

DATIA Logo Usage Guidelines

(Note: *These guidelines are a work in progress & will be updated as additional details are available.*)

Who Can Use the DATIA Logo?

Only members in good standing can use DATIA's logo. Should you not renew by Sept. 1 each year, you *MUST* immediately remove the logo from all printed and electronic marketing materials including your website. DATIA's logo and name are registered trademarks solely of DATIA, and allowing members in good standing to use the logo in accordance with these guidelines in no way transfers to or implies any ownership by the user.

How can the DATIA logo be used?

The logo may be used in a professional manner on the user's business cards, stationery, literature, advertisements, or web site. Notwithstanding the foregoing, the logo may NOT be used in any of the following ways:

- on any product;
- in any manner that, in the sole discretion of DATIA discredits DATIA or tarnishes its reputation and goodwill;
- is false or misleading;
- violates the rights of others;
- violates any law, regulations, or other public policy;
- mischaracterizes the relationship between DATIA and the user, including but not limited to any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship, or certification by DATIA of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services.

High Resolution Logo

We can provide our members access to our high-resolution logo in various formats including .tiff, .jpg and .eps formats. These are web-ready and ensure the highest quality document. Please only use these formats for your website, business cards and all other marketing materials.

Rules for Using the Logo

- Use only the approved digital artwork that DATIA provides to its members. Never re-typeset the logo.
- Never reproduce the logo in colors other than the approved PMS colors – black and reflex blue.
- Never outline the logo.
- Never distort the logo. Always scale it proportionately.
- Never place any graphic devices around the logo (such as a holding box) that could be interpreted as part of the logo.
- When placing anywhere, place the phrase “Member of” before, under or next to the logo
- Never place the logo on a color background without sufficient contrast.
- Never place the positive version of the logo on a dark background.
- Never place the logo on a cluttered background. Make sure that the background ensures good legibility. The preferred background color for the full-color logo is white.

Official Logo Colors

Reflex blue and black

Contact

It's important that we have your assistance in keeping DATIA's brand consistent. Please reach out to us at 800-355-1257 or info@datia.org and let us know in which format you'd like to receive the logo.