

D'Key Association Identity Pack v6.3

Member Society Visual System · Updated 8 July 2026

Purpose

This identity pack gives D'Key Association a consistent, dignified visual system for public pages, private member records, certificates, notices and documents. It is designed to feel private, credible and connected to the wider D'Key ecosystem without imitating a public authority, court, regulator, bank, charity or professional advice body.

Core marks

Asset	Use	Boundary
DKA Monogram	Header, favicon, badges, form markers and small cards	Identity mark only
Association Crest	PDF covers, certificates, formal notices and member materials	Not a government or court seal
Brand Lockup	Public explanations, social cards and document covers	Use with clear private-members wording

Palette

Association Navy #101014 · D'Key Gold #d4af37 · Warm Ivory #fbf8f1 · Member Burgundy #5b2333 · Study Forest #17382f. Use navy, gold and ivory as the base. Burgundy and forest are supporting colours for member society depth, study and cultural work.

Member badges

Badges are recognition and record tools for Founding Member, General Member, Learning Member, Contributor Member, Family Member and Honorary Member categories. They are not ranks of public authority and must not be used to imply legal, financial, medical, safeguarding or regulatory permission.

Document rules

Every official Association document should include a version number, review date, owner or issuing route, boundary note and private-members wording. Use plain English. Avoid sovereign-court, tribunal, enforcement or legal-advice framing unless separately reviewed by a qualified professional.

Use guide

Website

Use the monogram in the header, the crest on identity and trust sections, and the lockup on social previews. Keep navigation practical and member-focused.

Certificates

Use certificates only after membership is approved and recorded. Certificate numbers should match the certificate register.

Notices

Use the crest or monogram, state the audience clearly, avoid sensitive personal data and keep member notices version-controlled.

Social posts

Use the social card or lockup. Avoid claims that suggest public authority, guaranteed outcomes or professional status.

Member categories

Keep categories simple. Do not create unnecessary ranks, offices or titles before governance records justify them.