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

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."

U.S. ARMY CHAPLAIN CORPS

REGIMENTAL CREST ELEMENTS & COLOR

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

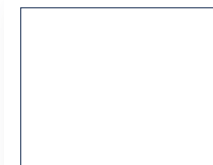|	
Background	Navy Blue
Edging and details	Army Gold
Outline	Army Black
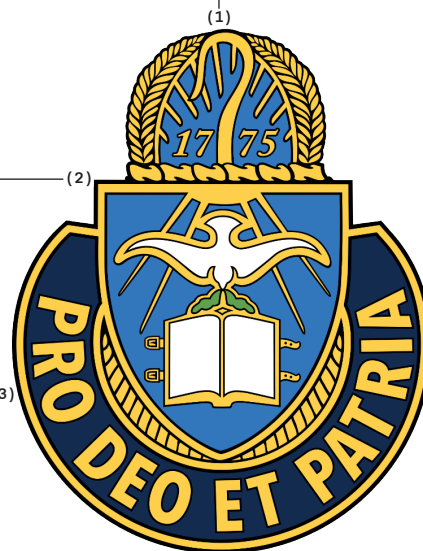
ARMY BLACK
PMS: 6 C

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
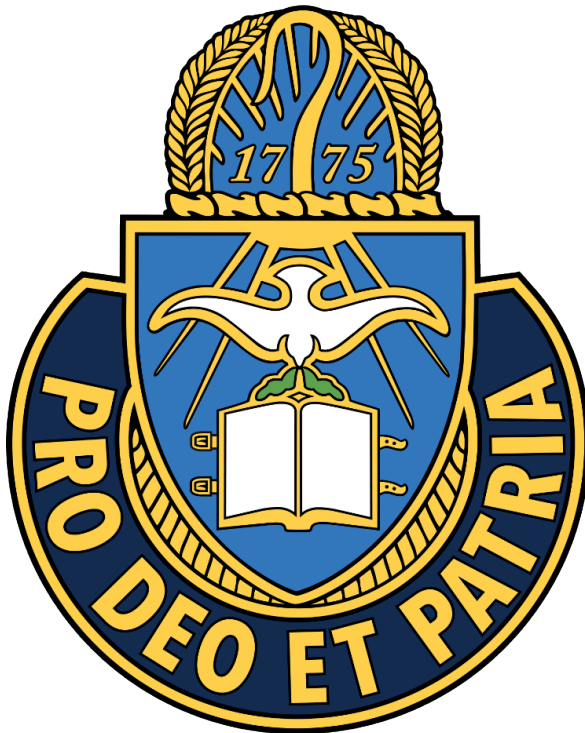PMS: 285 C

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.

80%

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:

U.S. ARMY CHAPLAIN CORPS

REGIMENTAL CREST
DO & DON'TS

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:

DON'T STRETCH THE LOGO   DON'T ADD TAGLINES   DON'T USE OLD VERSIONS OF THE LOGO

Dual-use:

DON'T OVERLAP LOGOS
OR USE SHADOWS

DON'T INCORRECTLY POSITION
OR SPACE THE LOGOS

DON'T USE MORE THAN TWO
LOGOS/INSIGNIAS AT A TIME

U.S. ARMY CHAPLAIN CORPS

BRANCH PLAQUE
ELEMENTS & COLOR

ELEMENTS	COLOR
(1) SEAL	
Background	Oriental Blue
Sun and rays	Army Gold
Outline	Army Gold
(2) DOVE	
Dove	Bright White
Shading	Silver Gray
Eyes	Army Black
Olive sprig	Emerald
Outline	Army Black
(3) BOOK	
Pages	Bright White
Edges of pages	Army Gold
Details of pages	Brown
Buckles	Army Gold
Book cover, straps, and motto	Brown
Outline	Black
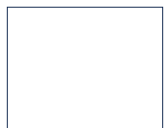
ARMY BLACK PMS: 6 C	ARMY GOLD PMS: 122 C	ARMY WHITE PMS: 110601 TCX	SILVER GRAY PMS: 282 C	BROWN PMS: 161 C	ORIENTAL BLUE PMS: 285 C	EMERALD PMS: 369 C
C 75 M 68 Y 67 K 90 R 0 G 0 B 0	C 01 M 19 Y 100 K 0 R 255 G 204 B 1	C 0 M 0 Y 0 K 0 R 255 G 255 B 255	C 36 M 26 Y 23 K 4 R 160 G 166 B 173	C 11 M 61 Y 92 K 65 R 92 G 55 B 20	C 90 M 47 Y 0 K 0 R 0 G 110 B 204	C 58 M 0 Y 100 K 4 R 91 G 163 B 0

U.S. ARMY CHAPLAIN CORPS

BRANCH PLAQUE
COLOR AND BLACK &
WHITE OPTION

COLOR

BLACK & WHITE

U.S. ARMY CHAPLAIN CORPS

BRANCH 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

BRANCH INSIGNIA

U.S. Army Chaplains are experienced religious leaders and spiritual caregivers, dedicated to serve Soldiers and their Families. While all Chaplains have a sacred duty to serve God and Country, each Chaplain identifies with a specific faith group.

The Chaplain Corps has adopted the following branch insignia, shown in order of adoption:

• **Christian Faith:** Symbolized by a silver color Latin cross

• **Jewish Faith:** Symbolized by a double table, bearing Hebrew numerals from one to 10, surmounted by two equilateral triangles, all of silver color

• **Buddhist Faith:** Symbolized by a silver color Dharma Chakra

• **Muslim Faith:** Symbolized by a silver color crescent

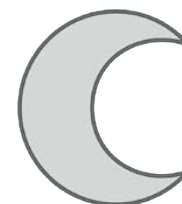• **Hindu Faith:** Symbolized by a silver color Sanskrit syllable for the Hindu sound, "Om"
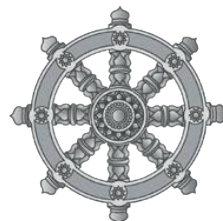
CHRISTIAN   JEWISH   BUDDHIST   MUSLIM   HINDU

U.S. ARMY CHAPLAIN CORPS

BRANCH INSIGNIA

Chaplain Candidates train to become Army Chaplains at the same time they are training for the ministry. All Chaplain Candidates are commissioned officers, assigned to the Army Reserve or Army National Guard. They train up to 30 days each year under the supervision of a senior chaplain, after they have completed phase one of the Chaplain Basic Officer Leader Course.

Religious Affairs Specialists are enlisted Soldiers who provide expertise in religious support and religious support operations. Religious Affairs Specialists support unit Chaplains and Commanders in responding to the needs of Soldiers, their Family members, and Army Civilians. Duties include preparing spaces for worship, managing supplies, and ensuring the security and safety of Chaplains during combat.

Chaplain Corps Army Civilian **Directors of Religious Education (DREs)** work with Chaplains and Religious Affairs Specialists to provide exceptional religious support to Soldiers, their Family members, and Army Civilians. DREs are the Army's Religious Education professionals who develop innovative, comprehensive, lifelong faith formation programs for all ages and faith perspectives.
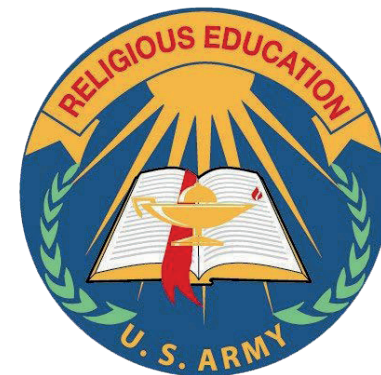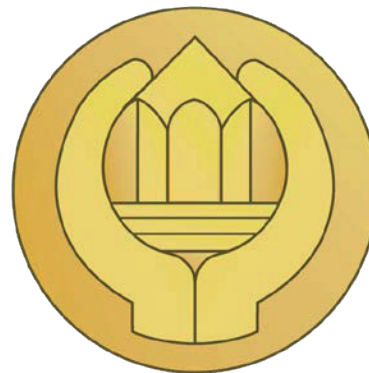
U.S. ARMY CHAPLAIN CORPS

TYPOGRAPHY

Typography is a core building block of an effective brand identity program. While a logo acts as a clear 'signature' for an organization, there is increasing realization that a uniquely drawn and constructed typography, such as the "U.S. Army" typeface, can act as another key element in brand recognition.

The primary typeface for the Chaplain Corps is "U.S. Army." When this typeface is not available, Arial may be used as an alternative.

Headlines should always be set in U.S. Army Light uppercase, while body copy should be set in U.S. Army Regular uppercase and lowercase.

Proportion in typography size is key to engaging audiences. Sub-headlines should be about 50% of headline size, and body copy should be about 25% of headline size.

All communications should utilize the Oxford comma, and the following words should always be capitalized: Country; Nation; Army; Soldier; Soldiers; Families; God; Chaplain Corps; Chaplains; Religious Affairs Specialists; Department of the Army Civilians.

PRIMARY TYPEFACE

U.S. ARMY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

U.S. ARMY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE TYPEFACE

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

U.S. ARMY CHAPLAIN CORPS

COLOR PALETTE

Color is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation. Consistent application of a color palette across all communications helps to provide brand recognition and alignment with the U.S. Army.

PRIMARY COLORS (75-80%):

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

SUPPORTING COLORS (20-25%):

DARK GRAY

C 74 M 68 Y 62 K 74
R 31 G 30 B 34

MEDIUM GRAY

C 60 M 51 Y 51 K 20
R 114 G 115 B 114

LIGHT GRAY

C 47 M 39 Y 392 K 3
R 141 G 141 B 141

LIGHTEST GRAY

C 2 M 1 Y 1 K 0
R 249 G 249 B 249

U.S. ARMY CHAPLAIN CORPS

COLOR PALETTE DO & DON'TS

When working with the U.S. Army color palette, it is important to follow some basic rules for typography on color. Basic rules around color usage and with specific background colors have been outlined below, and should be followed universally across applications.

EYEBROW LOREM IPSUM.
HEADLINE LOREM.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EYEBROW LOREM IPSUM.
HEADLINE LOREM.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EYEBROW LOREM IPSUM.
HEADLINE LOREM.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EYEBROW LOREM IPSUM.
HEADLINE LOREM.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EYEBROW LOREM IPSUM.
HEADLINE LOREM.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EYEBROW LOREM IPSUM.
HEADLINE LOREM.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
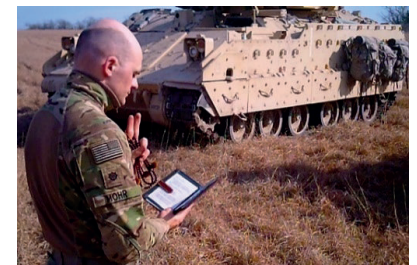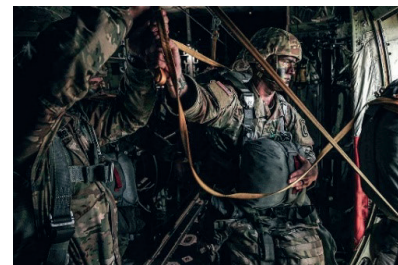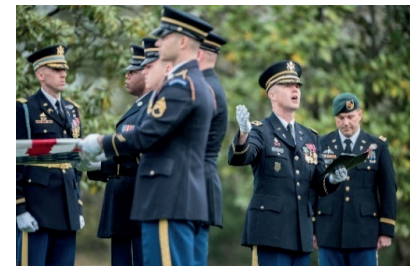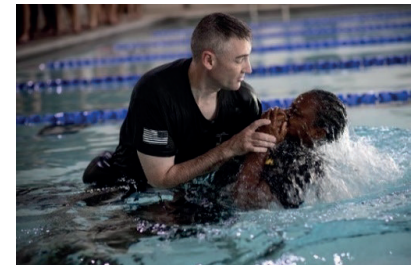
U.S. ARMY CHAPLAIN CORPS

PHOTOGRAPHY

Photography used for the Chaplain Corps is extensible to the U.S. Army. Photos should portray Chaplain Corps members as energetic, dynamic, and vibrant.

Use reportage-style photography for visual storytelling of moments that reflect Army life.

Chaplain Corps photography must also reflect the diversity of experiences and faith groups among the Army's Soldiers, while remaining aligned to the Chaplain Corps mission.

U.S. ARMY CHAPLAIN CORPS

PHOTOGRAPHY DO & DON'TS

DO: ✓

- Depict people acting naturally, instead of staged in captured moments.

- Show diversity across faith groups.

- Use scale and composition guidance from the Army Branding Guidelines.

- Use high resolution photos that provide clear visibility into active Army and Chaplain Corps life.

- Include a distance range of at least 2 points in collages, to provide a grid appearance. Avoid photos touching.

- Balance collage composition using close, mid, and wide range shots.
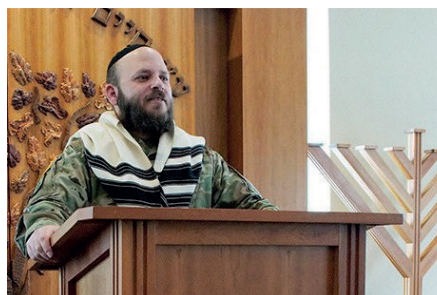

PEOPLE CAPTURED IN ACTIVE MOMENTS

CHAPLAIN DOING CHAPLAIN THINGS

FAITH GROUP REPRESENTATION

PEOPLE ACTING NATURALLY, NOT STAGED

FAITH GROUP REPRESENTATION

PEOPLE ACTING NATURALLY, NOT STAGED

U.S. ARMY CHAPLAIN CORPS

PHOTOGRAPHY DO & DON'TS

DON'T: ⊗

- Select photos with Soldiers wearing retired camouflage.

- Use photos where people or actions are too small or otherwise difficult to see.

- Use low-resolution, pixelated, or blurry photos.

- Use photos with poor lighting or contrast.

- Use photos with people directly facing the camera.

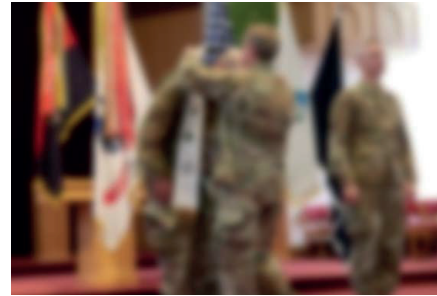- Blur, unevenly crop, and/or overlay photos to create collages.

PHOTO IS BLURRY AND ACTIVITIES ARE UNCLEAR

SOLDIERS ARE WEARING RETIRED CAMOUFLAGE

PEOPLE ARE LOOKING DIRECTLY INTO THE CAMERA

PHOTO IS TOO BRIGHT AND WASHES OUT OBJECTS

LOW RESOLUTION APPEARS FUZZY AND PIXELATED

POOR LIGHTING AND PHOTO IS TOO DARK

U.S. ARMY CHAPLAIN CORPS

HISTORICAL PHOTOGRAPHY DO & DON'TS

Historical photography can be used to share Army and Chaplain Corps heritage, traditions, and impact.

DO: ✓

• Use historical photos, to immerse the viewer.

• Include camouflage from any time period.

• Accompany photos with supportive content detailing the historical moment depicted.

• Use photos in their original color, black and white, or sepia.

• Use filters sparingly, to enhance, rather than to distort, the natural look of the moment captured.