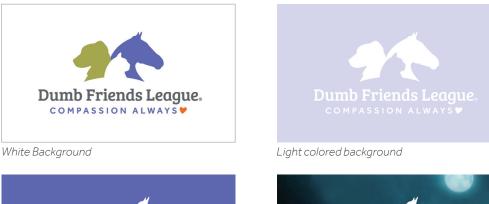
BACKGROUND USAGE

The full-color and black versions of the Dumb Friends League logo should be used on light backgrounds only. The white version of our logo should be used on backgrounds that allow contrast. It's important when using these versions that there is enough contrast between the logo and background so that the logo is completely legible.

Recommended Backgrounds





Light colored background

COMPASSION ALWAYS

Photo background with non-busy area

Solid color background

Prohibited Backgrounds

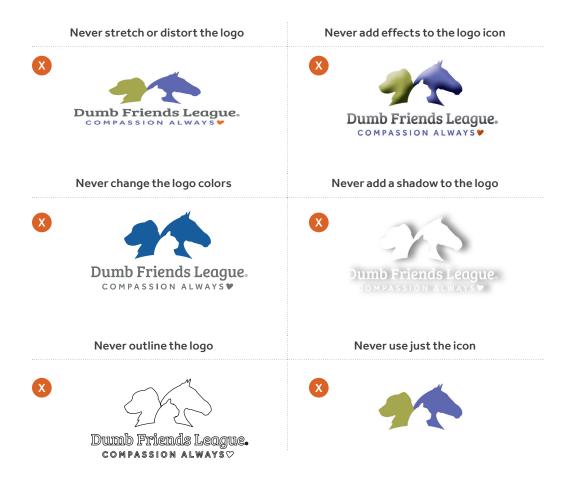


Low contrast



Busy background

To ensure the consistency and professionalism of our identity, the Dumb Friends League logo must never be altered, improperly reproduced or used inappropriately. Please help us maintain the proper usage of our logo by adhering to these standards. Below is a list of prohibited reproductions of the Dumb Friends League logo.



BRAND COLORS

Below are the breakdowns for the primary colors used in the Dumb Friends League brand. These color values ensure consistent representation of the brand in all print and electronic applications.

Primary colors	4C Process Coated	4C Process Uncoated	RGB
DFL Olive	33/10/83/21	31/0/100/18	164/167/79
DFL Periwinkle	79/71/0/0	79/71/0/0	94/104/176
DFLOrange	0/70/100/2	0/47/93/5	243/116/51
DFL Dark Grey	52/41/38/20	48/35/32/28	114/113/113

CMYK/RGB Color Breakdown

4-Color Pantone Colors (limited use — embroidery/silkscreen)



PMS 1595 C PMS 152 U PMS 424 C PMS 425 U

