

3.1 Logo Unit



Development Alternatives

The DA logo consists of a stylised star and the DA name.

The stylised star represents:

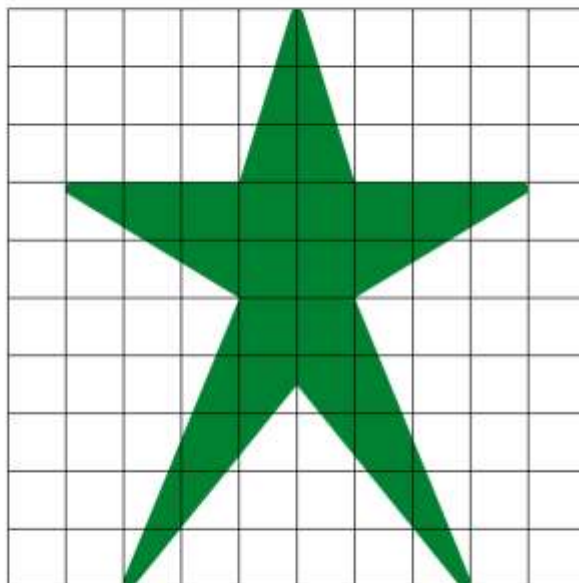
- A human figure reaching out
- A leading organisation in its field



The rounded edges of the DA star denote it is the 'human face' of development

The green colour of the DA star denotes ergo, development and environment.

The gray colour of the DA name denotes solidity and practical approach.



This is how the logo unit and the star are structured on an underlying grid.

3.1a Logo Unit for Co-branding

The new format of the DA Logo will be highly effective in terms of greater impact and visibility, specially when used in tandem as co-branded communication.

