Critical Strategies

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 logo, which has served the organization on an unprecedented period of outreach growth, was designed in 2012. It takes a bold step into the modern era, while referencing the familiar military motifs of chevrons and stencil lettering.

The brand honors traditions by reimagining olive drab as a vibrant hue alongside gunmetal gray. Custom letterforms evoke a service theme. The contemporary look 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 tagline is aligned with the right edge of the mark to counterbalance the negative space beside the “V.”

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. (See sections on Logo Usage and Logo Implementation.) Contact the National Communications Department for additional options.

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.
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**

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 into running text.

- Do not insert into running text.
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

**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

**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 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
- 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 or reproduced 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 Stack R_K.png
- Preferred Stacked Logo and Tagline

DAV StackSm R_K.png
- Stacked Logo and Tagline: Small

DAV SideLg R_K.png
- Horizontal Logo and Tagline: Large

DAV SideSm R_K.png
- Horizontal Logo and Tagline: Small

DAV SideXS R_K.png
- Horizontal Logo and Tagline: Extra Small
DAV Seal & “V” Guidelines

SEAL COLOR APPLICATIONS

Full color/4C

Full color vector

2C vector

1C vector/line art

1C vector inverse for embroidery/screenprinting

Preferred DAV Seal

“V” GUIDELINES

The “V” can be used for design purposes (as seen at the top of this page), but it cannot be used to replace a letter in running text. The only approved configuration of the “V” within text is listed on the right. Approved colors are black, white, gray and green (see Page 7 for color palette).

*When using Nightvision Green, the green should not be tinted.

Approved “V” CONFIGURATIONS

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

Minimum crop area

The shape of the “V” must not be altered in any way.
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:** Gunmetal Grey and Nightvision Green may be used for headline typography. Do not use the CMYK build of these colors for type smaller than 12 pt, as variations in printing may diminish readability.

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

### PRIMARY COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE Code</th>
<th>CMYK Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nightvision Green</td>
<td>390C</td>
<td>C = 27, R = 190, M = 0, G = 209, Y = 100, B = 43, K = 3</td>
<td>bed12b</td>
</tr>
<tr>
<td>Gunmetal Grey</td>
<td>8403C (METALLIC)</td>
<td>C = 61, R = 93, M = 54, G = 92, Y = 55, B = 90, K = 27</td>
<td>5b5c5a</td>
</tr>
</tbody>
</table>

### SECONDARY COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE Code</th>
<th>CMYK Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tan</td>
<td>4515C</td>
<td>C = 13, R = 170, M = 19, G = 152, Y = 62, B = 94, K = 28</td>
<td>aa985e</td>
</tr>
<tr>
<td>Olive Green</td>
<td>574C</td>
<td>C = 56, R = 45, M = 22, G = 67, Y = 98, B = 12, K = 72</td>
<td>2d430c</td>
</tr>
<tr>
<td>DAV Blue</td>
<td>7699C</td>
<td>C = 73, R = 0, M = 13, G = 93, Y = 0, B = 125, K = 57</td>
<td>005d7d</td>
</tr>
</tbody>
</table>

### TERTIARY COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE Code</th>
<th>CMYK Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAV Red</td>
<td>201C</td>
<td>C = 0, R = 179, M = 100, G = 8, Y = 63, B = 56, K = 29</td>
<td>b30838</td>
</tr>
<tr>
<td>DAV Orange</td>
<td>158C</td>
<td>C = 2, R = 236, M = 66, G = 118, Y = 100, B = 35, K = 0</td>
<td>ef7623</td>
</tr>
</tbody>
</table>

### TENTS OF BLACK

- For graphics: 75%
- For text: 80%

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

### COLOR SUBSTITUTIONS FOR UNCOATED PAPERS

<table>
<thead>
<tr>
<th>Color Substitution</th>
<th>PANTONE Code</th>
<th>CMYK Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 583U</td>
<td>583U</td>
<td>27C, 0M, 100Y, 3K</td>
<td></td>
</tr>
<tr>
<td>PANTONE Cool Gray 10U</td>
<td>425C</td>
<td>C = 63, M = 51, Y = 45, K = 33</td>
<td>77, G = 82, B = 84</td>
</tr>
<tr>
<td>PANTONE 7700U</td>
<td>7700U</td>
<td>80C, 40M, 15Y, 25K</td>
<td></td>
</tr>
</tbody>
</table>
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.
Videography

All video graphic dimensions are based on a standard **1920 x 1080 aspect ratio**. Samples are not shown to scale.

**LOWER THIRD**

When identifying a person on screen, use the first and last name, followed by the title and then a horizontal green rule.

**Dimensions**
The standard height for this graphic is 225 pixels, measured from the top of the name to the bottom of the green rule. Width varies based on the length of the name, but the horizontal rule should extend 130 pixels past the right edge of the name.

Font sizes and leading (space between name and title) can be adjusted as needed based on the specific needs of the video. However, the size/spacing should be consistent throughout a single video. It should not vary between frames.

**Spacing and Placement**
Standard spacing between name and title is 37 pixels. Spacing between title and green rule is 16 pixels.

The graphic should be placed 70 pixels from left edge of the screen and 30 pixels from bottom edge, measured from the bottom of the green rule. Spacing can be adjusted as needed but should remain consistent throughout a single video.

**DAV BUG**
The DAV bug should be approximately 220 pixels x 90 pixels. It should be placed 40 pixels from the right edge of the screen and 32 pixels from the bottom edge of the screen, measured from the bottom edge of the logo.

Dimensions: 225 pixels x [name width + 130 pixels]

Spacing is 32 pixels from bottom, 40 pixels from right.
Brand Associations

For departments, chapters and other associated brands of DAV, some additional guidelines apply. The space between “DAV” and brand association text must be equal to the width of the straight bar in the “D.” The association name is spelled out in Klavika Medium.

Department logos should include “Department of [State]” to the right of, or below, the logo. Do not include “No.” or “#” in chapter names. Keep the number next to “Chapter.” Longer names can use two lines.

National Service Foundation

Department of Montana

Department of New York

Silver Star JFK Memorial Chapter 3

Department of Arkansas

Department of Wisconsin

Orange Park Chapter 38

LOGO STAGING

LETTERHEAD STAGING
For fundraising/donor audiences, the tagline is removed and the organization name should be spelled out below the DAV mark. In the stacked application, there are two sizes available.

DAV guidelines apply, but the Auxiliary has a tagline unique to its organization and mission. The tagline is styled in Minion Pro Italic and is sized to match the width of the word “Auxiliary.”

When presented alongside a partner, it is important for the two brands to have equal visual weight. The logos should be separated by a .25 pt vertical rule in black (or white on dark backgrounds). Partnership agreements may determine which logo appears first in the lockup. The vertical rule should match the height of the tallest logo. It does not need not extend beyond the height of the tallest logo.

When a vertical rule would be inappropriate, the space between the logos should be equal to at least two times the width of the straight bar in the “D.”
The Disabled American Veterans of the World War (now DAV—Disabled American Veterans) was founded by former Cincinnati Judge Robert S. Marx in 1920. The centennial logo combines DAV’s past and present, honoring 100 years of service and support for America’s injured and ill veterans and their families.