

Civil War Trust Brand Book

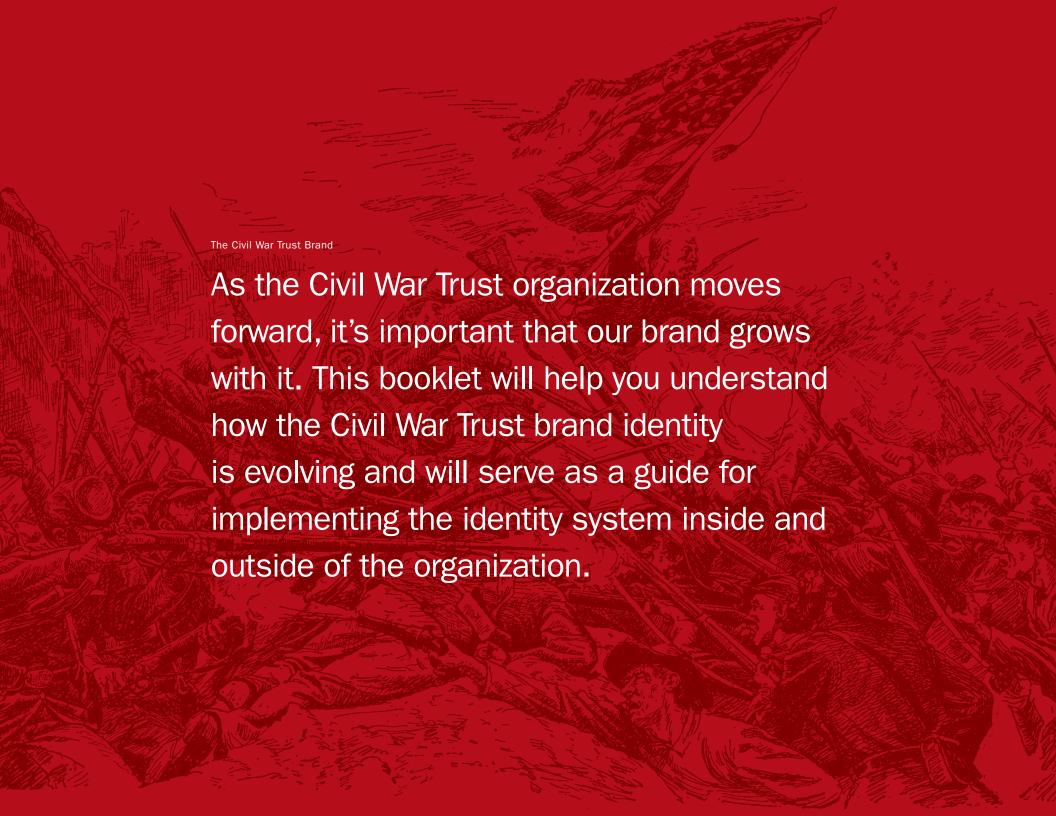


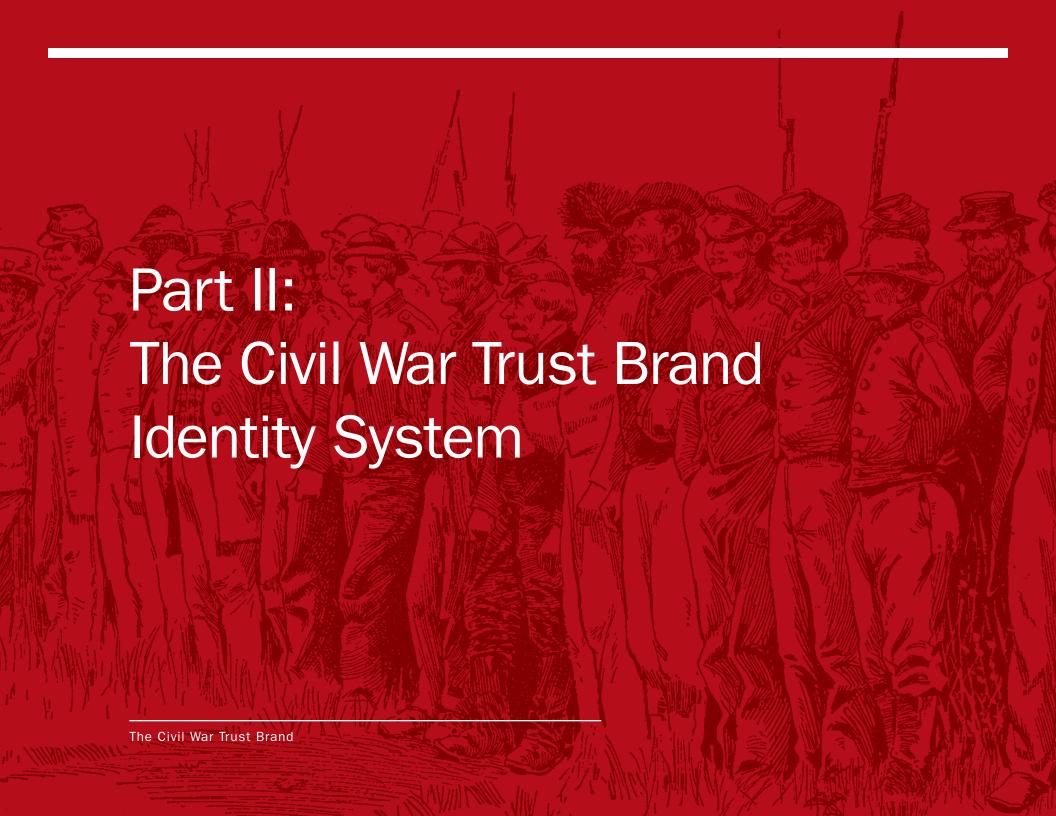
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Our Mission

The Civil War Trust is the largest and most effective nonprofit organization devoted to the preservation of America's hallowed battlegrounds. Although primarily focused on the protection of Civil War battlefields, the Trust also seeks to save the battlefields connected to the Revolutionary War and the War of 1812 with its Campaign 1776 initiative. Through educational and heritage tourism programs, the Trust seeks to inform the public about the vital role these battlefields played in determining the course of our nation's history.



The Civil War Trust Brand Identity System

What are the components that make up our Brand Identity? The words you choose. The typography you use. The colors, graphics, and imagery you communicate with. And where you apply the Civil War Trust logo. These are the key building blocks that help tell our story and shape people's perception of our organization — from donors to constituents, partners, employees, and even the government.

Overview

Civil War Trust Brand Identity SystemBrand Basics

Bold.

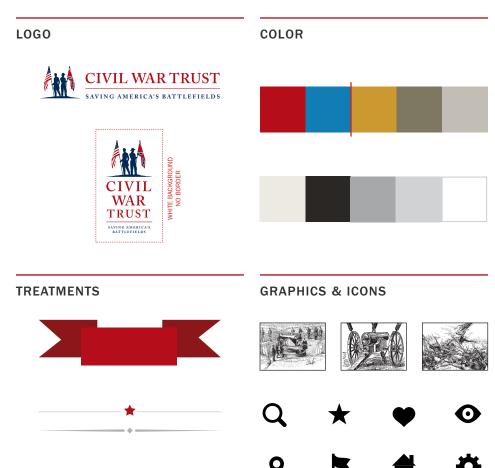
Clean.

Classic.

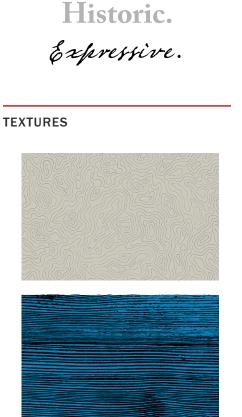
TYPOGRAPHY

(a)

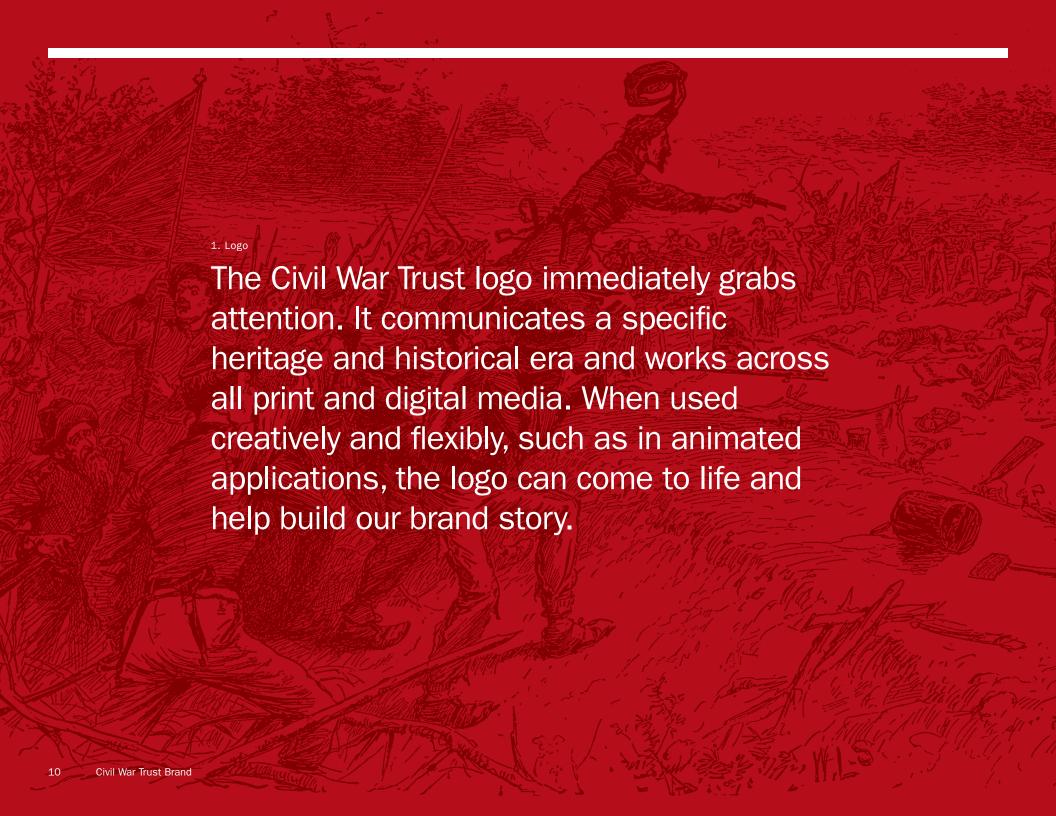
We've created building blocks for communicating the Civil War Trust's Brand Identity in a cohesive visual system we call the Brand Basics. Comprised of core elements including logo, color, type, and icons as well as extended expressions including treatments, gradients, graphics, and textures, this wide range of tools is designed to be flexible and expandable — so you can use your creativity across all media while still remaining faithful to our basic brand rules. To effectively define the Civil War Trust brand experience, these core elements must be aligned across every touchpoint, whatever the medium.



READ MORE







Overview

Core Brand Elements

Logo Variations

The Civil War Trust logo should work across all media. The style the designer or applicant uses depends on the environment in which the logo appears. We've established a system that has PANTONE® colors and an expanded palette of secondary colors, plus simple reversed logo treatments. The logo should always be accompanied by the graphic of the two soldiers — always.

The HORIZONTAL logo should be used by partners, sponsors, and other third parties who are representing the brand. It should also be used to close a piece, such as a brochure.

The BADGE logo should be used where there is an outside edge — e.g. screen, paper, brochure etc. — and used once per piece. It should be used as an introduction to the brand.

SPECIAL INSTRUCTIONS

The Civil War Trust has a logo that can be controversial in some settings. For government and educational materials, use the alternate silhouette logo <u>without</u> the colored flags.

HORIZONTAL LOGO (2-COLOR)





HORIZONTAL LOGO (1-COLOR)





BADGE LOGO (3-COLOR)

BADGE LOGO (3-COLOR, BORDER)

BADGE LOGO (1-COLOR)













Standard Logo

Core Brand Elements

Standard Logo Clearance

CLEAR SPACE





Logo minimum size = 3-1/4"

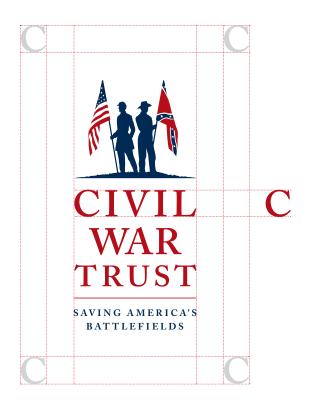
It's important that the standard logo stands out and is visible, especially when placed next to other organizational logos. To maximize visual impact, maintain padding clearance space around the logo, and prevent other elements from getting near this area; this means a clearance of at least 1 x-height on all sides! Do not place the URL within the clearance above, and do not modify the logo tagline in any way - e.g. weight, spacing, size, etc. occasional uses, like lapel pins, will require smaller logos. For use on affiliate or partner websites, we recommend a logo with a minimum width of 150px. **NOTE: The Civil War Trust has a logo that can be controversial in some settings. For government and educational materials, use the alternate silhouette logo without the colored flags.**

Badge Logo

Core Brand Elements

Secondary Use

CLEAR SPACE

















The same rules apply for this logo as they do for the standard logo: (1) maintain adequate clearance space of 1 x-height, (2) do not place the URL within the clearance area, (3) do not change the tagline in any way, and (4) use discernment regarding when and when not to use the colored flag logo version. The recommended usage for this logo is at the top or bottom edge of various applications, but can also be applied as a standalone logo (not recommended). The logo should never be placed at the left or right edge of any document or application! **NOTE: The Civil War Trust has a logo that can be controversial in some settings. For government and educational materials, use the alternate silhouette logo without the colored flags.**

Logo minimum size =

Logo Misuse

Core Brand Elements

Logo Rules: Standard Logo

HORIZONTAL LOGO









BADGE LOGO







Do not change the logos in any way. That means do not:

- Reduce the tagline letter spacing
- · Place symbol too close to the main word mark and tagline
- Change the copy in the tagline
- Remove the separator line between main word mark and tagline
- · Increase the size of the two soldiers
- Remove the two soldiers from the main word mark and tagline
- Use unconvential colors or textures
- Separate the letters apart
- Skew the image



Color

Core Brand Elements

Color Systems

Civil War Trust colors serve as a palette to be used globally across all of Civil War Trust communications.

The palette is made up of red, blue, yellow, and subtle tones of grays and taupes, which are the anchoring colors of the identity.

The core Civil War Trust RED color is PANTONE® 711 C and is the signature color of the organization. Of equal importance is the core Civil War Trust BLUE color, or PANTONE® 7690 C.

Preferred and supplemental base colors span the color spectrum.

These colors have been selected as a foundation from which to build and evolve secondary palettes.

COLOR INSTRUCTIONS

Secondary colors and grayscale colors should not be used as dominant colors, as they are too subtle. Secondary colors are best used for overlays, typography, and other visual applications.

PRIMARY COLORS

PANTONE® 711 C R180, G32, B37 C20, M100, Y100, K12 #B5121B PANTONE® 7690 C R0, G127, B180 C86, M42, Y11, K0 #007EB3

SECONDARY COLORS

PANTONE® 7555 C R203, G151, B49 C20, M40, Y96, K2 #CC9933 PANTONE® 7497 C R126, G120, B98 C49, M44, Y62, K15 #E8E8DE PANTONE® 400 C R196, G191, B182 C6, M7, Y13, K16 #C4BFB6 PANTONE® Warm Gray 1 R237, G234, B227 C6, M5, Y9, K0

GRAYSCALE

PANTONE® Black CR45, G41, B38
C63, M62, Y59, K94
#2D2926

PANTONE® Cool Gray 6 C R167, G168, B170 C16, M11, Y11, K27 #474844 PANTONE® Cool Gray 5 C R177, G179, B179 C13, M9, Y10, K27 #B1b3B3 PANTONE® 7527 C R255, G255, B255 C0, M0, Y0, K0 #FFFFFF

3. Typography

Typography tells a story, and when the right typeface is used consistently, it builds personality. The Adobe Caslon serif type is historical, yet offers all the advantages of a contemporary digital type family, making it a balanced choice for all applications. The Franklin Gothic san serif type is a modern classic with various weights and wide adaptability.



Typography

Core Brand Elements Our House Typography

To help you communicate simply and more effectively, we've created a systematic approach to using Civil War Trust typography. Done properly, the use of Adobe Caslon and Franklin Gothic type will draw readers' attention, lead them to important information, and maintain a sense of clarity, structure, and order.

ADOBE CASLON

This is the primary typeface for all Civil War Trust communications. This font is best used for an older audience and for applications connoting a certain historical significance.

Caslon is comprised of three weights: Regular, Semibold, and Bold. For each weight, there is also an italicized version.

The majority of Civil War Trust communications should be set in Adobe Caslon Regular, with heavier weights serving as heads, subheads, or in creative applications.

ITC FRANKLIN GOTHIC

This is the secondary typeface for Civil War Trust. This font is best used in conjunction with Caslon, or on its own to give communications a modern touch.

It is comprised of four weights: Book, Medium, Demi and Heavy. For each weight, there is also an italicized version.

This typeface is versatile and can be used for just about any application, especially heads, subheads, websites, native apps, and other creative applications.

ADOBE CASLON PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz

ADOBE CASLON SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ADOBE CASLON BOLD

abcdefghijklmnopqrstuvwxyz

ADOBE CASLON REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopgrstuvwxyz

ADOBE CASLON SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ADOBE CASLON BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz

ITC FRANKLIN GOTHIC BOOK

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopgrstuvwxyz

ITC FRANKLIN GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC FRANKLIN GOTHIC DEMI

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC FRANKLIN GOTHIC HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC FRANKLIN GOTHIC BOOK ITALIC

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopgrstuvwxyz

ITC FRANKLIN GOTHIC MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC FRANKLIN GOTHIC DEMLITALIC

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC FRANKLIN GOTHIC HEAVY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz

Expressive Typography

Core Brand Elements

Expressive House Typography

You can liven up a marketing communications piece by using expressive typography. Apply it to brochure covers, advertising, or in sophisticated donor materials to draw audiences into the historical aspects of the Civil War era.

ANTIQUE CENTRAL

A linear slab serif design consisting of fifteen styles. The design has a large x-height with short descenders and ascenders. Antique Central requires subjective text and display kerning and compensation.

WALDEN FONT CO.

Walden Font Co. is responsible for designing Asphaltum, Dead Man's Hand, and Matchwood, which are all inspired from old books. ephemera, and eras.

BROTHERS

ANTIQUE CENTRAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ASPHALTUM REGULAR (CAPS ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dead Man's Hand

ABCDEFSHJJKLMNOP2RSIUHWXYZ abcdefghijhlmnopgrsturwxyz

MATCHWOOD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

MATCHWOOD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

MATCHWOOD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz

Typography

Core Brand Elements

Adobe Caslon

LEADING / TRACKING

9 PT. / LEADING: 15 PT. / TRACKING: 0

Lorem Ipsum is simply dummy text of the printing and typesetting industry. 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.

10 PT. / LEADING: 14 PT. / TRACKING: 0

Lorem Ipsum is simply dummy text of the printing and typesetting industry. 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.

20 PT. / LEADING: 24 PT. / TRACKING: 0

Civil War Trust Historical Review. A report for the public.

HIERARCHY

15 PT. REGULAR

9 PT.

REGULAR

REGULAR

20 PT.

Civil War Trust Historical Review.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. 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.

A. DIFFERENT POINT SIZES / SAME WEIGHTS

B. SAME POINT SIZES / DIFFERENT WEIGHTS 9 PT. **BOLD** Members

Lorem Ipsum is simply dummy text of the printing and typesetting industry. 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.

C. SAME POINT SIZE, ONE LINE / ALT WEIGHT

DonorProgram ←

COLOR USAGE

IN GRAY

GRAY



Lorem Ipsum is simply dummy text of the printing and typesetting industry.

A. SUBHEAD AND COPY IN SAME COLOR

COLOR Lorem Ipsum

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

B. SUBHEAD IN COLOR, BODY GRAY

C. CREATIVE COPY IN COLOR

History. War. Preservation.

Allegiance.

D. VARYING COLORS AND WEIGHTS

BeingCreative <

The smaller the point size, the larger the leading. The higher the point size, the tighter the leading. Leading should always be set between 100 - 150% of the point size, and the tracking always at 0.

Simple type formats can lead to clarity in your message. By implementing clear type rules / type hierarchies, you can create legible, readable, and meaningful communications.

Be creative. Using color in simple ways adds dimension to subheads, and elevates the brand image with style. Use the core color palettes to experiment with variations. Whatever you do, keep it simple.

Typography

Core Brand Elements

ITC Franklin Gothic

LEADING / TRACKING

8 PT. / LEADING: 15 PT. / TRACKING: 0

Lorem Ipsum is simply dummy text of the printing and typesetting industry. 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.

9 PT. / LEADING: 14 PT. / TRACKING: 0

Lorem Ipsum is simply dummy text of the printing and typesetting industry. 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.

20 PT. / LEADING: 26 PT. / TRACKING: 0

Civil War Trust Historical Review. A report for the public.

HIERARCHY

15 PT.

8 PT.

8 PT.

REGULAR

REGULAR

Civil War Trust Historical Review.

A. DIFFERENT POINT SIZES / SAME WEIGHTS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum REGULAR has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it.

B. SAME POINT SIZES / DIFFERENT WEIGHTS 9 PT. DEMI Members

Lorem Ipsum is simply dummy text of the printing and typesetting industry. 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.

C. SAME POINT SIZE, ONE LINE / ALT WEIGHT 20 PT. **BOLD Donor**Program < **REGULAR**

COLOR USAGE

BOTH

Grav

DARK

IN GRAY



Lorem Ipsum is simply dummy text of the printing and typesetting industry.

A. SUBHEAD AND COPY IN SAME COLOR

Lorem Ipsum GRAY

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

B. SUBHEAD IN COLOR, BODY GRAY

C. CREATIVE COPY IN COLOR

History. War. COLOR Preservation.

Allegiance.

C. VARYING COLORS AND WEIGHTS

BeingCreative <--

The smaller the point size, the larger the leading. The higher the point size, the tighter the leading. Leading should always be set between 100 - 150% of the point size, and the tracking always at 0.

Simple type formats can lead to clarity in your message. By implementing clear type rules / type hierarchies, you can create legible, readable, and meaningful communications.

Be creative. Using color in simple ways adds dimension to subheads, and elevates the brand image with style. Use the core color palettes to experiment with variations. Whatever you do, keep it simple.

4. Treatments

The smallest details matter when expressing a brand. We have a well-ordered system of treatments that define the Civil War Trust experience. Using accents and effects is a great way to enhance ordinary design, improve layouts, and complete the visual identity system.

Treatments

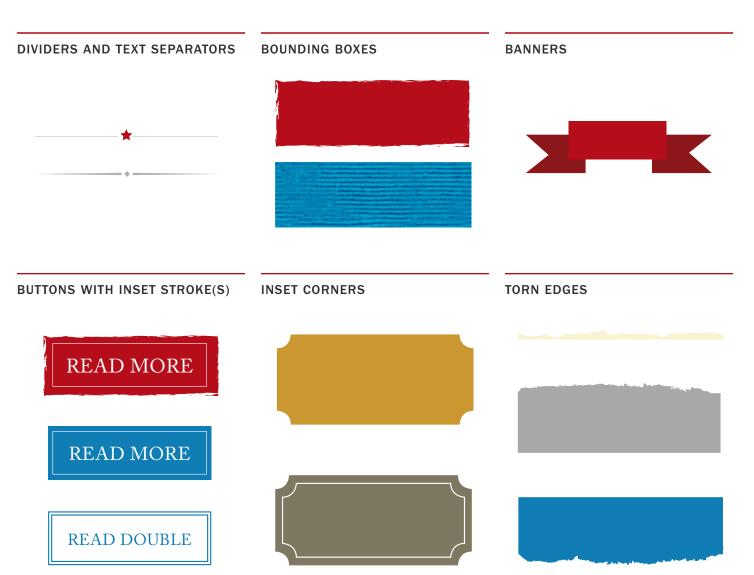
Brand ExpressionsStructuring Content

The Civil War Trust's brand treatments give those interacting with the brand a more inviting experience. They can be used consistently across both web and print applications to tie the brand together online and offline.

Dividers and text separators are best used to systematically organize content, allowing the reader's eye to track sections more effectively. Use them sparingly and tastefully.

Bounding boxes with jagged edges give buttons and content sections an antiquated look and feel, which adds more authenticity to the experience.

Banners, such as the classic one shown in the upper right, are used for section headlines in emails, Civil War Trust website pages, and in the header region of other printed assets. Use these for sidebars, announcements, or for captions above images.



5. Graphics and Icons Activating watermarks, super graphics, backgrounds, and icons within the visual system brings dimension to the Civil War Trust brand. Whether you move, combine, or integrate the forms, you can communicate a wide range of historical qualities. Each expression is applicable across every aspect of the Civil War Trust visual identity system. Civil War Trust Brand

Graphics and Icons

Brand ExpressionsImproved Wayfinding

To give the brand more expressive qualities, we've developed a series of etchings that display objects and scenes from the Civil War Era.

These etchings should be used as watermarks and overlays, and set in either grayscale or a primary color.

Secondary colors are also acceptable, but should be used on a csae-by-case basis where contrast is needed.

To improve interactivity and usability of the brand, we've implemented a standard library of icons. These icons, when used in print or digital applications, enhance navigation, improve call-to-action conversion rates, and are essential in wayfinding.

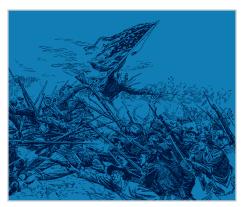
Note: the icon library Glyphish Pro can be accessed at the following URL:

k here>

WATERMARKS, SUPER GRAPHICS AND BACKGROUNDS







GENERAL USE ICONS



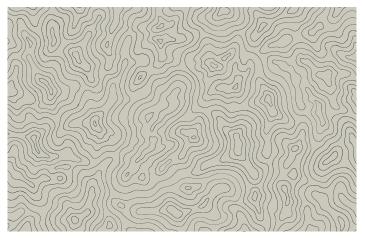
6. Textures High touch is essential to building our notfor-profit brand. Integrating textures, in static or motion graphics, can create engaging experiences that bring richness to the surface. It's an opportunity to blend history and advocacy together in order to bring our modern messages to today's consitutents.

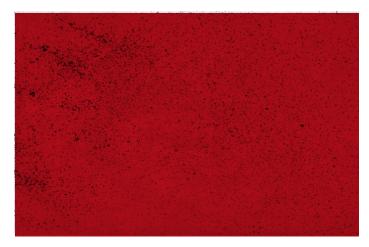
Textures

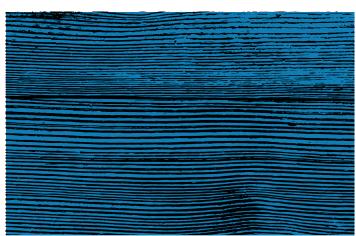
Brand ExpressionsAdditional Treatment

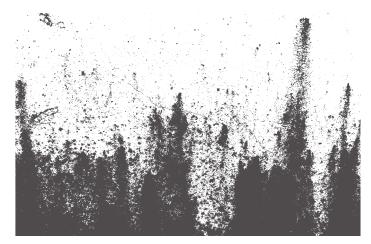
To infuse backgrounds, photos, graphics, and interfaces with history and "agedness," we've provided the current palette of textures. Use these in backgrounds, embedded in your artwork, or infuse into photographs, video, or animated graphics to make your communication even more active and to lend a tactile quality to your work. We'll be adding more backgrounds to our library of textures over time.

STANDARD TEXTURES









7. Imagery Realistic or artistic, Civil War Trust imagery should depict people and/or historical battlefields. Imagery should never be forced or contrived, and should always embody a photojournalistic eye to capture pure and engaged moments in people's lives and their interaction with historic sites.

Imagery

Brand ExpressionsBringing The Brand to Life

Over the years, we've formulated an imagery system that keeps our brand both historic and contemporary.

Use illustrative or historical imagery to give viewers an idea of how the battlefield site may have looked in the 1860s, and realistic or landmark imagery to show how it looks now. Showing this contrast makes the Civil War Trust's efforts real and important, especially for the media and, more importantly, for Civil War Trust donors.

Never stray away from using these four categories of images. Use them properly and give your audience visuals that keep them engaged.

ILLUSTRATIVE







HISTORICAL







REALISTIC







LANDSCAPE & LANDMARK







Maps

Brand ExpressionsBringing The Brand to Life

Maps are an essential element of our brand expression - they are designed with a consistent look and feel, which are immediately identifiable by our constituents.

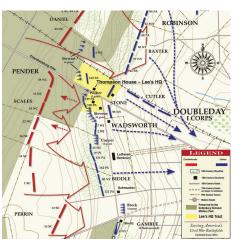
You can use appeal maps in donor outreach materials or when illustrating technical details, such as the strategic movements of troops, or just the area in question for appeal letters. You can also use these maps on the website to help illustrate specific historical events. Maps ARE read by our members and should be a sufficient size on the page/site.

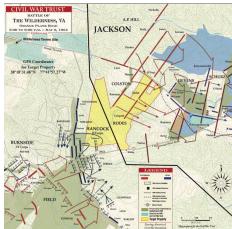
Historical maps can be used in a similar fashion; however, they should not be used for donor solicitation, as they are not detailed enough and also vary in size, color, and accuracy. Historical maps are best used for banner graphics in print or digital applications.

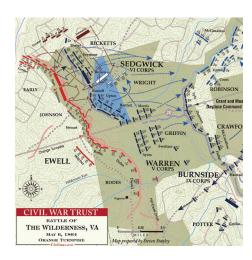
MAP MAKER

Civil War Trust appeal and battle maps are designed by Steven Stanley of Colonial Design and Graphics. He can be reached at coltype@outlook.com with questions.

APPEAL MAPS

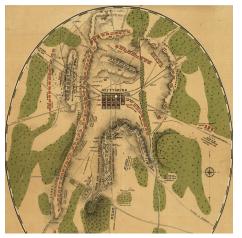






HISTORICAL







Identity Applied

Core Brand Elements

Example Applications

INFORMATIONAL SHEET

INFORMATIONAL SHEET (CONTENT RIGHT)

INFORMATIONAL SHEET (CONTENT LEFT)

Civil War Trust Press Brief December 2018



Lorem Ipsum is simply dummy text of the printing & typesetting industry. Duis tempor aliquet eros.



with the release of Letraset sheets containing Lorem Ipsum passages and more recently with desktop. The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested.

Contrary to popular belief. Lorem Insum is not simply random text. It has roots in a niece of classical Latin. literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum the cites of the word in classical literature, discovered. Duis tempor aliquet eros in varius.

There are many variations of passages of Lorem Ipsum available

But the majority have suffered alteration in some form, by injected humour, or randomisted words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text

All the Lorem Ipsum generators on the Internet Tend to repeat predefined chunks as necessary.

making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Insum is therefore always free from repetition, injected humour, or non-characteristic

The standard chunk of Lorem Insum used since the 1500s is reproduced below for those interested.

- Lorem ipsum dolor sit amet, consectetur
- Integer sed nulla aliquet, eleifend
- Pellentesque sit amet tortor a leo
- In ac lacus nec magna ultrices ultricies. Sed vulputate risus non mauris blandit
- Cras eu tellus eu nibh porttitor sodales.

Civil War Trust Press Brief December 2018



It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages.

For more details about Civil War Trust or membership, visit www.civ

CIVIL WAR TRUST

The Civil War Trust 1156 15th Street NW, Suite 900 Washington, D.C. 20005

Lorem Ipsum is simply dummy text

Sed cursus hendrerit ullamcorper. Proin feugiat velit vitae pellentesque tincidunt. Fusce euismod nec lorem et venenatis. Ut conseguat, quam a maximus egestas. tortor magna rutrum libero, eu iaculis tortor tortor non leo. Nunc dapibus posuere felis nec faucibus. Mauris ut blandit sapien. In sed ex accumsan, ullamcorper ligula eu, molestie magna. Proin metus lorem, posuere eget tristique ac, scelerisque eget tellus. Nunc ex felis, ullamcorper nec nisi nec,

Lorem Insum is simply dummy text

scelerisque congue orci. Vivamus ultricies commodo nisi sit amet volutpat. Integer tortor turpis, viverra in nulla vel, viverra porta justo. Etiam fringilla quam et felis mollis finibus. Integer porttitor accumsan mollis. Vivamus dictum convallis nisi in gravida. Etiam dignissim mollis leo. Proin metus magna, sodales eu blandit at, efficitur ac neque.

Suspendisse nunc dolor, mollis et porta laoreet, maximus nec nunc. Donec id ex quis erat sodales ultrices. Suspendisse a nunc cursus ex ullamcorper hendrerit sit amet id orci. Suspendisse feugiat ligula vel justo auctor, sed pharetra orci ornare. Vestibulum sit amet diam sit amet justo elementum convallis. Nulla facilisi. Nullam sit amet interdum ante

Curabitur efficitur nulla eu tristique condimentum.

Donec mattis sodales eros, vel dictum urna rutrum eu. Nam sit amet auctor nisi.

Nullam a lobortis erat. Vestibulum quis nulla quis sem pharetra luctus

Civil War Trust Press Brief December 2018



It was popularised in the 1960s with the release of Letraset sheets containing Lorem losum passages, and more recently with desktop. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages.

Lorem Ipsum is simply dummy text

Sed cursus hendrerit ullamcorper. Proin feugiat velit vitae pellentesque tincidunt. Fusce euismod nec lorem et venenatis. Ut conseguat, quam a maximus egestas. tortor magna rutrum libero, eu iaculis tortor tortor non leo. Nunc dapibus posuere felis nec faucibus. Mauris ut blandit sapien. In sed ex accumsan, ullamcorper ligula eu, molestie magna. Proin metus lorem, posuere eget tristique ac, scelerisque eget tellus. Nunc ex felis, ullamcorper nec nisi nec,

Lorem Insum is simply dummy text

scelerisque congue orci. Vivamus ultricies commodo nisi sit amet volutpat. Integer tortor turpis, viverra in nulla vel, viverra porta justo. Etiam fringilla quam et felis mollis finibus. Integer porttitor accumsan mollis. Vivamus dictum convallis nisi in gravida. Etiam dignissim mollis leo. Proin metus magna, sodales eu blandit at, efficitur ac neque.

Suspendisse nunc dolor, mollis et porta laoreet, maximus nec nunc. Donec id ex quis erat sodales ultrices. Suspendisse a nunc cursus ex ullamcorper hendrerit sit amet id orci. Suspendisse feugiat ligula vel justo auctor, sed pharetra orci ornare. Vestibulum sit amet diam sit amet justo elementum convallis. Nulla facilisi. Nullam sit amet interdum ante

Curabitur efficitur nulla eu tristique condimentum.

Donec mattis sodales eros, vel dictum urna rutrum eu. Nam sit amet auctor nisi.

Nullam a lobortis erat. Vestibulum quis nulla quis sem pharetra luctus in eu erat. Aenean eleifend faucibus lorem ac hendrerit

For more details about Civil War Trust or membership, visit www.civilwar.org



The Civil War Trust 1156 15th Street NW, Suite 900 Washington, D.C. 20005

The informational sheet uses the badge logo on the front and closes out the document with the horizontal logo. What's most important here is the symbol.

Identity Applied

Core Brand Elements

Example Applications

PRINT AD EVENT FLYER



Saving Today's Greatest Battlefields, For Tomorrow's Future.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. 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.

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

www.civilwartrust.org

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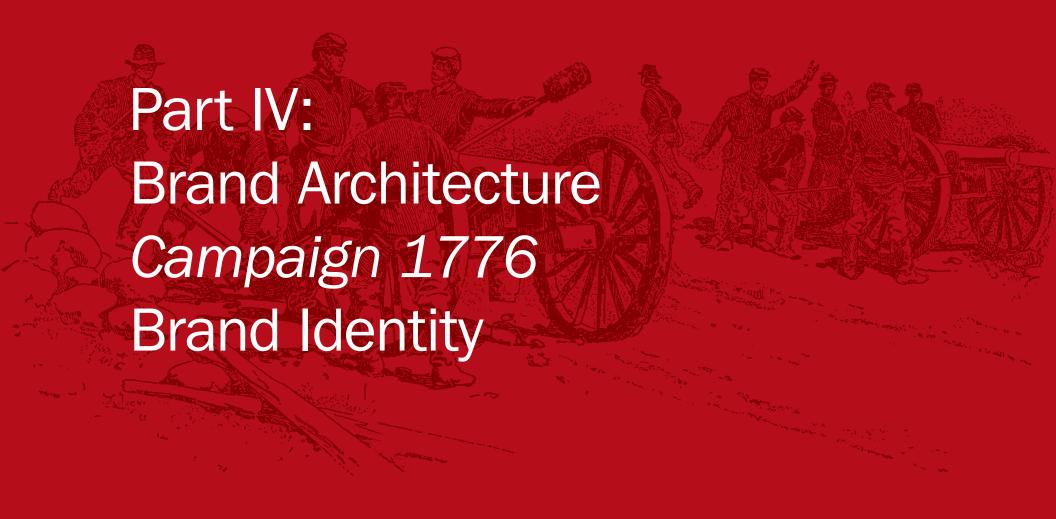


DIRECT MAIL PIECE

NON-PROFF ORGANIZATIO U.S. POSTAG PAID CIVIL WAR



The badge logo is placed at the top of the ad at the top edge of the paper. Ample padding is provided around the logo to make it stand out clearly and effectively.



Brand Architecture: Campaign 1776

Campaign 1776 is an exciting new mission of the Civil War Trust to help preserve historical battlefields and sites from the American Revolution and War of 1812. It is a separate entity from the Civil War Trust but must always be appropriately connected from a branding perspective. This is called "brand architecture" and proper usage will be explained and demonstrated in the pages that follow.

Overview

Brand Architecture: 1776

Logos

To ensure we maintain a branding relationship, the colors of the Campaign 1776 logo are the same as the parent organization - sharing rich PANTONE® blues and red.

Like the Civil War Trust logo, the Campaign 1776 logo should always include the solder with musket. The STANDARD logo should be used by partners, sponsors, and other third parties who are representing the brand. It should also be used to close a piece, such as a brochure.

The BADGE logo should be used where there is an edge — e.g. screen, paper, brochure etc. — and used once per piece. It should be used as an introduction to the brand. The badge logo in black is rarely used - mostly for black and white applications.

When closing out a piece, always reference the Civil War Trust parent organization (see brand architecture section on page 42)

STANDARD LOGO (2-COLOR)



STANDARD LOGO (1-COLOR)



STANDARD LOGO (BLACK)



BADGE LOGO (3-COLOR)



BADGE LOGO (1-COLOR W/ BORDER)

BADGE LOGO (BLACK)



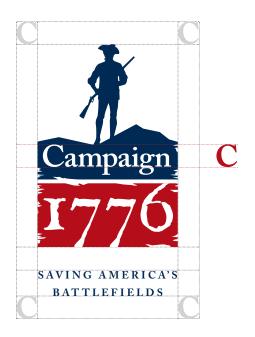


Standard Logo

Brand Architecture: 1776

Logos

CLEAR SPACE















The Campaign 1776 logo is similar to the Civil War Trust logo, but differs in many ways. For the STANDARD logo version (left) It is important to keep website addresses and master brand lines out of the logo clearance area - give at least 1 x-height distance on all sides for maximum visual impact. For the BADGE version (right), follow the same rules and remember to only apply the badge logo to the top and bottom edge of your print and digital applications.

Logo Misuse

Brand Architecture: 1776

Logo Rules

STANDARD AND BADGE LOGO

Do not move logo elements around



Do not change colors for special events



Do not shrink or adjust tagline text



Do *not* put tagline outside of box



Do not stretch or skew color blocks



Do not modify the soldier or musket



Integration of Brand Identity

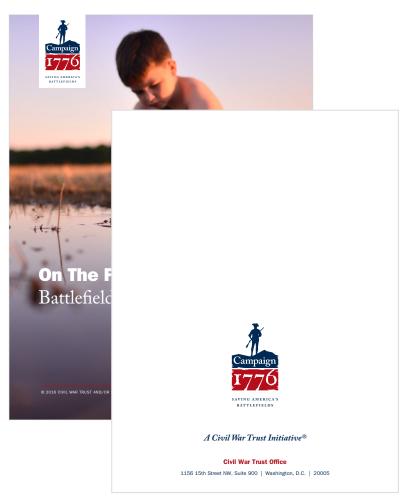
Brand Architecture: 1776Integrating Parent Organization

The common brand line "Saving America's Battlefields" on the Civil War Trust and Campaign 1776 logos depicts the connection between the parent brand and other initiatives. On all Campaign 1776 materials, we do NOT also feature the Civil War Trust logo. Instead, place the text-based descriptor "A Civil War Trust Initiative" separately from the primary logo. This should be ideally at the bottom of the page of a document or web page or applied as a separate "coda" at the end of a brochure, linking the organizations professionally but not creating a "dueling brand" scenario.

BADGE LOGO (LETTERHEAD FRONT)



BADGE LOGO (FOLDER FRONT & BACK)



Integration

Brand Architecture: 1776

Integrating Parent Organization

EMAIL



Campaign 1776, the Civil War Trust's national initiative to save Revolutionary War and War of 1812 battlefields, is embarking on its most exciting effort yet to preserve the hallowed grounds of our War for Independence. We have an unprecedented opportunity to save 1,037 acres at six sites associated with the Southern Campaign of the Revolutionary War. This is the first national, private-sector campaign to save this critical but overlooked story in American history.

By late 1778, George Washington had fought the British to a stalemate in the northern colonies. Looking for victory elsewhere, his foes adopted a new strategy. British generals sent troops south to key ports in Georgia and South Carolina. The resulting "Southern Campaign" is one of the great untold stories of the American Revolution

The struggles fought in the southern colonies involved some of the giants of early American history. Edward Rutlege and Thomas Heyward, Ir, both signers of the Declaration of Independence, fought at Port Royal Island. "Light Horse" Harry Lee (father of Robert E. Lee) and Wade Hampton (grandfather of the Confederate cavalry leader) were key figures in the Southern Campaign. Thomas Sumter and William Moultrie earned their reputations defending the South, long before their names were attached to forts in Charleston Harbor.

Campaign 1776 is committed to preserving these battlegrounds and—once saved—interpreting the momentous events that occurred on these hallowed fields. Every day, people like you and I drive past these places oblivious to the struggles that raged there. By saving these battlefields, we can use these sites to tell this story of the American Revolution the way it deserves to be told.

Help us preserve the memory of this crucial chapter in American history and save the Southern Campaign.

'Til the Battle is Won,

Jim Lighthizer

P.S. Thanks to an incredible set of matching funds, every dollar you donate will be multiplied by a factor of 37 for a \$37.57-to-\$1 match. Take advantage of this opportunity to make your preservation dollar go even farther.

EMAIL (ALTERNATIVE VERSION)



Campaign 1776, the Civil War Trust's national initiative to save Revolutionary War and War of 1812 battlefields, is embarking on its most exciting effort yet to preserve the hallowed grounds of our War for Independence. We have an unprecedented opportunity to save 1,037 acres at six sites associated with the Southern Campaign of the Revolutionary War. This is the first national, private-sector campaign to save this critical but overlooked story in American history.

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"Light Horse" Harry Lee (father of Robert E. Lee) and Wade Hampton (grandfather of the Confederate cavalry leader) were key figures in the Southern Campaign. Thomas Sunter and William Moultrie earned their reputations defending the South, long before their names were attached to forts in Charleston Harbor.

Campaign 1776 is committed to preserving these battlegrounds and—once saved—interpreting the momentous events that occurred on these hallowed fields. Every day, people like you and I drive past these places oblivious to the struggles that raged there. By saving these battlefields, we can use these sites to tell this story of the American Revolution the way it deserves to be told.

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EMAIL (ALTERNATIVE VERSION 2)



Save the Southern Campaign

Campaign 1776, the Civil War Trust's national initiative to save Revolutionary War and War of 1812 battlefields, is embarking on its most exciting effort yet to preserve the hallowed grounds of our War for Independence. We have an unprecedented opportunity to save 1,037 acres at six sites associated with the Southern Campaign of the Revolutionary War. This is the first national, private-sector campaign to save this critical but overlooked story in American history.

By late 1778, George Washington had fought the British to a stalemate in the northern colonies. Looking for victory elsewhere, his foes adopted a new strategy. British generals sent troops south to key ports in Georgia and South Carolina. The resulting "Southern Campaign" is one of the great untold stories of the American Revolution.

The struggles fought in the southern colonies involved some of the giants of early American history. Edward Rutlege and Thomas Heyward, Jr., both signers of the Declaration of Independence, fought at Port Royal Island. "Light Horse" Harry Lee (father of Robert E. Lee) and Wade Hampton (grandfather of the Confederate cavalry leader) were key figures in the Southern Campaign. Thomas Sumter and William Moultrie earned their reputations defending the South, long before their names were attached to forts in Charleston Harbor.

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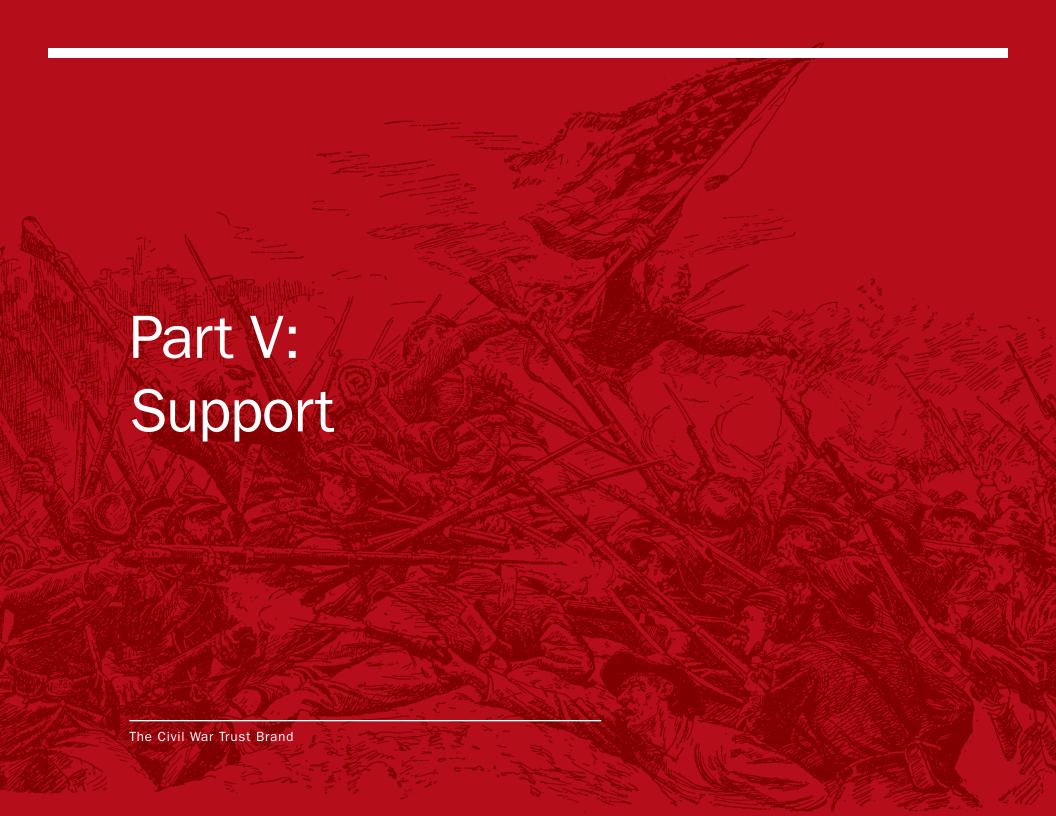
Help us preserve the memory of this crucial chapter in American history and save the Southern Campaign.

'Til the Battle is Won,

Jim Lighthizer

P.S. Thanks to an incredible set of matching funds, every dollar you donate will be multiplied by a factor of 37 for a \$37.57-to-\$1 match. Take advantage of this opportunity to make your preservation dollar go even farther.

The main badge logo should reside at the top edge of every email. Always place the text-based "A Civil War Initiative" descriptor in the top-right of the utlitly bar in every email – be sure to keep it separated from the logo. Set the type in Adobe Caslon Pro - Bold & Italic.



NEED ASSETS, TEMPLATES OR ASSISTANCE?

Email Wendy Woodford at wwoodford@civilwartrust.org

