

Brand Identity Basics

Identity Overview

The overall look and feel of the brand identity is created by a combination of colors inspired by wellbeing, a humanist typeface, a distinctive image style, a dynamic layout system derived from symbolic graphics, and a variety of textures that echo Delta's brand image.

These core elements deliver the spirit of the Delta brand. In order to establish a strong and consistent Delta brand experience, these core elements must be aligned across all media.

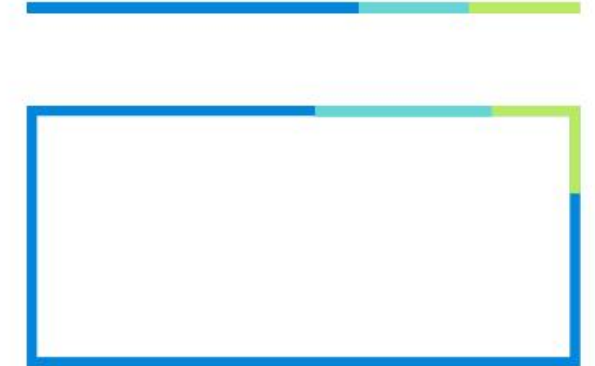
Logo



Color



Graphics



Typeface

Smarter. Greener. Together.

To provide innovative, clean and energy-efficient solutions for a better tomorrow.

Imagery



Layout



Logo and Slogan

Logo



Slogan

Smarter. Greener. Together.



Smarter. Greener. Together.

Delta Thailand 35th Anniversary Logo

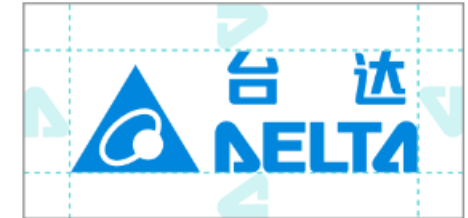
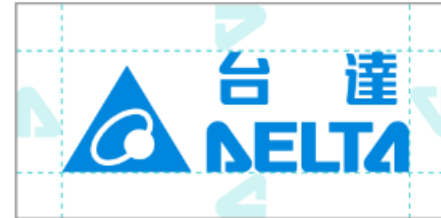


Logo Spacing and Sizing

Clear space is an integral part of the Delta logo's design, required to preserve the integrity and visual impact of the Delta logo. An area of clear space must be kept free of other logos, graphics, text, and the edges of the printed page and screen. Where possible, the size of the clear space should be increased to further highlight the logo.

The Delta logo is designed to scale to small size in print and screen. To ensure legibility across all applications, keep resizing of the Delta logo to a minimum.

Clear Space



Minimum Size



Primary Colors

Our main primary color is Delta Blue, as it sends out the perception of an innovative brand that is agile and smart.

Other primary brand colors are Delta Aqua Blue and Delta Grass Green, which elevate the well-being ethos of the Delta brand, and they also symbolize the elements of nature and life.

Main Color

Delta Blue

PMS	Process Cyan C
CMYK	100, 0, 0, 0
RGB	0, 135, 220
WEB	0087DC

Delta Aqua Blue

PMS	3105C
CMYK	50, 0, 10, 0
RGB	100, 215, 215
WEB	64D7D7

Delta Grass Green

PMS	375C
CMYK	40, 0, 90, 0
RGB	185, 235, 95
WEB	B9EB5F

Complementing Color Scheme

The color scheme includes a group of gray scale colors, and series of blue, turquoise, green, and orange tone colors. They serve to enhance the legibility of the document elements, such as presentation graphs and charts. Do not use these color groups for any brand level communication.

Gray Scale

PMS Black 6C
CMYK 0, 0, 0, 100
RGB 0, 0, 0
WEB 000000

PMS Black 7C
CMYK 0, 0, 0, 90
RGB 65, 65, 65
WEB 414141

PMS Cool Gray 10C
CMYK 0, 0, 0, 75
RGB 100, 100, 100
WEB 646464

PMS Cool Gray 7C
CMYK 0, 0, 0, 50
RGB 150, 150, 150
WEB 969696

PMS Cool Gray 4C
CMYK 0, 0, 0, 10
RGB 200, 200, 200
WEB c8c8c8

PMS Cool Gray 1C
CMYK 0, 0, 0, 5
RGB 240, 240, 240
WEB f0f0f0

Color Groups

PMS 2728C
CMYK 100, 50, 0, 0
RGB 30, 80, 200
WEB 1e50c8

PMS 7474C
CMYK 80, 25, 50, 0
RGB 0, 140, 140
WEB 008c8c

PMS 2271C
CMYK 75, 0, 100, 0
RGB 0, 190, 80
WEB 00be50

PMS 137C
CMYK 0, 40, 100, 0
RGB 255, 170, 0
WEB ffaa00

PMS 2717C
CMYK 25, 0, 0, 0
RGB 190, 230, 250
WEB bee6fa

PMS 337C
CMYK 40, 0, 35, 0
RGB 150, 230, 190
WEB 96e6be

PMS 2297C
CMYK 15, 0, 100, 0
RGB 230, 240, 5
WEB e6f005

PMS 141C
CMYK 0, 10, 65, 0
RGB 255, 220, 120
WEB ffdc78

PMS Reflex Blue C
CMYK 100, 90, 0, 0
RGB 0, 40, 140
WEB 00288c

PMS 4159C
CMYK 100, 50, 35, 10
RGB 0, 100, 125
WEB 00647d

PMS 2272C
CMYK 90, 25, 100, 5
RGB 0, 130, 35
WEB 008223

PMS 1245C
CMYK 20, 45, 100, 0
RGB 200, 140, 0
WEB c88c00

Logo Color Variation

The Delta logo color should be maintained and presented consistently and clearly. The examples on the right act as guides to apply the logo color. When applying blue logos, keep the electron symbol in solid white.

Color



Delta blue logo on white



Delta blue logo on light image



White logo on Delta blue



White logo on dark image

Monochrome



Dark gray logo (75-90K) on white



White logo on black



Black logo on white



White logo on dark gray (75-90K)

Other Delta Identity Design Elements

The two graphic elements of Delta's brand identity are the "Progression Bar" and the "Energy Loop". They are the most significant symbols that link to the development of Delta's actions, and depict the core message of Delta's brand.

Progression Bar



The Progression Bar symbolizes the evolution of Delta, incorporating our industrial and commercial proficiency as a brand. The progression from Delta Blue to lighter colors indicates our effort to bring more wellness to our lives and also embodies Delta's spirit of striving for change and advancement.

Energy Loop



The Energy Loop is an extension of the Progression Bar, symbolizing how Delta's pioneering technology is incorporated into diverse, integrated solutions that enhance cities and industries. The cycling flow of the two highlight color segments also implies sustainable energy.

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PMS Process Cyan C
CMYK 100, 0, 0, 0
RGB 0, 135, 220
WEB 0087DC

Delta Aqua Blue
PMS 3105C
CMYK 50, 0, 10, 0
RGB 100, 215, 215
WEB 64D7D7

Delta Grass Green
PMS 375C
CMYK 40, 0, 90, 0
RGB 185, 235, 95
WEB B9EB5F

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To learn more about Delta,
please visit www.DeltaThailand.com
or scan the QR code

