



# Brand Guidelines

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**We endeavor to make the Delta Controls brand welcoming, knowledgeable and consistent.**

Delta Controls Mission Statement

**At Delta Controls, we create and grow organizations and the people within them.**

We have created these Guidelines to reflect and communicate the company we are today. It is vital that we maintain high standards and consistency across our brand, so that our company continues to thrive and gain increased recognition.

These guidelines set out simple rules for our identity and detail the way in which they should be applied to key materials.

## Company Ethos

### Delta Controls Cares

Caring for the world around us, our employees and our Partners is part of what drives us and differentiates us as an organization.

At Delta Controls, we extend our “Do it Right” attitude to our environment by encouraging ethical behavior, Earthright™ attitudes, community and charity work, healthy living, and open communication.

Both externally and internally, the Delta Controls community is built on relationships. Delta Controls and our Partners are treated as a combined, seamless, single entity. We care about and celebrate each other’s successes and are involved in each other’s business processes.

We strive to be a family that our employees, Partners, and end-users can be proud to be a part of.

**“From product development and engineering, to service and support, we promise to do it right.”**

### Our Promise: Do it Right

Do it Right means that we will take the action that’s best for the customer whether it’s the best fiscal choice or not.

We pride ourselves on our reputation within the industry of providing the best support for our Partners and the most support for our end customers. We believe that maintaining this reputation will result in far more profit overall than any short term gains achieved by cutting corners.

Do it Right starts at the heart of our organization and extends throughout the standards and methods for building our product.

## The Delta Controls Brand

The Delta Controls brand is defined by commitment to quality and the quality of our Partnership. We provide support long past our competitors, whether that support is for training, technical, sales or marketing.

Delta Controls is global and approachable. We have over 300 Partners in over 80 countries. We present a clean and professional front to the world. We maintain high standards in messaging, whether the message is coming from our Canadian HQ, Poland, Germany or China.

We are still approachable. Both by our Partners and our end customers. We pride ourselves on our friendliness and our willingness to help others.

**Do it right.**

**Global + Approachable**



## Logo

Our logo is a vital element of our identity. It is comprised of the Delta Controls Triangle symbol and the word mark Delta Controls. They should always be used in conjunction with each other and only in the approved colorways.

Do not alter any aspect of the logo and do not recreate it. Use only the logo that has been supplied and approved by Delta Controls.



### The Triangle Symbol

#### Delta Controls Red

PMS	185
CMYK	0/100/88/0
RGB	227/25/55
HEX	#E31937

### The Group Line

#### Delta Group Black

PMS	Proc. Black
CMYK	0/0/0/100
RGB	0/0/0
HEX	#000000

### The Word Mark

#### Delta Controls Grey

PMS	Cool Grey 11
CMYK	0/0/0/80
RGB	88/89/91
HEX	#616365

### The Undersign

#### Delta Controls Grey 70%

PMS	Cool Grey 8
CMYK	0/0/0/50
RGB	137/138/140
HEX	#898A8C

## Colorways

The positive Delta Controls logo should appear on a clear white background wherever possible. A colored background is permissible; however, it should be light enough to allow contrast to the logo. Mono reproduction is an option where the positive logo cannot be used. Permissible variants are shown here.



Positive mark  
White background



Entire mark reversed in white



Entire mark in white  
with color



Entire mark in black



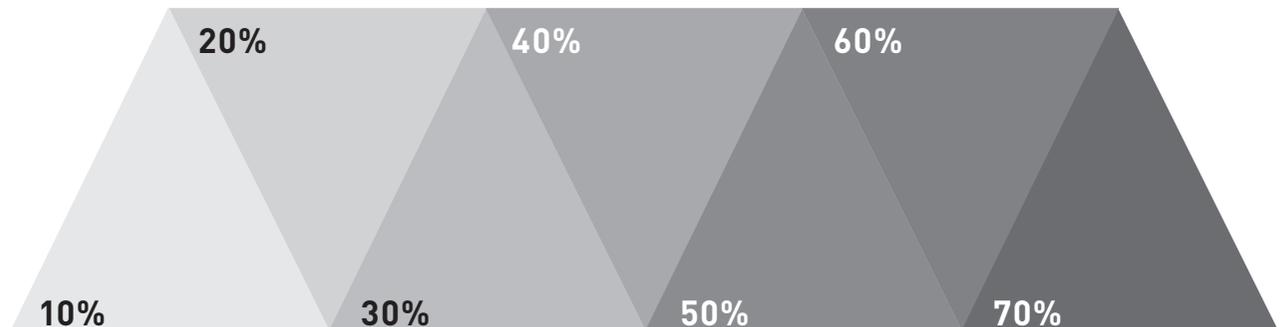
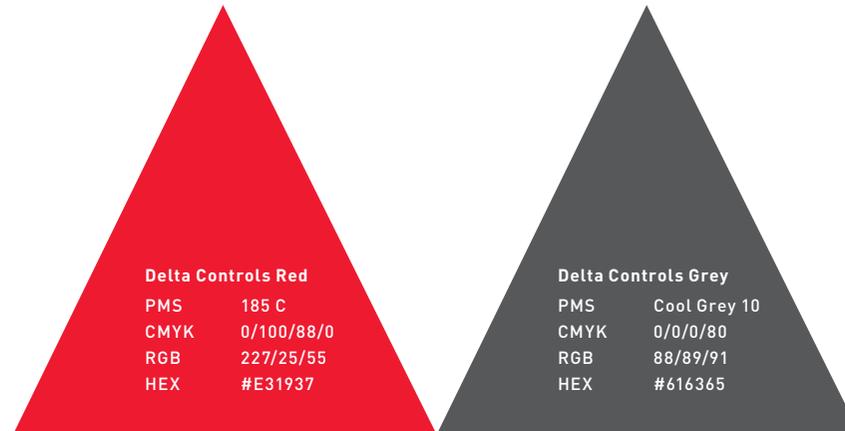
Entire mark reversed in white

# Primary Colors

Delta Controls uses a simple primary color palette made up of red and gray.

Delta Controls Red is used for the Delta Controls Triangle and also as a highlight, for headlines and section dividers in order to add interest and variety. Delta Controls Grey should be used for text, and tints, as shown below, can be used to further broaden the color palette.

Do not tint the Delta Controls Red.



## Imagery

We're proud of our people, our products and our company. We favor bright, colorful imagery presented in bold ways. Our images make a statement or jump off the page. We use liberal amounts of white space to let our subjects be the stars.



## Logo Exclusion Zone

It is essential that the exclusion zone is adhered to in all applications and representations of the logo.

The exclusion zone is calculated using the triangle from the Delta Controls logo. Application of this tool is scalable by ensuring that the border mark is always in the same proportion as the Delta Controls Triangle itself.

When the Delta Controls logo appears bottom right, any secondary logo should appear to the left of the Delta Controls logo. For top left placement, the secondary logo should be to the right.

Logos should always sit on the same baseline and where possible, share the same cap height. If a partner logo is portrait then it should still share the same baseline and scale accordingly. It is important that the Delta Controls logo never looks overpowered or secondary to other logos.



## Logo Size

For clarity and reproduction quality, we have established a variation of the Delta Controls logo for minimum size.

The minimum size for the Delta Controls logo including the 'TM' trademark symbol, Undersign and Group Line is 25mm wide.

If the logo needs to be reduced below 25mm, then the trademark symbol and Group Line should be dropped. The minimum size for the Delta Controls logo without those elements is 15mm wide.

**Note:** Using only 'Delta' in any context to represent our brand is not acceptable.

There is no maximum logo size.

Minimum size for 'TM' and 'Controls' mark.



Minimum size logo without 'TM' and Group line.



# Logo Misuse

DO NOT alter any aspect of the logo and do not recreate it. Use only the logo that has been supplied and approved by Delta Controls Marketing.



Do not stretch or compress the logo



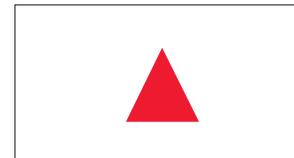
Do not use low resolution versions of the logo



Do not distort the logo



Do not change the color or the angle of the logo



Do not use any part of the logo in isolation



Do not use on backgrounds with little or no contrast



Do not change the proportions of the Triangle and Word Mark



Do not add shadows or keylines to the logo



Do not combine the full color and the black mono version of the logo

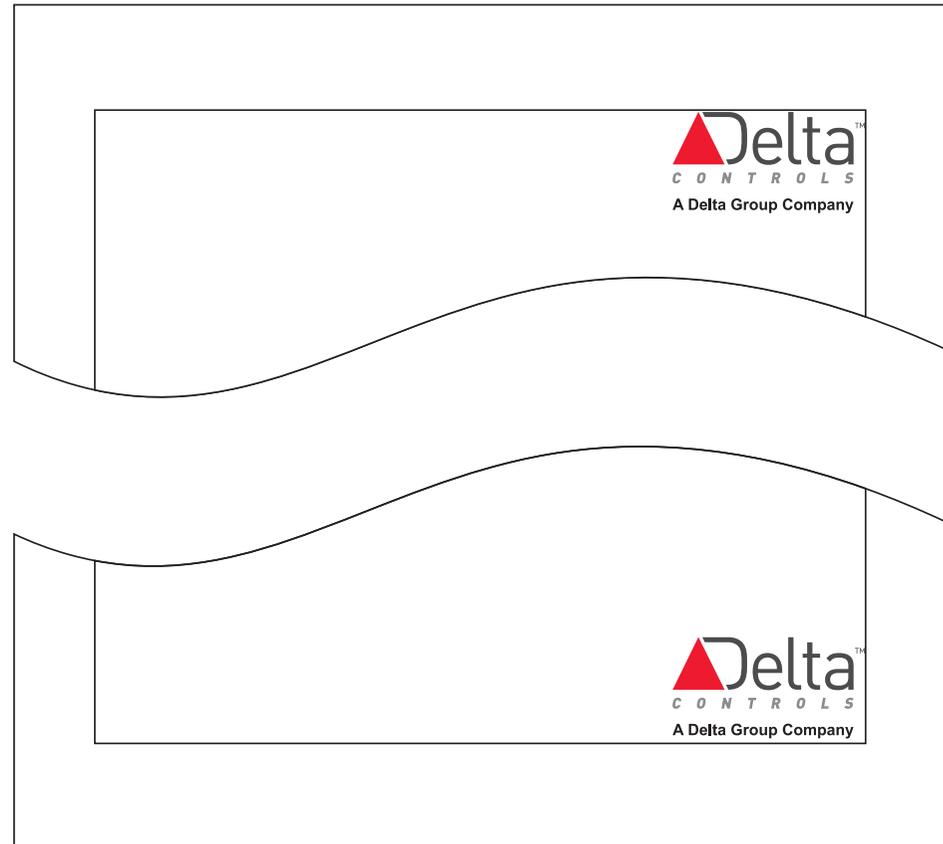


Do not use the logo on top of complex imagery.

# Logo Positioning

The preferred logo position for print and digital media is right aligned. The logo can be placed in the top right or bottom right hand corner of the collateral.

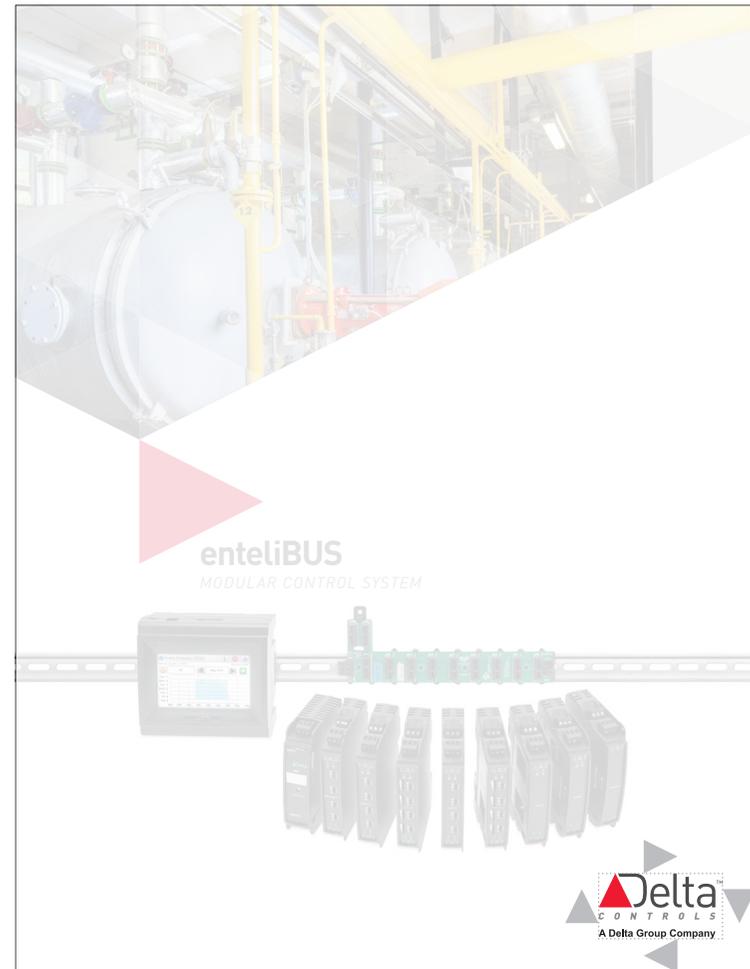
For web applications of the logo, the preferred position is top left.



# Logo Positioning

Example of the logo position for a brochure.

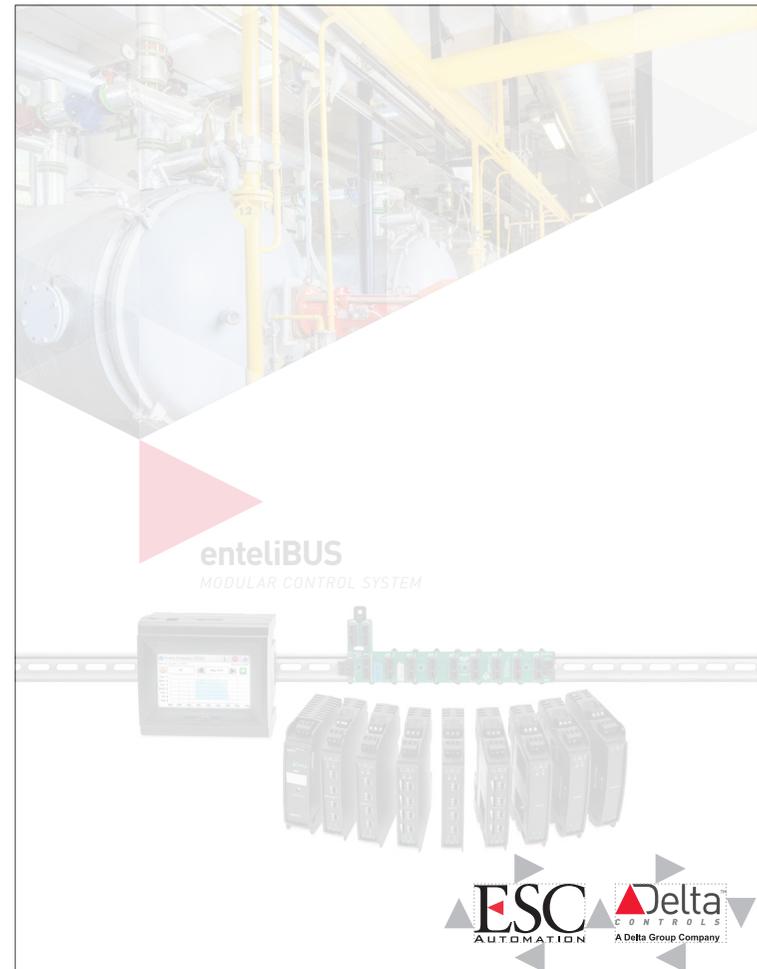
Note that the position of the logo is bottom right and the exclusion zone has been adhered to.



# Partner Brand Positioning

Example of partner logo position for a co-branded brochure.

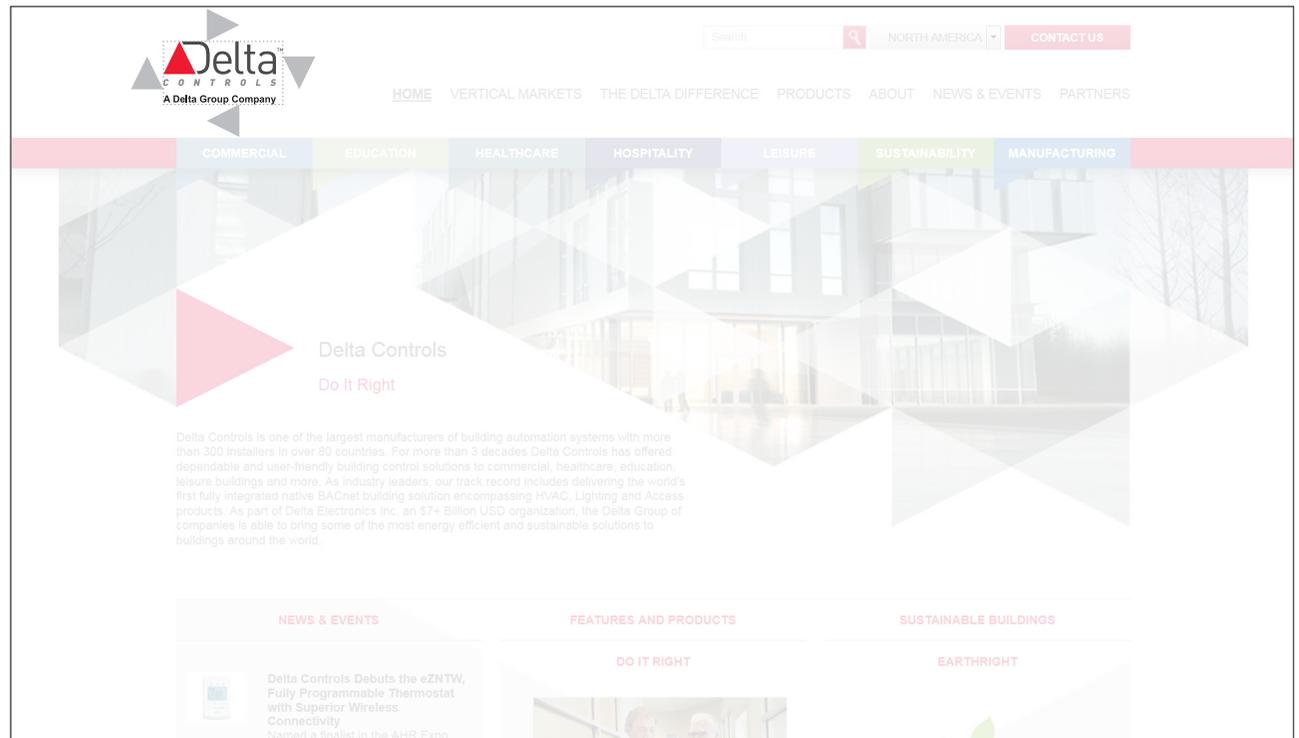
Because the logo is located on the bottom right, the Partner logo is to the left.



# Digital Logo Positioning

Example of the logo position for a website.

Note that the position of the logo has changed to top left and the exclusion zone has been adhered to.



# Graphic Lattice

The Delta Controls Triangle is used to create the graphic lattice. It is employed to highlight key content and add visual interest to imagery.

It is designed to be flexible to allow freedom in layout. Only one triangle per design should be Delta Controls Red.



# Primary Typeface

Our primary typeface is DIN. It is a contemporary, technical, sans serif typeface that lends itself to being very legible and clear to the reader.

To achieve a consistent look and feel the DIN typeface should be applied on all documents.

DIN

## DIN Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## DIN Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## DIN Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## DIN Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## DIN Condensed Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Typeface Uses

Visual interest can be created by using more than one of the DIN fonts. Please take care to be consistent in the application of fonts and not to mix too many styles in a single document.

## **DIN Condensed Bold**

**DIN Condensed Bold** is used for titles or to provide emphasis to phrases. It can also be used sparingly to provide style to documents.

## **DIN Medium**

**DIN Medium** is used for headline copy and callout text. Its role is to announce the beginning of a new topic within Delta collateral. It can be used in title case or all caps to provide emphasis.

## **DIN Regular**

**DIN Regular** is used for body copy. It's the default text for printed materials. The minimum point size for print is 7pt.

## **DIN Light**

**DIN Light** can be used for quotes or when it's important to call attention to an item.

## Digital Typeface

The digital typeface is Arial as it is one of the most widely distributed and used typefaces in the world.

Arial is only used when it is not possible to use DIN: instances such as web-based applications or digital collateral where the intended audience may not have the DIN font. For PDF publication, DIN should be used.

# Arial

### Arial Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Arial Bold

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

### *Arial Italic*

*abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

### *Arial Bold Italic*

***abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890***

## Digital Typeface Uses

The Arial font presents fewer opportunities to create visual interest due to having fewer variations. Because of that, DIN is preferred for all collateral where the font is unlikely to be interpreted incorrectly by the devices that may not have the DIN font installed.

### **Arial Bold**

**Arial Bold is used for Headline Copy and call out text. Its role is to announce the beginning of a new topic within Delta collateral. It can be used in title case or all caps to provide emphasis.**

### Arial Regular

Arial Regular is used for body copy. It's the default text for digital collateral. The minimum point size for print is 7.5pt.

### *Arial Italic*

*Italics can be used to provide emphasis to a statement or used to differentiate a quote.*

## Tone of Voice

The Delta Controls tone of voice is friendly, honest and knowledgeable. We are passionate and confident about all things technical. As well as our visual identity, our verbal identity is a crucial part of who we are and how we connect with people. We use the same tone of voice to speak to employees, business partners and end users or customers, but the messaging is targeted to each audience.

**Advanced building systems shouldn't be complex.  
Our communication shouldn't be either.**

**We are technical.**

We can speak confidently about what we do in a clear and simple way. We offer the right solutions and results. We care about everything from the overall objective to the smallest detail.

**We are friendly.**

We are approachable and talk in the first or second person. We use the words I, we and our.

**We are proud.**

We are proud of our products, our Partners and what they achieve. We respect our industry contemporaries and the innovation we see in the field every day.

# Earthright Identity Guidelines

Earthright represents Delta Controls' focus on sustainability. For more than 30 years, Delta Controls has consistently developed innovative products that make it easy for any kind of building, large or small, to reduce energy consumption and costs. But given the state of climate change in our world today and the finite availability of natural resources, even more has to be done. That's why we are motivating Partners and employees to align with green practices.

## Earthright & Delta Controls

Earthright is a Delta Controls trademark used to communicate Delta Controls' sustainability initiatives.

Because Earthright is an initiative that operates under the Delta Controls corporate trademark, it is not intended to be used either on its own, or in place of the Delta Controls trademark.



## Contact Information and Resources

Our team is here to help you communicate the Delta Controls brand, its products and people to support your sales promotion efforts.

We are here to answer any of your questions and to provide the communication tools you need.

It should always be easy to find assistance from any department in Delta Controls. Because of that, we have kept our contact information simple. If we can't help you, we'll find someone who can.

Marketing Department  
Delta Controls Inc.  
Phone: 604.574.9444  
Email: [marketing@deltaccontrols.com](mailto:marketing@deltaccontrols.com)

Our online resources are located on [Passport](#). There, you can find sales proposal support, news, reference sites and marketing materials. If you don't have access to Passport, just contact [tsadmin@deltaccontrols.com](mailto:tsadmin@deltaccontrols.com).

## Partner Trademarking

In addition to any obligations under these Branding Guidelines, Partners of Delta Controls will also comply with all obligations relating to Delta Controls' trademarks, including, without limitation, those specified in Section 4 of the Partner's Partnership Agreement with Delta Controls Inc. Where there are any inconsistencies between the obligations under these Branding Guidelines and under the Partnership Agreement, the obligations under the Partnership Agreement will govern.

Do it **right.**

**D**elta Controls is at the forefront of building automation systems. Through our network of Partners in over 80 countries, our solutions span the globe. Our focus on innovation and sustainability has made us industry leaders for over 30 years. Delta Controls manufactures all of our products just outside of Vancouver, Canada, and offers dependable and user-friendly control solutions for buildings in the commercial, healthcare, hospitality, education, and leisure markets.

As part of Delta Electronics, we are committed to leading building automation into a sustainable future.

To find out more about Delta Controls, visit our website at:

[www.deltacontrols.com](http://www.deltacontrols.com)

