



Thank You for choosing to apply the **DROPS** logo to your company communication materials.

DROPS Logo : Application Guidance **MEMBER COMPANIES ONLY**

On request via the Global **DROPS** Secretary, Member Companies may apply the **DROPS** logo to their own corporate presentation and marketing media to communicate membership or association with **DROPS**.

On approval of use, each Member Company must adhere to the application guidance presented on this page. Under no circumstances may the **DROPS** logo be used in any other form.

COLOUR PALETTE



Blue 5425
Black (and full range of tints)

COLOUR LOGO



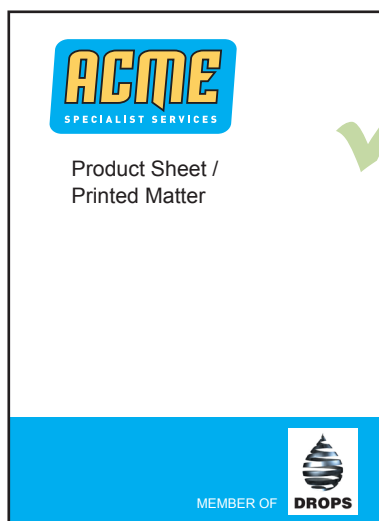
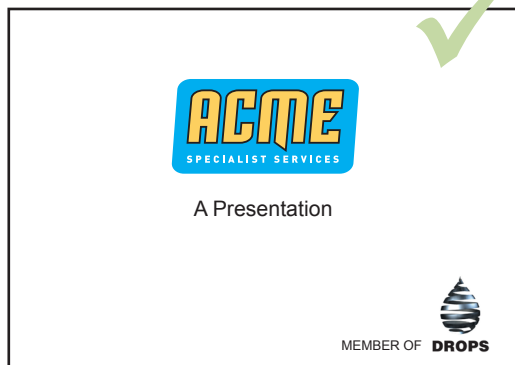
FONT FAMILY

Arial Regular / **Bold**
Arial Black

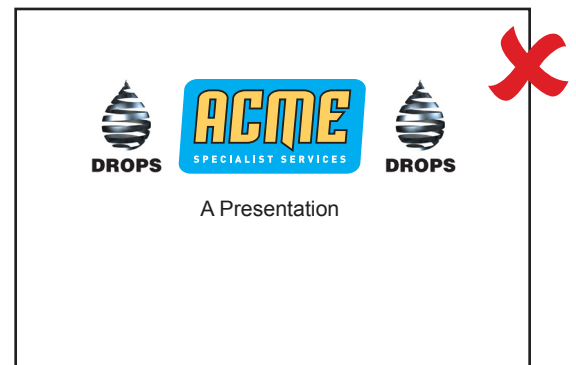
Basic Rules

- Under no circumstances may the DROPS logo / name / brand be used to endorse any product or service.
- Under no circumstances may the DROPS logo / name / brand appear directly alongside other company logos and brands as this may suggest an endorsement.
- The DROPS logo should be applied to a white background, or set within a white panel on coloured / black backgrounds. For mono uses, the Vector Logo artwork should be used (see DROPS Logo Files).
- When using the logo on the web, reciprocal links to www.dropsonline.org should be incorporated.

Acceptable Use



NOT Acceptable



- Logo files are provided in colour JPEG format and Vector (AI legacy) format.
- The DROPS logo should never appear larger than 20mm in height.
- No other DROPS materials may be used for corporate marketing or commercial purposes without prior written permission from the DROPS Global Steering Committee. All other enquiries or requests must be made in writing to admin@dropsonline.org.