

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



White Background



Light colored background



Solid color background



Photo background with non-busy area

Prohibited Backgrounds



Low contrast



Busy background

INCORRECT LOGO USAGE

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.

Never stretch or distort the logo



Never add effects to the logo icon



Never change the logo colors



Never add a shadow to the logo



Never outline the logo







Never use just the icon




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.

CMYK/RGB Color Breakdown

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
DFL Orange 	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

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



The logo features two dog silhouettes, one olive and one periwinkle, facing each other. Below them is the text "Dumb Friends League" and "COMPASSION ALWAYS" with a small red heart icon.

Color callouts for the logo elements:

- Olive dog silhouette: PMS 7495 C
- Periwinkle dog silhouette: PMS 2116 C
- Text "Dumb Friends League": PMS 424 C
- Text "COMPASSION ALWAYS": PMS 1595 C
- Red heart icon: PMS 2116 C

Additional color swatches and their Pantone codes:

- Olive: PMS 7495 C, PMS 2305 U
- Periwinkle: PMS 2116 C, PMS 2117U
- Orange: PMS 1595 C, PMS 152 U
- Dark Grey: PMS 424 C, PMS 425 U