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.
BRAND ELEMENTS

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.

Never separate the elements of the logo.

Preferred clear space
Minimum clear space

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
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.
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.
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.
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.
BRAND ELEMENTS

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.
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

One-color black

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 use XBee without the Digi logo

Never place the gray logo on a dark background
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

STACKED LOCKUP

PRODUCT BRANDING

Stacked lockup

Horizontal lockup

Stacked lockup

Horizontal lockup

Minimum clear space

Minimum clear space

X

X

0.5 X

0.5 X

0.5 X

0.5 X