

AT THE HEART
OF THE MISSION

NDIN

1919



2019

100 YEAR ANNIVERSARY BRAND GUIDELINES

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



100 YEAR BANNER

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

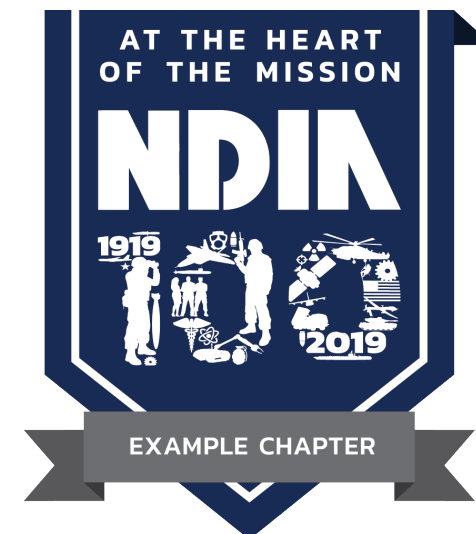
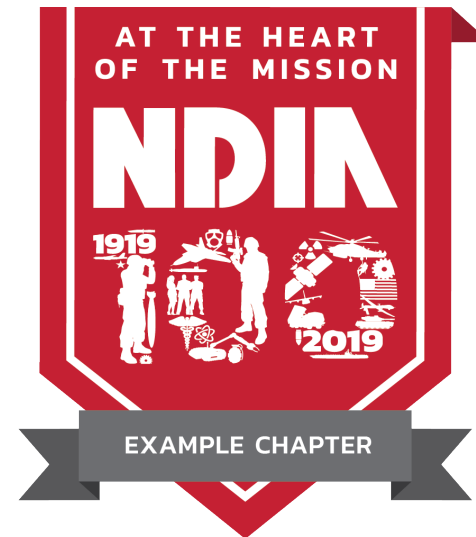
NDIA Chapters should only use their chapter banner. **100 year banners without the chapter name at the bottom should never be used by chapters**

- 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

RED

PMS 200c

CMYK: 16 • 100 • 87 • 6

RGB: 171 • 1 • 4

Hex: #ab0003

*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.

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

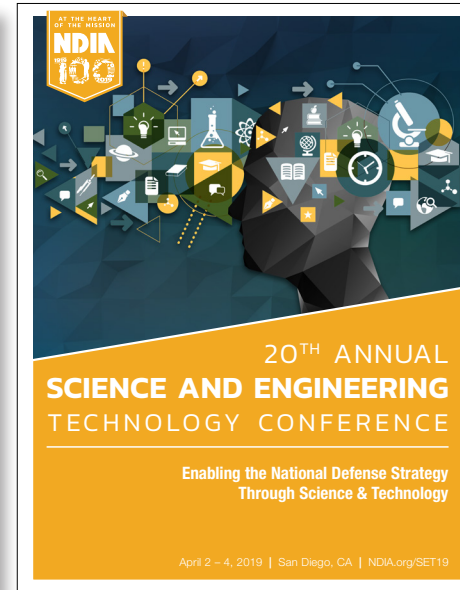
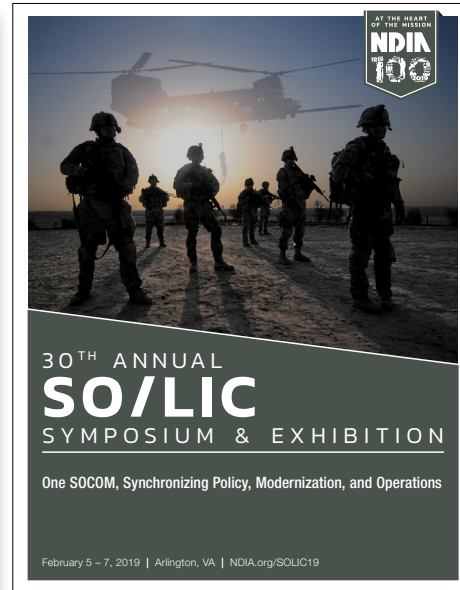
Hex: #c5c6c8

EVENT COLOR PALETTE

EXPLOSIVE ORANGE	CMYK: 24 • 88 • 100 • 26 RGB: 152 • 53 • 30 Hex: #98351e	NDIA BLUE	CMYK: 100 • 69 • 8 • 54 RGB: 0 • 40 • 85 Hex: #002855
SANDSTORM ORANGE	CMYK: 29 • 74 • 100 • 0 RGB: 187 • 97 • 48 Hex: #bb6130	DARK HARBOR BLUE	CMYK: 82 • 55 • 52 • 32 RGB: 48 • 81 • 88 Hex: #305158
SAND	CMYK: 46 • 44 • 67 • 5 RGB: 145 • 131 • 100 Hex: #918364	STEEL BLUE	CMYK: 69 • 47 • 31 • 5 RGB: 93 • 120 • 144 Hex: #5d7890
AFTERBURNER YELLOW	CMYK: 4 • 37 • 98 • 0 RGB: 241 • 169 • 35 Hex: #f1a923	GUNMETAL GRAY	CMYK: 57 • 47 • 36 • 6 RGB: 119 • 123 • 136 Hex: #777b88
MEDIC RED	CMYK: 33 • 97 • 97 • 51 RGB: 102 • 18 • 14 Hex: #66120e	EVERGREEN	CMYK: 71 • 53 • 89 • 55 RGB: 51 • 62 • 34 Hex: #333e22
FLAG RED	CMYK: 26 • 100 • 100 • 29 RGB: 143 • 25 • 28 Hex: #8f191c	TURRET GREEN	CMYK: 67 • 53 • 62 • 36 RGB: 75 • 83 • 76 Hex: #4b534c
NDIA RED	CMYK: 16 • 100 • 87 • 6 RGB: 171 • 1 • 4 Hex: #ab0003	GRENADE GREEN	CMYK: 72 • 35 • 100 • 43 RGB: 56 • 89 • 38 Hex: #385926
JOINT SERVICE PURPLE	CMYK: 79 • 100 • 29 • 25 RGB: 76 • 32 • 93 Hex: #4c205d	CAMO GREEN	CMYK: 57 • 33 • 71 • 24 RGB: 101 • 119 • 84 Hex: #657754
AIR FORCE BLUE	CMYK: 100 • 69 • 1 • 11 RGB: 0 • 82 • 154 Hex: #00529a	90% BLACK	CMYK: 0 • 0 • 0 • 90 RGB: 65 • 64 • 66 Hex: #414042
ADMIRAL BLUE	CMYK: 96 • 76 • 33 • 18 RGB: 30 • 69 • 110 Hex: #1e456e	70% BLACK	CMYK: 0 • 0 • 0 • 70 RGB: 109 • 110 • 113 Hex: #6d6e71

USING THE BANNER – PRINTED MATERIALS

EVENT PROGRAM COVER

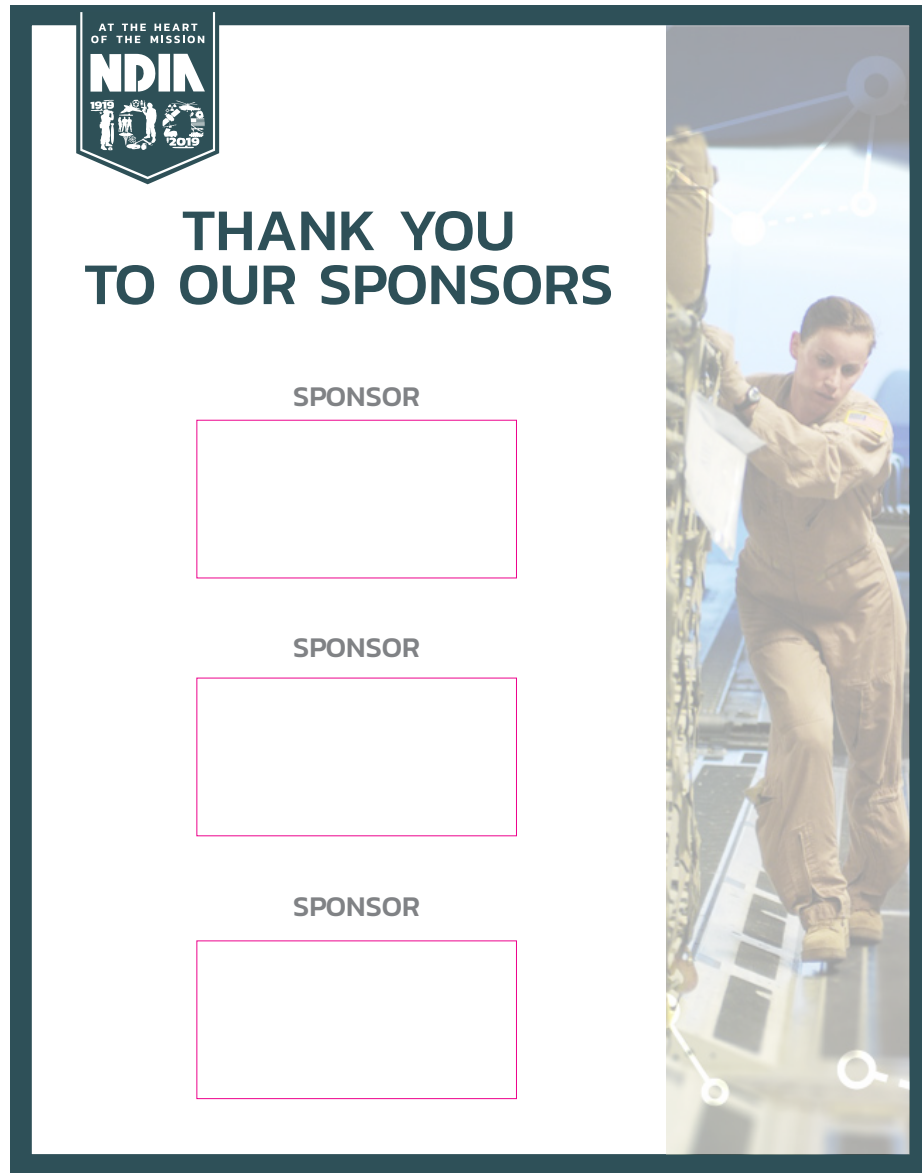


MARKETING POSTCARD



USING THE BANNER – EVENT SIGNAGE

22X28 SPONSORSHIP SIGNAGE



USING THE BANNER – LETTERHEAD

Arial and Times New Roman

12pt font

1.0 line spacing



Name
Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Last Name,

Lorem ipsum dolor sit amet, consectetur adipiscing 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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Sincerely,

Full Name
Title



2101 Wilson Boulevard, Suite 700, Arlington, VA 22201-3060 • (703) 522-1820 • (703) 522-1885 Fax • NDIA.org

Name
Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Last Name,

Lorem ipsum dolor sit amet, consectetur adipiscing 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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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



USING THE BANNER – WEBSITE

National Defense Industrial Association

About Contact Press National Defense Magazine      LOGIN



Events Policy Membership Divisions Education Chapters [Join](#)

Industrial Base

NEW NDIA Mega Directory Available Now

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

[Search](#)





Modeling and Simulation
I/ITSEC 2018: 16,000-plus to attend world's largest training, simulation event



Industrial Base
NEW NDIA Mega Directory Available Now



Carlisle tells Gov Matters: Mid, low-tier contractors too important to lose



Industrial Base
NDIA Top Line Summary of the 2018 Defense Industrial Base Study

 Find Event

 About

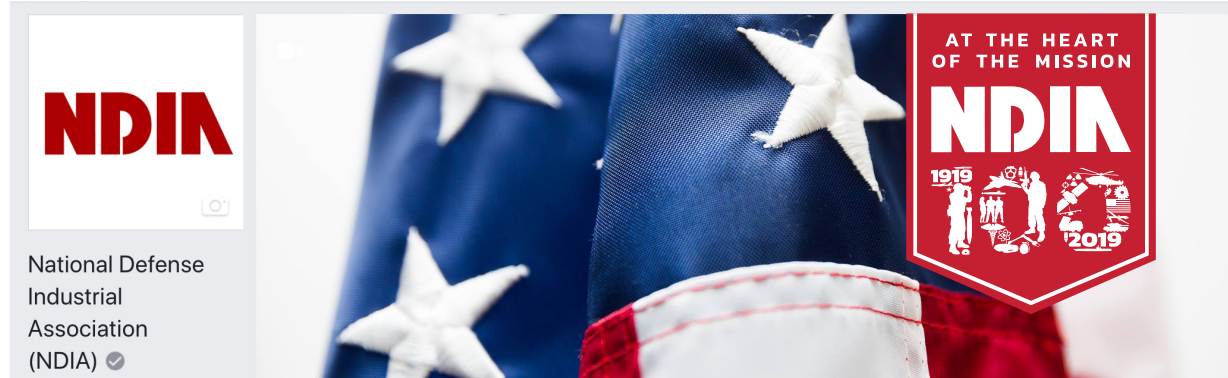
 Ethics

 Policy Highlights

 Why Join

USING THE BANNER – SOCIAL MEDIA

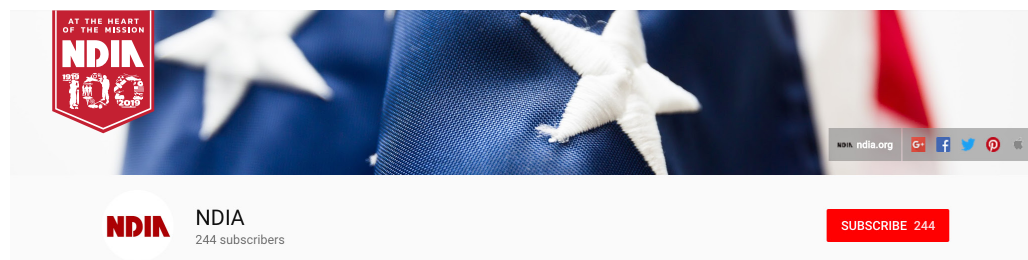
FACEBOOK



TWITTER



YOUTUBE



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

To:		
Cc:		
Bcc:		
Subject:		



First Last Name
Title, Department
2101 Wilson Boulevard, Suite 700, Arlington, VA 22201
(703) 247-XXXX | NDIA.org
    

At the Heart of the Mission Since 1919



First Last Name
Title
2101 Wilson Boulevard, Suite 700, Arlington, VA 22201
(703) 247-XXXX | TrainingSystems.org
  



First Last Name
Title
2101 Wilson Boulevard, Suite 700, Arlington, VA 22201
(703) 247-XXXX | WomenInDefense.net
  



First Last Name
Title
2101 Wilson Boulevard, Suite 700, Arlington, VA 22201
(703) 247-XXXX | PrecisionStrike.org



2101 Wilson Boulevard, Suite 700
Arlington, VA 22201

NDIA.org