

# 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.



# 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.

## ELEMENTS



Never separate the elements of the logo.

## CLEAR SPACE



Preferred clear space



Minimum clear space

## SIZES



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



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

## BRAND ELEMENTS

# 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 full-color 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



Full-color



Full-color reversed



One-color black



One-color reversed

### UNACCEPTABLE USES



Never distort the logo



Never put a drop shadow behind the logo



Never place the gray logo on a dark background



Never change the color of the logo



Never change the color of the logo elements



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 limited-width 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



Single line stacked lockup

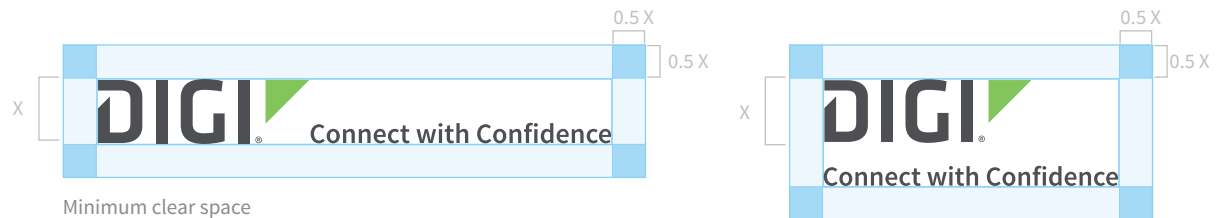


Two line stacked lockup

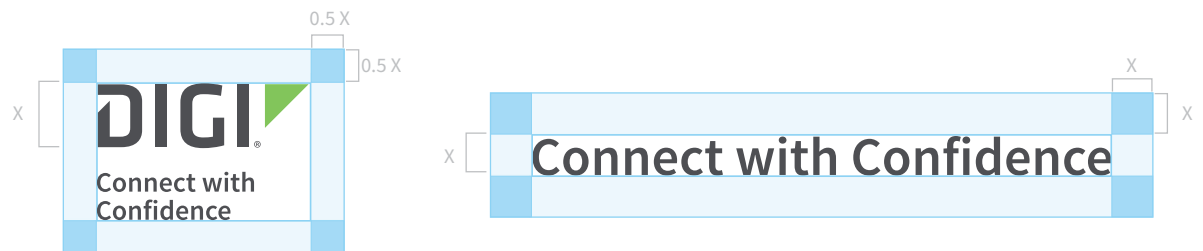


Stand-alone

## CLEAR SPACE



Minimum clear space



## BRAND ELEMENTS

# THE DIGI XBEE<sup>3</sup> LOGO

The Digi XBee3 logo is available in two different versions; horizontal and stacked.

When DIGI XBEE is in all caps (eg PowerPoint heads) use the superscript 3 with no space.

When using Digi XBee3 in mixed case, use the full height 3 with no space. This will be the case 99% of the time on channel sites and in body copy.

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### HORIZONTAL



### STACKED



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### HEADLINE (CAPS)

# DIGI XBEE<sup>3</sup>

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### HEADLINE AND BODY (MIXED CASE)

## Digi XBee3

Digi XBee3 Zigbee 3.0

Digi XBee3 802.15.4

Digi XBee3 Cellular LTE-M

## BRAND ELEMENTS

# 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.**

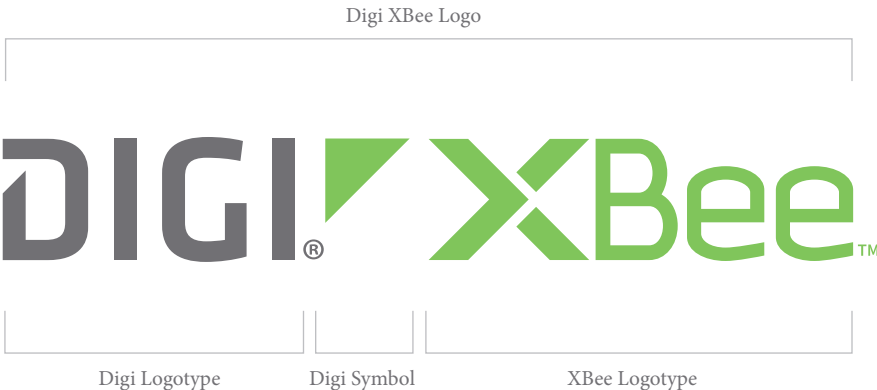
### CLEAR SPACE

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.

### ELEMENTS



### CLEAR SPACE



### SIZES



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”.

## BRAND ELEMENTS

# 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 full-color 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



Full-color



Full-color reversed



One-color black



One-color reversed

### UNACCEPTABLE USES



Never distort the logo



Never put a drop shadow behind the logo



Never place the gray logo on a dark background



Never change the color of the logo



Never change the color of the logo elements



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 endorsement 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



Stacked lockup

## CLEAR SPACE



Minimum clear space



Minimum clear space

## PRODUCT BRANDING



Stacked lockup



Horizontal lockup