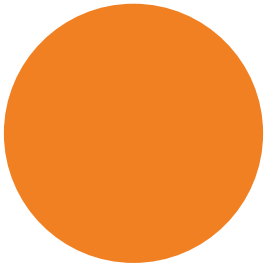


DCA Branding Guidelines

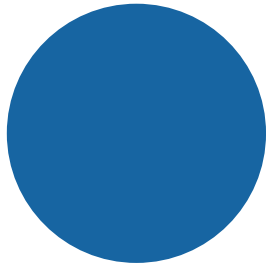
September 2014

Page 1: Previous Foundation Palette

DCA Foundation Colors



Orange
C0, M62, Y97, K0
R255, G109, B34



Blue
C100, M52, Y2, K12
R0, G84, B159

DCA Logo



**Department of
Consumer Affairs**

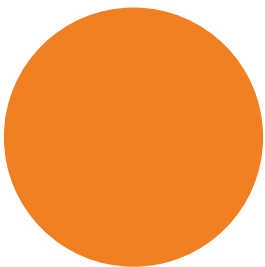
Orange
at 100R%

Orange
at 80%

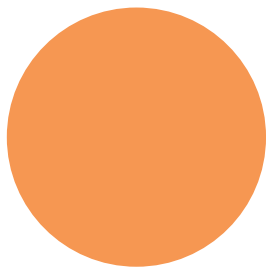
Orange
at 55%

Blue
at 100%

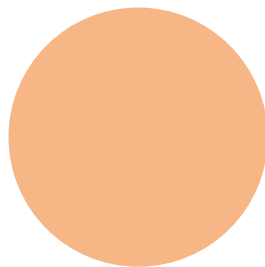
DCA Expanded Orange Formulas



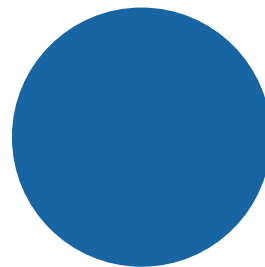
Orange
C0, M62, Y97, K0
R255, G109, B34



Orange 2
C0, M48, Y75, K0
R247, G152, B82



Orange 3
C0, M62, Y97, K0
R250, G184, B137



Blue
C100, M52, Y2, K12
R0, G84, B159

DCA Branding Guidelines

September 2014

Page 2: New Expanded Palette

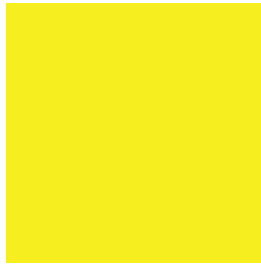
Colors and Codes



Flamenco
C0, M33, Y97, K0
R249, G157, B39



Tangerine
C0, M15, Y98, K0
R252, G203, B17



Daffodil
C4, M0, Y94, K0
R252, G238, B30



Sunset
C0, M10, Y50, K0
R255, G226, B147



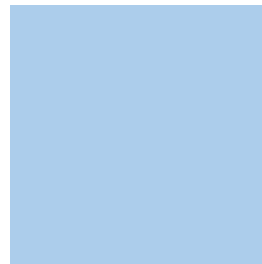
Bay Blue
C100, M80, Y0, K25
R1, G59, B130



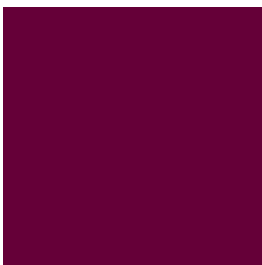
Dodger
C90, M60, Y0, K0
R18, G104, B179



Capri
C95, M5, Y0, K0
R0, G169, B233



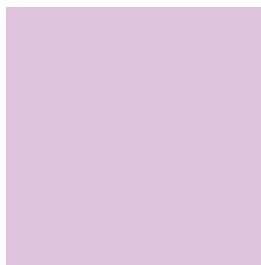
Spindle
C30, M10, Y0, K0
R173, G205, B236



Barossa
C20, M100, Y22, K61
R101, G0, B56



Mulberry
C24, M86, Y4, K28
R148, G52, B115



Thistle
C10, M40, Y3, K3
R214, G160, B191



Cerise
C10, M40, Y3, K3
R214, G160, B191

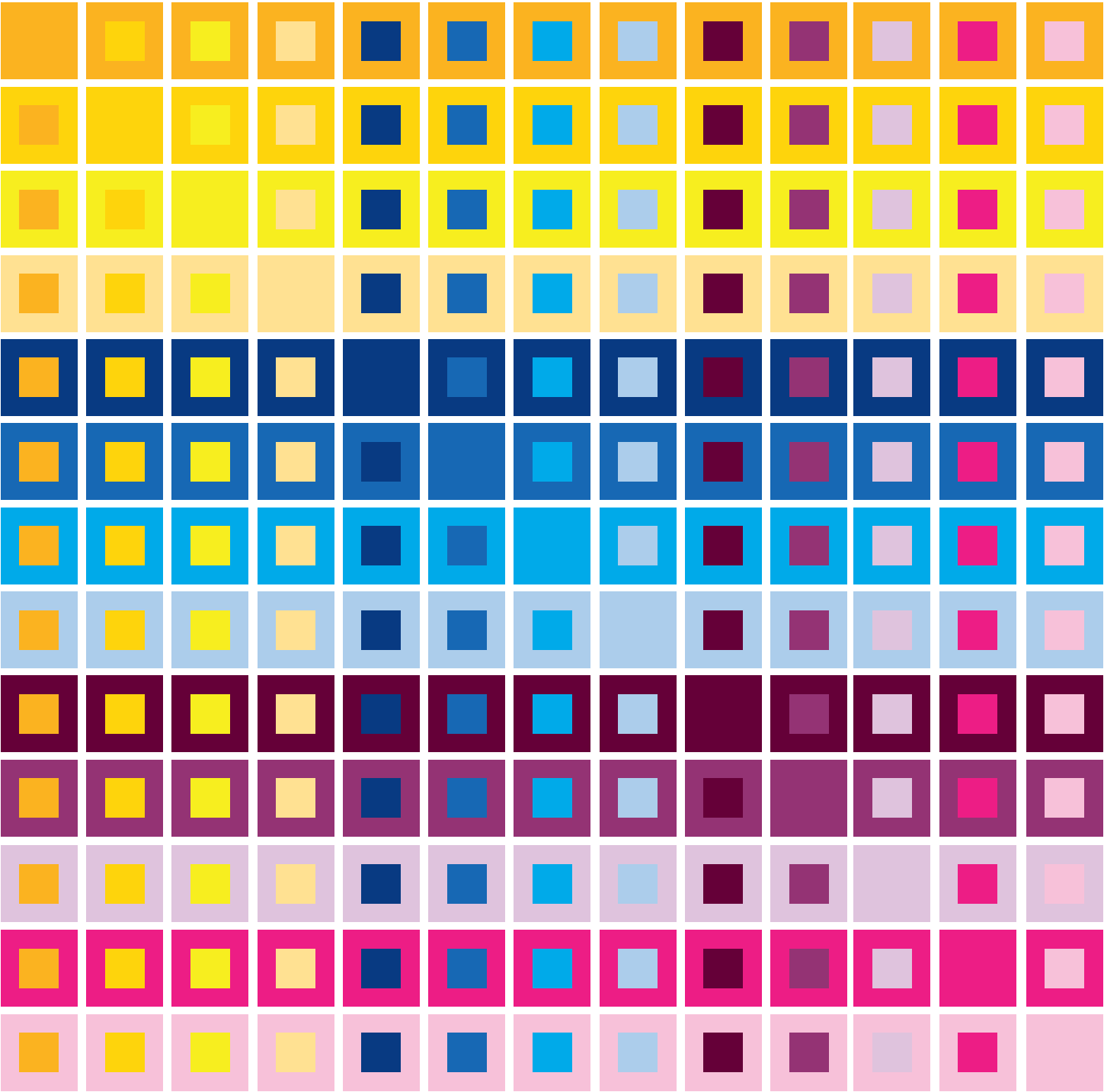


Dusty Rose
C10, M40, Y3, K3
R214, G160, B191

Color Pairs and Triads



Color Overlap Variations



DCA Logo in Editable Text Format

NYC

Consumer
Affairs

NYC

Consumer
Affairs

NYC

Consumer
Affairs

Bill de Blasio
Mayor

Julie Menin
Commissioner

NYC

Department of
Consumer Affairs

Bill de Blasio
Mayor

Julie Menin
Commissioner

Department for
the Aging

Donna M. Corrado, PhD
Commissioner

Department for
????

????
Commissioner

DCA OFE Logo in Editable Text Format

NYC

Consumer Affairs
Office of Financial
Empowerment

NYC

Consumer Affairs
Office of Financial
Empowerment

NYC

Consumer Affairs
Office of Financial
Empowerment

Bill de Blasio
Mayor

Julie Menin
Commissioner

NYC

Consumer Affairs
Office of Financial
Empowerment

Bill de Blasio
Mayor

Julie Menin
Commissioner

Department for
the Aging

Donna M. Corrado, PhD
Commissioner

Department for
?????

????
Commissioner

“Standard Color”
For use on white BG only



“Stacked Color”
For use on white BG only



“Standard Black”
For use on white or light BG



“Stacked Black”
For use on white or light BG



“Standard White”
For use on black or dark BG



“Stacked White”
For use on black or dark BG



“Locked Black”
For use on white or light BG where
Commissioner or Mayor’s name is requested



“Locked White”
For use on black or dark BG where
Commissioner or Mayor’s name is requested



“Locked Black Extended”*
For use on white or light BG where
Commissioner or Mayor’s name is requested with multi-agency collaboration.
*Note this is a customizable logo array and reacts to backgrounds like the locked versions above do:
black on white or light BG and white on black or dark BG.



“Standard OFE Color”
For use on white BG only



“Stacked OFE Color”
For use on white BG only



“Standard OFE Black”
For use on white or light BG



“Stacked OFE Black”
For use on white or light BG



“Standard OFE White”
For use on black or dark BG



“Stacked OFE White”
For use on black or dark BG



“Locked OFE Black”
For use on white or light BG where
Commissioner or Mayor’s name is requested



“Locked OFE White”
For use on black or dark BG where
Commissioner or Mayor’s name is requested



“Locked OFE Black Extended”*
For use on white or light BG where
Commissioner or Mayor’s name is requested with multi-agency collaboration.
*Note this is a customizable logo array and reacts to backgrounds like the locked versions above do:
black on white or light BG and white on black or dark BG.

