

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.

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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 help our customers 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



Typography

Roboto Condensed

Download Here:

<https://fonts.google.com/specimen/Roboto+Condensed?query=roboto+>

Calibri Regular
Calibri Bold

Helvetica Regular
Helvetica Bold

Verdana Regular
Verdana Bold

Logo



Corporate Logo



Secondary or Sub-mark Logo

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



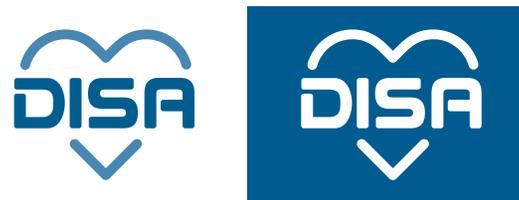
Conference Logo



Division Logo Example



Care Logo



One DISA Logo



Other Logo Examples

DISA Works **DISA** 360 **DISA**DTC **DISA**Tustin

DISA Monitor **DISA**D3

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.

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

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

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

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

Helvetica

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



DO not use:

1. clipart
2. fade images
3. dark images
4. stretched images

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

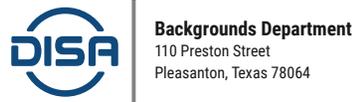
YOU CANNOT LEGALLY USE UNLICENSED IMAGES OFF OF GOOGLE!

Brand Assets

Letterhead

Instructions for properly formatting headings and single page communications.

Heading Specifications



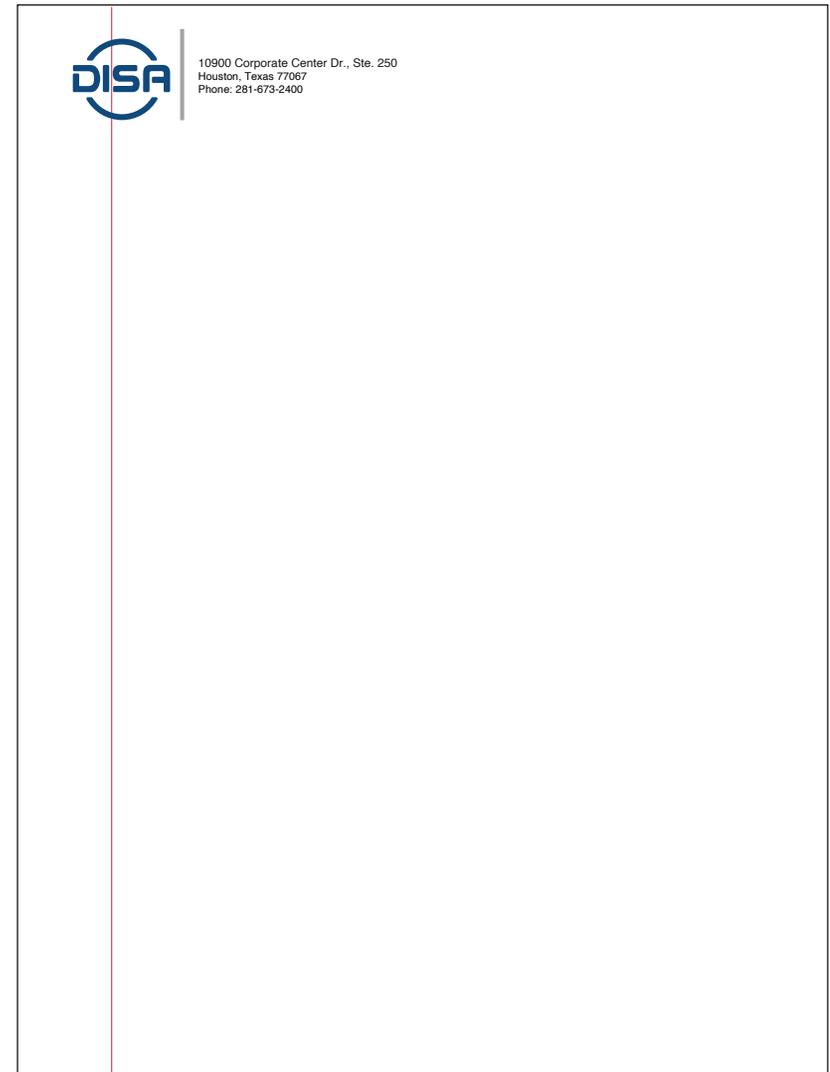
Headings include:

- 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



Brand Assets

PowerPoint Presentations

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

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.

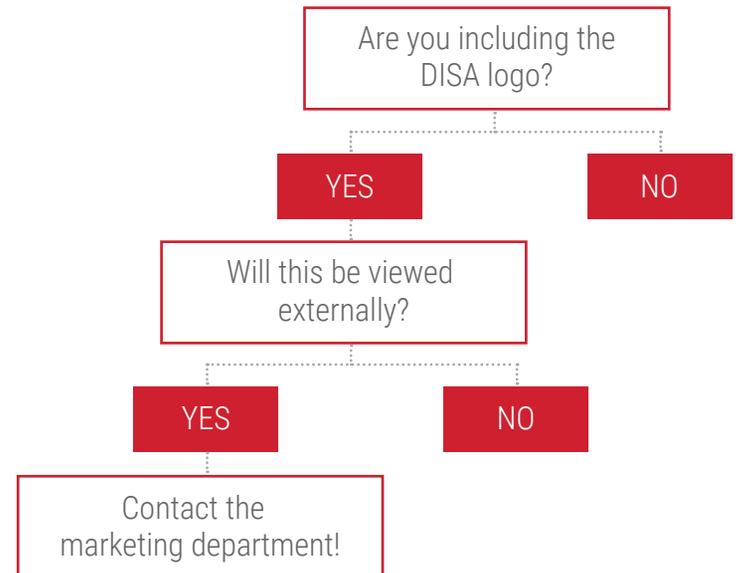
- sloppiness/that we don't care about details when details are an extremely important aspect of the services we provide

- 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!)



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**

