



# U.S. ARMY CHAPLAIN CORPS

## BRAND GUIDE (ABRIDGED)

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SEPTEMBER 2020



“THE HON. CONTINENTAL CONGRESS HAVING BEEN PLEASED TO ALLOW A CHAPLAIN TO EACH REGIMENT, WITH THE PAY OF THIRTY - THREE DOLLARS AND ONE THIRD PER MONTH — THE COLONELS OR COMMANDING OFFICERS OF EACH REGIMENT ARE DIRECTED TO PROCURE CHAPLAINS ACCORDINGLY; PERSONS OF GOOD CHARACTERS AND EXEMPLARY LIVES — TO SEE THAT ALL INFERIOR OFFICERS AND SOLDIERS PAY THEM A SUITABLE RESPECT AND ATTEND CAREFULLY UPON RELIGIOUS EXERCISES. THE BLESSING AND PROTECTION OF HEAVEN ARE AT ALL TIMES NECESSARY BUT ESPECIALLY SO IN TIMES OF PUBLIC DISTRESS AND DANGER...”

GENERAL ORDERS  
JULY 9, 1776

## U.S. ARMY CHAPLAIN CORPS

# OUR STORY

From the very inception of our United States, the non-establishment of religion and the free exercise of religion have been part of the bedrock of our democracy. These values are enshrined in the enormous body of documents penned by our founders, and delineated in the First Amendment to the U.S. Constitution, which provides that “Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof.”

The U.S. Army Chaplain Corps enables that constitutionally mandated free exercise of religion by America's Soldiers, and facilitates and builds their spiritual readiness. The Corps does this by delivering direct spiritual and religious Soldier and Family care, and by providing moral leadership across the Army's formations, at every echelon, everywhere and anywhere America's Soldiers are required to perform their duties.

The Chaplain Corps preceded the Constitution and its amendments by several years, but the Corps is a product of our Nation's fundamental commitment to religious freedom, and its recognition that religion plays an integral role in the lives of many of America's Soldiers. Since the establishment of the Corps on July 29, 1775, 25,000 Army Chaplains have served as religious and spiritual leaders for 25 million Soldiers and their Families.

As the highly diverse Soldiers of today's U.S. Army train and deploy, they face a perpetually evolving strategic environment with increasingly complex challenges. The Chaplain Corps is a key and unique part of sustaining the readiness of America's Soldiers to manage and overcome those challenges, while they perform their duties.



## U.S. ARMY CHAPLAIN CORPS

# OUR MISSION

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The mission of the Army Chaplain Corps is to build Army spiritual readiness to deploy, fight, and win our Nation's wars, by providing reliable and relevant world - class religious support, as a unique element of the Army that is fully engaged across the full spectrum of conflict.

## U.S. ARMY CHAPLAIN CORPS

# WHO WE ARE

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Since its beginnings during the American War for Independence, the Chaplain Corps has evolved and diversified along with the rest of the Army. Roman Catholic Chaplains were added to the Corps during the Mexican-American War (1846- 1848); and Jewish and African-American Chaplains were added to the Corps during the American Civil War (1861-1865). The Army commissioned its first female Chaplain in 1974, its first Muslim Chaplain in 1993, its first Buddhist Chaplain in 2009, and its first Hindu Chaplain in 2011. Today's Chaplain Corps includes Chaplains representing a multitude of faith groups, and it includes 177 female Chaplains in its ranks.

78% of Soldiers self-identify with one of 128 religious faith groups. Army Chaplains themselves currently represent 112 religious faith groups; but the Chaplain Corps cares for all Soldiers and their Families, regardless of their religious preferences, and even when they have no religious preference at all.

Chaplains are at the center of the Chaplain Corps, but Chaplains don't do it alone. The Army established an official position for enlisted assistants to Chaplains in 1909. Known as Chaplain Assistants until October 1, 2017, and now as Religious Affairs Specialists, these Soldiers assist Chaplains with essential administrative and logistical support, while providing expertise in religious support and religious support operations.

The Chaplain Corps also includes Department of the Army Civilians, chief among them the Corps' Directors of Religious Education, who have been serving with the Army since 1948. Directors of Religious Education provide expertise in religious education theory and practice, teaching and learning theory, educational program design and implementation, human and faith development theory, curriculum design and evaluation, and spiritual formation.

## U.S. ARMY CHAPLAIN CORPS

# OUR VISION

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The Army Chaplain Corps of 2029 will be ready to build Army spiritual readiness by caring for Soldiers, their Families, and Army Civilians, across the full spectrum of conflict. The Chaplain Corps will do this by being a world - class, fully integrated network of mutually supportive Army religious support professionals, who are known for their integral and critical contributions to enhancing the readiness of Soldiers of all ranks.



## U.S. ARMY CHAPLAIN CORPS

# WHY WE SERVE

As the members of the U.S. Army Chaplain Corps – the Army’s team of Chaplains, Religious Affairs Specialists, and Department of the Army Civilians – we understand the powerful forces that test and threaten the soul of the Army, the individual souls of America’s Soldiers. We know these forces can feel unyielding and unrelenting, and that they can affect the readiness of our fellow Soldiers to fight and win our Nation’s wars.

But there’s a clear path forward – a path to shared meaning and purpose at the deepest level. That path starts with the recognition that each of us has immeasurable, inherent value, and incredible potential.

We serve to join America’s Soldiers on that path; to guide them in understanding the forces arrayed against them, and the forces aligned with them; and to care for and shepherd them on their personal journeys of discovery, growth, and service.

Our mission has never been more important. Our skills have never been more relevant. Our time to serve is now. We care for the soul of the Army. It is our sacred duty.

## U.S. ARMY CHAPLAIN CORPS

# OUR COMPETENCIES

The three core competencies of the Chaplain Corps provide the team of Chaplains, Religious Affairs Specialists, and DA Civilians with focus and direction, as the Chaplain Corps executes its mission:

## U.S. ARMY CHAPLAIN CORPS

# OUR CAPABILITIES

In their capacity as professional military religious leaders of distinctive faiths who are individually endorsed by distinctive civilian religious organizations, Chaplains perform distinctive rites, sacraments, and ordinances for Soldiers in their own faith groups, while providing access to the appropriate distinctive rites, sacraments, and ordinances for Soldiers in other faith groups, and also encouraging spiritual readiness in Soldiers of all faith groups and of no religious faith at all.

In their capacity as professional military religious staff advisors, Chaplains advise their commanders and their staffs on matters of religion, morals, and morale. These duties include assisting commanders with Soldiers’ requests for religious accommodation, i.e. adjustments to work conditions that will allow a Soldier to practice his or her religion in accordance with his or her sincerely held beliefs. The Army’s religious program is the commander’s program; but throughout the Army’s history, Chaplains have advised commanders on the impact of religion both within their own ranks and within the larger operational environment.

### NURTURE THE LIVING

Chaplain Corps members develop and execute a religious support plan that seeks to strengthen and sustain Soldiers and Family members.

01

### CARE FOR THE WOUNDED

Chaplain Corps members assist in the healing process, by bringing help and hope to those who have been wounded and traumatized in body, mind, and spirit. Chaplains also provide pastoral care and comfort to the dying.

02

### HONOR THE DEAD

Chaplains conduct memorial ceremonies, services, and funerals, fulfilling a vital role in rendering tribute to America’s sons and daughters who pay the ultimate price, while serving our Nation in the defense of freedom.

03

## U.S. ARMY CHAPLAIN CORPS

# BRAND ESSENCE, VOICE & TONE

**BRAND ESSENCE IS “WHO” WE ARE AT THE CORE OF THE CHAPLAIN CORPS. IT IS OUR HEART AND REASON FOR BEING.**

**BRAND VOICE** IS OUR PERSONALITY. OUR VOICE IS CONVEYED TO OTHERS BY “WHAT” WE SAY TO OUR AUDIENCES. OUR VOICE REMAINS CONSTANT ACROSS EVERY MESSAGE.

**BRAND TONE** IS THE EXPRESSION OF OUR BRAND VOICE. TONE BRINGS EMOTIONAL CONNECTION. IT IS “HOW” WE DELIVER OUR MESSAGE SO THAT IT RESONATES WITH OUR AUDIENCES.

AS THE CHAPLAIN CORPS, WE HAVE A CALLING THAT DIFFERS FROM OTHER BRANCHES IN THE U.S. ARMY. IT IS OUR CALLING, WITH FAITH AT THE FOREFRONT, THAT SETS US APART IN WHAT WE SAY AND HOW WE SAY IT - TO THE U.S. ARMY, TO AMERICA, AND TO THE WORLD.

WE ENGAGE MANY AUDIENCES BOTH FORMALLY AND INFORMALLY, ACROSS A VARIETY OF PLATFORMS AND MEDIA. WE STRIVE FOR CONSISTENCY AND HARMONY IN EVERYTHING WE SAY, AND IN HOW OUR ATTITUDES AND VALUES ARE COMMUNICATED.

THE FOLLOWING PAGES DESCRIBE HOW THE U.S. ARMY CHAPLAIN CORPS BRAND VOICE AND TONE ARE ANCHORED IN THE TRUTHS OF OUR BRAND ESSENCE.

## U.S. ARMY CHAPLAIN CORPS

# BRAND ESSENCE, VOICE & TONE RELATIONSHIP

### BRAND ESSENCE

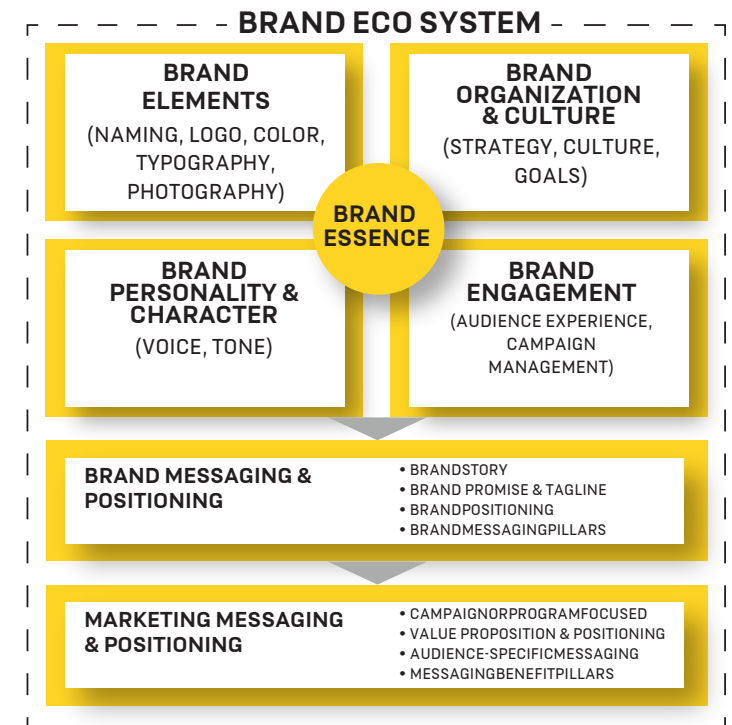
Our brand essence comes from the fundamental characteristics that define our brand, or “who” we are at our core and “why” we exist – our purpose. It creates the foundation for what we say and how we say it.

### BRAND VOICE & TONE

If our brand were a person, then:

- Brand voice is our personality, and is conveyed by “what” we say.
- Brand tone expresses our character, and is conveyed by “how” we say it.

Brand voice and tone guide marketing-related messaging and positioning. They ensure consistency and continuity in our communications, across all mediums and channels.



\*Categories are shown with illustrative examples relevant to this work, and do not represent all activities contained within a Brand Ecosystem.

## U.S. ARMY CHAPLAIN CORPS

# OUR BRAND ESSENCE

Brand essence, who we are at our core, is defined by our core truths. These truths describe what we stand for, and display our heart, soul, and spirit.

- **Calling:** We perform and provide essential religious practices, serving the needs of Soldiers and their Families.
- **Caring:** We work together in the midst of differences, and invest in the hearts, minds, and spirits of all our people
- **Community:** We build bridges throughout the Army that nurture and connect the diverse members of the Army's teams.

Our brand essence summarizes our purpose within the U.S. Army – to fulfill our Sacred Duty. It creates the foundation for how we express and articulate our brand through our voice and tone.



## U.S. ARMY CHAPLAIN CORPS

# OUR VOICE

We care for the heart and nurture the soul of the Army. We understand the physical, mental, and spiritual challenges our Soldiers face; and we encourage their Families while supporting their Soldiers at home and on deployment. We also support our leaders, as they make challenging decisions to ensure that our Army successfully keeps America safe today and in the future.

Our voice is full of strength and life. We compel others to believe and to act, with deep reservoirs of hope, confidence, and resolve.

### OUR VOICE IS:

 **RESOLUTE**

 **INSPIRING**

 **AUTHENTIC**

## U.S. ARMY CHAPLAIN CORPS

# OUR VOICE RESOLUTE

We extend the mission and vision of the U.S. Army while fulfilling our sacred duty. Faith grounds us and galvanizes us; and we speak and act with confidence, helping to empower others.

## U.S. ARMY CHAPLAIN CORPS

# OUR VOICE INSPIRING

We are trusted leaders who provide help and hope, even when situations seem impossible to overcome. We encourage everyone we encounter to continue to become better versions of themselves.



## U.S. ARMY CHAPLAIN CORPS

# OUR BRAND AUTHENTIC

We are genuine in every word and deed. We are relatable, encouraging diversity and a sense of community for all. Because those for whom we're responsible come from many different backgrounds, it's important to us to be approachable and easy to understand.

## U.S. ARMY CHAPLAIN CORPS

# OUR TONE

As we execute our sacred duty and deliver religious support worldwide, the tone in which we speak is conversational and uplifting. In challenging situations, we exude strength and hope, while striving to model character, compassion, and encouragement.

How we use our voice will vary based on context and the messages we need to convey. However, whenever we write and speak, we will always exhibit the following four tone attributes:

### RELATABLE

We strike a balance between being human, but also formal and authoritative, when necessary. We show our audiences who we are, and help them discover who they can be.

### INCLUSIVE

We are accepting of all, regardless of background or experience. Our openness builds credibility and trust in relationships.

### INTENTIONAL

We are purposeful in everything that we say and do, helping to increase community, camaraderie, and cohesion.

### HUMBLE

Our delivery is easy to understand, clear, caring, and cordial, in service to others. Our faith guides us, and we encourage others to let their faith guide them, as well.

## U.S. ARMY CHAPLAIN CORPS

# BRAND ELEMENTS

**THE CHAPLAIN CORPS BRAND IDENTITY EXPRESSES ITSELF IN EVERY ELEMENT OR 'TOUCHPOINT' OF THE BRAND.**

A BRAND TOUCHPOINT OCCURS ANY TIME A PERSON INTERACTS WITH THE BRAND; AND THE BRAND EXPERIENCE, THE ESSENCE OF THE RELATIONSHIP PEOPLE HAVE WITH THE BRAND, IS CREATED BY THE ACCUMULATION OF BRAND TOUCHPOINTS.

TO IMPROVE THE U.S. ARMY CHAPLAIN CORPS BRAND EXPERIENCE, THE FOLLOWING PAGES EXPLAIN THE CHAPLAIN CORPS BRAND LOGOS, AND THE GUIDELINES FOR LOGO USE, TYPOGRAPHY, COLOR PALETTE, AND PHOTOGRAPHY.



## U.S. ARMY CHAPLAIN CORPS

# REGIMENTAL CREST ELEMENTS & COLOR

The Chaplain Corps Regimental Crest, also known as the Regimental Insignia, is one of the Army's 14 Regimental Crests. Regimental Crests are worn on the dress uniform to identify each Soldier's unique regiment.

Each element of the Chaplain Corps Regimental Crest has a special symbolism:

- The **shepherd's crook** is emblematic of pastoral ministry, and was the first symbol used to identify Chaplains in the Army.
- The **rays** represent universal truth, and the surrounding **palm branches** represent spiritual victory.
- **1775**, at the top of the crest, is the year the U.S. Army Chaplain Corps was established.
- The **dove** with olive sprig, a traditional symbol of peace, embodies the Corps' role in the Army to deter war and strive for peace.
- The **sun and rays** behind the dove allude to the provision and presence of God.
- The **open book** represents the primacy of sacred texts.
- The **blue background** is representative of the heavens, and alludes to the spiritual nature of the mission of the Chaplain Corps.
- The Chaplain Corps **motto**, "PRO DEO ET PATRIA," translates to "FOR GOD AND COUNTRY."

## ELEMENTS

## COLOR

### (1) DEVICE CREST

Background	Oriental Blue
Rays, numbers, palms, and crook	Army Gold
Outline	Army Black

### (2) DEVICE SHIELD

Background	Oriental Blue
Rays, book straps, and outlines	Army Gold
Dove and pages of book	Army White
Olive sprig	Emerald

### (3) MOTTO SCROLL

Background	Navy Blue
Edging and details	Army Gold
Outline	Army Black



ARMY BLACK  
PMS: 6 C  
C 75 M 68 Y 67 K 90  
R 0 G 0 B 0



ARMY GOLD  
PMS: 122 C  
C 01 M 19 Y 100 K 0  
R 255 G 204 B 1



ARMY WHITE  
PMS: 110601 TCX  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255



NAVY BLUE  
PMS: 282 C  
C 100 M 72 Y 0 K 73  
R 0 G 22 B 60



ORIENTAL BLUE  
PMS: 285 C  
C 90 M 47 Y 0 K 0  
R 0 G 110 B 204



EMERALD  
PMS: 369 C  
C 58 M 0 Y 100 K 4  
R 91 G 163 B 0





## U.S. ARMY CHAPLAIN CORPS

# REGIMENTAL CREST COLOR AND BLACK & WHITE OPTION



COLOR



BLACK & WHITE

## U.S. ARMY CHAPLAIN CORPS

# REGIMENTAL CREST USES WITH OTHER LOGOS

## U.S. ARMY & CHAPLAIN CORPS

The Chaplain Corps is a sub-brand within the U.S. Army brand ecosystem, and, as such, it must strictly follow Army brand guidelines.

In all communications in which there is a need for the use of the Army logo and the Chaplain Corps crest, the Army logo remains the "hero."

The Chaplain Corps crest should be placed to the right of the Army logo, and the crest height should be 80% of the Army logo height.

## UNITS & CHAPLAIN CORPS

In all communications in which there is a need for the use of a unit insignia and the Chaplain Corps crest, the crest will be placed to the right of the unit insignia, and both emblems will have the same height and proportions.

### Examples:



80%

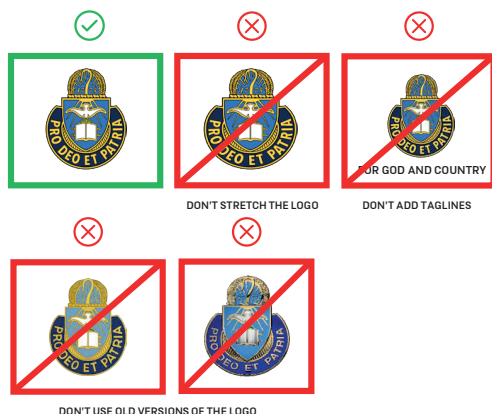


## U.S. ARMY CHAPLAIN CORPS

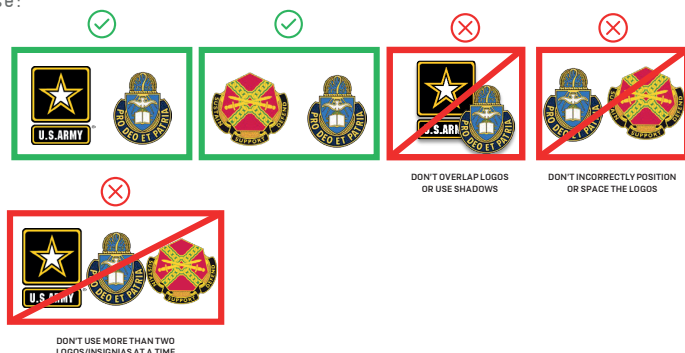
# REGIMENTAL CREST DO & DON'T

The Chaplain Corps Regimental Crest must always be reproduced consistently and accurately, to maintain the integrity and strength of the Chaplain Corps brand. The Regimental Crest can be used by itself or in combination with other logos/insignias. The following examples illustrate how the Regimental Crest should and shouldn't be used.

### Single-use:

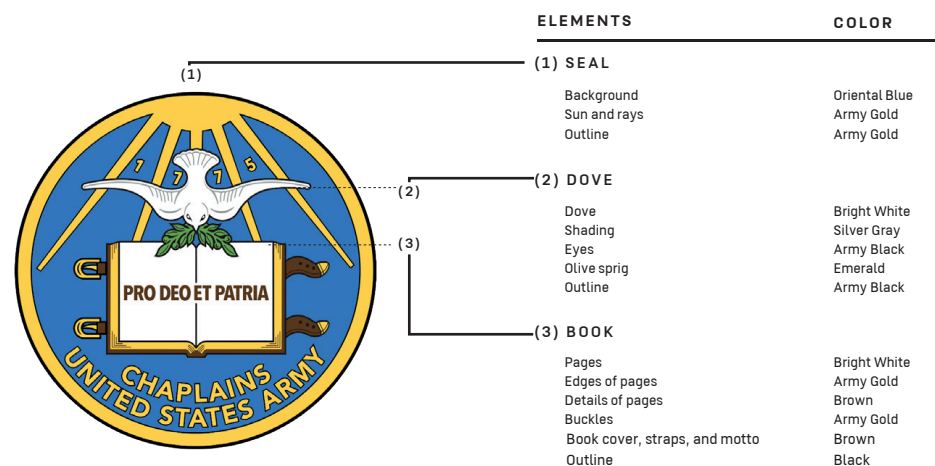


### Dual-use:



## U.S. ARMY CHAPLAIN CORPS

# BRAND PLAQUE ELEMENTS & COLOR



ARMY BLACK  
PMS: 6 C

C 75 M 68 Y 67 K 90  
R 0 G 0 B 0



ARMY GOLD  
PMS: 122 C

C 01 M 19 Y 100 K 0  
R 255 G 204 B 1



ARMY WHITE  
PMS: 110601 TCX

C 0 M 0 Y 0 K 0  
R 255 G 255 B 255



EMERALD  
PMS: 369 C

C 58 M 0 Y 100 K 4  
R 91 G 163 B 0



SILVER GRAY  
PMS: 282 C

C 36 M 26 Y 23 K 4  
R 160 G 166 B 173



BROWN  
PMS: 161 C

C 11 M 61 Y 92 K 65  
R 92 G 55 B 20



ORIENTAL BLUE  
PMS: 285 C

C 90 M 47 Y 0 K 0  
R 0 G 110 B 204

## U.S. ARMY CHAPLAIN CORPS

# BRAND PLAQUE USES

The branch plaque is a variation of the Chaplain Corps Regimental Crest. However, its use is restricted to the following two situations:

- 01 **Communications from the Office of the Chief of Chaplains (OCCH)** – The Chaplain Corps plaque can be used by itself, or in combination with the U.S. Army emblem, for any communications from OCCH. If used in combination, the Chaplain Corps plaque should be placed to the right of the U.S. Army emblem. Both emblems should have the same size and proportions.
- 02 **Joint-base communications** – When creating a Chaplain Corps joint-base asset, the emblems should be organized by year of inception.

Single-use or Dual-use:



OR

Triple-use:



## U.S. ARMY CHAPLAIN CORPS

# BRAND PLAQUE COLOR AND B/W OPTION



COLOR



BLACK & WHITE

