# DISA

# BRAND GUIDELINES

Implementing the DISA brand in communications

**Welcome**

Welcome to the DISA brand guideline

We have created this document as a guide and inspiration for anyone who is commissioning, writing, designing, or producing DISA branded communication.

This document contains a summary of the thinking behind our brand, an overview of our creative style, and an explanation of the basic elements of our brand identity.

Our brand is crucial to the performance of our business, so please take a few minutes to have a look through it.

## Table of contents

## Introduction
The DISA brand objectives

The DISA brand is one of the organization's biggest assets. it represents a significant source of appeal and differentiation for our customers and stakeholders.

Our brand is intended to take us closer to our dream to be recognized as an industry leader TPA and for our customers to helping our customers to make better hiring decisions and build a culture of safety.

Our brand purpose is detailed on the following pages. It is important to ensure that all elements of brand expression and communication work towards achieving this vision in a coherent and coordinated manner.

# Brand Guideline
Overview

## Color Palette

| BLACK | P 110-13 C | P 110-16 C | P 108-15 C |
|---|---|---|---|
| RGB 34/31/32 | RGB 69/134/178 | RGB 0/92/144 | RGB 5/74/118 |
| CMYK 70/67/64/74 | CMYK 63/22/0/23 | CMYK 100/35/0/36 | CMYK 100/74/31/14 |
| HEX #231F20 | HEX #4586B2 | HEX #005C90 | HEX #054A76 |

**Secondary Palette**

**Tertiary Palette**

## Logo

**Corporate Logo**

**Secondary or Sub-mark Logo**

## Typography

# Roboto Condensed

**Download Here:**
https://fonts.google.com/speci-men/Roboto+Condensed?que-ry=roboto+

Calibri Regular
**Calibri Bold**

Helvetica Regular
**Helvetica Bold**

Verdana Regular
**Verdana Bold**

## Our Logo
Overview

The arched logo is our most recognized asset as well as our only registered mark. This version of the logo should be used wherever is possible.
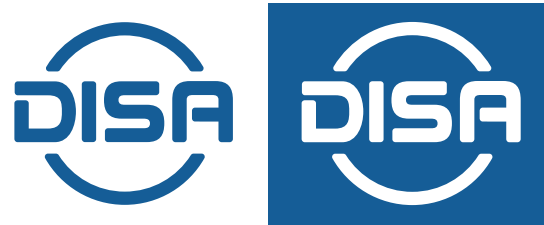
**Core Logo**

## Our Logo
Logo Family

The DISA logo family consists of different groups of logos. Each group has a specific application in DISA communications.

**Corporate Logo**

**Secondary or Sub-mark Logo**

**Conference Logo**

**Division Logo Example**

Transportation Compliance

**Care Logo**

**One DISA Logo**

One Team, One Future, One DISA

**Other Logo Examples**

DISA Works    DISA 360    DISA DTC    DISA Tustin

DISA Monitor    DISA D3

**Note:** For a complete list of available logos please contact the Marketing Department.

## Our Logo
Logo Usage

The arched logo is our most recognized asset as well as our only registered mark. This version of the logo should be used wherever is possible. However, a logo version without arches is also available for use when space constraints limit the proper use of the complete logo. Outdated versions of the logo should never be used.

**Color**



**Black**



**Grayscale**



**Reverse**



Reverse versions of the logo are only to be used if necessary due to color restriction or background color. .
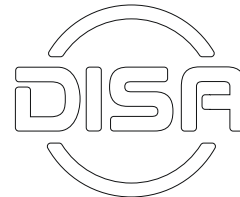
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## Our Logo
Incorrect Logo Usage

**1**



**2**





**3**



**4**



**5**



**6**



**7**





**8**





### Logo Don'ts!

**1.** change the orientation of the logo

**2.** add effects to the logo (ex. bevel, emboss, drop shadow, glow)

**3.** crop the logo in any way

**4.** change the logo colors

**5.** outline the logo in any color

**6.** put a white box around the logo when placed on a dark background (use an appropriate reverse logo instead)

**7.** stretch, squeeze or distort proportion

**8.** place the logo on busy backgrounds

## Our Logo
White Space

The DISA logo should be placed prominently on a page with careful consideration to required clear space (examples below). The logo should never appear more than once on a page or screen or be used as part of a sentence within a block of copy.
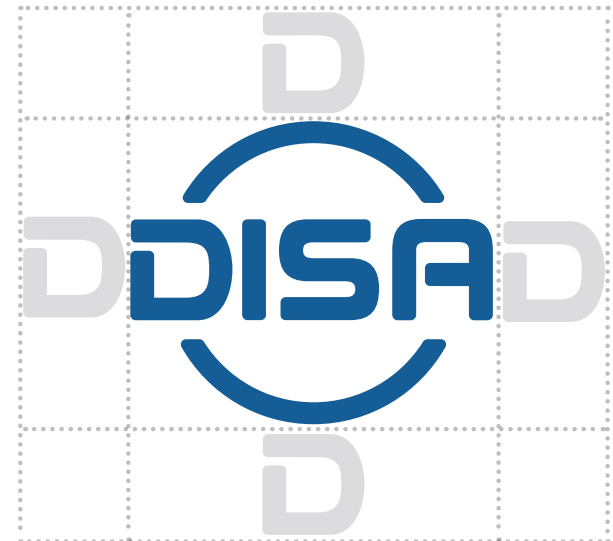
# Brand Colors

The DISA color palette consists of a core, secondary, and tertiary colors. The consistent use of these colors will create recognition and strengthen the DISA brand.

Generic colors like blues, oranges, greens, and grays are unacceptable substitutes for these carefully selected colors. Please use colors as specified below for accuracy.

## Core Colors

| BLACK | P 110-13 C | P 110-16 C | P 108-15 C |
|---|---|---|---|
| **RGB** 34/31/32 | **RGB** 69/134/178 | **RGB** 0/92/144 | **RGB** 5/74/118 |
| **CMYK** 70/67/64/74 | **CMYK** 63/22/0/23 | **CMYK** 100/35/0/36 | **CMYK** 100/74/31/14 |
| **HEX** #231F20 | **HEX** #4586B2 | **HEX** #005C90 | **HEX** #054A76 |

## Secondary Colors

| | | | |
|---|---|---|---|
| **RGB** 243/142/50 | **RGB** 241/183/41 | **RGB** 0/113/87 | **RGB** 109/111/113 |
| **CMYK** 1/53/91/0 | **CMYK** 5/29/95/0 | **CMYK** 89/32/74/20 | **CMYK** 58/49/47/15 |
| **HEX** #F38E32 | **HEX** #F1B729 | **HEX** #007157 | **HEX** #6D6E71 |

## Tertiary Colors

| | | |
|---|---|---|
| **RGB** 206/198/171 | **RGB** 71/183/160 | **RGB** 79/165/191 |
| **CMYK** 20/17/34/0 | **CMYK** 68/3/46/0 | **CMYK** 67/19/19/0 |
| **HEX** #CBC5AC | **HEX** #47B7A0 | **HEX** #4FA5BF |

## Typography

Typography is one of the key visual elements of the DISA brand. Our identity system includes various typefaces with differing weights. By combining the selected fonts, a visual hierarchy can be established throughout communications making content easier to read.

# Roboto Condensed

**Download Here:**
https://fonts.google.com/specimen/Roboto+Condensed?query=roboto+

**Headlines**

**Roboto Condensed**
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**
**0123456789**

**Subheads**
Use this font sparingly to call attention to a subgroup of text.

Roboto Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

**Body Copy**
This is the main font to be used for all client facing materials, including print and online documents.

Calibri (Regular)
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

**Calibri (Bold)**
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**
**0123456789**

**PowerPoint**
This is the main font to be used in PowerPoint presentations.

Roboto Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

**Online**
This is the main font to be used in our website and web applicatrions.

Roboto Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

**Back-up Fonts**
Please use these fonts if above fonts are not available in your system.

Calibri
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Verdana
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

## Our Image Style
Imagery Usage

Appropriate DISA imagery is vibrant and dynamic. Images of people directly facing forward should not be used in materials with executive headshots being the only exception. Always strive for diversity in ethnicity, age, and content.
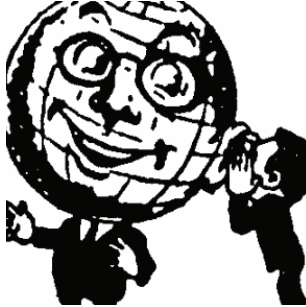
Please Contact marketing for help-seeking images for use in materials.

# YOU CANNOT LEGALLY USE UNLICENSED IMAGES OFF OF GOOGLE!

## Our Image Style
Incorret Imagery Usage

**1**

**3**

**2**

**4**

**D0 not use:**

**1.** clipart

**2.** fade images

**3.** dark images

**4.** stretched images

Please Contact marketing for help-seeking images for use in materials.

## YOU CANNOT LEGALLY USE UNLICENSED IMAGES OFF OF GOOGLE!

## Brand Assets
Letterhead

Instructions for properly formatting headings and single page communications.

### Heading Specifications

**DISA Health & Safety Center**
110 Preston Street
Pleasanton, Texas 78064

**Backgrounds Department**
110 Preston Street
Pleasanton, Texas 78064

**DISA Global Solutions**
11740 Katy Freeway, Suite 900
Houston, Texas 77079
Phone: 281-673-2400

Headings include:
- the logo with appropriate white space
- a division bar that is centered between the logo and return address and then moved two spaces to the left
- a return address

The return address should be centered horizontally with the logo.

### Do's & Don'ts

● Do save a working version to your desktop

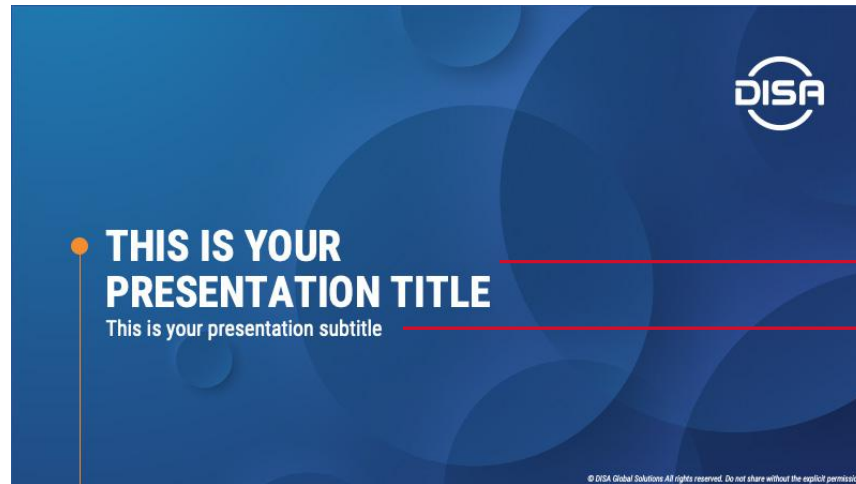● Don't make changes to letterhead template

11740 Katy Freeway, Suite 900
Houston, Texas 77079
Phone: 281-673-2400

## Brand Assets
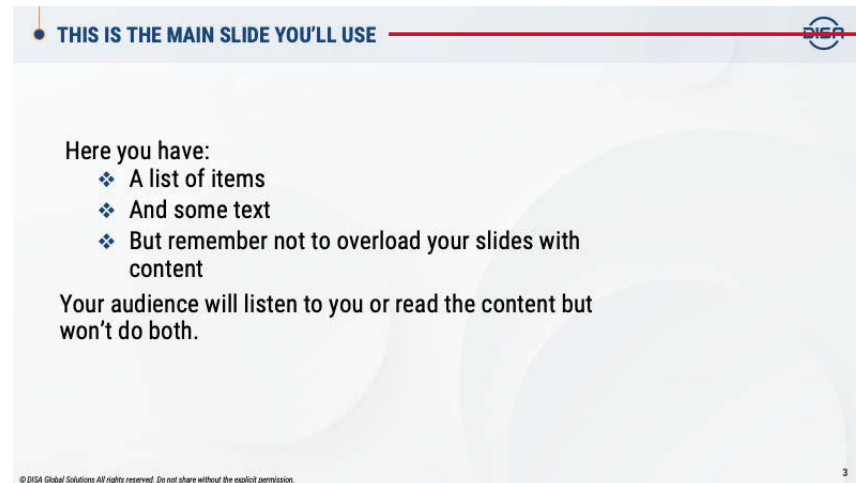PowerPoint Presentatios

Here is a sample of the power point presentation template to be used for all external presentations.



**Roboto Condensed Bold**

Roboto Condensed

**Roboto Condensed Bold**

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## Brand Importance

**Why is brand consistency important for DISA?**

A clear, uniform brand builds trust and value.

Maintaining a single image throughout our company portrays a clear line of communication between individual departments and the company as a whole. Our brand is the sum of everything we do.

**Messages we may be sending when we do not adhere to guidelines or maintain consistency throughout the organization.**
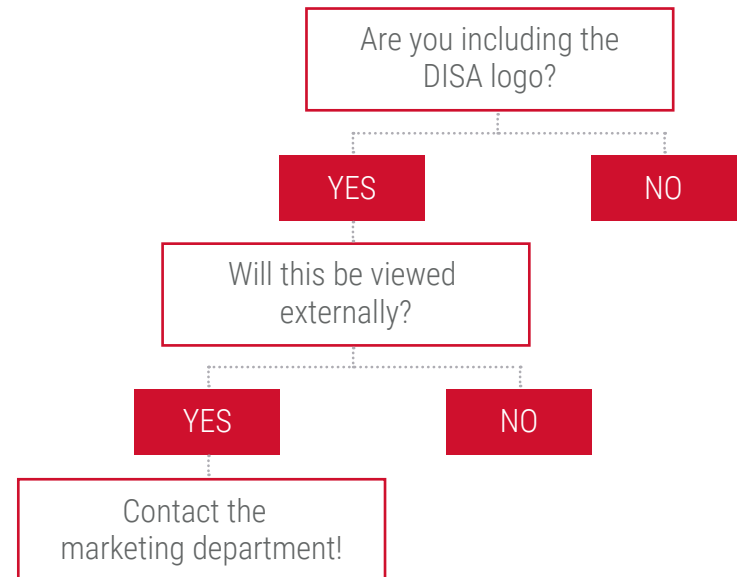
- slopiness/that we don't care about details when details are an extremely important aspect of the services we provide

- lack of professionalism and/or inability to handle private information (Can we be trusted with sensitive information like social security numbers?)

a sense of confusion especially during or following an acquisition

## Should I Involve Marketing?
(All client facing materials MUST go through Marketing!)

Are you including the DISA logo?

YES          NO

Will this be viewed externally?

YES          NO

Contact the marketing department!

If you see something that is being distributed that does not adhere to our branding guidelines, please notify Thomas Hafner, AVP, Marketing and Communications, at **Thomas.Hafner@disa.com**