

Use of the DPD logo in customer media

As of: 08/2017



Dear Sir or Madam,

You are welcome to present your cooperation with DPD in your print materials and on your website. However, in order to guarantee a uniform brand appearance, central approval must always be provided in advance. The following basic rules have to be taken into account:

1 Selection of logo

The following 3 logo variants are available:

Main logo red/black
with colour gradient
(DPD_logo_redgrad_4c)



Logo in white
(DPD_logo_white)

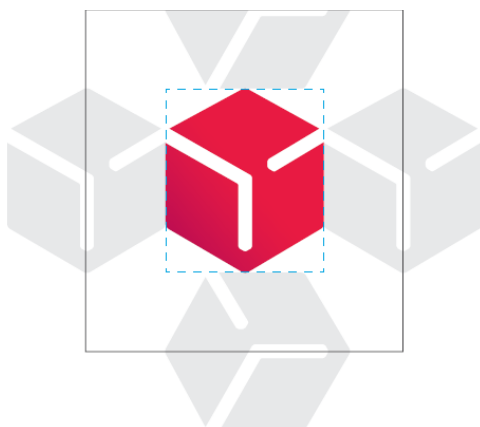


Logo in black
(90% black)
(DPD_logo_black_1c)

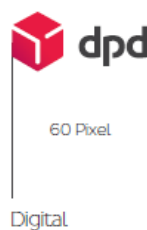


- The main logo is red/black with colour gradient. It should be used on white and light backgrounds.
- The white logo (shown here as an example on a red background) is to be used on dark or coloured backgrounds.
- The black logo (90% black) is used for greyscale shading or black and white printing.
- Please always use original DPD logo files. The files will be made available to you.
- Minimum size of DPD logo: 60px
- The protected space of the logo should be maintained.

Protected space



Min. size



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Examples of the DPD logo on different backgrounds:

Red/black version with colour gradient on a light background



The white version should be used on a dark section of the image if it is not possible to create or use lighter areas



The primary logo must not be used on complex or dark sections of the image



The black version must not be used on dark sections of the image



2 The DPD logo on customer websites

You are welcome to use the DPD logo on your website or in online communications.

Important: the link below must always be connected to the logo! This links to the Home page of the DPD website and also contains a special code that enables us to track how many users come to the DPD website from external websites. www.dpd.de/logo

The logos are available as png files for online use.

3 DPD in print materials

For printed matter, the 3 logos mentioned above are also available as Ai files (vector file Adobe Illustrator > equivalent to an EPS file). Depending on the type of paper (coated or uncoated) you can decide whether to use the coated or uncoated logo file.

4 DPD image material

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In addition to the DPD logo, you are also welcome to use images. But only those which can be found in the press section of the DPD website. [Here you will find PR photos for you to download and use.](#)

5 Approval procedure

Please let us know when the logo has been integrated and send us a link to the website for review and approval. In the case of printed matter, please forward the layouts to us for approval before printing.

Your DPD Team

Communications@dpd.de