



Visual Identity Guidelines

Version 2

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1: Purpose of This Manual

The purpose of this manual is to serve as a guide to understand how to represent Dak visually in all types of communication. This will help our stakeholders to recognize us and to create a consistent and trustworthy brand.



قانون مناهضة العنف الأسري

قانون رقم (٨) لسنة ٢٠١١
قانون مناهضة العنف الأسري

يمنع هذا القانون كل فعل أو قول على أساس النوع الاجتماعي في إطار العلاقات الأسرية.
على سبيل المثال الأفعال الآتية هي عنف أسري:

- الزواج بالإكراه.
- زواج القاصر.
- ضرب الزوج للزوجة و الأطفال.
- الأعتصاب الزوجي.
- السب و الشتم و الأهانة ألخ

تكون الإجراءات سرية و في محكمة العنف الأسري. و هناك شرطة نسائية للتعامل مع هذه القضايا.

يعاقب كل من ارتكب عنفاً أسرياً بحبس من ٦ أشهر إلى ٣ سنوات، و بغرامة من مليون إلى ٥ ملايين.

مشروع منظمة داك القانوني يدعم النساء من الناحية القانونية (تمثيل واستشارة) والاجتماعية.

المناطق المستهدفة (قضاء شيخان، باعذرة، ايسيان، بيان، مهت و شيكا) و الدوام الرسمي يكون من الساعة ٩ صباحا إلى ٣ مساءً من الأحد إلى الخميس.

ومن لديه استفسار قانوني او يحتاج استشارة يمكنه الاتصال او زيارة مركزنا القانوني على العنوان الآتي:

موقع المركز: قضاء شيخان - محلة شيخ مند قرب المقبرة.
رقم الهاتف: ٠٧٥٠١٠٤٢٥٣٦٦ - ٠٧٥١٨٢١٦٣٤٥



Know Your Rights



1 Individual Rights in Iraqi constitution:

The rights of individuals and duty of the state/country, According to the Iraqi law for the year 2005.

Article 15

Everyone has the right to life, security, and freedom. Deprivation or restriction of these rights is not permitted except by the law and based on a decision issued by a competent judicial authority.

Article 17

Everyone has the right of personal privacy that is not inconsistent with the rights of others and public morals.

Article 31

Every Iraqi has the right to health care, and the state/country is concerned with public health.

2 Individual duties and the right of the state/Country:

Article 368 of the Iraqi Penal Code

It stipulated the penalty of imprisonment for a period not exceeding three years against anyone who intentionally commits to spreading a serious disease that harms the lives of individuals.

The rights and duties of the state/country to the individual:

According to the Public Health Law 89 of 1981

Article 1

Full health fitness is a right guaranteed by society.

Article 48

The Minister of Health may issue instructions to indicate measures to be taken to combat infectious diseases.

As for compensation

In implementation of the decision of the Supreme Committee for Health and National Safety at its meeting with the Prime Minister, a temporary monthly financial grant was made and a five-day registration link was launched to assist the affected families.



www.dakngo.org

2.1: What is Logo?

A Logo is a design symbolizing one's organization. It is a design that is used by an organization for its letterhead, advertising material, and signs as an emblem by which the organization can easily be recognized. Also, it is called the logotype. The logotype is a graphic representation or symbol of an agency name, trademark, abbreviation, etc., often uniquely designed for ready recognition.

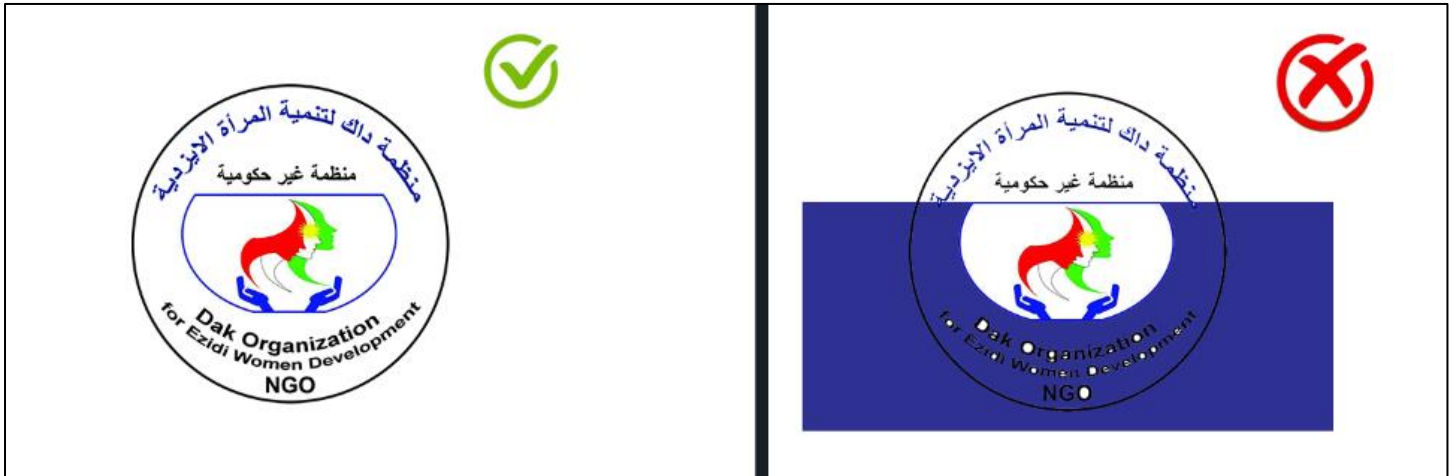
2.2: Logo variations

Dak organization has only one Logo, as shown below:



2.3: Placement of Logo

The Color of Dak's Logo should always be placed on a background that gives a maximum contrast. This is best achieved by placing the Logo on a white background.



2.5: Transparency

You must always ensure that the Logo is transparent within all the closed letters in the Logo when placing it on a colored background.



2.6: Resizing the Logo

Take care that you do not skew or stretch the Logo when resizing it. In many programs holding down the shift key while pulling in the corners of the Logo to resize, it will keep the Logo in the right proportions.







2.7: Structural Integrity

Dak logo should always maintain its structural integrity. Whether you want to use the Logo as a full background image on social media or embed it in your email signature, make sure that the proportions are always consistent.



2.9: Logo's Color

To preserve uniformity within Dak's look, it is recommended to use the value of the following. Make sure to send these values to the graphic designers or printing press. We acknowledge that lighting conditions, printers, and screens differ and hence the color result may be slightly different than the perceived color here

	<u>RGB</u>	<u>HEX</u>
	R: 254 G: 0 B: 2	#fe0002
	R: 239 G: 251 B: 8	#effb08
	R: 60 G: 254 B: 0	#3cfe00
	R: 6 G: 24 B: 255	#0a19fc



3: Which Logo to use?

3.1: Dak's Main Logo

This is the preferred Logo, and it should be used in most cases. Make sure that there is enough space above and below the Logo. Examples:



قانون

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4: Typeface

This is our regular, written correspondence and email content typeface:

Arial regular.

Arial Bold.

Calibri (regular)

Calibri (regular) Bold.

In order to view communications such as email content or presentations created with Microsoft® PowerPoint, we are allowed to use the Arial or Calibri font.

Arial and Calibri are common typeface available on all personal computers and therefore will allow our documents to stay coherent and as originally intended when viewed on screen or printed outside the Dak offices. Arial or Calibri font will be used in our office documents generated via office applications (email, letter content, presentations, spreadsheets, reports, meeting minutes etc).

5: Logo Files

4.1: Download the Main Logo

You can download Dak's primary Logo in a different format from the following links:

- Link to PNG file: [Click Here.](#)
- Link to JPG file: [Click Here.](#)



4.5: Download the Logo for Excel

This Logo is designed in a particular size that perfectly fits into any excel files, and it should be used in all excel files.

- Link to PNG file: [Click Here.](#)

4.5: Download Logo for Photos

Before sharing any photos in Social Media, this Logo should be printed in the pictures.

- Link to PNG file: [Click Here.](#)

6: Important Notes

- The Logo should only be used to represent Dak. It may not be used as a signature or instead of a name.
- Use the Logo for business cards, signs, and any form.
- A third party must not use the Logo without Dak's permission. If ever in doubt, please contact Communications department.
- When you have used the Logo, please take a photo of the way it was used and send it to the Communications department. This way, we can adjust the manual and insert examples for others to use when representing Dak.
- While every effort has been made to ensure the accuracy and completeness of this manual, we cannot guarantee that it is flawless and appropriate to your individual situation. If you find restrictions and errors in it, please contact the Communications department, so that adjustments can be made.
- This manual should be used as a guide to help you to represent Dak visually.
- If you ever are in doubt about how to use any of this information, please contact us: info@dakngo.org