



DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY RESERVE COMMAND
4710 KNOX STREET
FORT BRAGG, NC 28310-5010

REPLY TO
ATTENTION OF:

NOV 10 2015

DAAR-ARC

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Army Reserve Branding Guidelines

1. Attached is the newly created *Army Reserve Branding Guidelines*. All Army Reserve personnel are directed to begin immediate implementation.
2. Branding identification and awareness encompass many elements. The most visible of which is the organization's logos or visual symbols. Key audiences recognize a brand, what it represents and stands for upon immediate recognition. Therefore, it is imperative that we exercise consistent application and usage.
3. In order to enhance our communication effectiveness, Army Reserve Communications produced these guidelines to standardize the use of those graphic symbols, words, and phrases we use to identify ourselves to our external audiences. These guidelines will assist you and your Soldiers when preparing all official USAR correspondence, presentations, publications, or products. These guidelines reflect the Headquarters, Department of the Army, directive which is found in AR 601-208, *The Army Brand and Marketing Program*, which is applicable to all components of the Army.
4. Additionally, three PowerPoint slide templates are included. The version used depends on the audience the presenter is addressing. Version 1 is for any audience external to the Army Reserve. Version 2 is for USARC and OCAR internal audiences. Version 3 is for major subordinate command internal audiences. Note, when addressing an audience external to the Army Reserve, MSCs will use version 1.
5. All Army Reserve leaders are directed to implement and enforce the Branding Guideline standards and disseminate throughout within your respective commands.

Twice the Citizen! Army Strong!

Encls. (4)

1. Branding Guidelines, Oct. 2015
2. Slide template #1

A handwritten signature in blue ink, appearing to read "Luis R. Visot", written over a circular stamp or mark.

LUIS R. VISOT
Major General, US Army
Chief of Staff

OFFICE SYMBOL: DAAR-ARC
SUBJECT: Army Reserve Branding Guidelines

3. Slide template #2
4. Slide template #3

DISTRIBUTION:

OPERATIONAL COMMANDS:

3 MCDS
11 TAC
200 MP CMD
311 SC(T)
335 SC(T)
377 TSC
412 TEC
416 TEC
807 MCDS

FUNCTIONAL COMMANDS:

1 MSC
7 CSC
9 MSC
79 SSC
AR-MEDCOM
MIRC
USACAPOC(A)

TRAINING COMMANDS:

75 TNG CMD (MC)
80 TNG CMD (TASS)
83 US ARRTC
84 TNG CMD (UR)
85 USAR SPT CMD (W)
USAR SPT CMD 1A DIV (W)
108 TNG CMD (IET)
USAR SPT CMD (1A)

SUPPORTING COMMANDS:

63 RSC
81 RSC
88 RSC
99 RSC
76 ORC
ARCD
LEGAL CMD

OFFICE SYMBOL: DAAR-ARC
SUBJECT: Army Reserve Branding Guidelines

USAG-Fort Buchanan
ASA-Dix
USAG-FHL
USAG-Fort McCoy
UAU (USARC Augmentation Unit)

AREC:

USARPAC
ARNORTH
ARSOUTH
ARCENT
AFRICOM
CENTCOM
USAREUR
USARAF
8TH ARMY
NORTHCOM
USARJ
I CORPS
PACOM
SOUTHCOM
III CORPS

COPY FURNISH:

AOC/CAT USA Reserve
USARC XOs
USARC DIR/DEP/CH/ASST
OCAR Directors & Deputies