

## LOGO OVERVIEW

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# DiLan

## Logo Guidelines

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The guidelines to use  
the logo mark of DiLan



**DiLan**

**Blue**

#003487

**DiLan**

**Yellow**

#FFD009



# The Colors

Our color palette  
for logo usage

Logos are brand communication tools that can be used in demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes.

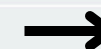


# Exclusion Zones



The safe distance  
to put your logo in

Maintain a safe distance equal to 150% of the logo's edge height.  
Any text using the "DiLan" name must adhere to these basic guidelines.



# Logo Variations - Transparent



## Horizontal

DiLan at the top and without the “one-liner” and “tagline”.

For this variant, it's better to place it against a brighter background, or use our default: the **yellow**.

## Centric

DiLan at the top and the one-liner centered under DiLan.

For this variant, it's better to place it against a brighter background, or use our default: the **yellow**.

## Centric

DiLan at the top and the tagline centered under DiLan.

For this variant, it's better to place it against a brighter background, or use our default: the **yellow**.



# Logo Variations - Transparent



## Horizontal

DiLan at the top and without the “one-liner” and “tagline”.

For this variant, it's better to place it against a darker background, or use our default: the **blue**.

## Centric

DiLan at the top and the one-liner centered under DiLan.

For this variant, it's better to place it against a darker background, or use our default: the **blue**.

## Centric

DiLan at the top and the tagline centered under DiLan.

For this variant, it's better to place it against a darker background, or use our default: the **blue**.



# Logo Variations - Square



## Square

## Icon



DiLan at the top and without the “one-liner” and “tagline”.



DiLan at the top and the one-liner centered under DiLan.



DiLan at the top and the tagline centered under DiLan.



Icon logo which should be used in areas such as favicons, app icons etc.



# Logo Variations - Square



## Square

## Icon



DiLan at the top and without the “one-liner” and “tagline”.



DiLan at the top and the one-liner centered under DiLan.



DiLan at the top and the tagline centered under DiLan.



Icon logo which should be used in areas such as favicons, app icons etc.



# The one-liner



Centric/Horizontal

**Interactive platform for your real-time engagement**

For this variant, it's better to place it against a brighter background, or use our default: the **yellow**.





# The one-liner



Centric/Horizontal

**Interactive platform for your real-time engagement**

For this variant, it's better to place it against a darker background, or use our default: the **blue**.



# The tagline



Centric/Horizontal

**#selaluterhubung**

For this variant, it's better to place it against a brighter background, or use our default: the **yellow**.



# The tagline



Centric/Horizontal

**#selaluterhubung**

For this variant, it's better to place it against a darker background, or use our default: the **blue**.



# Logo Positioning: Blue-1



The safe distance to put your logo in

The logo can be positioned in where is best suited, depending on the application and tone.



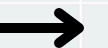
**DiLan**  
**DiLan**  
**DiLan**

Square



**DiLan**  
**DiLan**  
**DiLan**

Landscape



# Logo Positioning: Yellow-1



The safe distance to put your logo in

The logo can be positioned in where is best suited, depending on the application and tone.



Square



Landscape



# Logo Positioning: Blue-2

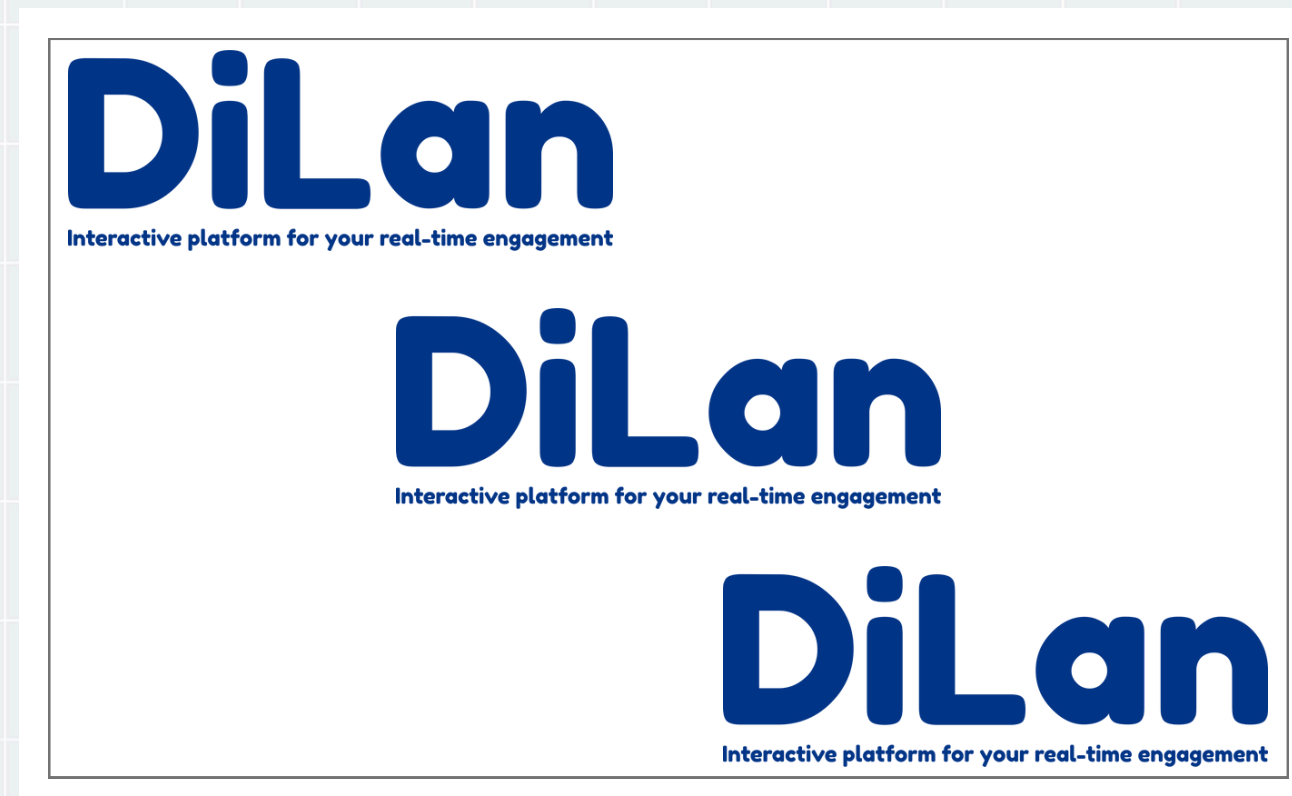


The safe distance to put your logo in

The logo can be positioned in where is best suited, depending on the application and tone.



Square



Landscape



# Logo Positioning: Yellow-2



The safe distance to put your logo in

The logo can be positioned in where is best suited, depending on the application and tone.



Square



Landscape



# Logo Positioning: Blue-3



The safe distance to put your logo in

The logo can be positioned in where is best suited, depending on the application and tone.

**DiLan**  
#selaluterhubung

**DiLan**  
#selaluterhubung

**DiLan**  
#selaluterhubung

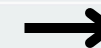
Square

**DiLan**  
#selaluterhubung

**DiLan**  
#selaluterhubung

**DiLan**  
#selaluterhubung

Landscape





# Logo Positioning: Yellow-3



The safe distance to put your logo in

The logo can be positioned in where is best suited, depending on the application and tone.



Square



Landscape



# Reminders

Rules on logo use to keep in mind



**DiLan**  
#selaluterhubung

**DO NOT** change the color.  
Use colors in the palette.



**DO NOT** crop  
the logo.



The DiLan logo is shown with a soft drop shadow effect behind the text.

**DO NOT** add  
shadows or effects.



**DO NOT** rotate  
the logo.



**DO NOT** put over  
another illustration



The DiLan logo is shown in a light orange or yellow tint.

**DO NOT** use tint  
or opacity.



**DiLan**

**DILan**

**DILan**

# **DilAn**

**Interactive platform for your real-time engagement**

# DILan

Interactive platform for your real-time engagement

# **DILan**

**Interactive platform for your real-time engagement**



**DiLan**  
**#selaluterhubung**

**DILan**  
**#selaluterhubung**

**DiLan**

**#selaluterhubung**

**Interactive platform for your real-time engagement**

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**Interactive platform for your real-time engagement**

**#selaluterhubung**

**#selaluterhubung**



**#selaluterhubung**

*Congrats!*

**VISIT US**

**[dilan.id](http://dilan.id)**