

## Size

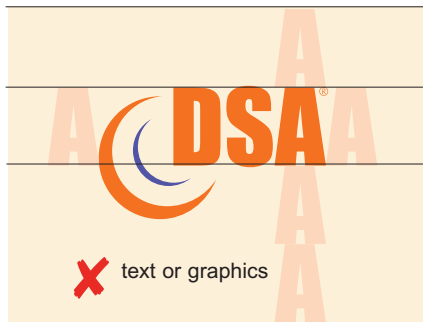
The size of the logo can be changed; the minimum acceptable height is 15mm, whichever logo version is used.



Logos required solely for the purpose of large scale printing are available on request.

## Position

To prevent the logo from being crowded or obscured, there must always be clear space around it.



✓ text or graphics

The required area of clear space is the full height of the letter 'A' on all sides, apart from the bottom which increases to twice the height of the letter 'A'. *You cannot place text inside this area.*

The DSA logo must always be positioned either at the top left or bottom right hand side of a document. This will maintain consistency through all media.

## Font

Headers and sub-headers should be in DAX. Body text should be in Helvetica.

## Colour

The pantone references (spot colours) colours and CMYK (four colour process) values used in the logo are:

**Spot:** Pantone 1665

**Process:** C 0% M 69% Y 100% K 0%

**Spot:** Pantone 2665

**Process:** C 79% M 76% Y 0% K 0%

## Further information

For further information about using the DSA logo in any form, please contact:

### Intellectual Property Department

The Axis Building  
112 Upper Parliament Street  
Nottingham  
NG1 6LP

**Telephone:** 0115 936 6271

**Email:** [crowncopyright@dsa.gsi.gov.uk](mailto:crowncopyright@dsa.gsi.gov.uk)

**DSA reserve the right to withdraw permission to use DSA logos in order to manage our reputation.**



## The Driving Standards Agency Logo

### A simple guide to using our logo

Please read this leaflet before using the artwork supplied.

## Who can use the DSA logo?

The DSA logo may ONLY be used by:

- Individual DSA Approved Driving Instructors
- Driving schools whose instructors are all fully qualified ADIs
- DSA Approved Motorcycle Training Bodies and registered RPMT trainers
- LGV instructors who have successfully qualified onto the DSA Register and hold a current certificate
- LGV Driver Training Centres which have gained DSA accreditation status
- LGV promotional websites which can demonstrate that all training centres and instructors included are accredited or have successfully qualified onto the DSA voluntary register
- Educational Authorities promoting road safety
- Local Government organisations promoting road safety
- Trainers on the DSA ORDIT Register
- Charities and not for profit organisations promoting road safety.

## What material can the DSA logo be used on?

The DSA logo may ONLY be used on:

- Business letter headed paper and compliment slips
- Business adverts in classified directories eg Yellow Pages
- Websites, as a link to [dft.gov.uk/dsa](http://dft.gov.uk/dsa)

The DSA logo may **NOT** be used on:

- Clothing

- Business cards
- Merchandise
- Any form of business advertisement or promotional material
- Vehicles
- Certificates.

## Are there any requirements or restrictions when using the DSA logo?

- The DSA logo must be displayed in the bottom right or top left hand corner of the material or page wherever possible.
- The DSA logo should be accompanied by supporting wording to explain its use. This should state one of the following:
  - DSA approved driving instructor
  - Driving school whose instructors are all fully qualified ADIs
  - LGV instructor qualified onto the DSA register
  - Accredited LGV driver training centre
  - LGV promotional website, which is not an accredited LGV driver training centre, but which represents accredited LGV driver training centres and LGV instructors qualified onto the DSA register
  - DSA approved motorcycle training body
  - DSA registered RPMT trainer
  - Educational authority promoting road safety
  - Local government organisation promoting road safety, or
  - Charity (or not for profit organisation) promoting road safety.
- The DSA logo should not be used to infer that a particular instructor or training establishment is part of DSA.
- The DSA logo should not be accompanied by the word 'Recommended'.

- The DSA logo should not be accompanied by the word 'Approved' when used on its own.
- The DSA logo should not figure more prominently than the user's logo or identity.
- It is the responsibility of the logo user to ensure that all instructors, training centres, etc. be represented by them satisfying the following criteria:
  - All ADIs are qualified
  - All LGV instructors are on the DSA voluntary register
  - All LGV Training Centres are DSA accredited.
- DSA reserves the right to withdraw permission to use DSA logos in order to manage our reputation.

## DSA primary logo

The DSA logo can be reproduced in two or four printed colours. The examples below show the acceptable variations which can be used to accommodate different backgrounds and print runs not using a four colour process. The primary and secondary logos can be used in black, white or pantone 1665 only.



DSA\_Main\_4\_Col



DSA\_Main\_Orange



DSA\_Main\_Black



DSA\_Main\_White

## DSA logos

If an explanation of the logo is required, the following options may be used:



DSA\_DSA\_Safe\_Dri\_4Col



DSA\_DSA\_Safe\_Rid\_4Col

These guidelines apply whether the logo is represented in four-colour or in one of the allowed colour variations.

For information on fonts, colour and position, please see overleaf.