



BRAND STYLEBOOK

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Contents

- 2 LOGO USAGE
- 3 LOGO IMPLEMENTATION
 - Approved Color Applications
 - Logo Staging (Clear Space)
 - Minimum Size Restrictions
 - Approved Configurations
 - Web Applications (TBD)
 - Logo Directory (please see accompanying PDF for full list of approved artwork files)
- 6 COLOR
- 7 TYPOGRAPHY

Critical Strategies

DAV'S NEW VISUAL IDENTITY

With each application of this visual identity, the DAV brand is further defined. Those implementing it have a hand in the future of the organization's image, which is why establishing strong, consistent standards on the outset of a rebrand is a key step in securing its lasting success. Handling this identity with a sense of dignity and respect honors the long history of DAV, and all veterans who are served by the organization.

This stylebook and the accompanying brand kit have been designed to provide direction and address the most common questions that may arise for anyone working with DAV's brand assets. This is a working document that will be updated as needed to provide the most current guidelines and examples.

Same Great Organization, New Visual Identity

STRENGTH. PERSEVERANCE. ADAPTABILITY.

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

The new identity's original artwork honors traditions by reimagining olive drab as a vibrant hue alongside gunmetal grey. Custom letterforms evoke a service theme. The contemporary look and feel strives to differentiate DAV as a trail-blazing organization that remains dedicated to its mission.

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 beside the "V." In this position, the "V" also

acts as a chevron, drawing the eye and pointing directly to the word "promises."

Full-color logo artwork represents the preferred usage of the logo and tagline design. However, additional artwork options are available to accommodate other graphic needs — please see sections on Logo Usage and Logo Implementation.

Logo Usage

The brand kit and the corresponding graphic files have been created with a wide variety of applications in mind. While flexibility has been built into the new DAV identity, it is important to maintain consistency across usage — and those who have the right to leverage the DAV brand assets must do so correctly. For this reason, **no changes should be made to any of the official logo artwork**. Instead, select the most appropriate logo artwork for each specific application of the DAV identity.

PREFERRED USAGE:



ALTERNATE USAGE:



PLEASE ADHERE TO THE FOLLOWING GUIDELINES:

Use the artwork and colors as provided in the brand kit.

Do not alter the logo artwork in any way.

Do not remove, crop, or obscure any part of the logo.

Do not alter the proportions of the mark, the letterforms, or any elements thereof.

Do not skew, stretch, or distort the mark. *Logo artwork may be resized proportionally, providing that the final size is legible (see minimum size restrictions).*

Do not apply other colors to the logo.

Do not alter the way in which the brand colors are applied to the logo.

Do not attempt to recreate the logo or the tagline artwork.

Do not substitute words or phrases for the existing tagline. **Do not** otherwise attempt to mimic the tagline treatment with other text.

Do not insert the logo into running text.

Do not apply the mark to visually competitive backgrounds or patterns, and avoid confining it within a shape, such as a box or oval.

Incorrect usage:



Logo Implementation

Approved Color Applications



Full-color logo artwork
For use on white backgrounds



Solid black logo artwork
For use in one-color applications,
such as newspaper advertisements,
or over light backgrounds



Full-color logo artwork (with lightened gunmetal grey) FOR USE ON BLACK ONLY
ONLY for use on solid black backgrounds



One-color reverse logo artwork (white and nightvision green)
ONLY for use on solid gunmetal grey backgrounds, or black backgrounds



Full reverse logo artwork (all white)
For use over simple imagery and dark backgrounds

Logo Staging

To preserve the integrity of the DAV mark, always present the logo artwork with minimum clear space intact (see below). Minimum clear space on all sides of the logo is equal to the width of the ascender on the letter “D” in the DAV mark. Do not place text or other design elements within this minimum clear space.



As we continue to develop the new DAV identity, we may encounter special circumstances where exceptions may be made for design reasons. However, we encourage everyone to follow the guidelines in this brand stylebook until more examples of acceptable deviation have been developed.

Logo Implementation CONT.

Minimum Size Restrictions

To ensure legibility of the logo at all times, please adhere to the minimum size requirements below.

When necessary, the tagline may be dropped from the logo signature if the tagline itself cannot appear at least 1.5" wide.

with tagline, minimum size of preferred stacked version is **1.875" wide**



at this scale, tagline appears at its minimum legible size of **1.5" wide**



without tagline, minimum size is **.75" wide**

For certain applications (screen printing, embroidery, etc.) where the ® symbol may not reproduce legibly, it may be removed.

Approved Configurations

Any of the following logo options are acceptable for use. With the intended application in mind, choose the proper configuration based on the most effective size relationship between the DAV mark and the tagline. No other tagline placements are approved for use. Do not reposition or resize the tagline independently of the DAV mark.



Preferred Stacked Logo and Tagline

DAV_Stack_R_K.eps

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED



Stacked Logo and Tagline: Small

DAV_StackSm_R_K.eps

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Horizontal Logo and Tagline: Large



DAV_SideLg_R_K.eps

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Horizontal Logo and Tagline: Small



DAV_SideSm_R_K.eps

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Horizontal Logo and Tagline: Extra Small



DAV_SideXS_R_K.eps

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Logo Implementation CONT.

Web Applications

Web-friendly logo files have been created in a variety of sizes and formats to facilitate the transition to DAV's new online presence. Please see the accompanying Logo Directory PDF for a complete list of approved logo artwork.

Guidelines for website usage are undergoing final consideration. Expanded information will be provided as it develops.

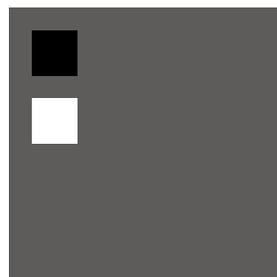
Color

For key branded pieces, the primary color palette should be noticeably dominant. Gunmetal Grey may be used for a wide variety of elements, including display headlines, background color, etc. Nightvision Green should be used as an accent color or to create emphasis: it is not to be overused.

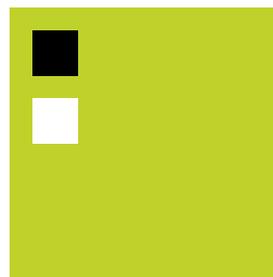
Note: Both Gunmetal Grey and Nightvision Green may be used for headline typography; however, using the CMYK build of these colors for type sized smaller than 12 pt is not recommended, as variations in printing may diminish readability.

Secondary colors are to be used to complement and support the primary palette.

PRIMARY COLOR PALETTE

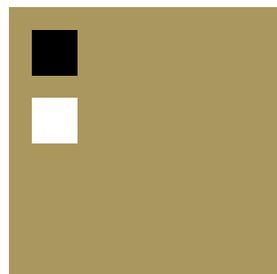


Gunmetal Grey
PANTONE 8403 C
(METALLIC)
C = 61 R = 93
M = 54 G = 92
Y = 55 B = 90
K = 27
HEX = 5d5c5a

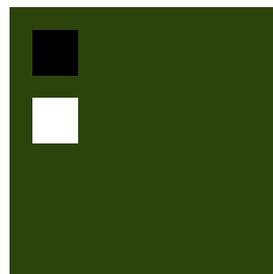


Nightvision Green
PANTONE 390 C
C = 27 R = 190
M = 0 G = 209
Y = 100 B = 43
K = 3
HEX = bed12b

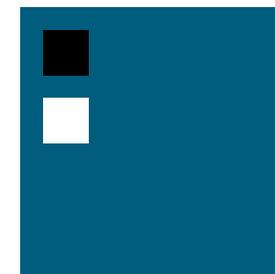
SECONDARY COLOR PALETTE



Tan
PANTONE 4515 C
C = 13 R = 170
M = 19 G = 152
Y = 62 B = 94
K = 28
HEX = aa985e



Olive Green
PANTONE 574 C
C = 56 R = 45
M = 22 G = 67
Y = 98 B = 12
K = 72
HEX = 2d430c



Blue
PANTONE 7699 C
C = 73 R = 0
M = 13 G = 93
Y = 0 B = 125
K = 57
HEX = 005d7d

Typography

The DAV mark is comprised of original custom lettering; it is not based on a specific typeface, and therefore no typeface is a match for these letterforms.

The tagline artwork has been created using the typeface Klavika, which is also the primary display typeface for DAV's visual identity.

The secondary display typeface is Vitesse. Incorporating Vitesse into applications of the new DAV identity is optional.

Body copy and other supporting text may be set in Helvetica Neue LT Std. For digital and word processing applications only, Arial is an acceptable substitute for Helvetica Neue.

Applications that are better suited to serif body copy may be set in Minion Pro. For digital and word processing applications only, Times New Roman is an acceptable substitute for Minion Pro.

As appropriate to the application, all available weights, widths, and italics from each typeface are acceptable.

Klavika

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*?(){}[]

Vitesse

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*?(){}[]

Helvetica Neue LT Std

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*?(){}[]

Minion Pro

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*?(){}[]

Arial (for digital and word processing applications ONLY)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*?(){}[]

Times New Roman (for digital and word processing applications ONLY)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*?(){}[]