

Brand Guidelines

Version 1.0

Deem

Signature

This wordmark is the official signature of the Deem brand. It should always be used as the company master brand mark.

The new Deem word mark embodies 'streamlined travel' represented by the upward arrow in the initial D. The upper & lower case of the word mark combines both authority and friendliness in a clear and legible form.

The Deem word mark should only ever appear in Deem Dark Grey, or white.

See pages 22 – 23 for color specifications.

Deem wordmark



Deem

Signature

Deem wordmark colors

Deem Dark Grey wordmark

The Deem Dark Grey wordmark should only ever appear on a white or Deem Silver background.

White wordmark

The white Deem wordmark should only ever appear on a Deem Dark Grey background.

Black wordmark

In applications where color is not available, the black wordmark should be used.

See pages 22 – 23 for color specifications.

Wordmark: Deem Dark Grey
Background: White



Wordmark: Deem Dark Grey
Background: Deem Silver



Wordmark: White
Background: Deem Dark Grey



Wordmark: Black
Background: White



Signature

Clear space and minimum size

To ensure the clarity of the wordmark always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Please refer to dimensions below for the minimum acceptable reproduction size of the wordmark for print and digital.

Clear space
Width of the 'D'



Minimum size
x = 20 px / 0.21"



Signature

Protecting the wordmark

Consistent presentation is an important part of making Deem recognizable. The following examples highlight a variety of improper uses of the Deem wordmark.

Improper uses

- 1 Do not use any off-brand colors
- 2 Do not outline
- 3 Do not change proportions
- 4 Do not rotate
- 5 Do not add gradients
- 6 Do not add elements that violate the clear space rules
- 7 Do not add drop shadows
- 8 Do not use on backgrounds with low contrast
- 9 Do not attach secondary graphic devices to the wordmark



1



2



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8



9

The primary Deem brand color is Deem Dark Grey. Consistent use of color is essential to maintaining the unique Deem look and feel.



Deem Dark Grey

PMS Black 6C
RGB 16 24 32
HEX 101820
CMYK 100 61 32 96

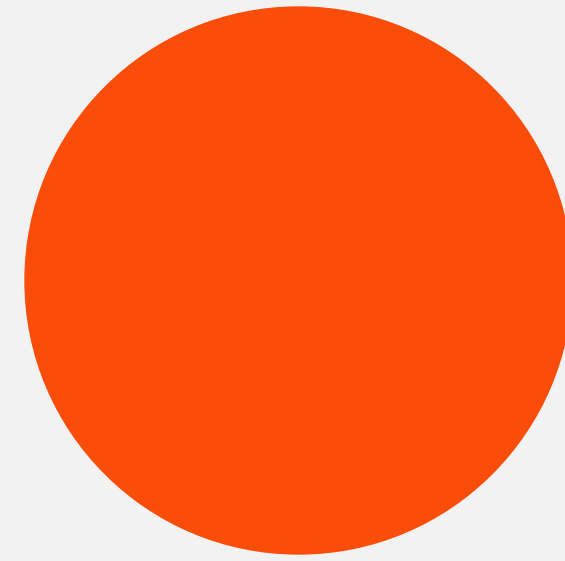
White

System

Secondary colors

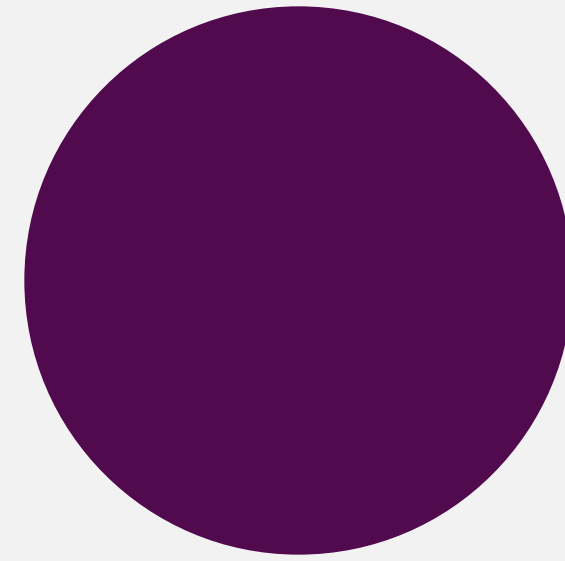
The secondary color palette offers complimentary tones to match the primary Deem color palette. The secondary palette is meant to provide accent and should be used sparingly. These secondary colors should either be used as a compliment to the Deem Dark Grey.

Consistent use of color is essential to maintaining the unique Deem look and feel.



Etta Orange

PMS 1655C
RGB 252 76 2
HEX FC4C02
CMYK 0 77 100 0



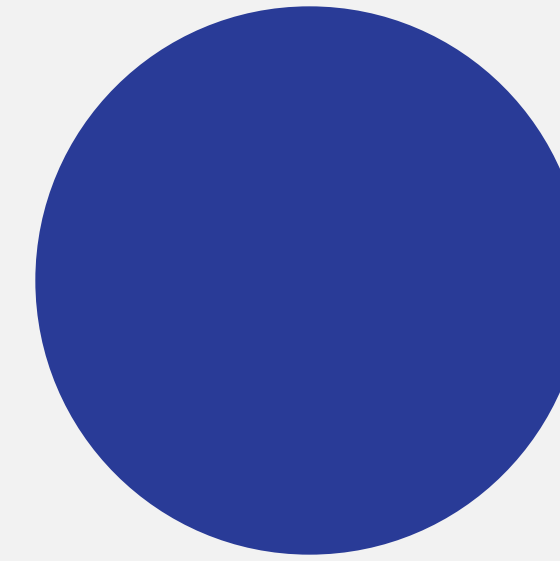
Deem Plum

PMS 261C
RGB 93 41 95
HEX 5D295F
CMYK 60 100 0 31



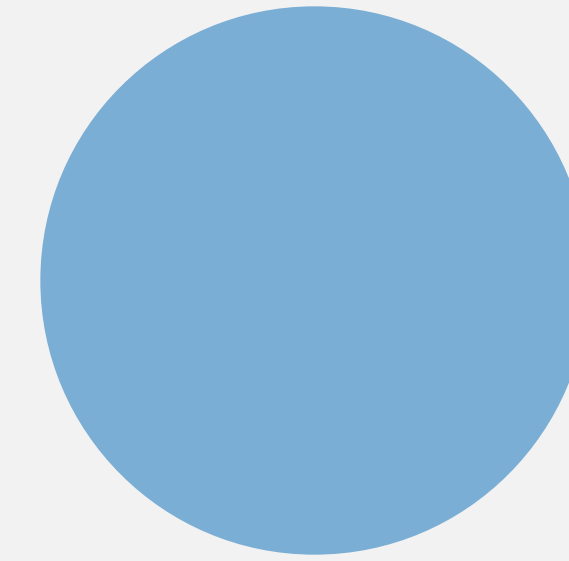
Deem Sun

PMS 7409C
RGB 240 179 35
HEX FOB323
CMYK 0 27 92 0



Deem Ocean

PMS 2736C
RGB 30 34 170
HEX 1E22AA
CMYK 100 90 0 2



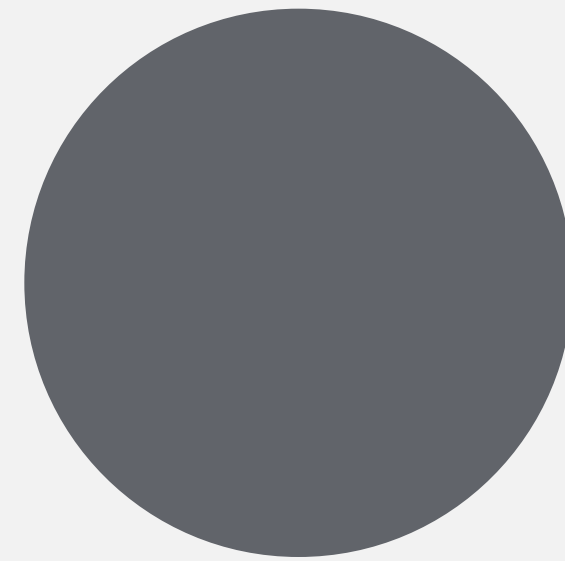
Deem Glacier

PMS 542C
RGB 123 175 212
HEX 7BAFD4
CMYK 51 16 0 0



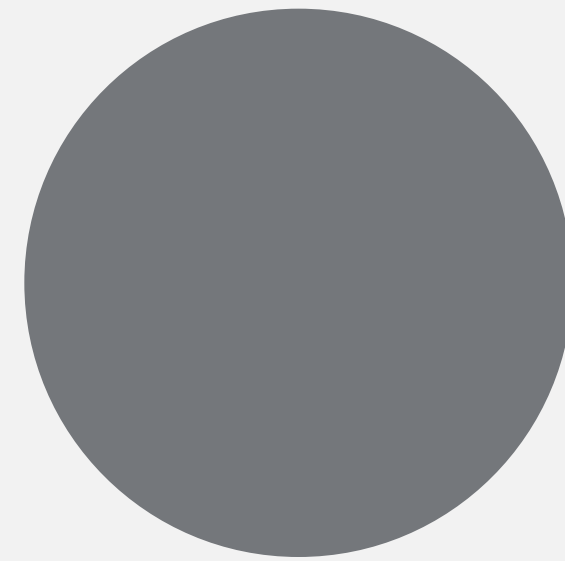
Deem Silver

PMS Cool Grey 1C
RGB 217 217 214
HEX D9D9D6
CMYK 10 7 5 0



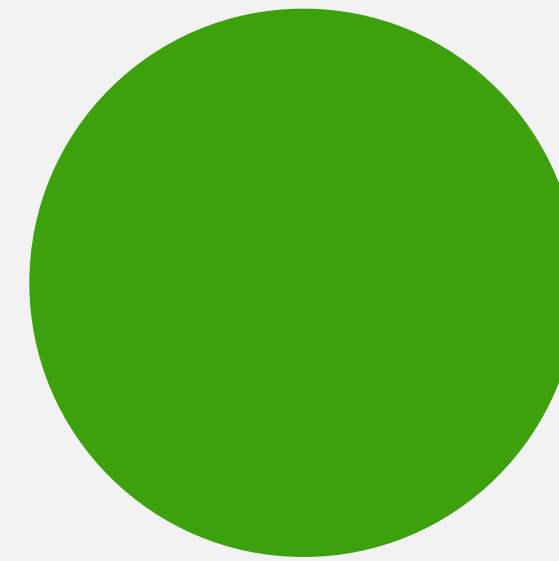
Deem Text Grey

PMS Cool Grey 10C
RGB 99 102 106
HEX 63666A
CMYK 57 46 40 25



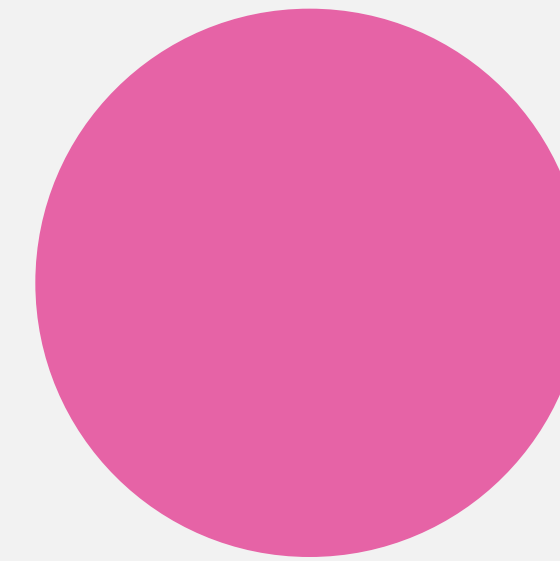
Deem Mid Grey

PMS Cool Grey 9C
RGB 117 120 123
HEX 75787B
CMYK 50 40 34 17



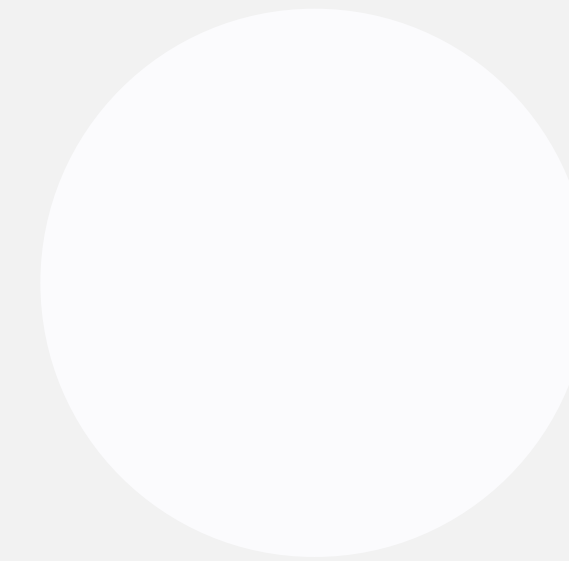
Deem Moss

PMS 361
RGB 67 176 42
HEX 43B02A
CMYK 68 0 100 0



Deem Pink

PMS 2038
RGB 239 96 163
HEX EF60A3
CMYK 0 72 10



Deem Light Silver

RGB 251 251 253
HEX FBFbfd

Digital use only.

The Deem typeface for print and web applications are Centra No2. Licensing information can be found here:

<https://sharptype.co/typefaces/centra/centra-no2/>

Centra No2
AaBbCc123

The Deem typeface for print and web applications are Centra No2. Medium, Book and Book Italic are used for hierarchy and contrast. Licensing information can be found here:

<https://sharptype.co/typefaces/centra/centra-no2/>

Centra No2 Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(){}? !/ @# \$% ^ & *

Centra No2 Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(){}? !/ @# \$% ^ & *

In addition to the medium and book weights, light can also be used in certain circumstances. One example is below, when typesetting names of Deem's operations (which don't have their own wordmark).

'Deem' is set in Centra No2 Medium in Deem Dark Grey. 'Travel & Expense' is set in Centra No2 Light in Deem Mid Grey.

Deem Travel & Expense

Centra No2 Book Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(){}?!/@#\$%^&**

Centra No2 Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890(){}?!/@#\$%^&*

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Deem®

If you have questions about a specific project or come across a situation not covered in this style guide, please contact Deem Marketing.