BRAND ELEMENTS THE DIGI LOGO

The new Digi logo is based on precision, technology, and connection.

It breaks out the Digi name from the enclosing green rectangle of the previous logo, visually setting the name free from boundaries. It opens up the Digi brand to a world of connection and possibilities.

The green triangle is an evolution of the rectangle. The "up and out" direction of the triangle suggests forward movement and radio communication. The triangle's precise 45° angle is echoed in the negative space of the logo's "D", and elsewhere in the new Digi design system.

The bright green also refers back to the previous Digi logo, but gives the color new energy. It's bright, fresh, and progressive; suggesting modern technology and thinking. The custom letter forms convey streamlined simplicity; the unexpected within a strong, underlying structure.

DIG

THE DIGI LOGO

ELEMENTS

The logo is comprised of the Digi logotype and a triangular Digi symbol. The placement and size relationship of the logotype and symbol should stay locked together as illustrated.

CLEAR SPACE

Keep the Digi logo clear of other graphics to maximize its visual impact. Use the recommended "clear space" to separate the logo from any other elements on the page, such as headlines, text, or imagery.

SIZES

Two versions of the logo are available for use, a version to use at 1.25" or 375 px wide and larger, and a smaller version to use at 1.25" or 375 px or smaller. On most printed materials, minimum width of the Digi logo is 0.75" The maximum width is 1.25". In digital use, the logo should not be smaller than 225 pixels wide or larger than 375 pixels wide.

Digi Logo Digi Logotype Digi Symbol Never separate the elements of the logo.

CLEAR SPACE





Minimum clear space

SIZES

DIGI

Larger version: Smaller trademark symbol, to be used at 1.25" (375 px) wide and larger.

DIGI

Smaller version: Larger trademark symbol, to be used at 1.25" (375 px) wide to 0.75" (225 px) wide

THE DIGI LOGO

The Digi logo is available in two different reproductions: full-color (preferred) and a one-color solid.

FULL-COLOR LOGO

Choose the full-color Digi logo whenever possible. Use the reversed version of the fullcolor logo on dark backgrounds (not to exceed 80% black).

ONE-COLOR LOGO

One-color Digi logos should only be used when reproduction situations prohibit the use of the full-color version.

UNACCEPTABLE USES

To ensure brand recognition and consistency, never modify the Digi logo in any way. Do not distort, re-color, or stylize the logo; and do not separate or re-size its elements.

ACCEPTED COLOR VARIATIONS

DIGI

Full-color

One-color black



Full-color reversed

DIGI

DIGI

One-color reversed

UNACCEPTABLE USES



Never distort the logo



Never put a drop shadow behind the logo



Never change the color of the logo



Never change the color of the logo elements



Never place the gray logo on a dark background



Never add text to read with the logo

THE LOCKUP

LOGO LOCKUP

The "Connect with Confidence" tagline can be "locked-up" with the Digi logo to create our formal brand signature. There are three versions of the lockup; the horizontal version is the preferred format. The single-line stacked version is used for limited horizontal spaces. The two-line stacked version should only be used in limitedwidth spaces such as display banners or vertical web banners.

CLEAR SPACE

Keep the Digi logo with tagline clear of other graphics to maximize its visual impact. Use the recommended "clear space" to separate the logo from any other elements on the page, such as headlines, text, or imagery.

SIZES

Like the logo guidelines on page 12, each lockup version is available in two sizes for large and small applications.

COLORS

The logo lockup is available in two different reproductions: full-color (preferred) and a one-color solid.

LOGO LOCKUP



Horizontal lockup

DIGI Connect with Confidence

Two line stacked lockup

DIGI Connect with Confidence

Single line stacked lockup

Connect with Confidence

Stand-alone



THE DIGI XBEE LOGO

The Digi[®] XBee[™] logo unites the power of two brands.

The Digi®XBee[™] brand represents a complete range of interchangeable hardware, easy-to-use software and expert Digi resources.

The positive and negative elements of the letter "X" play off the Digi triangle brand evolution, adding graphic movement and enabling quick recognition of the unique and distinguishing form factor name.

Custom letter forms convey streamlined simplicity and creativity. The bright green color suggests fresh, modern technology and adds energy to the logotype as it graphically unites the Digi® XBee™ brand.

Digi[®] and XBee[™] must always appear together as Digi[®] XBee[™] in logo and text formats.

DIGI® XBee

THE DIGI XBEE LOGO

ELEMENTS

The logo is comprised of the Digi[®] logotype, triangular Digi[®] symbol and XBee[™] logotype. The placement and size relationship of the combined logotypes and symbol should stay locked together as illustrated.

Digi[®] and XBee[™] must always appear together as Digi[®] XBee[™] in logo and text formats.

CLEAR SPACE

Keep the Digi[®]XBee[™] logo clear of other graphics to maximize its visual impact. Use the recommended "clear space" to separate the logo from any other elements on the page, such as headlines, text, or imagery.

SIZES

Two versions of the logo are available for use. The larger version is to be use at 2.75" and larger, and the smaller version to use at 2" or smaller. On most printed materials, minimum width of the Digi logo is 1.5" The maximum width is 2.75". In digital use, the logo should not be smaller than 144 pixels wide at 72 dpi.







SIZES

DIGI XBee. DIGI XBee.

Larger version: Smaller register and trademark symbols, to be used at 2.75" wide and larger.

Smaller version: Larger trademark symbol, to be used at 2" to 1.5". Shown at the recommended minimal width of 1.5".

THE DIGI XBEE LOGO

The Digi[®] XBee[™] logo is available in two different reproductions: full-color (preferred) and a one-color solid.

FULL-COLOR LOGO

Choose the full-color Digi[®] XBee[™] logo whenever possible. Use the reversed version of the fullcolor logo on dark backgrounds (not to exceed 80% black).

ONE-COLOR LOGO

One-color Digi[®] XBee[™] logos should only be used when reproduction situations prohibit the use of the full-color version.

UNACCEPTABLE USES

To ensure brand recognition and consistency, never modify the Digi[®] XBee[™] logo in any way. Do not distort, re-color, or stylize the logo; and do not separate or re-size its elements.

Digi[®] and XBee[™] must always appear together as Digi[®] XBee[™] in logo and text formats.

ACCEPTED COLOR VARIATIONS

DIGI Bee





Full-color reversed

DIGI® XBee.

One-color black

DIGI Bee.

One-color reversed

UNACCEPTABLE USES

Never distort the logo

of the logo





Never put a drop shadow behind the logo





Never change the color of the logo elements



Never place the gray logo on a dark background



Never use XBee without the Digi logo



LOGO LOCKUPS

LOGO LOCKUP

There are two versions of the lockup; the horizontal and stacked version. The horizontal version gives equal emphasis to Digi[®] XBee[™] logotypes. The stacked lockup version gives more emphasis to "XBee" with "Digi" as the endorsment brand. Both versions are acceptable depending on space and application.

PRODUCT BRANDING

The stacked lockup is preferred for product branding. When space is limited the horizontal lockup should be used as an alternative.

CLEAR SPACE

Keep the Digi[®] XBee[™] logo clear of other graphics to maximize its visual impact. Use the recommended "clear space" to separate the logo from any other elements on the page, such as headlines, text, or imagery.

Digi[®] and XBee[™] must always appear together as Digi[®] XBee[™] in logo and text formats.

LOGO LOCKUP

Horizontal lockup

DIGI Bee

DIGI." NBee



Stacked lockup

PRODUCT BRANDING





Minimum clear space

CLEAR SPACE

Stacked lockup

Horizontal lockup