

# AFTERWORD





**MANAGING BRAND ASSETS REQUIRES COMMITTED LEADERSHIP AND LONG-TERM DEDICATION TO DOING EVERYTHING POSSIBLE TO BUILD THE BRAND. BRAND IDENTITY IMPLEMENTATION REQUIRES A VIGILANT STRATEGIC FOCUS, ADVANCED PLANNING, AND ONGOING ATTENTION TO DETAIL.**

**A BRAND BOOK INSPIRES, EDUCATES, AND BUILDS BRAND AWARENESS. GUIDELINES HELP EVERYONE STAY ON BRAND – BUT THEY ONLY GET US HALFWAY THERE. ORGANIZATIONS NEED TO DRIVE ENGAGEMENT.**

**THE VISION OF THE U.S. ARMY CHAPLAIN CORPS AND THE MEANING BEHIND ITS BRAND NEEDS TO BE COMMUNICATED CONSISTENTLY AND EFFECTIVELY, TO IGNITE A FIRE WITHIN EVERY SINGLE MEMBER OF THE CHAPLAIN CORPS, AND TO ADVANCE OUR MISSION.**

**IT IS THE CHAPLAIN CORPS' SACRED DUTY TO CARE FOR THE SOUL OF THE ARMY, AND EFFECTIVE CHAPLAIN CORPS BRAND IDENTITY IMPLEMENTATION WILL HELP THE CORPS DO JUST THAT.**

**PRO DEO ET PATRIA – FOR GOD AND COUNTRY.**

