

# Disability Sports Australia Brand Guidelines



**Disability  
Sports**  
Australia



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Welcome to the Disability Sports Australia Brand Guidelines. This document has been created as a guide for how the Disability Sports Australia brand should be used for events, social media, communications, promotions, and other activities. Within the document correct use of typography, colour and logo usage, both in print and online, can be found.

This document will guide best design standards of practice and is a useful resource to refer to maintain the Disability Sports Australia brand.

Thank you for your support, we hope you enjoy getting to know our brand better!

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**Disability  
Sports**  
Australia

# DSA's Brand

Disability Sports Australia is a charity and National Sporting Organisation for People with Disability (NSOD).

## Vision

Active lives for all Australians with disability.

## Mission

Enable more Australians with disability to be more active more often.



**Disability  
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# DSA's Values

## Equality and Inclusiveness

- We will endeavour to make sure everyone can access the same opportunities.
- We embrace diversity in our communities.
- We welcome people to be their authentic self.

## Collaboration and Partnerships

- We take time to listen to each other and our stakeholders.
- We value the efforts in our team.
- We openly share our capabilities and experience.

## Belongingness

- We keep and teach an open mind.
- We accept each other's uniqueness and differences are embraced.

## Integrity

- We do what we say and own our actions completely.
- We welcome feedback as it helps us grow.
- We are fair, ethical and transparent.
- We are thoughtful and caring in everything we do.

## Innovation

- We will transform ideas into new processes.
- We welcome curiosity.
- We value creation.
- We are brave with our aspirations.

# Logo

- Simple.
- Either green or white depending on the background.
- The shield and active person together is an organisation symbol.
- The text is in the appropriate capitalisation for reading accessibility.
- Clear space is marked.





Don't change the logo colour.



Don't place logo on low contrast, busy, unapproved backgrounds. **Click here to learn about the minimum 3:1 ratio.**



Don't alter, fade, add effects, crop, re-orientate or recreate the logo.



Don't display the Disability Sports Australia logo without the shield.



Don't use an old version of the logo.



Don't stretch or compress the logo.



# Colour Palette



## Primary colours

**Dark Green**

**HEX:** #017326

**Pantone:** 356 C

**RGB:** 1, 115, 38

**CMYK:** 99, 0 67, 55

**Green**

**HEX:** #17A049

**Pantone:** 355 C

**RGB:** 23, 160, 73

**CMYK:** 86, 0, 54, 37

## Secondary colours

**Yellow**

**HEX:** #FFC40C

**Pantone:** 1116 C

**RGB:** 255, 196, 12

**CMYK:** 0, 24, 100, 0

**Light Yellow**

**HEX:** #FAE86C

**Pantone:** 100 C

**RGB:** 250, 232, 108

**CMYK:** 0, 7, 57, 2



# Typography

Our brand fonts are:

Primary: Tahoma

Aa

This font is to be used for all documentation and emailing.

**Headline**

**Secondary Headline**

**Section header**

Body

Do not write in italics.

Do not write in all CAPITAL LETTERS.

Headlines must be **bold**.

Body text is a minimum size 12 font.



Secondary: Source Sans Pro

Aa

This font is to be used on design platforms (for example, Canva).

**Headline**

**Secondary Headline**

Body

Do not write in *italics*.

Do not write in all CAPITAL LETTERS.

Headlines must be **bold**.

# Brand Guidelines Contacts

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