Section 01
Primary brand elements

Logo
00 Logo versions
00 Minimum size & clear space
00 Usage principles

Colour
00 Usage principles
00 Our palette

Section 02
Brand elements

Logo
00 Logo versions
00 Minimum size & clear space
00 Usage principles

Colour
00 Usage principles
00 Our palette

Section 03
Primary brand elements

Logo
00 Logo versions
00 Minimum size & clear space
00 Usage principles

Colour
00 Usage principles
00 Our palette
Identity

Section 01

Primary brand elements

Section 01

Identity

Logo
00 Logo versions
00 Minimum size & clear space
00 Usage principles

Colour
00 Usage principles
00 Our palette

Typography
00 Our typefaces
Our Logo
The Global signifier of our brand.

The artwork of our logo has been carefully created to work in as varied and versatile a way as possible. It should never be altered in any way, and you should be careful to place it in such a way as to maximise its style and presence.
We have three versions of the Diyanet Center Of America logo for use in different instances. On light, dark and coloured backgrounds.
Clearspace

The clearspace around our logo is calculated from the d-width. We call this the d-width.

Logo Clearspace & Minimum Size

Our logo is our calling card. We have a series of guardrails in place to maintain its integrity.

In order to preserve the impact and legibility of the DCA Active logo you should always ensure that it has enough space to breathe, and be careful that it doesn’t appear too small.

Minimum Size

Small use identity Minimum size 30 mm
How not to Use our logo

The artwork of our logo has been carefully created to work in as varied and versatile a way as possible. It should never be altered in any way, and you should be careful to place it in such a way as to maximise its style and presence.

- Do not crop the logo
- Do not combine logo elements
- Do not rotate the logo
- Do not use any other colours in the logo
- Do not stretch or distort the logo
- Do not add effects to the logo
- Do not place over conflicting colours
- Do not place over a busy image
We have three key colours in the Diyanet Center Of America visual identity. Each colour is supported by secondary and tertiary shades and a light and dark grey.

Brand level communication should use Blue as primary colour. It can be supported by our secondary palette in select instances. Try never to use too many colours in the same application. As a rule it is better to use more shades from a single colour to create depth and distinction, rather than using more than one colour.

Please use the colour values (codes) DO NOT Colour pick to obtain colour.
Our Typefaces

Diyanet Center Of America uses two distinct typefaces to deliver information. This enhances the perception of credibility and hierarchy.

Minion Pro
This typeface is thoroughly modern, elegant and highly legible.
Diyanet Center Of America uses two distinct typfaces to deliver information. This enhances the perception of credibility and hierarchy.

**Corporate A**
This typeface is thoroughly modern, elegant and highly legible.

Our Typefaces

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Print Materials

Section 02

Primary brand elements

Section 02
Print Materials

Logo
00 Logo versions
00 Minimum size & clear space
00 Usage principles

Colour
00 Usage principles
00 Our palette

Typography
00 Our typefaces