



The Debtors Anonymous logo (see above) 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.

Click [HERE](#) for a downloadable flier.

Please Share This Information With Your Fellows & At Your Meetings!

Debtors Anonymous Announcement:

WSC Committees or Caucuses can request an announcement for distribution by submitting a written request to their GSB Liaison. Announcements related to Debtors Anonymous World Service are approved by the GSB Communications and Technology Committee and reviewed by the General Service Board (GSB) before publication by email via eNews and at <https://debtorsanonymous.org/events-and-news/>

This email is intended as information for Debtors Anonymous members only. Participants receiving these eNews updates are ensured that their information is treated as private, and is protected from any access. The information is not maintained online by the D.A. website, nor will it be provided in any database that would be sold or shared with any other entities—it will be kept strictly for the purpose of receiving these messages.

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