



Logo

Our logo is a sender and guarantor of what we say and do. To ensure consistent and clear use, there are a few simple rules.

Logo Composition

The Dante logo consists of two elements: our symbol and the wordmark which derives from our bespoke typeface Dante Sans.

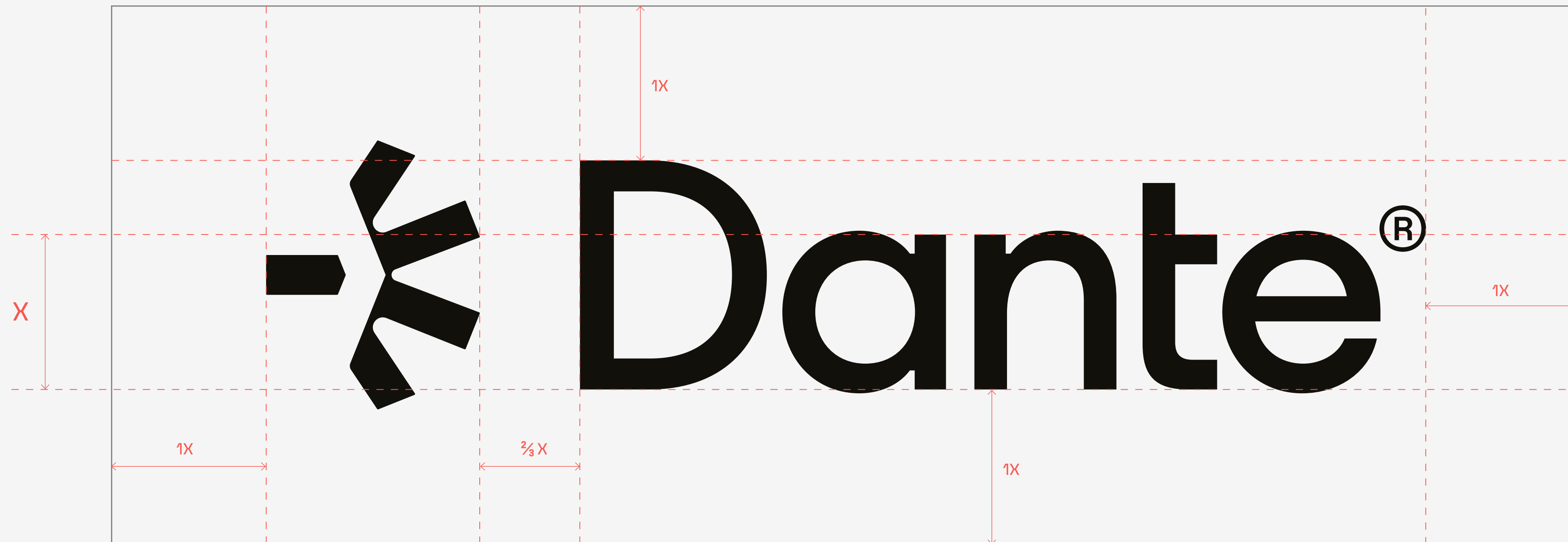
A simple and iconic symbol that captures the brand story "One Connection, Endless Possibilities" through a line that turns into several. The Dante symbol is clearly recognizable on its own through its D-shape and the arrow gives the brand forward movement.



The Dante wordmark has a strong legacy from the previous wordmark and is drawn from the Dante Sans typeface. Together with the symbol, this creates a strong and unique logo that works just as well on a large trade show wall as on a product.

Logo Clear Space

Make sure that there is enough white space around the logo. The x-height from the wordmark is used as a reference. This is the minimum space required.



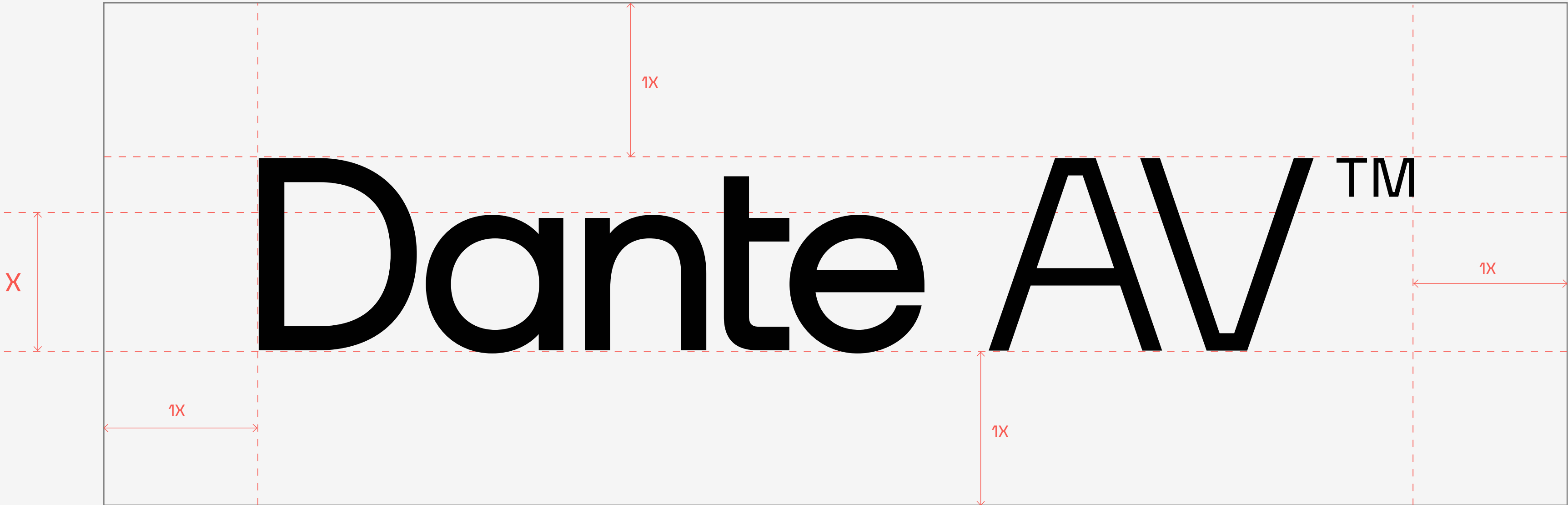
Logo Color

The Dante logo can be used in white or black. Black is the preferred color and should be used on lighter backgrounds. The white version is to be used on darker backgrounds and images to provide contrast and clarity. Legibility is a priority.



Dante AV Logo
Clear Space

Make sure that there is enough white space around the logo. The x-height from the wordmark is used as a reference. This is the minimum space required.



Dante AV
Backgrounds

Make sure that there is enough space around the logo. The x-height from the wordmark is used as a reference. See previous page for details.

Dante AVTM

Dante AVTM

Dante AV-ATM

Dante AV-ATM

Dante AV-HTM

Dante AV-HTM

Dante AV UltraTM

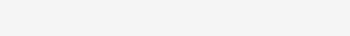
Dante AV UltraTM

Logos

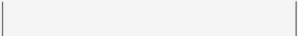
Minimum Size

To ensure that the Dante logos are clearly visible, it should never be less than 20 mm wide in print or 40 px in digital applications.

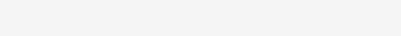
Minimum Size for print



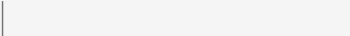
20 mm



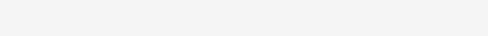
100 px



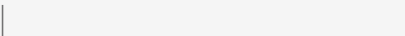
55 mm



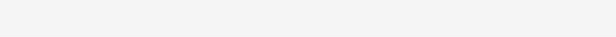
130 px



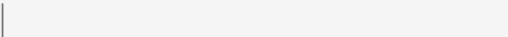
67 mm



156 px



84 mm



191 px

Logo
Don'ts

Dante's logos is unique and it must not be re-created in any way.
Here're examples of forbidden usage of the logo.



Never stretch or compress the logo



Never re-create the logo with a typeface.



Never apply any effect, e.g. shadow.



Never stack the logo



Never use any other colors with the logo.



Never rotate the logo.



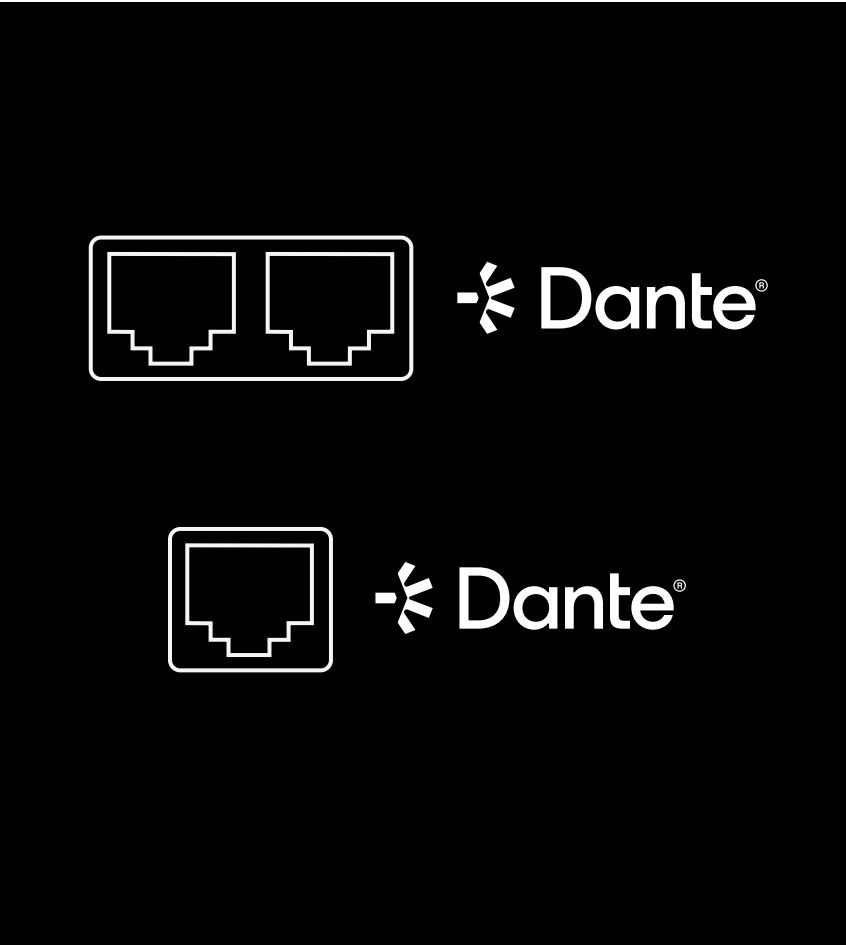
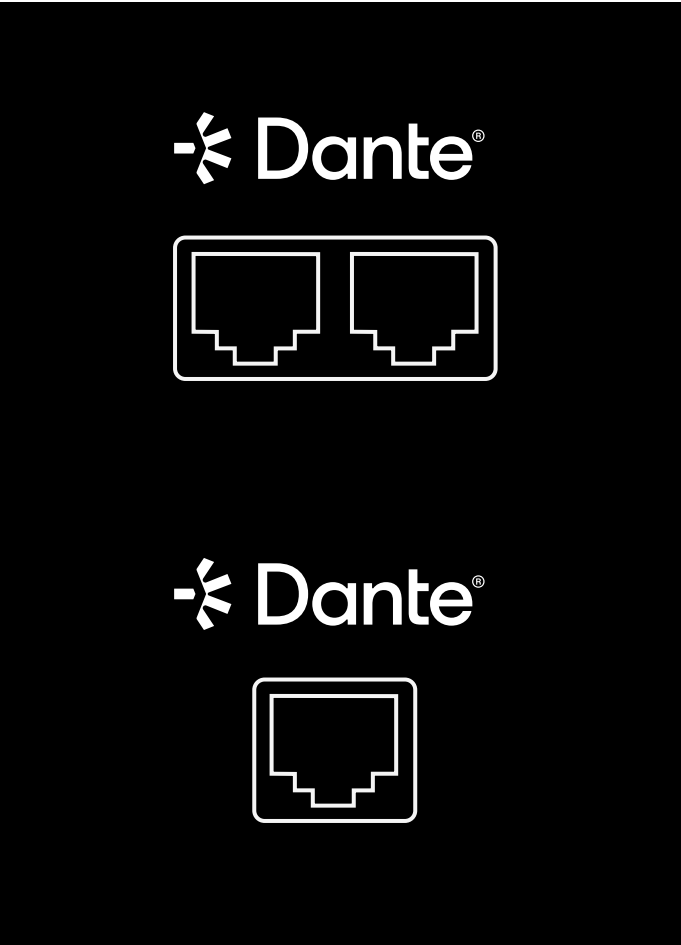
Never add type or other logotypes to the logo.



Never create a reverse lock-up.

Port Labeling

Dante-enabled products include one or more Ethernet ports. The Dante brand mark can be placed above, below or to the side of the ports.



Logo Applications

Shown below are examples of how to place the Dante logo on different applications.



File Formats

Different context requires different file formats.
Depending if the logotype will be printed or shown
on screen we need to use the correct file formats.

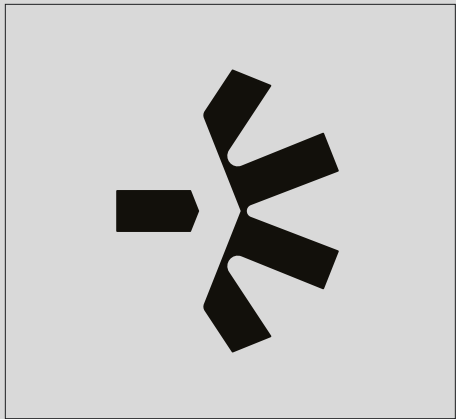
File Formats

EPS

The file format EPS is used for most of our print applications as it can be scaled up and down without losing quality.



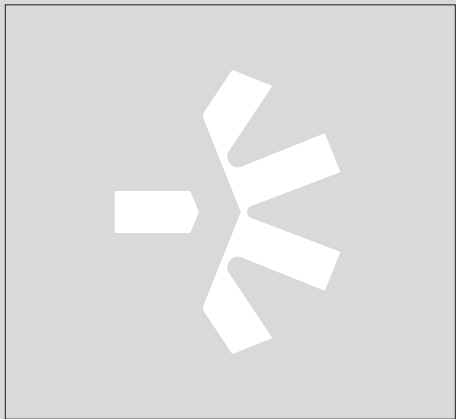
Dante_Logotype_Black_RGB.eps
Dante_Logotype_Black_CMYK.eps



Dante_Symbol_Black_RGB.eps
Dante_Symbol_Black_CMYK.eps



Dante_Logotype_White_RGB.eps
Dante_Logotype_White_CMYK.eps



Dante_Symbol_White_RGB.eps
Dante_Symbol_White_CMYK.eps

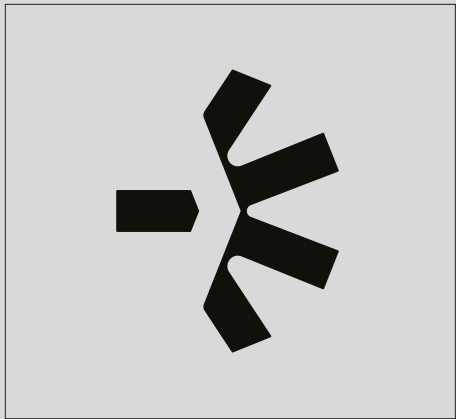
File Formats

PNG

PNG is used for Keynote and Word. It can also be used for digital purposes.
The format makes it possible to use with a transparent background.



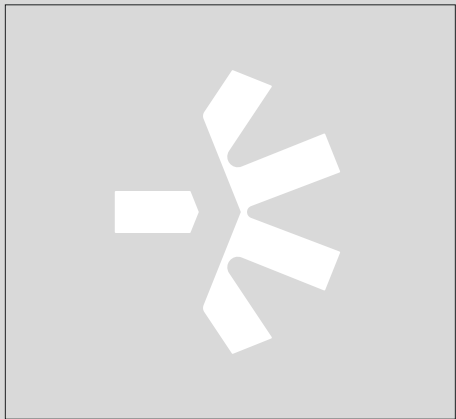
Dante_Logotype_Black_RGB.png



Dante_Symbol_Black_RGB.png



Dante_Logotype_White_RGB.png

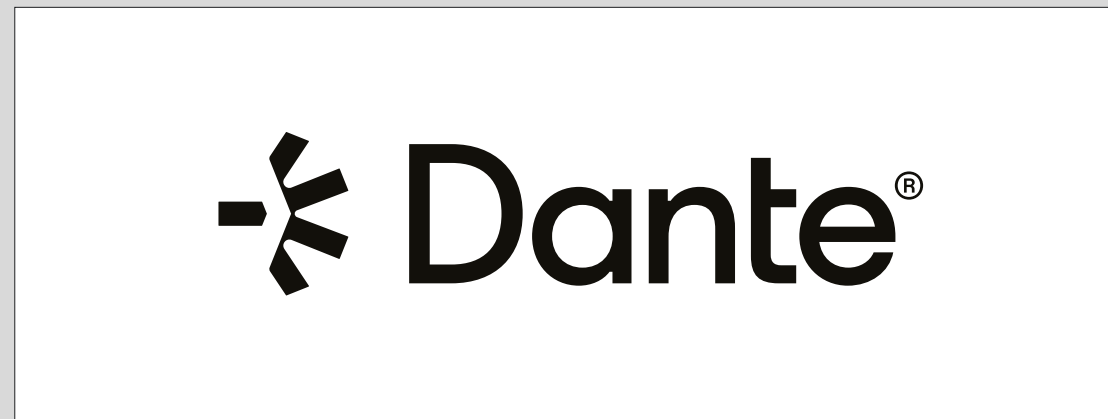


Dante_Symbol_White_RGB.png

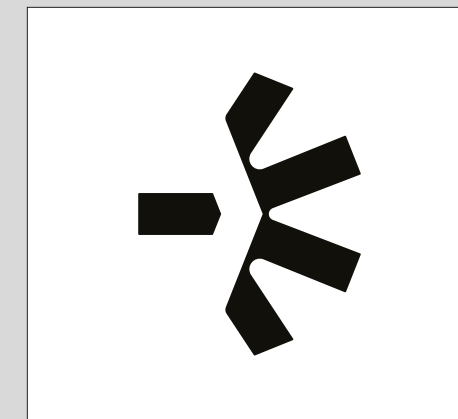
File Formats

JPEG

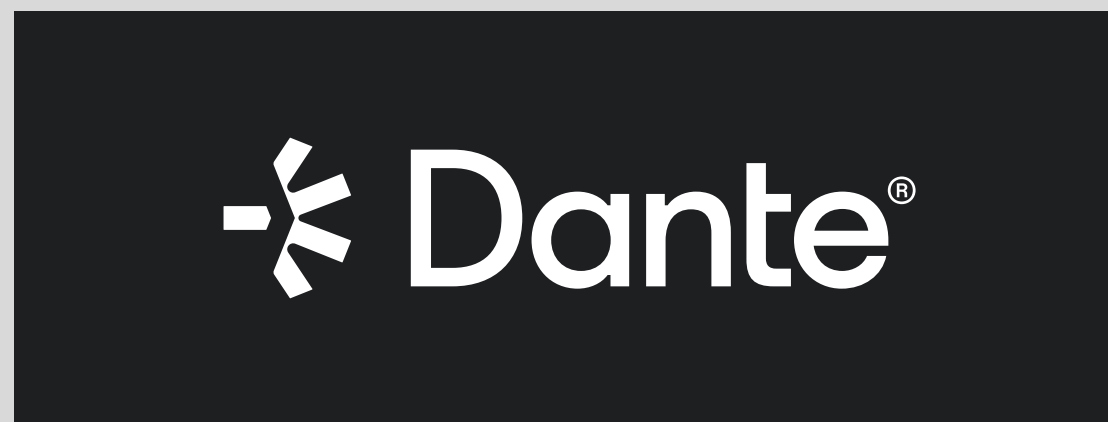
JPEG is mostly used for print. It does not support a transparent background.



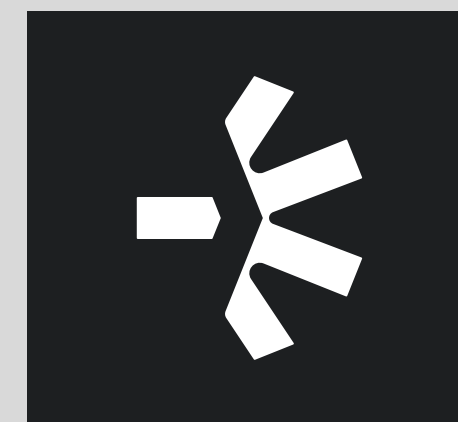
Dante_Logotype_Black_RGB.jpg
Dante_Logotype_Black_CMYK.jpg



Dante_Symbol_Black_RGB.jpg
Dante_Symbol_Black_CMYK.jpg



Dante_Logotype_White_RGB.jpg
Dante_Logotype_White_CMYK.jpg



Dante_Symbol_White_RGB.eps
Dante_Symbol_White_CMYK.jpg

The visual identity, guidelines and visual
elements are produced and designed by Bedow,
www.bedow.se