DC MOVES logo usage guidelines

full colour logo – use wherever colour is in use

maintain minimum clear space (height of letter D)

black logo – where colour is not an option

minimum logo size

150 x 50 px – 2.25 x 0.75 cm – 0.9 x 0.3 in

at this size it is permissible to use the version
without the "Better together" tagline

white knockout logo – on dark backgrounds

do not stretch or rotate logo; maintain 3:1 proportion

logo colours

C 100	C 80	C 100	C 60
M 75	M 40	M 25	M 0
Y 0	Y 0	Y 75	Y 90
K 25	K 0	K 0	K 0
R 0	R 36	R 0	R 112
G 65	G 132	G 139	G 191
B 133	B 198	B 107	B 84
#004185	#2484c6	#008b6b	#70bf54

do not change colours from original

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