100 YEAR – AT A GLANCE

WHAT IS THE 100TH ANNIVERSARY?
NDIA’s 100th anniversary is not simply a moment in time. It is a celebration that provides a platform to tell our story of being at the heart of the mission since, 1919 and an opportunity to share our vision for the future.

WHEN SHOULD I USE THE 100 YEAR BRANDING?
January 2 – December 31, 2019

WHERE SHOULD I USE THE 100 YEAR BRANDING?
Print materials • Event Signage • Letterhead • PowerPoint presentations • Websites • Social media • Email signatures

HOW DOES THE 100 YEAR BANNER WORK WITH THE EXISTING BRAND?
Use the 100 year banner instead of the NDIA logo.

“At the Heart of the Mission Since 1919” branding will not be used with the banner or logo.

See pages 8-14 to view usage examples.

WHERE CAN I GET THE 100 YEAR BANNER OR LOGO?
Artwork can be downloaded here: NDIA.org/100YearResources

WHAT IF I HAVE QUESTIONS?
As you begin to create and produce material with the 100 year branding, please consult NDIA’s graphic designer Hannah Meushaw at hmeushaw@NDIA.org
100 YEAR LOGO

OVERVIEW
The 100 year logo is made of icons that created the numerals’ shape. For large format pieces, such as large signs, use the original 100 year logo. For materials that the logo appears smaller, use the simplified logo.

ORIGINAL LOGO

SIMPLIFIED LOGO
OVERVIEW
The 100 year banner was designed to visually display the goal of celebrating the past while envisioning the future.

- Use the banner in place of the NDIA logo.
- Always place it in the top-left or top-right corner.
- Its key elements should not be altered, separated or used individually.

100 YEAR BANNER
The 100 year banner consists of the following elements:

- 100 year simple logo made of icons creating the 100 shape
- Abbreviated company name: NDIA
- text: At the Heart of the Mission
- Shield-shape border encompassing the mark with a small triangle, giving the visual effect of depth
- Use in any color from our event color palette. See page 8 for the list.

To review examples of how to use the banner, see pages 9-15.
100 YEAR CHAPTER BANNERS

OVERVIEW
NDIA Chapters should only use their chapter banner. 100 year banners without the chapter name at the bottom should never be used by chapters

- Use the banner in place of the NDIA logo.
- Always place it in the top-left or top-right corner.
- Its key elements should not be altered, separated or used individually.

100 YEAR BANNER
The 100 year banner consists of the following elements:

- 100 year simple logo made of icons creating the 100 shape
- Abbreviated company name: NDIA
- text: At the Heart of the Mission
- Ribbon along the bottom with chapter name
- Shield-shape border encompassing the mark with a small triangle, giving the visual effect of depth
- Use in NDIA Red, NDIA Blue, Black and white. See page 7 for the list.
MINIMUM SIZING

ORIGINAL 100 YEAR LOGO

SIMPLIFIED 100 YEAR LOGO

100 YEAR BANNER
BRAND COLORS

*NOTE: BECAUSE THE ACCURACY OF COMPUTER MONITORS AND COLOR PRINTERS CANNOT BE GUARANTEED, THE COLORS ON THIS PAGE MAY NOT BE REPRESENTED PRECISELY. ALWAYS REFER TO A PANTONE® COLOR SWATCH GUIDE OR YOUR PRINTING VENDOR TO ENSURE COLOR ACCURACY.

**RED**
- PMS 200c
- CMYK: 16 • 100 • 87 • 6
- RGB: 171 • 1 • 4
- Hex: #ab0003

**BLUE**
- PMS 295c
- CMYK: 100 • 69 • 8 • 54
- RGB: 0 • 40 • 85
- Hex: #002855

**90% GRAY**
- CMYK: 0 • 0 • 0 • 90
- RGB: 62 • 61 • 64
- Hex: #3d3d3f

**70% GRAY**
- CMYK: 0 • 0 • 0 • 70
- RGB: 112 • 113 • 115
- Hex: #6f7072

**30% GRAY**
- CMYK: 0 • 0 • 0 • 30
- RGB: 198 • 199 • 200
- Hex: #c5c6c8
# EVENT COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Category</th>
<th>CMYK Color Values</th>
<th>RGB Color Values</th>
<th>Hex Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPLOSIVE ORANGE</td>
<td>24 • 88 • 100 • 26</td>
<td>152 • 53 • 30</td>
<td>#98351e</td>
</tr>
<tr>
<td>SANDSTORM ORANGE</td>
<td>29 • 74 • 100 • 0</td>
<td>187 • 97 • 48</td>
<td>#Bb6130</td>
</tr>
<tr>
<td>SAND</td>
<td>46 • 44 • 67 • 5</td>
<td>145 • 131 • 100</td>
<td>#918364</td>
</tr>
<tr>
<td>AFTERBURNER YELLOW</td>
<td>4 • 37 • 98 • 0</td>
<td>241 • 169 • 35</td>
<td>#F1a923</td>
</tr>
<tr>
<td>MEDIC RED</td>
<td>33 • 97 • 97 • 51</td>
<td>102 • 18 • 14</td>
<td>#66120e</td>
</tr>
<tr>
<td>FLAG RED</td>
<td>26 • 100 • 100 • 29</td>
<td>143 • 25 • 28</td>
<td>#8f191c</td>
</tr>
<tr>
<td>NDIA RED</td>
<td>16 • 100 • 87 • 6</td>
<td>171 • 1 • 4</td>
<td>#8f0000</td>
</tr>
<tr>
<td>JOINT SERVICE PURPLE</td>
<td>79 • 100 • 29 • 25</td>
<td>76 • 32 • 93</td>
<td>#4c205d</td>
</tr>
<tr>
<td>AIR FORCE BLUE</td>
<td>100 • 69 • 1 • 11</td>
<td>0 • 82 • 154</td>
<td>#00529a</td>
</tr>
<tr>
<td>ADMIRAL BLUE</td>
<td>96 • 76 • 33 • 18</td>
<td>30 • 69 • 110</td>
<td>#1e456e</td>
</tr>
<tr>
<td>NDIA BLUE</td>
<td>100 • 69 • 8 • 54</td>
<td>0 • 40 • 85</td>
<td>#002855</td>
</tr>
<tr>
<td>DARK HARBOR BLUE</td>
<td>82 • 55 • 52 • 32</td>
<td>48 • 81 • 88</td>
<td>#305158</td>
</tr>
<tr>
<td>STEEL BLUE</td>
<td>69 • 47 • 31 • 5</td>
<td>93 • 120 • 144</td>
<td>#5d7890</td>
</tr>
<tr>
<td>GUNMETAL GRAY</td>
<td>57 • 47 • 36 • 6</td>
<td>119 • 123 • 136</td>
<td>#77b88</td>
</tr>
<tr>
<td>EVERGREEN</td>
<td>71 • 53 • 89 • 55</td>
<td>51 • 62 • 34</td>
<td>#33e22</td>
</tr>
<tr>
<td>TURRET GREEN</td>
<td>67 • 53 • 62 • 36</td>
<td>75 • 83 • 76</td>
<td>#4b534c</td>
</tr>
<tr>
<td>GRENADE GREEN</td>
<td>72 • 35 • 100 • 43</td>
<td>56 • 89 • 38</td>
<td>#385926</td>
</tr>
<tr>
<td>CAMO GREEN</td>
<td>57 • 33 • 71 • 24</td>
<td>101 • 119 • 84</td>
<td>#657754</td>
</tr>
<tr>
<td>90% BLACK</td>
<td>0 • 0 • 0 • 90</td>
<td>65 • 64 • 66</td>
<td>#414042</td>
</tr>
<tr>
<td>70% BLACK</td>
<td>0 • 0 • 0 • 70</td>
<td>109 • 110 • 113</td>
<td>#6d6e71</td>
</tr>
</tbody>
</table>
USING THE BANNER - EVENT SIGNAGE

22X28 SPONSORSHIP SIGNAGE

THANK YOU TO OUR SPONSORS
Dear Mr./Ms. Last Name,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

Full Name

Title
USING THE BANNER – POWERPOINT

Use the NDIA PowerPoint template to ensure brand consistency. Only use Arial and Times New Roman fonts in PowerPoint.

CHAPTER POWERPOINT TEMPLATE
NEW NDIA Mega Directory Available Now

Optimized for Mobile Devices, Completely Responsive User Interface, New Search Capabilities, Enhanced Member Listings

Search
USING THE BANNER – SOCIAL MEDIA

FACEBOOK

National Defense Industrial Association (NDIA)

TWITTER

YOUTUBE

NDIA

NDIA

NDIA
EMAIL SIGNATURES

Logo is to be hyperlinked to the correct website corresponding with the logo.

Name: Arial bold, size 11, NDIA Red
Title: Arial bold, size 9, black
Address: Arial, size 9, black
Tagline: Arial bold italic, size 10, black