OUR
ENERGY

POWERS
LIFE

Guidelines for Using DTEK Corporate Identity Key Elements

Logo | Meaning

Our energy powers life. Because we are DTEK.
To start the flow of energy, an impulse is needed.
The yellow dot at the top of the letter D is – a visual metaphor that lies at the core of the renewed D-Box.
A single touch that triggers movement – the system comes alive, and potential awakens.
From impulse – to life. From action – to energy.
We are DTEK. And we will always stay true to ourselves and our essence.
That's why we preserved the core colour tandem – yellow and black.
These colours are deeply rooted in our identity.
Black stands for stability, foundation, the earth.
Yellow represents light, motion, and the energy that sustains life.
Together, they create a powerful visual combination that merges strength with dynamism.
To express solidity, unity, and resilience, we created a symmetrical architecture, reflected in the mirrored rhythm of the letters.
Square geometry and minimalist shapes emphasize rationality, control, and structure.
The main elements of the new logo are the energy impulse, the yellow-and-black colour tandem, symmetrical architecture, and the square geometry of typography.
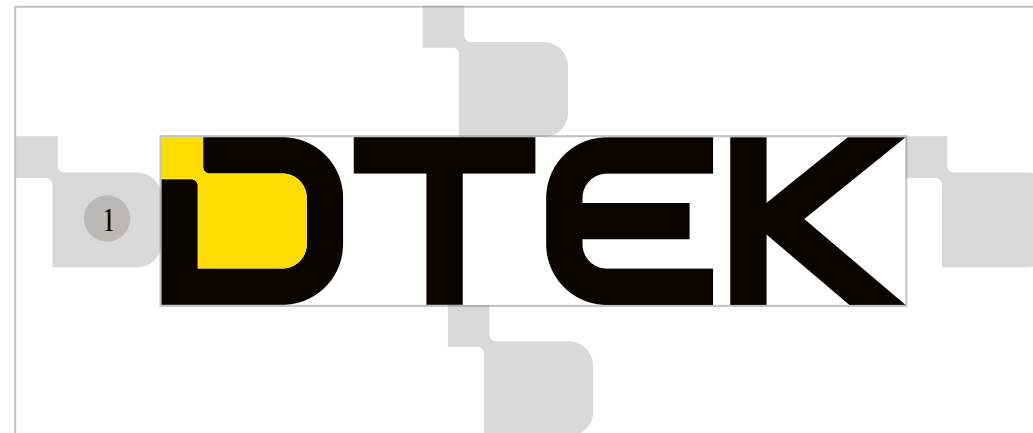
Logo | safe zone and minimum sizes

To ensure legibility, a safe zone has been defined for the logo. It must be respected in all applications – **no other graphic elements or text should appear within this area.**

⚠️

The size of the safe zone is determined by the inner area of the D-Box, regardless of the overall scale of the logo.

DTEK ———————————— 5 mm

The minimum height of the logo must not be less than 5 mm.
Using the logo at this size is allowed only in exceptional cases (for example, printing on pens or pencils).

Logo | Colours
of the primary version

Colour defines mood, enhances recognition, and ensures visual consistency. Use only the approved colours and shades provided on this page.
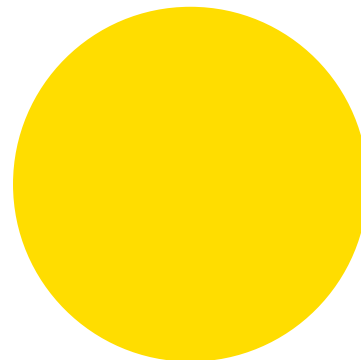
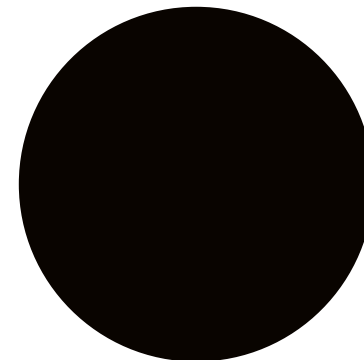**When printing materials using triad inks (CMYK), a deviation in colour of up to 20% is acceptable.**

Logo color applications

· For printed materials (e.g., poster)
· For digital use (e.g., web page or social media)
· For publishing materials (e.g., brochure cover)
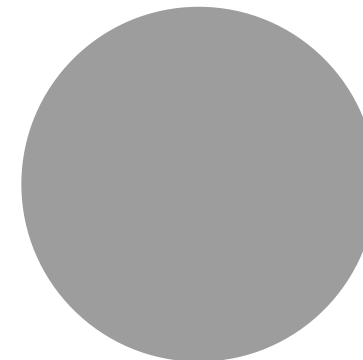· For industrial applications
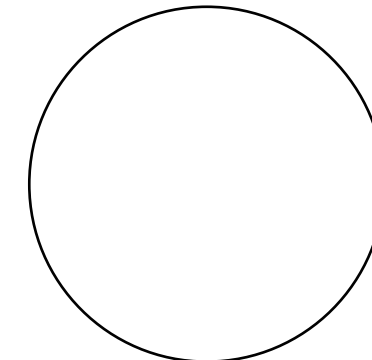
Key colour

C 0; M 10; Y 100; K 0
R 255; G 229; B 0
FFE500
Pantone® 109C
RAL 1021

C 60; M 60; Y 60; K 100
R 0; G 0; B 0
000000
Pantone® Black 6C
BLACK

C 0; M 0; Y 0; K 30
R 188; G 190; B 192
BCBEC0
Pantone® Cool Gray 5C
RAL 7040

C 0; M 0; Y 0; K 0
R 255; G 255; B 255
FFFFFF

WHITE

Logo Block

The logo block is more than just a logo and slogan –
it's a unified message that speaks on behalf of DTEK.

DTEK
OUR ENERGY POWERS LIFE

DTEK
НАША ЕНЕРГІЯ ЖИВИТЬ ЖИТТЯ

Logo block | safe zone and minimum sizes

To ensure the logo block remains fully legible, a safe zone has been defined. **This is the space within which no other graphic elements or text should appear.**

⚠️

1 **The size of the safe zone** is determined by the inner area of the D-Box, regardless of the overall scale of the logo.

2 **The distance** between the **descriptor** and the logo equals the height of the descriptor, and the width of the descriptor matches the width of the logo.

DTEK
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Logo and logo block | monochrome version

The monochrome version of the logo and logo block is exceptional and should only be used when colourreproduction is not possible – for example, engraving, embossing, or technical marking.

⚠️

On surfaces where printing is not possible, the engraved monochrome version of the logo is used.

Use the black logo on backgrounds with tones ranging from 0% to 50%.

50%   0%

Use the white logo on backgrounds with tones ranging from 50% to 100%

100%   50%

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Logo and logo block | prohibited use

Avoid any distortion of the logo! Do not alter its proportions, tilt it, change its colours, or add effects, shadows, or extra elements. This page shows the most common mistakes – to avoid them, always use original master files.

Font: do not change the font in either the logo or the descriptor.

Shadow: do not apply any shadow to the logo block or descriptor.

Descriptor text: do not alter or replace the descriptor text.

Descriptor placement: do not change the position of the descriptor.

Proportions: do not change the proportions of the logo.

Colour: do not alter the colors of the logo or the descriptor.

D-Box | Key element of identity

The letter D is more than just a letter.

It is the starting point for the entire visual language of DTEK and a symbol that carries new meaning. It acts as an energy module that conveys the essence of DTEK – the energy of motion, will, and transformation.

It represents a fresh interpretation of energy as a metaphor. Every system needs an impulse to come to life – a moment of activation when movement begins and potential is released.

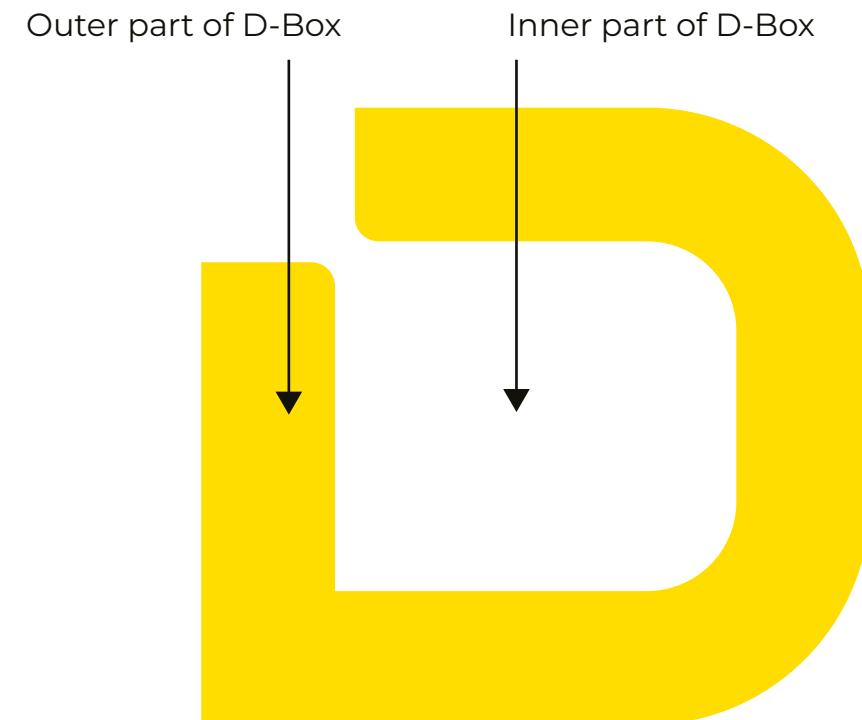**The D captures that moment.**

D-Box | structure

D-Box has a clear two-layer architecture on which DTEK's visual identity is built. **The inner part is the core** – the source of energy and life. It becomes the main graphic element of DTEK's visual identity – the focus of the source from which energy movement begins.

The outer part is the energy highlight, the focus of importance, framing, and the zone of responsibility.

Together, these two levels form a living, dynamic system that carries a sense of transformation and inner strength.

⚠

The internal content of D-Box may vary, but the overall contour proportions must always be preserved.
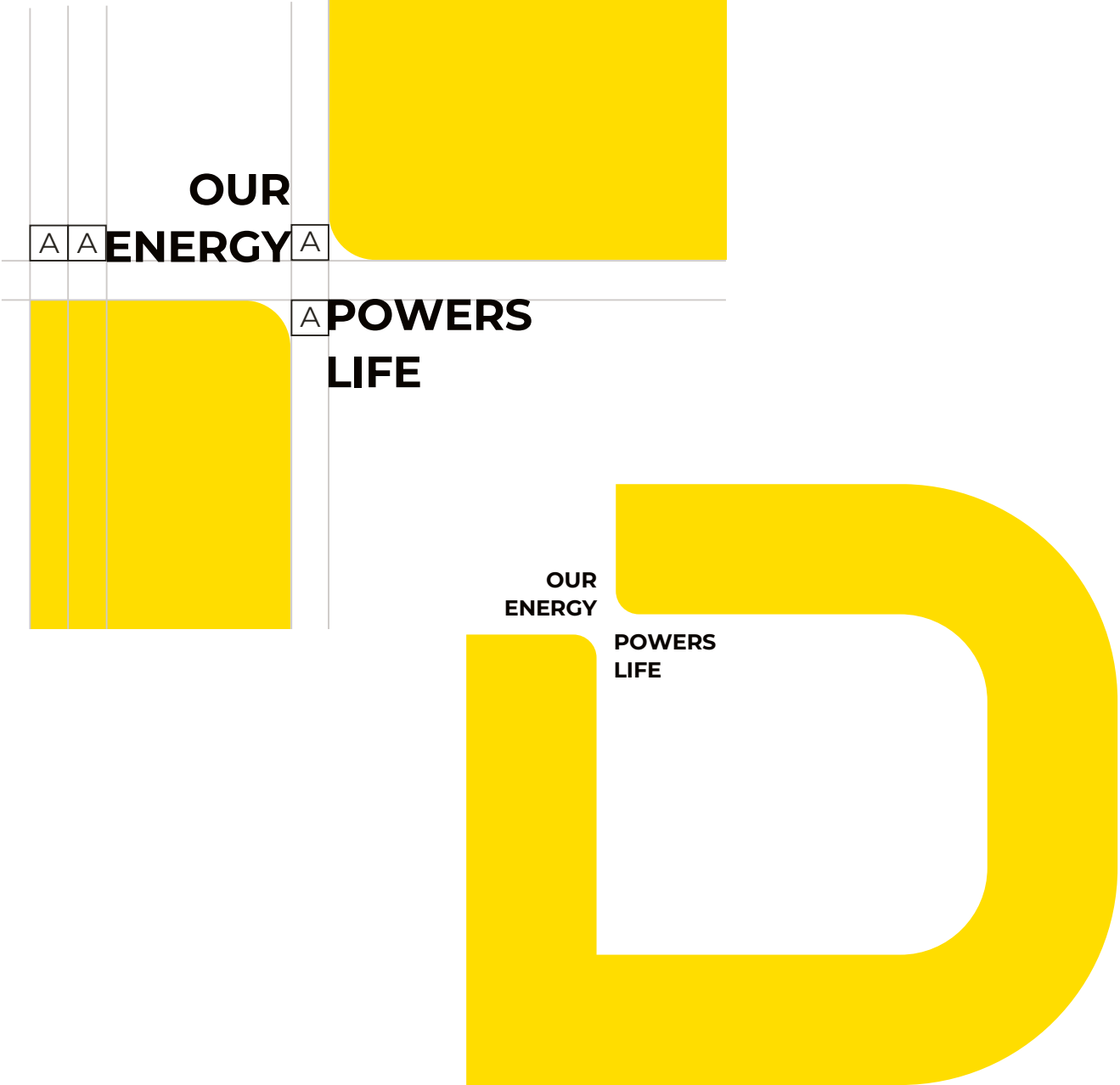To avoid proportion errors in D-Box, use only the provided master files.

Outer part of D-Box   Inner part of D-Box

D-Box | slogan

The graphic D-Box can be combined with a slogan. This version is used in corporate materials, merchandise, or souvenir products – where DTEK should sound both emotional and concise.

If the layout contains D-Box with a slogan, do not duplicate the logo block. Use only the DTEK logo – this preserves the composition's clarity and keeps the focus.

⚠️

The measurement unit A is the distance between the stroke lines of the letter D that form the D-Box. The slogan should be placed at this exact distance from the D-Box lines.

OUR
A A ENERGY A

A POWERS
LIFE

OUR
ENERGY
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LIFE

D-Box | prohibited use

Do not distort D-Box, break proportions, tilt it, arbitrarily change colours, add elements, shadows, outlines, or effects. This page shows the most common mistakes in using D-Box. To avoid them, use only the provided master files.
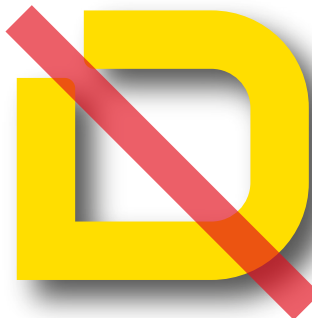
All D-Box creation rules are defined in each section. Strictly follow them to avoid mistakes.

Cropping: Do not crop a photo so that its meaning becomes unclear.

Pattern: Do not overlay the pattern onto the photo inside D-Box.

Placement rules: Do not place D-Box outside the prescribed rules.

Shadow: Do not apply a shadow to D-Box.

Text: Do not put a photo inside the D-Box of a collage while placing text on the outer part of D-Box.

Lorem Ipsum is simply dummy
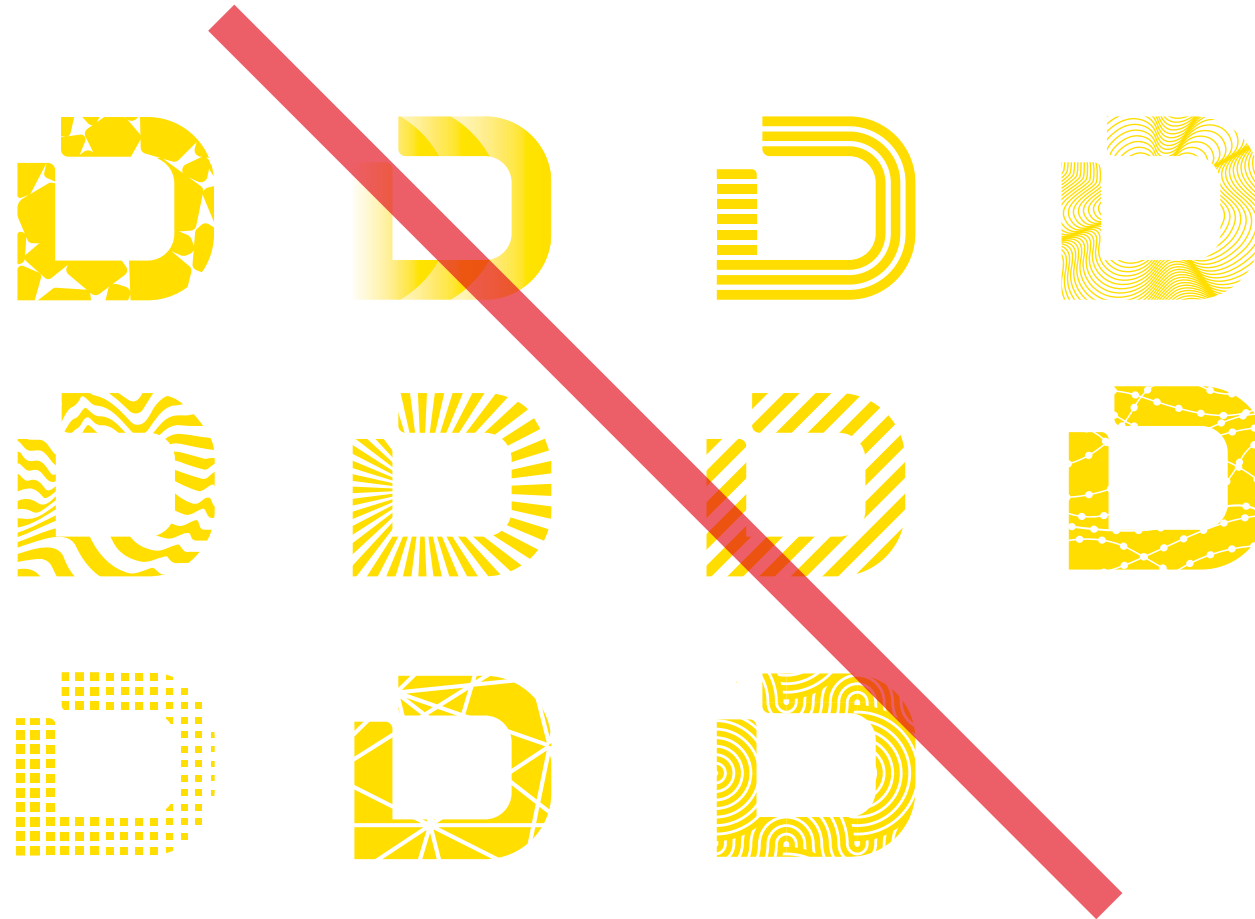
D-Box | prohibited use

use different D-Box variants or to create
new D-Boxes.

Thank you!