



POLICY: DBSA Style Guide – Logos, Brand and Branding

Policy No	003	Issue			2
Board Approval	October 2025	Review cycle	3-yearly	Next review	October 2028

1. 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 an integral to branding for DBSA.

2. Aim

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

3. Logos, Brand and Branding

3.1 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.

3.2 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.



3.3 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

3.4 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 and are a derivative of the AusDBF logo. The Style Guide provides details regarding colour palate for each state and territory.

Below is the SA state logo with the preference being to use this version as it tells people the logo is trademarked and can't be used without permission. Permission is required from DBSA before use.



3.5 Branding

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