DATIA Logo Usage Guidelines

(Note: *These guidelines are a work in progress & will be updated as additional details are available.)*

Who Can Use the DATIA Logo?

Only members in good standing can use DATIA's logo. Should you not renew by Sept. 1 each year, you *MUST* immediately remove the logo from all printed and electronic marketing materials including your website. DATIA's logo and name are registered trademarks solely of DATIA, and allowing members in good standing to use the logo in accordance with these guidelines in no way transfers to or implies any ownership by the user.

Who Can Use the DATIA ACF and/or NAADATP Logos?

Only collection facilities that have successfully completed the accreditation process to become a current DATIA Accredited Collection Facility (ACF) or a company that has successfully the process to become currently Nationally Accredited for Administration of Drug and Alcohol Testing Programs by DATIA can use the ACF and/or NAADATP logos respectively. Should your company not renew your accreditation by June 1 each year, you *MUST* immediately remove the logo from all printed and electronic marketing materials including your website. The ACF and NAADAPT logos are registered trademarks solely of DATIA, and allowing qualified members to use the logo in accordance with these guidelines in no way transfers to or implies any ownership by the user.

The ACF and/or NAADATP logos can only be used for the site that holds the respective accreditation.

How can DATIA's logos be used?

The logo may be used in a professional manner on the user's business cards, stationery, literature, advertisements, or web site. Notwithstanding the foregoing, the logo may NOT be used in any of the following ways:

on any product;
in any manner that, in the sole discretion of DATIA discredits DATIA or tarnishes its reputation and goodwill;
is false or misleading;
violates the rights of others;
violates any law, regulations, or other public policy;
mischaracterizes the relationship between DATIA and the user, including but not limited to any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship, or certification by DATIA of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services.

High Resolution Logos

We can provide our members access to our high-resolution logo in various formats including .tiff, .jpg and .eps formats. These are web-ready and ensure the highest quality document. Please only use these formats for your website, business cards and all other marketing materials.

Rules for Using the Logos

Use only the approved digital artwork that DATIA provides to its members. Never re-typeset the logo.
Never reproduce the logo in colors other than the approved PMS colors – black and reflex blue.
Never outline the logo.
Never distort the logo. Always scale it proportionately.
Never place any graphic devices around the logo (such as a holding box) that could be interpreted as part of the logo.
When placing anywhere, place the phrase "Member of" before, under or next to the DATIA logo
When using the logo online, always include a hyperlink to www.datia.org.
Never place the logo on a color background without sufficient contrast.
Never place the positive version of the logo on a dark background.
Never place the logo on a cluttered background. Make sure that the background ensures good legibility. The preferred background color for the full-color logo is white.

Official Logo Colors
Reflex blue and black

Contact
It's important that we have your assistance in keeping DATIA's brand consistent. Please reach out to us at 800- 355-1257 or info@datia.org and let us know in which format you'd like to receive the logo. Logos will only be sent once current membership and/or accreditation has been verified.