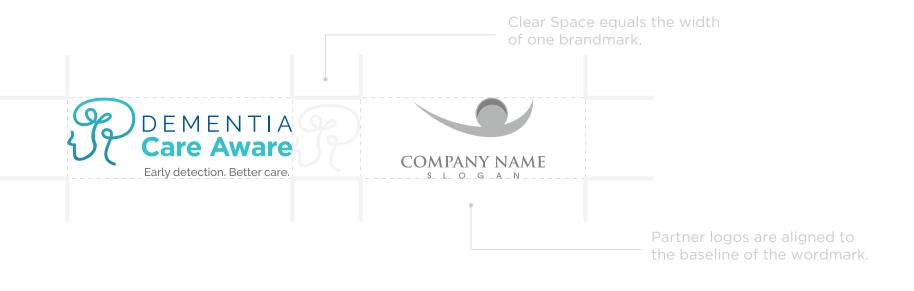# DCA Co-branding

When using the DCA logo alongside a partner's logo, the following lockup should be used for optimal space and alignment between brands. The spacing between logos is equal to the size of the DCA brandmark, while partner logos should be aligned to the optical baseline of the DCA wordmark.

Clear Space equals the width of one brandmark.

Partner logos are aligned to the baseline of the wordmark.

Co-branding

DCA partners with various organizations. When co-branding with DCA, partner brands will follow these guidelines, regardless of brand dominance.
These guidelines should be used in addition to all requirements for using the DCA logo.

Clear Space equals the height of one brandmark.

Co-branding

Do

Use default logo against white background when possible.

Use logos in a horizontal position when possible.

Make partners logos fit the grid.

Separate the logos by the size of one brandmark.

Vertically and horizontally middle-align logos for the best balance.

Don't

Don't lock logos without explicit permission from DCA.

Don't combine full-color and black & white logo versions.

Don't add vertical or diagonal separators.

Don't add ampersands or underscores to logos.

Do not use DCA in any advertising without explicit approval.

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Multi-brand logo lockup

When connecting more than two logos a grid must be used. The DCA logo's width and height defines the area that partner logos should fit in. These spaces for partner logos alongside the previously established clear space (using our benchmark) make up the grid for both horizontal and vertical placement. Middle-alignment between logos should be used both vertically and horizontally.
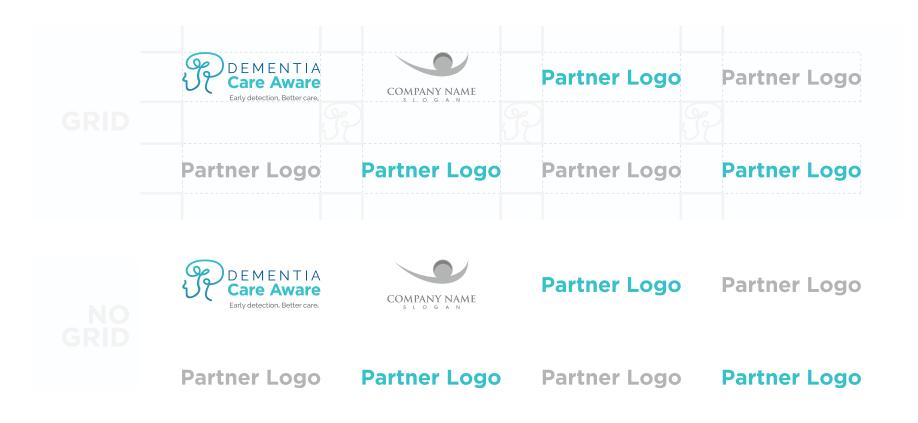
Horizontal

Co-branding

Vertical

When space is constrained, multiple logos are locked in a grid format.

GRID

DEMENTIA **Care Aware**
Early detection. Better care.

COMPANY NAME
S L O G A N

Partner Logo   Partner Logo

Partner Logo   **Partner Logo**   Partner Logo   **Partner Logo**

NO GRID

DEMENTIA **Care Aware**
Early detection. Better care.

COMPANY NAME
S L O G A N

Partner Logo   Partner Logo

Partner Logo   **Partner Logo**   Partner Logo   **Partner Logo**

DEMENTIA **Care Aware**

DCA UCSF Co-branding

The DCA program is an initiave led by the University of California, San Francisco, and as such there will be situations where both logos need to appear. The following format is a lockup that needs to be applied when using both brands.

Divider use is reserved specifically for the lockup between the DCA logo and the UCSF logo

Clear Space equals the width of one brandmark.

Partner logos are aligned to the lowest point in the University lockup.

Partner logo maximum width should not exceed the DCA logo excluding the UCSF elements.