

Logo Overview

Our typographic signature uses custom letterforms evolved from our existing identity. The open, rounded, counters are balanced by sharp, geometric letterforms, giving the wordmark an expert yet human sensibility.

Logotype

DEMANDBASE

Shorthand

D

Logo

Color versions

The logo is available in multiple color formats to ensure optimal legibility and flexibility across different backgrounds, materials, and production methods. Use the version that provides the greatest clarity and legibility.

Primary
Use our primary logo against a light background wherever possible.

Secondary
Our secondary logo, the reverse logo, should only be used on photographs and against midnight-colored backgrounds.

Primary

DEMANDBASE

DEMANDBASE

DEMANDBASE

DEMANDBASE

Secondary

DEMANDBASE™

Logo

Clear space & minimum size

To maintain the integrity and visibility of our logo, always apply the required clear space and minimum size. These standards ensure the logo remains legible, impactful, and distinct in any application or environment.

Clear space
The minimum clear space around the logo is the height of the letter D.

Minimum size
The minimum size is 160px wide for digital or 42 mm wide for print.

Clear space

| | | |
|----|------------|---|
| x | | x |
| 1x | DEMANDBASE | |
| x | | x |

Minimum Size

DEMANDBASE

160 px or 42 mm wide

Logo Monogram

The D brand symbol is used as a monogram. It has primary and secondary versions reserved for digital use cases.

Color versions

Our monogram follows the same guidance as our wordmark.

Clear space

The minimum clear space around the monogram is half the height of the D.

Minimum size

The minimum size is 20 pixels wide.

The only minimum-size exemption is when the monogram is used as a favicon. A 16 x 16 pixel version of the D brand symbol is available for this use only.

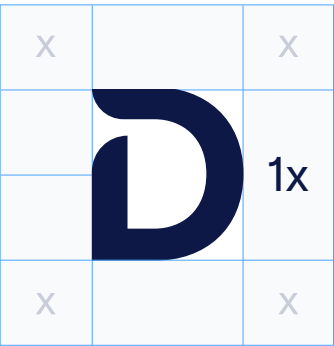
Primary



Secondary



Clear space



Minimum size



Co-branding Lockup specifications

Our co-branding lockups maintain visual balance, protect brand integrity, and create a unified presence across shared communications.

Lockup

The space between the Demandbase logo and a partner logo should be 2x the height of the capital D in the Demandbase wordmark. This ensures clear separation while maintaining visual balance within the lockup.

Divider

The “x” divider between logos must scale proportionally to the lockup. Use a 3:1 ratio between the width of the Demandbase logo (in inches) and the stroke weight of the divider (in points).

Use Midnight, Sunset, or white for the “X” divider.

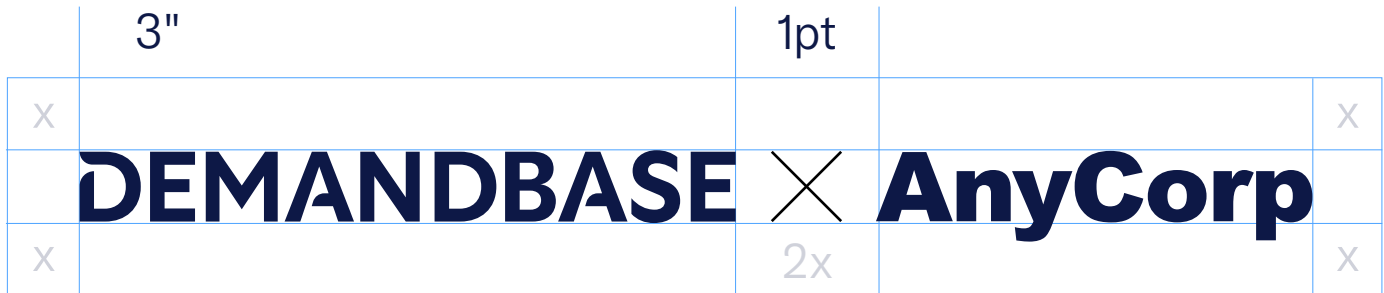
Clear space

Be sure the minimum amount of clear space around the lockup configuration is equal to “x”.

Lockup



Clear space



Clear space



Lockup examples

