

# DKF 2025

## Logo guidelines

March 2025



# Introduction

DKF 2025

This document provides guidelines for the proper use of the DKF 2025 logo. Consistent application of these guidelines ensures a strong and recognizable brand identity.

# Logo

DKF 2025

The DKF 2025 logo has two variations for optimal visibility on different backgrounds. Always ensure contrast for legibility and do not alter colors or proportions.

The primary logo is displayed within a white rounded rectangle. It features the text "DKF 2025" in a grey, sans-serif font. The letter "D" is underlined with a green horizontal bar.

**Primary Logo**

The white logo is displayed within a black rounded rectangle. It features the text "DKF 2025" in a white, sans-serif font. The letter "D" is underlined with a green horizontal bar.

**White Logo**

**Primary Logo:** This version is the preferred choice and should be used whenever possible, ensuring strong brand recognition.

**White Logo:** Designed for use on dark or colored backgrounds where the primary logo would lack contrast.

# Clearspace & Minimum Size

DKF 2025

To ensure optimal visibility and brand consistency, the DKF 2025 logo must always be surrounded by a protective area (clearspace).

The required clearspace around the logo should be at least equal to the **height of the logo itself** on all sides. This ensures that no other elements interfere with the logo's clarity and impact.

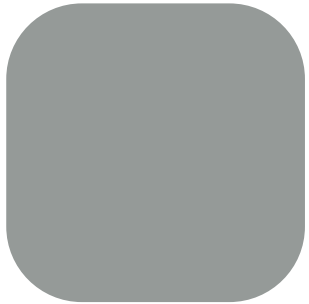


The logo should not be scaled below 40 pixels to maintain legibility and visual integrity.

# Brand Colors

**DKF** 2025

Consistent color use is essential for a strong and recognizable brand identity. The DKF 2025 branding relies on three key colors. For all design applications, always use the official color values to maintain consistency.



**Gray**

HEX: #959A98  
RGB: 149,154,152  
CMYK: 43,31,34,11



**Green**

HEX: #8AA543  
RGB: 138,165,67  
CMYK: 53,18,87,3



**Deep Blue**

HEX: #202F58  
RGB: 32,47,88  
CMYK: 98,85,35,30

# Fonts

DKF 2025

To ensure a consistent and modern brand identity, Plus Jakarta Sans is the official typeface for all DKF 2025 communications. This font should be used across all brand materials for clarity, readability, and cohesion.

## Font Usage

**Headings:** Plus Jakarta Sans, Bold

**Body Text & Paragraphs:** Plus Jakarta Sans, Regular

## Font Applications

**Print & Digital:** Plus Jakarta Sans is used across all materials.

**Alignment:** Left-aligned text ensures a clean layout.

**Letter Spacing & Line Height:** Adjust for clarity and a modern look.

For maximum brand consistency, avoid using alternative fonts or unnecessary stylistic modifications.

# Do's & Don'ts

DKF 2025

To maintain brand integrity, the following alterations are not allowed:



Do not distort/  
stretch the logo.



Do not add effects  
(shadows, gra-  
dients, etc.).



Do not distort/  
stretch the logo.



Do not use on com-  
plex backgrounds.

# Logo Applications

DKF 2025

The DKF 2025 logo should be applied consistently across all brand materials, including digital and print formats.

