



DAR Brand Identity and Logo Style Guide



Purpose of This Guide

Today's DAR is relevant, engaging and successful at enriching the lives of so many people. While DAR has traditionally focused on helping other people more than telling our own story, we can now do both. The *DAR Brand Identity and Logo Style Guide* helps us tell our story in a consistent and instantly recognizable way, amplifying our message to the world and creating lasting, positive memories for our audience.

The *DAR Brand Identity and Logo Style Guide* is designed to provide consistent ways to represent and promote the DAR to the public, our members and our communities. The guide provides examples and templates for how to accurately and consistently use the DAR logo in your DAR activities, publications, online presences, merchandise and elsewhere.

We encourage you to use this Style Guide to properly present the DAR logo during your public activities and when creating products to share with the public. By associating our DAR logo with your dynamic local DAR projects, you will help elevate the relevance of the DAR in the public's mind.

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INTRODUCTION

Each member brings awareness to the national DAR brand, helping to develop greater respect and admiration for all our chapters around the world. Through your consistent efforts to use the DAR logo more widely and to strengthen the DAR brand, you are helping the public to see the DAR as synonymous with devoted service to our country through historic preservation, education and patriotism.

The Daughters of the American Revolution has a robust story to tell, from its celebrated legacy dating back to 1890 to the volunteer service that members provide in their local communities throughout the country and around the world today.

The history of the DAR and the scope of member initiatives are significant. With the variety of service projects and charitable endeavors at DAR's chapter, state and national levels, the impact of our collective good work is magnified when the public is easily able to identify the parent organization driving that positive force.

Helping to bring all of these stories under one umbrella to project a unified positive image is DAR's brand identity. In short, brand identity is how an organization is viewed, particularly by the general public.

Positive brand identity enhances both our parent organization, the National Society, and local chapters who are the backbone of our Society. When the entire Society presents a unified and consistent brand, we create better awareness in the public's mind of the good work being performed every day by DAR members.

The most visual representation of the DAR's brand identity is the DAR logo. Our logo helps to strengthen the DAR brand identity every time it is used in association with any public-facing DAR activities. Although the traditional DAR insignia is an important part of the internal identity of the National Society, it is different from the symbol we use for our organization's public brand identity. To help build and strengthen a consistent and easily recognizable DAR brand, it is important to use the DAR logo to represent DAR initiatives and activities in the public sphere.

The heart and soul of DAR rests in our members. The true impact of the DAR is realized in the work of our chapters in their local communities. Our state societies maximize the power of that local impact. Awareness of the National Society is strengthened when the public makes the connection that the incredible work you do for your local communities is inspired by your association with our global service organization.

You embody the DAR brand, and you help us share our remarkable DAR story.





Brand Identity

Daughters of the American Revolution

BRAND IDENTITY OVERVIEW

With a worldwide reach and our extensive history, each DAR chapter and state society understandably is unique. However, we are strong as an organization because of our core brand identity. Some key points we use to connect with the public are outlined below.

Our Vision

To inspire more people to recognize those who gained our nation's independence and to connect with history themselves through DAR service projects.

Who We Are

The DAR is one of the largest women's lineage-based, patriotic nonprofits in the world, with 185,000 members and approximately 3,000 local chapters in the United States and abroad. Since our founding in 1890, close to one million members have carried out our mission.

We are an organization both steeped in history and forward-thinking — a vibrant service organization recognized around the world.

The women who make up our membership are varied and come from all walks of life, yet we share a common bond of tracing our ancestry back to those who helped gain our nation's independence.

We are committed to honoring our nation's past by serving our communities today.

Our Mission

To promote historic preservation, education and patriotism.

Our History

Founded in 1890, the DAR is committed to preserving the memory and spirit of those who contributed to American independence. The four women who founded the DAR helped to form the DAR's lasting mission of promoting three key areas: historic preservation, education and patriotism.

Although our founding principles remain true today, the DAR has evolved to accommodate today's women and serve contemporary communities domestically and abroad.



MESSAGING

When communicating our DAR story to the public, we must be strategic. There are those who are not aware of all that we are and everything we do. Additionally, as with any organization with a long history, there are often misconceptions and stereotypes that need to be addressed in a positive manner. Such an approach might include making people aware of some overarching messages. The messages we deliver should communicate who we are today and who we want to be tomorrow. Finding compelling ways to tell our DAR story will strengthen our DAR brand identity.

Think about these messages when introducing the DAR to someone who may not know anything about our organization, or who may think they know the DAR but perhaps have an outdated or inaccurate image.

We Are More Than a Lineage Society

We are a nonprofit, nonpartisan women's service organization.

We Are Relevant

We open new doors in genealogical research, helping women discover the stories and people of their past. We invite women of all backgrounds to join us in our efforts to serve our country and preserve our heritage for future generations.

We Are Active

To honor our ancestors who fought for our nation's independence, we are committed to volunteer service as a means to better our local communities.

We Are Today's DAR

We are an organization for the modern woman. As we continue to pursue our founders' original principles, we apply the values of our ancestors and build on the foundation of DAR's founders to accomplish important work in a contemporary context.



BRAND HISTORY

The DAR's visual brand has evolved over its more than 125-year history with a number of symbols and images associated with the organization over the years. This overview of our brand history clarifies the different images and symbols that have historically been associated with DAR. Moving forward, these will continue to be used internally. This brand guidelines document will encourage members to continue to use the DAR logo to reinforce awareness of the public-facing DAR brand.

Insignia

Since the National Society was founded, the DAR insignia has been an important identifier, worn as a membership pin and used on official Society correspondence, publications and historical markers. The insignia will always be a special symbol for our membership and will be used for internal official business, but the DAR insignia has a number of strict usage constraints that make it inappropriate for public promotions. Please refer to the *NSDAR Handbook and National Bylaws* for guidelines on using the DAR insignia.



DAR Symbols and Artwork

Over the long history of the organization there have been many symbols and artwork associated with the DAR. Different administrations, state societies and committees often have their own distinguishing symbols for promotions and merchandise. Such images are appropriate for internal use, but they should not be used externally.



State and Chapter Logos

The *NSDAR Handbook and National Bylaws* states that every DAR chapter should use the same public logo, but some states and local chapters have created their own over the years. *Please be mindful that although states and chapters want to creatively distinguish themselves in their local communities, using logos other than that of the DAR's can weaken or obscure a chapter's connection to the National Society.* The purpose of the national DAR logo is to consistently promote the global work of the DAR by using an easily recognizable symbol.

Original Public DAR Logo

In 2002, DAR introduced a logo for public communications and promotions. This logo has represented the DAR very well for more than 16 years, establishing the DAR's contemporary brand. Over the years, this design has met with some challenges and limitations, calling for a refreshed design.



Refreshed DAR Logo – Gradual Transition

Building off the original image, a refreshed DAR logo was introduced in 2019. Both the original and refreshed design of the DAR logo are still valid as our visual DAR brand identity, as a gradual transition begins that will incorporate the new design of the logo into all chapter, state and national branding.





Logo Style Guide

PRIMARY LOGO

This is the primary DAR Logo that all members, chapters, districts, states and the National Society are encouraged to use for public-facing events and products. The DAR logo should be used exactly as portrayed in this document (including accepted variations shown on the following pages). It is important that the DAR logo be used consistently by all members, headquarters staff, vendors and partners in order to reinforce a professional DAR brand.



Story Behind the DAR Logo

In refreshing the DAR logo, we chose to honor the character and style of the 2002 logo, while giving it an updated, contemporary look and feel to enhance its versatility. The new logo reinforces DAR as a relevant, vibrant organization, while still allowing our organization to be easily identified.

The updated star and stripes image symbolizes the waving American flag, advancing our overarching foundation as a patriotic organization. The three stripes represent the DAR's three founding principles: historic preservation, education and patriotism.

Versatility

The strength of the refreshed logo is its versatility. It can be used horizontally or vertically, as well as in several slight variations in which each retains the official branded look of the DAR. The base of the DAR branding is the star and stripes symbol (sometimes referred to as the "mark") which can sometimes be used on its own in limited, appropriate instances.

The font and colors are specific to the branding of the DAR logo, but now there is a horizontal and vertical composition of the "DAR" wordmark (i.e., the letters and words that are part of the DAR logo) with the stars and stripes symbol. In public instances where individuals might not know what the "DAR" in the logo stands for, it is best to use the full "Daughters of the American Revolution" title version of the logo to reinforce awareness of the national organization's branding. However, in instances when the logo is used in a small size or it is not imperative to distinguish the full organization name, there are now two versions of the logo that do not have to include the full title. For example, in a document that uses the full title on the cover or title page, a variation of the full title may be used on ensuing pages.

While there is increased versatility in using the DAR logo in different style variations, it is still important to only use the exact images of the accepted logo variations detailed on the following pages.



LOGO VARIATIONS

Accepted Logo Variations

The logo has been designed with alternative variations for the flexibility to use the logo in situations where the primary logo does not fit certain space constraints. All variations of the DAR logo must be used exactly as shown in the *DAR Brand Identity and Logo Style Guide* (and electronic templates are available on the DAR members' website).

Horizontal logo with full title

Use the horizontal logo with full title at the beginning of a document or presentation. After first use, you may use the logo without the full title. On websites, we recommend using the logo with full title on each page.



LOGO VARIATIONS

Horizontal logo with no title

Use the horizontal logo with no title on printed materials (e.g., books and brochures) and presentations after you have already used the full logo with title on a title page, or use it on products that can't accommodate the full title.



Four color with black letters



Four color with blue letters



Three color PMS



Two color PMS



Grayscale



One color black



Reverse knockout on blue



Reverse knockout on red

LOGO VARIATIONS

Stacked logo with full title

Use the stacked logo with full title on printed materials (e.g., books or brochures) and presentations after you have already used the full logo with title on a title page, or use it on products that cannot accommodate the full title.



Daughters of the
American Revolution

Four color with black letters



Daughters of the
American Revolution

Four color with blue letters



Daughters of the
American Revolution

Grayscale



Daughters of the
American Revolution

Three color PMS



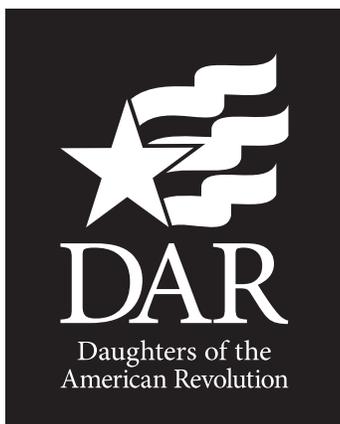
Daughters of the
American Revolution

Two color PMS

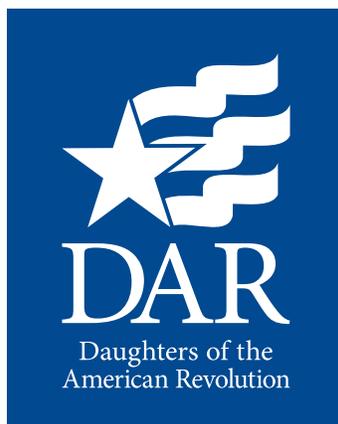


Daughters of the
American Revolution

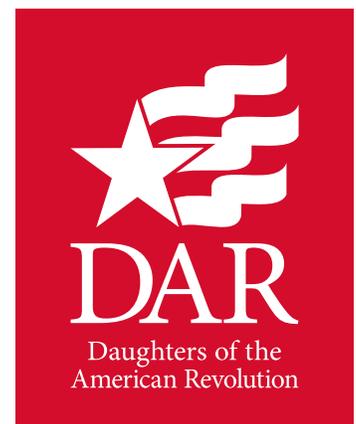
One color black



Reverse knockout on black



Reverse knockout on blue



Reverse knockout on red

LOGO VARIATIONS

Stacked logo with no title

Use the stacked logo with no title on printed materials (e.g., books or brochures) and presentations after you have already used the full logo with title on a title page, or use it on products that cannot accommodate the full title.



Four color with black letters



Four color with blue letters



Grayscale



Three color PMS



Two color PMS



One color black



Reverse knockout on black



Reverse knockout on blue



Reverse knockout on red

LOGO VARIATIONS

Logo symbol only

To increase public awareness of the organization's logo, the logo variations with the DAR wordmark (that is, DAR's acronym and full name) should primarily be used so the public recognizes the organization tied to the logo symbol. The stars and stripes symbol should not be used independently in most circumstances when you are trying to promote the DAR to the public. However, the logo symbol alone can be used in certain situations, such as in a very small space (e.g., a website favicon), or as a design element to enhance a branded event or appropriate merchandise.



Four color



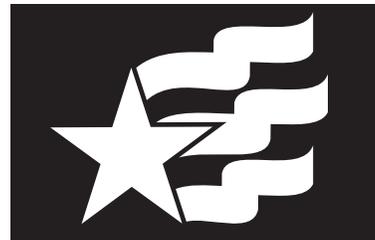
Two color PMS



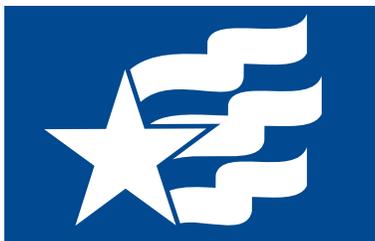
Grayscale



One color black



Reverse knockout on black



Reverse knockout on blue



Reverse knockout on red

Daughters of the American Revolution

LOGO SPACING & SIZING

The DAR logo requires a surrounding area clear of other graphic elements or text. This area, referred to as the exclusion zone or margin, helps the logo stand out. The margin is half the height of the letter "D" in "DAR."

The minimum sizes for each version of the logo are shown below. Using the logo at or above the minimum size ensures that the logos are legible.



Clear Space = 1/2 Height of the large DAR "D"



Minimum size with text 1.25"



Minimum size without text 1"



Minimum size with text .75"



Minimum size without text .5"

Daughters of the American Revolution

INCORRECT LOGO USAGE

The DAR logo should only be used in the approved variations displayed in this guide. The DAR logo should not be stretched, reassembled or altered in any way. Additionally, when placing the DAR logo, effects such as bevel, shadow, glow, overlays and other effects are not allowed. Below are a few examples of **incorrect** usage of the DAR logo.



DO NOT alter font used for logo



DO NOT add effects such as drop shadows to the logo



DO NOT modify the placement of the logo elements



DO NOT modify colors in logo



DO NOT stretch or otherwise distort the logo



DO NOT use the full-color logo on dark backgrounds

The DAR logo is only allowed to be depicted as the approved variations displayed in this guide. Products with the DAR logo can only be used for official DAR activities, or state and chapter fundraising. Products for resale (either as a fundraiser or for members to purchase) that use the DAR logo must incorporate the name of the entity producing the product (i.e. state/chapter/committee) into the logo design.

The DAR logo is NOT ALLOWED to be used for personal gain or profit.

COLORS

Primary Color Palette

The primary color palette refers to the colors of the logo. Occasionally you may need to match these colors when creating a printed piece, such as a brochure, banner or advertisement. Sharing these color values with your vendors will ensure a good match.

<p>PANTONE COATED PMS 186 C</p> <p>CMYK 12c 100m 92y 3k</p> <p>RGB 207r 21g 45b</p> <p>HEXADECIMAL #CF152D</p>	<p>PANTONE COATED PMS 280 C</p> <p>CMYK 100c 72m 0y 18k</p> <p>RGB 0r 73g 144b</p> <p>HEXADECIMAL #004990</p>
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Secondary Color Palette

The secondary color palette is a set of colors that complement the logo's colors. Use them when you need additional colors, for instance in books, brochures and websites.

<p>PANTONE COATED PMS 306 C</p> <p>CMYK 80c 30m 25y 0k</p> <p>RGB 31r 142g 172b</p> <p>HEXADECIMAL #1F8EAC</p>	<p>PANTONE COATED PMS 3395 C</p> <p>CMYK 85c 17m 79y 4k</p> <p>RGB 0r 148g 99b</p> <p>HEXADECIMAL #009463</p>	<p>PANTONE COATED PMS 151 C</p> <p>CMYK 10c 80m 100y 0k</p> <p>RGB 221r 89g 57b</p> <p>HEXADECIMAL #DD5928</p>	<p>PANTONE COATED PMS 253 C</p> <p>CMYK 61c 98m 38y 31k</p> <p>RGB 97r 30g 81b</p> <p>HEXADECIMAL #611E51</p>
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TYPOGRAPHY

Approved Typefaces

As with organizations, typefaces have personalities and perform specific functions. The consistent use of the same typefaces allows our clients to readily recognize materials from DAR.

Primary Font Usage

DAR recommends using **Minion** and **Roboto Light** for your marketing and corporate identity. (The logo type uses a customized version of Minion.) You may use either one for text and headlines or use one for heads and one for body text.

Typically, serif fonts such as Minion offer better legibility for printed text. Minion is an elegant typeface that is excellent for body text and, in some cases, heads and subheads.

Roboto is a sans serif font with a modern look that is extremely readable, works well as a support to the Minion font and is especially good for electronically displayed type, such as a website.

Using Other Typefaces

Sometimes you may not be able to use one or both of the recommended fonts in your communications because they are not available in your word processing, designs or email software. In that case, DAR recommends using **Times** (serif) and **Helvetica** (sans serif), both of which are industry standards.



Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The background of the slide is a grayscale image of a classical building facade. A prominent feature is a large, detailed relief sculpture of an eagle with its wings spread, perched on a ledge. The eagle's feathers are intricately carved, and it appears to be holding a scroll or a similar object. The building's architecture includes decorative moldings and a series of rectangular elements, possibly part of a balcony or a frieze, visible at the top and bottom of the frame.

Best Practices

BEST PRACTICES OVERVIEW

For many graphics applications, members can simply download a file with all file types included and pass them on to designers and printers with a copy of the logo guidelines.

These descriptions are intended as helpful background. In most situations, you will want to give the .zip file of all logos to your designers, printers and promotional item vendors so that they can select the best file format for the job.

For members who will use the logo themselves, we offer some guidance below on selecting the right file type for your task.

Web vs. Print

Digital and print environments use different color spaces, meaning that each reads colors in a specific way.

RGB (which stands for “Red Green Blue”) refers to the primary colors of light — red, green, and blue — that are used in monitors, television screens, digital cameras, and scanners. RGB is the color space for digital uses such as web and slide presentation.

CMYK refers to the primary colors of pigment used in printing — cyan, magenta, yellow and black. All physically printed materials are created from these four colors.

In your photo and design software (e.g., Photoshop) make sure you are using the correct color space for the job at hand.

Typically you’ll use these formats for the web:

- .jpg
- .gif
- .bmp
- .png

Typically you’ll use these formats for print:

- .jpg
- .eps
- .tif or .tiff

Resizing

If you need to resize a logo, be aware that there are two basic kinds of files, bitmapped and vector. In many situations these file types look identical on a computer screen, giving the impression that file types are interchangeable. This is far from the case.

Bitmapped graphics files are composed of pixels and should be used at their existing size or smaller, regardless of whether you are working in a digital environment such as a website or on a printed piece such as a brochure.

Common bitmapped graphic file types:

- .psd
- .jpg
- .tif or .tiff
- .gif
- .bmp
- .png

Vector images are scalable to any size, so they are used for signs, banners, and other large items.

Common vector graphic file types:

- .ai
- .eps
- .pdf
- .svg

Daughters of the American Revolution

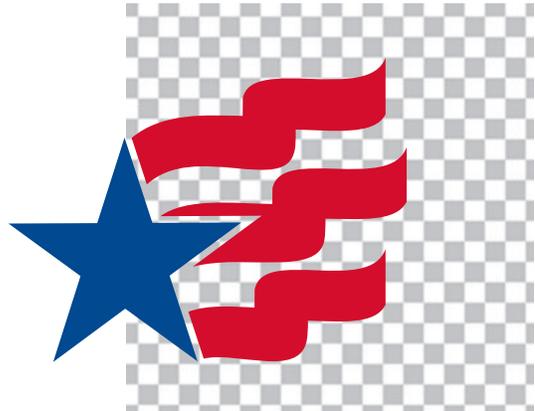
BEST PRACTICES OVERVIEW

Transparency

Only some file types allow for transparency, which is the negative space within a graphic that allows background to show through. To avoid having a white box appear around the logo when placing the logo over a photograph or onto a promotional items, you will want a transparent file type that allows the background to show through.

File types allowing transparency include:

- .ai (print)
- .bmp (digital)
- .gif (digital)
- .png (digital)
- .tiff (print)



Storage

We recommend that you download the compressed (.zip) file from the DAR members' website and keep a copy of this .zip file in a safe place, even after you have opened its contents. You may also download a full set of logos from the DAR website any time.

This way, if you accidentally stretch or shrink a file, you can always access the pristine original. Also, some graphics files can degrade over time when they are resized or modified in some other way, and they can develop imaging issues such as "noise." We call this kind of file type "lossy." Common lossy file types include .jpps and .gifs.



Examples of DAR logo customization

Below are some examples of possible ways states and chapters can incorporate their names with the DAR logo when promoting their local activities and initiatives. These are *sample* designs to help prompt ideas for combining your local name with the national DAR logo, but states and chapters have flexibility in determining the specific style preferences if they would like to distinguish their local name from other state/chapter designs. It is important that one of the approved variations of the DAR logo is used as some part of your local identifying logo, and that the font type and placement of your name look cohesive with the national logo design.

States and chapters are encouraged to use the DAR logo in all their public efforts to help strengthen the national DAR brand awareness across the country and world. If members create products/merchandise/apparel using the DAR logo that will be for resale (either as a fundraiser or for members to purchase), it is required that the logo must be customized to incorporate the state or chapter name.

The easiest way for states and chapters to customize the DAR logo is by placing their state or chapter name below the national DAR logo. With almost 3,000 chapters trying to set themselves apart in their local communities, there is flexibility in using any of the approved variations of the refreshed logo design to allow them to reinforce the proper use of the national branded logo for their local purposes while still allowing for their own distinguishable DAR brand identity.



MERCHANDISE

DAR logo merchandise is a great way to strengthen DAR brand awareness in the public. Keep in mind when you are creating products to promote the DAR, it is beneficial to always use the nationally recognized DAR logo. This helps identify our national organization in your local communities through your historic preservation, education and patriotic efforts.

DAR chapters are welcome to use the DAR logo on products they sell as long as the proceeds of the DAR branded merchandise support a DAR specific purpose such as a chapter fundraiser or as promotional giveaway items in their communities. Products for resale (either as a fundraiser or for members to purchase) that use the DAR logo must incorporate the name of the entity producing the product (i.e. state/chapter/committee) into the logo design. Only products sold by the National Society, or products used by states or chapters as gifts (but not sold), can use the DAR logo as a standalone image on an item. Exceptions include products for resale produced by the national committees of DAR Schools, Junior Membership and Units Overseas. The DAR logo is not to be used on merchandise to sell for personal profit or by individuals or entities that are not associated with the DAR organization.

DAR Logo Apparel

A great way to bring attention to the DAR in your local communities is to wear apparel with the DAR logo. This identifies you as a DAR member when you are doing service projects in your local communities. If you are planning to make your own DAR apparel for resale to other members, remember that you must customize the logo to incorporate your chapter or state name into the design. Having the DAR logo on apparel and other items used in public is a very visual way to help people connect the DAR brand to the good work that members do while raising awareness for the organization. Wearing apparel with the DAR logo at other community events also provides a great opportunity for photos that can then be shared on websites, social media, advertising and other uses.



Other DAR Artwork

Products that are designed with other DAR symbols, artwork or the insignia are allowed, but be mindful that using the DAR logo on public-facing merchandise will help create a strong and consistent national DAR brand. Try to limit creating products with the insignia or other DAR symbols to items that are used more for internal purposes or for more decorative items that may not look as ornate with the corporate design of the DAR logo.



Variations

The different variations of the refreshed logo design offer great versatility for use on different types of merchandise. Members can choose from the various styles of the DAR logo for what style fits best on the type of products they are producing.



Daughters of the American Revolution HEADQUARTERS USAGE

DAR National Headquarters print, online merchandise and promotional material should adhere to the guidelines set forth in this document.

When Headquarters departments produce print or online materials that are intended to be used for the public, they should incorporate the DAR logo into their material to help reinforce consistent DAR national branding.

Some DAR Headquarters departments have pre-existing artwork or logos separate from the national DAR logo which they are currently using in their promotions. They can continue to use those but art departments are encouraged to start incorporating the national DAR logo (in any of the variations presented in this guide) in their public-facing promotions to help strengthen the National Society's brand awareness.

