



Visual Identity Standards

Table of Contents

The Digital Media Exchange Inc. Logo

- 1.1 The logo
 - 1.2 Proportions
 - 1.3 The clear zone
 - 1.4 Other versions
 - 1.5 Do not use examples
-

Color

- 2.1 Official dme colors
 - 2.2 Single color
 - 2.3 Color application example (correct usage)
 - 2.4 Color application example (incorrect usage)
-

Typography

- 3.1 Font usage
-

Stationery

- 4.1 Corporate stationery
 - 4.2 Business card
 - 4.3 Letterhead
 - 4.4 Envelope
-

Corporate Collaterals

- 5.1 Corporate folder kit
-



The Logo

The Digital Media Exchange logo is comprised of two elements: the dme rectangle and the wordmark. All elements of this logo are essential in ensuring effective communication of the dme image.

The dme rectangle communicates a crisp and enduring imagery for the company: the dme type is located within this shape; a circle gradient appears

near the upper lefthand side and its edges taper to rounded corners. The wordmark reinstates the nature of the company's business: the distribution of digital media.

Together, these elements create a clear and distinct visual image for dme that is instantly recognizable.



Proportions

Maintaining consistency of graphic proportion when using the dme logo is important to retain the logo's visual identity. A standard proportional balance ensures that no matter what the overall size or application of the logo, it always appears correct and consistent.

The wordmark is always within the entire width of the dme rectangle. The dme type inside the rectangle is 85 % of the height and while it is anchored to the bottom of the rectangle, it remains centered in relation to the width of the rectangle.

