Magenta	100%
Yellow	22%
Black	24%
Red	163%
Green	0%
Blue	80%
Hex	A30050

DiVitas Grass



PMS 376	
Cyan	59%
Magenta	0%
Yellow	100%
Black	0%
Red	122%
Green	184%
Blue	0%
Hex	7AB800

Correct trademark usage

When to use it

The trademark notice must appear with the logo at all times. To ensure proper legal identification and proper proportion between the logo and the trademark notice, the "TM" is embedded in the logo artwork and should never be reproduced or redrawn.

When not to use it


When referring to DiVitas within headlines, body copy or text of any kind, never use the elements that make up the logo - logotype, symbol or "TM".

N.B: when using "DiVitas" in text, always set the letters D and V in capital letters and in the selected typeface for the application.

Acceptable

The DiVitas mobile-to-mobile convergence (MMC) solution provides...

Not acceptable

The  **DIVITAS**
NETWORKS mobile-to-mobile convergence
(MMC) solution provides...

Never use the DiVitas logo in headlines or text.

Primary logo



Font usage

Typography is a fundamental building block in corporate identity, providing a uniform structure to reinforce the corporate identity throughout all of our communications.

DiVitas uses the FF Din family for all externally printed communications. Only use the weights which are illustrated on this page.

FF Din complements our corporate logo and provides ample design flexibility for a variety of formats.

For use on the internet and in certain screen applications, such as Microsoft Word and Microsoft Powerpoint, FF Din may be unavailable in which case Arial should be used as the substitute font.

Never use any other typefaces.

Primary Font

FF Din light
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+==?><|":\';}{[]

FF Din light Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&()_+==?><|":\';}{[]*

FF Din Regular
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+==?><|":\';}{[]

FF Din Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+==?><|":\';}{[]

Secondary Font

Arial
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+==?><|":\';}{[]

Arial Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&()_+==?><|":\';}{[]*

Arial Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+==?><|":\';}{[]