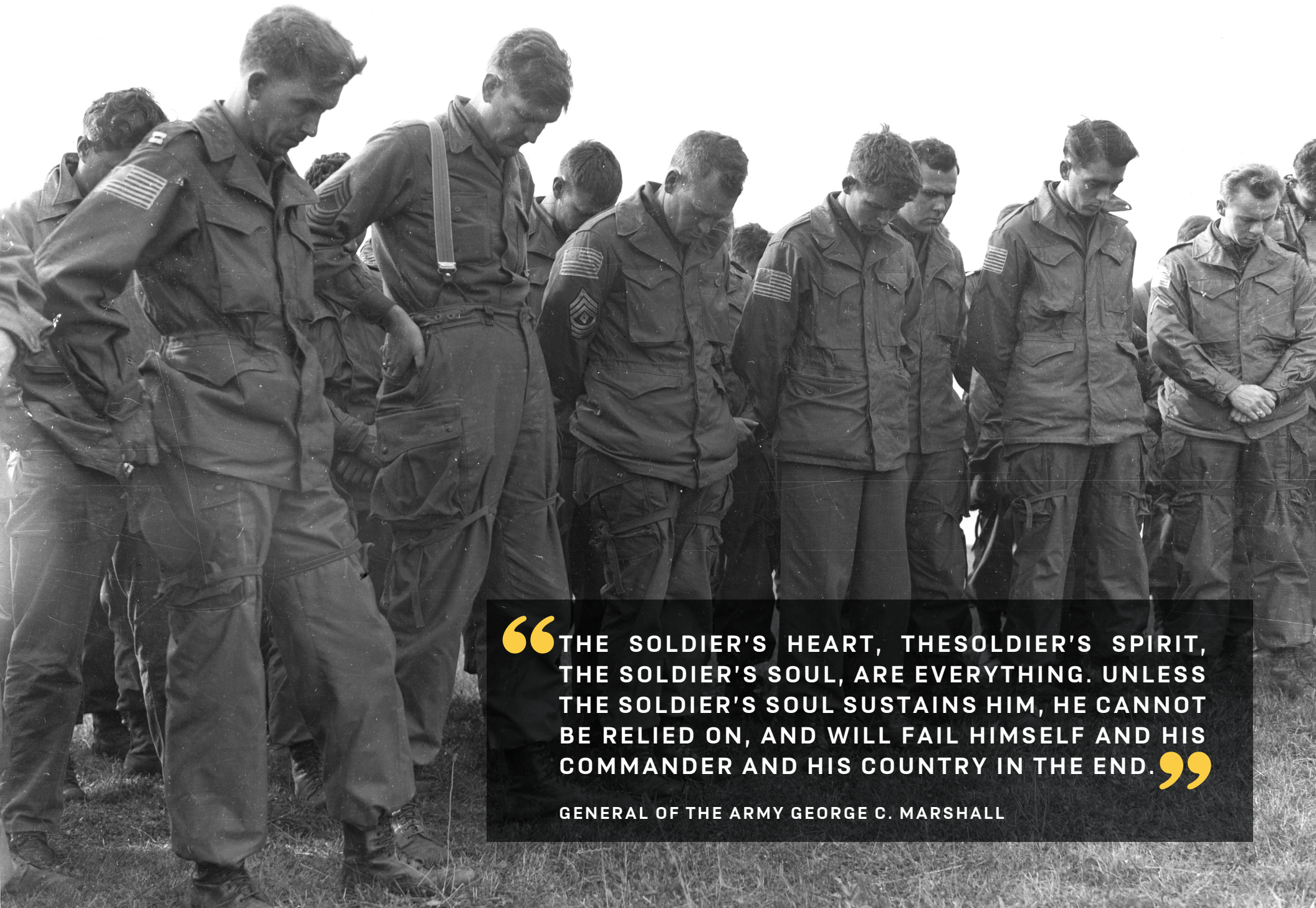




# U.S. ARMY CHAPLAIN CORPS DESIGN & BRAND GUIDE

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AUGUST 2020



**“THE SOLDIER'S HEART, THE SOLDIER'S SPIRIT, THE SOLDIER'S SOUL, ARE EVERYTHING. UNLESS THE SOLDIER'S SOUL SUSTAINS HIM, HE CANNOT BE RELIED ON, AND WILL FAIL HIMSELF AND HIS COMMANDER AND HIS COUNTRY IN THE END.”**

**GENERAL OF THE ARMY GEORGE C. MARSHALL**



# **0.0 TABLE OF CONTENTS**

**1.0 INTRODUCTION**

**2.0 BRAND IDENTITY**

**3.0 BRAND ESSENCE, VOICE & TONE**

**4.0 BRAND ELEMENTS**

**5.0 SOCIAL MEDIA**

**6.0 AFTERWORD**





# INTRODUCTION

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## **A BRAND IS MORE THAN JUST A LOGO OR AN EMBLEM. IT IS HOW AN ORGANIZATION OR PRODUCT MAKES PEOPLE FEEL.**

THE U.S. ARMY CHAPLAIN CORPS BRAND GUIDELINES HAVE BEEN DESIGNED IN LINE WITH THE U.S. ARMY BRAND GUIDELINES, TO PROTECT THE CHAPLAIN CORPS BRAND BY ENSURING QUALITY, CONSISTENCY, AND PROFESSIONALISM IN ALL CHAPLAIN CORPS COMMUNICATIONS ACROSS ALL CHANNELS.

THESE GUIDELINES ARE INTENDED TO HELP U.S. ARMY CHAPLAIN CORPS MEMBERS CREATE COMPELLING COMMUNICATIONS THAT REINFORCE THE CHAPLAIN CORPS BRAND.

THESE GUIDELINES ARE FOR INTERNAL AND EXTERNAL USE, AND SHOULD BE USED FOR ALL OFFICIAL CHAPLAIN CORPS COMMUNICATIONS AT ALL ECHELONS.

