DEPARTMENT OF THE ARMY
U.S. Army Corps of Engineers
WASHINGTON, D.C. 20314-1000

REPLY TO
ATTENTION OF:

18 JUN 1998

CEIM-I (25-1)

MEMORANDUM FOR Commanders/Directors, Major Subordinate Commands, Laboratories, and Field Operating Activities, HQUSACE, Directors and Chiefs of Separate Offices

SUBJECT: USACE Graphic Standards and Custom Logos

1. One of my foremost responsibilities and objectives is to establish a vision for this organization. I want to communicate commitment, solidarity of purpose and value to the team at all echelons of the Army and with each of our customers and partners.

2. A method utilized to communicate such purpose, commitment and relationships, is the use of graphic symbolisms. To that end, the cover of my Strategic Vision brochure, contains a new graphic symbol, the "Vision" Icon, comprised of the MACOM shoulder sleeve insignia overlaying a silhouette of the "Traditional" Castle logomark.

3. By combining the "Traditional" Castle, a symbol which has become a hallmark for Corps mission and service to the nation, together with the Army MACOM shoulder sleeve insignia, it communicates our vital role as an Army team player in providing global engineering support, a unified Engineer Force of high quality, dedicated soldiers and civilians. Our alliance and solidarity as a vital part of the Engineer Regiment with the Army team is critical to our success.

4. Recently I have observed the use of various customized graphic logos throughout the Corps. These logos are increasingly found on INTERNET Home Pages, web sites, printed materials, exhibits and other information products. While these logos may inspire individuality and recognition for individual organizations, such practices detract from a unified command appearance and recognition.

5. I must emphasize that the USACE Graphic and Signage Standards are the only "official" identification programs to be used to visually identify the command. Care must be taken to not jeopardize our Corporate symbol when satisfying a more focused subordinate management objective. USACE has invested significant resources over a long period of time in the development

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and establishment of a Graphic Standards Program to standardize our corporate image (contemporary castle and signature - "US Army Corps of Engineers" or traditional castle without a signature). The program has established an instantly recognizable emblem of the Corps throughout industry and the American public. The unified signage program has reduced liability claims and also realized cost avoidance by taking advantage of volume purchasing of signage materials.

6. To ensure the "Vision Icon" and "Graphic Standards" are used effectively, the following guidance is provided.

a. Use the Vision Icon only for internal command or in Department of Defense briefings, Vision related marketing materials, information papers, and other short-term communication products. It should not be placed on USACE publications (Regulations, Circulars, Manuals, Pamphlets or other engineering and design criteria), signage, exhibits or any information product intended for public audiences.

b. Customized graphic logos for individual USACE organizations will not be used for any purpose other than employee morale welfare activities. These unauthorized logos are prohibited for any other use or application.

c. The USACE Graphic Standards (Registered and Patented Trademarks: Contemporary Castle and Signature and the Traditional Castle; see EP 310-1-6) will be used on all communication products such as brochures, slide shows, video productions, exhibits, signage and other business related information products intended for distribution or viewing by commercial or public audiences. The graphic standards should also be applied to any long term product used for internal communications (command briefings, and historical brochures).

7. Further information and assistance on use of the Vision Icon or application of the Graphic Standards may be obtained by contacting the USACE Graphic Standards Program Coordinator, Charles A. Gregory at 202-761-1813 or by E-Mail: charles.a.gregory@usace.army.mil

JOE N. BALLARD
Lieutenant General, USA
Commanding