

# Deno Logo Guidelines 2024





## Dark version

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This can also be referred to as the “outlined” version. Default to this version whenever the background is a dark color.



## Light version

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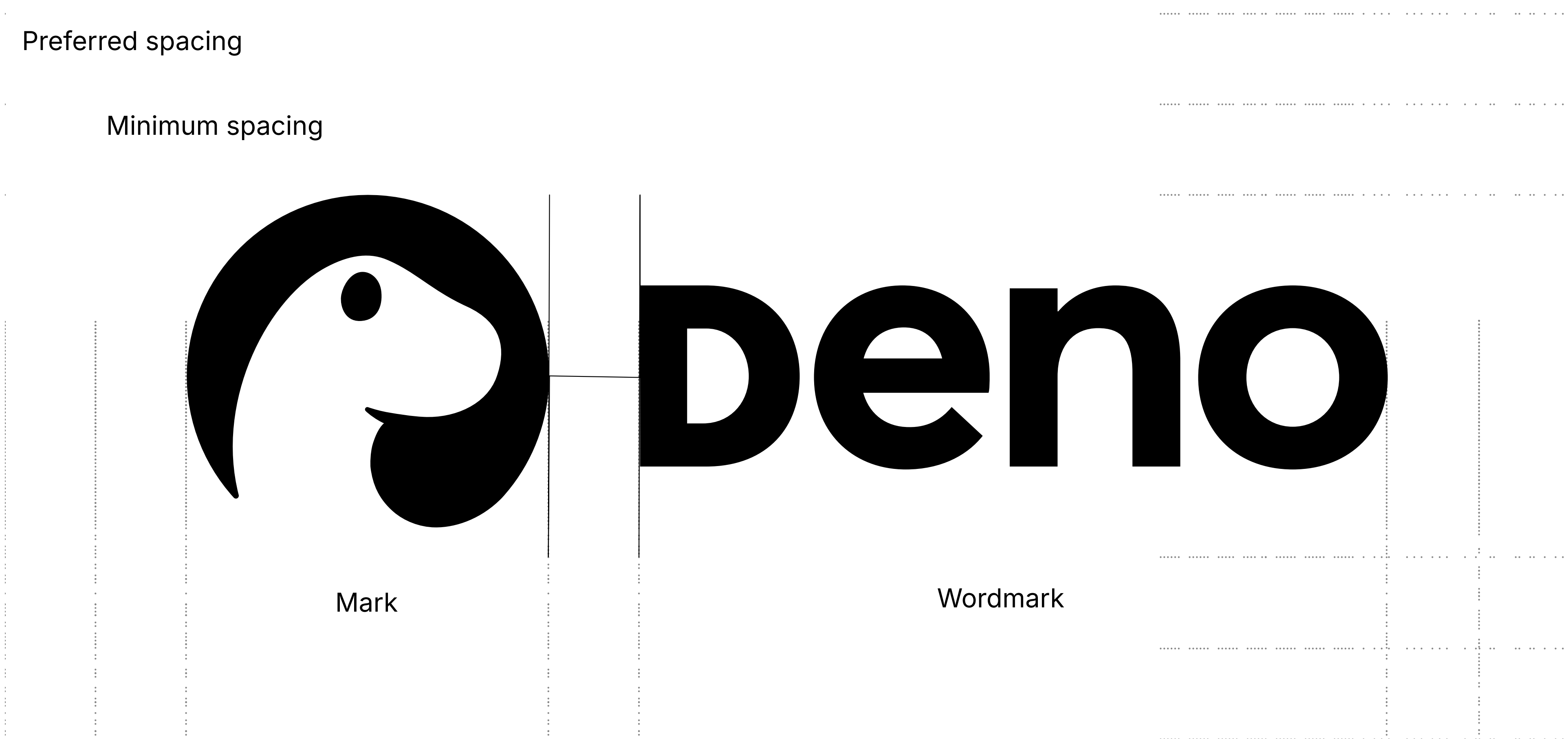
This version, without the outline, is preferred wherever the background is consistently white or light-colored.

*(Note the size and spacing is slightly different between the light and dark versions. This is intentional, and helps offset the natural illusion of white elements on a dark background appearing thicker than identical dark elements on a light background.)*

# Considerations

## Spacing

The amount of space between the mark and the logotype should be reserved on all sides wherever possible; ideally, two times this much.



## Colors

**The logo should only appear in black and white.** It may be modified slightly in order to match the foreground and background colors of its environment (for example, it can match the two colors in use in a given two-color design), but the logo should not otherwise be colorized.

The light version of the logo should not be used on a dark background, and vice versa. Neither should ever be inverted.

## Shape and orientation

**The logo should never be rotated, skewed, transformed, added to, or edited.** It should always appear horizontal, as shown, with no alterations to shape or content.

**The mark may be used on its own,** but it is preferred to use the full logo with both elements. In any case, the mark and wordmark should not be independently moved or resized, and should retain the same relative size and spacing in relation to one another.

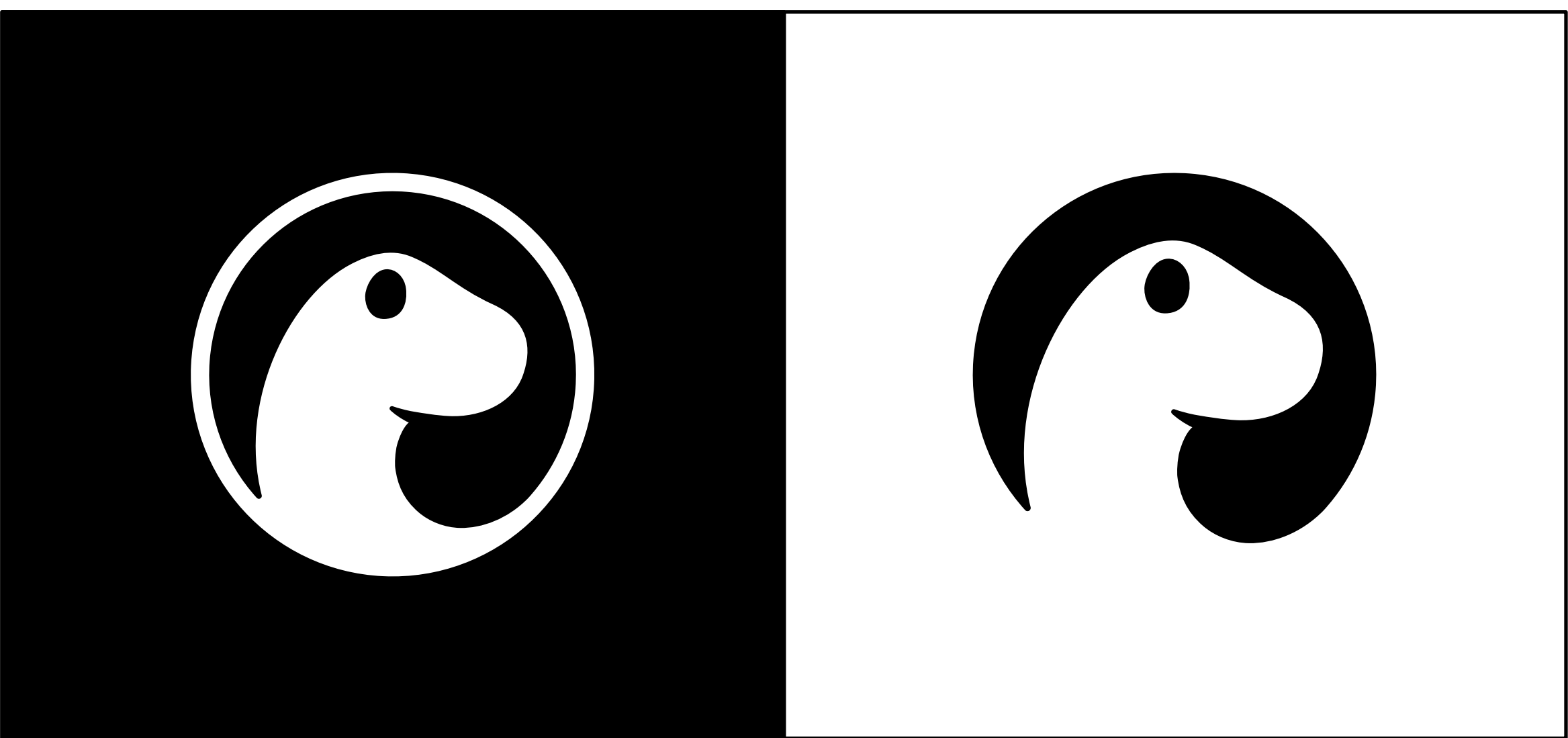
**Yes**, use the dark logo on dark background with proper spacing. The black and/or white of the logo may be adjusted to match its surroundings if needed



**Yes**, use light logo on light background with proper spacing



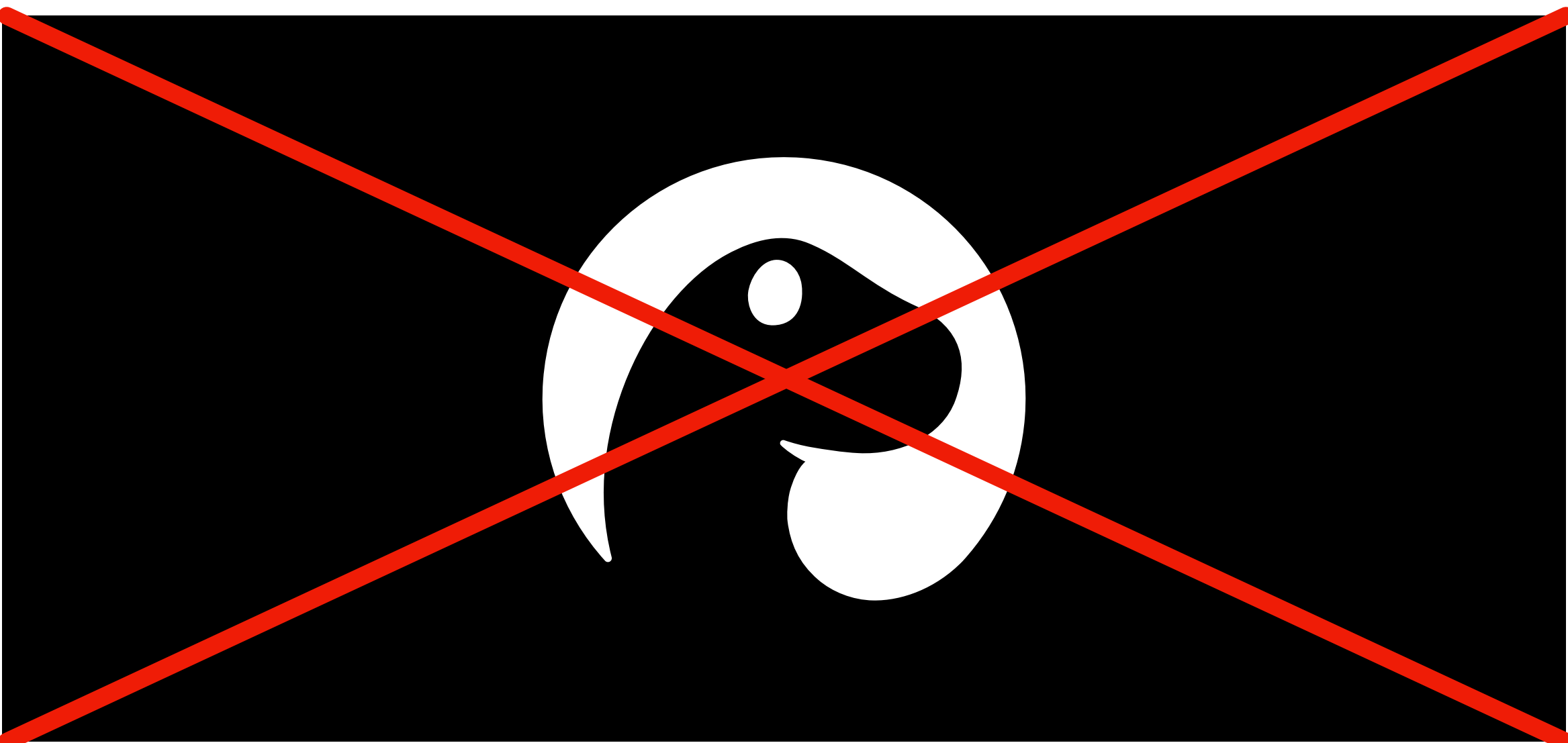
**Yes**, use logo mark independently



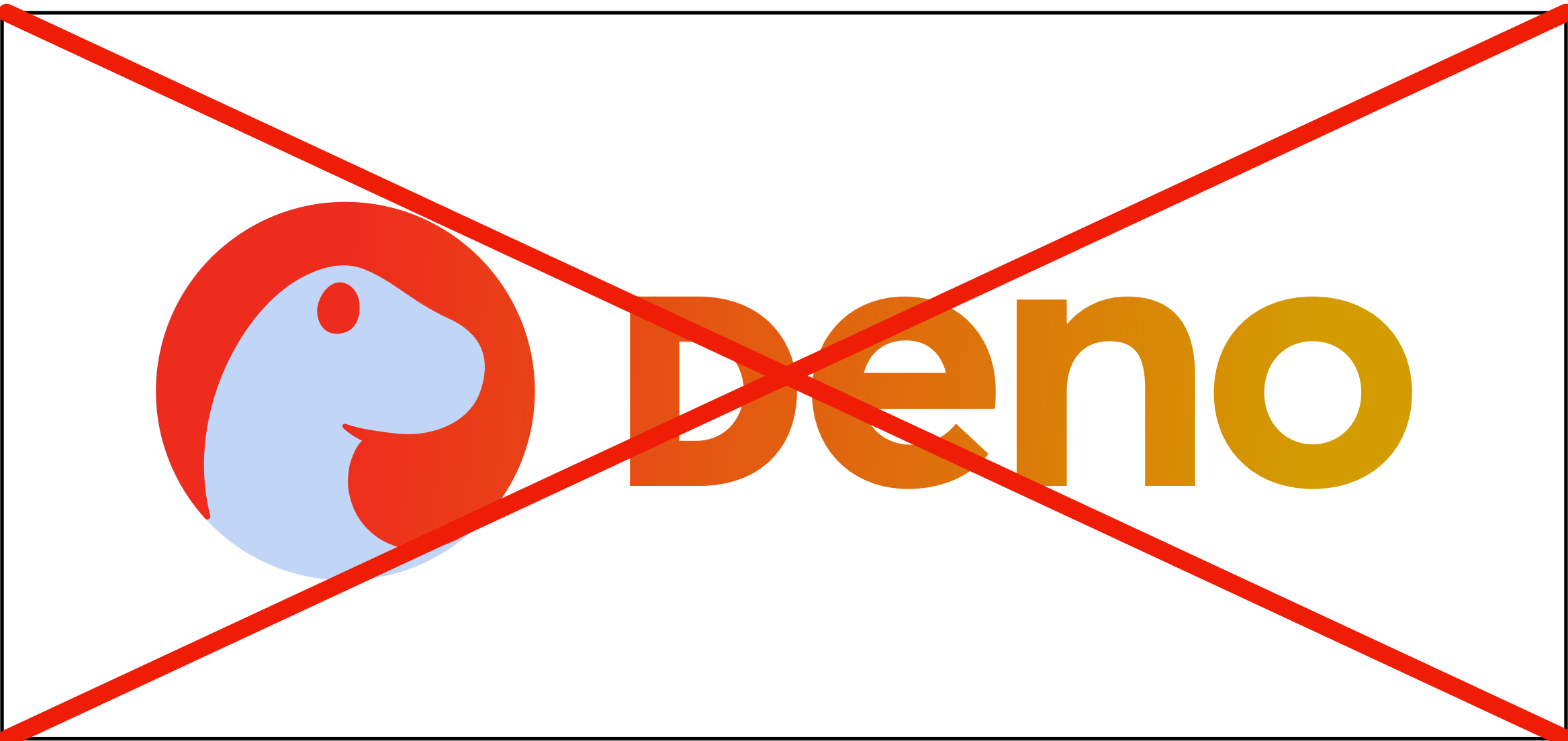
**No**, do not omit space around logo or let it touch other elements



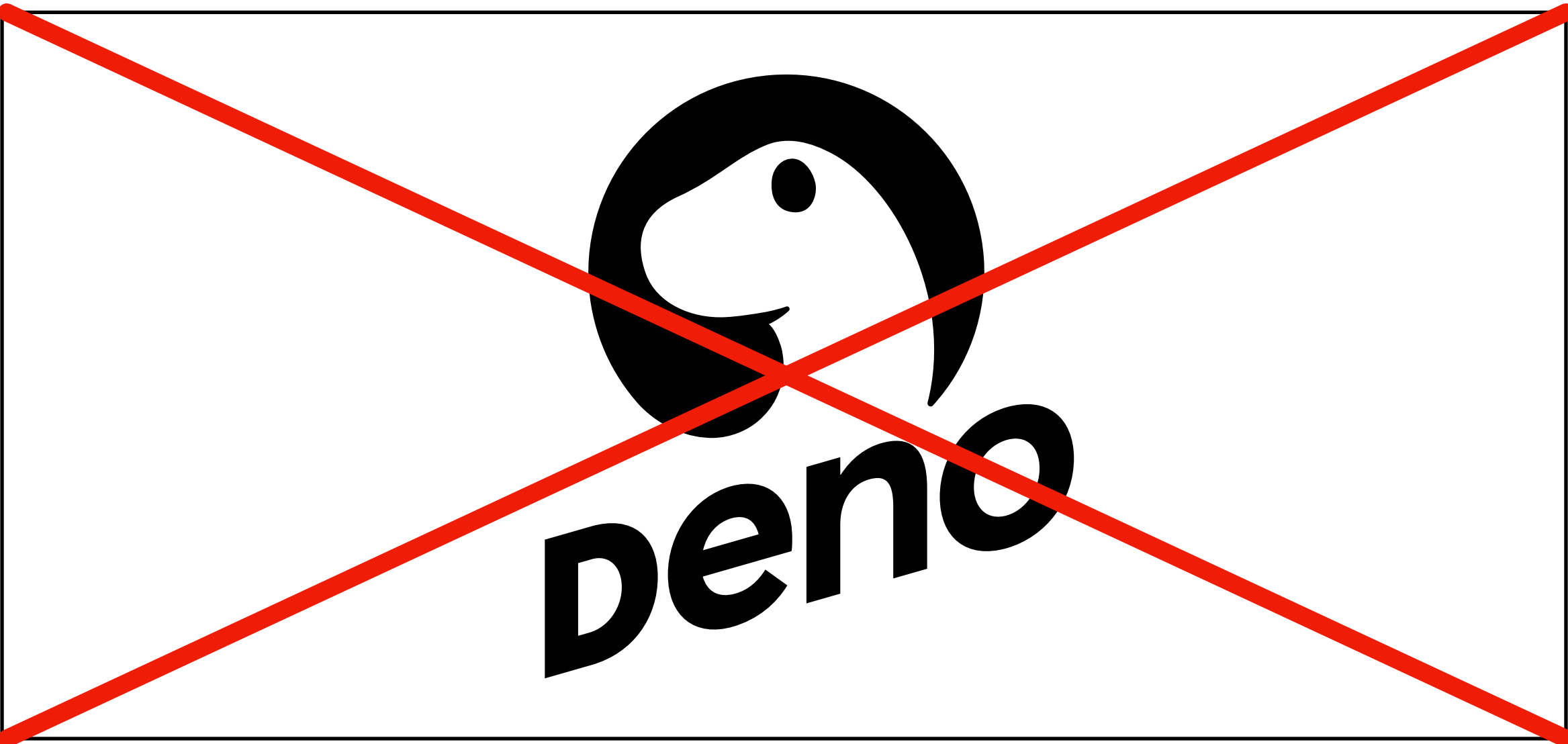
**No**, do not invert the logo, or use the light version on a dark background (or vice versa)



**No**, do not colorize the logo



**No**, do not alter the logo's proportions, shape, orientation, or spacing in any way





# Transparent or filled?

**Default to a transparent logo, no matter which version is being used (light or dark).**

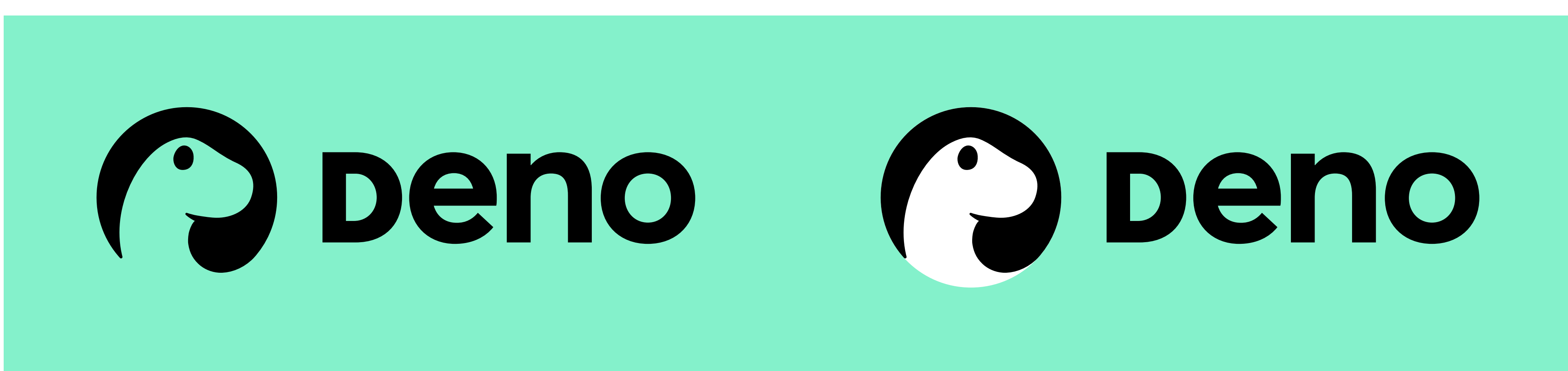
Filled versions may be used in rare cases where a solid background is helpful for legibility.

In situations where users can select their own background, or can toggle between light and dark mode, it may be necessary to switch between logo versions as appropriate.

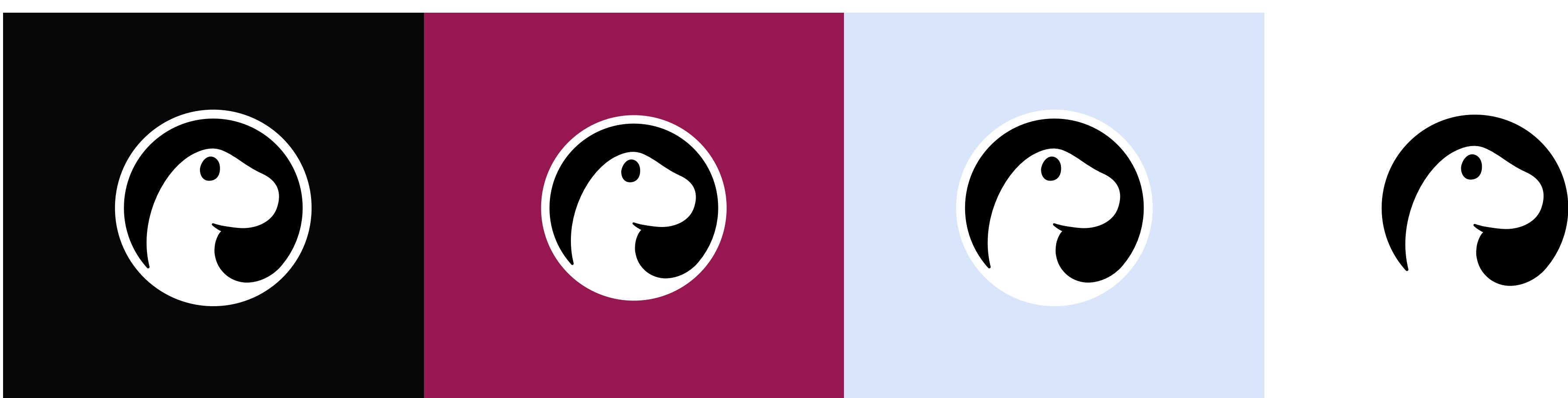
If using the logo mark on its own as an icon, it's generally best to default to the dark, filled version, to be legible in the widest possible range of cases.



Dark transparent (left), and dark filled (right). The transparent version is generally preferred, as the black fill of the right version creates a slight clash with the nearly-black background.



Light transparent (left), and light filled (right). Generally, the filled option should be avoided. If a white fill seems to be necessary, it's usually better to switch to the dark logo version instead.



When using the mark on its own, prefer the dark, filled version for situations where the background is unknown or may change.