



**Driving
Standards
Agency**

DSA corporate logo artwork guide

Including:

Driver CPC
Enhanced rider scheme
RPMT
Pass Plus

Details about the Driving Standards Agency (DSA) corporate logo

The DSA logo:

- is available in 3 versions – “digital”, “small”, “detailed”
- can be used in black, white, or black with the colour bar using pantone 3298, only
- files are offered as PNG or EPS file types, and are also available for use with Apple Macs on request

Position

To prevent the logo from being crowded or obscured, there must always be clear space around it. This minimum space is “a distance equivalent to the width of the Royal Coat of Arms around the identity” (e.g. ‘x’ below):

You cannot place text inside this area. The DSA logo must always be positioned either at the top left or bottom right hand side of a document or webpage. This will maintain consistency through all media.



Please read the [detailed guide](#).

Examples of DSA corporate logo types offered (.png files): Please read the detailed guide.



DSA_3298_DIGI_AW Size = 100%
(‘digital’ type, for digital use only (but not emails))



DSA_3298_SML_AW Size = 50%
(‘small’ type, for print or digital use)



DSA_BLK_SML_AW Size = 50%
(‘small’ type, for print or digital use)



DSA_WHITE_SML_AW Size = 50%
(‘small’ type, for print or digital use – here on a grey background)



Driving
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DSA_3298_AW Size = 50%
(‘detailed’ type, for print use)



Driving
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DSA_BLK_AW Size = 50%
(‘detailed’ type, for print use)



Driving
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DSA_WHITE_AW Size = 50%
(‘detailed’ type, for print use – here on a grey background)

Please read the [detailed guide](#).

Logos required solely for the purpose of large scale printing (typically from our ‘detailed’ category) can be supplied on request.

Font

Headers and sub-headers should be in DAX. Body text should be in Helvetica. Driving Standards Agency should be written in full.

DSA reserve the right to withdraw permission to use DSA logos in order to manage our reputation.

Driver CPC logo guide

Driver CPC logos are available in 2 types – with and without a strapline in colour or grey.

Logo with strapline for approved centres

The Driver CPC with this strapline can ONLY be used by approved training centres.

Please read the [detailed guide](#).



Logo with strapline for approved consortiums

The Driver CPC with this strapline can ONLY be used by approved consortiums and its members.

Please read the [detailed guide](#).



Logo without strapline

The Driver CPC logo without the strapline can be used by stakeholders, local government promoting road safety and LGV/PCV promotional websites.

Please read the [detailed guide](#).



DSA reserve the right to withdraw permission to use Driver CPC logos in order to manage our reputation.

Enhanced rider scheme and RPMT logo guide

These logos should never be re-drawn, stretched, tinted, rotated, or sheared in any way. They should only be used complete and no part should be separated. The pantone reference colour is 254 and CMYK values used in the logos are 38-88-0-8.

Enhanced rider scheme logos



Please read the [detailed guide](#).

Register of post-test motorcycle trainers logos



Please read the [detailed guide](#).

DSA reserve the right to withdraw permission to use Enhanced rider scheme and RPMT logos in order to manage our reputation.

Pass Plus logo guide

This logo should never be re-drawn, stretched, tinted, rotated, or sheared in any way. It should only be used complete and no part should be separated.

The blue CMYK values used in the logos are 100-72-0-6.

The black CMYK values are 0.0.0.100



Please read the [detailed guide](#).

DSA reserve the right to withdraw permission to use Pass Plus logo in order to manage our reputation.