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## From the National Adjutant

Two years ago, when we celebrated the 90th anniversary of our founding, we discussed our needs as an organization to evolve and grow in order to meet the challenges of a new century. After more than nine decades of service to the men and women who have served this country, DAV continues to be the premiere veterans service organization in our nation.

A recent DAV research initiative confirmed we are highly regarded and respected. It also demonstrated the critical need for us to engage our members and the public while distinguishing our organization as one focused foremost on service and advocacy.

Research and internal feedback showed us that the public, including veterans, has misconceptions about the word “disability” — a word that’s at the core of our mission. This means there is a need to take the necessary steps to update how we communicate who we are, and how we serve all veterans. We seek to do this with careful planning and abiding respect of our past.

As we embark on this new path, remaining true to our charge, we will refresh our principal communications. To more concisely communicate our mission, we have adopted a new **logo, mission statement and tagline**. These elements have been approved by our National Executive Committee.

It is our expectation that our efforts to enhance DAV’s brand will generate greater public engagement, support and understanding of the valuable services our organization provides to veterans and their families.

We have completed significant research, considered our history and engaged the necessary professionals. Together, we can prepare our organization for the next century of service.

Sincerely,

A handwritten signature in black ink, appearing to read "Arthur H. Wilson". The signature is fluid and cursive, with a prominent initial "A".

**Arthur H. Wilson**  
NATIONAL ADJUTANT



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## New mission statement:

Research shows that a collective goal for veterans is to lead high-quality lives with respect and dignity, which we have incorporated into a new opening paragraph for the DAV mission statement. This wording broadens the way we define our mission to include all veterans (not just a specific generation or the most severely disabled) who are touched by our work. It clarifies how we fulfill our mission through the use of succinct and action-oriented words. Moving forward, the new statement replaces the opening paragraph of our existing mission statement. **The listed bullets, see below, that we currently use would remain the same.**

### FORMER DAV MISSION STATEMENT

Made up exclusively of men and women disabled in our nation's defense, the Disabled American Veterans (DAV) is dedicated to one, single purpose — building better lives for all of our nation's disabled veterans and their families.

### NEW DAV MISSION STATEMENT

We are dedicated to a single purpose: **empowering veterans to lead high-quality lives with respect and dignity. We accomplish this by making sure veterans and their families can access the full range of benefits available to them; fighting for the interests of America's injured heroes on Capitol Hill; and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life.**

### This mission is carried forward by:

- Providing free, professional assistance to veterans and their families in obtaining benefits and services earned through military service and provided by the Department of Veterans Affairs and other agencies of government;
- Providing outreach concerning its program services to the American people generally, and to disabled veterans and their families specifically;
- Representing the interests of disabled veterans, their families, their widowed spouses and their orphans before Congress, the White House and the Judicial Branch, as well as state and local government;
- Extending DAV's mission of hope into the communities where these veterans and their families live through a network of state-level Departments and local Chapters; and
- Providing a structure through which disabled veterans can express their compassion for their fellow veterans through a variety of volunteer programs.

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## New tagline:

**FULFILLING OUR PROMISES**  
TO THE MEN AND WOMEN WHO SERVED

To better explain the broad spectrum of the people DAV serves, we updated our current tagline. We compared the language and terminology that resonated in our research with our existing tagline, “Building Better Lives for America’s Disabled Veterans.”

Among the phrases tested with voters, veterans and DAV members, when asked which tagline makes them most interested in learning more about an organization serving veterans, the new tagline was selected.

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## New logo mark:



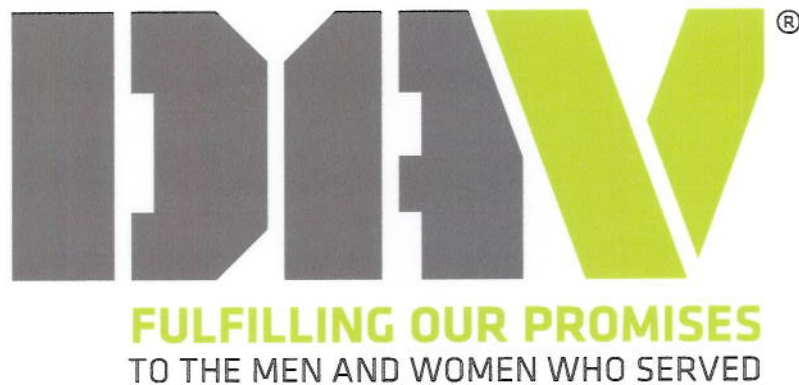
### **STRENGTH. PERSEVERANCE. ADAPTABILITY.**

This redesigned logo takes a bold step into the modern era, while referencing the familiar military motifs of chevrons and stencil lettering.

This original art honors traditions by reimagining olive drab as a vibrant hue alongside gunmetal grey. Stenciled letters evoke a service theme. The contemporary look and feel strives to differentiate DAV as a trail-blazing organization that remains dedicated to its mission.

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## New logo signature:



### DESIGN RATIONALE

Placement and treatment of the new tagline anchors and balances the DAV mark. The structure of the tagline allows the phrase, “Fulfilling our promises” to be set larger and bolder over the words, “to the men and women who served,” creating meaningful emphasis on the most emotional part of the message while keeping the language very inclusive.

The tagline is aligned with the right edge of the mark to counterbalance the negative space created by the “V.” In this position, the “V” also acts as a chevron, drawing the eye and pointing directly to the word “promises.”