

BRAND IDENTITY



A BRAND IDENTITY IS THE ENTIRETY OF HOW A BRAND EXPRESSES ITSELF TO THE WORLD.

AS WITH A PERSON'S IDENTITY, A BRAND IDENTITY IS DEFINED BY INTERNAL CHARACTERISTICS OR "PERSONALITY" TRAITS, AS WELL AS BY EXTERNAL ATTRIBUTES OR VISUAL FEATURES.

THE U.S. ARMY CHAPLAIN CORPS BRANDS IDENTITY ORIGINATED THE DAY OF THE CORPS' CREATION IN 1775. THE CORPS' LEGACY AND ITS BRAND IDENTITY HAVE MATURED OVER TIME, BUT KEY, FUNDAMENTAL ELEMENTS REMAIN UNCHANGED.

THE FOLLOWING PAGES DESCRIBE THE ELEMENTS OF THE CORPS' BRAND IDENTITY:

- OUR STORY
- OUR MISSION & VISION
- WHO WE ARE
- WHY WE SERVE
- OUR CAPABILITIES
- OUR COMPETENCIES





“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

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.

OUR VISION

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

WHO WE ARE

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

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 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.

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:

NURTURE THE LIVING

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

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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.

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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.

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