

A close-up shot of a Black male soldier in a military vehicle, wearing a green headset and a camouflage uniform. He is smiling broadly with his eyes closed, giving a thumbs-up gesture. The background shows the interior of the vehicle with various equipment and another soldier's shoulder visible on the right.

**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

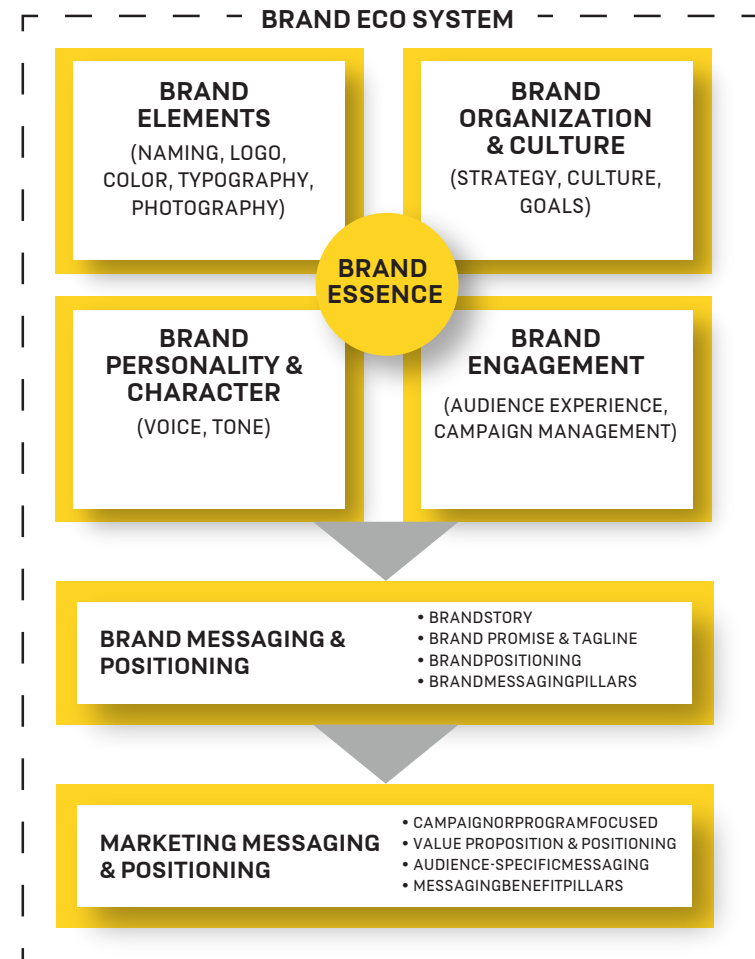
Our brand essence comes from the fundamental characteristics that define our brand, or “who” we are at our core and “why” we exist – our purpose. It creates the foundation for what we say and how we say it.

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.



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 VOICE 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.