

LOGO GUIDELINES

Please use DigiPen’s logo as follows.

USAGE » Clear Space



The DigiPen logo requires a minimum blank space around it. The letter D can be used to define this blank space.

USAGE » Do’s



red logo on light background



black logo on light background



dark grey logo on light background



white logo on dark background

The logo may be placed on top of colored backgrounds or photographs, as long as it remains clearly legible.

USAGE » Don’ts



stretch



squish



remove the “DP” icon



remove “DigiPen Institute of Technology”



change color (other than specified)



tilt or skew



resize elements



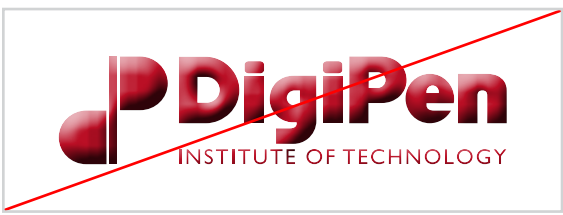
place red logo on dark background



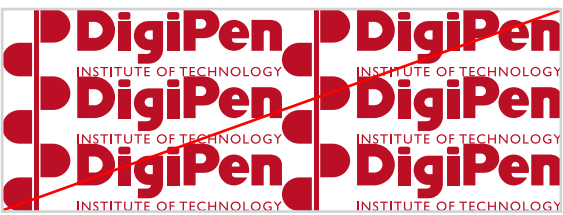
alter the transparency



use overly complicated background



apply effects



make a pattern or texture

Please do not alter the logo in any way.

COLOR » Specifications



DigiPen Red

PMS 187 C » CMYK 0/100/85/25
RGB 196/31/55 » HEX #C41F37



Black

PMS Black U » CMYK 0/0/0/100
RGB 0/0/0 » HEX #000000



Grey

PMS Cool Gray 8 » CMYK 0/0/0/70
RGB 102/102/102 » HEX #666666



White

PMS (N/A) » CMYK 0/0/0/0
RGB 255/255/255 » HEX #FFFFFF

TYPOGRAPHY

Using consistent type families helps maintain continuity across various media.

Proxima Nova

Proxima Nova Light
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()_+{}[];',./:"<>?

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()_+{}[];',./:"<>?

Proxima Nova Semibold
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()_+{}[];',./:"<>?

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()_+{}[];',./:"<>?