DLC® PROGRAM Logo
Style Guide

The **DLC PROGRAM Logo** is designed to be used in accordance with the following style guidelines. Proper and consistent use of the logo in this manner will not only avoid placing the legal status of the logo at risk, but will also aid in building brand/message recognition and identity.

Standard Format

The DLC PROGRAM Logo is intended for use by:

- **DLC Members:** To indicate DLC Membership on webpages of their efficiency programs.
- **Lighting Testing Laboratories:** To indicate available product testing services necessary for manufacturers to submit an application. NOTE: Laboratories must meet the DLC accreditation requirements to display the logo. The DLC name and marks may not be used in a manner that implies DLC endorsement of a laboratory or its services, only that those services are provided to manufacturers.
- **Other:** Additional use of the DLC Program Logo will be assessed on a case by case basis. Please contact info@designlights.org.

The **Standard Format** (shown at left) should be used in most applications. The specific colors indicated within this document should be used in all applications of the logo. The CMYK color values provided should be used in all print applications. The RGB and web Hex color codes should be used in all web/digital applications.

Standard Format (3-color)			
Blue	**CMYK:** 60/0/10/0	**RGB:** 79/198/224	**Hex:** #4FC6E0
Green	**CMYK:** 45/0/85/0	**RGB:** 151/203/89	**Hex:** #97CB59
Yellow	**CMYK:** 0/25/100/0	**RGB:** 255/194/14	**Hex:** #FFC20E

Trademark Symbol
All applications of the DLC Program Logo should use the version with the trademark symbol (™).

Alternative Formats

The alternative logo formats should be used sparingly, and only in applications where they are deemed more suitable than the standard formats.

The **Black Version** (left) is best used in applications where only a single color is available and where the Black Version is deemed more effective.

Alternative Format (Black Version)			
■ Black	**CMYK:** 0/0/0/100	**RGB:** 0/0/0	**Hex:** #000000

Reversed/White Version (shown at left on black background). When using the logo against a very dark background, it is advised that the White Version be used. A variety of file formats of the white version have been provided for use in such instances.

Alternative Format (Reversed/White Version)			
☐ White	**CMYK:** 0/0/0/0	**RGB:** 255/255/255	**Hex:** #000000

Logo Spacing

The DLC QPL Product Logo is created using vector-based software; it can be sized up or down infinitely without any loss in resolution. **Any scaling should always be done with the proportions of the image constrained**, thus preserving the integrity of the image and the grid on which it is based.

Logo Clear Zone

In order to prevent a cluttered appearance, reducing the impact of the DLC's marketing materials, it is important to maintain an appropriate amount of white space around the logo. As shown in Figure 1 below, this white space, or "clear zone", should be equal in all directions to half the height of the "D" in the logo at minimum.

Figure 1: Clear Zone

No graphic element, including typed copy, tagline, rule, photo, or accompanying logo, should be positioned in this clear zone.

The placement, prominence or spatial relationship of the logo to text or layout is based on the order of reading, desired hierarchy of information, or the significance of the content.

Logo Sizing

Any changes in sizing to the DLC Program Logo must be proportional, constraining the dimensions of the logo accordingly. **Do not distort the logo.** When resizing the logo, enlarging or reducing its dimensions, its proportions should not be altered. Whenever resizing is required, **the logo should always be scaled proportionally.** This should be done using **vector-based** software (such as Adobe Illustrator) to facilitate this requirement and to preserve image clarity.

Minimum size for print is 1" wide (see Fig. 2) and minimum pixel count for web use is 50.

Figure 2:

Incorrect Logo Usage

Maintaining the integrity of the logo is important. It must be presented in a clear, consistent, and legible manner. Logos must always be reproduced from approved files.

Alterations to the logo are forbidden. Additional factors to consider when using the logo include colors, backgrounds, and clear zone. Although not an exhaustive list, the following represent some common incorrect uses of the logo. Please do not create your own custom logo.

Some common incorrect uses of the logo:

- Incorrect color
- Incorrect typefaces
- Do not separate or use only a portion of the symbol alone
- Do not separate or use only a portion of the organization name (i.e. the type element) alone
- Do not rearrange or reposition the logo elements

- Do not change the size of any text contained in the mark in relation to the rest of the mark
- Do not distort the mark or alter its aspect ratio

Typography

The main type element (the central "DLC") within the DLC QPL Product Logo is created using hand-drawn letters. No attempt should be made to replicate this element with any commercial type fonts.

For additional information, alternative file formats, or other inquiries, contact:

Andrea Shapiro
DesignLights Consortium®
info@designlights.org