



D.R.E.A.M. Logo Guidelines

Diabetes Research & Education Advocates of Michigan (D.R.E.A.M.) is proud of our logo and considers it to be a direct reflection of our organization. Accordingly, we ask that you follow these guidelines with respect to D.R.E.A.M.'s logo. Please do not use D.R.E.A.M.'s logo unless you are specifically authorized or given consent for usage. If you have any questions or need additional information, please contact our Marketing Manager, Kristi Domke, at 734-71-DREAM or kdomke@dreamforacure.com.

D.R.E.A.M.'s logo can only be used in specific situations and may require written approval.

D.R.E.A.M.'s logo is fixed in terms of appearance. D.R.E.A.M.'s logo must be displayed in colors CMYK: #293e6b (C: 94, M: 82, Y 32, K 19) PMS: 534C and font "Trajan Pro". Any other variation requires written approval. D.R.E.A.M.'s logo must never be reconstructed, redrawn or modified and must always be reproduced from a master original which can be obtained directly from D.R.E.A.M.

You may not display D.R.E.A.M.'s logo in any manner that would suggest your product or service is a product or service of D.R.E.A.M. or that your organization or business is endorsed by D.R.E.A.M. unless you have authorization to do so.

If used in conjunction with a product, business or organization, your product name or company logo must be prominently displayed and in no instances, can D.R.E.A.M.'s logo be larger or more visible than your trade name or product name.

Upon authorization from D.R.E.A.M., D.R.E.A.M.'s logo can be used on your website when you are linking or referring to D.R.E.A.M.

In any online or print material, you may not use other words in conjunction with D.R.E.A.M.'s logo including, but not limited to, sponsor, partner or vendor without authorization from D.R.E.A.M.

You may request permission to use D.R.E.A.M.'s logo on letterhead, brochures, event programs and other promotional literature, however you must acquire approval from D.R.E.A.M. to do so.

If you are interested in using D.R.E.A.M.'s logo, you must complete the following form and mail or email it to D.R.E.A.M.

Company/Organization Name: _____

Contact Person: Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I am requesting use of D.R.E.A.M.'s logo. I have read and understand the above guidelines for using D.R.E.A.M.'s logo. I understand that I must receive authorization from D.R.E.A.M. to use D.R.E.A.M.'s logo in any online or print materials.

Signature: _____ Date: _____

Authorized by: _____ Date: _____