



BRAND GUIDELINES 2017

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Logotypes

Colorways & clear space

Logotype & Color: Our logotype can be used in two colors: blue and white. In most cases, the blue (#1F5EA9) logo color is the preferred version, and should be used whenever possible on a white, or light-colored, background.

When a darker background is necessary, use our secondary logotype color at 100% white (#FFFFFF). To ensure correct use, never alter, rotate, embellish or attempt to recreate the “delivery.com” logo. Do not change the proportions or shape of the “delivery.com” logo for any reason.

Clear space: The clear space around all sides of the logotype allows it to stand out from surrounding elements. Clear space is the height of the ascender on the “d” in the delivery.com logo. Whenever possible, allow more clear space around the logotype than the minimum specified.

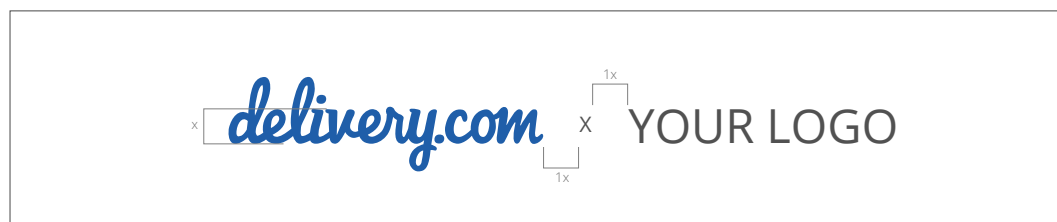
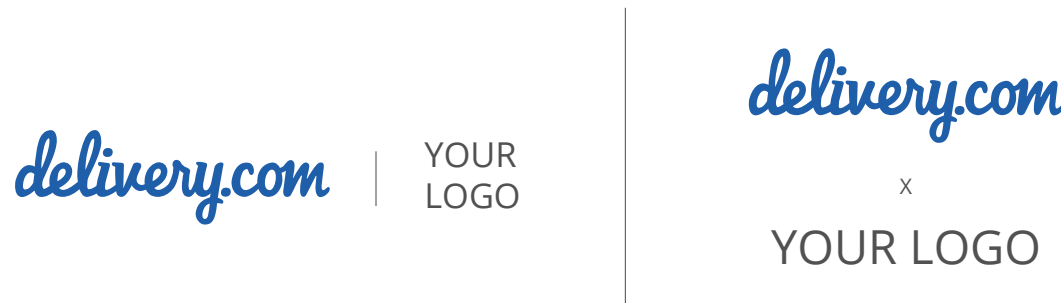


Logo Lockup

Sizing, alignment & in-text

Sizing & Alignment: Be sure the “delivery.com” logo is reproduced in a legible size. Our logotype should never appear visually smaller than other logos or logotypes surrounding it on the creative executions, and should be measured relative to the width of logos around it. When including next to other logos or logotypes, use | or + to separate the logos.

Using delivery.com in text: References to delivery.com in text must always use a lowercase “d,” without exception, even when used at the start of a sentence.



Using delivery.com in text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris aliquet quam a arcu gravida, auctor tristique diam tincidunt. **delivery.com** eu neque porta, hendrerit dui eget, dapibus tellus. Duis ut vehicula eros. Morbi porttitor tincidunt vestibulum. Nam tempor, tellus in semper porta, lectus risus ornare ligula, sit amet pulvinar nunc augue ac nulla. Aenean condimentum turpis a lorem sagittis molestie. Nulla convallis eget felis dignissim ullamcorper. Curabitur **delivery.com**, volutpat in malesuada vitae, vehicula id lorem. Praesent a vehicula est, non semper enim. Aenean id dictum libero. Interdum et malesuada fames ac ante ipsum primis in faucibus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris aliquet quam a arcu gravida, auctor tristique diam tincidunt. **delivery.com** eu neque porta, hendrerit dui eget, dapibus tellus. Duis ut vehicula eros. Morbi porttitor tincidunt vestibulum. Nam tempor, tellus in semper porta, lectus risus ornare ligula, sit amet pulvinar nunc augue ac nulla. Aenean condimentum turpis a lorem sagittis molestie. Nulla convallis eget felis dignissim ullamcorper. Curabitur **delivery.com**, volutpat in malesuada vitae, vehicula id lorem. Praesent a vehicula est, non semper enim. Aenean id dictum libero. Interdum et malesuada fames ac ante ipsum primis in faucibus.

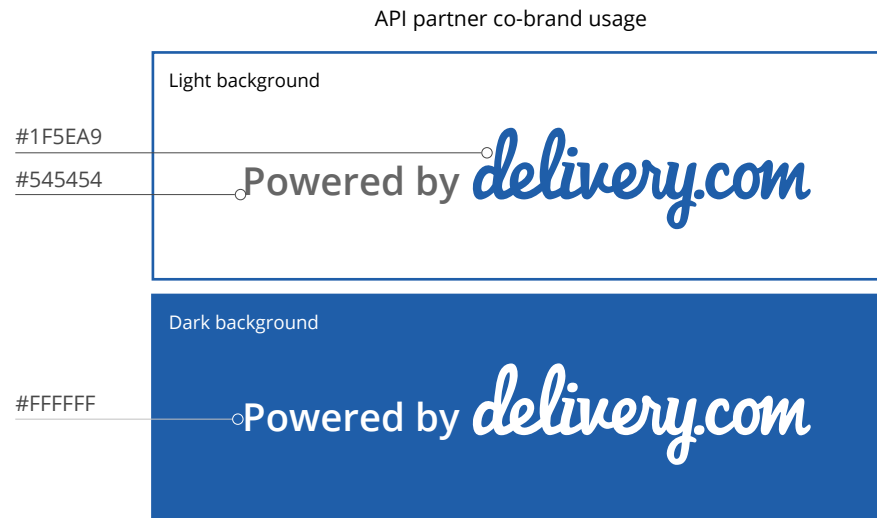
API Attribution

Sizing, alignment & usage

API Partners: Use this lockup to provide delivery.com attribution for tools and experiences built utilizing the delivery.com API. Whenever possible, we ask that you provide "Powered by delivery.com" attribution on each of the site or app experience. Use the image file to maintain consistency, accurate alignment, and spacing.

This logo lockup should follow the clear space guidelines on page 2.

Always request approval on the placement and usage of this logo lockup.

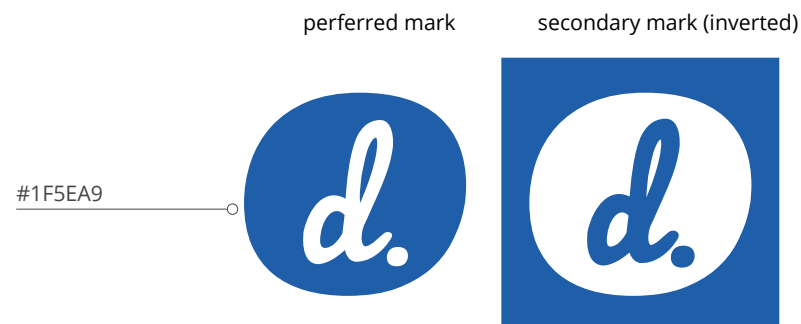


Logo Marks

Marks & partners

Logo Mark: Use the "d-dot" logo mark *only* in cases that the logotype does not fit, such as in a placement that has square dimensions.

*Note that the outer sphere in the "d-dot" logo mark is not a perfect circle. Please maintain its current shape and proportions to the "d." when resizing.



Logotypes and Marks

What to avoid

Don't:

- Do not use the delivery.com logo in a size smaller than 55px wide and the “Powered by delivery.com” lockup in a size smaller than 93px wide, as it becomes illegible if resized smaller than that.

- Do not overlay our logo onto background images. If you must place our logo onto background images, you can add a solid, darker background layer between the image and the logo or integrate the logo beneath the image.

- Do not shorten to “delivery.” The logo must always include “.com.”

- Do not use low contrasting or clashing colors behind the blue logo. If you are working with a dark background, please use our white logo (#FFFFFF).

X Don't use our logo smaller than the sizes provided below.



X Don't overlay the logo onto a background image.



X Don't modify the logo in any way.



X Don't use low contrasting colors behind the blue logo. Use our white logo in this instance.

