



# Style Guide

2018 Edition



*Celebrating*  
**10**  
*Years*

# Our Primary Logo

## The Deaf Poker Australia Three Suits Logo

This is a primary logo to be used for all official **DPA** applications, official wear (for State of Origin - All Stars team shirt *only*) and media promotions for DPA.

### Stacked Version

The stack version is the correct and primary brand mark for all official uses and is always the preferred choice whenever possible.

### Inline Version

In certain applications the stacked version may not be suitable due to size constraints. In this instance it is acceptable to use the inline version to fit the intended application/layout. This version is to be used sparingly and only when the stacked version cannot be used.

STACKED



INLINE



## Logo Colours - Primary

The logo should always contrast with the background. There are four versions of the logo to ensure legibility and reproduction quality in all printing processes and digital requirements. In order to accommodate all potential applications, there are four main variations; full-colour gradient, full-colour solid, reverse and mono.

### Full Colour (Gradient)

The full colour logo on a predominantly white background is the preferred version and should be used whenever possible.

### Full Colour (Solid)

When a gradient is not ideal, or for maintaining the integrity and clarity of the logo at a smaller scale, this option may be used.

### Reverse and Mono

In the event the primary versions are unable to be used, for example when the logo is placed on an image/photograph, illustration or block of solid colour, then the mono or reverse version should be applied.

FULL COLOUR (GRADIENT)



FULL COLOUR (SOLID)



REVERSE



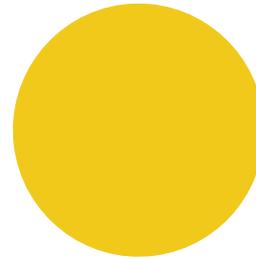
MONO



# Primary Colour Palette

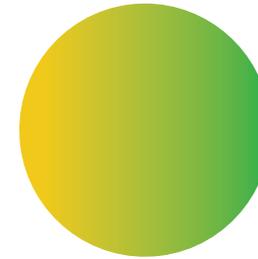
Colour plays an essential role in the Deaf Poker Australia's visual identity.

The colour palette has been chosen to signify the green and gold that Australia is known for - golden wattle and gumleaves, with a fresh, modern colour "pop".



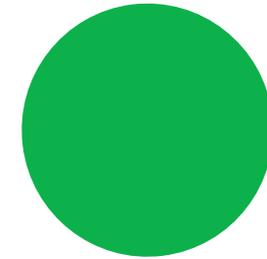
## YELLOW

C7 M18 Y99 K0  
R 240 G 201 B 27



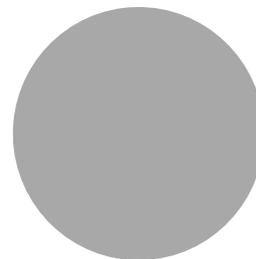
## GRADIENT

Yellow & Green Hues



## GREEN

C80 M0 Y100 K0  
R 13 G 177 B 75



## LIGHT GREY

C36 M29 Y29 K0  
R 168 G 168 B 169



## Using Our Logo - Primary

In order to ensure accurate reproduction and legibility across all communications, screen and print, it is important to pay attention to clear space and minimum size stated.

### Clear Space

The logo must be protected by an isolation zone of clear space on all sides at all times – this applies to every version and all applications.

A minimum clear space, measuring the width and height of the “a” in “dpa” of the primary logo (X) must surround the logo on all sides for maximum legibility and impact.

### Minimum size

To preserve legibility, the stacked logo version should never be printed smaller than 38mm wide and should never appear less than 160 pixels wide in digital formats.

The inline logo version should never be printed smaller than 60mm wide and should never appear less than 220 pixels wide in digital formats.

CLEAR SPACE



x = width of “a” part of dpa

MINIMUM SIZE



38mm (W) OR 160 pixels (W)



60mm (W) OR 220 pixels (W)

## Improper Use of the Logo

The logo cannot be altered or redrawn in any other way.



LOGO MUST NOT BE STRETCHED OR DISTORTED IN ANY WAY.



LOGO COLOUR MUST ALWAYS BE CONSISTENT WITH THE BRAND GUIDELINES.



LOGO MUST NOT BE PLACED ON A LOW-CONTRAST BACKGROUND.



LOGO MUST NOT BE ROTATED, SQUASHED OR ALTERED IN ANY WAY.



LOGO MUST NOT HAVE ANY EFFECTS ADDED TO IT IN ANY WAY.



LOGO MUST NOT BE PLACED ON A COMPLEX BACKGROUND.

## Our Secondary Logo

### The Deaf Poker Australia DPAX 2018 Event Logo

This is a secondary logo option to be used only for official **DPAX 2018** event applications, official merchandise (by DPA) and media promotions relating to this event.

#### Stacked Version

The stack version is the correct and primary brand mark for all official uses and is always the preferred choice whenever possible.

#### Inline Version

In certain applications the stacked version may not be suitable due to size constraints. In this instance it is acceptable to use the inline version to fit the intended application/layout. This version is to be used sparingly and only when the stacked version cannot be used.

STACKED



INLINE



## Logo Colours - Secondary

The logo should always contrast with the background. There are four versions of the logo to ensure legibility and reproduction quality in all printing processes and digital requirements. In order to accommodate all potential applications, there are four main variations; full-colour gradient, full-colour solid, reverse and mono.

### Full Colour (Gradient)

The full colour logo on a predominantly white background is the preferred version and should be used whenever possible.

### Full Colour (Solid)

When a gradient is not ideal, or for maintaining the integrity and clarity of the logo at a smaller scale, this option may be used.

### Reverse and Mono

In the event the primary versions are unable to be used, for example when the logo is placed on an image/photograph, illustration or block of solid colour, then the mono or reverse version should be applied.

FULL COLOUR (GRADIENT)



FULL COLOUR (SOLID)



REVERSE



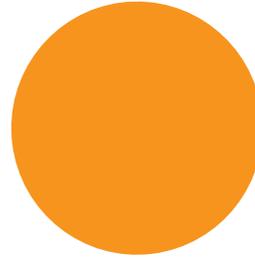
MONO



## Secondary Colour Palette

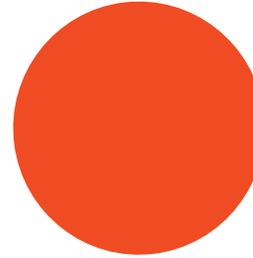
Evoking colours of an Australian sunrise/sunset, with these warm vibrant colours chosen to evoke a “party” feel in celebration of Deaf Poker Australia’s 10 year anniversary, and the anniversary event “DPAX 2018”.

These colours are to be used across graphic elements for promoting DPAX.



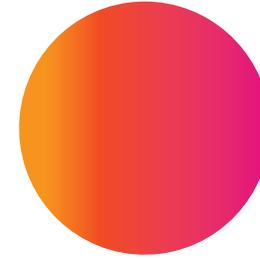
**YELLOW**

C0 M50 Y100 K0  
R 240 G 201 B 27



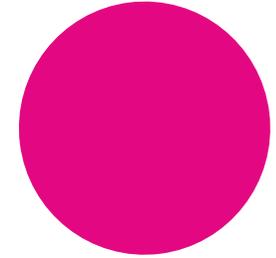
**ORANGE**

C0 M86 Y100 K0  
R 240 G 201 B 27



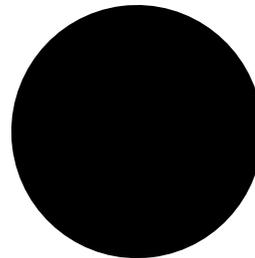
**GRADIENT**

Yellow, Orange &  
Pink Hues



**PINK**

C4 M100 Y10 K0  
R 227 G 8 B 129



**BLACK**

C0 M0 Y0 K100  
R 0 G 0 B 0

## Using Our Logo - Secondary

In order to ensure accurate reproduction and legibility across all communications, screen and print, it is important to pay attention to clear space and minimum size stated.

### Clear Space

The logo must be protected by an isolation zone of clear space on all sides at all times – this applies to every version and all applications.

A minimum clear space, measuring the width of the “X” of the secondary logo (X) must surround the logo on all sides for maximum legibility and impact.

### Minimum size

To preserve legibility, the stacked logo version should never be printed smaller than 25mm wide and should never appear less than 120 pixels wide in digital formats.

The inline logo version should never be printed smaller than 45mm wide and should never appear less than 210 pixels wide in digital formats.

CLEAR SPACE



x = width of “X” part of dpa X

MINIMUM SIZE



35mm (W) OR 165 pixels (W)



75mm (W) OR 350 pixels (W)

# Improper Use of the Logo

The logo cannot be altered or redrawn in any other way.



LOGO MUST NOT BE STRETCHED OR DISTORTED IN ANY WAY.



LOGO COLOUR MUST ALWAYS BE CONSISTENT WITH THE BRAND GUIDELINES.



LOGO MUST NOT BE PLACED ON A LOW-CONTRAST BACKGROUND.



LOGO MUST NOT BE ROTATED, SQUASHED OR ALTERED IN ANY WAY.



LOGO MUST NOT HAVE ANY EFFECTS ADDED TO IT IN ANY WAY.



LOGO MUST NOT BE PLACED ON A COMPLEX BACKGROUND.

## Applications on Team Shirts

For consistency in the use of the DPAX logo across all team shirts, the logo must be sized as stated, no team shall have the logo larger than another state, for fairness and the representation of the DPAX logo.

The DPAX logo should be applied to the right breast side of the shirt, using only the STACKED version of the logo (as described on page 7 of this Guide).

Please also carefully note the various colour options available and choose the option which allows the best contrast on your shirt (eg. black shirt - use the DPAX white reverse logo. You may use a square white background to the logo for better contrast also, refer to the “clear space” guideline on page 5.

Please follow these guidelines carefully.

