

Primary Logos

Meaning

The DataBank primary logo includes the DataBank icon, DataBank name, and Kyocera Group subtext. These elements collectively represent our brand, our service, our offerings, and reputation, so it's important it's the leading symbol of our company.

When to use them

This is the most recognizable DataBank logo and is to be used whenever possible for brand consistency and audience recollection.

- All internal and external media and communications
- Formal documents, contracts, and letterhead
- Email signatures



Mono Logos

When to use them

Our mono color logos should be used less often, but are helpful for:

- Backgrounds that do not have enough contrast for the primary logo like our DataBank Blue. Having enough color contrast enables viewers of our designs to be able to clearly see our designs without difficulty or strain.
- Co-branding pieces so all logos look in-sync and uniform
- Complex backgrounds or materials like images or swag that would otherwise reduce the integrity of the logo
- Lower quality or lower cost print jobs
- Reducing overwhelm (designer's discretion) on content that uses a lot of color



Simplified Logos

When to use them

The DataBank simplified logo should be used less often, but is helpful when the primary logo would be too small to display and becomes illegible. It's also useful for presentations or other content where the logo is repeated, and it's unnecessary to repeat the primary logo.

The solid color primary logo rules also apply to the simplified solid color logos.

Use the simplified logos when:

- The primary logo would be too small to display and otherwise illegible.
- You need to repeat the DataBank logo many times, like in a presentation.



Logo Mark

Meaning

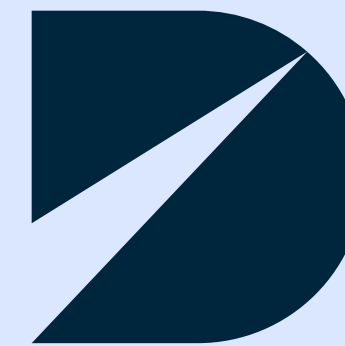
The DataBank logo mark represents the goals of our clients and the journey we partner on together to achieve them. The distinct pieces of the mark are converging toward a common endpoint. The mark is not only meaningful, but functional and scales very well, retaining clarity and readability at all sizes.

When to use them

The icon should only be used by marketing as a stylistic addition to designs that already include the primary logo or for DataBank-owned social media.



The DataBank blue favicon is the primary icon used on white or light backgrounds where there is enough contrast.



The navy favicon is used on complex backgrounds, images, or when there isn't enough contrast for the blue icon.



The white favicon is used on navy or dark backgrounds where there is enough contrast.

Clear Space

Defining the safe zone of the logo

An area of clear space must surround each side of the logo allowing it to breathe and be legible. Use the lower case “a” from the logo at scale as your spacing on all sides. Don’t place other visual elements within this exclusion zone (icons, images, etc.)



Minimum logo sizing

Avoiding an illegible logo

Legibility is important for our brand logo, especially for the primary logo with the small Kyocera tag line. If it's too small, our audience may not be able to read it.

Digital



250px W

Digital



250px W

Digital



24px h

What to know about co-branding

Rules for working with two logos in a design

- Lead with the DataBank logo when working with a partner. This can include a technology partner, client, or other strategic partnership.
- Lead with the DataBank product or sub-brand logo, then the brand logo when co-branding DataBank products or sub-brands.
- Spacing between logos is determined by the leading logo's favicon.
- Select logo color based on page background, ensuring enough contrast and considering the complexity of the design.
- Logos should be the same height. If the logo's icon is larger than the text, base the height on the icon rather than the text.

