

PART 4

BRANDING GUIDE

The Defense Acquisition University 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.

CONTENTS

Branding at a Glance.....	4-3
Overview.....	4-4
The Logo.....	4-4
DAU Logo and Authorized Variations.....	4-4
Color.....	4-5
Size.....	4-5
Isolation Area.....	4-5
Legend.....	4-6
Acceptable Uses of the Logo.....	4-6
Unacceptable Uses of the Logo.....	4-6
Logo Guidelines at a Glance.....	4-7
The Swash.....	4-8
Unauthorized Use of Logo With Swash.....	4-8
The Tagline.....	4-9

The DAU Seal.....	4-9
Elements	4-9
Usage.....	4-10
Color	4-11
Departmental Identifiers	4-12
Brochures.....	4-13
Fonts	4-13
Color Band Size.....	4-13
Title, Location, Size, and Font.....	4-13
Spot Colors in Brochures	4-14
Spot Colors in Photoshop.....	4-14
Clothing	4-14
Templates	4-15
Signage.....	4-15
PowerPoint Presentation	4-15
Official DAU Newsletter (Office Publisher).....	4-15
Business Cards	4-15
Fax Cover Sheet.....	4-16
Press Release Form	4-16
Covers and Spines.....	4-16
Travel Folder Cover Sheet and Table of Contents	4-16
Name Tents	4-17
Tags.....	4-17
Web, Internet, and Email Addresses	4-17

BRANDING AT A GLANCE

Primary Color

PANTONE 187
C19 M100 Y74 K8
R187 G23 B62
HTML BB173E



Isolation Area

The logo must always be surrounded by negative space equal to half the width of a single ascender for the U (indicated by the letter X in the diagram).



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.



The DAU Seal

The DAU seal should not appear on the same page with the DAU logo. See guidelines for exceptions.



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.

Tagline

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.

Altering the Logo

If necessary, use the next-size-larger logo and shrink it. Never enlarge the logo. No other alterations are allowed to the logo, legend, seal, swash, or tagline.

*For further assistance, contact
branding@dau.mil*

All materials should be submitted to Visual Arts and Press (VAP) Department for approval. Email VAP at branding@dau.mil before publication. Also reach out to VAP if you have any questions about any of the topics covered in this section.

OVERVIEW

Brand identity is the visual representation of an organization.

Although 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 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.

Brand identity is the visual representation of an organization. The DAU brand identity communicates the essence of who DAU is and what DAU does.

This section, Branding Guide, is a reference tool for anyone who produces 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. The following rules and examples are meant to guide the design of brochures, portfolios, newsletters, promotional items, business cards, and other graphics. These guidelines are relaxed enough to allow for creativity but definitive and comprehensive enough to ensure consistency and professionalism.

While no guide can cover every circumstance you may encounter, this guide will help those who develop communications materials create them more successfully, efficiently, and effectively. If you have questions about material contained in this section, and for approval of the design of your communications materials before their publication, email branding@dau.mil.

THE LOGO

The DAU logo is 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, which represents success and a best-in-class status. The seven points on the star represent the five regions and two colleges of DAU.



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, email branding@dau.mil.

COLOR

After considerable research into the psychology of color and color associations, red was chosen for the DAU logo because it connotes 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 187
- CMYK: C19, M100, Y74, K8

Screen specifications are:

- RGB: R187, G23, B62
- HTML BB173E



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 larger 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, making it 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 dissociated 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 image below.

The logo is not to be used in conjunction with the DAU seal, with the following two exceptions:

- 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.

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 or not your title contains the words “Defense Acquisition University.”



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

ACCEPTABLE USES OF THE LOGO



UNACCEPTABLE USES OF THE LOGO



A key component of the DAU mission is to reliably connect people, processes, and content through the effective use of reliable information, computing, and telecommunications technologies and consulting services in support of the University's core mission to provide quality education in a "learn by doing" environment.



LOGO GUIDELINES AT A GLANCE

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 Visual Arts and Press 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; stretch it, etc.).
- Enlarge a smaller logo.
- Incorporate the logo into any other logo.
- Duplicate the logo and use it 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

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.



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.

UNAUTHORIZED USE OF LOGO WITH SWASH

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 the curve is 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

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

The tagline is

Learn. Perform. Succeed.

The words are capitalized and should be set to Arial Narrow bold italic with a period following each word (Visual Arts and Press will use Futura condensed italic bold for commercial print applications). 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.

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.

Using the tagline correctly 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 prevent any problems in getting our own service mark when we do apply for it.

THE DAU SEAL

ELEMENTS

The elements on the DAU seal have symbolic meanings. 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. In the meantime, the laurel and oak sprigs stand for honor and strength, respectively. Blue stands for the Department of Defense; gold stands for excellence; white stands for integrity.

USAGE

The DAU seal and *not* the logo is used on

- Official documents
- Selected reports
- Student certificates
- Transcripts
- Plaques and awards
- Employee nametags



The DAU seal will *never* appear on the same page with the logo (with the exception described in the section on the DAU logo). 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 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.

The seal should not be encroached upon or incorporated 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.

DAU SEAL COLORS FOR PLAQUES			
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 Scroll highlights	Flag blue Light blue	15048 15177	282 5415
Portico, pages of book Portico, 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 Laurel, shaded	Emerald Green	– 14110	369 364
Oak Oak, shaded	Gherkin green Myrtle	14187 14110	362 356
Highlights on Laurel and Oak	Mintleaf	–	367
Acorns Acorn highlights	Brown Buff	10055 10371	161 465
Ribbon 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, contact branding@dau.mil. All proposed departmental, divisional, regional, or other logos or identifiers must be approved by Visual Arts and Press.

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	ffff
Continuous Learning	Gold	129	0 11 70 0	243 207 69	f3cf45
Mission Assistance	Green	350	80 24 69 70	40 78 54	035642
Knowledge Management	Blue	280	100 78 5 18	0 39 118	002776
Training	Red	187	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 of 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 for bulleted items.

Use Futura condensed bold for headings. Use either Futura or a serif font like Times New Roman for the body text.

COLOR BAND SIZE

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

The title must be visible in the 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, the text frame should be 9.28 picas from the top.

A two-line front panel title should be 30 point on 32 point leading, medium condensed Futura. This style is set up in the template.

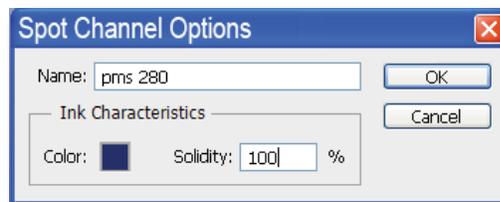
A three-line front panel title should be 25 point on 26 point leading, medium condensed Futura. This style is set up in the template. Do not set up text in a frame where more than 25 words fit in one line.

SPOT COLORS IN BROCHURES

Unless Visual Arts and Press determines otherwise, 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, these need to be set up on the channel tab. Be advised that spot colors print on top of everything else; it is not possible to create a box with a drop shadow, like the tag line on a brochure, by 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 small black arrow at the right of the box. Set the ink color to the appropriate color by clicking in the color square. 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 2½” wide. (Dimensions of the logo 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. If purchasing from Lands’ End, consult DAUNet (Employee Resources, Communications Resources) for DAU’s customer number, logo number, and ordering information.

Color combinations are

- Red logo on white, khaki, tan, cream, gray, light blue, true blue, navy blue, French blue
- White logo on red and pastels
- Gold logo on navy blue, true blue, pastels
- Silver logo on black

The vendor must provide a PMS 187 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 put on 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.

TEMPLATES

Branding templates are located under Templates on the DAUNet under Employee Resources, Communications Resources. These templates are available to help create print materials that follow DAU's branding guidelines. These files are in easy-to-fill-in Adobe Acrobat forms, unless otherwise noted. If you have a need for print materials that is not met here, send an email to branding@dau.mil.

SIGNAGE

Signage templates will help you create 8½-by-11 or 11-by-17 signs, in 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, contact the Visual Arts and Press Department 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 Web address (URL) cannot be altered. Insert your name and your title. (Contracted employees may place the word "contractor" after their title.) It is not necessary to include your department on the business card. Enter your mailing address, not your physical address. You may include a region reference. Additional text, such as a URL, 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 in 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. They are designed to be printed out in color, but they can be printed out in black and white also.

Use of Military Rank by Retired Service Members

The following pertains to retired military members, officer and enlisted.

All retired personnel are permitted to use their military titles socially and in connection with commercial enterprises. Such military titles must never be used in any manner that may bring discredit to the uniformed services.

The use of military titles is prohibited in connection with commercial enterprises when such use, with or without the intent to mislead, gives rise to any appearance of sponsorship or approval by the uniformed services or the Department of Defense.

Military titles will not be a part of the signature block of a retired servicemember when signing official correspondences as a civil service employee.

Retirees not on active duty will not use their military titles in connection with public appearances outside the United States unless such use is authorized by the appropriate overseas commander.

When military titles are used by members to sign their names to documents that pertain to them personally, they must show that they are in a retired status after the grade. Social calling cards and business cards must reflect the retired status.

In a military office, retirees using military titles on the telephone could lead to confusion and unwitting misrepresentation, conveying the impression of active duty status. In any case, common sense is the guide when a retired servicemember works for the government. The retired servicemember's use of his rightful title in government employment is guided by his acceptance of his civilian status and loyal conformance to the established channels of command.

NAME TENTS

The name tent templates are fillable Adobe Acrobat files. They are designed to be printed out in color, but they can be printed out in black and white also. The pages note trim marks so that you can correctly size the tent. The documents can be printed on regular 8½-by-11 paper or on standard Avery name tent paper.

TAGS

This fillable Adobe Acrobat file can be printed on standard 8½-by-11 paper and cut, or it can be printed on Avery product 5390.

WEB, INTERNET, AND EMAIL ADDRESSES

Avoid using *http://* when providing a URL. The fewer the letters in a URL, the less opportunity there is for it to be mistyped or misread. **Check your URL to ensure it works.**

All letters in a URL or email address should be lower-cased.

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

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

Point of contact for this document is Defense Acquisition University Visual Arts and Press Department.

For content contact Mr. Harambee Dennis at 703-805-3705 or harambee.dennis@dau.mil.

For editing contact Mr. Ben Tyree at 703-805-2892 or ben.tyree@dau.mil.



This page intentionally left blank