Brand style guide

September 2022

Disability Advocacy NSW supports people with disability to get a fair go.

We stand beside people with disability to help them know their rights, sort out issues, and be fully included in the community.

Branding – primary logotype for organisational communications

The DA logotype is made up of the name and symbol. The primary logotype – blue with circle pattern on a white background is the preferred option for use in all **organisational communications**, such as stationery, reports, publications, website and newsletter mastheads, email signatures, presentation covers and signage etc., and should be used where possible. Additional guidelines for logotype usage are shown on pages 6–10.

Primary logotype – blue with circle pattern on a white background (preferred option)

Black with circle pattern on a white background when colour is not available

Primary logotype alternative option #1 – for marketing communications

The DA primary logotype can also be used without the circle pattern and is the preferred 'working horse' option for use in all **marketing communications**, such as posters, flyers, fact sheets, banners, social media, etc., and should be used where possible. The symbol can also be used as a separate element (see page 11) and additional guidelines for logotype usage are shown on pages 6–10.

Blue on a white background

Black on a white background

Grey on a white background

White on a blue background

White on a black background

White on a grey background

Primary logotype alternative option #2 – for internal communications

The DA primary logotype can also be used with DA only and is the preferred option for use in **internal communications**, such as screen savers, lanyards, t-shirts, internal office signage etc., and should be used where possible. The DA logo can also be used as the social media avatar. Additional guidelines for logotype usage are shown on pages 6–10.

Blue with circle pattern on a white background (preferred option)

Blue on a white background

White on a blue background

Black with circle pattern on a white background

Black on a white background

White on black background

Primary logotype alternative option #3 – for national advocacy communications (only)

The DA primary logotype without the NSW may also be used in the future in specific **national advocacy communications**, such as conferences, national agenda/strategies, etc. The use of logotype option #3 must be approved by the DA manager. Additional guidelines for logotype usage are shown on pages 6–10.

Blue with circle pattern on a white background (preferred option)

Blue on a white background

White on a blue background

Black with circle pattern on a white background

Black on a white background

White on black background

Primary logotype usage

Logotype minimum size for print use

When using the DA logotype please note the minimum width for use in print communications is 25mm (not including exclusion zone) and 73px in digital communications, as specified below. This ensures the text remains readable. The maximum size for logotype use is unlimited.

25mm

Minimum size for print communications is 25 millimetres

73px

Minimum size for digital communications is 73 pixels

Logotype exclusion zone

The external dotted line (below) defines a boundary equivalent to the height of two **Capital As** in 'Advocacy' around the logotype. This boundary indicates the minimum area of clearspace that must surround the logotype in all communications. No other elements should intrude into this boundary area.

Primary logotype usage (continued)

Correct logotype proportion

The DA logotype has been designed to work across a variety of different media. The key to keeping the brand consistent is to always present the logotype in its original and correct format. Particular attention should be given when inserting the logotype into a document that the **x and y ratios are always the same as each other** – as shown below.

The logotype should **never be altered, distorted or changed**. Below are some examples of What NOT to do with the logotype.

y = 100% (vertical axis)

x = 100% (horizontal axis)

Please don't stretch or distort the logotype horizontally.

Please don't stretch or distort the logotype vertically.

Please don't change the colours.

Please don't change the proportion of the elements.

Please don't reduce the exclusion zone.

Please don't place the colour logotype on a coloured background.