



DEKA
BRAND GUIDELINES

CORE VISUAL IDENTITY

BRAND GUIDELINES

DEKA BRAND/PRODUCTS SHOULD ALWAYS BE WRITTEN IN ALL CAPS, TWO WORDS

 DO THIS:	 DON'T DO THIS:
DEKA	Deka, deka
DEKA STRONG	DEKASTRONG, DEKAStrong, DEKAstrong, DEKA Strong, DekaStrong, Deka Strong
DEKA MILE	DEKAMILE, DEKAMile, DEKAmile, DEKA Mile, DekaMile, Deka Mile
DEKA FIT	DEKAFIT, DEKAFit, DEKAfit, DEKA Fit, DEKAFit, Deka Fit

RACE DIVISIONS/SUB PRODUCTS SHOULD BE ADDED TO THE ABOVE IN MIXED CASE:

DEKA STRONG Teams, DEKA MILE Ruck, DEKA FIT Trifecta

BRAND GUIDELINES

CORE DEKA LOGO

LOGO FILES

*THE SPARTAN HELMET AND THE WORD
"DEKA" SHOULD NEVER BE SEPARATED



DEKA



FF0000



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FF0000



FFFFFF



BRAND GUIDELINES

SOLID COLOR VARIANTS

LOGO FILES

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BRAND GUIDELINES

PRODUCT LOGOS

DEKA PRODUCT LOGO FILES

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BRAND GUIDELINES

RECOMMENDED TYPEFACES

BRAND TYPEFACES

In order to create brand cohesiveness, we recommend using the following typefaces.

DRUK FONT

MONOSPEC FONT

ROBOTO FONT

*Note that fonts may not be free or only free for a trial window, and may have rules/limitations for business usage.



HEADLINES SHOULD BE SET IN DRUK COND SUPER — Druk Cond Super 70pt/px, leading set to 15pt/px.

+ DRUK COND SUPER ITALIC. — Druk Cond Super Italic 70pt/px, leading set to 15pt/px.

SUBHEADS SHOULD BE SET IN MONOSPEC REGULAR ALL CAPS — Monospec Regular 18pt/px, leading should be set to auto.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore. — Roboto regular, 14pt/px, leading set to auto.

HEADLINE STYLES
Keep leading tight on headlines using Druk Cond. Super and Druk Cond. Super Italic, leading should be set ~15-20 pts/pxls less than headline size.

SUBHEAD STYLES
Should be set in Monospec Reg, all caps.

BODY COPY
Body copy should be set in Roboto Reg, leading should always be set to auto.

