



POLICY: DBSA STYLE GUIDE – LOGOS, BRAND AND BRANDING

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Board Approval	Oct 2022	Review cycle	3-yearly	Next review	Oct 2025

Introduction

The purpose of this Guide is to define the formatting and conventions associated with all DBSA documents. As part of the history of DBSA, 'Nessie' will remain being integral to branding for DBSA.

Aim

This Guide aims to provide clear formatting and convention guidance to DBSA Members regarding the use of DBSA logos.

Logos, Brand and Branding

General

The DBSA Board is the sole approver for use, control and modifications to DBSA brand, logos and emblems in documentation and general marketing use.

DBSA Logo

The Nessie logo, along with Fierce Fast Furious slogan are part of DBSA history, trusted and recognised brand. The consistent application of all brand elements helps to ensure the perceived trustworthiness of the brand. While affinity to a national approach is important, so too is retaining elements of the organisation's history.

Importantly Nessie always faces WEST.



DBSA Logo Colours and Colour Codes

DBSA primary palette is comprised of red, yellow, blue and black. These colours are present across most touch points from marketing to product.

Below is the colour palette (CMYK):

- RED 0 100 100 10
- YELLOW 1.5 9 100 0
- BLUE 100 87 0 5
- BLACK 000 100



- **AusDBF Logos**

The AusDBF Style Guide provides the National Logo for AusDBF logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level. The state and territories logos are The logo of each Federation member is a derivative of the AusDBF logo. The Style Guide provides details regarding colour palate for each state and territory.

- **Branding**

State based uniforms, letterhead, Facebook page, website are all to retain Nessie.