DAV

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

BRAND STYLEBOOK

VERSION 3.0 (UPDATED 2/18)

Contents

After reading through this guide, if you have any remaining questions relating to the logo or DAV brand, please contact the National Communications Department at **859-441-7300** or **production@dav.org**.

DAV'S VISUAL IDENTITY

With each application of this visual identity, the DAV brand is further defined. 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.

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 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 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 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 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

DAV
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

ALTERNATE USAGE

DAV

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 on page 4).

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.

Do not apply a drop shadow or an outline to the logo.

Incorrect usage:

Do not insert **DAV** into running text.

Logo Implementation

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) ONLY for use on solid black backgrounds

One-color reverse logo artwork (white and nightvision green) For use on dark backgrounds such as solid gunmetal grey, black, or DAV blue

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

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 must be equal to the width of the straight bar in the letter "D" of the DAV mark. Do not place text or other design elements within this minimum clear space.

Disregard ® when centering or aligning the logo. If the mark is included when centering, then the logo will appear to sit too far to the left.

Example of correct centering

Example of incorrect centering

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**

DAV®
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

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

DAV®

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 or printed as a solid dot.

APPROVED CONFIGURATIONS

Any of the following logo options are acceptable for use and are **shown at the full minimum size**. 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.

DAV®
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Preferred Stacked Logo and Tagline

DAV_Stack_R_K.eps

DAV®
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Stacked Logo and Tagline: Small

DAV_StackSm_R_K.eps

Horizontal Logo and Tagline: Large

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

DAV_SideLg_R_K.eps

Horizontal Logo and Tagline: Small

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

DAV_SideSm_R_K.eps

Horizontal Logo and Tagline: Extra Small

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

DAV_SideXS_R_K.eps

Tagline Implementation

APPROVED COLOR APPLICATIONS

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Full-color tagline artwork
For use on white backgrounds

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

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

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

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

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

One-color reverse logo artwork (white and nightvision green) For use on dark backgrounds such as solid gunmetal grey, black, or DAV blue

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

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

TAGLINE BY ITSELF STAGING

When the tagline is by displayed by itself, always present with the minimum clear space (see below). Minimum clear space on all sides of the tagline is equal to the distance from the top of "FULFILLING OUR PROMISES" to the top of "TO THE MEN AND WOMEN WHO SERVED." Do not place text or other design elements within this minimum clear space.

The Tagline by itself must be accompanied by the logo somewhere on the design.

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

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

EXAMPLE

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Display
Example

DAV Seal Implementation & "V" Guidelines

APPROVED COLOR APPLICATIONS

Full color/4C

Preferred
DAV Seal

DAVSeal.eps

Full color vector

DAVSeal_Vector_4C.eps

2C vector

DAVSeal_Vector_288C_200C.eps

1C vector/line art

DAVSeal_Vector_K.eps

APPROVED "V" GUIDELINES

The "V" can be used for design purposes but cannot be used to replace a font style v. The only approved configuration of the "V" within text is listed on the right. Approved colors are Black, White, Gunmetal Grey/Grey Alternatives and Nightvision Green (see page 7 for color palette).

If using Nightvision Green for the "V", it should not be tinted.

The minimum crop space

The shape of the "V" must not be altered in any way.

APPROVED CONFIGURATIONS

Volunteer
Logo Design

The volunteer logo is presently the only approved configuration using the V from the DAV mark with standard text. When using the V in this manner, all guidelines related to logo size/spacing/color/etc. must still be followed. Neither the V nor the volunteer logo should be used in running text.

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. Do not overuse it. Avoid reducing the tint of Nightvision Green.

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

***Printing on uncoated papers:** Cannot use PMS 390U, must use a specially blended ink to match 390C.*

THREAD COLORS (FOR EMBROIDERY):
Silver is MADEIRA 4044, Green is MADEIRA 1940
Registration mark is Black.

PRIMARY COLOR PALETTE

Nightvision Green

PANTONE 390C

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

Gunmetal Grey

PANTONE 8403C
(METALLIC)

C = 61   R = 93
M = 54   G = 92
Y = 55   B = 90
K = 27
HEX = 5b5c5a

Gunmetal Grey
(ALTERNATIVE 1)

PANTONE
COOL GREY 10C

Gunmetal Grey
(ALTERNATIVE 2)

PANTONE 425C

Tints of Black
(ALTERNATIVE 3)

75% for graphics,
80% for text

SECONDARY COLOR PALETTE
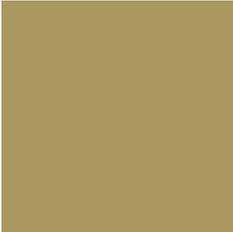
Tan

PANTONE 4515C

C = 13   R = 170
M = 19   G = 152
Y = 62   B = 94
K = 28
HEX = aa985e
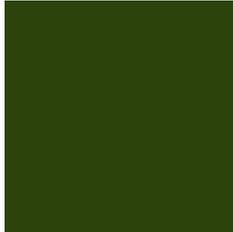
Olive Green

PANTONE 574C

C = 56   R = 45
M = 22   G = 67
Y = 98   B = 12
K = 72
HEX = 2d430c
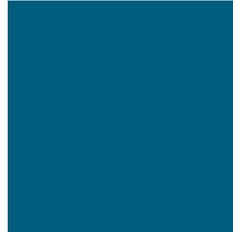
DAV Blue

PANTONE 7699C

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

TERTIARY COLOR PALETTE
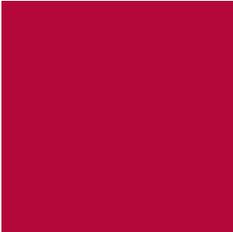
DAV Red

PANTONE 201C

C = 0   R = 179
M = 100   G = 8
Y = 63   B = 56
K = 29
HEX = b30838
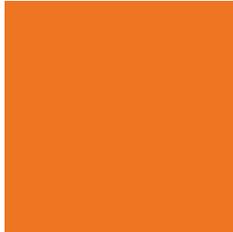
DAV Orange

PANTONE 158C

C = 2   R = 236
M = 66   G = 118
Y = 100   B = 35
K = 0
HEX = ef7623

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 DAV identity is optional.

Body copy and other supporting text may be set in Minion Pro. For digital and Microsoft Office applications only, Times New Roman is an acceptable substitute for Minion Pro.

Applications that are better suited to sans serif body copy may be set in Helvetica Neue LT Std. For digital and Microsoft Office applications only, Arial is an acceptable substitute for Helvetica Neue.

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

Klavika

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

Primary Display Typeface

Vitesse

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

Secondary Display Typeface

Minion Pro

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

Primary Body Text

Helvetica Neue LT Std

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

Secondary Body Text

For digital and Microsoft Office applications **ONLY**

Arial

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

Times New Roman

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