



The Debtors Anonymous logo has been trademarked since 1991. The D.A. General Service Board would like to invite our members to submit design ideas for a new logo.

All D.A. logo designs submitted by October 19, 2025 will be featured on a page on the D.A. website, and members will vote for their top 3 favorites starting November 1, 2025.

The top-ranked designs will be featured on a commemorative poster to celebrate our 50th anniversary in 2026.

Pending feedback from D.A. members and the World Service Conference, it is possible one of the designs may be chosen to become the new official logo to represent Debtors Anonymous.

Some basic considerations:

- Designs should be simple, easy to read/print, original, and inspiring.
 - Logos are different from illustrations; they have different purposes and logos are less complex.
- Logos can be designed with any color.
 - The color which is prominent in D.A. literature is Hex 00B4BD.
 - The logo should also look clear in a grayscale format.
- Use of AI is permissible, but must be disclosed.
- Feel free to research similar 12-step logos for points of reference.

To submit by the deadline of October 19, 2025, please fill out the form below and prepare to upload an image file under 10 MB.

You will also be required to submit a signed Assignment of Rights to give D.A. legal permission to own your design.

Here is the link to submit your D.A. logo design:

<https://forms.gle/2aDG7xR1enjHJkdG7>

Please announce this news and share the flyer with all D.A. meetings and Intergroups.