Student Veterans of America (SVA) Brand Guidelines

Typeface

1. The official SVA logo font is Trajan Pro Regular. It is used in our seal and horizontal logo. It is a serif font with elegant, sweeping curves. It is appropriate to use this font in graphic design and desktop publishing situations as a title font, not for body text or any other application. The font typeface does not come standard on computers. It is currently available on Egnyte at: https://www.dropbox.com/sh/ou5nibusvwatglr/AACnhQIhuNR16Aez59g0ftjPa?dl=0

TRAJAN

2. For the website, the standard body font is 12 point Helvetica (sans serif) and the font color is black. Use this font for body text and avoid any serif fonts. The website header/headline text is 18 point Helvetica and font color is black. Subheads are 12 point bolded Helvetica in black.

3. For the newsletter, we use 12 point Arial font for body text. The headline text is 20 point Trebuchet MS. The subhead font is 14 point bolded Arial.
4. For most other design products, arial or arial black font is used to maintain a modern feel.

Colors

Core

The current SVA brand standard colors are:

Blue - R: 30 G: 63 B: 130 (Hex: #1E3F82)

Red - R: 190 G: 40 B: 37 (Hex: #BE2825)

Website

Navigation Bar - R: 191 G: 28 B: 59 (Hex: #BF1C3B)

Slideshow background - R: 32 G: 49 B: 101 (Hex: #203165)

Background: White - R: 255 G: 255 B: 255 (Hex: #000000)

Grey border - R: 233 G: 233 B: 233 (Hex: #E9E9E9)

Logos

The SVA logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is and should always be the most consistent component in our communications.

General Guidelines

As a general rule, third parties may not use the logo without written permission.

The logo is fixed in terms of appearance and may not be reconstructed, redrawn or modified without written permission.

When the logo is used on a communications piece with another logo-- from within or outside-- the logo requires extended clear space to maintain its integrity, as shown here. No other logo should fall within these parameters.

Logo must not be in affiliation with any non-permitted purposes, which include political campaigns and events supporting specific candidates.

Before engaging in any promotional activity that incorporates SVA's registered name, logo or other insignia, please contact the Communications Department at: SVAComms@studentveterans.org

See SVA national chapter logo usage policy for more information.

Placement

The preferred placement for the logo is in the lower segment and corners of communications. This way the logo becomes a grounding element that appears consistently on all pieces. If the bottom zone is unsuitable, it is also acceptable to place anywhere in the horizontal segment at the top within the piece. Again, corners are preferred, but the logo can be centered for more formal communications.

Versions

There are two current SVA logos, the "SVA seal" and the "SVA horizontal Logo (with and without Seal)" SVA logos should never be recreated or typeset. Only official logo files should be used in communications. Consult the communications department for any exceptions to these rules.

Download official SVA logos on Egnyte at Shared/Logos/Official Logos or Dropbox at:

https://www.dropbox.com/sh/5x0h2ndb6jdmga2/AACnoQ9Py7BZBPRlWWxcyblya?dl=0

Primary Usage

SVA Seal

The primary colors for this logo are: Red and Blue. They vary based on what part of the deal you look at, but the standard SVA colors can be used to match it:

Blue - R: 30 G: 63 B: 130 (Hex: #1E3F82)

Red - R: 190 G: 40 B: 37 (Hex: #BE2825)

Our seal is reserved for our most official communications. It may also be used on other communications to formally designate that the document or digital message is an official SVA communication. It may be used for other purposes only with permission of the Communications Department at SVAComms@studentveterans.org

SVA Horizontal Logo

The primary colors for this logo are:

Blue - R: 48 G: 62 B: 120 (Hex: #303E78)

Black - R: 0 G: 0 B: 0 (Hex: #000000)

Red (center diamond) - R: 191 G: 37 B: 42 (#BF252A)

It is intended to be used on lighter backgrounds and images in order to maintain legibility. The horizontal logo should be used as-is over white background. Consult communications when using this logo over any other colors.

Secondary Usage

Another acceptable color option is to reverse the approved logos out to WHITE on darker backgrounds and images.

Social Media Content Writing

Social media text should be as concise as possible while answering the five Ws: Who, What, Where, When, and Why. AP format is used, especially for dates and locations: https://owl.english.purdue.edu/owl/resource/735/02/

1. Links on social media should be as short and clean as possible, with bit.ly being used as the preferred link shortening system. Note that Bit.ly is case sensitive, so we favor just using the lower case in these links. Consult communications for access to our Bit.ly account so that we may track the clicks on these links.

Design

In designing digital and printed products, SVA favors a clean, simple, modern look. The core colors are used in addition to black and white for text. Attention to spacing is important when creating this look.

In the below example note the clean sans serif font with clean separation between lines. The SVA badge is unobstructed but accented with an outer glow. The official SVA font is used at the top with a light transparent box under it to clarify the text against the background image.

Website slideshow graphics should be 750 X 500 pixels.

Additional Example:

> "As a student veteran I have found my voice at TSTC's Veterans Center. My Hispanic heritage is another important part of who I am, and Hispanic Heritage Month gives us an opportunity to celebrate the culture and contributions of Hispanics to our nation."

SVA Official Social Media Handles and Hashtags

1. Facebook.com/StudentVets
2. Twitter: @StudentVets
3. Instagram: @studentveterans
4. SVA Leadership events: #SVALeads
5. SVA Voices (featured students and chapters): #SVAVoices
6. University/College Major-Specific Example: #PoliSciVets (i.e. Political Science)
7. Vet Center Initiative: #VetCenter
8. National Conference 2016: #NatCon2016

SVA Branded Campaigns

Chapter Voices: One featured chapter per month. A group photo is used as the main photo with a couple event photos preferred as well.

SVA Voices: Minimum of once per month with frequency increasing, tied to special campaigns. Features BOTH SVA Student Veteran of the Month & SVA Chapter of the Month. Photo of the featured veteran or chapter with short article.

*Recognition themes are based on the editorial calendar.