



FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

BRAND STYLEBOOK

VERSION 3.1 (UPDATED 5/20)



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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 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 grey. 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.

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



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 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.

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) ONLY for use on solid black backgrounds



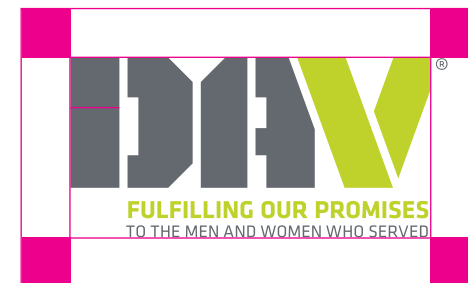
One-color reverse logo artwork (white and nightvision green) For use on dark backgrounds such as solid gunmetal grey, black, or DAV blue



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

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

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 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.eps

Preferred
Stacked
Logo and
Tagline



Stacked
Logo and
Tagline:
Small

DAV_StackSm_R_K.eps

Horizontal
Logo and
Tagline:
Large



DAV_SideLg_R_K.eps

Horizontal
Logo and
Tagline:
Small



DAV_SideSm_R_K.eps

Horizontal
Logo and
Tagline:
Extra Small



DAV_SideXS_R_K.eps

DAV Seal & “V” Guidelines

SEAL COLOR APPLICATIONS

Full color/4C



DAVSeal.eps

Preferred
DAV Seal

Full color vector



DAVSeal_Vector_4C.eps

2C vector



DAVSeal_Vector_288C_200C.eps

1C vector/line art



DAVSeal_Vector_K.eps

1C vector inverse
for embroidery/screenprinting

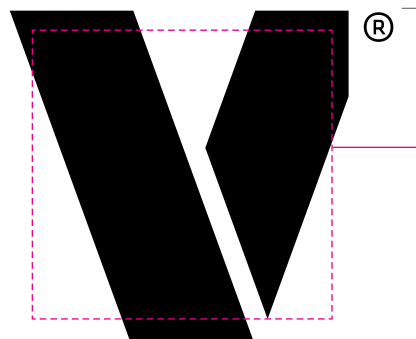


DAVSeal_Vector_K_inverted.eps

“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.*



Minimum crop area

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

APPROVED “V” CONFIGURATIONS



Volunteer
Logo Design

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.

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: 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.

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 ALTERNATIVES



PANTONE Cool Gray 10C

C = 57, M = 46, Y = 40, K = 25
R = 93, G = 97, B = 102



PANTONE 425C

C = 63, M = 51, Y = 45, K = 33
R = 77, G = 82, B = 84

Tints of Black
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

COLOR SUBSTITUTIONS FOR UNCOATED PAPERS



PANTONE 583U
27C, 0M, 100Y, 3K



PANTONE Cool Gray 10U
45C, 34M, 28Y, 23K



PANTONE 7700U
80C, 40M, 15Y, 25K

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 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.

For digital and
Microsoft Office
applications **ONLY**

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

Arial

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

Times New Roman

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

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.

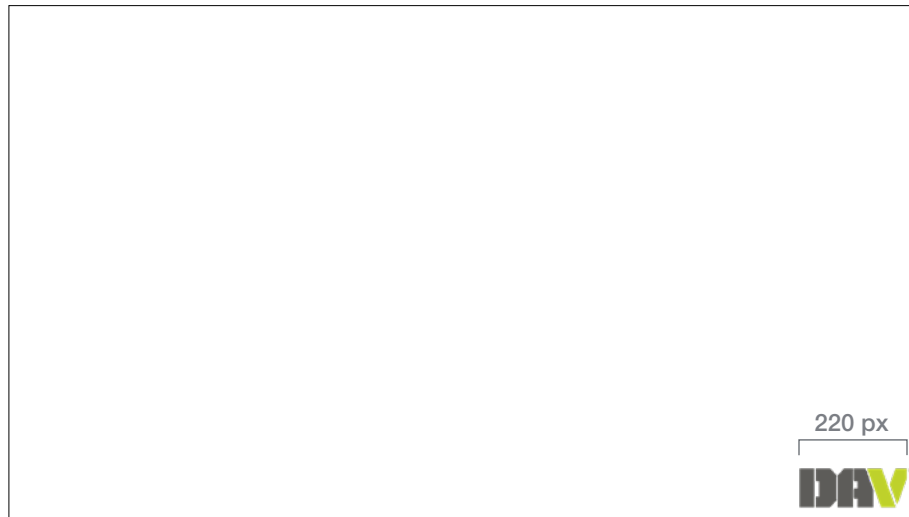
Dimensions:

225 pixels x [name width + 130 pixels]

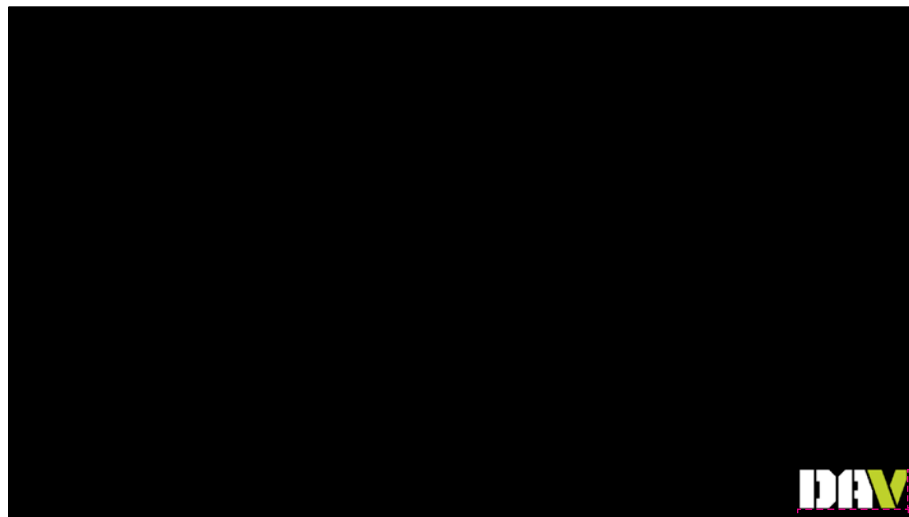


DAV BUG

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 are
220 x 90 pixels.*



*Spacing is 32 pixels from
bottom, 40 pixels from right.*

Brand Associations

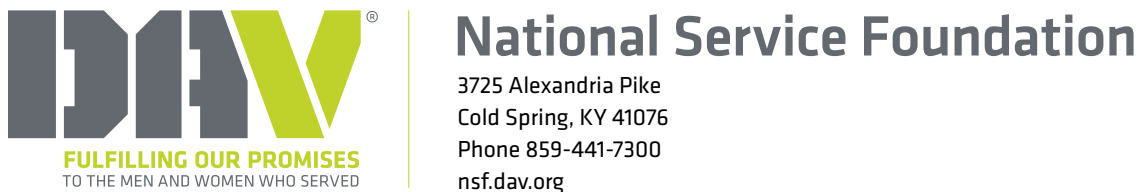
LOGO STAGING

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.



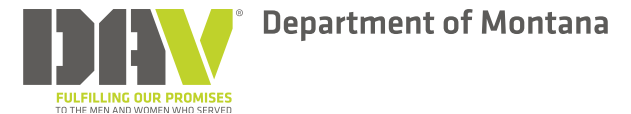
LETTERHEAD STAGING

In uses where additional lines of text may appear to the right of the logo, a vertical rule should be inserted between the logo and the text. The space around the line must be equal to the width of the straight bar in the “D.” The vertical rule should be .25 pt and match the color of the “V.”



DEPARTMENT AND CHAPTER LOGOS

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.



Department of Arkansas



Brand Associations CONT.

FUNDRAISING

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.



CO-BRANDING

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."



DAV AUXILIARY

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."



Centennial Logo

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.

Full color/4C



DAV_Centennial_Logo_4C.eps

COLOR VARIATIONS

4C reversed out



DAV_Centennial_Logo_4C_Rev.eps

2C vector



DAV_Centennial_Logo_PMS_VectorSeal.eps

2C vector reversed out



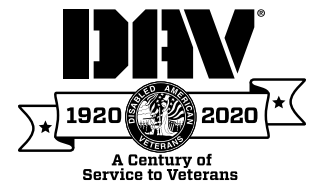
DAV_Centennial_Logo_PMS_Rev_VectorSeal.eps

1C



DAV_Centennial_Logo_1C.eps

1C vector



DAV_Centennial_Logo_1C_vector.eps