

DLAM 5202

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Defense Logistics Agency Style Guide

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Section I: Identification.

It is important to present all DLA visual materials and ancillary items produced by the Agency – printed, electronic, and Web – as a cohesive, recognizable image to convey a strong and unified Agency identity.

The primary identification components on all visual mediums are the Agency emblem and the Agency name “Defense Logistics Agency,” spelled out as the prominent IMPACT font. Use these elements with the Agency color pallet and typography in accordance with this guide.

The proper use of these identification elements is essential for increasing clarity, unity, and Agency recognition. It forms the cornerstone upon which the overall DLA design program is built.

Emblem. The DLA emblem serves as a symbol of unity and common purpose among all DLA activities; accordingly, the approved DLA emblem, modified only as prescribed, shall be the sole authorized emblem used to identify DLA, its activities, units, installations, and directorates.

The approved DLA emblem is the official DLA military heraldic crest. It must be prominently displayed either unchanged or in an approved variation as the sole Agency emblem on all exhibits, Web pages, brochures, magazines, catalogs, handbooks, posters, or any other internal or external medium used to promote DLA. No other emblem, insignia or logo is permissible.

The emblem in both full-color and single-color reproductions shall be appropriately sized for the project and reproduced only from approved art. The emblem should never be smaller than 1 ½” in diameter, unless used for letterhead or business card products, the requirement for legibility and clarity of the words “Defense Logistics Agency” within the emblem banner remains.

The emblem must retain its appearance even when printed on a solid color background. Do not photographically “reverse” the Agency emblem. Approved single color images of the DLA emblem are shown on page 5.

For printed reproduction in full color (*see Pantone chart of full color emblem, below*) and all other applications (e.g., plaques, certificates, signs) the official emblem of the Agency shall be used.

The approved art for the official DLA emblem is available on the DLA Public Affairs website at <https://hqc.dla.mil/PublicAffairs>

Scale. The emblem shall be properly scaled so it remains proportional to the approved design standards. The emblem shall not be changed through the use of graphic design tools which skew or distort the emblem.

Send requests to modify the appearance of the emblem and logotype, or to deviate from the approved colors, to DLA Public Affairs (DP) for approval, DLAPublicAffairs@dla.mil . See DLA Instruction 5202, Use of the Defense Logistics Agency (DLA) Emblem and Associated Visual and Graphic Products, for additional information at <https://hqc.dla.mil/issuances/Documents/i5202.pdf>

Emblem Color Requirements. Four color or full-process color applications of the DLA emblem use the following PANTONE colors. These colors are PANTONE, plus build colors, for use by printers and other graphic professionals. The correct color version is available electronically on the DP website at <https://hqc.dla.mil/PublicAffairs>

Background medium blue: PANTONE 542

WHITE stars

Shield top: PANTONE 296

Shield Stripes: PANTONE Red (0+100+100+15) and True WHITE

Shield and stripe outlines: PANTONE 296

Scroll: PANTONE 130 with outlines
PANTONE 296

Text: Dark blue, PANTONE 296

Eagle: Wings, body and leg

Dark Brown PANTONE 476+40K

Med. Brown: PANTONE 469+20K

Brown: PANTONE 4635+20K

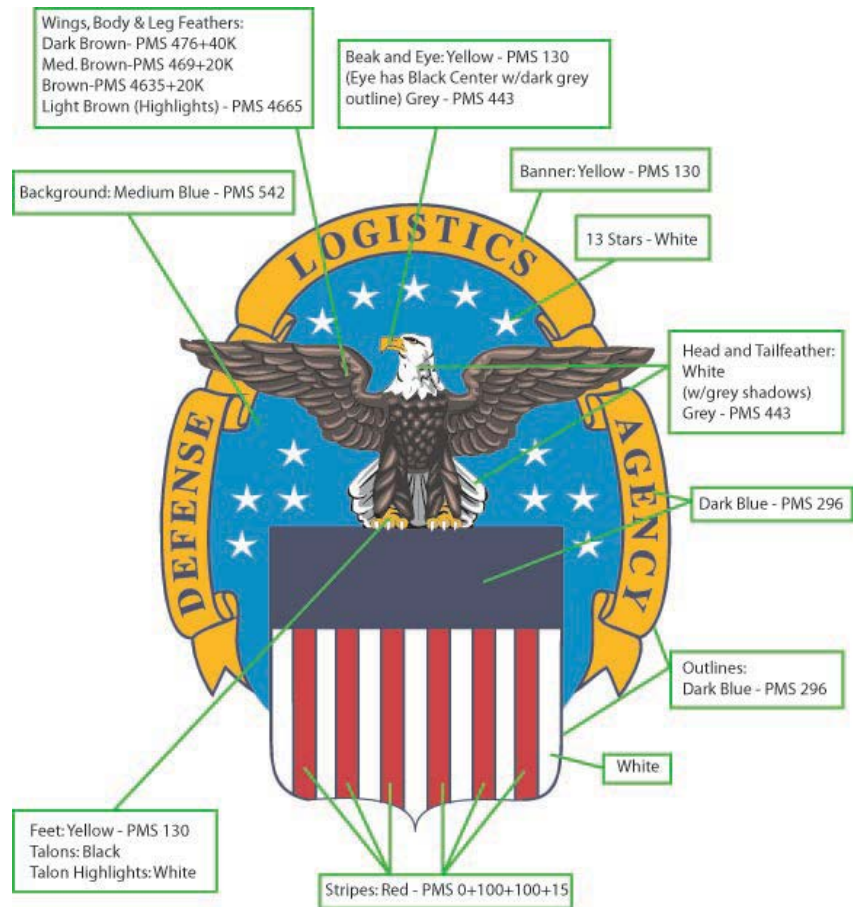
Light Brown: PANTONE 4665

Beak and eye yellow: PANTONE 130

Eye has BLACK center, dark gray outline,
PANTONE 443

Head and tail feathers: True WHITE with
dark gray highlights: PANTONE 443 and
True BLACK outlines

Feet: PANTONE 130, talons BLACK, true WHITE highlights with dark gray outline, PANTONE 443



Single color applications. Materials printed in a single color should be either Blue, PANTONE 296, true BLACK, or true WHITE.



Logotype. The DLA logotype serves as the typographic identifier for the Defense Logistics Agency. *The logotype shall be used on periodicals, web sites, exhibits, and for general applications in situations that do not require official identification by use of the emblem.*

The basic logotype design of the name DEFENSE LOGISTICS AGENCY is all caps, sans-serif letters using the font "IMPACT" of uniform proportion. Deviations from this font may be necessary when used on DOD or higher agency correspondence. The only accepted formats for the logotype are:



DEFENSE LOGISTICS AGENCY



**DEFENSE
LOGISTICS
AGENCY**

The logotype is designed for one color or outline printing using either blue, PANTONE 296, true BLACK, or true WHITE as described under the emblem section.

The logotype shall not be reproduced in any other color than outlined here or in a screen tint less than 50 percent of its authorized colors of blue, black, or white without specific approval from DP.

The logotype may be reproduced photographically or digitally only from approved camera or digital art. Do not reset or redraw the logotype unless specifically approved by exception or waiver.

Any requests to modify the appearance of the emblem and logotype, or for deviations from the approved colors shall be forwarded to DP for approval as described in the section on requests for exceptions or waivers, Section II, Page 7.

Unauthorized applications. The design of the Agency identifiers is carefully determined; accordingly, uniform application is essential to maintain the integrity of the identifiers. Changes in style, weight, typeface, proportion, color and arrangement reduce or erase the recognition and consistency which the identifiers seek to establish.

When using the DLA logo or logotype, never:

1. Redraw or reset the logotype.
2. Reproduce the identifiers using other than first generation art. Use only the official digital copies found on the DP website <https://hqc.dla.mil/PublicAffairs>
3. Rotate the axis of the emblem.
4. Substitute another typeface for the emblem or logotype.
5. Introduce additional graphic elements into the identifiers without specific authorization from DP.
6. Reproduce identifiers in a tint or screen of any color.
7. Reproduce identifiers in multiple color combinations other than those specified.
8. Change the letter or word spacing established for the logotype.
9. Have less than sufficient contrast between identifiers and background colors; identifiers must be clear.
10. Reverse the emblem.
11. Change the proportion or relationship of the logotype.

Emblem use in conjunction with DLA program logos. Logos and graphics representing official DLA programs are allowed, but only when displayed in coordination with the DLA emblem. The DLA emblem shall be represented on all Web sites and informational materials.

When using a horizontal graphic display, the DLA emblem shall be placed in the viewers' upper left corner in the position of prominence as dictated by military protocol. When using a vertical graphic display the DLA emblem shall be placed in the upper most graphic element. The DLA emblem will be of

sufficient size and clarity to convey the significance of the emblem and the importance of DLA to the program.



Defense Logistics Agency
Asset Visibility



No logos using the DLA emblem as an intrinsic part of the design are approved. For example changing the style, weight, typeface, proportion, color or arrangement of the emblem or using it as a subordinate design element. Such design use violates the style guide requirements and do not qualify as graphic art.

In keeping with DLA's responsibility as a good steward of resources, all current program materials should be expended before new design and print costs are incurred by the introduction of a new design or product.

Section II: Procedures for Modifying the DLA Emblem or Logotype.

Illustration/Graphic Representation Deviations.

Any deviation from the style guide requirements for the purpose of illustrative art or creative design for use on print products or exhibits shall be submitted to DP for approval. The art shall be in color and laid out in the accompanying design for which it is intended. Individual program logos are not authorized without prior consent from DP.

Illustrative art produced by DP is pre-approved for use and the same guidelines outlined for the DLA emblem apply to approved illustrative art. First generation versions of approved illustrative art are available on the DP website, <https://hqc.dla.mil/PublicAffairs>

Approval procedures for illustrative art/graphic variations of the DLA emblem.

Submit requests for exceptions, waivers, or changes in accordance with DLA Instruction 5202, subject: Use of the Defense Logistics Agency (DLA) Emblem and Associated Visual and Graphic Products at least two weeks prior to date of layout for the final product. Requests shall be submitted to DLAPublicAffairs@dlamail.mil

The request shall be reviewed for prohibitions and/or restrictions in accordance with regulatory guidance prescribed in this guide as well as consideration of design esthetic, appropriateness, and appeal.

Examples of Approved Illustrative Art.



Section III: Heraldic and Official Insignia.

Military emblems. Heraldic crests and emblems pre-date the emergence of military forces in America. They were originally used for purposes of identification and to enhance both esprit de corps and morale. The pride and sense of history generated by such insignia remains a significant part of the Defense Department. The DLA emblem also generates those feelings of belonging and fellowship.

Like the insignia of other DOD organizations, the DLA emblem has layers of meaning, making it a profound and complex symbol. Because of the heritage and connotations attached to it, the emblem is powerful in its own right and care must be taken in its use and depiction.

The device for the Agency consists of the shield of the coat of arms of the United States, on which is perched the American Bald Eagle with wings displayed horizontally, surrounded by 13 stars, and perched on a shield of 13 pieces within an arched tripartite scroll bearing the words "Defense Logistics Agency." The eagle, long associated with symbolism representing the United States military establishment, is an emblem of strength. The shield's 13 pieces are joined together by the blue chief, representing the U.S. Congress. These colors and symbols were adapted from the DOD Seal. (See Appendix A)

The device is a symbol of unity and common purpose; it alludes to the Agency's responsibility for meeting specific requirements of DOD, emphasizing the role of the Agency in the defense of the nation.

Flags. The use of symbolism is a part of national and government tradition; flags, in particular, officially represent governments and their executing arms. Their designs reflect the importance and dignity of those governments as well as their militaries. Flags symbolize something greater than individuals. They diminish in importance and impact for the agency they represent if they are allowed to vary.

For that reason, DOD and Armed Forces flags adhere to the Institute of Heraldry specifications and standards to ensure they meet design continuity, correctness of content, proportions, standard sizes, and all other factors that make these symbols recognizable.

On all official DLA flags, the only authorized emblem is the official DLA emblem as described in this section.

The DLA flag contains the DLA emblem in proper colors on the center of a rectangular background of medium blue (defender's blue, #1120). Fringe, when used, is of golden yellow (#65002). The DLA emblem centered on the flag consists of the shield of the Coat of Arms of the United States, on which is perched the eagle from the DoD Seal in its proper colors surrounded by 13 white stars, five, four and four, within an arched tripartite scroll of yellow (#65002) bearing in dark blue letters (#70077) with the words "Defense Logistics Agency," in Times Bold.

The flag of DLA PLFAs are identical in design and color described above, except it includes a yellow scroll (#65002) outlined in spice brown (#80129) with the designation of the field activity in dark blue letters (#70077).

The DLA emblem is centered both horizontally and vertically along with the scroll, when used.

DLA flags for internal use: Shall be of uniform size, 3 feet hoist by 4 feet fly, and can contain a 2 ½" fringe on three sides in the color yellow (#65002). Material will be silk or a suitable silk substitute.

DLA flags for outdoor use: 5 feet hoist by 9 feet 6 inches fly. Material for outdoor flags will be nylon wool bunting or a suitable substitute.

All flags will be screen printed unless otherwise specified. Emblems shall appear on both sides of the flag and will appear on reverse side as if printed through, except lettering which will read from left to right on both sides of the flag.

Screen printed emblems will be used on cotton sheeting for nylon wool bunting flags and on rayon banner cloth for rayon banner cloth flags.

The scrolls for the field activities will be screen printed on rayon banner cloth for rayon banner cloth flags and on cotton sheeting for nylon wool bunting flags trimmed to ¼" all around scroll and appliquéd to flag base with blue stitching (#65026). Scrolls are to be in yellow (#65002) and lettering in national flag blue (#70077).

Variations to flag design are not authorized.

For instructions on appropriate issuance and orientation of flags on special occasions, consult with local DLA Installation Services representatives. Currently, no DLA Flag Instruction exists.

Memorial Markers. Historical and memorial markers denote the richness of DLA's history. They tell stories and point out those who deserve tribute using a variety of devices – obelisks, monoliths, battle markers, statues, plaques, and walls bearing the names of the dead, of events, or of place names. We also use "living memorials" such as buildings, installations, and roads.

Today, memorials and monuments remain part of the symbolism of our culture. As much as any other forms of commemoration, they are the vehicle by which the Agency's legacy is sustained.

When used in a memorial marker, the DLA emblem and logotype must be placed in a position of prominence and used as an inherent part of the marker design. It shall be placed, depicted, colored and sized so as to be read easily. In those instances when the emblem is engraved or metal cast, the emblem and logotype must be of sufficient size and clarity to be easily read.

Variations to the design of the DLA emblem or logotype are not authorized. Requests for exception, exemption or waiver are submitted to DP. See Section II, Page 7 for procedures

Award Certificates. There are many different factors that motivate employees and individuals, chief among them is the power of recognition.

Employees who are recognized for their abilities and their contributions to DLA are more likely to be happy, content, and motivated to excel.

The DLA emblem and its associated logotype is a key motivator for DLA employees. It reminds them that they are part of a community and have goals, interests, and experiences similar to their fellow employees.

Use of the emblem on award certificates and items for employee or customer recognition creates a sense of belonging and affiliation to the Enterprise, both inside and outside the Agency. It provides people with camaraderie and they respond with increased effort, improved morale, and renewed vigor.

DLA's award certificates are printed on buff stock paper and include the DLA emblem, in gold, in the center of the certificate. These award certificates are:

- DLA Exceptional Civilian Service Award,
- DLA Meritorious Civilian Service Award,
- DLA Superior Civilian Service Award,
- Sustained Superior Performance Certificate,
- DLA Commendable Service Certificate,
- DLA Certificate of Achievement, and
- the DLA Employees of the Quarter winners.

For On-The-Spot awards, each activity designs their own version of this award certificate.

The padded and hardback certificate holders have the emblem, in gold, in the center of the holder.

Requests for exception, exemption or waiver to this design are submitted to DLA Headquarters Human Resources (J1).

Using PFLA name with DLA Logo. PLFAs are permitted to use the DLA Logo as a standalone item, with the logotype DEFENSE LOGISTICS AGENCY, or along with their PFLA name with or without the abbreviation DLA; however, the font used for the PFLA name must be in the approved DLA logotype font, Impact. The PLFA name may be placed below the logo or to the right of it, never above or to the left.



DLA Aviation



DLA Land and Maritime



Defense Logistics Agency

Troop Support

Section IV: Stationary and Paper Goods.

Improving and clarifying communication within DLA and between the Agency and the public and other government organizations is the primary objective of the DLA graphic standardization program. Stationary is the principal vehicle of day-to-day correspondence; therefore, it must clearly reflect the Agency's identity.

The use of DLA identifiers, typography, and the approved color pallet ensures constant reinforcement of a uniform DLA identify and promotes functional clarity and legibility.

Procedures for preparing Agency correspondence using official letterhead stationery, memorandum format, and envelopes may be found in the Agency's correspondence guide:

<https://eworkplace.dla.mil/sites/org2/officeOfDirector/Pages/CorrespondenceManual.aspx>

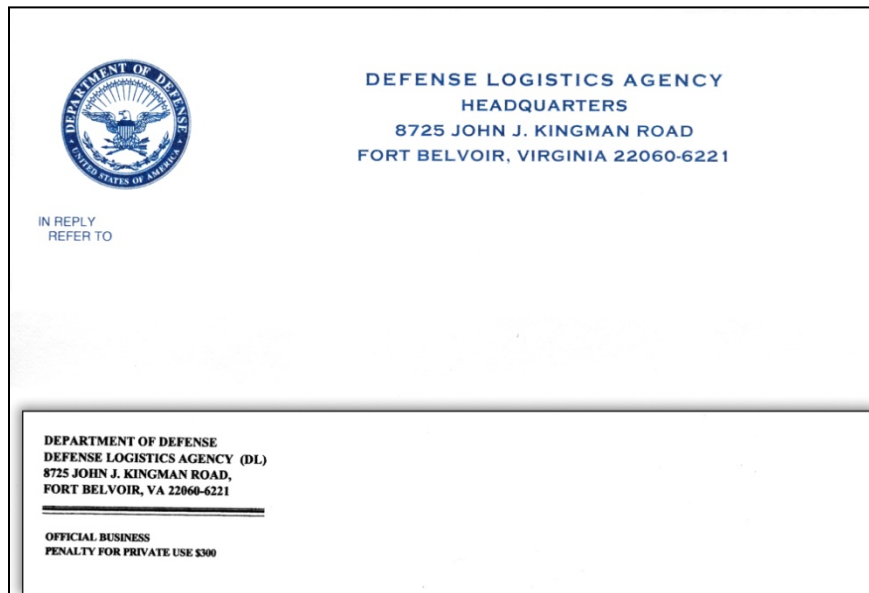
Letterhead.

DLA official printed letterhead must adhere to the following standards:

- (1) Be 8-1/2 by 11 inches.
- (2) Bear the emblem of DOD, 1 inch in diameter and 1/2 inch from the upper left and top edges of the stationery.
- (3) Carry no other decorative or distinguishing insignia, printed or otherwise.
- (4) Show the name of the principal activity (DEFENSE LOGISTICS AGENCY) centered horizontally, 5/8 inch from the top of the sheet and printed in 12-point Copperplate Gothic Light bold font capital letters.
- (5) Show the name of the department, agency, office, bureau, administrative or technical service, or principal command centered immediately under the name of the principal activity in 10-point Copperplate Gothic Light capital letters.
- (6) Carry the address and ZIP code number centered horizontally beneath the name of the department, agency, office, bureau, or administrative or technical service, or principal command printed in 10-point Copperplate Gothic Light capital letters. The bottom of the printing shall be 1-1/16 inches from the top of the trimmed sheet.
- (7) Be printed in black or blue ink.

DLA official electronic letterhead is required to meet the format of printed letterhead. DLA official electronic letterhead is located at:

<https://eworkplace.dla.mil/sites/org2/officeOfDirector/Pages/CorrespondenceManual.aspx>



(Example of official printed DLA letterhead.)

All formal letterhead shall conform to existing format and style standards, and extend to Agency name, address, and other specifications. This extends to all Agency stationary, including letterhead, memorandums, fax cover sheets, envelopes, note cards, self mailers, mailing labels, business cards, etc.

For more information on correspondence and stationary references, see DOD Instruction, DODI 5330.2, subject: Specifications for DOD Letterheads.

There are no exceptions, exemptions, or waivers to the DLA Letterhead format.

DLA Formal Notepads. DLA formal notepad letterhead must adhere to the following standards:

- (1) Be 4 ¼ by 5 inches.
- (2) Bear the emblem of DOD, 1 inch in diameter and 1/2 inch from the upper left and top edges of the stationery.
- (3) Carry no other decorative or distinguishing insignia, printed or otherwise.
- (4) Show the name of the principal activity (DEFENSE LOGISTICS AGENCY) centered horizontally, 5/8 of an inch from the top of the sheet and printed in 12-point Copperplate Gothic Light bold font capital letters.
- (5) Show the name of the department, agency, office, bureau, administrative or technical service, or principal command centered immediately under the name of the principal activity in 10-point Copperplate Gothic Light capital letters.
- (6) Carry the address and ZIP code number centered horizontally beneath the name of the department, agency, office, bureau, or administrative or technical service, or principal command printed in 10-point Copperplate Gothic Light capital letters. The bottom of the printing shall be 1-1/16 inches from the top of the trimmed sheet.

(7) Be printed in black or blue ink.

There are no variations to the design of the DLA formal notepad.

DLA Informal Notepads. DLA informal notepads must adhere to the following standards:

(1) Be 4 ¼ by 5 inches.

(2) Bear the emblem of DLA, 1 1/2 inch in diameter and 1/2 inch from the upper left and top edges of the stationery.

(3) Carry no other decorative or distinguishing insignia, printed or otherwise which prevent the note pad from being used by others following in the position in the specific organization for which the pad is intended.

(4) Show the name of the principal directorate, field activity or organization centered horizontally, 5/8 inch from the top of the sheet and printed in 12-point Copperplate Gothic Light bold font capital letters.

(5) May show the name of the department, agency, office, bureau, administrative or technical service position (i.e. Director, Commander, or other) immediately under the name of the activity in 10-point Copperplate Gothic Light capital letters.

(6) Be printed in black or blue ink.

Variations to the design of the DLA informal notepad are to be submitted to DLA DP. See Section II for procedures.

Business cards: Government funds may be used to print business cards for the purpose of providing contact information in an official capacity. Agency business cards shall follow stated design requirements and may be requested for print through DLA Installation Support-Graphics. Electronic templates of the business card are located on the DP webpage, <https://hqc.dla.mil/PublicAffairs>

Agency business cards shall contain the agency name “Defense Logistics Agency” spelled out. PLFA, directorate, and individual identifiers may be no more than three lines, including the individual’s name.

Requests to modify the appearance of the DLA business card or the approved colors for the emblem and logotype shall be forwarded to DP for approval as described in Section II

Section V: Outreach and Marketing Publications.

DLA publications play a significant role in Agency communications. All official DLA publications such as newspapers, newsletters, magazines, and collateral materials such as brochures, fact sheets, tri-folds and posters shall prominently display the official DLA emblem, either on the front cover, the masthead, or on the back cover, and must contain the logotype DEFENSE LOGISTICS AGENCY if space and design permit. The emblem should be a major design element when it is used and be prominently displayed; thus, the emblem may not be used as a watermark or in other subdued fashion.

The name of the publication may be larger than the emblem, but the activity name must be at least two font sizes smaller than the logotype DEFENSE LOGISTICS AGENCY.

For other materials, especially one to two page pieces such as brochures, the DLA emblem and name – when used – will be prominent. The name of the activity will be two font sizes smaller than the DLA logotype.

Choice of format should be determined by the material. This choice belongs to the designer and project officer, who is responsible for transforming the layout into an effective and dynamic presentation that exemplifies the Agency or activity mission.

The designer's ability to blend words and images for mutual reinforcement is the key to successful communication. Images and text should be selected on the basis of necessity and suitability.

Except for historical purposes, all photographs and illustrations shall reflect current military uniforms and equipment. The selection of photography, illustration and typography depends upon the appropriateness of the medium to the message and the capability, talent, and style of the particular designer, illustrator, or photographer.

Forward requests to modify the appearance of the emblem and logotype, or for deviations from the approved colors to DLA DP for approval as described in Section II of this guide.

Preapproved art for the DLA emblem and logotype is available on the DLA DP website, <https://hqc.dla.mil/PublicAffairs>

Section VI: Presentations and Briefings.

All official presentations, either in PowerPoint or equivalent software programs, must have the DLA emblem and the logotype DEFENSE LOGISTICS AGENCY as part of the master design so it appears on each page. The colors and logotype shall be as stated in this guide.

Title slides shall have a larger and more prominent logotype and emblem. Subsequent slides may have the emblem and logotype displayed in a smaller version at either the top or bottom of the slide. Or, may display the emblem alone.

Except when developed for historical purposes, all photographs and illustrations included in slide presentations shall reflect current military uniforms and equipment. Ideally, graphics in the presentation should clarify or emphasize an important point in the text or illustrate a vital concept.

The name of the activity or installation may be used on the title slide and on subsequent slides if necessary for the audience or theme of the presentation. The activity or installation names must be two font sizes smaller than the DLA logotype when the logotype is used.

Briefings to the Director and to audiences outside of the agency shall use the Headquarters approved and provided templates available on the DLA Headquarters Intranet at <https://eworkplace.dla.mil/sites/org2/officeOfDirector/Pages/ActionOfficerTools.aspx>

Forward requests to modify the appearance of the emblem and logotype or for deviations from the approved colors to DLA DP for approval, as described in Section II.

Modifications to the appearance of the DLA Headquarters approved PowerPoint template shall be forwarded to the DLA Director's Staff Group for approval.

Section VII: Periodicals.

DLA periodicals are non-directive publications, dated and issued at least semiannually. They include but are not limited to: Loglines, Energy Source, Columbus Federal Voice, and other field activity and staff element magazines, newspapers, and journals.

It is important that periodicals maintain a cohesive appearance and a clear association with the Agency. While each should present a unique personality, it must also clearly identify itself as part of the DLA family. Thus, the DLA emblem and, space permitting, the logotype shall be a major part of the design at either the top or bottom of the publication masthead.

Except historical purposes, all photographs and illustrations shall reflect current military uniforms and equipment.

Send requests to modify the appearance of the emblem and logotype or to deviate from the approved colors to DLA DP for approval as described in Section II.

Section VIII: Exhibits.

All Headquarters and PLFA exhibits will contain the DLA emblem and the logotype DEFENSE LOGISTICS AGENCY as the primary line of identification on the display. Field activity or installation names may be used as secondary identifiers and displayed directly under DEFENSE LOGISTICS AGENCY or under and to the side. The activity or organization name must be at least two font sizes smaller than the DLA logotype.

DLA exhibits should conform to a unified design concept. This will provide the audience with an easily identifiable and understood visual of DLA as a cohesive Enterprise. In order to ease the use of an integrated exhibit design concept, DP created and made available the Enterprise exhibit design. This design can be modified to specific product line, mission, or function.

As part of the integrated design concept, the following color pallets are provided: the Enterprise exhibit base color is Pantone 296. other acceptable colors in this intensity range are red - Pantone 1815, purple - Pantone 2695, aquamarine - Pantone 309 and green - Pantone 3435.

For instructions on the use of the DLA emblem as illustrative art see this guide, Section II.

Except for historical purposes, all photographs and illustrations shall reflect current military uniforms and equipment. The selection of photography, illustration and typography depends upon the appropriateness of the medium to the message and the capability, talent, and style of the particular designer, illustrator or photographer.

For specifications on the DLA Enterprise booth, to include art, color choices, and furniture, contact the DLA Exhibit Team, DLA Logistics Operations (J3).

Send requests to modify the appearance of the emblem and logotype or to deviate from approved colors to DLA DP for approval as described Section II.

Preapproved art for the DLA emblem and logotype is available on the DLA DP website, <https://hqc.dla.mil/PublicAffairs>

Booth Display Standards.

DLA table covers are the recommended covering for tables.

DLA standard carpeting or rented carpeting will be used unless the venue is already carpeted.

PLFAs may borrow the corporate display when it's available, but must pay all shipping costs.

For instructions on required dress, host presentation at exhibits, shows, conferences, and other exhibit guidance consult the DLA Exhibit Team, DLA Logistics Operations (J3).

Section IX: Internet/Intranet Use and Social Media Sites.

Internet/Intranet. Official DLA websites must conform to the appropriate DLA instructions and standards as determined and developed by DLA Information Operations (J6). All DLA websites shall have the official emblem as the principle and only emblem displayed on their site header.

The emblem shall be placed at the top and viewers' left of the page, with the logotype extending to the right of the emblem. The emblem shall be large enough to clearly read "Defense Logistics Agency" written inside the emblem banner. The logotype shall be sized appropriately for the emblem. Both the emblem and logotype shall be the predominant design element of the page.

The name of the specific activity, program, or organization shall be displayed on the front page and throughout the site and shall be two font sizes smaller than, and secondary to, the DLA logotype.

The DLA emblem shall also serve throughout the website as a hyperlink to return the viewer to the main page of DLA Today or www.DLA.mil as appropriate to the system.

The Defense Logistics Agency Instruction for website development and administration and design templates is available at <https://headquarters.dla.mil/J-6/j6f/j6fs/library.asp>

Website development standards are available at <https://eworkplace.dla.mil/sites/org/j6/j64/Pages/J64WebDevStandards.aspx>

Preapproved art for the DLA emblem and logotype is available on the DP website, <https://hqc.dla.mil/PublicAffairs>

Except for historical purposes, all photographs and illustrations shall reflect current military uniforms and equipment.

Social media and other online product.

All web-based products produced or used by DLA, to include social media and other platforms, shall contain the DLA emblem and the logotype DEFENSE LOGISTICS AGENCY at the viewers' upper left as the primary line of identification on the first page of the site. Subsequent pages will contain the emblem and the logotype DEFENSE LOGISTICS AGENCY, but may be smaller. This guidance is waived for those sites such as Facebook or Twitter, which have pre-determined layouts.

Send requests to modify the appearance of the emblem and logotype or to deviate from the approved colors to DLA DP for approval as described in Section II.

Except for historical purposes, all photographs and illustrations used in DLA social media pages and online products shall reflect current military uniforms and equipment. The selection of photography, illustration and typography depends upon the appropriateness of the medium to the message and the capability, talent, and style of the particular designer, illustrator or photographer.

Refer to DLAI 8550.01, DLA Social Media, for policy on DLA social media sites. Contact the DLA Social Media Manager at Interact@dla.mil for questions on DLA social media sites.

Section X: Signs.

Exterior Installation Entry Signs: Currently, there is no DLA Sign Instruction, consult with local DLA Installation Support representatives for information on sign format and appearance. All requirements use of the DLA emblem must be met when making signs using the emblem.

Section XI: Identification cards and badges.

All Agency identification cards and badges shall contain the DLA emblem on the front, upper viewers' left of the badge body, accompanied by the logotype DEFENSE LOGISTICS AGENCY appropriately sized and to the right. This image and logotype are the primary agency element of the card or badge.

PLFA or installation names shall be secondary and at least two font sizes smaller than the logotype. The name may be printed just above the identification photo of the card owner or on the lower edge.

All current cards and badges that do not conform to these guidelines are grandfathered, in accordance with Section XIII of this guide, until the supply of cards and badges are expended. At that time, the installation or facility will shall purchase badges and cards that conform to this policy or CAC One-Cards are issued as the primary means of Agency identification in accordance with policy for a common identification standard for Federal employees and contractors.

Section XII: Collateral Material.

While specific materials such as publications, brochures, and websites are covered in previous sections of the style guide, equally important are the design guidelines for collateral items such as rugs, appliqués, and banners. All of the items below, as well as other decorative or educational items, shall display the DLA emblem in the official colors and, if space and design permit, the logotype DEFENSE LOGISTICS AGENCY.

The emblem shall always be of size and clarity to allow the image banner and the words Defense Logistics Agency to be read easily. These items can contain the name of the PLFA or installation, but the name must be at least two–font sizes smaller and secondary to DLA.

- Rugs – emblem shall be depicted and colored accurately and either centered or placed on the upper left corner or centered in the middle of the first quarter measurement of the rug.
- Appliqués and Decals – emblem shall be depicted and colored accurately. The emblem shall always be of size and clarity to allow the image banner and the words Defense Logistics Agency to be read with ease.

- Civilian workforce uniform insignia – emblem shall be depicted and colored accurately and in accordance with civilian uniform requirements.
- Banners – emblem shall be depicted and colored accurately and precede the verbiage on the banner either beginning on the left or in the middle of the top third of the banner.
- Desk/podium markers – emblem shall be depicted and colored accurately, placed in the top third of desk or podium marker.
- Decorative artwork – emblem must be depicted and colored accurately. The use of the DLA emblem as part of decorative artwork will require the approval of DLA DP, unless the appearance of the emblem is derived from variations already approved and in common use throughout the Enterprise. In instances where approval to modify the appearance of the emblem and logotype is required, submit accurately designed examples of the art work to DLA DP for approval as described Section II.
- Desk Medallions (Commander Coins) – the DLA emblem must be depicted and colored accurately, with DEFENSE LOGISTICS AGENCY spelled out in approved logotype on the front of the coin. The emblem must be sized so that the words “Defense Logistics Agency” within the tripartite banner is easily read.

The back of the coin may include the PLFA or organization name and may also include a design, but that design must ensure the shelf life of the coin extends to multiple users. Coins may not contain restrictive rank, position insignia, individual name, or struck with a date.

The only exception to these requirements are coins engraved in discrete numbers for presentation on a specific date; e.g., coins engraved (not struck) with a date intended to present a specific number of individuals with a commander coin as part of a ceremony. The engraved date might be the execution date of the accomplishment or ceremony date. Under no circumstances should commanders’ coins be struck with the date of an individual’s tour of duty.

Commander coins may be no larger than 2” x 2” in diameter. Specific shapes are not prescribed; however, the principles of fiscal responsibility and public perception must be considered when designing and purchasing commanders coins.

Coins are authorized as "honorary" awards and should be treated in the same controlled manner as Incentive Awards. For additional information on desk medallions and the DLA awards program, contact DLA Human Resources or DLA General Counsel.

- Customer-outreach items – Promotional and customer-outreach items are prohibited unless approved by J8 and the DLA General Counsel. If approved, the emblem, and if space permits, the logotype DEFENSE LOGISTICS AGENCY shall be depicted and colored accurately and in accordance with this guide. Emblem and banner type must be legible.
- Binders – emblem shall be depicted and colored accurately with logotype DEFENSE LOGISTICS AGENCY spelled out.
- Folders – emblem shall be depicted and colored accurately with logotype DEFENSE LOGISTICS AGENCY spelled out. An approved template for DLA folders is available for download at the

DLA DP website <https://hqc.dla.mil/PublicAffairs>. Templates may be modified to include local information or specific events, but the PLFA or installation name shall be two font sizes smaller and secondary to the DLA logotype. Deviations from approved emblem designs must be approved by DP. Individuals without access to CRM may contact their local public affairs office.

Clothing. Purchase of t-shirts, polo shirts or other clothing is prohibited unless approved by J8 and the DLA General Counsel. If approved, the DLA emblem shall be depicted and colored accurately with the logotype DEFENSE LOGISTICS AGENCY spelled out beneath the emblem. The emblem must be of size and clarity so that the words Defense Logistics Agency within the tripartite banner may be read with ease. Clothing designed with the DLA emblem must be tasteful and appropriate for casual business or sportswear purposes.

Section XIII: Grandfathering of Materiel.

Visual images of the DLA emblem and logotype currently in use as part of permanent structures such as memorials, building foundations, and architectural details are grandfathered into approval.

Visual images of the DLA emblem and logotype currently in use as part of semi-permanent structures such as windows, signs, and removable decorative details are grandfathered into approval until such time as they may be replaced in conjunction with scheduled building/facility maintenance or an approved execution plan to update facilities/installation structures.

DLA emblems and logotype used as part of badges, awards, award certificates, letterhead, business cards, or other material for which a cost exists to changing or revising to meet the requirements of this guide are grandfathered into approval until such time as all stocks of those items are expended.

Field activities and staff elements using the DLA emblem and logotype as part of the graphic design of marketing and outreach exhibits shall review the exhibit for reasonable and appropriate design changes. In cases where exhibit graphics are less than six-months old and incremental changes are not possible in a fiscally responsible manner, the design may be grandfathered into approval with an application for exception, exemption, or waiver. Where appropriate, the exhibit shall also contain a free-standing banner or sign announcing the new element designation until the exhibit graphics are replaced. For procedures on requests for exceptions or waivers, refer to Section II.

Any portion of this grandfather clause may be rescinded on order or determination by the DLA Director, Chief of Staff, or DLA DP.

Section XIV. Fiscal Responsibility.

Each PLFA and organizational element is accountable to apply the principles of fiscal responsibility and stewardship excellence in the design and production of products and visual information for use by DLA; thus, it is prudent to annually review and determine if the full range of current products should continue, or if currently existing products and information can serve new purposes.

When developing new products, organizations shall coordinate across DLA to ensure that the product is available and applicable to as many DLA organizations and uses as possible. DLA shall strive to provide well-designed generic products for use by multiple organizations and audiences to ensure the best, cost-conscious value for DLA resources as well as uniformity of message and design.

Section XV. Summary.

We all must present DLA as the unified, customer-focused Agency that it is today. DLA's communication and marketing strategies must encompass the Enterprise culture so we enforce the Agency's strategic focus. This effort is a central, essential component of DLA's mission.

This guide will be reviewed and updated annually by DP.

Section XVI. Glossary

CRM - Customer Relationship Management

DP - DLA Office of Public Affairs

Emblem - A distinctive badge, design, or device of an organization; a device, symbol or figure adopted and used as an identifying mark. Also known as an insignia or crest. The DLA emblem is not to be confused with a commercial logo. Though logos are also symbolic representations of organizations, they have no heraldic meaning or military historic importance.

Font - is traditionally defined as a complete character set of a single size and style of a particular typeface.

Heraldry - the art-practice of devising, blazoning, and granting armorial insignia; The Institute of Heraldry furnishes heraldic services to the Armed Forces and other U.S. government organizations by researching, designing, developing and standardizing official symbolic items - seals, decorations, medals, insignia, badges, flags and other items as well as those authorized for official wear or display by government personnel and agencies.

Illustrative art - A general term used to describe paintings or prints, the graphics which have been produced as illustrations

Logo - A symbol or emblem that acts as a trademark or a means of identification of an organization or other entity; also known as a symbol, sign or emblem.

Logotype - standardized graphic representation of the name of a company, institution, or product name used for purposes of identification and branding. A wordmark is usually a distinct text-only typographic treatment and is restricted to using an identified font.

Pantone Matching System (PMS) - Pantone Inc. is a corporation headquartered in Carlstadt, New Jersey. **PMS** is a proprietary color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number. This assures that you get the same color every time the file is printed.

Typeface - A family of graphic characters that includes many styles and sizes. A font is a collection of characters in a single size and style. Times and Courier are typefaces and Times 12 point italic is a font. In the Information Technology environment, the word 'font' is often used to mean typeface.

Appendix A: Meaning of the DLA Seal

DEFENSE LOGISTICS AGENCY SEAL



Description: The device for the Defense Logistics Agency consists of the shield of the coat of arms of the United States, on which is perched the American Bald Eagle with wings displayed horizontally surrounded by 13 stars and perched on a shield of 13 pieces, within an arched tripartite scroll bearing the words “Defense Logistics Agency.”

Symbolism: The American bald eagle, long associated with symbolism representing the United States of American and its military establishment, has been selected as an emblem of strength. The eagle is defending the United States, represented by the shield of thirteen pieces. The thirteen pieces are joined together by the blue chief, representing the U.S. Congress.

The device is a symbol of unity and common purpose; it alludes to the Agency’s responsibility for the meeting of specific requirements of the Department of Defense, thereby emphasizing the role of the Agency in the defense of the nation.

Background: The seal was originally created for the newly established Defense Supply Agency on October 1, 1961 by Secretary of Defense Robert McNamara. DSA’s name changed to Defense Logistics Agency in 1977.

Current Usage: Any request for use of the Defense Logistics Agency seal in commercial items must be referred to DLA Public Affairs Office, 8725 John J. Kingman Road, Room 2545, Fort Belvoir, VA 22060.

Appendix B: Organizations name crosswalk

<u>Office Symbol</u>	<u>Former Name</u>	<u>Current Name</u>
	DLA Headquarters	DLA Headquarters
DSCC	Defense Supply Center Columbus	DLA Land and Maritime [1 & 5] DLA Land [4] DLA Maritime [4]
DSCP	Defense Supply Center Philadelphia	DLA Troop Support [1] DLA Troop Support Europe & Africa DLA Troop Support Pacific
DSCR	Defense Supply Center Richmond	DLA Aviation [3]
DESC	Defense Energy Support Center	DLA Energy [1] DLA Energy Europe & Africa DLA Energy Middle East DLA Energy Pacific DLA Energy Americas
DRMS	Defense Reutilization and Marketing Service	DLA Disposition Services [3]
DDC	Defense Distribution Center	DLA Distribution [1] DLA Distribution + Location [4]
J1	Human Resources	DLA Human Resources (J1) [1] DLA Human Resources Services [2]
J3	Logistics Operations and Readiness	DLA Logistics Operations (J3) [1]
J3	(Regions) DLA Europe and Africa/Central/Pacific	DLA Europe & Africa DLA Central DLA Pacific
J5	Strategic Planning and Enterprise Transformation	DLA Strategic Plans and Policy (J5)
J6	Information Operations (J6R/E/C/P etc.)	DLA Information Operations (J6) [1] DLA Information Operations [2] DLA Information Operations Europe & Africa DLA Information Operations Central DLA Information Operations Pacific
J7	Acquisition Management	DLA Acquisition (J7) [1]
J8	Financial Operations	DLA Finance (J8) [3]
J9	Joint Reserve Force	DLA Joint Reserve Force
DES	Enterprise Support	DLA Installation Support [3]

DB	Small Business	DLA Small Business
DG	General Counsel	DLA General Counsel [1] DLA Counsel - PLFA Name [4]
DH	Chaplain	DLA Office of the Chaplain
DI	DLA Intelligence	DLA Intelligence [3]
DL	Legislative Affairs	DLA Legislative Affairs
DO	Equal Employment Opportunity	DLA Equal Employment Opportunity
DP	Strategic Communications	DLA Public Affairs
DR		Director's Staff Group
IG		DLA Office of the Inspector General
DLIS	Defense Logistics Information Service	DLA Logistics Information Service
DAPS	Document Automation and Production Service	DLA Document Services
DAASC	Defense Automatic Addressing System Center	DLA Transaction Services
NOSC	Network Operations and Security Center	NOSC is a section of J6
DNSC	Defense National Stockpile Center	DLA Strategic Materials
DCSO	DLA Contracting Services Office	DCSO is a section of J7
JCASO	Joint Contingency Acquisition Support Office	DLA Joint Contingency Acquisition Support Office

INSTALLATIONS

Defense Supply Center Columbus

Defense Supply Center Richmond

Defense Distribution Center, Susquehanna

Defense Distribution Depot, San Joaquin

- 1- Applies to Primary Level Only
- 2 - Applies to Secondary Level Only
- 3 - Applies to both Primary and Secondary Levels
- 4 – Applies to Secondary level – varies by site
- 5 – Applies to Detachment at DLA Troop Support