VICEROY
Brand Style Guide

OVERVIEW
Virtual Institutes for Cyber and Electromagnetic Spectrum Research and Employ (VICEROY) Brand Guide provides guidelines to ensure consistent and cohesive use of the brand throughout all virtual institutes.

OBJECTIVE
The purpose of this guide is to communicate the utilization of these logos and the proper uses for the brand identity and each component that represents VICEROY. This guide is designed to achieve an integrative approach to communicating about VICEROY through a variety of products. It covers all instances of usage, how to use, appropriate variations, and unacceptable uses. Leaders and communicators throughout VICEROY will refer to this guide for correct use of the VICEROY brand in communications from inception to production and delivery, in all media.

NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFO?
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Primary Logo

The VICEROY shield design communicates stability, protection, longevity, tradition, solidity, toughness, boldness, confidence, no retreat, no surrender. Today the shield also represents protection and cyber security. Cyber and EMS are represented through the shield and flowing movement or wavelength.

Secondary Logo

The secondary logo is stacked instead of horizontal and can be used with the VICEROY wording placed either above or below the shield.
Minimum Size

Minimum size refers to the smallest dimensions allowed for the VICEROY logo. The minimum sizes allowed for both, print and web, are listed to the right. In special circumstances, it may be necessary to use a smaller logo. Contact us for advice or assistance.

Color Variations

FULL COLOR
The logo should be presented in full color whenever possible.

ONE COLOR
When only one color is available, use white or black.

Clear Space

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. No other graphic elements, typography, rules, or images should appear inside this clear space.
Correct Logo Usage

The logo can be placed on a background with one of the colors from the primary or secondary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white, or with a white border, when placed on imagery, except when the background is bright enough for the type to be rendered in color.
Incorrect Logo Usage

Clarity is a key factor in the recognition of the VICEROY brand. Visibility, color, and proportion of the VICEROY logo should never be compromised. The logo is a graphic file and should never be reset. The spacing and size of the letterforms have been specifically arranged. It must always be used in its entirety. Legibility of the logo should always be maintained.

Here are some examples of what not to do:
1. Do not change the colors of the logo.
2. Do not place elements in the logo clear space.
3. Do not condense, expand, or distort the logo unproportionally.
4. Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
5. Do not adjust the placement of the logo icon.
6. Do not place the logo on top of an image with poor contrast and readability.
7. Do not resize any individual elements of the logo.
8. Do not rotate the logo.
9. Do not remove the background from the shield icon mark.
10. Do not crop the logo.
Color Palette

PRIMARY COLORS
The primary color palette was carefully chosen to reflect the steadfast core values of the VICEROY program.

VICEROY Navy is associated with tradition, stability and reliability.

VICEROY Light Blue evokes a sense of calmness and balance.

VICEROY Gold is the shade of achievement, accomplishment and triumph, and connected with success, esteem and advancement.

SUPPORTING COLORS
VICEROY Gray is to be used for additional operational and marketing items.

VICEROY Metallic Gold is to be used as a complimentary metallic for awards, coins and additional operational and marketing items.
Typography

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

**CUSTOM TYPEFACE**
The typeface used for the VICEROY logo is a custom-made font so as to stand alone and is not to be replicated.

**PRIMARY TYPEFACE**
Tenorite is the primary font to be used for VICEROY brand collateral and other print materials.

Tenorite has the overall look of a traditional workhorse sans serif, but with a warmer, more friendly style. Elements such as large dots, accents, and punctuation make Tenorite comfortable to read at small sizes on screen, and crisp-looking shapes and wide characters create a generally open feeling.

Tenorite Regular should be used for secondary headlines and body. Tenorite Bold should be used for all main headlines.
Verbiage

The following verbiage must be prominently placed on any print or digital marketing material referencing VICEROY:

Funding for VICEROY (INSERT PROGRAM NAME HERE) provided by The Office of the Undersecretary of Defense for Research and Engineering, in collaboration with the Air Force Research Laboratory and Griffiss Institute.

Abbreviations

Abbreviations must be spelled out on first use.

- VICEROY - Virtual Institutes for Cyber and Electromagnetic Spectrum Research and Employ
- VI - Virtual Institute
- USD(R&E) - Under Secretary of Defense for Research and Engineering
- AFRL/RI - Air Force Research Laboratory Information Directorate
- GI - Griffiss Institute
- DoD - Department of Defense
Photography

Photography helps carry the VICEROY brand and voice. Provided are examples that help portray the VICEROY image. In general, photography should convey a feeling of authenticity to viewers. Photographs should be candid and never staged.

The use of cybersecurity and binary 1s and 0s in photographs and backgrounds is encouraged to drive the VICEROY theme home.
Uses + Applications

Often, a banner, a pen or sticker, or even a great piece of apparel may be the first piece of branded communication someone may come in contact with. We have developed an impressive set of branded tools to use when interacting with friends, colleagues, partners and others.

*If you have any questions about, or need for, branded collateral, please contact the Griffiss Institute Marketing Department.