Branding Guidelines

A Defense Acquisition University Press Product

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Introduction

Why Branding?

Brand identity is the visual representation of an organization. While it is a composite of all the elements used to create a brand, it is more than the sum of its parts.

The Defense Acquisition University (DAU) brand identity communicates the essence of who DAU is and what DAU does. When consistently implemented, the DAU brand works to reinforce DAU's core values and promote a positive image with customers, coworkers, and the community at large. To achieve a strong, memorable brand identity for DAU, careful adherence to these guidelines is essential.

When To Use The Guide

The DAU Branding Guide is a reference tool for producing DAU communications materials. Its purpose is to ensure a consistent and cohesive look and message across all DAU and to all DAU audiences, as well as to provide guidance on using the DAU brand identity.

The guide presents rules and examples to guide the design of brochures, portfolios, newsletters, promotional items, business cards, and other graphics. These guidelines have been created to be relaxed enough to allow for creativity but definitive and comprehensive enough to ensure consistency and professionalism. To achieve a strong, memorable brand identity for DAU, careful adherence to these guidelines is essential.

Ultimately, this guide should help those who develop communications materials create them more successfully, efficiently, and effectively. No guide can cover every circumstance you may encounter.

Have Questions?

If you have questions about material contained in this guide, and for approval of the design of your communications materials before their publication, please send an e-mail to branding@dau.mil

The DAU Logo

Purpose

The DAU logo was designed to represent a forward-looking, best-in-class learning organization. It incorporates a clean, modern typeface and two graphic elements: the pathway of learning, which leads in a forward motion to the seven-pointed star representing success and a best-in-class status.

DAU Logo and Authorized Variations

Downloadable logo files in a variety of sizes for use in PowerPoint, Word, and other applications are provided on the DAUNet under Employee Resources, Communications Resources. See below for logo size information.

Do not attempt to create the logo yourself. The fonts, the alignment of the logo and the legend (when the latter is used), the clearance between the logo and legend, and other aspects are controlled and may not be varied. If you have special logo needs, please e-mail branding@dau.mil.

Color

After considerable research into the psychology of color and color associations, red was chosen for the DAU logo because it denotes innovation and power. Use the black logo only in those applications where red cannot be used.

For professional printing, the **DAU red** specifications are:
- PMS 186
- CMYK (C0, M100, Y75, K4)

Screen specifications are:
- RGB (R198, G12, K48)
- HTML C60C30

Color Choice. The red logo should be used whenever possible. The black logo is for use in black and white applications such as classroom materials or fax cover sheets. Other color choices may be made at the discretion of the Visual Arts and Press department.

Size

Downloadable logos are provided in sizes ranging from 1 inch to 4.5 inches (measurements refer to width of logo). Whenever possible, use the provided files without scaling them (making them bigger or smaller).

If you must rescale the logo, always choose the next size *larger* than you require and scale down. *Never enlarge a smaller logo*. Doing so causes the image to pixelate, and it will look fuzzy or blurred.

The correct way to scale: Hold down the shift key and drag the image from one corner to the center. This will prevent distortion of the image.

Isolation Area

The isolation area is the minimum clear space that surrounds the DAU logo, which must be unencumbered and disassociated from all text and all other company, Service, or agency logos or seals (including the DAU seal).

The logo must always be surrounded by negative space equal to half the width of a single ascender for the U. The negative space is indicated by the letter "X" in the diagram below.
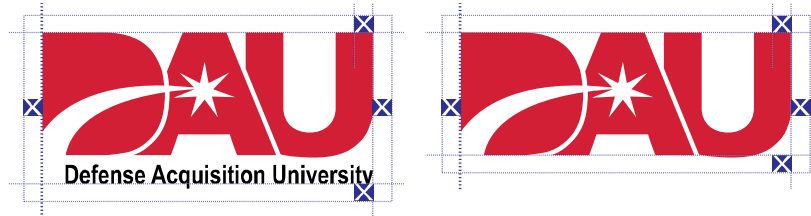
The logo is not to be used in conjunction with the DAU seal, with the following two exceptions:
- On the DAU website
- If the page containing the logo contains a photograph or other representation of something on which the seal appears. For example, on a poster showing a picture of a certificate, the DAU logo would be prominent but the seal would appear as part of the representation of the certificate.

Legend

The words "Defense Acquisition University" (the legend) appear under the logo in Arial Narrow *only* if the words "Defense Acquisition University" do not appear elsewhere on the page as a title. Select the correct logo depending on whether your title contains the words "Defense Acquisition University" or not.

The legend does not appear if the logo is less than 1.25 inches wide, because the legend will not be legible.

## Acceptable and Unacceptable Uses with Examples

ALWAYS

- Use the logo in DAU red or black. Only Visual Arts and Press may use another color in professional print jobs.
- Scale a larger logo down, if necessary, holding down the shift key to preserve the proportions of the logo.
- Allow proper clearance around the logo.
- Use the logo without the rule on a white or cream background; otherwise use the logo with the red rule.
- Use the logo files provided.
- Check with VAP if you are not sure.

NEVER

- Use the logo in any other color than DAU red or black.
- Scan or cut-and-paste a logo from another application.
- Modify the logo in any way (move, delete, or rearrange elements, add elements to it, stretch it, etc.).
- Enlarge a smaller logo.
- Incorporate the logo in any other logo.
- Duplicate and use as a texture for a background.
- Add text or graphic elements to the logo.
- Place the logo over a photograph or any textured background.
- Make the logo a design element.
- Use the logo in place of the acronym "DAU" in text.
- Place another company or organizational logo or seal (including the DAU seal) next to the DAU logo.
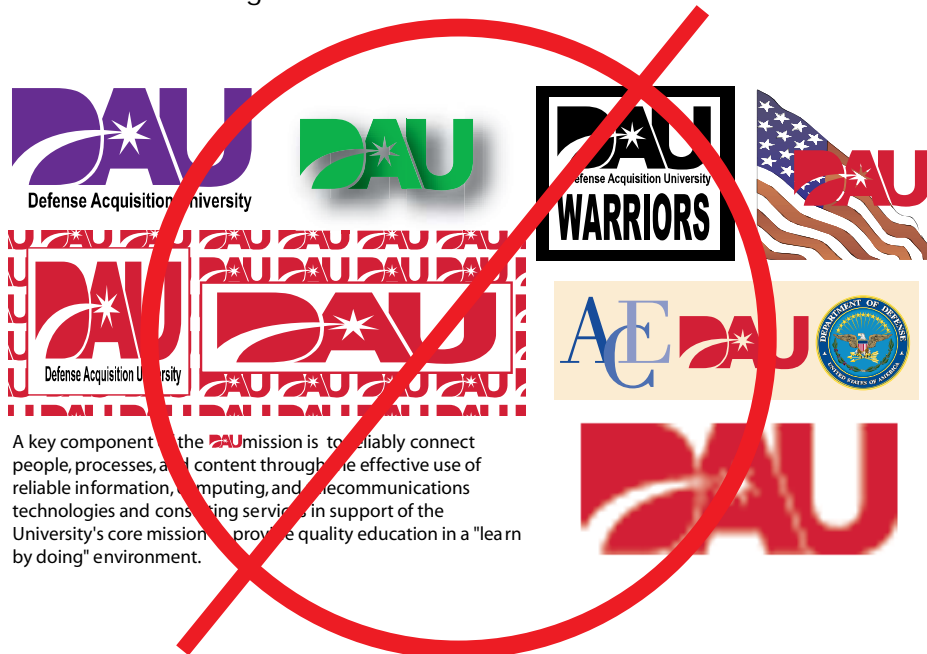
The Swash

Purpose

In some applications, a graduated two-color fluid line known as the "swash" separates the logo from the elements below it. The swash is used to isolate the logo on a white base from a solid color, a photograph, or a montage. The swash is not part of the logo.

Authorized DAU Logo with Swash

The swash is reserved for professionally printed applications and professionally designed, ready-to-use templates, such as the PowerPoint presentations, signage, and business card templates available on the DAUNet.

Do not alter the swash in templates. For example, do not superimpose figures or other decorative items on the swash. Adding curves below the swash detracts from it as well. Graphics contained in a frame such as photos are fine, but artwork or text placed on a curve below, are unacceptable.

Do not attempt to reproduce the swash. Its colors, screen percentages, and configuration must not vary. If you feel you may need to use the swash in an application that is to be professionally printed, please contact Visual Arts and Press for guidance.

The Tagline

Purpose
The purpose of the tagline is to communicate DAU's core values and help position and reinforce DAU's branding.

Authorized Tagline
The tagline is:

Learn. Perform. Succeed.

The words are capitalized and should be set to Arial narrow bold italic (Visual Arts and Press will use Futura condensed italic bold for commercial print applications) with a period following each word. The words may not be separated by bullets, stars, asterisks, or any other symbol. Any other variations of the tagline must be approved by Visual Arts and Press.

Restrictions and Use
In some applications, the tagline may be used on the bottom of a page, at the end of a document, or at the discretion of Visual Arts and Press. While there are no hard and fast rules about when to use the tagline, there are very important rules about how to use it.

This is important because if we change any single aspect of how the tagline is written, we may subject ourselves to violating someone else's copyright or service mark. In the meantime, the specific elements of our tagline must always be exact, to preclude any problems in getting a service mark when we do apply for it.

The DAU Seal

Purpose

Defense is represented by the shield, which is black to denote strength and solidity. The torch stands for leadership and learning, the book for study and publication. The portico represents the center of learning and research. The laurel and oak sprigs stand respectively for honor and strength. Blue stands for the Department of Defense; gold stands for excellence, white for integrity.

The DAU seal and *not* the logo will continue to be used on:
- Official documents
- Selected reports
- Student certificates
- Transcripts
- Plaques and awards
- Employee I.D. badges
- Employee nametags

The DAU seal will *never* appear on the same page with the logo (with the exceptions described in paragraph 1.5). When the logo is on the front cover of a document, guidebook, or brochure, the seal will appear on the back cover.

The logo and the DAU seal appear together in the following cases only:
- On the DAU Web site
- If the page containing the logo contains a photograph or other representation of something on which the seal appears. For example, on a poster showing a picture of a certificate, the DAU logo would be prominent but the seal would appear as part of the representation of the certificate.

DAU Seal and Authorized Variations

The seal should not be encroached upon or incorporated by, or with other graphic elements such as logos except where it is used in conjunction with the DoD seal. It should not be altered or distorted. Variations may only be made at the discretion of the Visual Arts and Press Department.

Color

Use the following chart for plaques. Variation may occur in color of details between plaque painting and printed materials due to modeling effects.

Seal Element	Color	Federal Standard 595 Color Numbers	Pantone Matching System (PMS)
Outer rim, designation, border of shield, torch, flames, letters on motto scroll, edges of scroll	Metallic gold/golden yellow	14043/13655	873/116
Background of seal	Bluebird	15092	542
Background of shield	Black	17038	K
Motto scroll • Highlighted	Flag blue Light blue	15048 15177	282 5415
Portico, pages of book • Shaded	White Silver gray	17925 16492	– 422
Binding of book, detail of flames	Scarlet	11350	200
Shading on book	Maroon	10049	504
Shading of flames and border of shield	Golden orange	12300	1375
Laurel • Shaded	Emerald Green	– 14110	369 364
Oak • shaded	Gherkin green Myrtle	14187 14110	362 356
Highlights on Laurel and Oak	Mintleaf	–	367
Acorns • Highlights	Brown Buff	10055 10371	161 465
Ribbon • Highlights	Chamois Buff	13594 10371	141 465

Departmental Identifiers

Individual departmental, organizational, or regional logos are strongly discouraged. Consistent, correct use of the DAU branded logo is essential to build brand identity. Use of other logos creates brand confusion.

If, in spite of the above, entities create their own logos or identifiers, the following guidelines must be observed:

- Department, organizational, or regional logos will incorporate the DAU logo into the design, and the DAU logo will be the prominent graphic image in the logo.
- No other individual logo/identifier is to be used in conjunction with the DAU logo or seal, nor may such identifiers be used on the same page as the DAU logo or seal.
- Minor graphic elements such as lines or boxes may be incorporated into a departmental, organizational, or regional, logo.
- The DAU logo or seal may not be altered.
- The name of the region or department will appear below the DAU logo.
- Individual logos/identifiers may be used only on items internal to the department, organization, or region (e.g., labels on equipment, notepads used within the entity, novelty items that are not distributed outside the individual entity).
- Individual logos/identifiers may not be used on newsletters, memoranda, stationery, publications, etc., that are sent to other departments within DAU or outside DAU.

The following logos are examples of departmental logos that have been approved for use. Please note that the DAU logo was not altered; however, text and minor graphic elements such as lines or boxes have been added to personalize the DAU logo for a specific DAU region or department.

If you are interested in creating your own departmental, organizational, or regional logo and you have strong justification for such a logo, please contact branding@dau.mil or the contacts listed on the first page of this document. All proposed departmental/divisional/regional or other logos or identifiers *must* be approved by the Visual Arts and Press department.

Further Instructions for Logo Use

Brochures

All the color bars (except silver) should be set to the CMYK colors listed below for consistency.

GROUP	Color	PMS	CMYK	RGB	HTML
Miscellaneous	white	–	0 0 0 0	255 255 255	fffff
Continuous Learning	gold	129	0 11 70 0	243 207 69	f3cf45
Performance Support	green	350	80 24 69 70	40 78 54	035642
Knowledge Management	blue	280	100 78 5 18	0 39 118	002776
Training	red	186	0 100 75 4	198 12 48	c60c30
Centers of Excellence*	silver	877			
Tan rule	Tan	7508	0 15 40 4	227 192 139	e3c08b

*The color band used for the Centers for Excellence is pantone 877 and has no corresponding cmyk equivalent for print purposes. See Spot Colors in Brochures below for guidance.

Fonts

Futura is the primary font family.

Use the styles in the templates for the fonts and especially bulleted items.

Use futura condensed bold for the heads, and a serif font like Times New Roman for the body text, or futura.

Color Band Size

Sizes for the bands at the top and bottom (inside and outside) should measure
-1.5 picas (18 points) for the color bar
-4 points for the tan rule

Title Location, Size, and Font

Title must be visible in top 15 picas or 2.5 inches of the brochure. The top of the text frame should be resting at 9p1.8 picas (InDesign template). In Photoshop text frame should be 9.28 picas from the top.
Two line front panel title should be 30pt on 32pt leading medium condensed futura (style set up in template)
Three line front panel title should be 25pt on 26pt leading medium condensed future (style set up in template)
Do not set text up in a frame where more than 25 words fit in one line.

Spot Colors in Brochures

Unless Visual Arts and Press determines otherwise, currently the only brochures using spot colors are those for the Centers of Excellence. Spot colors need to be set up as a different art object and set to the appropriate pms color. The tag line needs to be set up in a frame set to a drop shadow with the text typed in InDesign as opposed to the other brochures with the tag line in the Photoshop file.

Spot Colors in Photoshop

If for some reason you want to use spot colors in Photoshop need to be set up on the channel tab. Please be advised that spot colors print on top of everything else, have a box with a drop shadow like the tag line on brochures is not possible using a spot in Photoshop. To set up a spot color in Photoshop select the area to be a spot color then in the channel window select >New Spot Channel from the tiny black arrow. Set the ink color to the appropriate color by clicking in the Color: square and selecting the color. Set the Solidity to 100%. The files need to be saved as .DCS 2.0 files to retain the spot color.
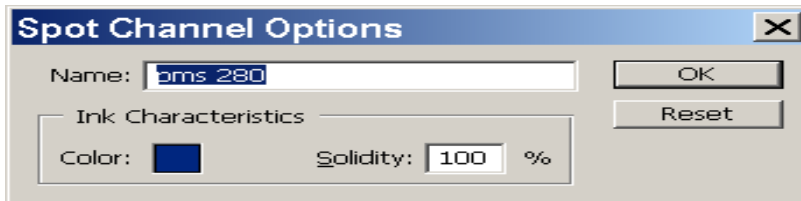
Clothing

The logo embroidered on any polo shirt, dress shirt, or jacket should not exceed 1" high by 2-1/2" wide (dimensions should not be altered). Lands' End* has already created a master but you are not obligated to use their products, you are free to use a vendor of your choice.

Color combinations:
- Red logo on white / khaki / tan / cream / gray / light blue / true blue / navy blue / French blue
- White logo on red / pastels
- Gold logo on navy blue / true blue / pastels
- Silver logo on black

The vendor must provide a PMS 186 red, a metallic gold and silver, and a true white for embroidering the logo. No other colors should be used for embroidering the logo.

The logo should be embroidered directly onto the clothing item, not made as a patch to be applied to clothing. The logo should not be applied to trousers.

Government funds cannot be used to purchase apparel for employees. All branded merchandise will be paid for by the individual making the purchase.

*If purchasing from Lands' End, consult the DAUNet (Employee Resources, Communications Resources) for DAU's customer number, logo number, and ordering information.

Templates

Branding templates are located under "Templates" on the DAUNet under Employee Resources, Communications Resources. These templates are available to help you easily create print materials that follow DAU's branding guidelines. All of these files

are in easy-to-fill Adobe Acrobat forms (unless otherwise noted). If you have a need for print materials that is not met here, send an e-mail to branding@dau.mil.

Signage

Signage templates will help you create 8.5x11 or 11x17 inch signs, in either horizontal or vertical layout.

PowerPoint Presentation

The PowerPoint template should be used whenever you give a presentation as a representative of DAU.

Official DAU Newsletter (Office Publisher)

When creating a newsletter on behalf of DAU, use the official DAU newsletter template. Do not alter the logos or headers. For assistance in developing a newsletter, please contact DAU's Office of Visual Arts and Press at #OP-VAP@dau.mil.

Business Cards

The business card template is a fillable Adobe Acrobat file that can be used with Avery product numbers 5371 and 8371. This paper can be obtained from DAU's Contracting and Logistics Department. The business cards can also be printed commercially at one's own expense. The DAU logo, the words "Defense Acquisition University," and the DAU website cannot be altered. Insert your name and your title (contracted employees may place the word "contractor" after their title). It is not necessary to insert your department on the business card. Type in your mailing address (not your physical address), and you may include a region reference. Additional text such as a Web address can be placed on the back of the business card. Set the page scaling to "none" prior to printing.

Fax Cover Sheet

The fax cover sheet is a fillable Adobe Acrobat file, designed to be printed out in black and white. Please supply the information requested, pressing the tab key to move from section to section.

Press Release Form

All official DAU press releases should use this template, which is offered in a Microsoft Publisher format. Do not alter the logos or headers.

Covers and Spines

Book covers and spine templates are available in Word, Publisher, or PowerPoint files. They are designed to help you create a professional-looking publication that correctly uses the DAU brand.

Travel Folder Cover Sheet and Table of Contents

These templates are fillable Adobe Acrobat files, designed to be printed out in color, but they can be printed out in black and white.

Name Tents

The name tent templates are fillable Adobe Acrobat files, designed to be printed out in color, but they can be printed out in black and white. The pages note trim marks,

so you can correctly size the tent. The documents can be printed on regular 8 ½ by 11 sized paper or on standard Avery name tent paper.

Tags

This fillable Adobe Acrobat file can be printed on standard 8 ½ by 11 sized paper and cut, or on Avery product 5390.

Web, Internet, and E-mail Addresses

Try to avoid using *http://* and *www* together when providing a Web address. The fewer letters in a Web address, the less opportunity there is that it will be mistyped or incorrectly read by your audience. **Check your URL to ensure it works**.

All letters in a Web address or e-mail address should be lower-cased.

Write Web addresses within angle brackets, such as < >. Do not do this for e-mail addresses. All punctuation that is not part of the URL falls outside the angle brackets.

Use generic e-mail addresses in publications instead of a specific person's e-mail. This will ensure that even if the person changes jobs, the generic e-mail address will still exist, eliminating the need to create a new publication.