



KEEPING OUR PROMISE TO
AMERICA'S VETERANS

BRAND STYLEBOOK

VERSION 4.0 (UPDATED 7/21)

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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**.



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CRITICAL STRATEGIES

Consistent branding builds trust and familiarity between DAV and the public. To ensure DAV’s branding remains consistent, all of our marketing materials should feature the same logo, slogans and general color scheme. 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.

Preferred usage
(Stacked logo and tagline)



Alternate usage
(no tagline)



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 trailblazing 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 Logo Usage.) Contact the National Communications Department for additional options.

IMPORTANT REMINDER: The name “Disabled American Veterans,” the initials “DAV,” our logo or our seal are not to be used in conjunction with any activity to generate funds without the prior approval of the Department Executive Committee and/or the National Executive Committee as outlined in our Bylaws.



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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.

APPROVED COLOR APPLICATIONS



Full-color logo
For use on white backgrounds



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



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



One-color (all black) logo
For use in one-color applications, such as newspaper advertisements, or over light backgrounds



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

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.



Stacked logo
and tagline
(Preferred)



Logo without
tagline

DAV_NoTag_K.eps

DAV_Stack_K.eps






Horizontal logo
and tagline

DAV_Side_K.eps

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 if it cannot be shown at its minimum legible size of at least 1 inch 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.

<p>stacked minimum size, 1.25" wide</p>  <p>1"</p>	<p>horizontal minimum size, 2" wide</p>  <p>1"</p>	<p>no tagline minimum size, .75" wide*</p>  <p>*excludes ®</p>
<p>At this scale, taglines appear at the minimum legible size of 1 inch wide.</p>		

Minimum digital logo widths are 85 pixels, 146 pixels and 50 pixels, respectively.

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 staging the logo. If the symbol is considered when centering, then the logo will look as if it's too far to the left.

Examples of correct centering



Examples of incorrect centering





PLEASE ADHERE TO THE FOLLOWING GUIDELINES:

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

Do not apply other colors to the logo.

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 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 the full color logo to light gray or sky blue backgrounds. The green will not be visible.

Do not apply a drop shadow, glow, bevel, outline or other effects to the logo.

Do not apply an outline to the letterforms.

Examples of incorrect logo usage:



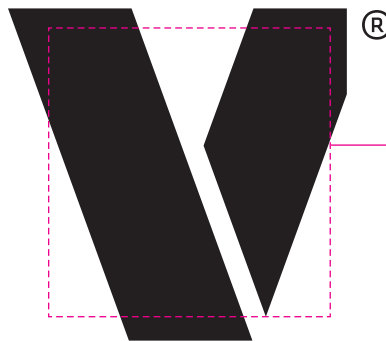
Do not insert  into running text.

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“V” GUIDELINES

The “V” can be used as a design element, but it cannot be used to replace a letter in running text. The only approved configuration of the “V” within text is shown below.

“V” STAGING



Minimum crop area

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

“V” COLORS

Approved colors are black, white, gray and green (see Page 9 for color palette). If using Nightvision Green for the “V,” 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.

The ® can be omitted when using the V as a design element.

VOLUNTEER

VOLUNTEER

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DAV SEAL

The DAV emblem, or seal, is a registered symbol of Disabled American Veterans. The emblem can be used in conjunction with the new logomark or on its own. There are similar emblems for the DAV Auxiliary.

SEAL COLOR APPLICATIONS

Full color/4C



DAVSeal.eps

Preferred
DAV seal

Full color/4C



DAVASeal.eps

Preferred
Auxiliary 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

Full color vector



DAVASeal_Vector_PMScodes.eps

1C vector blue



DAVASeal_Vector_Blue.ai

1C vector/line art



DAVASeal_Vector_K.ai

1C vector inverse
for embroidery/
screenprinting



DAVASeal_Vector_K_Inverted.ai

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COLOR

For key branded pieces, the primary color palette should be noticeably dominant. Secondary and tertiary colors should complement and support the primary palette.


USAGE

Gunmetal Grey may be used for a wide variety of elements, including headlines, background color, etc. Nightvision Green should be used as an accent color or to create emphasis. Do not overuse the green, and avoid reducing the tint. Do not use the CMYK build of these colors for type smaller than 12 points, as variations in printing may diminish readability.

PRIMARY COLOR PALETTE



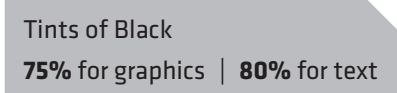
Nightvision Green
PANTONE 390C
C = 27 R = 181
M = 0 G = 189
Y = 100 B = 0
K = 3
HEX = bed12b



Gunmetal Grey
PANTONE 8403C
(METALLIC)
C = 57 R = 93
M = 46 G = 92
Y = 40 B = 90
K = 25
HEX = 5b5c5a


NON-METALLIC ALTERNATIVES






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




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

TERTIARY COLOR PALETTE



Red
PANTONE 201C
C = 0 R = 179
M = 100 G = 8
Y = 63 B = 56
K = 29
HEX = b30838



Orange
PANTONE 158C
C = 2 R = 236
M = 66 G = 118
Y = 100 B = 35
K = 0
HEX = ef7623

SUBSTITUTIONS FOR UNCOATED PAPERS




CMYK:
27, 0, 100, 3

CMYK:
45, 34, 28, 23



CMYK:
80, 40, 15, 25

Thread Colors (for embroidery):

Green: Madeira 1940 | Silver: Madeira 4044
Registration mark: Black

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TYPOGRAPHY

The DAV mark is comprised of original custom lettering; it is not based on a specific typeface; therefore, no typeface is a match for these letterforms. The tagline artwork has been created using the typeface Klavika.

DISPLAY TYPE

Klavika is 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.

Primary Display
Typeface

Klavika

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

Secondary
Display
Typeface

Vitesse

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

BODY TYPE

The primary typeface for body copy and other supporting text is Minion Pro. Applications that are better suited to sans serif body copy may be set in Helvetica Neue LT Std.

Primary
Body Text

Minion Pro

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

Secondary
Body Text

Helvetica Neue LT Std

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

For digital and Microsoft Office applications,
Times New Roman and Arial are acceptable substitutes.

For digital and
Microsoft Office
applications
ONLY

Times New Roman

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

Arial

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

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VIDEOGRAPHY

With each application of our visual identity, the DAV brand is further defined. This includes videography and other digital applications. The following 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, include the person’s first and last name and title. The name should be styled in 29 point, Klavika Bold, in all caps. The title should appear below the name in 14 point, Klavika Regular, using upper and lowercase letters. A green vertical rule should be placed to the left of the name and title.

Dimensions and Placement

The standard vertical rule measures 17 pixels wide by 125 pixels high. It should be 70 pixels from the left edge of the screen and 56 pixels from the bottom edge, measuring from the bottom of the green rule. There should be 22 pixels between the green rule and the text.

When the person’s name includes a letter with a descender (J or Q), the height of the green rule is 133 pixels.

Standard lower third



Lower third with descender



URLs in Lower Third

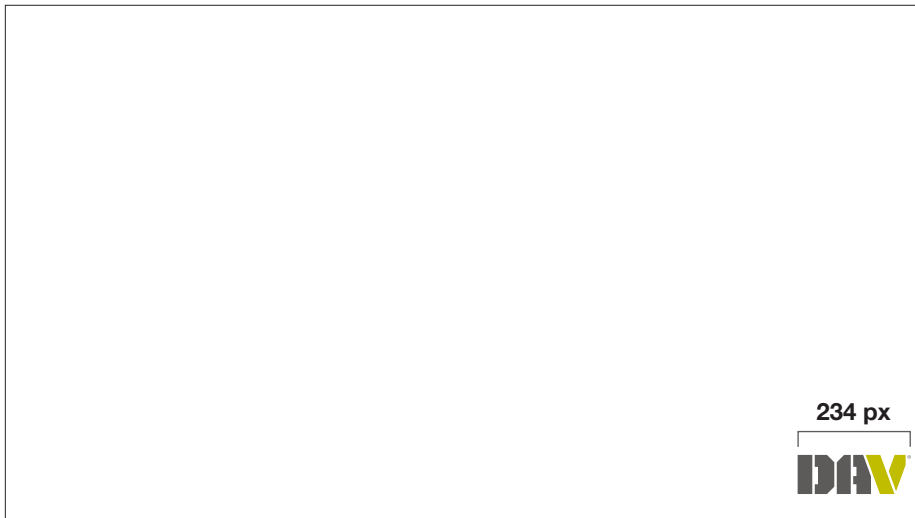
When a URL is used in the lower third, the maximum type size should be 22 points. The text should be placed 70 pixels from left edge of the screen and 56 pixels from bottom edge, measuring from the baseline of the text. Type size can be adjusted as needed to fit longer URLs, but the size should be consistent throughout an entire video.

Lower third with URL



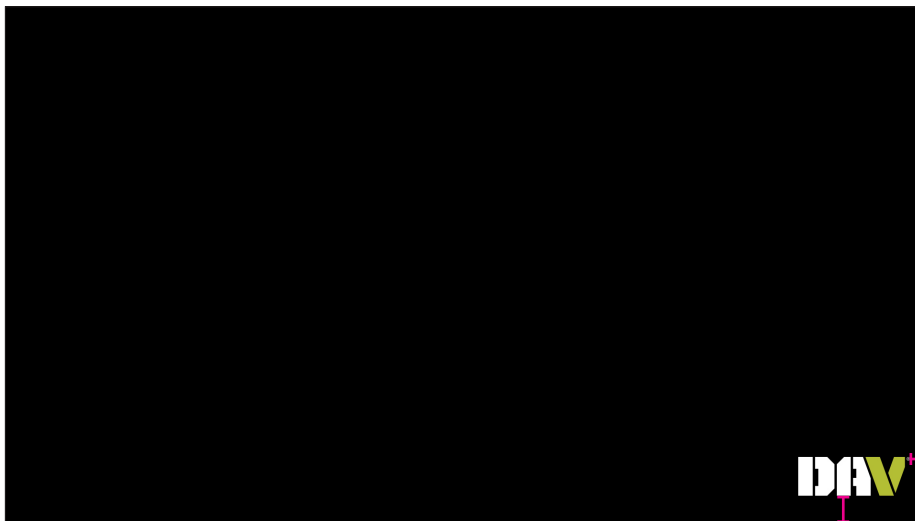
DAV BUG

The DAV logo should appear in the bottom right corner throughout the video. This is known as the “bug.” The logo should measure 234 pixels wide (including the ®) by 81 pixels high. It should be placed 27 pixels from the right edge of the screen and 57 pixels from the bottom edge of the screen, measuring from the bottom edge of the logo. The examples below are not shown to scale.



Dimensions are
234 x 81 pixels.

81 px



Placement is
57 pixels from bottom
edge and 27 pixels
from right edge.

27 px

57 px

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BRAND ASSOCIATIONS

For departments, chapters and other associated brands of DAV, some additional guidelines apply.

LOGO STAGING

The space between the DAV logo and the 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 and should be sized so it does not overpower the logo mark.



LETTERHEAD STAGING

In uses where additional lines of text may appear to the right of the logo, such as letterhead, a vertical rule should be inserted between the logo and the text. The vertical rule thickness should be .25 point, and it must match the color of the “V.” The space on both sides of the line must be equal to the width of the straight bar in the “D.”



National Service Foundation

860 Dolwick Drive, Erlanger, KY 41018
877-426-2838, option 6
nsf@dav.org
nsf.dav.org

DAV AUXILIARY

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



Auxiliary
Making a Difference

Auxiliary_stack_tag_PMS.eps



Auxiliary

Auxiliary_stack_notag_PMS.eps



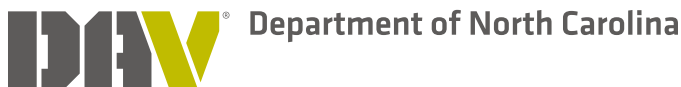
Auxiliary_side_tag_PMS.eps



Auxiliary_side_notag_PMS.eps

DEPARTMENT AND CHAPTER LOGOS

Department logos should include “Department of [State]” to the right of or below the logo. Chapters should be identified by name and number (“Name Chapter XX”). Do not include “No.” or “#,” and don’t let the number separate from “Chapter.” Longer names can be set in two lines.



FUNDRAISING

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



CO-BRANDING

When the DAV logo is presented alongside a partner logo, it is important for the two brands to have equal visual weight. The logos should be separated by a .25 point 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.”

