

United States Army Reserve Branding Guidelines



Provided by Army Reserve Strategic Communications

January 2021

1. Purpose

a. Brand identification and awareness encompass many elements, the most visible of which are the organization's logos and visual symbols. Branding helps key audiences immediately recognize the brand and the organization it represents. Thus, it is imperative to apply consistent application and usage in order to achieve our number one communication goal: *Increase awareness of the Army Reserve and the Army Reserve brand among key audiences.*

b. In order to improve the recognition and awareness of the Army Reserve brand and by association, its mission, Soldiers, and operations, the use of branding elements must be standardized in all Army Reserve headquarters, the Office of Chief of Army Reserve (OCAR) and United States Army Reserve Command (USARC), and subordinate command internal and external communications. OCAR and USARC direct the commands to abide by and enforce the following branding guidelines throughout their organizations.

2. Definition

A **logo** is a visual, graphic symbol that represents an organization to promote immediate public recognition. For the purposes of this document, the term "logo" encompass all seals, shoulder sleeve insignia, and symbols of the Army, the Army Reserve and its subordinate commands and/or units.

3. Application and Exceptions

a. The guidelines outlined below apply to all official USAR correspondence, presentations, publications, products, and / or materials.

b. The guidelines do not apply to personal correspondence, notes, stationary, or like materials and items.

c. The guidelines do not apply to Commander's or Challenge Coins.

4. The Army Reserve Tagline

The new tagline of the Army Reserve is "Ready Now! Shaping Tomorrow..." Replace all uses of the previous tagline "Leadership. Energy. Execution." in PowerPoint presentations and other communications.

5. OCAR and USARC: Two Distinct Organizations

Per the Chief of Army Reserve and Commanding General U.S. Army Reserve Command OCAR and USARC Reorganization, Realignment, and Reporting Relationships memo dated, 04 JAN 21:

a. OCAR will focus on component-level issues and policies to support the Chief of Army Reserve (CAR) in the execution of statutory responsibilities defined in 10 USC § 7038. OCAR will also justify and execute the Army Reserve budget, lead programming, manage the Full-Time Support Program, and interface between the component and the Headquarters, Department of the Army (HQDA), Joint Staff, and Office of the Secretary of Defense. OCAR sets strategic priorities for the Army Reserve as part of the HQDA.

b. USARC will serve as the Army Reserve’s operational staff and provide Mission Command of subordinate units and formations assigned to it. USARC retains primacy of policies that pertain to Army Reserve Functional and Geographic Commands. Additionally, USARC will support OCAR as necessary to execute the CAR’s statutory responsibilities. USARC executes Army Reserve operations as a subordinate unit to U.S. Army Forces Command (FORSCOM) per HQDA General Order 2011-02.

6. The U.S. Army logo

a. The U.S. Army star logo is the main brand identifier for the U.S. Army, and the Army Enterprise Marketing Office (AEMO) manages its use.

b. AEMO has published guidelines on Army branding and the use of the Army star logo and strictly forbids any alteration of the logo for any purposes.

c. The guidelines reflect the directive provided by Headquarters, Department of the Army, in AR 601-208 (The Marketing Program), applicable to all components of the Army.



7. The Army Reserve (“John Parker”) logo



a. The “John Parker” seal, shown left, is the **only official logo** of the United States Army Reserve. It is the only graphic symbol readily identifiable as Army Reserve by external audiences.

b. The “John Parker” is round with an edge border, interior circle wrapping around the “John Parker” image and laurel wreath, and lettering design elements in gold on a navy blue background.

c. **Do not** alter the Army Reserve logo’s aspect ratio to fit available space. Other variations **not authorized** to the logo includes things such as stars, additional tag lines or color changes.



Not Authorized – External “Army Reserve” text not part of the official logo.



Not Authorized – Negative image or any color variation.

d. The logo should appear without a white or other color box around it when displayed on a colored background.

Authorized



Not Authorized



e. All **external** communication from any Army Reserve organization (presentations, flyers, posters, etc.) should only include the Army Star logo and the Army Reserve logo,

enabling the viewer to identify the activity as Army Reserve. The Army Reserve logo will appear **90%** of the height as the Army star logo, centered on horizontally relative to the USARC logo in accordance with AR 601-208, The Marketing Program.



8. The U.S. Army Reserve Command (USARC) Shoulder Sleeve Insignia



- a. The “Double Eagle” shoulder sleeve insignia (SSI) is the official logo of the U.S. Army Reserve Command. The “Double Eagle” logo is the comprehensive logo representing the Soldiers who serve in Army Reserve MTOE units.
- b. There are no authorized variations of the USARC logo, including altering the aspect ratio, three-dimensional depictions, hanging colors, or adding stars, tag lines, or office names as part of the logo. Printed documents will use the graphic version of the Double Eagle logo and not any photographic representations.

Unauthorized Variations



Stars added

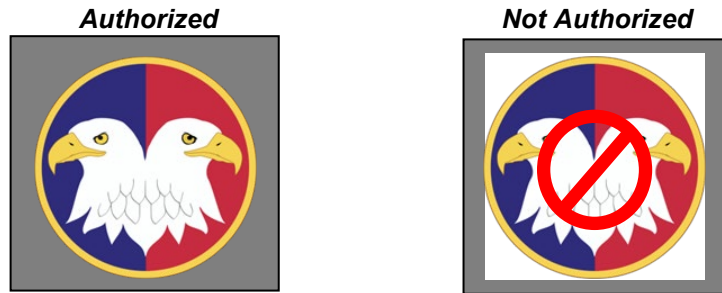


*Logo is “shortened”
(altered aspect ratio)*



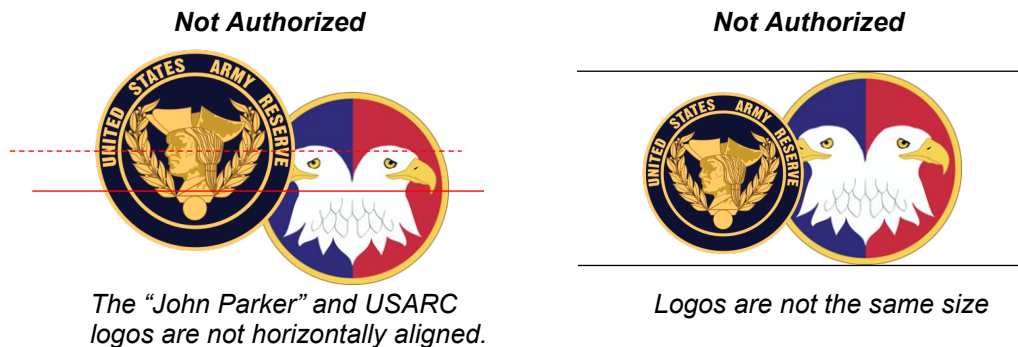
*Picture of USARC logo
patch with added artwork*

c. The USARC logo will not appear with a white or other color box when presented on a shaded or colored background.



d. For internal OCAR/USARC usage only, such as presentations, publications, or promotional items, the USARC logo will appear with the Army Reserve logo. They will each be circular, identical in size and be overlapped. The Army Reserve “John Parker” logo will appear in front of the USARC Double Eagle in a manner in which the point of the nostril of the beak on the left eagle is covered. The “John Parker” logo will always be on the left side of the USARC logo. Both logos will be horizontally level with each other on the page. The overlapped logos will always appear with the Army Star logo. No other logos will overlap the Army Reserve logo in any communications.

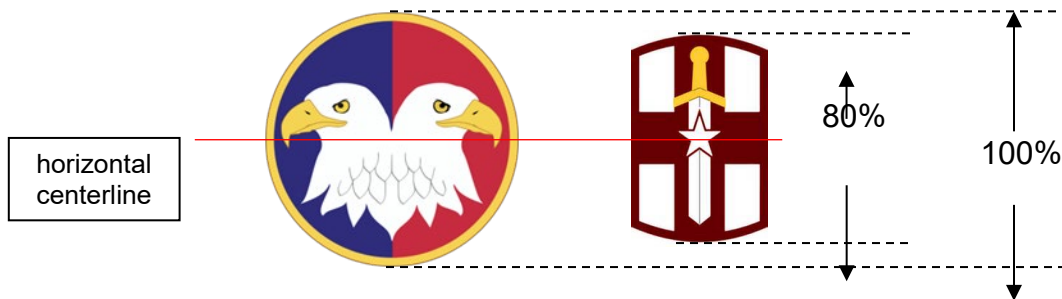
Combining the Army Reserve and USARC logos is not authorized for external communications.



e. For **external products/presentations**, use the Army Star and “John Parker” logos only. See *sample slide #1*. The Double Eagle logo and individual command logos will not use their own logo in or on external products. Outside of the Army Reserve, unit logos are generally not recognized. Use of unit logos diminishes the Army Reserve’s brand awareness. External briefings are ANY briefings shown to individuals who are not Service Members or employees of the Army Reserve, including Soldiers’ Families.

f. For **products/presentations internal to USARC**, use the overlapped “John Parker” and Double Eagle logos. See *sample slide #2*.

g. Units subordinate to USARC may use their own unit logos (e.g. 412th TEC, 80th TC, 7th MSC, 4th ESC, etc.) with the USARC logo for **internal communications only**. The subordinate unit logos will appear **80%** of the size as the USARC logo, and centered on horizontally relative to the USARC logo. All logos will appear as authorized by the Army Department of Heraldry.



9. Identification of the Army Reserve and its elements

a. The official name of the organization is the **United States Army Reserve**.

(1) Authorized abbreviations are U.S. Army Reserve, Army Reserve, or USAR. External communications will identify us as the Army Reserve to differentiate us from the Navy, Air Force, and Marine Corps Reserve.

(2) A U.S. state or territory should never be used to qualify or modify any reference to an Army Reserve Soldier or an Army Reserve unit.

Incorrect: *He is a Soldier from the Kentucky Army Reserve.*
(There is no such organization as the Kentucky Army Reserve; only the Army Reserve.)

Correct: *He is an Army Reserve Soldier from Kentucky.*

Incorrect: *The 123rd Engineer Company is part of the Virginia Army Reserve.*
(Same rationale as the individual Soldier example above.)

Correct: *The 123rd Engineer Company is an Army Reserve unit based in Virginia.*

(3) The plural terms “Army Reserves” or “Reserves” is unauthorized when referring to our Army component, as there is only one U.S. Army Reserve. The only time an “s” should follow *Army Reserve* is when using the possessive, i.e. “Army Reserve’s”.

(4) Always capitalize Army Reserve. When referring to the Army Reserve and Army National Guard together, do not capitalize the words “reserve components.”

Correct: *The Army Reserve consists of nearly 200,000 Soldiers and Civilian employees.*

Correct: *The Army Reserve’s Soldiers are well trained and equipped.*

Correct: *USAR Soldiers reside throughout the U.S. and in many other countries.*

Correct: *The reserve components significantly augment the Army’s force structure.*

Incorrect: *I have served in the Reserve for nearly 20 years.
(The term “Reserve” does not distinguish which force, i.e. Army Reserve.)*

Incorrect: *The man said he served three years in the Army Reserves.
(The word “Reserves” is an incorrect reference to the force.)*

b. As both a component and a command, the ranking officer of the Army Reserve has two official titles. The correct title usage depends on which capacity she or he is acting.

(1) When acting in her/his role as the chief of the component, the title is “Chief of Army Reserve.”

(2) “Chief, Army Reserve” and “Chief of the Army Reserve” are incorrect.

(3) Capitalize the title “Chief of Army Reserve”. One may use the acronym “CAR” after the first reference in official correspondence.

(4) When acting in her/his capacity as the commanding general of the U.S. Army Reserve Command, the title is “Commanding General, United States Army Reserve Command”.

(5) The correct title usage for the Assistant Chief and Deputy Chief is, “Assistant Chief of Army Reserve” and “Deputy Chief of Army Reserve,” respectively.

c. Refer to a Soldier (singular) or Soldiers (plural) as an **Army Reserve Soldier** or **Army Reserve Soldiers**, respectively. The use of the term “Reservist” or “Reservists” is incorrect and not authorized.

Correct: *The mayor of my town is an Army Reserve Soldier.*

Incorrect: *The mayor of my town is a Reservist.*

Correct: *Local officials congratulated three Army Reserve Soldiers for their volunteer work.*

Incorrect: *Local officials congratulated three Reservists for their volunteer work. (The term “Reservists” is incorrect and not authorized.)*

d. Identify Soldiers in news stories, photo captions, and other print documents first as Army Reserve Soldiers. Identifying their unit of membership without mentioning the Army Reserve is confusing to external audiences and diminishes the Army Reserve’s brand and recognition. The Associated Press (AP) Stylebook is the primary reference for writing effective captions. Refer to AP Stylebook for correct rank abbreviations.

Correct: *Spc. Jason Caplan, an Army Reserve Soldier from the 328th Combat Support Hospital in Salt Lake City, applies a tourniquet to a simulated wound during training at Fort Douglas, Utah, on January 23, 2017.*

Correct: *Army Reserve Spc. Jason Caplan, with the 328th Combat Support Hospital in Salt Lake City, applies a tourniquet to a simulated wound during training at Fort Douglas, Utah, on January 23, 2017. (These photo captions highlight the Soldier as a member of the Army Reserve first.)*

Incorrect: *Spc. Jason Caplan, with the 328th Combat Support Hospital in Salt Lake City, applies a tourniquet to a simulated wound during training at Fort Douglas, Utah, on January 23, 2017. (This cutline does not identify the Soldier as an Army Reserve member.)*

10. Capitalization and Local Style

The Army Reserve authorizes the capitalization of three words in its local style. Capitalize the following words when referring to members of the U.S. Army and U.S. Army Reserve community: Soldier, Family, and Civilian. Capitalize the words in their plural forms as well. Capitalize the word Soldier at all times, unless referring to soldiers from foreign countries. No other words should be capitalized in correspondence unless at the beginning of a sentence or when naming an official Army Reserve program or office.

Correct: Army Reserve Soldiers and Civilians receive health benefits.
(Use “Soldiers” and “Civilians” in direct reference to Army employees.)

Correct: There were three Soldiers and two civilians who helped at the scene of the crash.
(Capitalize the word “Soldier” even though it is used in a general sense; however, “civilians” is not capitalized.)

Correct: Soldiers are only successful with the support of their Families.
(The “Families” identified here are specifically part of the Army Reserve community.)

Correct: Sgt. Paul’s work suffered from many family problems.
(The use of “family” is singular and does not refer to the Army Reserve community.)

Correct: The patrol encountered three Afghan civilians with an ox.
(The use of “civilians” in this sentence is clearly not referring to the Army Reserve community.)

Correct: The patrol encountered two Afghan soldiers at a checkpoint.
(The use of “soldiers” in this sentence is clearly not referring to the Army Reserve community.)

11. Army Reserve PowerPoint slide standards

a. The only authorized font for Army Reserve PowerPoint briefings is Arial. Fonts may be bolded, underlined, shadowed, or italicized to call attention to important points but should appear normal in most cases.

b. The standard color for all slide backgrounds is white and all text is black. Use alternate text color to call attention to important points. Do not use artwork or watermarked graphics in backgrounds as it often distracts from the text on the screen, requires more ink when printed, and projects differently digitally than it appears when printed on paper.

c. Use logos on presentations in the manner described in sections 7.d. and 7.e., follow the external guidelines for logo use if unsure whether a briefing is internal or external.


d. The font size of the title slide is up to the presentation creator and dependent on the amount of text and photos/artwork on the title slide. All slide headers in the body of the presentation will be Arial, bold, 32pt font with the preset bottom-right offset shadow. Bullet fonts will not feature shadows and will be Arial (regular) font, 24pt, sub-bullets will be Arial (regular) 20pt, and sub-sub-bullets will be Arial (regular) 18pt font. Presenters should avoid putting fonts smaller than 18pt on presentations, as they are often difficult

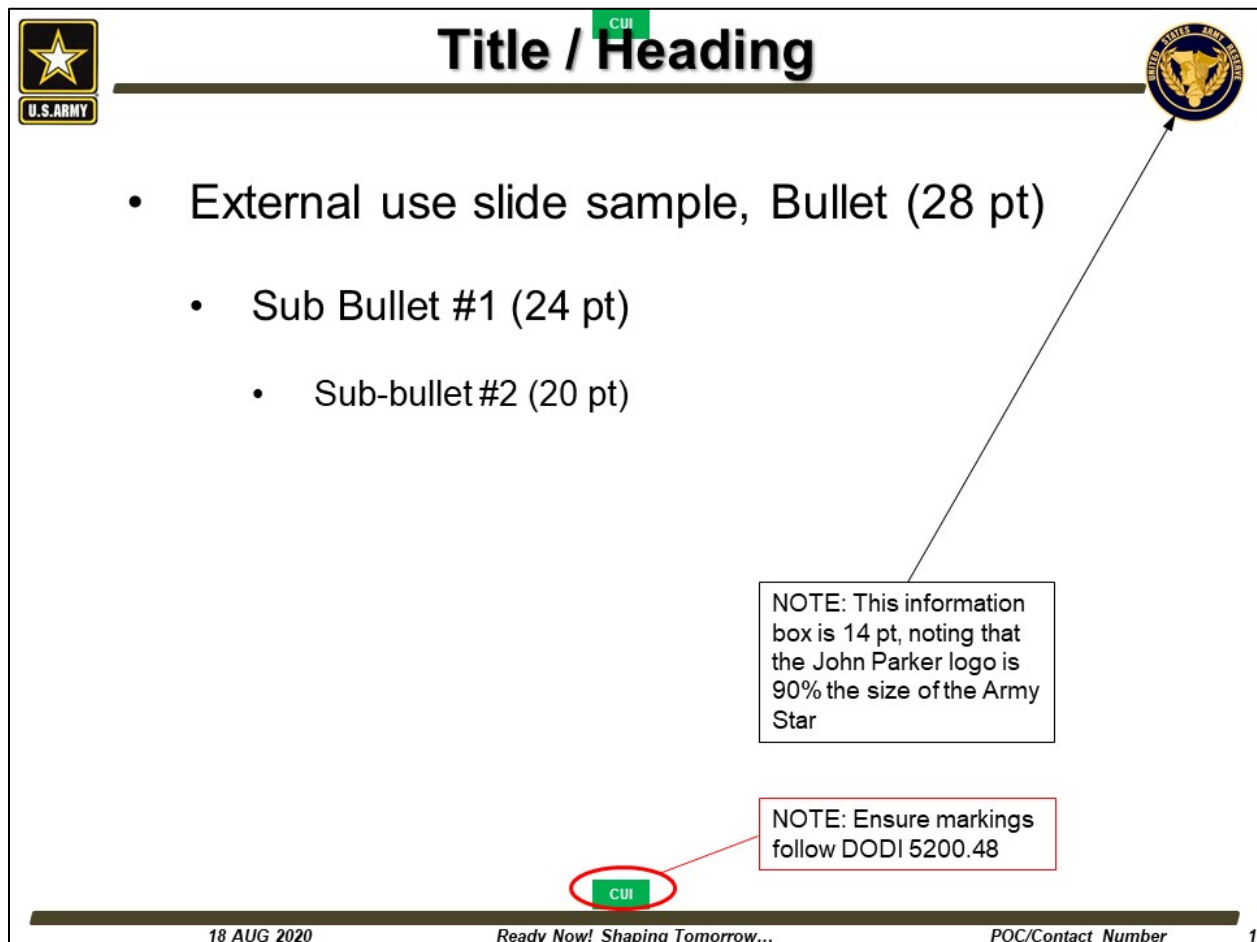
to read. However, one can use smaller fonts in graphics for labeling (e.g. labeling lines on a graph or items in a picture). The font on some text may be bold or italicized to call attention to a specific point, but avoid overuse of bold or non-standard font colors.

e. All presentations will comply with DoD marking requirements as expressed in DoDI 5200.48 Controlled Unclassified Information (CUI), paragraph 3.4. Marking Requirements (until superseded).

12. Slide sample #1: External use slide

This slide format represents the Army Reserve as a component of the Army and the Armed Forces of the United States. This format is used by all Army Reserve personnel, USARC, OCAR, and MSC commands and below, when presenting information to audiences **external** to the Army Reserve. See section 7e.

When viewed in Adobe Acrobat®, the slide template is available in the attachments. Click the paperclip  symbol on the left.



The slide template features a dark blue header bar with a gold star logo on the left and the Army Reserve seal on the right. The title "Title / Heading" is centered in white, with a small green "CUI" box above it. The main content area contains a bulleted list: "External use slide sample, Bullet (28 pt)", "Sub Bullet #1 (24 pt)", and "Sub-bullet #2 (20 pt)". A red circle highlights a green "CUI" box at the bottom center. Two callout boxes provide notes: one pointing to the seal and another pointing to the "CUI" box. The footer contains the date "18 AUG 2020", the slogan "Ready Now! Shaping Tomorrow...", and the text "POC/Contact Number" followed by a small "1".

- External use slide sample, Bullet (28 pt)
 - Sub Bullet #1 (24 pt)
 - Sub-bullet #2 (20 pt)

NOTE: This information box is 14 pt, noting that the John Parker logo is 90% the size of the Army Star


NOTE: Ensure markings follow DODI 5200.48

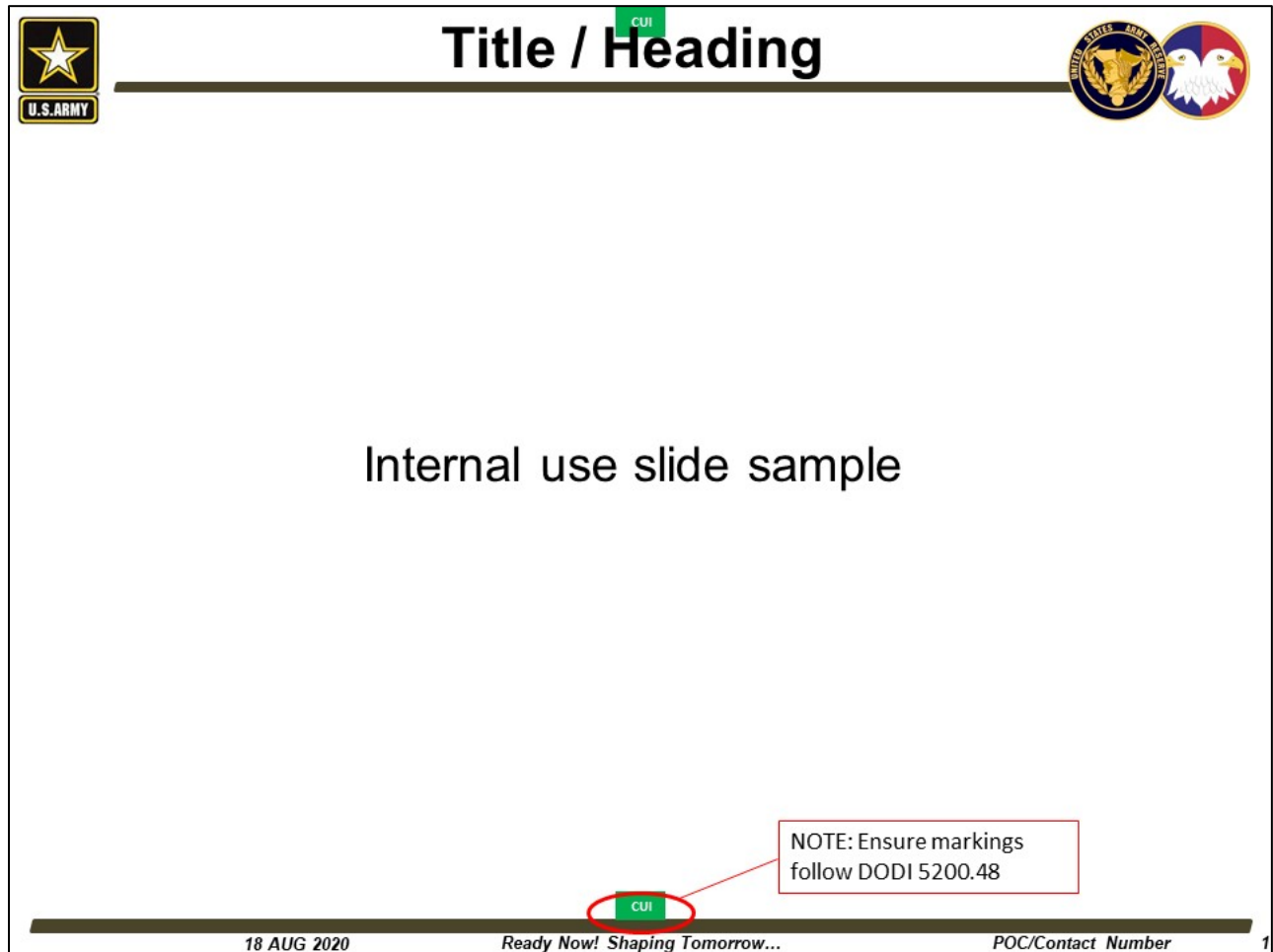
18 AUG 2020 Ready Now! Shaping Tomorrow... POC/Contact Number 1

Note: Replace “Leadership. Energy. Execution.” with “Ready Now! Shaping Tomorrow...” in bold & italic at the bottom.

13. Slide sample #2: Internal use slide

This slide is used by USARC and OCAR personnel when the presenting information to audiences **internal** to the Army Reserve.


When viewed in Adobe Acrobat®, the slide template is available in the attachments. Click the paperclip  symbol on the left.

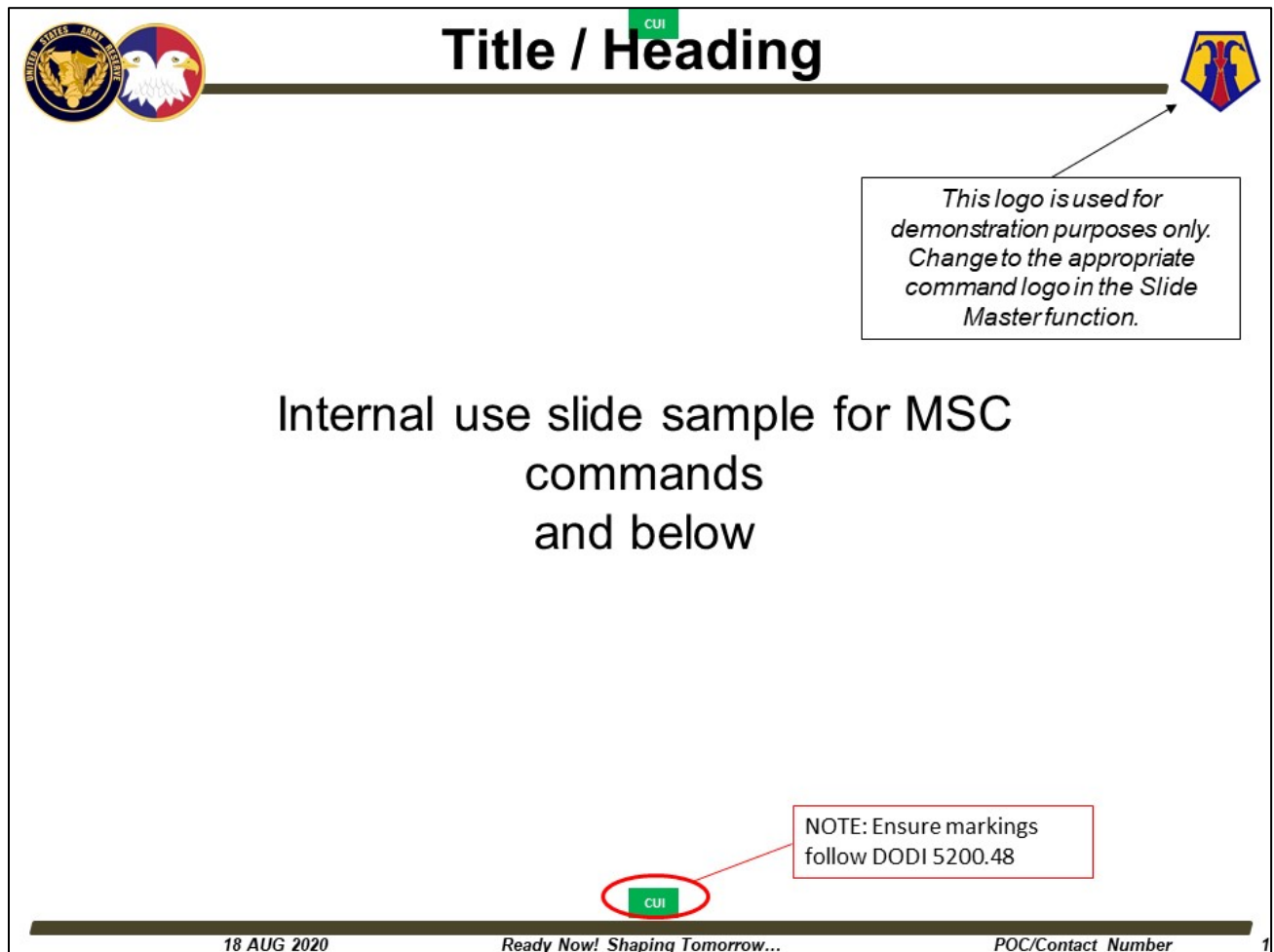


Note: Replace “Leadership. Energy. Execution.” with “Ready Now! Shaping Tomorrow...” in bold & italic at the bottom.

14. Sample slide #3: Internal use only for MSCs and below

This slide is used by MSC commands and below when the presenting information to audiences **internal** to the Army Reserve.


When viewed in Adobe Acrobat®, the slide template is available in the attachments. Click the paperclip  symbol on the left.



Note: Replace “Leadership. Energy. Execution.” with “Ready Now! Shaping Tomorrow...” in bold & italic at the bottom.

15. Slide submissions to Chief of Army Reserve / Commanding General, United States Army Reserve Command


USARC and OCAR personnel use the format below when submitting slide presentations without facer.



U.S. ARMY

CUI

Slides without facer



Slides without facer are printed two per page and double sided. Remove boarder when printing to maximize size of the slide. Flip page on long edge.

Document Options **1. Print both sides**

Print on both sides

Flip pages up


Booklet layout: Off

Pages per sheet: 2 pages per sheet

Print page borders **2. Remove boarder when printing to maximize size of the slide.**

Page order: Right, then Down

Orientation: Portrait Landscape Rotate by 180 degrees



3. Flip page on long edge.

CUI

18 AUG 2020



Ready Now! Shaping Tomorrow...

POC/Contact Number 1

16. Slide submissions to Chief of Army Reserve / Commanding General, United States Army Reserve Command



USARC and OCAR personnel use the format below for a Facer Slide.

CUI



Facer Slide for Topic 1

***Facer slides are on odd number slide. When printing two slides per page, facer slide positioned on top.**



CUI



18 AUG 2020Ready Now! Shaping Tomorrow...POC/Contact Number

2



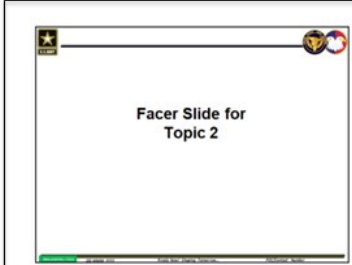
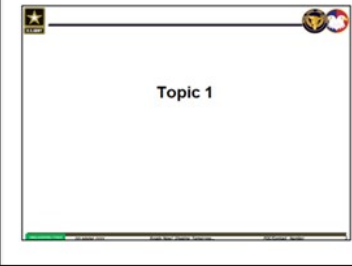

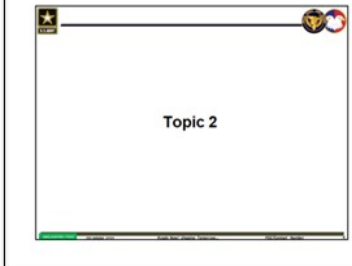
17. Slide submissions to Chief of Army Reserve / Commanding General, United States Army Reserve Command

USARC and OCAR personnel use the format below when submitting slide presentations with more than two slides.

CUI



Facer Slide for Topic with more than two slides.

 <p>Facer Slide for Topic 1</p>	 <p>Topic 1 continues</p>	 <p>Facer Slide for Topic 2</p>
 <p>Topic 1</p>	<div style="border: 2px solid red; padding: 5px;"><p>Intentionally left blank</p><p style="color: red; font-size: small;">When a topic has no slides, insert a BLANK slide after the second slide for the next facer to print at the top again.</p></div>	 <p>Topic 2</p>

CUI

18 AUG 2020Ready Now! Shaping Tomorrow...POC/Contact Number

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