





LOGO GUIDELINES 2016

01

MEET THE LOGO

Our logo—which we call the “digital O”—represents simplicity, scalability, reliability, and unlimited possibility: values that we uphold highly as a company.

These guidelines are here to help ensure that your use of the DigitalOcean logo is consistent with the way DO presents itself.



02

STANDARD LOCKUP

Our standard horizontal lockup is our official logotype, consisting of the icon and our wordmark. If you aren't sure which logo to use in your materials, use this one.



03

VERTICAL LOCKUP

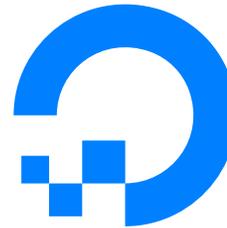
The vertical lockup can be used when the provided space is square and use of the horizontal lockup will make the logo look too small.



04

ICON BY ITSELF

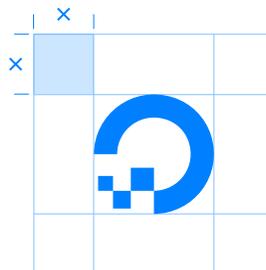
Use the icon **only** when “DigitalOcean” has been well established elsewhere on the page or in the design. (When in doubt, use the full logotype.)



05

SAFE SPACE

Safe space acts as a buffer between the logo and other visual elements on a page, including text. This space is the minimum distance needed and is equal to half the height of the icon.



06

MINIMAL SIZE

Here's the recommended minimum size at which the logo may be reproduced. For legibility reasons, we ask that you stick to these dimensions.



print size: 1.2 inch wide
digital size: 120 pixels wide



print size: 0.8 inch wide
digital size: 80 pixels wide



print size: 0.3 inch wide
digital size 30 pixels wide

07

DIGITALOCEAN BLUE

The DO blue is bright and vibrant and we want it to stand out clearly. To that end, here are the color values you can use for both digital and print.

R0 G128 B255

HEX: 0080FF

PMS Coated: 285 C

PMS Uncoated: 285U

C85 M50 Y0 K0

08

USING GRAYSCALE

If the color logotype isn't an option for technical reasons, use the white or black versions instead. (You can create a version using any value on the grayscale.)



09

BACKGROUND COLOR

Our logo must always have good contrast with the background to ensure maximum impact and accessibility.

Use the black or white versions if the logo is to be presented on a background color. If you're going with grayscale, make sure you choose a version where the contrast between the logo and the background is strong.



10

WORDMARK

Here's what you need to know about the wordmark:

- The font used for the wordmark is Maax.
- This font is only used in the logo.
- “DigitalOcean” is written as one word, with the letters “D” and “O” capitalized in all instances.

Maax Medium

ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxy

11

SUPPORTING TYPOGRAPHY

If you're creating materials—i.e. business cards, banner taglines, flyers, letterheads, etc.—or other collateral that is representative of the DO brand, we recommend using the font Sailec.

Sailec Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sailec Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz

11

LOGO DON'TS

Use the DO logos as provided and please do not make any changes to them. :)



✗ Do not change the proportions of the logo elements.



✗ Do not rotate the icon.



✗ Do not change the typography.



✗ Do not change the color.



✗ Do not make the logo more than one color.



✗ Do not add gradients, strokes, shadows or any other effects.

