

Brand Guidelines

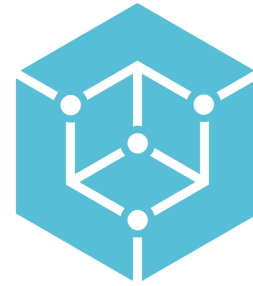
Visual Identity

Designed by
DC Connected Car GmbH

Logo

Composition

DC Connected's brand logo is composed of a wordmark and a figurative mark. The figurative mark consists of a hexagonal hexagon that includes a networked representation of dot and line. The wordmark represents the DC Connected company name in the "Jonnydaywalker" font, which was optimized specifically for the wordmark.

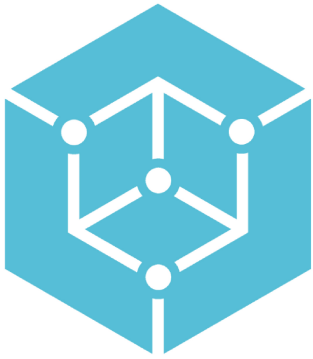


Figurative mark

DC CONNECTED

Word mark

Brand Logo



DC CONNECTED

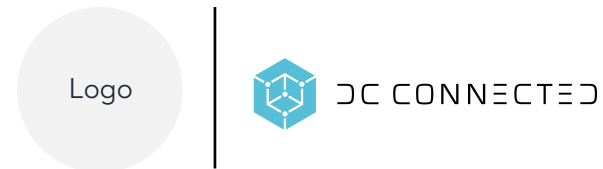
Brand Logo

Protection zone

The protection zone for the brand logo consists of the cube, whose height and width form an optimal protection zone. This should be maintained on all on all media. To minimize the problem of compliance with the protection zone, this is provided in different file formats with the protection zone.



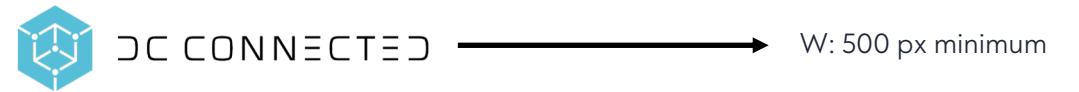
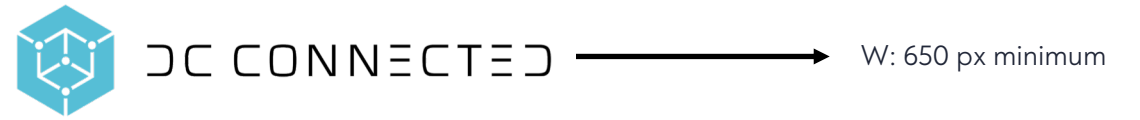
The protection zone must also be observed when used in combination with another logo



Brand Logo

Sizes

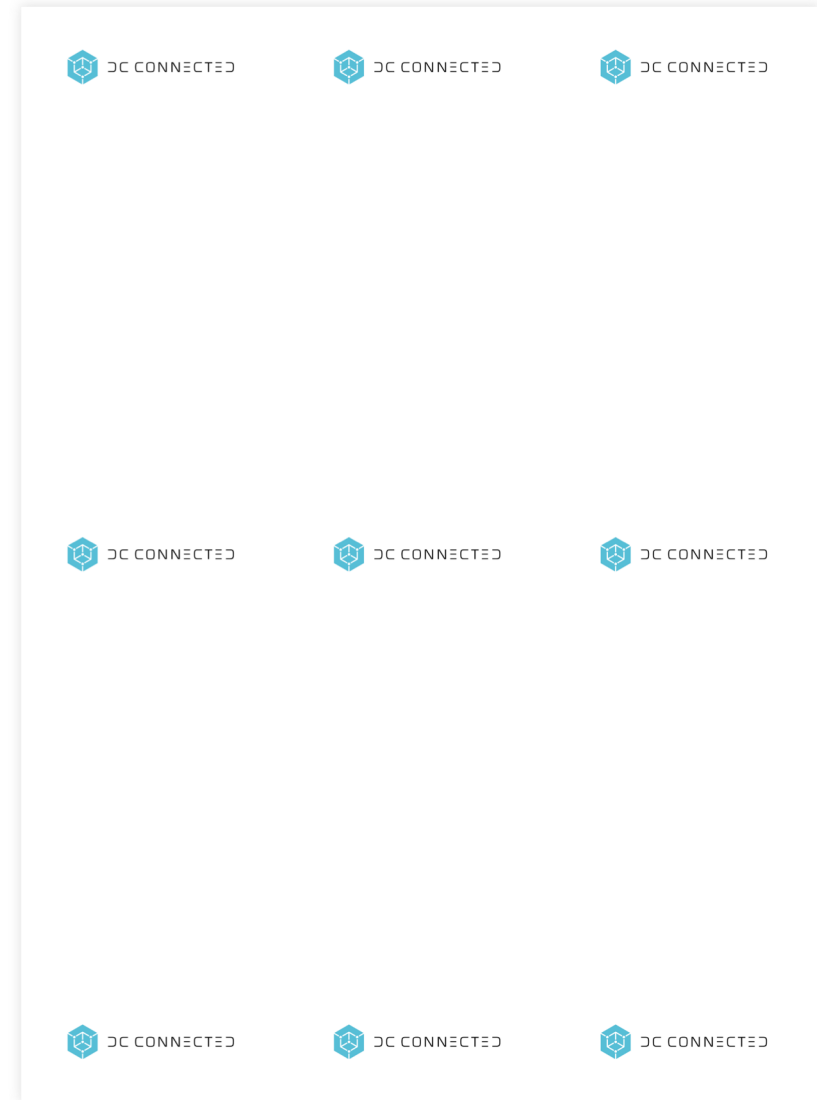
The logo must not be used with a smaller width of W: 250 px to be able to keep the optimal readability.



Brand Logo

Position

The logo should not be placed in arbitrary places on surfaces and pages. To ensure consistency, the logo should be used on specific areas on surfaces and pages.



Brand Logo

Coloring

The logo in the classic version may be used for all purposes.

Exceptions:
Please do not use the logo on very colorful background or on photos with many colors. Please only on neutral background.



Brand Logo

Dont's

