



Visual Information

*Official Logo and Seal Usage and
Branding Applications*

COMPLIANCE WITH THIS DIRECTIVE IS MANDATORY

NOTICE: Supersedes ALL previously published (or inferred) directives, policies, and guidelines.

This publication is available digitally on the DAU portal at:

<https://daunet.dau.mil/C1/DAU%20Corporate%20Branding/default.aspx>

This publication provides direction for implementing the Defense Acquisition University organizational identity and branding. Instructions are given for the use and presentation of the DAU seal, logo, and other branding elements in various materials. Adherence to these guidelines is mandatory. Deviations and/or adaptations are not permitted without prior approval and coordination.

For information concerning this publication or to clarify questions concerning logo and branding applications, contact the below-listed individuals:

POC: Visual Arts and Press

Paula Croisetiére

703-805-4287

paula.croisetiére@dau.mil

TSgt James D. Smith

703-805-3705

james.smith@dau.mil

Section 1—The DAU Logo

- 1.1. Purpose
- 1.2. Basic DAU Logo and Authorized Variations
- 1.3. Color
- 1.4. Size
- 1.5. Isolation Area
- 1.6. Legend
- 1.7. Acceptable and Unacceptable Uses with Examples

Section 2—The Swash

- 2.1 Purpose
- 2.2 Basic DAU Logo with Swash and Authorized Variations
- 2.3. Restrictions and Use

Section 3—The Tagline

- 3.1 Purpose
- 3.2 Basic Tagline

Section 4—The DAU Seal

- 4.1. Purpose
- 4.2. Basic DAU Seal and Authorized Variations
- 4.3. Color

Section 5—Departmental Identifiers

Appendix A—Clothing

Section 1—The DAU Logo

1.1. 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.

1.2. Basic DAU Logo and Authorized Variations

Downloadable logo files in a variety of sizes for use in PowerPoint, Word, and other applications are provided at <<https://daunet.dau.mil/C1/DAU%20Corporate%20Branding/default.aspx>>.

Please see Section 1.4 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 contact the POCs listed above or e-mail branding@dau.mil.

1.3. 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 in those applications where red cannot be used.

For professional printing, the DAU red specifications are:

- PMS 186
- CMYK (C0, M100, Y75, B4)

Screen specifications are:

- RGB (R198, G12, B48)
- 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.

1.4. 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).

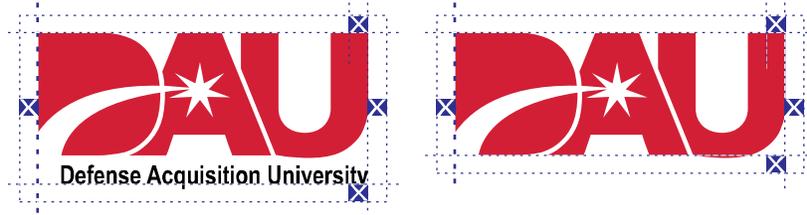
If you must rescale the logo, always choose the next size *larger* than you require and scale down. *Never enlarge a smaller logo.* Doing so causes the image to pixelate, and it will look fuzzy or blurred.

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.

1.5. 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 (indicated by the letter “X” in the diagram).



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.

1.6. 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 1.5 inches wide, because the legend will not be legible.

1.7. Acceptable and Unacceptable Uses with Examples



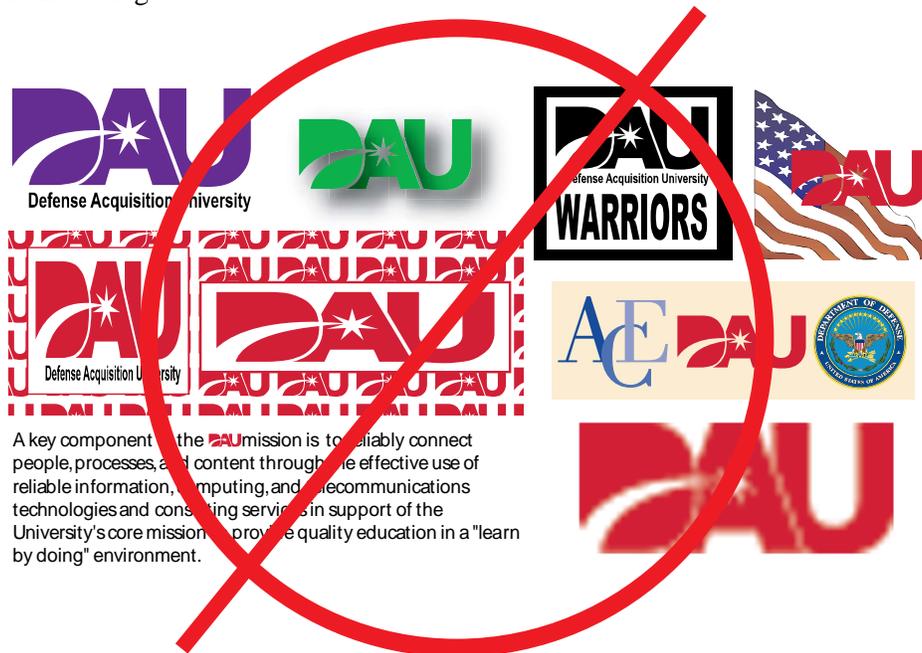
ALWAYS

- Use the logo in DAU red or black, unless you have received permission from Visual Arts and Press to use another color.
- 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, unless you have received permission from Visual Arts and Press to use another color.
- 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.
- Add a drop shadow, bevel, or emboss 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.



Section 2—The Swash

2.1 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.

2.2 Basic 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 DAU intranet.

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.



The swash, like the logo, needs breathing room. The top of the top line of type in signage and PowerPoint presentations, etc., must be separated from the lowest point of the swash by a visually pleasing amount of space.

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.

Section 3—The Tagline

3.1 Purpose

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

3.2 Basic Authorized Tagline

The tagline is:

Learn. Perform. Succeed.

The words are capitalized and should be set to Arial narrow bold italic (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.

3.1. 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 for two reasons: first, there is not yet a service mark on our tagline (in process), and second, 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.

Section 4—The DAU Seal

4.1. 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.

4.2. Basic 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.



4.3 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	Flag blue	15048	282
• Highlighted	Light blue	15177	5415
Portico, pages of book	White	17925	–
• Shaded	Silver gray	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	Emerald	–	369
• Shaded	Green	14110	364
Oak	Gherkin green	14187	362
• shaded	Myrtle	14110	356
Highlights on Laurel and oak	Mintleaf	–	367
Acorns	Brown	10055	161
• Highlights	Buff	10371	465
Ribbon	Chamois	13594	141
• Highlights	Buff	10371	465

Section 5—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:

- No 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.
- Logos may not be adaptations of the DAU logo or seal, nor may they incorporate any elements of the DAU logo or seal.
- 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.

All proposed departmental/divisional/regional or other logos or identifiers *must* be approved by the Visual Arts and Press department. Please contact branding@dau.mil or the contacts listed on the first page of this document.

Appendix A—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. 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 through Lands' End, contact Kelley Berta for our customer number and design number.