

These questions pertain to your logo.

- When was your current logo, corporate style, graphics and branding implemented?

Our current logo was designed in 1999.

- Who designed it?

The logo was designed by NFD Design Communications.

- How much were the designers paid for their services?

- Were other designers consulted? Was there competition? If so, who was involved, and was any payment made to unsuccessful firms?

- Are there any "alternate" versions of the branding (as in, any which were designed but not taken up), and if so, please supply an electronic copy.

As our logo was designed in 1999, we no longer hold this information as it has been destroyed.

- Please provide me with a copy of your logo guidelines, branding manual or equivalent document, in an electronic format which is not merely a paper copy scanned in.

Please find attached at Annex B a guide to using the DSA logo. Please note that if you wish to use our logo, you must contact our Intellectual Property Department and their details are shown at Annex B.

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