

Guideline for a logo (1/4)

- Symbol should be something fits in a squared area so that it is viewable as URL icon.
- When you put characters of full name of the organization, please align with a sample on right side. (“digital” and “innovation” should not be separated but should be treated as one word as “digital innovation”.)



**INSTITUTE OF
DIGITAL INNOVATION
& LEADERSHIP**

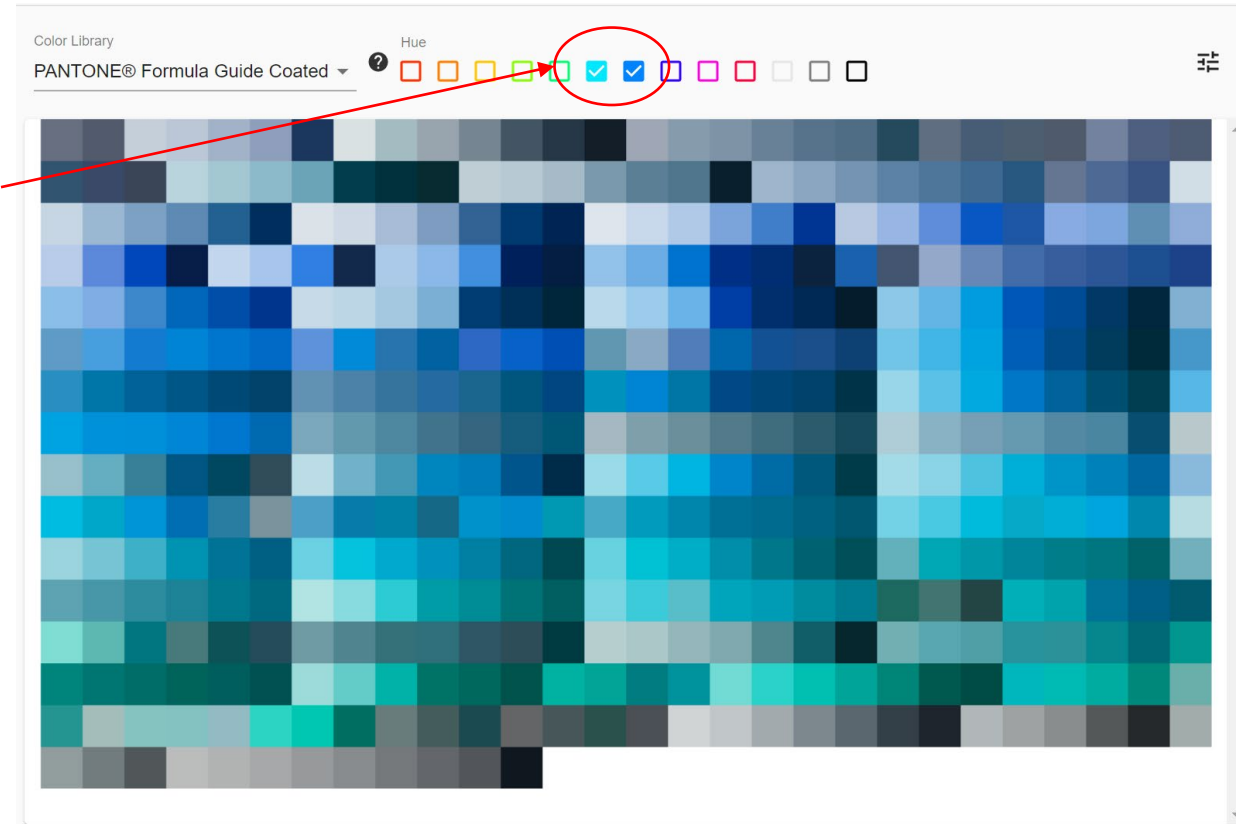
Guideline for a logo (2/3)

- These images are samples for your design but do not imitate exactly.
- IDIL or idil should be shown somewhere.
- Color pattern should be selected from the next slide.



Guideline for a logo (3/3)

- Please visit <https://www.pantone.com/color-finder> then, select two boxes.
- Please decide color pallet consisting with 4 colors from the table but no need to use all 4 colors for a logo.



Guideline for a logo (4/4)

- This might be *just a sample* for you.
- I expect to see something *much better than mine*. (I'm not a designer.)
- Please consider fonts and color tone.

