

DBA logos

Creating a logo - Designs

Once you've received an email confirming that your practice is eligible for a unique DBA logo, you can create a logo from one of two design styles—icon with wordmark or wordmark only.

Keep in mind that your logo design needs to be legible no matter if it appears in full color, black and white, or reversed.

Unique DBA logo using an icon and wordmark

Horizontal

Icon

WESTON FINANCIAL

Wordmark

Stacked

WESTON FINANCIAL

Icon

Color variations

Full Color

B&W

Reversed

Unique DBA logo using wordmark

Wordmark

Johnson FINANCIAL

Color variations

Full Color

B&W

Reversed

Note: DBA responsible for creation of logo and vetting trademark infringement liability issues.

DBA logos

Creating a logo - Dimensions

Both horizontal and stacked DBA logo variations are required. Logos proportionate to a square are best to maximize impact and flexibility within various communication vehicles. The length of a DBA wordmark may vary. Use the following dimensions as a guide as you create horizontal and stacked versions.

Horizontal

No longer than 10 times the height of the logo



Stacked

No taller than 1.5 times the width of the logo

