

# THE DIC LOGO RATIONALE

## “SECURE”

Solid and unshakable, this logo symbolises security. The thick lettering of ‘DIC’ gives a sense of substance and longevity.

The logo is effectively ‘locked’ up by the padlock which is suspended above and at the centre of the lettering. The padlock is a universal symbol of security. It requires no explanation in order to convey that DIC’s purpose is to protect.

The whole design represents DIC’s role in safeguarding up to \$125,000 of funds in citizens’ unique deposits, in financial institutions, as a key member of the safety net which heads and protects the Nation’s financial stability.

The colours of the logo are vibrant and strong. The blue is Royal Azure, and the gray is Dark Silver.

## TONE OF VOICE

Our tone of voice is consistent, using everyday words as far as possible, despite the regulated nature of our core business. Our aim is to convey an understanding of the financial issues that concern our stakeholders. Our role is to educate and engage in a non-partisan manner. At all times we strive for an excellent standard of human interaction, whether it is in the way we communicate or in our performance.

