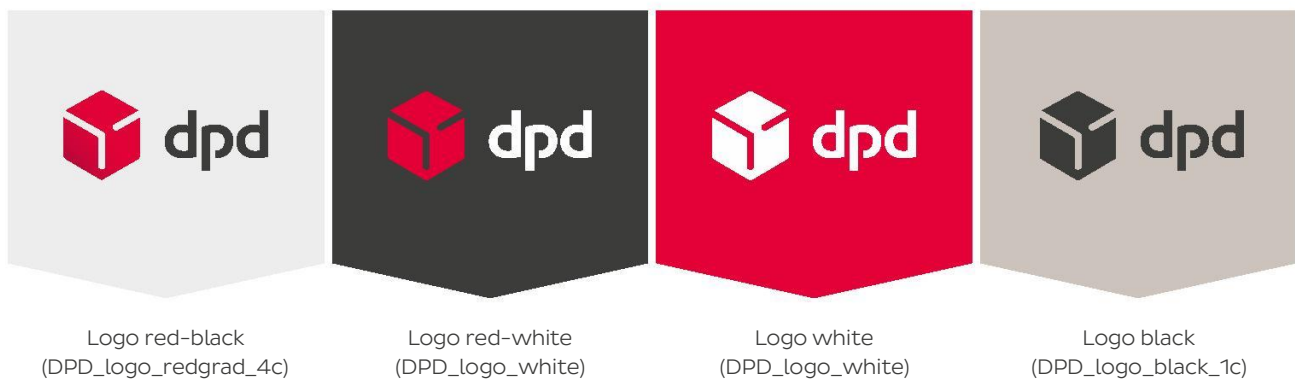# Use of the DPD logo
in customer media

You are welcome to display the cooperation with DPD in your printed matter and on your website. You can find the DPD logo files **here.** However, central approval must always be obtained in advance to ensure a uniform brand identity. The following basic rules must be observed:

1 **Logo selection**

In principle the following logo variants are available:

| Logo red-black (DPD_logo_redgrad_4c) | Logo red-white (DPD_logo_white) | Logo white (DPD_logo_white) | Logo black (DPD_logo_black_1c) |

- The main logo in red-black with colour gradient in the figurative mark is to be used on white and light-coloured backgrounds.
- If possible, the red and white version should only be used on dark backgrounds.
- The white logo (shown here as an example on a red background) and the black logo (90 %) are used for grey shades or black and white printing.
- Please **always** use the original DPD logo files. The files will be made available to you.

60 Pixel

Digital

10 mm

Print

Clear space: nothing else should appear in this area

Min. size: dimensions below the indicated minimum size should not be used.

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Examples of the DPD logo on specific backgrounds:

Red-black version with colour gradient on a light-coloured background

The red and white version should be used on dark areas when the red of the image mark can stand out against the background.

The white version should be used on dark areas of the image if lighter areas cannot be created or used.

The primary logo must not be used on complex or darker parts of the image.

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

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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 linked to the logo. This links to the home page of the DPD website and at the same time is provided with a special code which enables us to track how many users come to the DPD website from external websites: **dpd.de/logo**

The logos are available as png files for online use.

3 **DPD in printed matter**
For printed matter the above logo variants are also available as vector files (format „ai") (Adobe Illustrator vector file is equivalent to „eps"). Depending on the type of paper (coated or uncoated), you can decide whether to use the „coated" (coated) or „uncoated" logo file.

4 **DPD image material**
In addition to the DPD logo you are also welcome to use images. However, only the material that can be found in the press section of the DPD website should be used.
Here you can find PR photos for you to download and use.

5 **The approval process**
Please let us know when the logo has been integrated and send us a link to the website for checking and approval. In the case of printed matter, please forward the layouts for approval before they are printed.

Do you have any questions or suggestions?
Contact us at: **cit@dpd.de.**

Your DPD Team