



CONTENT

Concept

4. What is SVA?
5. Brand Personality
6. Mood Board

Elements

8. Brandmark Description
9. Color Palette
10. Brandmark Clearance & Sizing
11. Brandmark Usage & Colorways
12. Chapter Application
13. Improper Brandmark Usage
14. NatCon Logomark
15. Typography
16. Photography

Collateral

18. Stationery Package
19. Lapel Pin
20. Chapter Merchandise
21. Social Content Style
22. Billboards
23. Online Banner Advertising



Concept

WHO WE ARE

Student Veterans of America is the premier organization leading service, research, and advocacy for veterans and higher education.

OUR VISION

Empowering student veterans to lead and live their best lives.

OUR MISSION

Act as a catalyst for student veteran success by providing resources, network support and advocacy to, through, and beyond higher education.

WHAT WE DO

Student Veterans of America (SVA) elevates the academic, professional, and personal development of veterans in higher education through chapter programs and services, outcomes and impacts research, and advocacy at every level. With a mission focused on empowering student veterans, SVA is committed to providing an educational experience that goes beyond the classroom. Through a dedicated network of more than 1,500 on-campus chapters in all 50 states and three countries overseas representing more than 750,000 student veterans, SVA inspires yesterday's warriors by connecting student veterans with a community of like-minded chapter leaders. Every day these passionate leaders work to provide the necessary resources, network support, and advocacy to ensure student veterans can effectively connect, expand their skills, and ultimately achieve their greatest potential.

BRAND PERSONALITY

★ **Humble**

★ **Informative**

★ **Supportive**

★ **Hopeful**

★ **Positive**

★ **Strong**

★ **Honorable**

★ **Respectful**

★ **Proud**

★ **Confident**

★ **Empowering**



SVA

STUDENT VETERANS OF AMERICA



INSPIRING

TOMORROW'S

LEADERS

Elements

BRANDMARKS

Inspired by the iconic Challenge Coin, these redefined brandmarks pay homage to the rich history of SVA, while displaying a modern touch through typography and color.

They are clean and simple, legible in large and small placements due to the interchangeable marks, and simple to use across channels.

SVA's main wordmark, which features just the acronym, portrays the bold, strong nature of the organization, allowing the initials to powerfully, effectively and succinctly project the brand's ethos. In certain cases, the seal will be used to display the institutional history of the organization.

The font family used for this mark is Mrs. Eaves XL Serif OT, a more contemporary serif designed to be approachable yet serious.

SEAL



MAIN WORDMARK

SVA

FULL WORDMARK

SVA

STUDENT VETERANS OF AMERICA

COLOR PALETTE

The primary color palette for SVA consists of red, white, blue and a 10% tint of blue.

SVA will use onyx as a secondary color that can be used sparsely in combination with certain colors from the primary color palette.

PRIMARY PALETTE



SECONDARY PALETTE



BRANDMARK: CLEARANCE & SIZING

All SVA brandmarks should always have clearspace around it on all sides, equivalent in width and height, to half the size of the inner circle of the full seal logomark.

The minimum size requirements for each SVA brandmark for both digital and print use is shown to the right.

CLEARSPACE



SCREEN USE
135px height

FOR PRINT
1 inch height



SOCIAL
PROFILE
IMAGE



SCREEN USE
100px height

FOR PRINT
3/4 inch height



FAVICON



SCREEN USE
30px height

FOR PRINT
1/4 inch height



BRANDMARK USAGE: CHAPTERS

To ensure individual chapters are properly recognized as important parts of the SVA brand, we will adapt the full wordmark for each chapter.

Universities will simply replace the text below “SVA” in the full wordmark with their school names.

CHAPTER WORDMARK STACKED



UNIVERSITY OF
SOUTHERN CALIFORNIA

CHAPTER WORDMARK HORIZONTAL



UNIVERSITY OF
SOUTHERN CALIFORNIA

SOCIAL PROFILES ICON



BRANDMARK USAGE

Whenever possible, use the Main Wordmark.

Although all three brandmarks are interchangeable, it is important to ensure readability in all cases of the brandmark's placement.

The following are approved use case scenarios for logo placement.



Dark Background



Light Background



Overlying an image. Only use the logo over a clean, non-busy image.



Dark Background



Light Background



Overlying an image. Only use the logo over a clean, non-busy image.

BRANDMARK: IMPROPER USAGE

The brandmarks should never be altered in any of the ways shown here or any other unapproved way (applicable to all three brandmarks).



Do not rotate or reflect the logomarks.



Do not use unapproved colors in the logomarks.



Do not stretch the logomark vertically or horizontally.



Do not outline the logomarks.



Do not add drop shadows or other effects to the logomarks when placed over solid backgrounds.



Do not set the logomark in all white or black against an unspecified color.

NATCON LOGOMARK

Utilizing the SVA Seal as the landmark, the Natcon logomark features a typographic approach, laying out the date of the event, year of the event, and below, the NatCon tagline.

This logomark can be easily updated for future events by changing the date and the year.

Both the stacked option and the horizontal option are equal in importance, and each should be used in cases where they fit best.



TYPOGRAPHY

STANDARD

The primary typeface used for internally generated documents will be Arial. SVA's secondary typeface will be Georgia, reserved for formal letters and other special use cases.

DESIGN-ONLY

Mrs Eaves is to be used only for the seal and wordmark. Gotham is available strictly for designers for creative assets and other external projects.

STANDARD

PRIMARY TYPEFACE

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

SECONDARY TYPEFACE

Georgia

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

DESIGN-ONLY

EXTERNAL TYPEFACES

Gotham

Gotham Bold

Mrs Eaves XL Serif OT

Mrs Eaves XL Serif OT Bold

WEB SAFE FONTS

Helvetica Bold

Georgia Regular

SUBHEAD

STUDENT VETERANS OF AMERICA

HEADER

STUDENT VETERANS OF AMERICA

BODY

Student Veterans of America is a national nonprofit coalition founded to empower student veterans as they mindfully transition into civilian life by providing them with the resources, network support and advocacy needed to succeed in higher education and beyond.

PHOTOGRAPHY

SVA's photography is defined through a strong, confident, and professional yet inviting lense.

Imagery should have a clean aesthetic with a clear focus.

Showing a diverse human touch is an important part of the brand imagery.

It is also important to visually display all of the phases the student veteran goes through, highlighting success in service, education, and the workforce.



Collateral

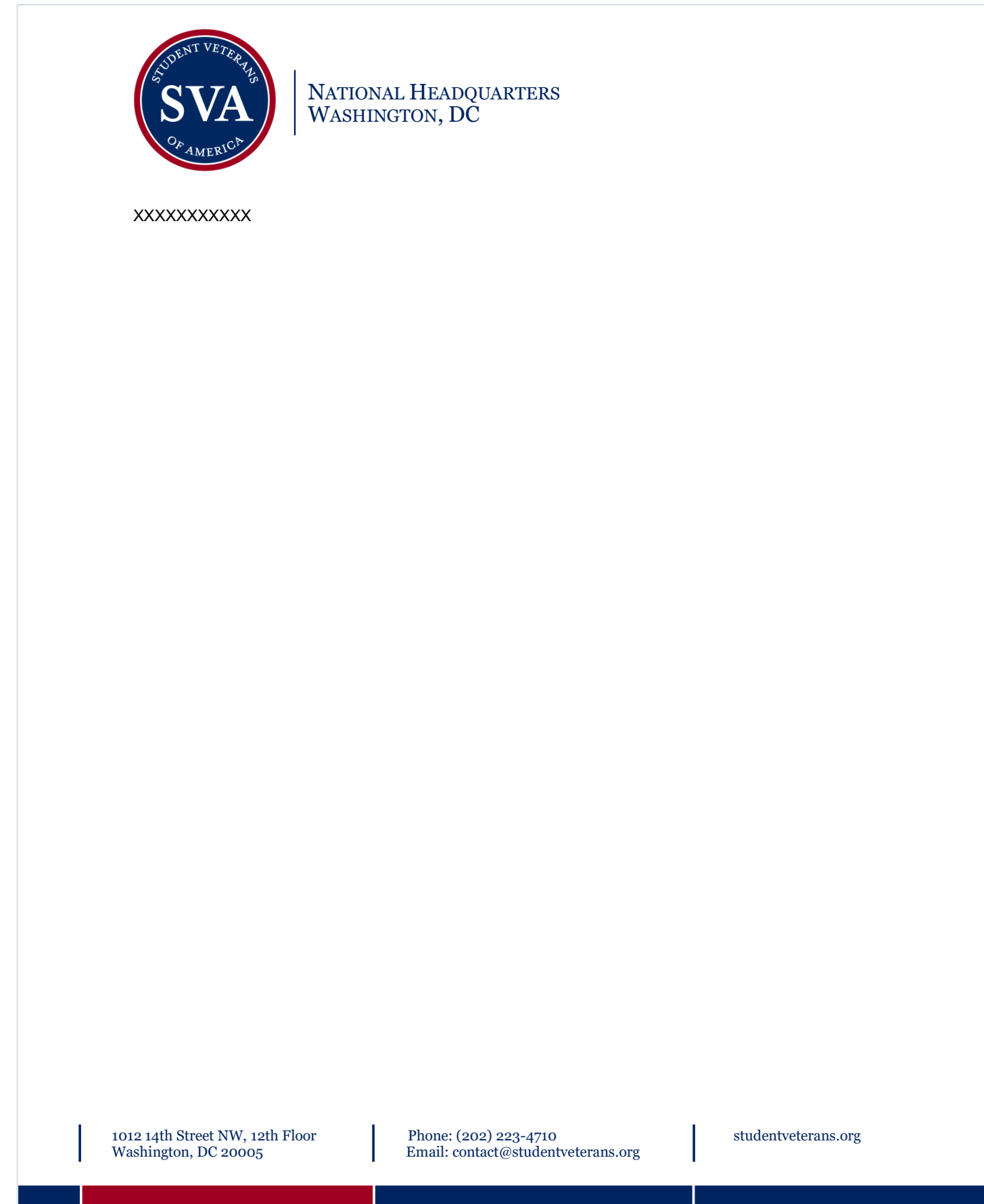
STATIONERY PACKAGE

SVA's stationery package consists of a 8.5 x 11" letterhead, 2-sided 3.5 x 2" business card, and envelope.

The business card template makes it simple to update information and create business cards for anyone.

The content in the letterhead and envelope is uniform for all employees and should not be customized.

LETTERHEAD



BUSINESS CARD



ENVELOPE



LAPEL PIN

With our bold and bright seal on their lapels, members can represent SVA from across the room at every event.



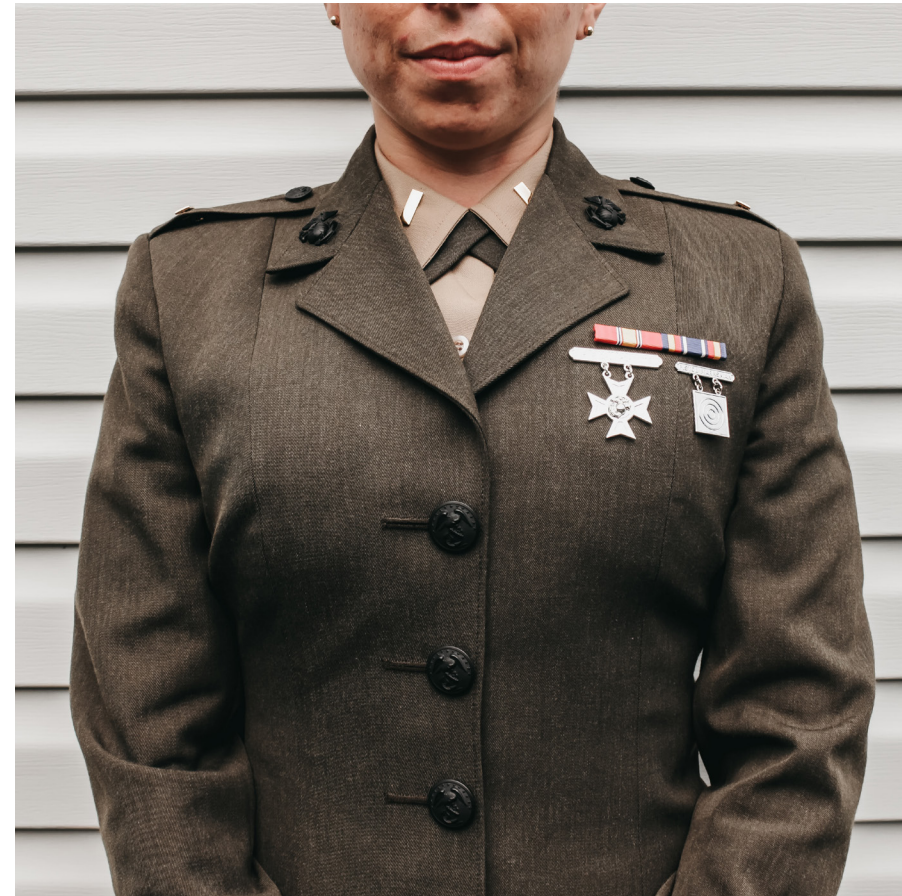
SOCIAL CONTENT STYLE

SVA's content is guided by the different phases student veterans experience in their journeys, establishing a narrative around these individuals in a professional manner.

As SVA has a strong line-up of events and activations, including informative content about these events is important as well.

Whenever there is text, ensure it is readable by adding a color overlay or placing it in a clear space within the frame.

PHOTOGRAPHY V1



TYPOGRAPHY V1



TYPOGRAPHY V3



PHOTOGRAPHY V2



TYPOGRAPHY V2

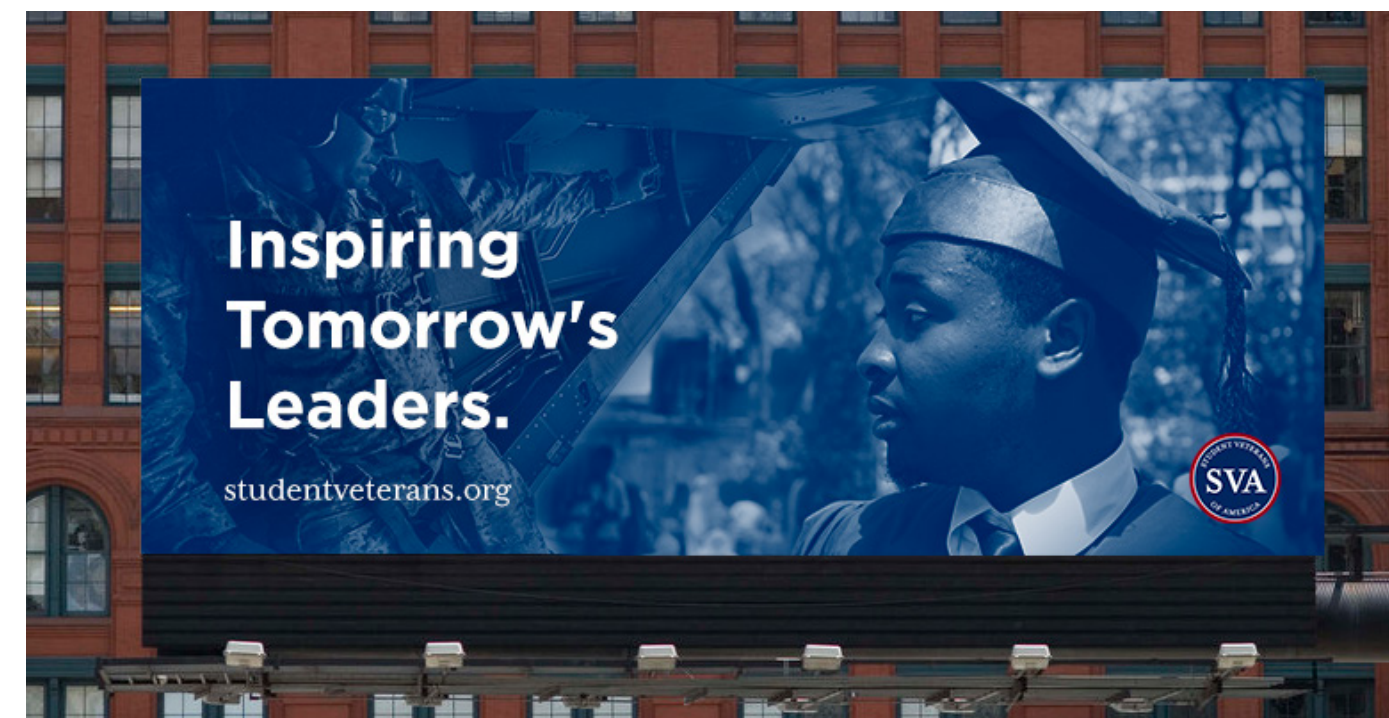


BILLBOARD

The focal point of the billboard should be strong and simple, and include impactful messaging.

Photographic content will vary depending on the campaign or what is being advertised.

BILLBOARD LAYOUT



ONLINE BANNER ADVERTISING

SVA's paid media advertising is built around the existing brand guidelines, and serves to drive traffic to the website or to specific events.

The promotional strategy should target specific audiences and always remain aligned with the brand's look and feel.

300X300 V1



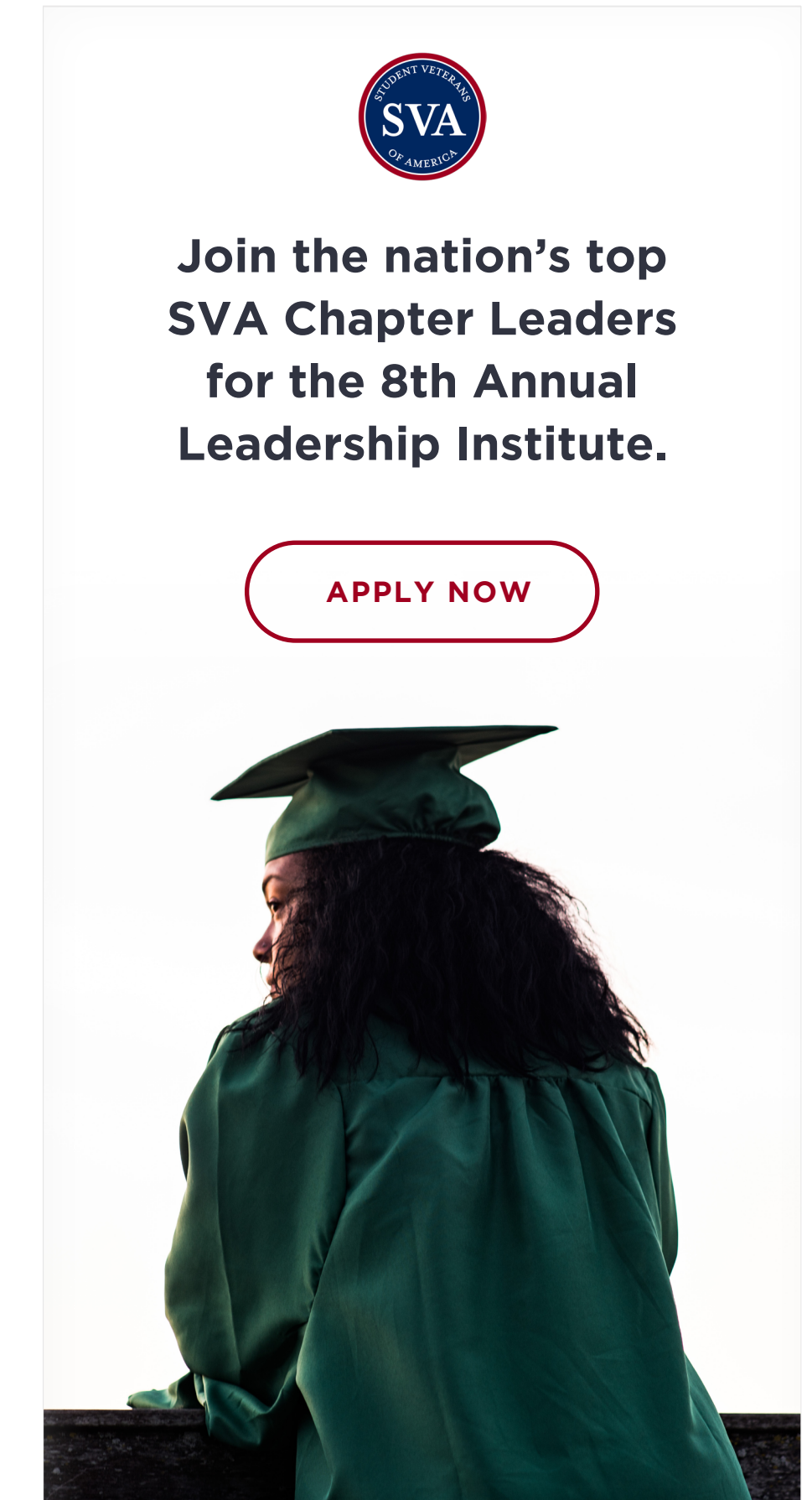
A square banner with a white background. In the top right corner is the SVA logo. Below it, the text reads: "Join the nation's top SVA Chapter Leaders for the 8th Annual Leadership Institute." At the bottom left is a red button with the text "APPLY NOW". On the right side, there is a photograph of a woman in a green graduation cap and gown, looking to the left.

300X300 V1



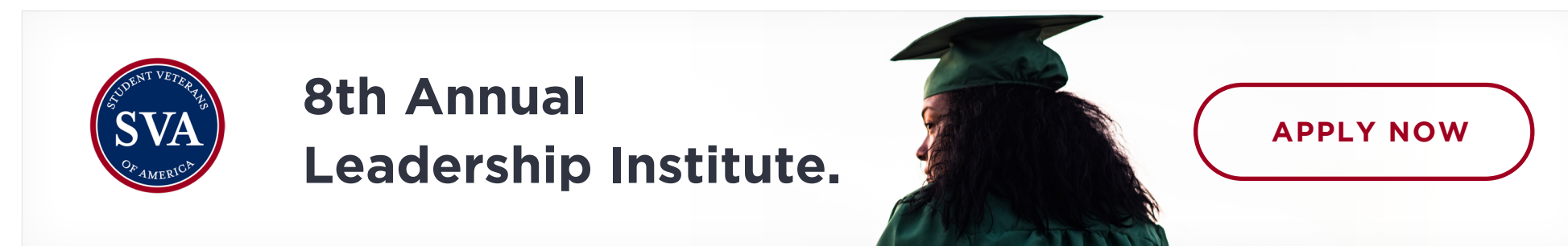
A square banner with a dark blue background featuring a faint American flag pattern. In the top center is the SVA logo. Below it, the text reads: "Inspiring Tomorrow's Leaders." Underneath is the tagline: "Get the support you need far beyond service." At the bottom center is a white button with the text "LEARN MORE".

300 X 600



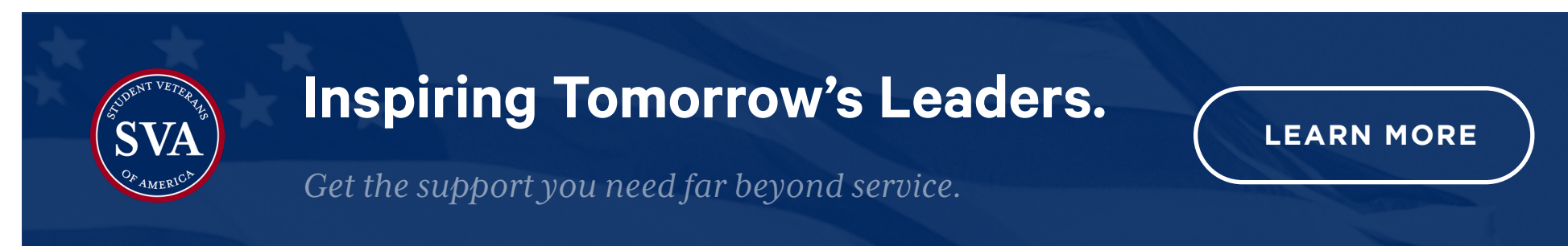
A vertical rectangular banner with a white background. At the top center is the SVA logo. Below it, the text reads: "Join the nation's top SVA Chapter Leaders for the 8th Annual Leadership Institute." In the center is a red button with the text "APPLY NOW". At the bottom is a photograph of a woman in a green graduation cap and gown, looking to the left.

728X90 V1



A horizontal rectangular banner with a white background. On the left is the SVA logo. To its right, the text reads: "8th Annual Leadership Institute." On the right side is a photograph of a woman in a green graduation cap and gown, looking to the left. At the bottom right is a red button with the text "APPLY NOW".

728X90 V1



A horizontal rectangular banner with a dark blue background featuring a faint American flag pattern. On the left is the SVA logo. To its right, the text reads: "Inspiring Tomorrow's Leaders." Below that is the tagline: "Get the support you need far beyond service." At the bottom right is a white button with the text "LEARN MORE".

BRANDING IN ACTION

SVA's new branding came to life beautifully at this September's Leadership Institute, providing a bold backdrop for the event's speakers to address the Class of '19.



