Logo & Brand Guidelines

2026

Delta Innovations

GoDaddy
LOGO DESIGN SERVICES

Delta Innovations Brand Snapshot

Why People Love Us

- Modern Solutions, Made Simple: Innovative tools and ideas designed to reduce stress, remove friction, and make everyday tasks easier—so life feels more manageable, not more complicated.
- Accessibility First: We prioritize inclusive, accessible experiences from the start—creating solutions that more people can use, understand, and benefit from without extra barriers.
- Problem-Solvers at Heart: Built around real-world challenges, we focus on smart, practical innovation that improves how people live, work, and navigate their day-to-day.

Who we Help?

We help people and organizations who feel overwhelmed by complicated systems and everyday obstacles—especially those who value accessibility. If you want modern solutions that are easier to use, simpler to understand, and built for more people, we're for you.

How to Talk About Us?

- Innovation that makes life simpler—for everyone.
- Modern problem-solving with accessibility built in.
- Smart solutions that reduce complexity and increase ease.

Logo Overview

Your primary logo will be used to represent your brand across digital and physical media. It should appear in prominent and frequently viewed locations, such as:

- Website header and footer
- Printed materials
- Email signatures
- Any place where the target audience encounters the brand for the first time

This helps establish a strong and consistent first impression.

Primary Logo

Logo Overview

Logo Variations

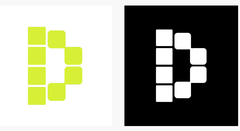
Logo Overview

Your secondary logo, also known as an alternate logo, will be used when a simpler design is more appropriate. Common examples are:

- Postcards
- Social media designs
- Business cards
- External advertising
- Any layout with a small or square space for a logo

These versions ensure your branding remains clear and recognizable, even in compact formats.

Secondary Logo



Logo Overview

1. Favicon

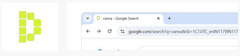
A favicon is a simplified version of your logo used in digital spaces like browser tabs, bookmarks, apps, and shortcuts. Given its small size (typically 16x16px to 48x48px), it should be minimal, clear, and instantly recognizable. Ideally, it's a pinch or initials without taglines or fine details.

2. Social Media Icons

Your final logo folder also includes social media logo files, pre-sized and optimized for profile images, cover photos, and other branded elements based on each platform's specific requirements.
Use a simplified version (your secondary logo) for profile images to maintain clarity at smaller sizes, and the full logo for cover photos and posts. The brand logo is a key part of our identity on social media and should always be used in its approved form without changes or effects.

Consistent use across platforms helps build recognition, trust, and a professional image.
Let me know if you'd like this integrated into a brand guideline layout or document.

Favicon



Social Media Logo

Color Palette

These are the main colors of your brand and should be used consistently across all materials, such as your logo, website, packaging, and other physical or digital items. Using a consistent set of colors keeps your brand clear and recognizable.

Primary	Secondary Color	Accent
HEX #dbf339	HEX #000000	HEX #ffffffff
RGB 219 243 57	RGB 0 0 0	RGB 0 0 0

Typography

Primary Font:
Our primary typeface is the cornerstone of our visual identity. It is used in the logo, headlines, and key brand communications to maintain a strong and recognizable presence. The primary font reflects the brand's personality—modern, clean, and professional—ensuring consistency across all platforms.

Primary Font (Header)

astro

QA

Typography in Use

THE NEX+ GENERATION.

Join Here

Your Logo in Action

Logo Usage Guidelines

These guidelines are designed to protect the integrity of your brand by providing clear rules on how the logo should appear across all touchpoints. The logo is a key asset of the brand identity, and correct usage ensures it communicates the intended values, style, and personality. This document serves as a reference for designers, partners, agencies, and internal teams to maintain a professional and unified visual identity.

Importance of Consistency

Consistency in branding is not just about visuals—it is about creating familiarity and trust. Every time an existing or potential customer sees the logo, it should look the same, regardless of where it appears—whether on a website, business card, social media post, or merchandise. Uniform application of the logo ensures that the brand:

- Is instantly recognizable.
- Appears professional and reliable.
- Builds a strong emotional connection with its audience.
- Avoids confusion caused by inconsistent or incorrect logo variations.

By following these rules, every brand communication reinforces the same message and visual identity, strengthening long-term recognition and brand value.

Thank You

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