



BRAND GUIDELINES

Updated April 2025

TABLE OF CONTENTS

3 About VICEROY

4 Voice & Tone

5-8 Logo Variations

9-12 Brand Typography

13-15 Corporate Colors and Images

16 Verbiage and Abbreviations

17-19 Digital Applications and Marketing Materials

20 Griffiss Institute / VICEROY Contact Information



ABOUT VICEROY

VICEROY is a mission-focused cyber-spectrum leadership development pathway, accelerating talent through foundational skills, experiential learning, and operational application.

VICEROY answers the call for defense readiness by increasing the number of new and upskilled mission-capable professionals available to fill critical cyber-spectrum research and operations positions within the DoD and vital industries and contribute on Day One.

The VICEROY Initiative was established in 2019 and is part of the Department of Defense (DoD) Office of the Under Secretary of Defense for Research and Engineering (OUSD(R&E)) portfolio. The initiative receives funding through both OUSD R&E and the Air Force Research Laboratory (AFRL). VICEROY is a mission-focused cyber-spectrum leadership development pathway accelerating talent through foundational skills, experiential learning, and operational application. This initiative is facilitated and managed by the Griffiss Institute.



VOICE & TONE

The VICEROY brand voice is confident, bold, and steadfast, reflecting its core mission of cybersecurity and electromagnetic spectrum operations. The tone is professional yet approachable, emphasizing stability, protection, and technological excellence. It conveys a sense of tradition and innovation, reinforcing VICEROY's role as a leader in cyber education and defense. The brand's messaging should be clear, authoritative, and engaging, maintaining consistency across all communications while fostering a sense of community and purpose among its stakeholders.



Professional

A professional voice avoids slang, overly casual phrasing, or unnecessary jargon, instead focusing on clarity, conciseness, and a balanced tone that is both informative and engaging. It should also adapt to the audience, ensuring the message is accessible and resonates with its intended recipients.



Approachable

An approachable voice is warm, engaging, and conversational while maintaining professionalism. It emphasizes clarity and authenticity, making the audience feel welcomed and valued. This voice avoids overly complex jargon, instead using simple, friendly language that fosters connection and trust.



Engaging

An engaging voice is dynamic, compelling, and inspiring, capturing the audience's attention while maintaining clarity and purpose. It uses varied sentence structures, active language, and a confident yet relatable tone to spark curiosity and encourage interaction.

LOGO VARIATIONS

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.



LOGO SPACE AND SIZE



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.



For Print: 1.5" minimum
For Web: 108 pixel minimum



For Print: 0.75" minimum
For Web: 54 pixel minimum

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.

PROPER LOGO USAGE



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.



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.



BRAND TYPOGRAPHY

For Headers

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.

Aa

Tenorite Regular

Tenorite Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



BRAND TYPOGRAPHY

Body and Substitutions

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

If Tenorite is not available, please use another sans serif font such as Arial or Calibri that is workable on several platforms and design programs.

Aa

Aa

Arial Light

Arial Medium

Arial Bold

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Calibri Light

Calibri Medium

Calibri Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**



BRAND TYPOGRAPHY

Custom Font

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

This unique font is also used for the MAVEN and ENVOY logo sets.

VICEROY

MAVEN

ENVOY



HIGHLIGHTING YOUR BRAND

Virtual Institutions and Internship Locations

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.



CORPORATE COLORS

Primary

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.

| | | | |
|---|--|--|---|
| <div>Hex Code</div> <div>#012169</div> <div>CMYK</div> <div>99% 69% 0% 59%</div> <div>RGB</div> <div>1-33-105</div> | <div>Hex Code</div> <div>#B7E4F9</div> <div>CMYK</div> <div>27% 8% 0% 2%</div> <div>RGB</div> <div>183-228-249</div> | <div>Hex Code</div> <div>#FFD100</div> <div>CMYK</div> <div>0% 18% 100% 0%</div> <div>RGB</div> <div>255-209-0</div> | <div>Hex Code</div> <div>#FFFFFF</div> <div>CMYK</div> <div>0% 0% 0% 0%</div> <div>RGB</div> <div>255-255-255</div> |
|---|--|--|---|



CORPORATE COLORS

Secondary

Black can be used as a supporting color where needed and when appropriate. VICEROY Gray is to be used for additional operational and marketing items. VICEROY Metallic Gold is to be used as a complementary metallic for awards, coins, and additional operational and marketing items.

Hex Code

#000000

CMYK

0% 0% 0% 100%

RGB

0-0-0

Hex Code

#737373

CMYK

0% 0% 0% 55%

RGB

115-115-115

Hex Code

#8E774D

CMYK

0% 16% 46% 44%

RGB

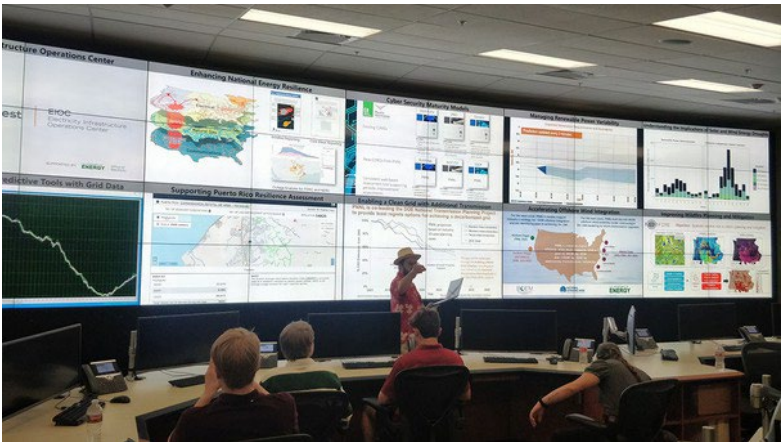
142-119-77



PROPER IMAGERY

Create Cohesiveness

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. When possible and appropriate, photographs should be candid and not overly staged.



VERBIAGE AND ABBREVIATIONS

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

Funding for VICEROY (INSERT PROGRAM NAME HERE) is 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 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



DIGITAL APPLICATIONS



Clean and Professional

The VICEROY logo should always be used clearly and consistently across digital platforms. Maintain proper clear space, adhere to minimum size requirements (108 pixels for web), and use only approved colors.

Ensure high contrast on backgrounds, avoid distortions or effects, and keep proportions intact. Place the logo prominently yet unobtrusively for a professional and cohesive brand presence.



MARKETING MATERIALS



Bold and Clear

The VICEROY logo should be prominently displayed on branded gear and marketing materials while maintaining clarity, consistency, and brand integrity.

- Apparel: Position the logo on the chest, sleeve, or back, ensuring proper contrast and visibility. Use full-color when possible, or white/black for high contrast on darker or lighter fabrics. Avoid overcrowding with additional graphics.
- Banners & Signage: The logo should be large enough to remain legible from a distance, with adequate clear space around it.
- Promotional Items (Pens, Stickers, Mugs, etc.): Maintain logo proportions and clarity, ensuring it fits within the design without distortion. For small items, consider using the shield icon alone if necessary.
- Print & Digital Collateral: The logo should be placed in a prominent yet balanced position, following clear space guidelines and avoiding alterations or effects that compromise brand consistency.



BUSINESS CARDS



Professional and Clean

On a business card, the VICEROY logo should be placed prominently while maintaining clear space and proper proportions. It should be in full color when possible, or in black/white for contrast.

Positioning is typically in the top left, top center, or a dedicated side of the card. Avoid overcrowding with text or graphics to ensure a clean, professional look.



CONTACT INFORMATION



Branding, marketing, and communications for VICEROY are handled by Griffiss Institute with oversight by the Office of the Undersecretary of Defense for Research & Engineering.



For questions, information, or logo files, please visit VICEROYscholars.org or email the Griffiss Institute Marketing Team at marketing@griffissinstitute.org.