

# DTDA – Design Manual

## 1. Name

Master abbreviation (always): **DTDA**

Danish name: **DTDA – Fagbevægelsens Udviklings samarbejde**

English name: **DTDA – Danish Trade Union Development Agency**

The new logo for DTDA – Danish Trade Union Development Agency / Fagbevægelsens Udviklings samarbejde reflects both the organisation's roots in the trade union movement and its role in international development cooperation. It builds on the abbreviation DTDA, already recognised internationally, combined with the Danish description to ensure clarity in both national and global contexts.

The red colour represents the historic identity of the labour movement. For more than a century, red has symbolised solidarity, collective organisation and the struggle for workers' rights. It reflects the shared values and traditions of trade unions in Denmark and globally, and signals DTDA's close connection to this movement.

The green colour highlights the growing importance of just transition. Trade unions increasingly work to ensure that the shift to greener economies happens in a fair and inclusive way.

Together, the colours link tradition and transformation and align with those used by the Danish trade union confederation FH.

## 2. Logo

The DTDA logo is the organisation's primary visual identity and must always be used in its official versions.

### Logo 1 – primary logo

This is the primary logo which should be the first choice.



### logo 2 – secondary logo

Use this only if the primary logo cannot be used or if it is used together with partner logo where the text is below the symbol.



### 3. Logo versions

**Approved logo versions** (find them in the logo package)

- DTDA Logo 1 – Positive (red/green symbol – black text)
- DTDA Logo 1 – Negative (red/green symbol – white text)
- DTDA Logo 1 – Black
- DTDA Logo 1 – White
  
- DTDA Logo 2 – Positive (red/green symbol – black text)
- DTDA Logo 2 – Negative (red/green symbol – white text)
- DTDA Logo 2 – Black
- DTDA Logo 2 – White
  
- DTDA Symbol Positive
- DTDA Symbol Black
- DTDA Symbol White

Use Logo 1 Positive (or negative) as first choice. If not possible, use Logo 2 Positive (or Negative) as alternative.

Use only Black or White if the background is “busy”, for instance on top of photos.

Use only Symbol for avatars, fav-symbol basis, social profile, small sizes.

#### Rule of thumb

- If text readability is at risk (photos, gradient, patterns) use Black or White
- Use the Symbol only when the full name is too small to read

**NB: The logo must not be altered, redrawn, or modified with effect or in any other way. The text is part of the logo.**

### 4. Minimum size

Digital (recommended minimum widths):

- Logo 1 (with name line): 225 px wide minimum (275 px recommended)
- Logo 2 (with name below): 100 px wide minimum (130 px recommended)
- Symbol: 24 px minimum (UI symbol), 48 px recommended (social/avatar)

Print (recommended minimum widths):

- Logo 1 (with name line): 30 mm wide minimum (35 mm recommended)
- Logo 2 (with name below): 60 mm wide minimum (70 mm recommended)
- Symbol: 8 mm minimum (12 mm recommended)

If in doubt: print a test at 100% and confirm “Fagbevægelsens Udviklings samarbejde / Danish Trade Union Development Agency” is readable at arm’s length.

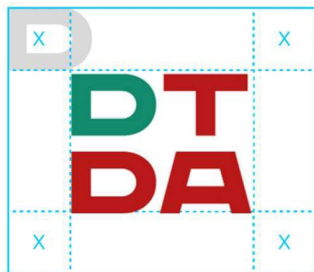
## 5. Examples of use

[more examples to come....]



## 6. Logo clear space

The logo must have clear space around to stand out from other elements. When you use the logo, you must observe a clear space around it corresponding to the size of the D in the Symbol.



## 7. Colour palette

The logo consists of the following colours.



### Green

HEX #00886c  
RGB 0, 136, 108  
CMYK 100, 0, 65, 15



### Red

HEX #b71918  
RGB 183, 25, 24  
CMYK 20, 100, 100, 10



### Black

HEX #000000  
RGB 0, 0, 0  
CMYK 0, 0, 0, 100



### Grey

HEX #9d9d9d  
RGB 157, 157, 157  
CMYK 40, 31, 31, 10

### White

HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

## 8. Incorrect use (hard rules)

### Do not:

- Recolor the logo outside approved versions
- Stretch/squash (always scale proportionally)
- Rotate, skew, add shadows, outlines, or gradients
- Re-typeset "Fagbevægelsens Udviklings samarbejde / Danish Trade Union Development Agency" in another font
- Rearrange the internal DTDA letter grid

## 9. Typography

DTDA uses Poppins as the primary font across all platforms. Use Bold or SemiBold for headings, Medium for subheadings, and Regular for body text. Maintain clear hierarchy and sufficient spacing to ensure readability in both digital and print materials.

Poppins is a font that is widely available. If you don't have it on your computer, find the font for installation in the logo package.

### Primary font

- Poppins

### Used for:

- body text
- websites
- reports
- presentations

### Recommended weights

- Font size: 10pt for body text, 12pt - 14pt for headings.
- Headings: Poppins SemiBold / Bold
- Body text: Poppins Regular
- Subheadings: Poppins Medium

### Secondary font

- Calibri
- Font size: 11pt or 12pt for body text, 13pt - 15pt for headings.

In some online programs with predefined fonts Poppins will not be available. In all your programs on your computer you can install Poppins. In cases where it is not available (like MailChimp etc) Calibri may be used as a secondary font. Calibri ensures accessibility and consistent readability across systems where custom fonts cannot be installed.

Keep the same hierarchy: Bold for headings, regular for body text.

## **Emails**

- Body font: Aptos
- Body font size: 12
- Signature font: Poppins
- Signature font size: 10
- Don't overdo the information in the email signature. Name, position, office phone and whatsapp no + dtda.dk or dtda.info are usually fine.