DEPARTMENT OF THE ARMY       EP 360-1-36
U.S. Army Corps of Engineers
441 G Street, NW
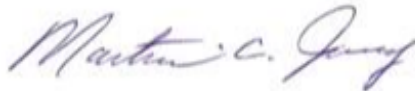CEPA       Washington, DC 20314-1000

Engineer Pamphlet
No. 360-1-36       3 June 2022

## USACE Branding Policy
## GUIDANCE FOR PREPARATION OF INFORMATION PRODUCTS IN PRINT, ELECTRONIC, AND INTERNET FORMATS

1. This pamphlet prescribes policy for the consistent use of branding in internal and external information products by the members of the U.S. Army Corps of Engineers (USACE).

2. Applicability. This policy applies to all USACE activities.

3. Distribution Statement. Approved for public release; distribution is unlimited.

FOR THE COMMANDER:


MARTIN C. JUNG
COL, EN
Acting Chief of Staff

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* This Engineer Pamphlet supersedes OPORD 2010-31, Use of the Approved USACE Brand.

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4. References.

a. AR 601-208, The Army Marketing Program https://armypubs.army.mil/epubs/DR_pubs/DR_a/ARN32229-AR_601-208-000-WEB-1.pdf

b. U.S. Army Brand Guidelines, Version 9, available on the U.S. Army Brand Portal https://www.usarmybrandportal.com/applying_the_brand/article/item337538.

c. EP 310-1-6, The US Army Corps of Engineers Graphic Standards Manual. https://www.publications.usace.army.mil/Portals/76/Publications/EngineerPamphlets/EP_310-1-6.pdf

5. Records Management (Recordkeeping) Requirements. The records management requirement for all record numbers, associated forms, and reports required by this regulation are addressed in the Army Records Retention Schedule-Army (RRS-A). Detailed information for all related record numbers are located in ARIMS/RRS-A at https://www.arims.army.mil. If any record numbers, forms, and reports are not current, addressed, and/or published correctly in ARIMS/RRS-A, see Department of the Army (DA) Pamphlet 25-403, Guide to Recordkeeping in the Army.

6. Availability. Access this regulation on the official USACE publications web page at http://www.publications.usace.army.mil/.

7. Policy. This Policy is intended to build visible similarity with the Enterprise Army Brand while remaining consistent with imagery, colors and fonts, etc. outlined in EP 310-1-6, The USACE Graphic Standards Manual. USACE branding policy pertains to published material in web/digital, print and video products, etc.

a. USACE branding was originally published in OPORD 2010-31, Use of the Approved USACE Brand.

b. The OPORD implemented approved design templates and graphic elements for all printed and video elements for both internal and external dissemination. The castle graphics and font are the same as those used in the National Sign Program.

c. The National Sign Program and the Branding Policy are related, but separate programs. When printing signs and banners, the National Sign Program Manager should be consulted. The quality and type of light impact how a color renders, as does the material the sign is printed on, especially if that surface is textured. The National Sign

Program has the resources and expertise to ensure proper rendering of color on printed signs.

8. <u>The Enterprise Army Brand</u>.

a. The Enterprise Army Brand is a strategic brand marketing initiative designed to assist the Army in developing a unified approach to all communications and messaging. The Enterprise Army Brand is intended to align and unify strategy and communication across organizations within the Army, to form one consistent and comprehensive Army Brand. It is designed to help all Army stakeholders and the American public better understand and value the Army institution, so they will be more willing to support, recommend, or consider joining either as a Soldier or Army Civilian. The Enterprise Army Brand is governed by AR 601-208, The Army Marketing Program.

b. AR 601-208 directs:

1. Army activities are prohibited from creating or using their own unique and separate sub-brands, logos, or tag lines, or contracting with separate marketing activities without coordination and approval from the Chief, Army Enterprise Marketing Office. Local variations of the Army enterprise logos or tag lines are not authorized.

2. All Army organizations communicating externally will reinforce use of the Army logo to ensure awareness of a single Army Brand. Exceptions to this may be approved by the Director, Regional Marketing Office or Chief, Army Enterprise Marketing Office.

9. <u>Use of registered trademark symbols and insignia</u>.

a. Each Military Service has a trademark licensing program office that manages the licensing of its many trademarks, both graphics and word marks. These protected marks may not be used without prior written permission. Requests by external organizations to use any Army mark, including the Castle Mark(s), should be directed to the Army Trademark Licensing Program, usarmy.trademark.licensing.mil@mail.mil.

b. It is recommended to use the Registered Trademark Symbol ® in connection with both the official U.S. Army Star logo and the Castle Mark(s) in print, video or any digital formats (PowerPoint, web, etc.). When superimposed over a photograph, trademarks must remain clearly visible.

10. <u>Typography</u>. USACE communicators will use either the Arial font (and all variations) or optionally, the U.S. Army font. The U.S. Army Font is available on the U.S. Army Brand Portal and can be user-installed on Army Computers by right-clicking on the unzipped font file and selecting the install option. See Table 1, Typography below.

11. <u>Style</u>. USACE follows the Army Branding standard of Associated Press Style in communication products. Words like "chaplain", "families", "cadets", "commissioned officer" or "officer", are normal sentence cased. The only word that always uses an initial capital letter is Soldier(s).

a. Periods are always used in "U.S. Army" and "U.S. Army Corps of Engineers" in print, video and digital formats. This convention is adopted to be consistent with Army branding. The Castle Mark does not contain periods because it predates Enterprise Army Branding and is registered with the U.S. Patent and Trademark Office. There is no plan to change the Castle Mark or the signature. Do not use periods when writing "USACE".

b. It is preferred that communicators use the "USACE" abbreviation rather than "The Corps" because the Army has (at the time of this writing) five Corps elements: I Corps, III Corps, V Corps, XVIII Airborne Corps and the U.S. Army Corps of Engineers.

c. Headlines should be in sentence case, or in all caps as typified by Army branding. Use of headline case should be consistent throughout the communication product.

d. When using the U.S. Army Font, body copy is always U.S. Army Regular, and headlines are always capitalized in the U.S. Army Light font per Army Branding Guidance.

e. The Arial font and U.S. Army Font are not used together.

f. Titles and body copy are left justified and 'ragged right'.

g. Layouts should always be clean and evenly balanced, avoiding heavy blocks of text or busy and illegible combinations of text and imagery.

| Table 1. The Arial and U.S. Army Fonts | |
| --- | --- |
| **Arial**<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789 | **U.S. Army Regular**<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789 |
| **U.S. Army Light**<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789 | |

h. Advanced design software will usually have several options for adjusting leading, kerning and tracking. See your design software instructions for specific information.

i. When using reverse type, the font should be bold faced and the leading should be increased slightly for an easier reading experience.

12. <u>The U.S. Army Star</u>.  The U.S. Army Star is the key graphic element of the Enterprise Army Brand.

| Table 2. Placement of the U.S. Army Star and the Castle Mark with Signature |
|---|
|  |
| When placed side-by-side, the U.S. Army Star and Castle Marks will have a space between them as wide as the depth of the *Army tab*. The Castle Mark with USACE and FOA/Program signatures should be avoided with the U.S. Army Star because the additional signature makes the Castle Mark disproportionately small. |

a. The U.S. Army Star always has the U.S. Army Tab beneath it and always appears to the left of subordinate Distinguished Unit Insignia (DUI).

b. The U.S. Army Star should always appear on an Army Branded color.

c. USACE uses the 2D version of the U.S. Army Star from the Army Branding Portal. Transparent Portable Network Graphics (png) files of the 2D U.S. Army Star are included in the Headquarters (HQ) Castle Pack on the USACE Brand Portal: https://usace.dps.mil/sites/INTRA-HQ/SitePages/USACE-Branding-Guidelines.aspx

| Table 3. Display of the U.S. Army Star on Dark or Light Backgrounds | |
|---|---|
|  |  |
| USACE branding uses the 2D vector graphics for the U.S. Army Star. The gold ® symbol is more suitable for darker backgrounds while the black ® symbol is generally more suitable for lighter backgrounds. | |

d. The U.S. Army Star may not be dismantled or embellished in any way. The U.S. Army Star must always be portrayed in its entirety. No visual element should cover the U.S. Army Star or be placed in a fashion that detracts from the placement of the U.S. Army Star or any other Army DUI.

| Table 4. Army Star and Castle Marks Have Surrounding Clear Space for Emphasis |
|---|
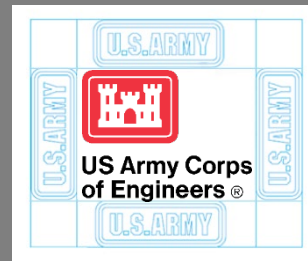


The U.S. Army Star and Castle Mark must always have a surrounding clear space to prevent other graphic elements from competing for viewer attention. A clear space equal to the size of the U.S. Army tab (that appears in above star element) must always be maintained around each mark.

e. Approved Castle Marks and U.S. Army Star graphics are zip archived in "Castle Packs" and are available on the USACE Branding Portal. Castle Packs are grouped by HQ, Major Subordinate Command, Lab and Program. The USACE Brand uses only Army Branded 2D vector stars. These graphics are included in the HQ Castle Pack in transparent PNG files for a complete branding solution.
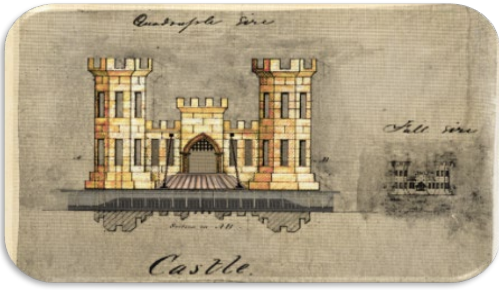
13. <u>The USACE Castle</u>.

a. USACE's Castle Mark is the key graphic element per EP 310-1-6, The USACE Graphics Standard Manual. Its form is derived from the traditional castle symbol used by USACE since its inception.

b. Commanders may localize communication products by including unit/program specific insignia alongside the Castle Mark, however the Castle Mark must be the same size or larger than localized branding.

c. Field Operating Activities (FOAs) and national programs of USACE may use their own signature below the USACE signature in lighter typeface to connect that activity with USACE. Contact the USACE Brand Manager for a properly configured Castle Mark. FOAs and Program managers must work with the Brand Manager to obtain a correctly drawn Castle Mark.

d. The Castle Mark is registered with the U.S Patent and Trademark Office. It is not to be changed or edited in any way. Transparent PNG files are available on the USACE Brand Portal. The ® symbol is to be displayed with the Mark when reproducing printed, digital or video material. The Castle Mark should never be reproduced at a size that renders the trademark sign (®) illegible.

| Table 5. The Traditional Engineer Castle | |
|---|---|
| The Traditional Castle is only used in special applications, specifically when a sense of the tradition and history are an essential part of the visual presentation. Limited use may include:<br><br>• Special awards<br>• Historic presentations<br>• Executive and military officer letterhead<br>• Business cards and similar applications<br><br>The Traditional Castle Symbol is registered with the U.S. Patent and Trademark Office. | **Figure A**<br><br> |

e. First display of the USACE Castle Mark, will include the U.S. Army Star: for example, the cover of a magazine, brochure, video, etc. The U.S. Army Star must always be to the left of, or above the Castle Mark, to illustrate command relationships. An example is provided in Table 4. Subsequent use of the U.S. Army Star is optional.

f. Program marks, such as Engineering with Nature, may be displayed to the right or below the Castle Mark to illustrate command relationships. Program marks displayed alongside the Castle Mark must never be larger than the accompanying Castle Mark.

g. The Castle Mark must only be used on the proper axis and never rotated to a different position or manipulated in any way.

15. <u>Use of Color</u>.

a. Communicators are free to use the colors most appropriate to the subject being articulated. Army branded colors are appropriate for military construction, but environmental or recreation stakeholders, for example, will respond better to other colors.
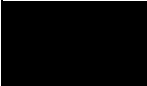
| Table 6 Configurations of the Castle Mark | |
|---|---|
| The four principal configurations of the Castle Mark are shown at the right. These basic forms have been developed to provide maximum flexibility in the use of the mark.<br><br>The configurations are: positive color and reverse print, each with black or white text to suit a variety of backgrounds.<br><br>The reverse print Castle Mark has an additional outline around it. This makes it ideal for use on medium and dark backgrounds of most colors. Transparent png files of the Castle Marks are available through the USACE Brand Portal on SharePoint.<br><br>The Castle Mark with signature (as well as the Castle Mark without signature) are provided in transparent png format that allows for use on any background in the HQ Castle Pack.<br><br>Designers should avoid the use of pastel, diluted or "thin" colors as backgrounds for USACE marks. | **Figure B**<br><br><br>**Figure C**<br><br><br>**Figure D**<br><br><br>**Figure E**<br> |
| The abbreviated Castle Mark is used in cases where "U.S. Army Corps of Engineers" appears prominently elsewhere on the page/display element. | **Figure F**<br> |
| The individual Field Operating Activity signature places the name of the FOA below the USACE name, set in the lighter weight USACE branded font to clearly demonstrate organizational relationships. The Castle Mark is not to be edited and is only to be used from the USACE Brand Portal on SharePoint. | **Figure G**<br> |

| Table 7 Castle Marks with Program Signatures | |
|---|---|
| National Programs may use the USACE Castle Mark with signature and place their program name beneath the USACE signature set in the lighter weight USACE branded font to clearly demonstrate organizational relationships. Contact the USACE Brand Manager for assistance. | **Figure H**  **US Army Corps of Engineers**® Levee Safety |

b. Use of the current camouflage pattern has been popular in recent years, but becomes expensive when a new pattern is introduced and existing products need to be discarded in bulk, or re-edited and printed again. The secondary accent colors in Table 8 are to be used in lieu of camouflage patterns.

| Table 8. Enterprise Army Brand colors | | | |
|---|---|---|---|
| **Primary Colors** | | **Secondary/accent colors** | |
| | RGB: 0,0,0 #030000   CMYK 75,68,67,90 | | RGB: 51,60,51 #333c33   CMYK 71,56,69,55 |
| | RGB: 255,213,48 #ffd530     CMYK 1,14,90,0 | | RGB: 114,115,101 #727365   CMYK 555,45,58,16 |
| | RGB: 255,255,255 #ffffff        CMYK 0,0,0,0 | | RGB: 191,184,166 #bfb8a6    CMYK 26,23,34,0 |

c. The traditional color of the Engineer Castle is Communication Red (Pantone 32C). Different RGB calculators on the web may assess the color at slightly different values. The value used in the diagram above is the recommended value by Pantone. The "C" signifies the need for coated stock for proper color rendition. For printing large items such as posters, banners and wall décor, the USACE National Sign Manager should be consulted as color perceptions are easily changed by the quality and type of light in an area, and even uncalibrated computer monitors.
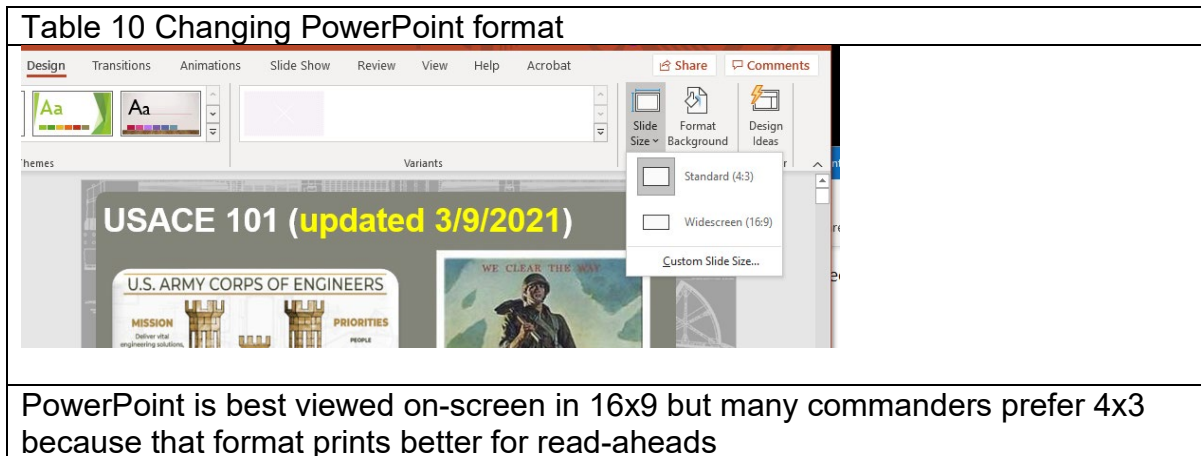
d. Communication Gray is a traditional accent color of USACE and should be used as such in all communication efforts.

| Table 9. USACE Branded Colors | |
|---|---|
| | RGB: 239, 51, 64    #EF3340 CMYK 0, 90, 76, 0 |
| | RGB 151, 140, 135  #978c87 CMYK 0,7,11, 41 |

16. <u>Command PowerPoint Templates</u>.

    a. DTO 19-03-11 designates a standard briefing template for use across the USACE Enterprise. Two templates are available to download from the USACE Branding Portal: the 16x9 format is optimized for screen display while the 4x3 format is optimized for printing.
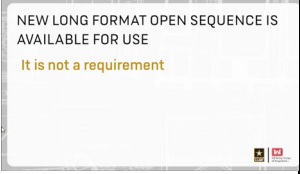
    b. PowerPoint slides may be changed from 16x9 to 4x3 and vice versa from the Design menu on the far right under "Slide Size". Be aware, however, that doing so will distort the proportions of most graphics in the presentation. For a more detailed guide to changing PowerPoint formats, please visit the USACE Brand Portal.

| Table 10 Changing PowerPoint format |
|---|
|  |
| PowerPoint is best viewed on-screen in 16x9 but many commanders prefer 4x3 because that format prints better for read-aheads |

17. <u>Video branding</u>.

    a. Branded openings are not required; however, multiple openings are available for use in all video products on SharePoint. Localization of openings is allowed, Unit Emblems should appear to the right of, and at the same height or smaller than, the USACE DUI if both appear on screen at the same time, localization can use the USACE DUI with local entity's name under the standard Castle Mark in Arial regular in the same point size and weight. If the U.S. Army Star is used in an opening, it should also include the Castle Mark with signature per Table 4.

    b. The U.S. Army Star and red Castle Mark with signature will be displayed at all times in the lower right corner of each product (See Table 4). The U.S. Army Star and Castle Mark with signature may be faded on, or just after video start, or faded off just prior to video end. An exception will be made for b-roll and finished products used for external release to media, as this should not require branding; however, a disclaimer requesting courtesy title "Courtesy, U.S. Army Corps of Engineers, district/division, lab" will be included in metadata for release.

| Table 11. Video branding examples | | | |
|---|---|---|---|
|  |  |  |  |
| Long open | Title | Social media open | Corner bug |
|  |  |  |  |
| Long format, lower third | 2nd option, lower third | Social media text box | Animated text box |

c. A basic lower third motion graphic for short form and a basic motion graphic for long form projects is also provided. Lower thirds may be localized for specific district centric long format or production products if end users so choose. Stand-alone video news story items will adhere to USACE branding guidelines and provided graphics packages, if not included in a longer format production. All localization must adhere to USACE/Army branding color schemes and guidelines.

d. Video branding graphics are available on the SharePoint branding portal: https://usace.dps.mil/sites/INTRA-HQ/SitePages/USACE-Branding-Guidelines.aspx

18. Video typography and color.

a. U.S. Army Regular, all-caps for headlines or names, lower case for sub-headlines

b. Army White R 255 G 255 B 255 Web #ffffff with black drop shadow recommended for first line main headlines and lower thirds titles

c. Black used for unit name at bottom of title and close element shape layers.

19. Customization:  The district, division or unit name may be included at the bottom of the title and close element shape layer and respective website links or contact information.

**Glossary**

U.S. Army Star: As of this writing, the U.S. Army Star is the key graphic element of the Enterprise Army Brand. It is registered with the U.S. Patent & Trademark Office. The star element always appears with a tab device containing the signature: "U.S. Army".

Army Tab: The tab device below the U.S. Army Star per Enterprise Army Branding guidance. The tab device contains the signature: "U.S. Army".

Castle Mark: The term used in this publication to identify any of the various USACE Castle marks.

Insignia: A heraldic device or graphic representing a U.S. Army unit.

Logo: a symbol or other graphic design adopted by an entity to identify its goods or services..

Signature: The signature is one of the three components of the USACE Castle Mark: "US Army Corps of Engineers". The other two components are the Castle Mark and the trademark (®).

Trademark (or Mark): A trademark is any word, phrase, symbol, design, or a combination of these things that identifies an entity's goods or services. It's how customers recognize a product in the marketplace and distinguish it from competitors' products. The words "trademark" or "mark" can refer to trademarks, service marks, and collective marks. A trademark is used for goods, for example, a particular brand of car), while a service mark is used for services, for example, the name of a business that washes cars. A collective mark is used by an organization to identify its members. Army unit insignia are examples of collective marks. Trademarks are a form of intellectual property and are protectable. For example, a trademark owner may sue for infringement if the owner's mark is used without permission. A common misconception is that a mark must be registered in order for rights to exist. However, in the United States, trademark rights are established by use, not registration. Although a trademark owner is not required to register its mark, a registration may provide broader rights and protections.