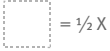


# How to use the Delta Dental logo

Please follow these guidelines when using the Delta Dental logo. The Delta Dental logo is a trademark of Delta Dental Plans Association and should not be used without express permission from Delta Dental.



X = height of the logo  
 $\frac{1}{2}x$  represents the amount of protected space that should surround the Delta Dental logo. This area should be kept clear of all graphics and text.



Minimum size = 1"

## The Delta Dental logo

Our logo is a combination of three elements: the Delta symbol, the Delta Dental wordmark and the logo box.

## Protected space

It is important to keep the Delta Dental logo separated from other elements. The dotted line box surrounding the logo at left shows the amount of protected space that is need for a 2" wide logo. As the logo size increases, so does the amount of protected space needed.

Protected space for the unbounded mark must allow for the height and width of the Delta symbol surrounding the wordmark.

## Minimum size

The Delta Dental logo should never be printed smaller than 1" wide.

## Logo colors

The Delta symbol and the Delta Dental wordmark are white or black. Our primary, full-color logo uses Rejuvenating Green (PMS 361). Our secondary logo is in black and white.

## Alternate logo

The Delta symbol and the Delta Dental wordmark may be used without the logo box, in either black, white or Delta Dental Green. On promotional items, engraving or embossing is acceptable.



Full-color logo



Black and white logo



Full-color unbounded logo



Black and white unbounded logo

## Incorrect logo usage

Even well-intentioned changes to the Delta Dental logo can cause confusion. When using the Delta Dental logo, do not:

- Change the size or position of the Delta symbol or the Delta Dental wordmark.
- Stretch or distort the logo in any way.
- Create a "read-through" by using the logo as part of text.
- Add special effects to the logo, such as drop shadows or glow effects.
- Create a pattern with all or part of the logo.
- Place the logo on distracting backgrounds.



## Answering your questions

If you have any questions, consult with your contact at Delta Dental or contact our Brand department at [branduse@deltadental.com](mailto:branduse@deltadental.com)