

PRO BADGE USAGE GUIDELINES

The Pro badge was developed as a way for Delta® to help certified professional installers identify themselves as such to potential customers.

This badge is intended for use on professional websites, the installer directory, social media pages and print applications. To ensure this logo is being used correctly (and to make proper usage easier for Pros), we have created this set of guidelines.

If you have questions about proper use of this badge or need the file in additional formats, please feel free to reach out to the Delta team at ProExperience@deltafaucet.com.



CLEAR SPACE GUIDELINES

Clear space buffers the badge from images, text or other graphics that could compromise impact and visibility. The more breathing room you give the badge, the greater its impact. The amount of clear space around the badge should be equal to or greater than the height of the word “PRO” in the logo mark.

MINIMUM SIZE REQUIREMENTS

To maintain the legibility of the badge, we have created guidelines for its minimum size in print and digital applications. The badge also needs to be crystal clear — not pixelated — when used in large applications.

If you are planning on using this logo in a print application, please reach out to the Delta brand team for an approved higher resolution file.

ALTERING THE BADGE

When using the Delta® Pro Badge, do not alter any of its elements. Do not change badge colors, add drop shadows, rotate the badge, remove elements, distort or warp the badge. Following these guidelines will ensure we maintain the integrity of the mark.



BACKGROUND TREATMENTS

It is acceptable to use the badge on light colored backgrounds, black backgrounds and on top of photos that are free of distracting elements behind the logo area.

It is unacceptable to use the badge on a red background, a bright colored and off-brand background or on top of a photo with distracting background elements behind the logo placement.

ACCEPTABLE USAGE



UNACCEPTABLE USAGE

