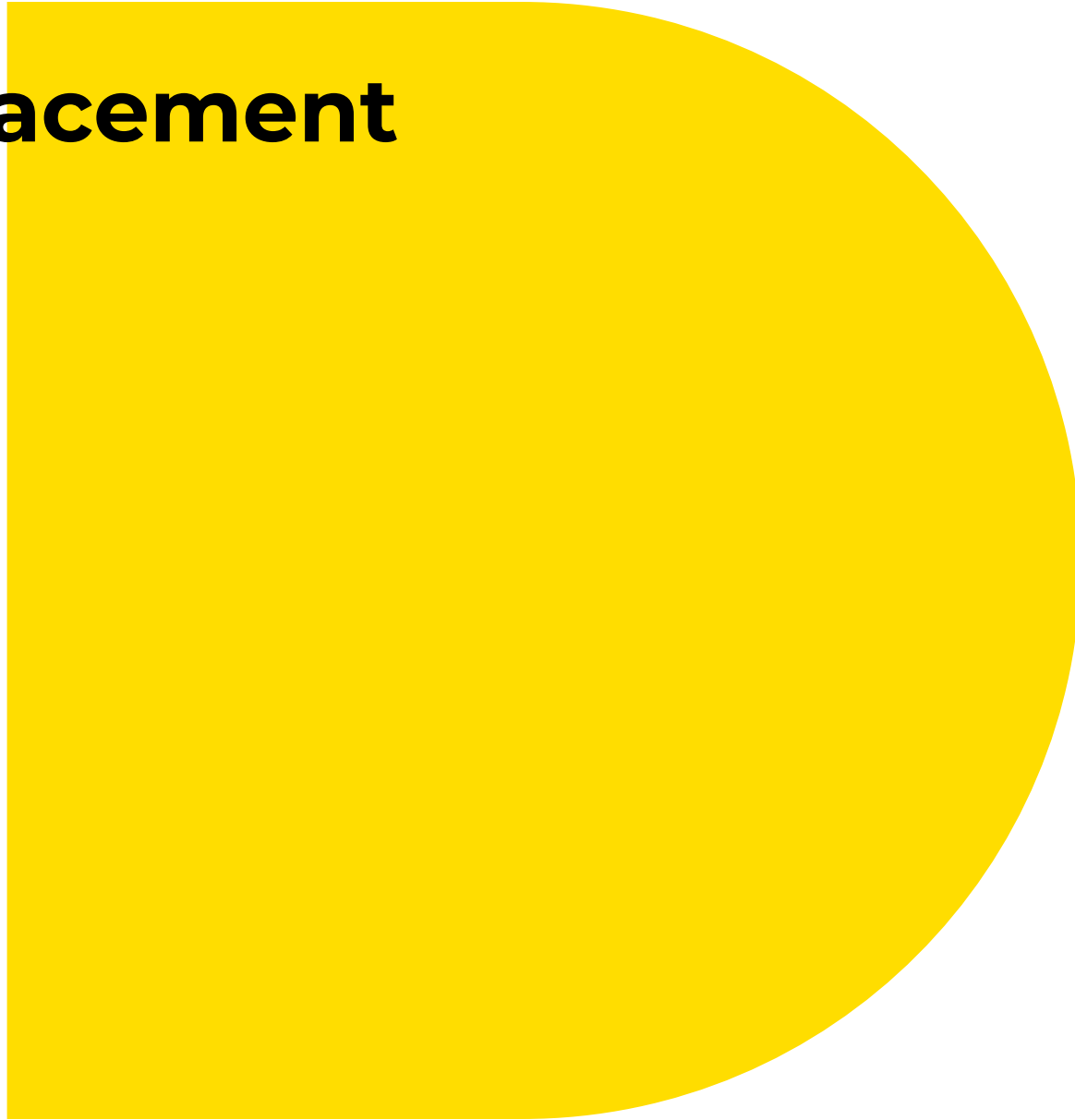


Logo Placement Rules



Logo. Basic version

DTEK's logo reflects its key activity areas, core values and philosophy of the company. The black color on the logo symbolizes coal mining and yellow stands for production and transmission of electricity. The dot between letters D and T represents coal. After all, this is how coal deposits are indicated on topographic maps, which is the main raw material for the company's thermal generation. Letters are joined which symbolizes unity and cohesion between employees and all departments. The open letter D with a rich yellow color inside is a symbol of energy.

It demonstrates our openness to cooperation and dialogue to achieve real results that are important for the company and the entire country. The forward and upward orientation of the letter K symbolizes the desire for innovation, and the overall technological shape of the logo speaks of digital transformation.



Logo. Safe margin and minimum size

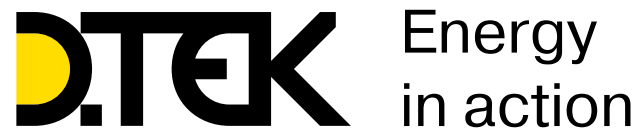
To ensure logo legibility, a safe area has been defined that must be observed for any use. This is the area where no other graphic elements or texts should appear. The safe zone area is determined by the size of the D-Box inside the letter D, regardless of the size of the logo itself.



For the logo to be readable, its height must be at least 5 mm. The logo is used only in exceptional cases (e.g. drawing on pens and pencils).

Corporate block (logo + slogan)

The corporate block is a combination of a logo and a slogan. This exact representation of the logo must be used so that the slogan survives in the consumer's memory.



Corporate block (logo + slogan). Safe area and minimum size

To ensure legibility of the logo, a safe area has been defined that must be observed for any use. This is the area where no other graphic elements or texts should appear. The safe zone area is determined by the size of the D-Box inside the letter D, regardless of the size of the logo itself.



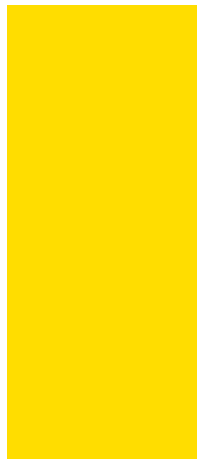
For the logo to be readable, its height must be at least 5 mm. The logo is used only in exceptional cases (e.g. drawing on pens and pencils).

Logo. Colors of basic version

Color is one of the most important details of corporate identity. Color determines the mood and enhances awareness. It is imperative that you only use colors and shades specified on this page. Other colors will not work for the brand, blurring its image.



When materials are printed with process inks (CMYK), a color error of up to 20% is allowed.



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

Logo colors

Use in printed materials (such as posters)

Digital use (e.g. web page or social media)

Print use (e.g. booklet cover)

Industrial use (e.g. building facade)

Corporate block with a yellow background

For placement on advertising and image media, use these variants of the corporate block with a yellow background.



The yellow background must always adjoin the edge of the surface where it is located.



Corporate block. Corporate block with a yellow background. Construction principles

For placement on advertising and image media, use these variants of the corporate block with a yellow background.



The yellow background must always adjoin the edge of the surface where it is located.



Corporate block with a yellow background. Background placement principle

For placement on advertising and image media with a complex background, use variants of the corporate block with a yellow background. A corporate block with a background on the right or bottom is placed in the right quarter of the surface. All brand block variants must maintain a safe margin.



The minimum distance from extreme points of the block to the surface edge must be no less than the height of the corporate block. In exceptional cases, it must be no less than half the height of the corporate block.

