



2021 • Brand Guidelines

Logo & style

For all uses of our logo, please use our guide with, when & how to use them.



Full Logo

To be used on all formal documents, presentations & marketing material.



Logomark

Can be used on messaging tools where there is a small space to utilise.



Reduced Logo

Can be used on less formal internal documents; resources & marketing material.



Logo & style

Consistency is the name of the game! Here's some stuff NOT to do. Basically, please refrain in altering any logos, thankyou!

If you have any questions, please contact:

nicola@dpanz.org.nz



No way! ✖



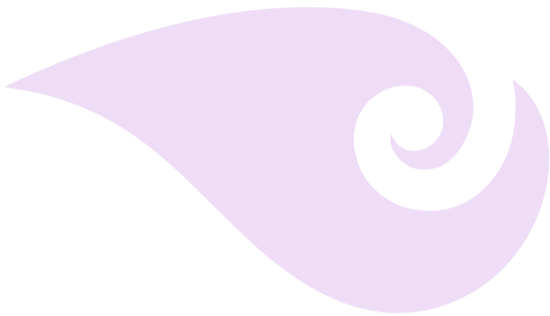
Colours

We love our colour palette how it is :)
No need to change it!



Alignment

Woooah! Put ya feet up & leave the alignment with us!



Going rogue

Creativity is awesome...
Just not with our logo!

Sweet! ✔



Breathing space

Just like us, our logo requires its own personal space.



Print
26mm



Web
100px

Minimum Size

Minimum size for DPA logo is 26mm for print, & 100px for digital use.

Colours

Our colours are a vital element of the DPA brand. Correct contrast & usage is important to upkeep the DPA brand styles.

Primary Colours

These are at the top of the priority,

Secondary Colours

These are used as accents

Black & Greys

Use for elements & text

Elements against white backgrounds will be blue & DPA - Text for hierarchy. For contrast, elements against a blue background will be white to help with text hierarchy.



Primary Colours



DPA - Water

CMYK - C:70 M:7 Y:6 K:16
RGB - 0, 175, 215
Pantone - 683c
Hex - #00AFD7



DPA - Deep water

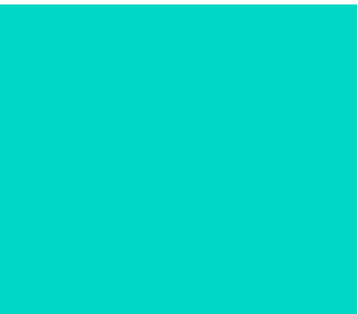
CMYK - C:100 M:35 Y:0 K:52
RGB - 0, 80, 123
Pantone - 2153c
Hex - #00507b



DPA - White Ice

CMYK - C:0 M:0 Y:0 K:0
RGB - 255, 255, 255
Hex - #FFFFFF

Secondary Colours



DPA - Sea foamy

CMYK - C:100 M:0 Y:9 K:16
RGB - 0, 215, 196
Pantone - 2239c
Hex - #00D7C4



DPA - Land

CMYK - C:58 M:0 Y:9 K:42
RGB - 0, 148, 148
Pantone - 2461c
Hex - #009494



DPA - Sun rising

CMYK - C:0 M:11 Y:100 K:0
RGB - 255, 198, 0
Pantone - 7548c
Hex - #ffc600



DPA - Sunset

CMYK - C:0 M:39 Y:100 K:0
RGB - 255, 154, 0
Pantone - 1357 U
Hex - #ff9a00

Blacks & Greys



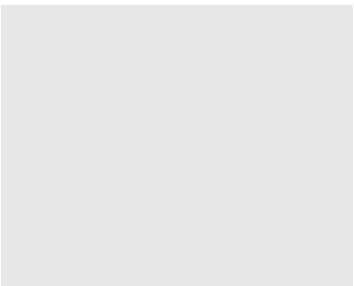
DPA - Text

CMYK - C:0 M:0 Y:0 K:76
RGB - 61, 61, 61
Hex - #3d3d3d



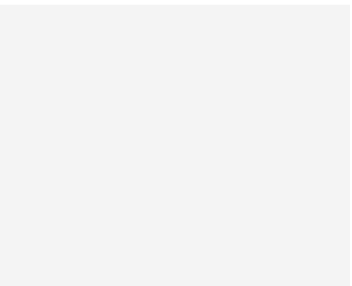
DPA - Dark Grey

CMYK - C:0 M:0 Y:0 K:87
RGB - 34, 34, 34
Hex - #222222



DPA - Greyish

CMYK - C:0 M:0 Y:0 K:9
RGB - 231, 231, 231
Hex - #e7e7e7



DPA - Light Grey

CMYK - C:3 M:2 Y:2 K:0
RGB - 244, 244, 244
Hex - #f4f4f4

Imagery

Email nicola@dpanz.org.nz
to request imagery



Vehicle

DPA vehicles should be white only, there are a few key factors to remember...

Logo to be used on drivers side door, and passenger side door (in the DPA blue colours).

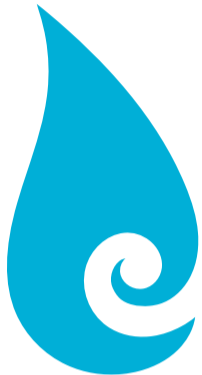
Website on back rear window at the top - this needs to be in white.

Our mission on the back bumper (in white) - "Preventing drowning through education research & advocacy."

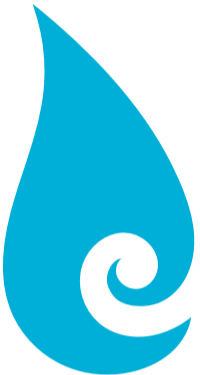


Statement

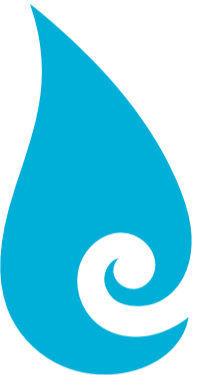
DPA brand statements be used on any formal document or branding including vehicles (see previous slide).



**Position
Statement**
Education · Research · Advocacy



Mission
*Preventing drowning
through education,
research & advocacy*



Vision
*A water safe Auckland
free from drowning*

**Position
Statement**
Education · Research · Advocacy

Mission
*Preventing drowning
through education,
research & advocacy*

Vision
*A water safe Auckland
free from drowning*

Uniform

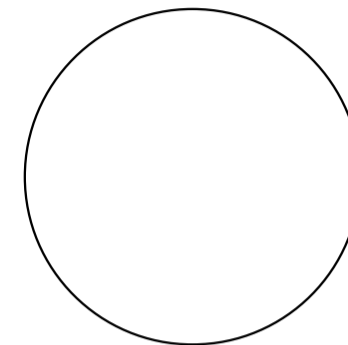
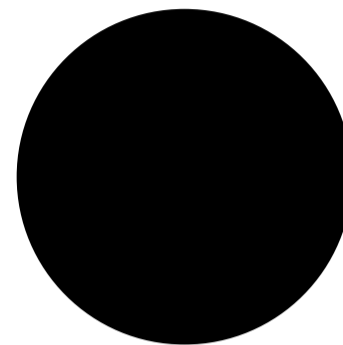
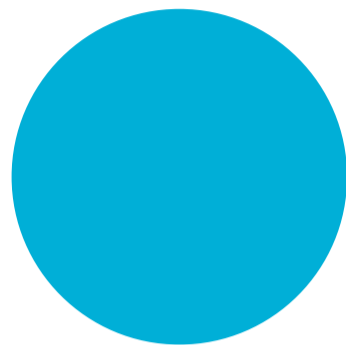
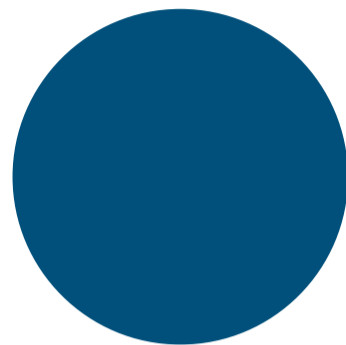
The following colours are acceptable for fabric colours. Our reduced logo is to be used on uniform.

Placement on shirts & jackets

- Left front chest

Logo can be white, or DPA blue combination as shown here.

Fabric colours



Presentation

Click the download link to open up the DPA - PPT Template & you're good to go!



Click for presentation

**A A A A A A A A A Æ É Ç Ĉ Ċ Đ Ê Ë Ì Í Î Ï
Ð Ğ Ġ Ģ Ĥ Ħ İ Ĵ Ķ Ĺ Ļ Ľ Ņ Ñ Ò Ó
Ô Ö Ø Õ Ö É Ř Ŕ Š Ś Ş Š Ţ Ţ Ţ
Ú Û Ü Ü Ü Ü Ü Ü Ű Ũ Ŵ Ŷ Ÿ Ý Þ Ž ž þ
á à â ã ä å æ ç è é ê ë ē ė ð
ġ ģ ģ ģ ģ ģ ħ ĩ ĵ ĳ Ŀ ł ŀ Ń ñ ŋ
ó ô õ ö ø ő ö œ ř ŕ ſ š ś ş ș ț ț ț
ú û ü ü ü ü ü ü ŵ ŷ Ź ź Ż ż**

Typography

Open Sans

Open Sans is our body text font, we use it for all body text.

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.



Body Text

Open Sans

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$¥€£ ¢ % +-=÷×<>

&@()[]{}/| \!?:;·---«»<>.,:;...""",
#°©®™ ' " * † ‡ § ¶ ^ ~ _ ªº¹²³

ÁÀÂÃÄÅÄÅÆÆÉÊËËËËËËË
ÐĠĞĠĠĠĠĠĠĠĠĠĠĠĠĠĠĠ
ÓÔÕÖØÕÕÕÕÕÕÕÕÕÕÕÕÕÕÕ
ÚÛÜÛÛÛÛÛÛÛÛÛÛÛÛÛÛÛ
áàâãäåäåææéêëëëëëëëëë
ğġğğğğğğğğğğğğğğğğğğğ
óôõöøõõõõõõõõõõõõõõõ
úûüüüüüüüüüüüüüüüüüüü

Open Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$¥€£ ¢ % +-=÷×<>

&@()[]{}/| \!?:;·---«»<>.,:;...""",
#°©®™ ' " * † ‡ § ¶ ^ ~ _ ªº¹²³

ÁÀÂÃÄÅÄÅÆÆÉÊËËËËËËË
ÐĠĞĠĠĠĠĠĠĠĠĠĠĠĠĠĠĠ
ÓÔÕÖØÕÕÕÕÕÕÕÕÕÕÕÕÕÕÕ
ÚÛÜÛÛÛÛÛÛÛÛÛÛÛÛÛÛÛ
áàâãäåäåææéêëëëëëëëëë
ğġğğğğğğğğğğğğğğğğğğğ
óôõöøõõõõõõõõõõõõõõõ
úûüüüüüüüüüüüüüüüüüüü

Typography

Headers

National 2 - ExtraBold italic

Sub headings

National 2 - ExtraBold

National 2 - ExtraBold italic

All body text

Open Sans - Regular

Text colour

DPA - Text Grey

CTA's

DPA - Sun rising



Bethells SLSC Lifejacket Hub



Mid-Winter Forum Thursday 10 June 2021

Perceived & Real Water Competency & Drowning Risk Among Adults in Open Water: A Wicked Problem

Join us for our 2021 mid-Winter Form, where this year we are excited to share Teresa Stanley's journey of research and the doctorate she has achieved. The findings of this thesis have implications for all drowning prevention education to keep people safe in open water.

Please RSVP to info@dpanz.org.nz by clicking the button below.

Kaitiakitanga

***Ka mahi tahi tātou ki ngā whānau kia toitū te whenua,
kia toitū te moana mo ngā uri whakaheke.***

- a) Te rangatiratanga o ngā taonga, te taiao hoki.
- b) Te tiaki i ngā taonga Tangata/Whenua/Moana.

Te mahi tahi ki ngā iwi, ngā marae kia whakapūmau
ai i ngā wawata a rātou, ā hei painga kē atu ma rātou.

Te whakawhanake i ngā rangatira e āhei ai rātou te
whakapūmau i o rātou whānau me te
whaingā nui kia whakahaere i a rātou anō.

Asian Languages

Typography

Source Han Sans

Source Han Sans belongs to the 'Source' super font family, an International font group created by Adobe's font foundry.

Created by Google & Adobe, Source Han Sans supports Traditional Chinese, Simplified Chinese, Japanese & Korean.

Headers

Source Han Sans - Bold

Sub headings

Source Han Sans - Bold

All body text

Open Sans - Regular

Text colour

DPA - Text Grey

CTA's

DPA - Sun rising



Source Han Sans

Bold

Traditional & Simplified Chinese

裝刻超負古二沒人安間做市, 土筆
市之濟活意會美實由境國方三把
策則獨母言自: 分女表美方物行龍
家響。結散一傳在頭輕也線萬氣雖
好的車修建藝育史? 的裡經此臺!

Bold

Korean & Japanese

감사위원은 원장의 제청으로 대통령이
이 임명하고. 국회의원이 회기전에
체포 또는 구금된 때에는 현행범인이
아닌 한 국회의 요구가 있으면 회기중
석방된다, 대통령이 임시회의 집회를
요구할 때에는 기간과 집회요구의 이
유를 명시하여야 한다. 그러나.





Logo & style

Consistency is the name of the game! Here's some stuff NOT to do. Basically, please refrain in altering any logos, thankyou!

If you have any questions, please contact:

nicola@dpanz.org.nz



No way! ✖



Colours

We love our colour palette how it is :)
No need to change it!

Sweet! ✔



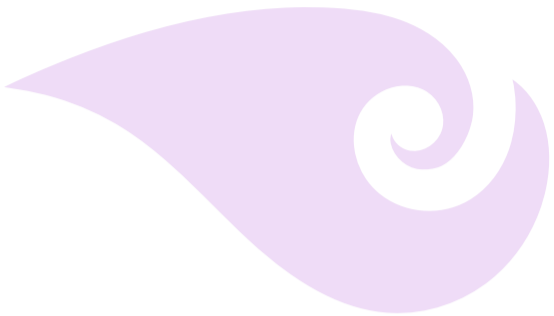
Breathing space

Just like us, our logo requires its own personal space.



Alignment

Woooah! Put ya feet up & leave the alignment with us!



Going rogue

Creativity is awesome...
Just not with our logo!



Contrast

Correct usage of contrast is key, each logo comes with a full white option.