



Style Guide 2022



About Us: Deaf Poker Australia

Founded in 2008, **Deaf Poker Australia** (DPA) is a **volunteer-driven, non-profit organisation** with a common interest in developing and promoting poker catering specifically to Deaf and Hard-of-Hearing (HOH) players. As the game's de facto governing body in the Australian Deaf community, DPA regularly collaborates with Deaf poker organisations in New South Wales, Queensland, South Australia, Western Australia and Victoria.

DPA has also assisted in the development of Deaf poker in New Zealand and since 2011 has worked closely with major casinos on both sides of the Tasman, including **SkyCity Adelaide, Treasury Hotel & Casino Brisbane, The Star Sydney, Crown Perth, SkyCity Auckland** and **Crown Melbourne**.

The unique feature of all DPA live tournaments is the ability for players to communicate in **Auslan** (Australian Sign Language), as well as English, at the tables; other than that, there are very few modifications to the way the game is played, dealt, adjudicated or administered.





Core Values & Mission Statement

The DPA logo, as well as being chosen for its fresh, dynamic and modern design, also reflects our mission statement and core values: Community, Ambition, Respect and Development (CARD).

Community ♣

The club represents our aspiration to not only strengthen the bond between our players and other members of the Deaf community, but to also break down social barriers and unite Deaf and hearing people through a common interest.

Ambition ♠

DPA prides itself on giving Deaf people the courage to step up to the challenge in a safe, social and competitive environment, whilst nurturing and supporting the burgeoning talent pool of players who have consistently yielded results both within and outside our events.

Respect ♥

Although it is the only suit not found within our logo, this is no mistake. The 'heart' of DPA lies within everyone that is, or has ever been, involved with us. It is also shown through the unwavering love and support that we have for the game of poker and each other.

Development ♦

The diamond reflects our the ongoing commitment in spreading the game of poker throughout the Australian Deaf community via its network of home games and major live events, culminating in our marquee national carnival, the DPA Championship.

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 (DPA team, and State of Origin - All Stars team *only*) and media promotions for DPA events.

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 some applications the stacked version may not be suitable due to height constraints. The inline version is offered for a more horizontal application/layout. This version is only for use when the stacked version cannot be used.

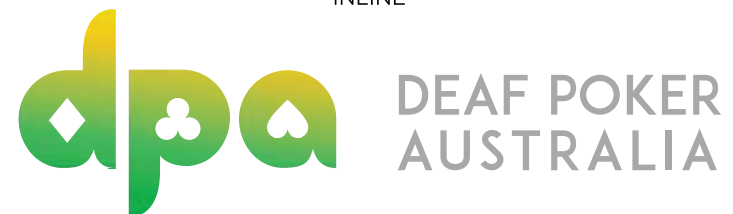
Logo-Only Version

This stripped version is the minimal brand application, optimised for branding, where it must be scaled down due to size constraints. It is not intended for standalone use, as “Deaf Poker Australia” is the brand it must link to.

STACKED



INLINE



LOGO ONLY



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) - A & B

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 (White) 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) - A



FULL COLOUR (SOLID) - B

nb: outline for preview only



REVERSE (WHITE)

nb: outline for preview only



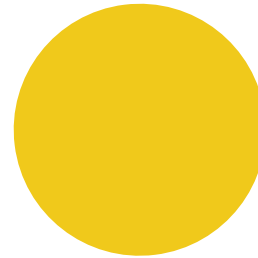
MONO



Primary Colour Palette

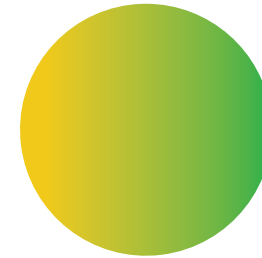
Colour plays an essential role in the Deaf Poker Australia's visual identity.

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".



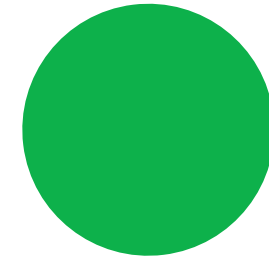
YELLOW

C7 M18 Y99 K0
R 240 G 201 B 27



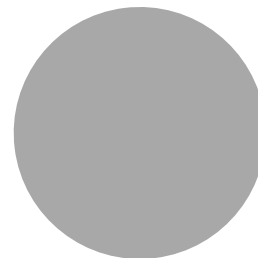
GRADIENT

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 40mm wide and should never appear less than 160 pixels wide in digital formats.

The inline logo version ideally isn't printed any smaller than 63mm wide and should never appear less than 220 pixels wide in digital formats.

CLEAR SPACE

x = width of “a” part of dpa



MINIMUM SIZE



40mm (W) OR 160 pixels (W)



63mm (W) OR 220 pixels (W)

Improper Use of the Logo

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

It is important to consider applications of the logo for marketing, taking care to preserve the branding for efficient visual representation, with respect to the Primary Logo guidelines on proportion, layout and colours.



LOGO MUST NOT BE STRETCHED OR DISTORTED IN ANY WAY.



LOGO COLOUR MUST ALWAYS FOLLOW 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 SPECIAL EFFECTS ADDED IN ANY WAY.



LOGO MUST NOT BE PLACED ON A COMPLEX BACKGROUND.



USE CORRECT COLOUR VERSION FOR BEST CONTRAST

For more information, head to:

www.deafpoker.com.au

