



BRAND GUIDELINES

v1.0



These brand guidelines are brought to you by a dedicated team of designers, writers and strategists at the VCU Brandcenter. These guidelines are a proof of concept created for a presentation and are not a final product by any means. Contact us for more information.

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WHY USE THESE GUIDELINES

The Virginia War Memorial needs to manage how its brand is represented across all visual media in various different situations. The corporate identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain our brand integrity.



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LOGO

PRIMARY

ABOUT OUR BRAND

The Virginia War Memorial is the Commonwealth of Virginia's premier monument, museum, and educational center honoring the memory of all Virginians who demonstrated a willingness to serve and fight to defend the United States from World War II through today.

The logo pays homage to the fallen with the eternal flame of Liberty taking the place of the 'V' in Virginia. The logotype is a strong all-caps serif that recalls the past while looking confidently into the future.



LOGO**VARIATION****CROSS-MEDIA SUPPORT**

Depending on the use case, either the primary logo or logo symbol may be used to represent the Virginia War Memorial.

All effort should be made to display the logo against a white background. If necessary, use a fully white version of the logo against solid color, gradient or image backgrounds.

LOGO SYMBOL

The logo symbol is simply the torch from the main logo, representing the Torch of Liberty at the base of the Memory statue. The torch was lit at the founding of the Virginia War Memorial in February 1956, and is the perfect visual manifestation of the brand values.

COLOR VARIATION

Logo and logo symbol against a white background.



Logo and logo symbol against a color background.

1.2

LOGO

USAGE

CROSS-MEDIA SUPPORT

The use of the graphic symbol in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the symbol be used as the default identifier in place of the complete logo.

A social media version of the logo is fully achievable, using the symbol when a square version of the logo is needed for online applications.

CLEARSPACE

LOGO SYMBOL



LOGO & TYPE



MINIMUM SIZES

12mm



16mm



TYPOGRAPHY

HEADERS



ABOUT GEORGIA

Georgia is a typeface family that combines high legibility with character and charm. Though inspired by the need for clarity at low screen resolutions, it has become much more than that: Georgia is a typeface resonant with typographic personality. With a true italic, a carefully designed bold, and slightly non-aligning numerals, Georgia imparts a flavor of individuality to any page.

USAGE

Use Georgia for headers and subheaders, differentiating between the two with font size, font weight and opacity.

Aa Zz 123

GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?£\$&@*) 1234567890

GEORGIA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?£\$&@*) 1234567890

GEORGIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?£\$&@*) **1234567890**

GEORGIA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?£\$&@*) **1234567890**

TYPOGRAPHY

PARAGRAPHS



ABOUT HELVETICA

The original aim of the Helvetica designers was to create a neutral typeface that had great clarity, had no intrinsic meaning in its form, and could be used on a wide variety of signage. These factors make it an ideal typeface for the Virginia War Memorial: function, clarity, and versatility.

USAGE

Use Helvetica for all text outside of headers and subheaders, creating hierarchy as needed by shifting font size, font weight and opacity.

Aa Zz 123

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?£\$&@*) 1234567890

HELVETICA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?£\$&@*) 1234567890

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?£\$&@*) 1234567890

HELVETICA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?£\$&@*) 1234567890

2.2

TYPOGRAPHY

HIERARCHY

UNDERSTANDING COMPOSITION

One of the most important aspects of communicating with type is establishing a strong typographic hierarchy. This refers to presenting content in a way that visually conveys not only where to look, but also in what order to look.

The styling and placement of all elements — both type and images — should guide the viewer through the content in order of importance. Multiple levels of typographic hierarchy are defined both for impact and clarity of communication.

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure consistent branding across all communications.

HEADER

Georgia Bold – 36 pt

SUBHEADER

Georgia Bold – 18 pt

BODY COPY

Helvetica Regular – 14 pt

Example:

THIS IS A HEADER

And This Is A Subheader

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

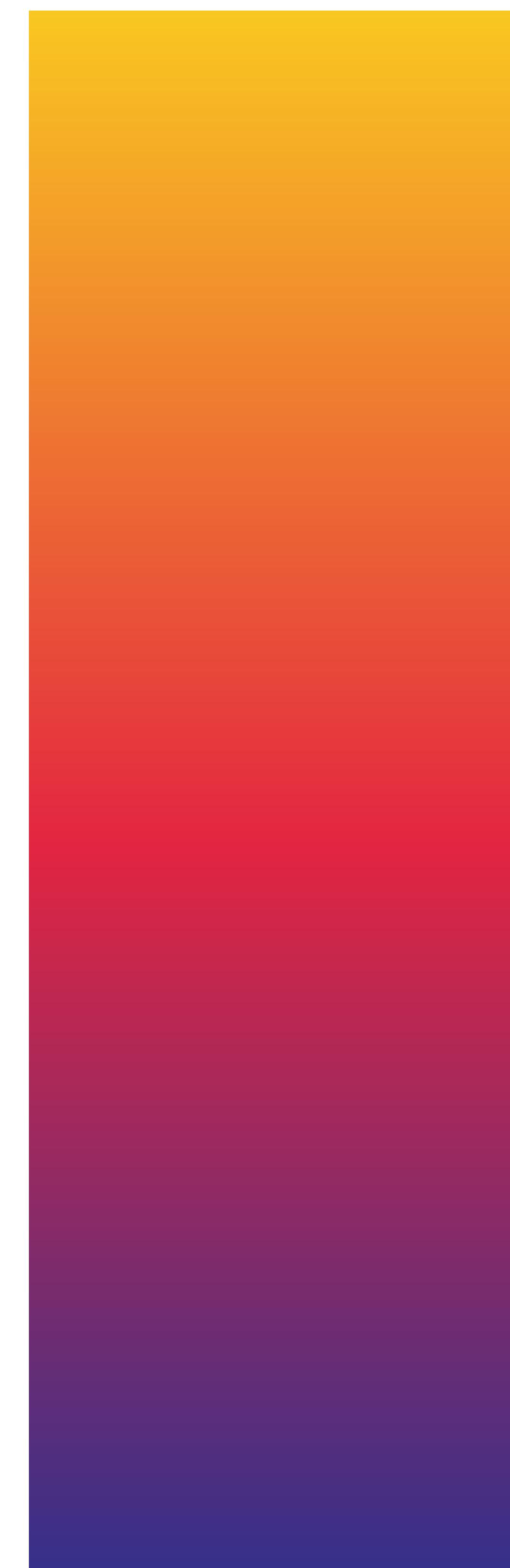
BRAND COLORS

PRIMARY

ABOUT OUR COLORS

The primary color palette is made up of softer, warmer versions of the three primary colors: yellow, red, and blue. The colors are seen intermingling with each other within the logo symbol in the form of a linear gradient.

These three colors are customarily used in the logo symbol and as blocks of color to provide layout structure in the form of dividers, background colors, and image border gradients.



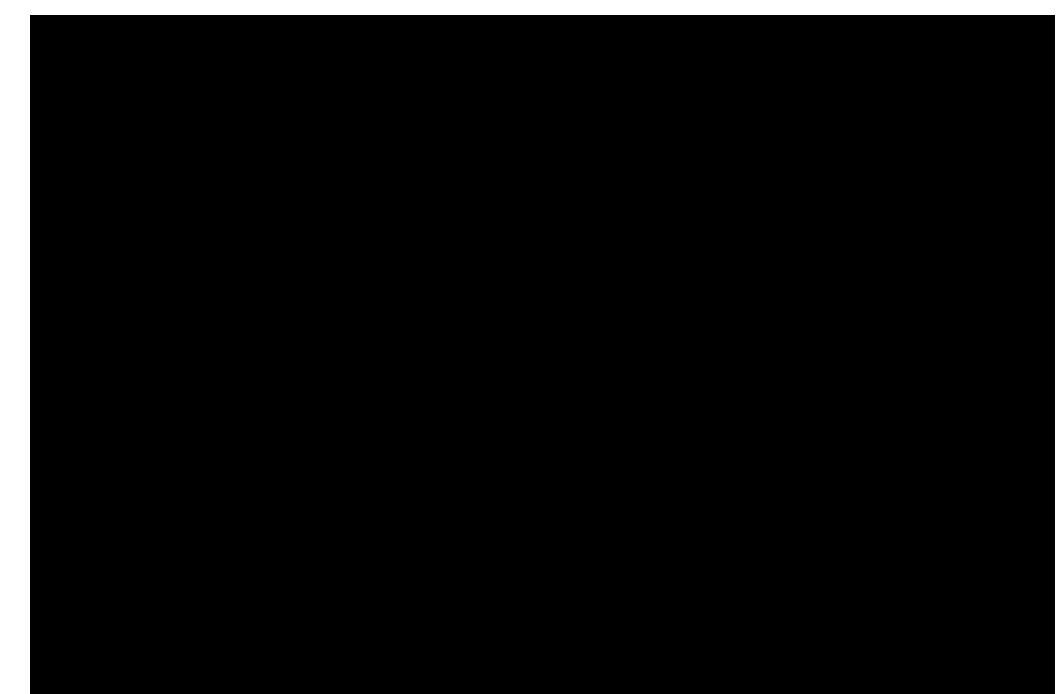
#F9C721



#E32541



#33308B



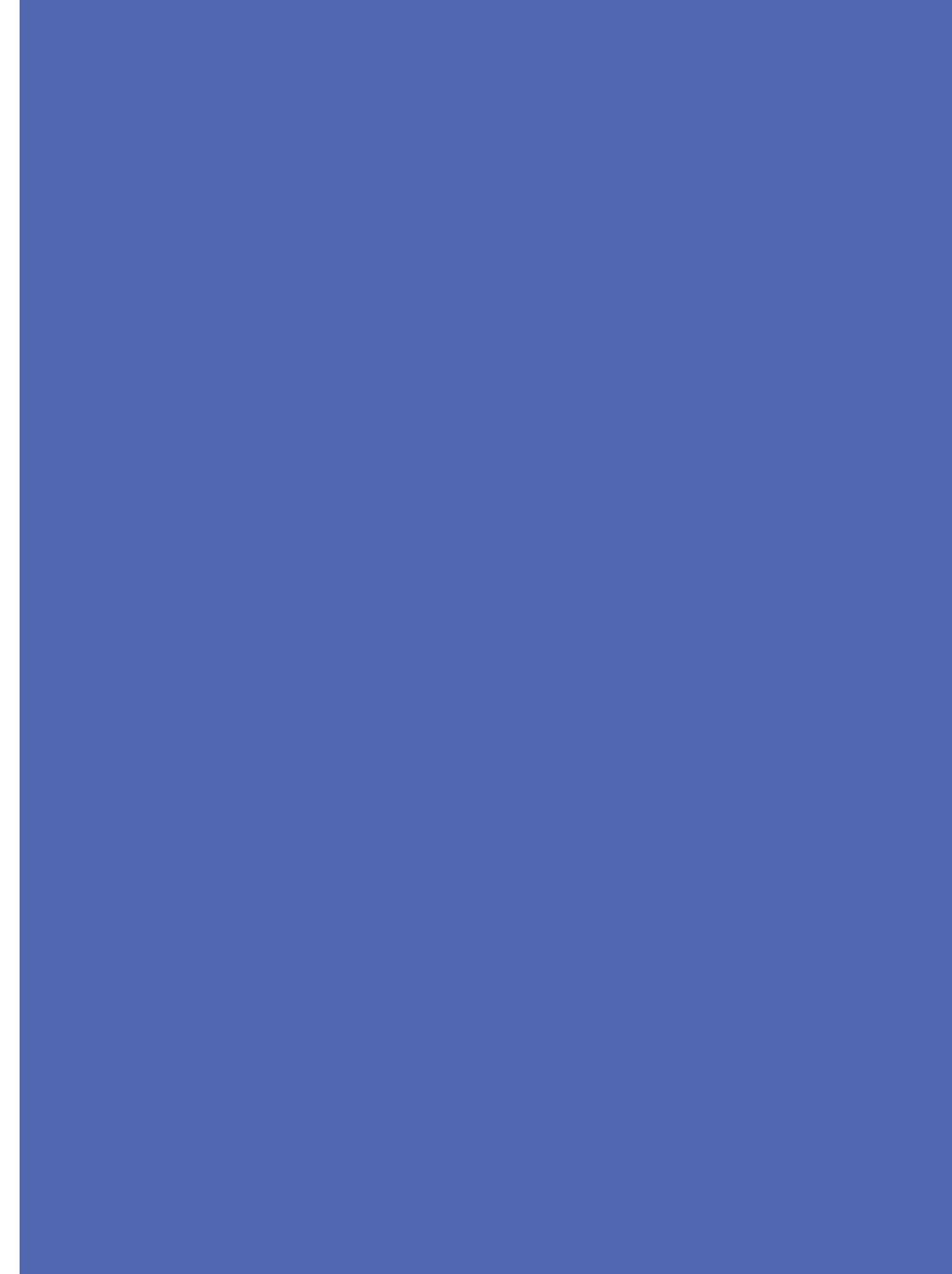
3.1

BRAND COLORS

SECONDARY

ABOUT OUR COLORS

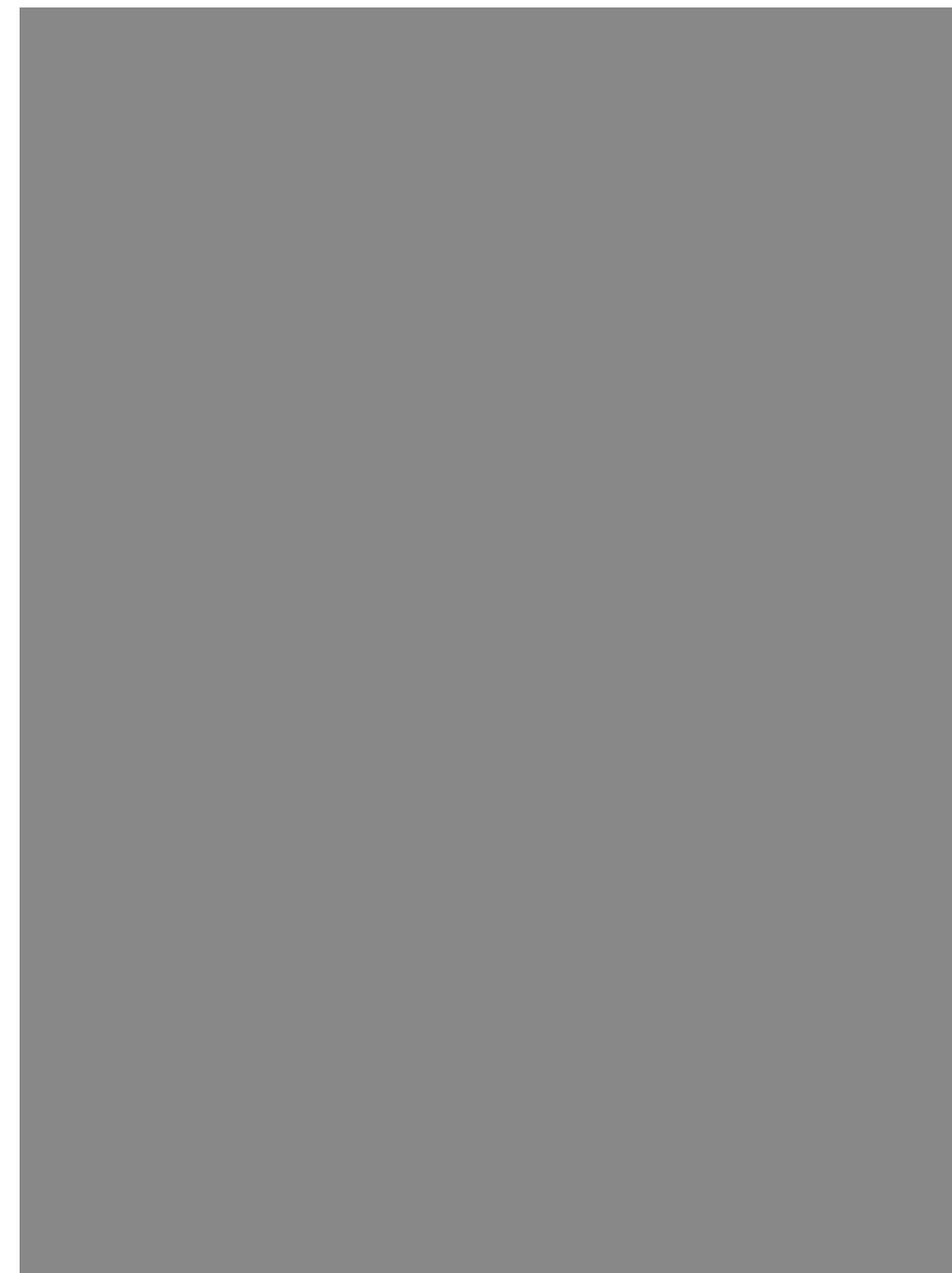
These four secondary colors are used to create hierarchy among text elements. The blue color is used for links and button backgrounds. The dark gray is the default text color. The light gray can be used to increase contrast between elements. The pure white is for use against colored backgrounds.



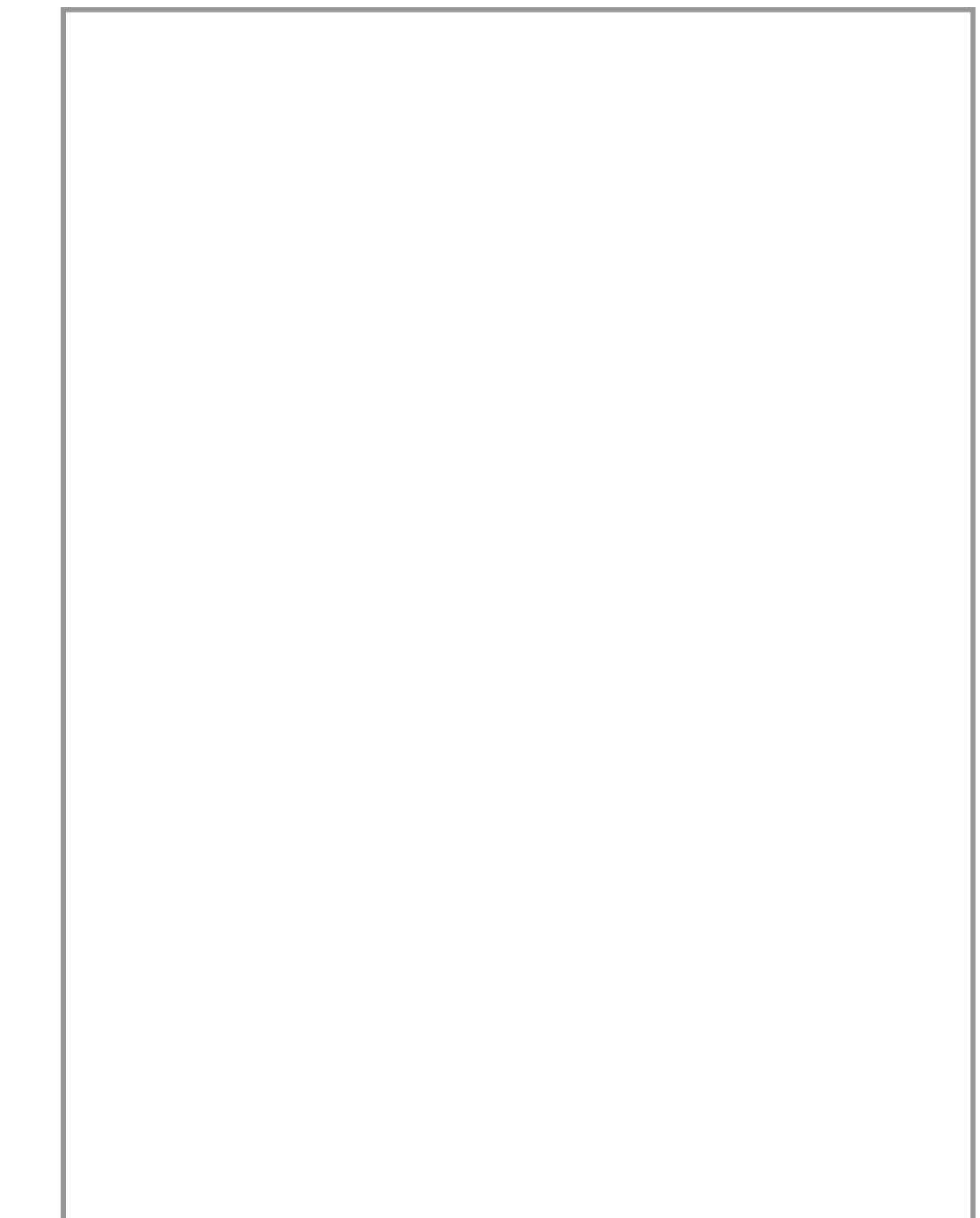
#5167B0



#454545



#888888



#FFFFFF

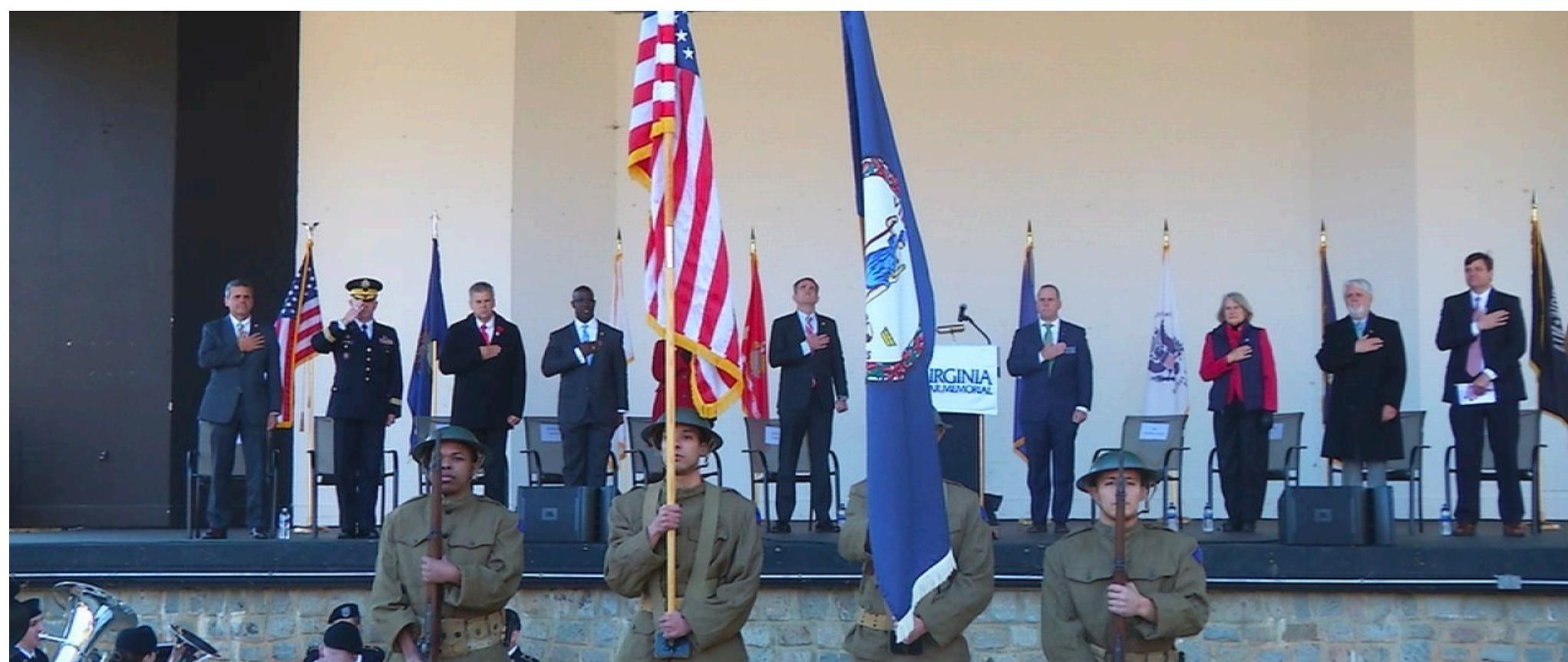
IMAGERY

CATEGORIES

IDENTIFYING APPROPRIATE IMAGES

Our brand uses imagery from four distinct categories in order to support our mission and corresponding brand pillars. The categories are:

- 1) Honoring Veterans
- 2) Preserving History
- 3) Educating Youth
- 4) Inspiring Patriotism



HONORING VETERANS



PRESERVING HISTORY



EDUCATING YOUTH



INSPIRING PATRIOTISM

Images of veterans. Whether historical or present-day, showing vets with an air of dignity and respect.

Images from wars or of present-day efforts to preserve the bravery and sacrifice of Virginia's heroes.

Images of youth interacting with the Foundation's efforts to pass on the memories and history of our state to a new generation.

Images of events, national and state symbols, and any display of alliance with fellow citizens who share the same values.

PRINT COLLATERAL

TRI-FOLD

THE BEAUTY OF THE BROCHURE

A brochure is a type of leaflet commonly seen on shelves or racks featuring a variety of information about a company, an event, a campaign, a product or a service.

An effective brochure can educate its readers, convey good credibility and authority to the company, increase the target audience, and persuade consumers to take action.



PRINT COLLATERAL

PRESS RELEASE

GET THE NEWS OUT

A press release is a written communication that reports specific but brief information about an event, circumstance, or other happening.

Press releases are important facets of our business as we coordinate fundraising and put on events for the Richmond community.



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November 1, 2018

FOR IMMEDIATE RELEASE

Virginia War Memorial Foundation Kicks Off “Speak Their Names” Capital Campaign

Goal Is To Raise \$2 Million to Expand Virginia War Memorial’s Educational and Historical Facilities and Programs

Richmond, VA — The Virginia War Memorial Foundation (VWMF) today announced the official kick-off of its “Speak Their Names” Capital Campaign.

The campaign goal is to raise \$2 million toward the cost of the current expansion of the Virginia War Memorial, which began in July 2017. Construction is scheduled to be completed in September 2019.

According to Paul Levingood, VWMF Vice President for Development, the Foundation has already secured cash donations and pledges totaling \$1,069,005, which is 53 percent of the “Speak Their Names” campaign goal.

Levingood said that the commonwealth had made a generous appropriation that covered the majority of the costs of construction. “When requested, the Foundation initially agreed to meet a shortfall in the project budget of \$1,250,000, a commitment it later increased to \$2,000,000.”

Examples of the specific projects to be funded by the “Speak Their Names” Capital Campaign include:

- o The Virginia Medal of Honor Gallery, to include the design, fabrication, and installation of a long-term exhibit profiling Medal of Honor recipients from the commonwealth



WEB DESIGN

RESPONSIVE WEB

IRGINIA WAR MEMORIAL

ABOUT PROGRAMS EVENTS RENTALS DONATE

search...

**What's New
AT THE MEMORIAL**

**Hampton Film Screening:
A New Century, A New War**

Adult Programs
Wednesday, November 14
7:30–9:00pm
Vanguard Brewpub and Distillery
504 N King St, Hampton, VA 23669

Please join staff of the Virginia War Memorial and Virginia War Memorial Foundation at the Vanguard Brewpub and Distillery at 504 N King St, Hampton, VA 23669 as we proudly present our newest release in our documentary film series, "A New Century, A New War."

This film is the War Memorial's response to years of Virginia educators asking for material they could use to introduce their students to the events of 9/11 and the reasons for going to war in Afghanistan and Iraq. We were able to gather some incredible personal stories from Virginians across the state to paint the picture of one of the most tragic, but also inspirational, times in our nation's history.

FREE
RSVP required; kindly contact kbelleman@vawarmemorial.org or (804) 786-2176 by November 7.

RECENT POSTS

HERO HIGHLIGHT — Andy Dee Anderson
by Kyndall Drumheller on Oct 7, 2016