

---

delta 

**GUIDE FOR STANDARDS & USAGE**

---

delta 

delta 



### Usage

The only acceptable logo is pictured on this page. It may not be reconstructed or altered in any way. The approved logo must use the colors specified in this guide. There is, however, a grayscale version which may be used in instances where one color is required. No part of the logo may be separated from any other part. The logo must be reproduced from reproduction-quality art or from high-resolution digital files. Use of the logo on black background is only allowable when the logo is contained in a white rectangle 25% wider and 50% taller than the logo itself.

Editing or adjustment to the designer's original files is not permitted.



### **Proximity, size, & clear space restrictions**

The logo must be resized proportionally and as a group (logo mark and logo type). The minimum measurement suggested for print publications is 6 pica or one inch in width, or 81 pixels wide at 72dpi for web. Maintain the distance “y” between any part of the logo and all other type or graphic elements. In any application, the logo must never fill more than 50% of the surface on which it is being used.

### **Fonts**

The typeface Helvetica Neue 25 Ultra Light in lower case is implemented in the logotype. These specifications should only be used for reference and when it is in no way possible to use the designer’s original logo files.



PMS 186  
100% tint  
0/100/81/4



PMS black 6  
100% tint  
0/0/0/100



PMS cool gray 4  
100% tint  
23/16/13/2



PMS cool gray 4  
60% tint  
14/10/7/1



PMS black 6  
100% tint  
0/0/0/100



PMS cool gray 9  
100% tint  
0/0/0/50



PMS cool gray 9  
50% tint  
0/0/0/50

### Color for print

The logo must always be reproduced in these colors when prepared for print. It can be printed as a 4-color job using the CMYK colors specified, as a 3-color job using the PANTONE colors specified, or in black and white when necessary.



#CC0000  
204/0/0



#000000  
0/0/0



#999999  
153/153/153



#CCCCCC  
204/204/204



#000000  
0/0/0



#959595  
149/149/149



#B2B2B2  
178/178/178

### Color for web

The logo must always be reproduced in these hexachrome or RGB colors when prepared for web or any other on-screen use.



### **Secondary Text**

When a tagline, address, or second line of text must be affixed to the logo, it is only acceptable to do so in the manners pictured here. These files have also been provided; adjustment to these original files is not permitted.

The typeface Univers Bold Condensed in all caps is implemented in the secondary type. The height of the secondary type should never exceed 65% of the space between the bottom of the mark and the bottom of the type, and should always be centered and right justified within this space. The length of the line of type should never extend more than the length of the “d-e” to the left of the logo. Secondary text should never exceed 53 characters including spaces, nor be broken into two lines. These specifications should only be used for reference and when it is in no way possible to use the designer’s original logo files.

## YOUR FILES

	<b>scalable</b>	<b>resolution</b>	<b>size</b>
delta_logo.eps	yes	-	6.821 x 2.4128"
delta_logo.tif	no	1200dpi	6 x 2.122"
delta_logo.jpg	no	300dpi	6 x 2.123"
delta_logo.pdf	no	300dpi	6 x 2.123"
delta_logo.gif	no	72dpi	350 x 124px
b&w.eps	yes	-	6.821 x 2.4128"
b&w.tif	no	1200dpi	6 x 2.122"
b&w.jpg	no	300dpi	6 x 2.122"
b&w.pdf	no	300dpi	6 x 2.122"
DEtag.eps	yes	-	6.821 x 2.4128"
DEtag.tif	no	1200dpi	6 x 2.122"
DEtag.pdf	no	300dpi	6 x 2.122"
DEtagB&W.eps	yes	-	6.821 x 2.4128"
DEtagB&W.pdf	no	1200dpi	6 x 2.122"
LTAtag.eps	yes	-	6.821 x 2.4128"
LTAtag.tif	no	1200dpi	6 x 2.122"
LTAtag.pdf	no	300dpi	6 x 2.122"
LTAtagB&W.eps	yes	-	6.821 x 2.4128"
LTAtagB&W.pdf	no	1200dpi	6 x 2.122"
wholetag.eps	yes	-	8.5236 x 2.3515"
wholetag.tif	no	1200dpi	8.5 x 2.345"
wholetag.pdf	no	300dpi	8.5 x 2.345"
wholetagB&W.eps	yes	-	8.5236 x 2.3515"
wholetagB&W.pdf	no	1200dpi	8.5 x 2.345"

## **About the file formats**

On this disk are several different file formats of your corporate identity. Different applications (such as print pieces or websites) require specific types of electronic files. Most vendors will have a file format preference or will be able to convert one of the files on this disk to a suitable format. This booklet contains a list of the formats included on this disk.

### **Vector Images vs Raster Images**

A vector image is composed of mathematically-defined points and lines; a raster image is composed of a grid of pixels. A vector image can be scaled infinitely without losing clarity, while a raster image has a fixed resolution or maximum size. Raster images will lose clarity and become pixelated if enlarged above their maximum size. Be sure to reference the table to know which of your files are scalable.

### **EPS (Encapsulated PostScript)**

Illustrator EPS files are vector images. However, EPS files can also contain raster images which should not be scaled up. EPS files are generally used for print jobs.

### **TIFF (Tagged-Image File Format)**

A Tiff is a raster image. TIFF files are generally used for print jobs.

### **GIF (Graphic Interchange Format)**

A GIF is a raster image. It is for use on the web because of its small file size. However, a GIF image's color palette is limited to a maximum of 256 colors, so the GIF version of your logo may not be exactly equal in intensity or hue to the printed version.

### **JPEG (Joint Photographic Experts Group)**

A JPEG is a raster image. Unlike the GIF, it has no limit on number of colors so it is better suited for photographs and images with a wide range of tonal values.

### **PDF (Portable Document Format)**

PDF files allow users to view and print documents independently of the applications used to create them. Anyone with a computer can view a PDF. To view it, you will need Acrobat Reader which is available for free at [www.adobe.com](http://www.adobe.com). While PDFs can be printed on a computer printer, we do not recommend using PDFs in a professionally-produced print project.

