



**Purpose.
Dignity.
Action.**

Logo Usage Guide Version 1.0

The Logo

The logo signature mark should be used whenever possible to represent the brand identity. Please do not attempt to re-create the logo yourself, but instead use approved files in your designs.

The logo variations are meant to be used when the signature mark is not suited for the composition. More detailed direction is given on the following page. Please consult your Creative director or Marketing Director when uncertain on which lock-up to use in certain instances.

Approved Colors

There are 3 approved colors the logo can appear in: blue-purple, black, white. And, there are 7 background colors we strongly recommend the logo appear on: yellow, red, green, cyan, pink, black, and white. Under certain circumstances these colors will not be possible, but if ever in doubt about a color combination please resort to a black or white logo where it appears most readable and legible.

Evry(one)

PDA's goal is to benefit people, humans, and everyone. The icon logo is representative of an ambiguous, androgynous, and genderless face, meant to be reflect and challenge viewers' perception of people.



PDA_SignatureLogo-Color



PDA_SignatureLogo-Black



PDA_SignatureLogo-White



PDA_SignatureLogo-Red



PDA_SignatureLogo-Green



PDA_SignatureLogo-Cyan



PDA_SignatureLogo-Magenta



PDA_Evry-Icon-Color



PDA_Evry-Icon-Red



PDA_Evry-Icon-Green



PDA_Evry-Icon-Cyan



PDA_Evry-Icon-Magenta



PDA_Evry-Icon-Black



PDA_Evry-Icon-White



Logo Responsiveness

The PDA acronym is a legacy asset from the original Public Defender Association name and was maintained when rebranding and renaming to Purpose. Dignity. Action. To support this transfer from old name to the new, logo variants have been created to communicate this transition.

Variations are commonly based on the size of the application or graphic composition to support communication purposes.

For example, a logo variant will appear on a social media profile viewed on a mobile device compared to a desktop.

Minimum Size

The brand identity loses its effectiveness and stature if the logo is too small. Except in special circumstances, the logo assets should never be reproduced at less than 1" WIDE OR TALL, unless designated. (See diagrams)

There are no special rules regarding maximum size. The logo should be large enough to be noticed, but not so large that it overwhelms the focus on the desired message or important elements appearing with the logo.



PDA_Horizontal-Abbreviated-Color



PDA_Horizontal-Abbreviated-Multi



PDA_Horizontal-Abbreviated-Black



PDA_Horizontal-Icon-White



PDA_Horizontal-Icon-Black



PDA_Horizontal-Icon-Black

All logo variations available in all colors (red, green, cyan, magenta).



PDA_Abbreviated-Icon-Color



PDA_Abbreviated-Icon-Multi



PDA_Abbreviated-Icon-White



PDA_Abbreviated-Icon-Red



PDA_Abbreviated-Icon-Green



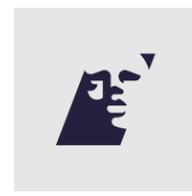
PDA_Abbreviated-Icon-Cyan



PDA_Abbreviated-Icon-Magenta



1"



0.5"



1"



1"



0.25"

If the identity needs to be smaller than the defined minimum size, then use the following.



PDA_Responsive-Icon

Special Use Logos

Impact Logo

Based on its nature, the Impact logo functions the way it was named. It should be used sparingly and is recommended for things that need a bit more oomph.



PDA_Impact-Logo-Color



PDA_Impact-Logo-Black



PDA_Impact-Logo-White



PDA_Impact-Logo-Red



PDA_Impact-Logo-Green

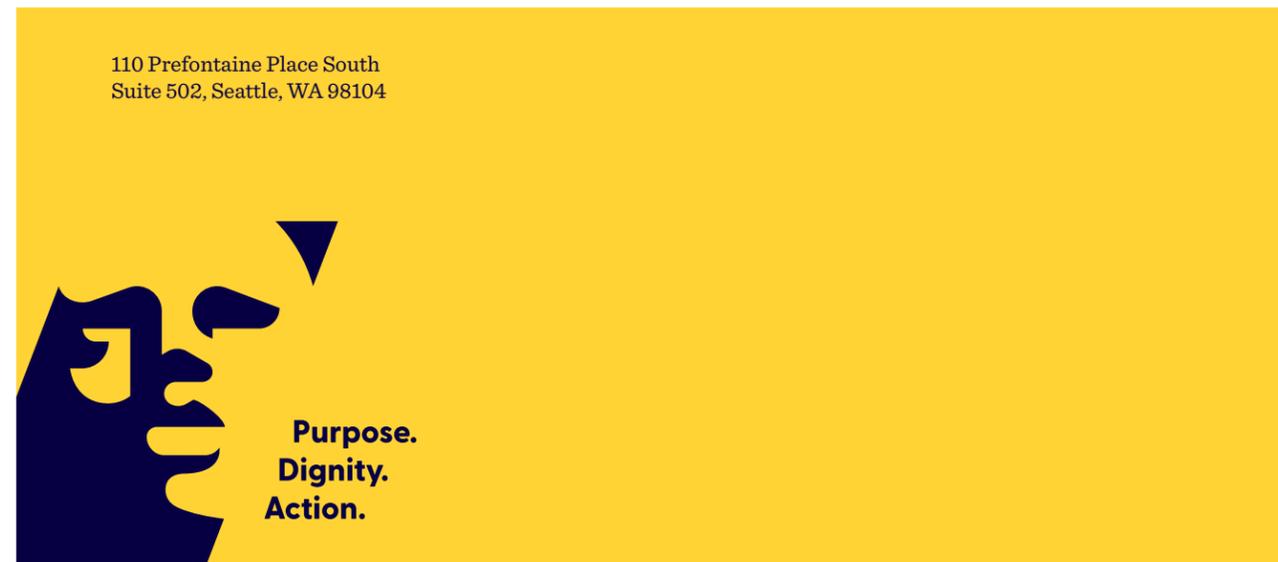


PDA_Impact-Logo-Cyan



PDA_Impact-Logo-Magenta

Impact Logo use example.
Please avoid cutting off
the face and the wordmark
when using.



Special Use Logos

Endorsement Logos

Purpose. Dignity. Action. (PDA) creates, co-creates, and collaborates with organizations and institutions from a wide range of communities resulting in a growing body of programs and work. In situations where PDA is not the primary brand being presented, these endorsement logos are provided to acknowledge the contribution and unique work that PDA has in the community.



PDA_Empowered-Signature-Logo-Black



PDA_Empowered-Signature-Logo-White

Supported by **PDA**

PDA_Empowered-Abbreviation-Icon-Black

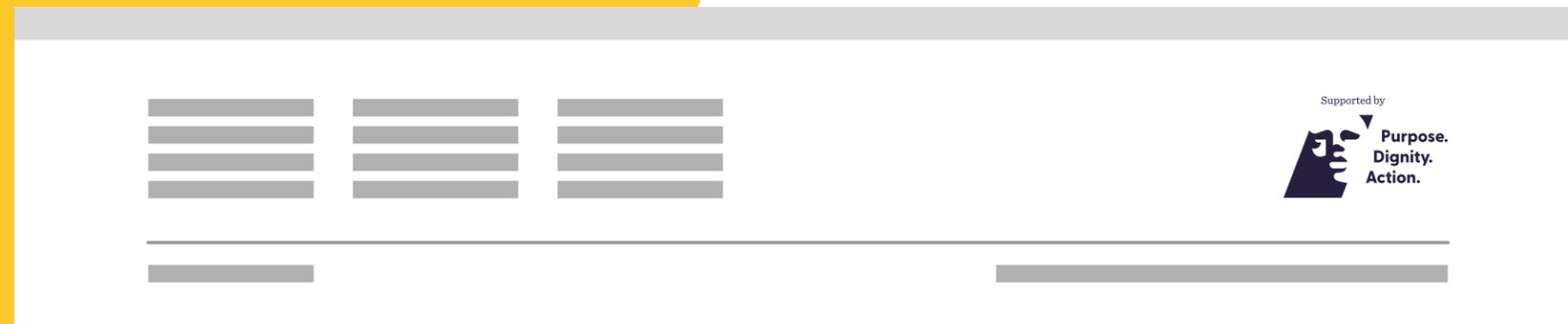


PDA_Empowered-Abbreviation-Icon-White

Co-branding Logo Configurations



Collaborator Website Footer Scheme



Apparel Co-branding Scheme



Clear Space

For the greatest impact, the identity and its assets need room to breathe. Other visual elements (text, graphics) should not be placed too close to the logo or tagline. Maintain a clear space around all parts of the logo that is equal to the width of the space between the icon logo and the wordmark. (See diagram)

The Exceptions

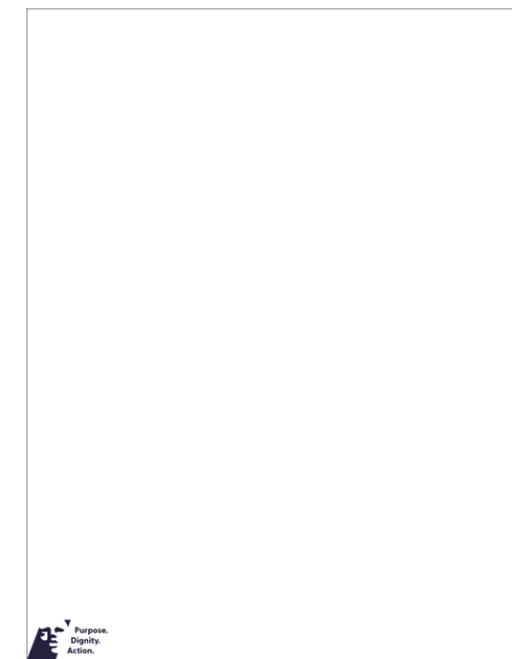
The Purpose. Dignity. Action. signature logo has the ability in certain instances forego its defined clear space. When using the logo in this manner only two sides of the logo can and must be flush with another clean edge.

1. Exception A - "Nestled": Left and bottom edges
2. Exception B - "Sandwiched": Top and bottom edges

Clear Space



Clear Space Exception



Exception A Example - Letterhead



Exception B Example - Website Header Navigation



Do's & Donts

Recognizability is a priority for any brand identity. To create a strong, consistent presence for Purpose. Dignity. Action., use the approved identity assets shown in this guide (pp. 3-6 - The Logo). The primary goal of a brand identity is to be identifiable and memorable, which comes from maintaining consistency. The more a visual identity varies, the more difficult it is to remember.

Avoid these mistakes which create inconsistencies and weaken the impact and readability of the visual identity:

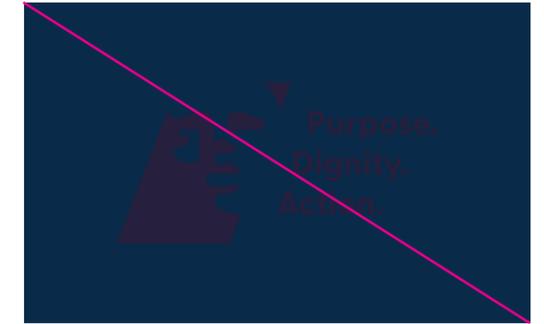
1. Don't alter the proportions of any element.
2. Don't rearrange the elements of the logo
3. Don't change colors.
4. Don't let the identity get lost in the background. Using the background that is too close in color or tonality to the symbol may not be flattering and will weaken the PDA image. Where possible, use the logo on white. For colored backgrounds, use the white version of the logo when there is enough contrast to support readability.



DO NOT condense, stretch, distort the logo or any of elements



DO NOT rearrange any of elements or create unapproved lock-ups



DO NOT place logo on similar colored background or unapproved colors



DO NOT rotate the logo



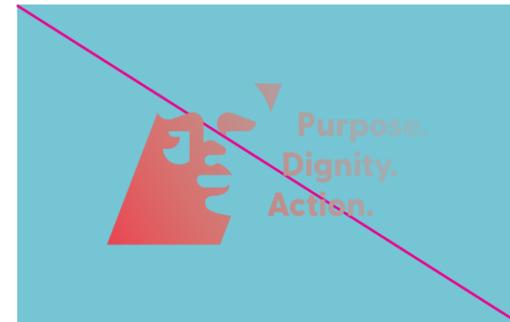
DO NOT fill the logo in an unapproved color



DO NOT place logo on disruptive background



DO NOT stroke the logo



DO NOT fill the logo with a gradient



DO NOT place logo in a box or container

