displuno

Brand Guidelines

How to use the Displuno logo

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Display systems for events, retail & trade fairs · displuno.com

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Key rules at a glance

- Use **only the original files** from this pack – do not redraw the logo or set it in a font.
- The **horizontal** version is primary. Use the **vertical** version in narrow, tall areas and the **symbol** where space is very limited.
- On light backgrounds use **full colour**, on navy the **negative**, on coral and photos the **white** version.
- Keep the **clear space x** (half the height of the letter D) and never go below the **minimum sizes**.
- Do not change proportions, colours or the arrangement of elements; no shadows or outlines.
- Send **CMYK PDF or SVG** files from the `07_print` folder to the printer; confirm colours with a proof.

The pack contains the logo in horizontal, vertical and symbol versions, favicon and app icons, social media graphics, an email signature, print files and the Outfit typeface. Folder guide: `README.txt`.

01 The logo and its structure

The Displuno logo consists of two elements: the **symbol** (the letter D with an arc) and the **wordmark** (the name “displuno”). Together they form a single, fixed unit.



Symbol

The letter D with an arc – like light or a signal spreading out from a display. The symbol may be used on its own (icon, avatar, favicon), but it does not replace the full logo on the website, in offers or in documents.

Wordmark

The name in lower case, based on Outfit Bold and converted to outlines. Two colours: “displ” in navy and “uno” in coral (in the negative version “displ” is white). Never type the name – always use the files.

Colours

coral #FF5A36 navy #0E1B3D

Coral highlights the symbol and the end of the name, navy carries legibility. Details and print equivalents – section 07.

02 Logo versions

Three layouts for different formats. The proportions and relative position of the elements are fixed in each layout.



PRIMARY

Horizontal – website, document headers, offers, footers, roll-ups, display walls, light boxes, vehicle and window graphics. Use it whenever space allows.



SECONDARY

Vertical – narrow and tall or square areas: covers, portrait posters, stickers, packaging, the centre of a display wall.



SHORT FORM

Symbol – avatar, favicon, app icon, small prints, decorative elements. Only where the Displuno name is already visible nearby or the context is obvious.



The app icon and favicon are the white symbol on a coral rounded square. This form is reserved for icons (browser, phone, apps, profiles) – do not use it as a logo in documents. Ready-made files: the `04_favicon_and_app_icons` folder.

03 Colour variants

Each layout comes in five variants. Choose the variant to suit the background, not the other way round – the logo must always be fully legible.



Full colour
White and light backgrounds. The primary variant.



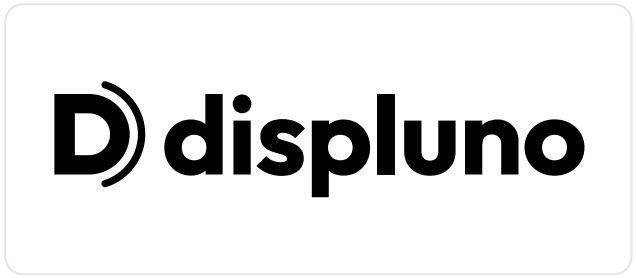
Negative
Navy and other dark backgrounds. “displ” white, coral unchanged.



White
Coral, photos, coloured backgrounds, white film on glass.



Navy one-colour
One-colour print, documents, embossing, printing on promotional items.



Black one-colour
Engraving, laser, fax, stamp, single-colour embroidery, black-and-white print.



Symbol
Coral (also on navy), white, navy, black.



Vertical logo – the same variants: full colour, negative, white, navy, black.

04 Which file to use

Vector files (SVG, PDF) scale without loss of quality – always choose them for print and web. PNG and JPG are images with a fixed number of pixels – for office software and the internet.

USE	FILE	FOLDER
Website, online shop, newsletter	SVG (sharp at any size); fallback: PNG 1200 or 2400 px	01–03 › SVG, PNG
Browser tab, phone home screen, app	favicon.ico, favicon.svg, apple-touch-icon, android-chrome, site.webmanifest	04
Word, PowerPoint, Excel, Google Docs/Slides	Transparent PNG 1200 or 2400 px; if the program shows transparency incorrectly – JPG on a background	01–03 › PNG, JPG
Facebook, LinkedIn, Instagram, Google	ready-made avatars, cover, banner, sharing image (Open Graph)	05
Email signature	PNG 360 px displayed at 180 px width + ready-made HTML signature	06
Printer: business cards, flyers, catalogues, letterheads	CMYK PDF (vector)	07_print
Large format: roll-up, display wall, banner, light box, flag	CMYK PDF or SVG – vector, any enlargement without loss of quality	07_print, 01–03 › SVG
Cut vinyl (plotter), window, vehicle and wall graphics	PDF or SVG; colour or one-colour version; films as per the colour table	07_print
Engraving, laser, pad printing, 1-colour screen printing, stamp	black (or navy) one-colour version – PDF/SVG	black / navy
Embroidery	PDF/SVG as artwork for the embroiderer (who prepares the machine file)	colour or black
Designer, agency, media	the complete pack + these brand guidelines	ZIP

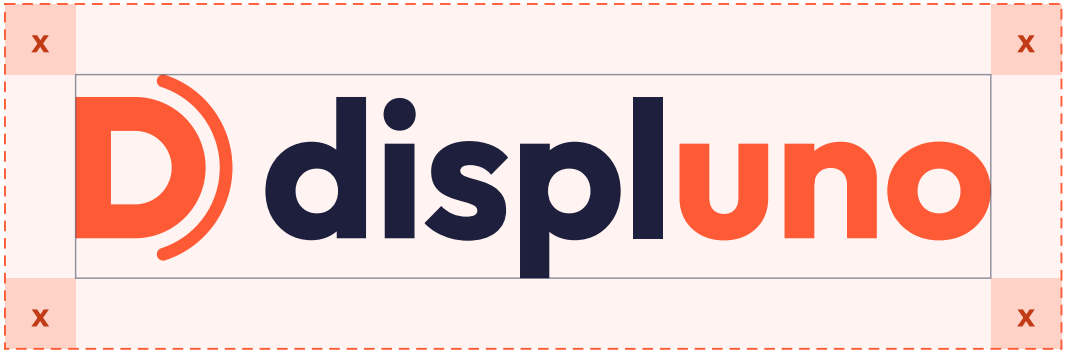
SVG – vector for web and designers; opens in web browsers, Office 365, Illustrator, CorelDRAW and Inkscape.

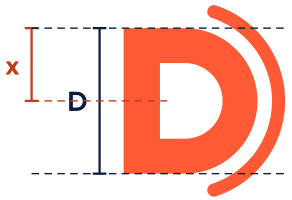
PDF – vector; `-RGB` for digital documents, `-CMYK` (in 07_print) for print.

Never use screenshots, a logo downloaded from a search engine or enlarged small PNG files.

05 Clear space

Leave free space around the logo – no text, other marks or format edges. The unit is **x = half the height of the letter D** in the symbol. The minimum clear space is **1x** on every side.





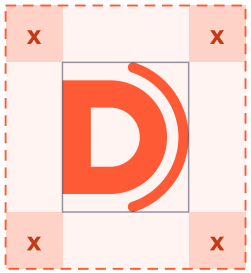
How to find x: measure the height of the body of the letter D (without the arc) and divide it by 2.

Horizontal logo: x ≈ 7.7% of the logo width
(e.g. 200 mm logo → x ≈ 15 mm).

Vertical logo: x ≈ 18.5% of the logo width.

Symbol: x ≈ 38% of its height.





Tip for large format: on roll-ups, display walls and light boxes, also keep the logo away from the edge by the mounting allowance and the manufacturer's safe zone (usually 3–5 cm) – clear space is measured from the visible edge of the finished product.

06 Minimum sizes

Below these sizes the arc of the symbol and the letters lose legibility or cannot be cut or embroidered correctly.

VERSION	MEASURED	SCREEN	PRINT	CUT VINYL	EMBROIDERY	NOTES
Horizontal logo	width	120 px	30 mm	120 mm	90 mm	arc at 30 mm ≈ 0.42 mm; at 120 mm ≈ 1.7 mm
Vertical logo	width	100 px	24 mm	100 mm	70 mm	the name is then the same size as in the horizontal logo
Symbol	height	24 px*	6 mm	25 mm	20 mm	arc at 25 mm ≈ 1.7 mm

* Smaller icons (16–48 px) – only the ready-made favicon from folder 04 (symbol on a coral square). Vinyl: minimum line width for cutting and weeding approx. 1.5 mm. Embroidery: discuss lines thinner than approx. 1–1.2 mm with the embroiderer.

Minimum size at 1:1 scale (when this page is printed at 100%)



horizontal 30 mm



vertical 24 mm



symbol 6 mm



favicon 16 / 32 / 48 px

07 Primary colours

Coral
HEX #FF5A36

RGB	**255 / 90 / 54**
CMYK – coated paper FOGRA39	**0 / 75 / 75 / 0 ≈**
CMYK – uncoated paper FOGRA29	**0 / 75 / 80 / 0 ≈**
Pantone (C)	**171 C** (alternatively 172 C) **≈ approximation**
RAL (paint, structures)	**RAL 2008** (alternatively RAL 2012) **≈ approximation**
Vinyl film (graphics)	**Oracal 641-047 Orange red / 641-034 Orange ≈ match to swatch** cast: Oracal 751C-047 / 751C-034

Navy
HEX #0E1B3D

RGB	**14 / 27 / 61**
CMYK – coated paper FOGRA39	**100 / 90 / 45 / 55 ≈**
CMYK – uncoated paper FOGRA29	**100 / 85 / 40 / 50 ≈**
Pantone (C)	**289 C** (alternatively 2768 C) **≈ approximation**
RAL (paint, structures)	**RAL 5013** (alternatively RAL 5011) **≈ approximation**
Vinyl film (graphics)	**Oracal 641-518 Steel blue / 641-050 Dark blue ≈ match to swatch** cast: Oracal 751C-518 / 751C-050

All Pantone, RAL, film and CMYK values are approximations to be confirmed. The brand reference is the screen colour (HEX/RGB). CMYK was converted with ICC profiles (sRGB → FOGRA39/FOGRA29, relative colorimetric intent). Coral #FF5A36 lies outside the CMYK gamut – in print it will be slightly less vivid than on screen. Before a print run, vehicle graphics or painting, confirm the colour with a **proof / test print on the target material** or a **swatch book** (Pantone Formula Guide, RAL K7, film swatches). For backlit light boxes, choose the film or print on a backlit sample.

White: RGB 255/255/255, CMYK 0/0/0/0 (no ink; in UV printing on coloured substrates – white underprint), RAL 9016, Oracal 641-010 film. Black one-colour: CMYK 0/0/0/100, RAL 9005, Oracal 641-070 film.

08 Secondary colours

They complement the primary colours on the website, in documents and materials. Do not use them in the logo itself.

COLOUR	HEX	RGB	CMYK (FOGRA39)	USE
Navy 2	#16264F	22 / 38 / 79	100 / 90 / 40 / 40 ≈	second-level backgrounds on navy, arc motif
Coral – text	#C23B17	194 / 59 / 23	15 / 85 / 100 / 5 ≈	links and short texts in coral on white (contrast 5.3:1)
Coral – hover	#FF7250	255 / 114 / 80	0 / 65 / 65 / 0 ≈	web only: button on hover
Text 2	#4A5578	74 / 85 / 120	75 / 65 / 30 / 15 ≈	secondary text, captions, footers
Mist	#F4F6FA	244 / 246 / 250	5 / 3 / 2 / 0 ≈	light section backgrounds, cards, areas behind the logo
Line	#E3E6EE	227 / 230 / 238	13 / 8 / 5 / 0 ≈	lines, frames, dividers

Proportions in materials



white ~55% mist ~10% navy ~25% coral ~10%

Coral is an accent: buttons, highlights, the symbol. Large areas – white, mist or navy.

Text legibility (contrast)

white text on navy	**16.9:1** – no restrictions
navy on white	**16.9:1** – no restrictions
coral #FF5A36 on white	**3.1:1** – large text only (from 24 px / 18 pt)
white on coral	**3.1:1** – large text and buttons only
coral text #C23B17 on white	**5.3:1** – small text too

09 Typography

The brand typeface is **Outfit** – modern, geometric and sans serif (SIL Open Font License: free for commercial use as well). Files: the `08_font` folder.

Aa

Outfit Light 300
Outfit Regular 400
Outfit Medium 500
Outfit SemiBold 600
Outfit Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÄÖÜ ß É Ç Ñ Å Ø 0123456789 € £ $ % & @
“” – ?!

Hierarchy

Heading – Bold

Subheading – SemiBold

Body text – Regular. We match display walls, roll-ups and light boxes to your event, shop and trade fair stand.

LABEL – SEMIBOLD, CAPITALS

System fallbacks

When Outfit is not available (emails, other people’s computers, simple documents): **Arial** (Windows, Office), **Helvetica** (macOS). Do not mix more than two typefaces.

Word and PowerPoint

Install the weights from the `static_for_Office` folder (right-click › Install for all users). When sending a PowerPoint file, enable: File › Options › Save › Embed fonts in the file.

The logo is not text

The wordmark was created from Outfit Bold but has been converted to outlines. Never type it.

10 Backgrounds

Place the logo on a calm, solid background. A photo is allowed only if the area behind the logo is smooth, light or dark enough and does not reduce legibility.



White – full colour



Light grey (mist #F4F6FA) – full colour



Navy – negative



Coral – white version



Dark, calm photo – white or negative



Light, calm photo – full colour

Rule: if you are not sure whether the logo is legible (e.g. from 3 metres away on a roll-up), place it on a solid area – white or navy – keeping the clear space. The arc motif from the symbol may be used as a decorative background (e.g. navy 2 on navy), but it never runs behind the logo.

11 What not to do

Every change to the logo weakens brand recognition. The examples below are not allowed.



Do not stretch or squash – always scale proportionally (hold Shift).



Do not rotate or slant the logo.



Do not change the colours – use only the variants from section 03.



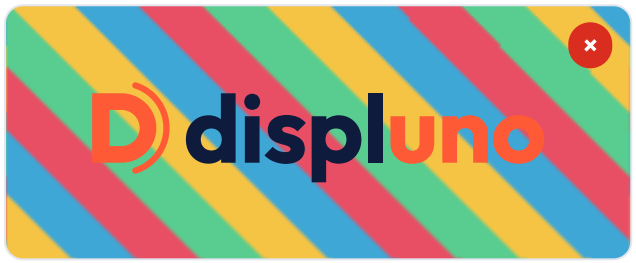
No shadows, outlines, gradients or other effects.



Do not set the name in another font or type it.



Do not rearrange the elements or change their size relative to each other.



Do not place the logo on a busy background or a restless photo.



Do not pair the wrong variant with the background – on navy use only the negative or white version.

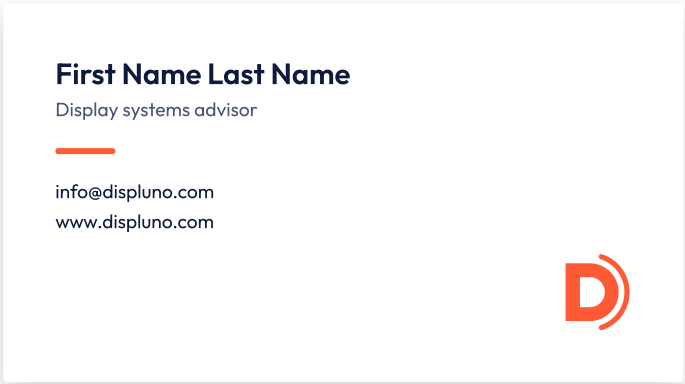


Do not reduce below the minimum size or crop the logo at the edge of the format.

12 Applications: business card and media

Simple mock-ups showing the rules in practice. Business cards at 1:1 scale (90 × 50 mm).





Avatar and icon



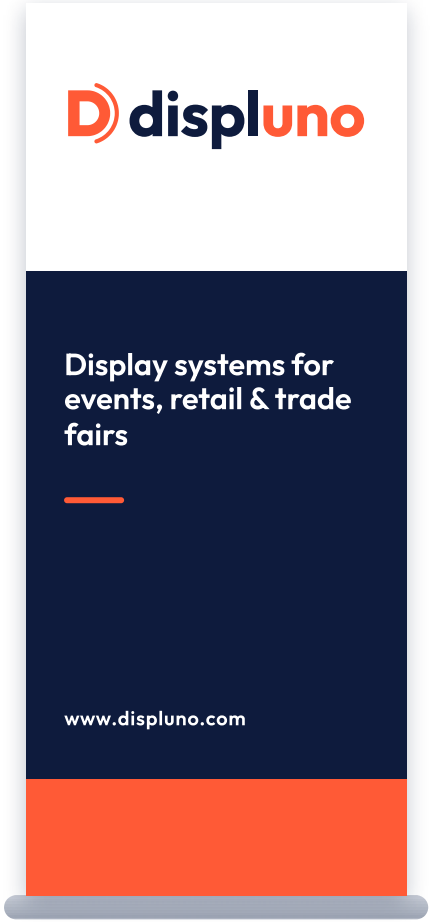
The 1080 × 1080 px avatars keep the symbol within the safe zone – platforms crop them to a circle. The coral version is primary; the navy one is for seasonal changes or company accounts.

Covers and sharing



Facebook cover 1640 × 624, LinkedIn banner 1584 × 396, Open Graph image 1200 × 630 (link preview). The content is centred – phones crop the sides and the profile picture covers the bottom-left corner.

13 Applications: roll-up, display wall, light box



Roll-up 85 × 200 cm
logo in the upper part, bottom (approx. 15 cm) without content



Fabric display wall 300 × 230 cm
logo at eye level, outside the fold zones



Backlit light box – light face, full-colour logo



Backlit light box – navy face, negative logo

For large format use only vector files (CMYK PDF or SVG). On backlit light boxes, navy darkens and coral brightens in backlit print – always make a test on the same material with the same light.

14 The Displuno logo and client logos

Displuno sells display systems with graphics ordered by the client. The graphics on the product belong to the client – the Displuno logo does not compete with them; its place is the website, offers and documents.

SITUATION	RULE
Retail sales	On the product – the client's graphics. Displuno labelling (label, carry bag, instructions, packaging) stays Displuno-branded.
Wholesale	Only in wholesale, at the buyer's request, may the product labelling carry the client's logo instead of Displuno.
Website, offers, invoices, delivery documents, emails	Always Displuno – regardless of the sales channel.
Joint materials (case studies, references, client offers)	Both marks side by side on one line, with a similar optical size, separated by a thin line; at least 2x space from the line on each side.
Never	We do not merge the marks into one, put a client logo inside the symbol or change Displuno colours to match a client, and we do not add the Displuno logo to client graphics without consent.



Correct: both marks on one line, a dividing line, clear space kept.



Wrong: combining the symbol with the name or logo of another company.

Questions about using the brand: info@displuno.com · displuno.com. These guidelines apply to version 1.0 of the logo (November 2026).