

## Master colours

The DAA logo is made up of two key colours, DAA Gray and DAA Apple Green.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colours.



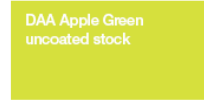
DAA Gray

Pantone Cool Gray 10c  
C:40 M:28 Y:20 K:70  
R:97 G:99 B:101  
HTML: 61-63-65



DAA Apple Green

Pantone 382c  
C:34 M:0 Y:100 B:0  
R:190 G:214 B0  
HTML: BE-D6-00



DAA Apple Green uncoated stock

Pantone 381u  
C:29 M:0 Y:96 B:0  
R:201 G:221 B3  
HTML: C9-DD-03



A



B



C



D



E



F



**Version A**  
When the logo appears in full colour on a white background use this version.

**Version B**  
When the logo appears on a solid DAA Gray use this version.

**Version C**  
When the logo appears on a solid DAA Apple Green and is high-visibility use this version.

**Version D**  
When the logo appears on a solid DAA Apple Green or any other background colour or image use this version.

**Version E**  
When the logo appears one colour black on a white background use this version.

**Version F**  
When the logo appears one colour white on a black background use this version.

## Identity don'ts

Correct and consistent use of the DAA identity will establish and maintain the strength of the DAA brand. Never alter or distort the logo or logo type with graphic treatments.

Don't change the typeface/font



Don't change arrangement of logo



Don't adjust proportions



Don't put the logo in any odd shapes



Did you know?  
Most agencies prefer  
EPS artwork as it  
shortens their time  
artworking.

Don't distort logo



Don't ever use the logo in different colours



**Always use the approved artwork.** Whenever possible, use the EPS file format. In most cases, it will give you the best results. Do not alter the logo type by changing its proportions, typeface or lock-up positioning. Do not change the colour specifications. JPEG and GIF format images are designed for screen applications and should not be printed. Never enclose the signatures inside a shape of forms. **Always use the monotone logo whenever only black is available.**

Don't use italics



Don't remove parts of the logo



Don't ever use a drop shadow



Don't adjust logo and mark relationship

