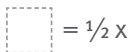


How to use the Delta Dental logo

Please follow these guidelines when using the Delta Dental logo. The Delta Dental logo is a trademark of Delta Dental Plans Association and should not be used without express permission from Delta Dental of Arizona.



x = height of logo



1/2 x represents the amount of protected space that should surround the Delta Dental logo. This area should be kept clear of all graphics and text.



1" = minimum size



Full-color logo



Black and white logo

The Delta Dental logo

Our logo is a combination of three elements: the Delta symbol, the Delta Dental wordmark and the logo box. All three elements should be used at all times.

Protected space

It is important to keep the Delta Dental logo separated from other elements. The dotted line box surrounding the logo at left shows the amount of protected space that is needed for a 2" wide logo. As the logo size increases, so does the amount of protected space needed.

Please contact marketing@deltadentalaz.com if you are unsure about the protected space.

Minimum size

The Delta Dental logo should never be printed smaller than 1" wide.

Logo colors

The Delta symbol and the Delta Dental wordmark are always white. Our primary, full-color logo uses Delta Dental Green (PMS 361). Our secondary logo is in black and white.

Limited space exception

In instances where space is limited, the Delta symbol and Delta Dental wordmark may be used without the logo box. Such use must be approved in advance by Delta Dental of Arizona's Marketing and Communications Department.

Incorrect logo usage

Even well-intentioned changes to the Delta Dental logo can cause confusion. When using the Delta Dental logo, do not:

- Change the size or position of the Delta symbol or the Delta Dental wordmark
- Stretch or distort the logo in any way
- Print the logo in colors other than as specified above
- Create a "read-through" by use the logo as part of text
- Add special effects to the logo, such as drop shadows or glow effects
- Create a pattern with all or part of the logo
- Place the logo on distracting backgrounds

Answering your questions

If you have any questions, contact Delta Dental of Arizona's Marketing and Communications Department at marketing@deltadentalaz.com.

