



U.S. ARMY BRAND GUIDELINES

About this document

This document deconstructs and defines the system of visual elements that together make the U.S. Army brand unique and instantly recognizable.

In this guide, we show how to use our new visual identity and all its supporting elements. We explain why these elements serve our brand positioning and how they help us tell a consistent and compelling story about the U.S. Army.

Brand guidelines exist to inform design professionals as they create appealing and effective design solutions within a carefully considered system. When the guidelines are followed, the visual expressions of the U.S. Army will remain consistent and distinct.

The U.S. Army's scope and scale require a broad range of brand elements. Our brand identity system is grounded in fundamental principles that enable it to flex across various formats while remaining unified and cohesive.

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01 BRAND STRATEGY

Brand strategy

BRAND POSITIONING

Possibilities

The U.S. Army is literally a body of possibilities—from Active to Reserve to National Guard, there are more ways to improve one's life and the lives of millions in the U.S. Army than in any other institution on Earth.

BRAND PILLARS

Passion & Purpose

We are mission-driven and inspire our people to be the best they can be.

Community & Connection

We build meaningful connections and a community where everyone is welcomed, understood, and accepted.

02 IDENTITY PRINCIPLES

Identity principles

Clear

Confident

Human

The U.S. Army brand identity is built to authentically reflect, with every expression, the unique culture and distinguished history of the organization. It reflects the U.S. Army's optimism, pride, and rigorous attention to detail. And it is grounded in simple, durable, no-nonsense design principles that help to ensure it is executed with discipline, consistency, and excellence.

Identity principles

The U.S. Army brand identity is grounded in simple, durable, no-nonsense design principles that help to ensure it is executed with discipline, consistency, and excellence.

Clear

Above all, U.S. Army communications must be direct and unambiguous.

In everything we create, we focus on eliminating all but the essential. Messages should be simple, crisp, and effective.

CONSIDERATIONS:

- Is the message direct and easy to understand?
- Does it achieve its purpose simply and economically?
- Does anything superfluous remain?

Confident

The Army's unwavering commitment to its mission and our nation manifests in all we create.

The U.S. Army expresses itself with certainty, conviction, and optimism. It demonstrates belief in positive outcomes and in its unique ability to enact them.

CONSIDERATIONS:

- Does the communication capture attention and inspire action?
- Is it purposeful and assured?
- Does it sound like a leader—secure and trustworthy?

Human

People are the heart of the U.S. Army, and the brand should reflect this truth.

We connect with our audiences in direct, personal ways. We strive to facilitate easy engagement and illuminate authentic purpose and passion whenever possible.

CONSIDERATIONS:

- Does the communication feel personal and relatable?
- Does it convey the importance of diversity and equity?

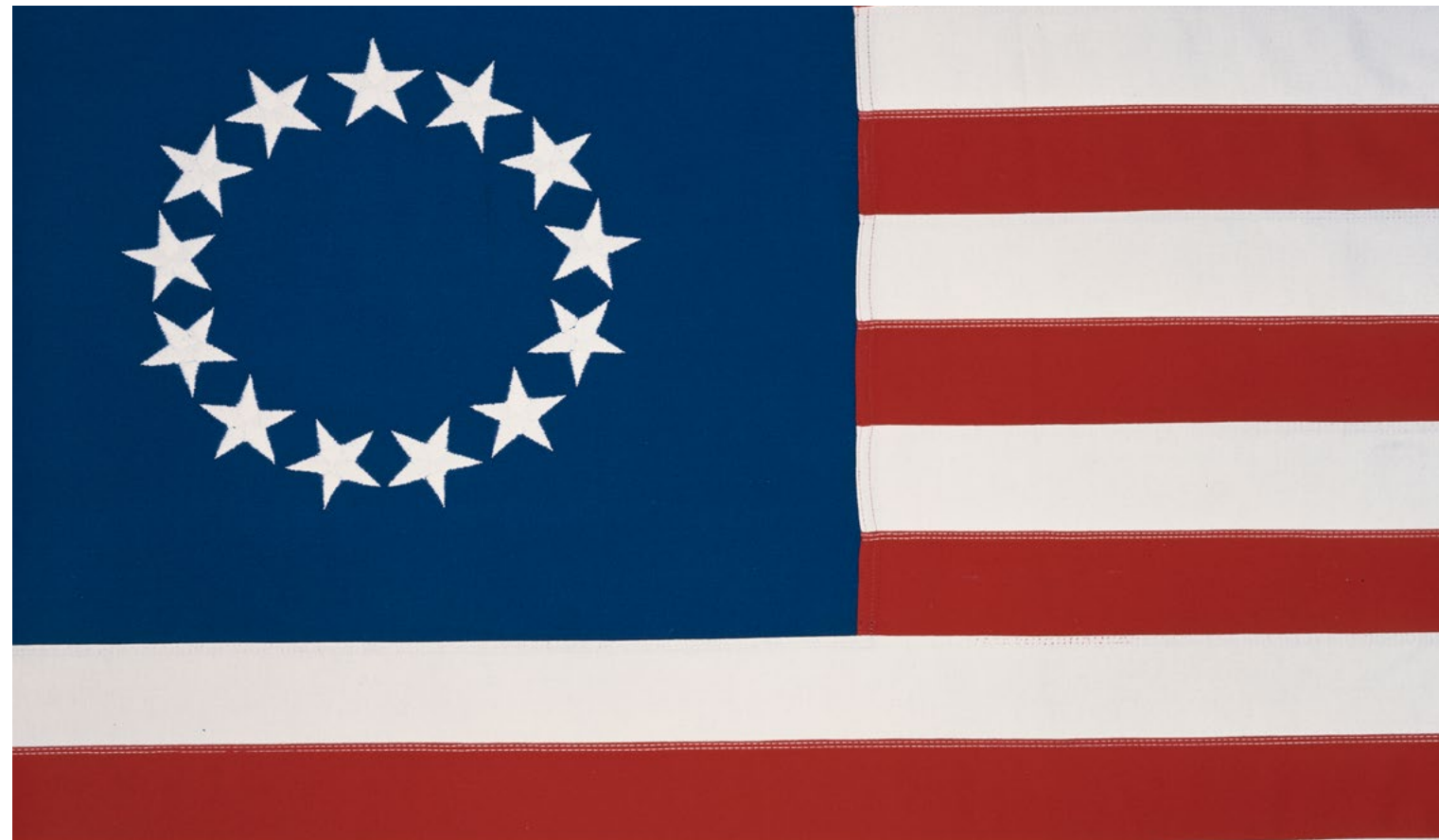
03 LOGO

Our logo is the simplest but most recognizable and ubiquitous symbol of our brand, a succinct graphic expression of who we are, what we do, and what we stand for. Its design necessarily influences the other elements of our identity system.

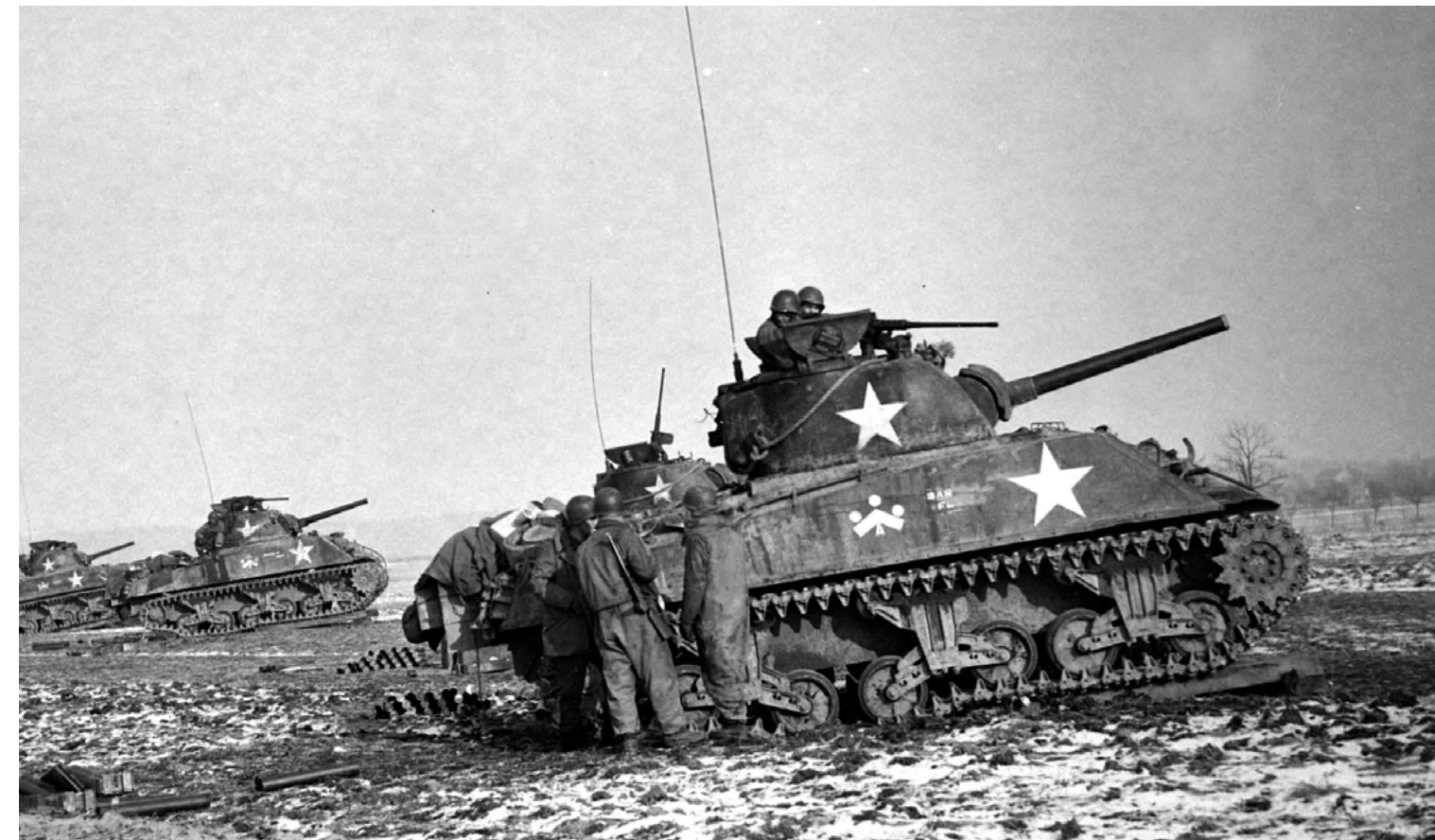
- THE U.S. ARMY STAR 10
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The U.S. Army star

Stars, in their many shapes and styles, are among the most ubiquitous and enduring symbols in the human visual vocabulary. The five-pointed star is a particularly powerful symbol in American history and culture.



In the words of the continental congress, the 13 stars in the first U.S. flag represented “a new constellation.” Over time, both the number and configuration of the stars have mirrored ideological and literal changes in America.



The Allied star first served a very practical role, in World War II, as a way of simply and clearly identifying U.S. and Allied vehicles.

It quickly became an immutable symbol of American values, strength, and determination—and of the U.S. Army’s mission to protect them.



The U.S. Army star is an enduring brand beacon and an indelible link to its heritage and that of the country it serves. It is a timeless symbol that invokes the future and its limitless possibilities.

It is unmistakably Army.

The U.S. Army Logo

Our logo represents possibilities. The possibility of great personal achievement within an organization of great performance and success. To be a star among stars. To be all that you can be, arm in arm with all who serve.

It proudly elevates and amplifies the U.S. Army name and all it represents. It is clear, direct, and simple—yet a highly responsive and adaptable visual asset.



THE U.S. ARMY PRIMARY LOGO

Logo formats

The U.S. Army logo is available in both vertical and horizontal configurations.

The logo's size, position, spacing, and relationship to its surrounding elements have been carefully defined and should not be altered in any way other than as outlined in these guidelines.

Logo 1 is the horizontal configuration. It is the preferred and primary lockup. It should always be used unless format dictates otherwise.

Logo 2 (stacked) is the vertical configuration. It is the alternate and secondary lockup. It should be used only in cases where the primary lockup is not appropriate.



LOGO 1 HORIZONTAL



LOGO 2 VERTICAL

Logo centered placement

When positioning the logos in the center of a page or holding block, it is important that the logos be **optically centered**.

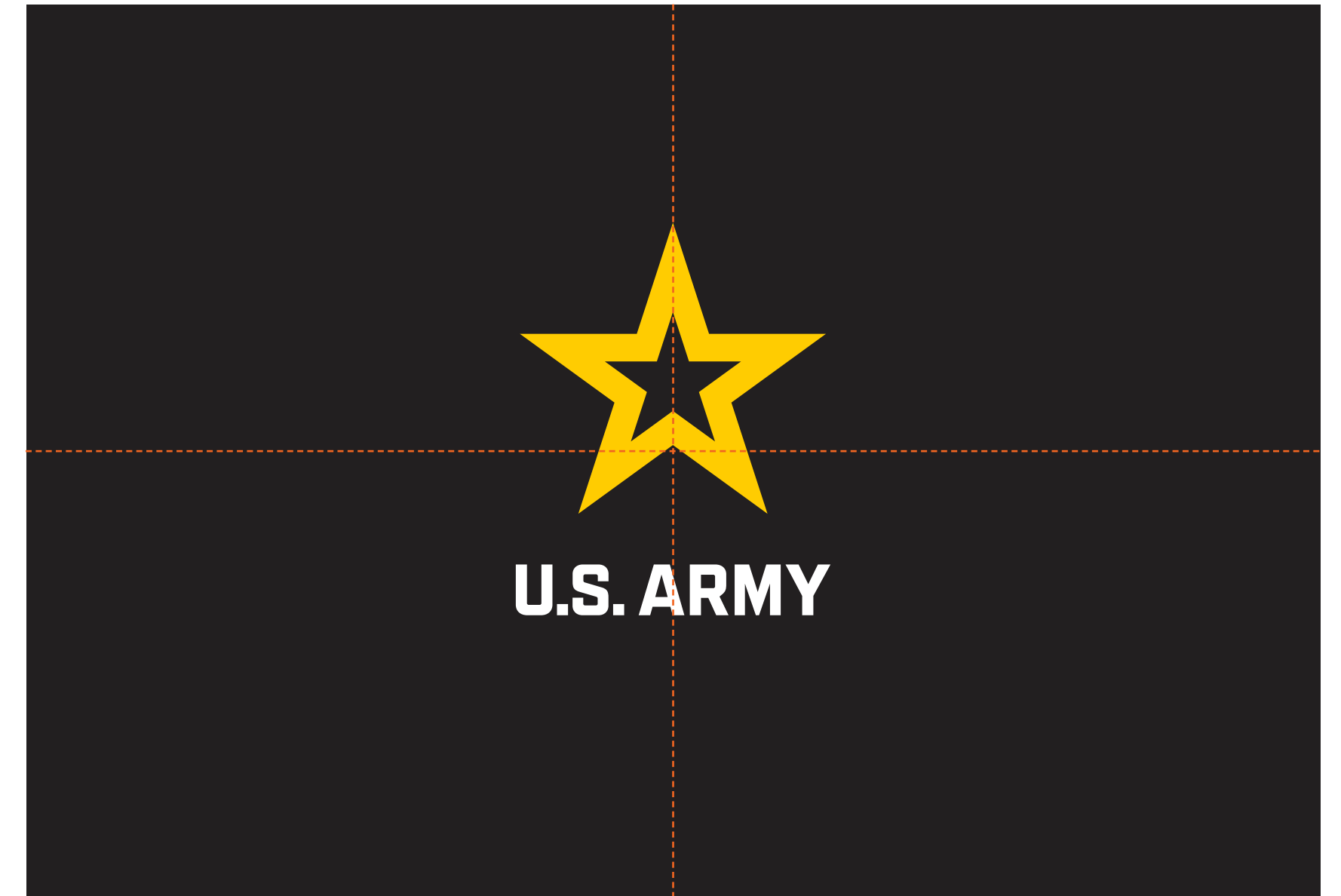
Features within the logos provide guides for optically centering in a consistent way.

To optically align Logo 1, align the middle point of the outer star along the horizontal center axis, as shown. Align the left side of the second period of the wordmark along the vertical center axis, as shown.

To optically align Logo 2, align the bottom point of the outer star along the horizontal and vertical center axis, as shown at right.



LOGO 1 HORIZONTAL



LOGO 2 VERTICAL

Logo clear space

Maintaining an appropriate amount of space around our logo ensures that it is clear and legible. Always follow this spacing requirement and keep other graphic elements and text out of this area.

Clear space around our logo is based on the **height of the letter “A” in our wordmark**. It helps ensure that the U.S. Army logo is easy to read and recognize.

Retain a minimum clear space of the “A” height around all sides of Logo 1 and two “A” heights around all sides of Logo 2, as shown.



LOGO 1 CLEAR SPACE

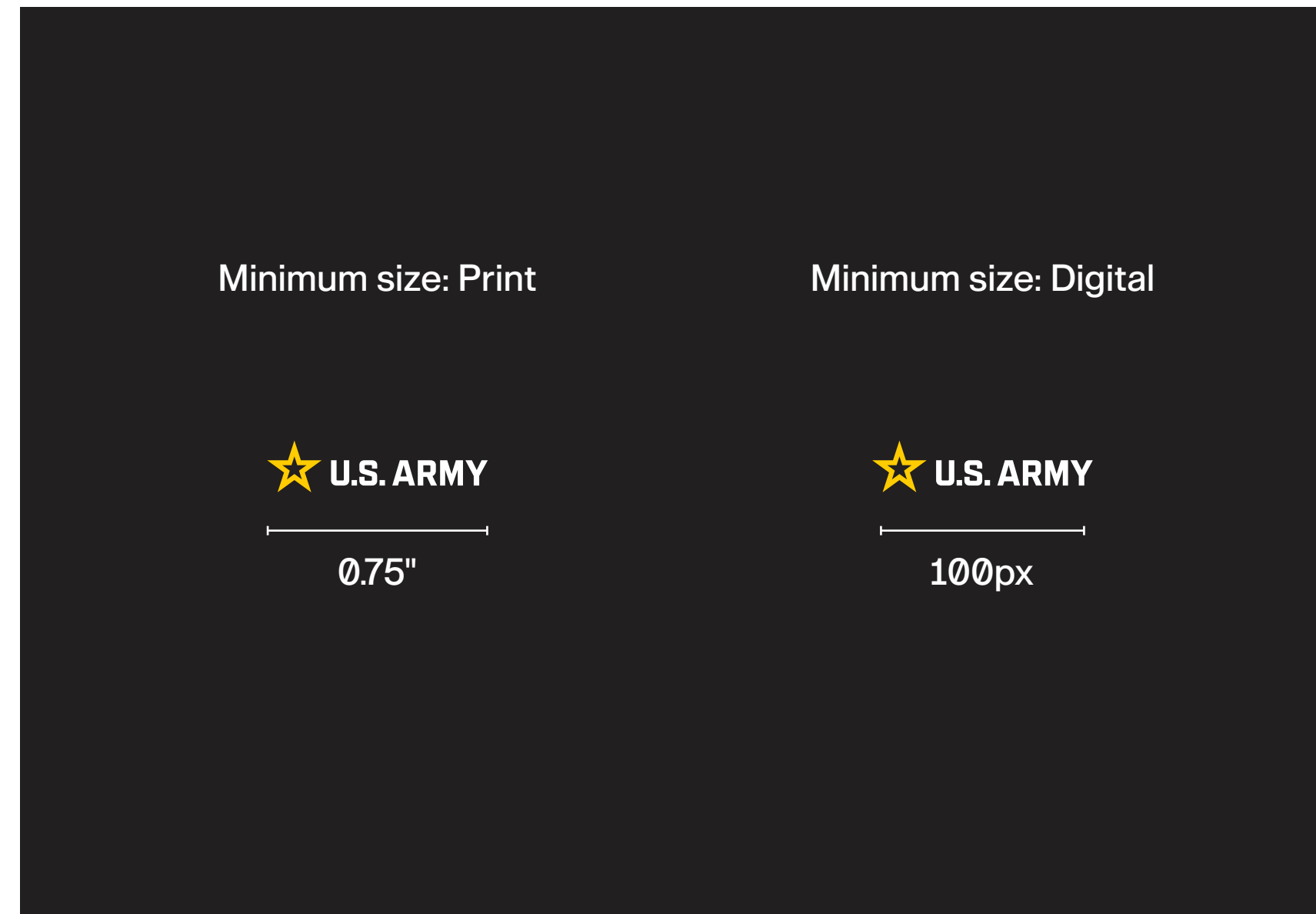


LOGO 2 CLEAR SPACE

Logo minimum size

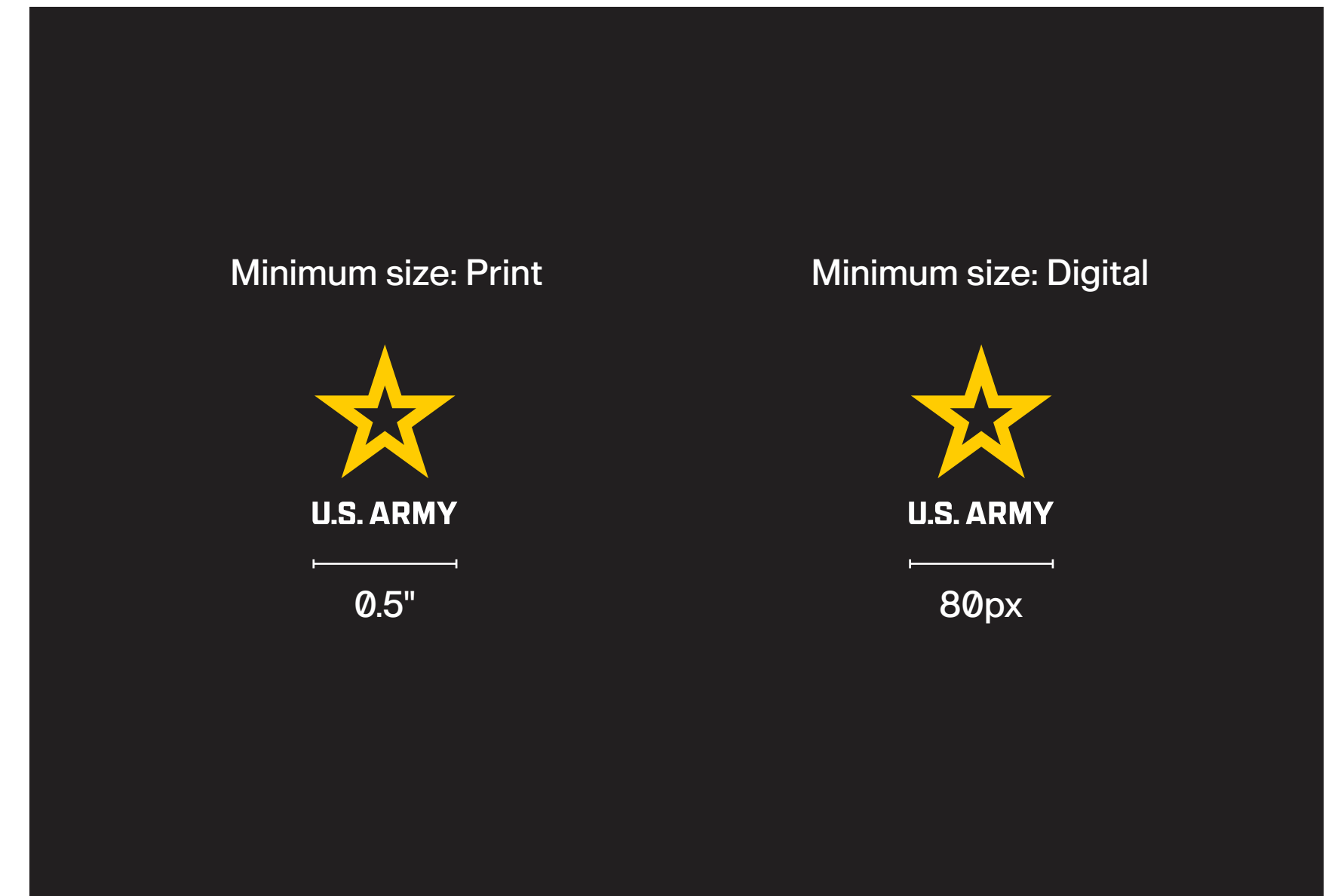
Avoid representing the primary logo or secondary logo smaller than the minimum size. Always be sure to present the logos in a way that is clear, legible, and impactful.

For some digital applications with restricted dimensions, such as web banners, the logo may need to be smaller than the suggested minimum size. In such special cases, retain as much legibility as possible.



LOGO 1 MINIMUM SIZE

**MINIMUM SIZE FOR PRINT APPLICATIONS IS 0.75" WIDE.
MINIMUM SIZE FOR DIGITAL APPLICATIONS IS 100PX WIDE (24PX TALL).**



LOGO 2 MINIMUM SIZE

**MINIMUM SIZE FOR PRINT APPLICATIONS IS 0.5" WIDE.
MINIMUM SIZE FOR DIGITAL APPLICATIONS IS 80PX WIDE (100PX TALL).**

Logo color usage

Multiple versions of the logo have been created for different uses.

The preferred versions of **Logo 1** and **Logo 2** are the reverse version. Use the correct color logo for your needs. **Do not** re-color logos.



LOGO 1
PREFERRED REVERSE VERSION



LOGO 1
POSITIVE VERSION



LOGO 1
ARMY BLACK VERSION



LOGO 2
PREFERRED REVERSE VERSION



LOGO 2
POSITIVE VERSION



LOGO 2
ARMY BLACK VERSION

Logo background usage

The preferred reverse logo, when placed on a solid color background will usually appear on the Army Black. It may also appear on Army Green.

When placed over an image, use the reverse logo. Be sure to guarantee that the logo maintains enough contrast with the background image to maintain clarity and legibility.

On a white background, use either the positive logo or black logo.

On an Army Gold background, use the black logo.

On any other official U.S. Army color background, use the black logo.



LOGO 1
REVERSE ON ARMY BLACK



LOGO 1
REVERSE ON ARMY GREEN



LOGO 1
REVERSE ON IMAGE



LOGO 1
POSITIVE ON WHITE



LOGO 1
BLACK ON ARMY GOLD

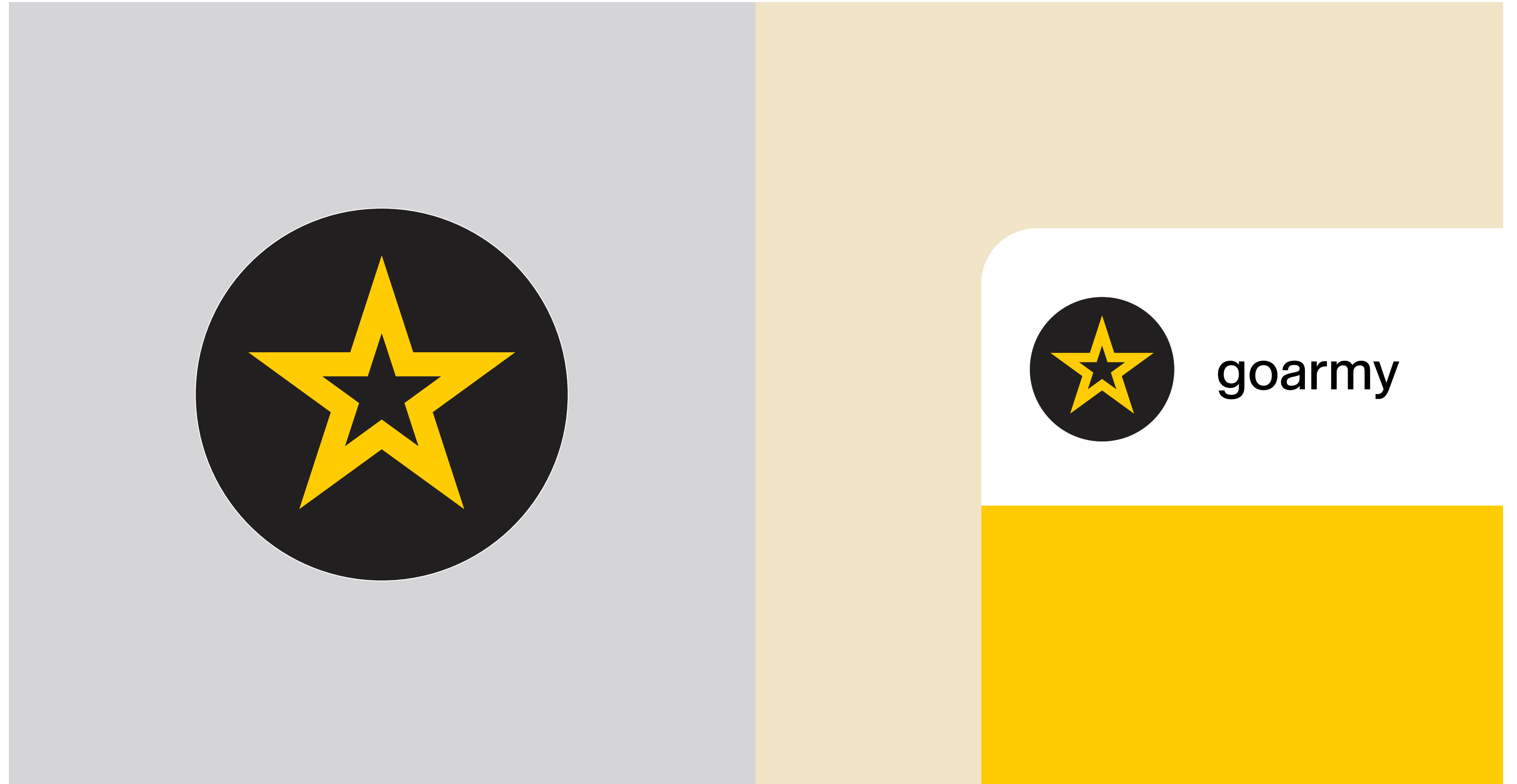


LOGO 1
BLACK ON TAN

Social media profile image

The U.S. Army star is, in most situations, always locked up with the wordmark. The one exception is as a social media profile image, where the U.S. Army star is prominently presented. In this form, the star acts as a powerful visual mark of the Army.

In the social media profile image, the U.S. Army star appears in Army Gold centered within a circle of Army Black and should retain a consistent distance from the edge of the circle.



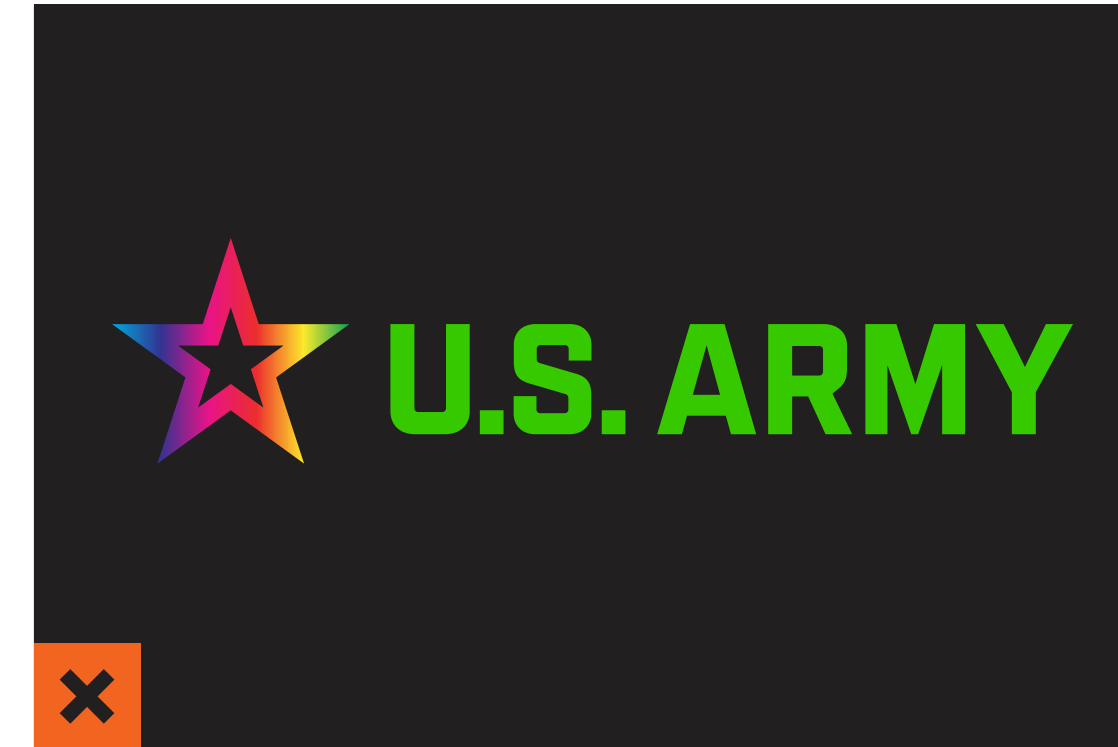
SOCIAL MEDIA PROFILE IMAGE

Logo: things to avoid

The examples on this page illustrate some, but not all, potential misuses of the logo. These rules apply to all versions of the logo.



DON'T REARRANGE OR MODIFY SIZE OF LOGO ELEMENTS.



DON'T CHANGE COLOR OF THE SYMBOL OR WORDMARK.



DON'T ADD DROP SHADOWS OR OTHER EFFECTS.



DON'T CREATE VERSIONS OF THE LOGO WITH DIFFERENT STAR OR TYPEFACES.



DON'T USE THE LOGO AS A WATERMARK.



DON'T PLACE THE LOGO TOO CLOSE TO OTHER ELEMENTS, SUCH AS TEXT, IMAGES, OR THE EDGE OF THE PAGE.

04 COLOR

The U.S. Army color palette is a dynamic and distinctive signifier of the U.S. Army brand. Used to its best effect, it serves to unify all elements across our brand architecture.

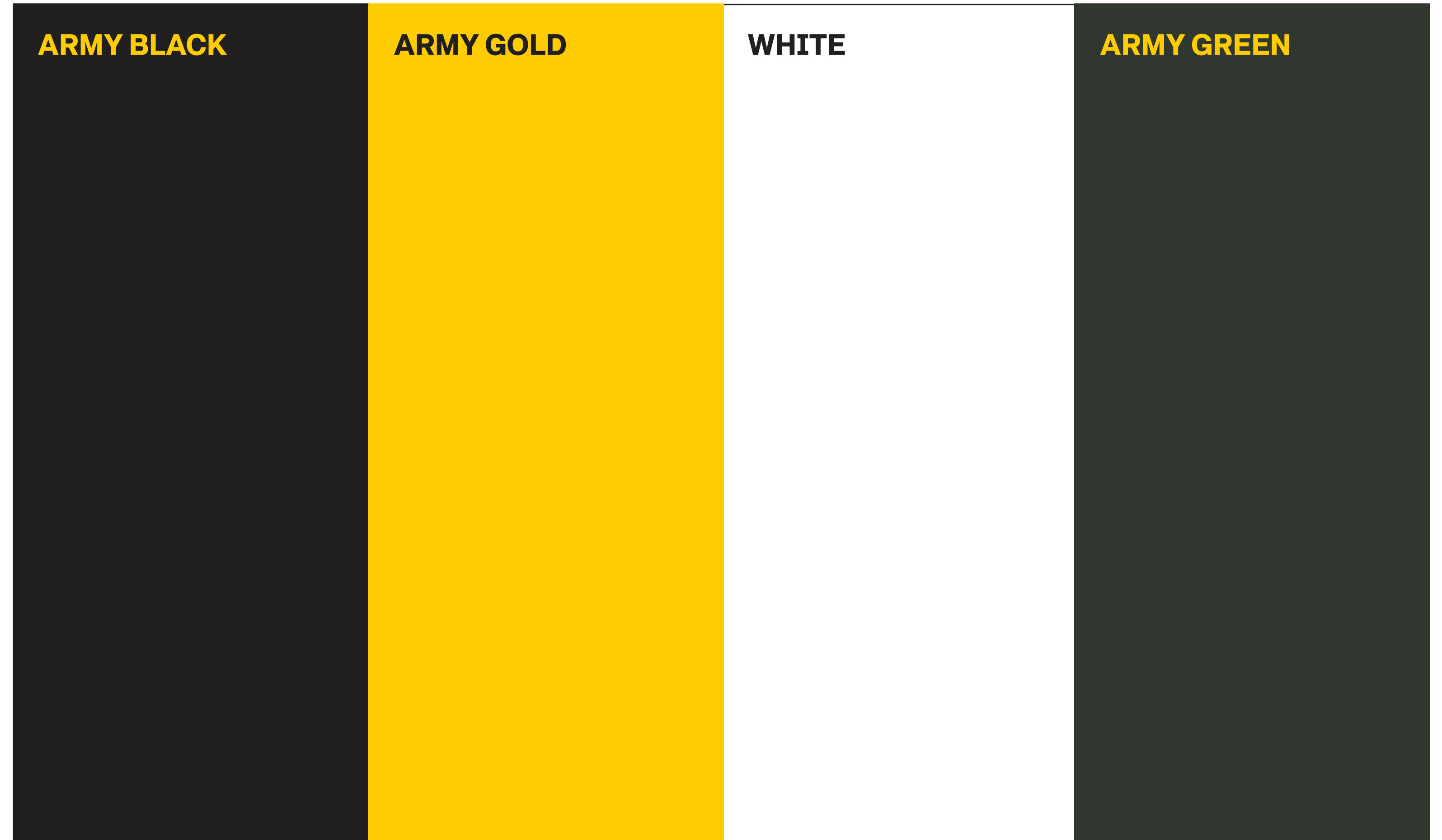
- PRIMARY COLOR PALETTE 21
- SECONDARY COLOR PALETTE 22
- COLOR HIERARCHY 23
- COLOR PALETTE SPECIFICATIONS 24
- COLOR COMBINATIONS 25
- SPECIAL-USE COLORS 26
- COLOR ACCESSIBILITY 27
- COLOR: THINGS TO AVOID 28

Primary color palette

The U.S. Army primary color palette is inspired by its namesake, *Gunpowder*, and has been extended with Army Green, a color synonymous with the authentic, realistic U.S. Army experience.

The primary color palette is the set of colors used for most communications.

Use the color values shown at right to build and produce designs that are consistent, repeatable, and on-brand in all media.



Secondary color palette

The secondary color palette is authentic to military history, finishes, and material.

It expands the set of colors for use in data visualization, digital design, and motion graphics.

Use the color values shown at right to build and produce designs that are consistent, repeatable, and on-brand in all media.



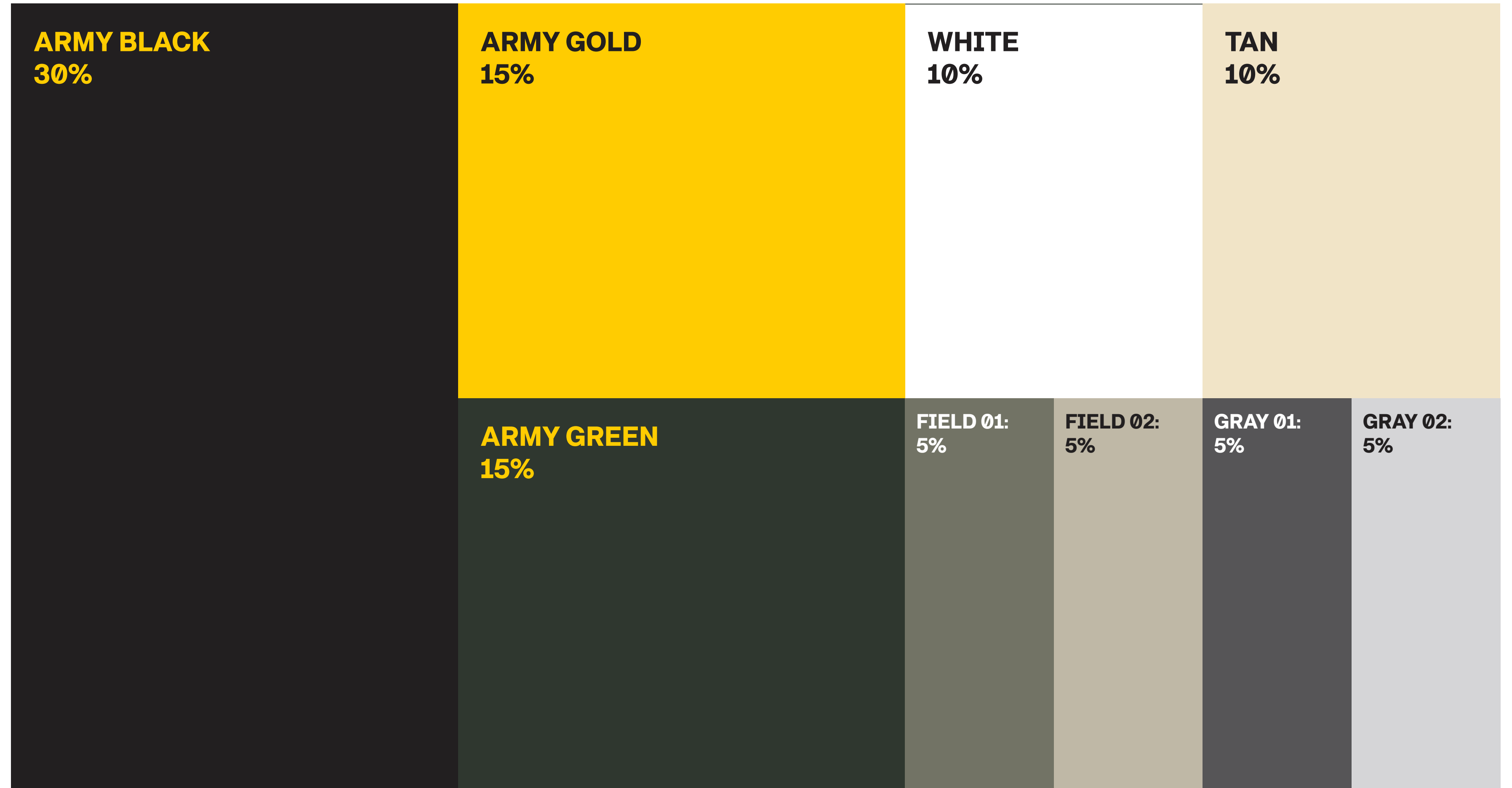
Color hierarchy

The spectrum on the right conveys the hierarchy of our color system for color usage.

Army Black is the U.S. Army's primary background color.

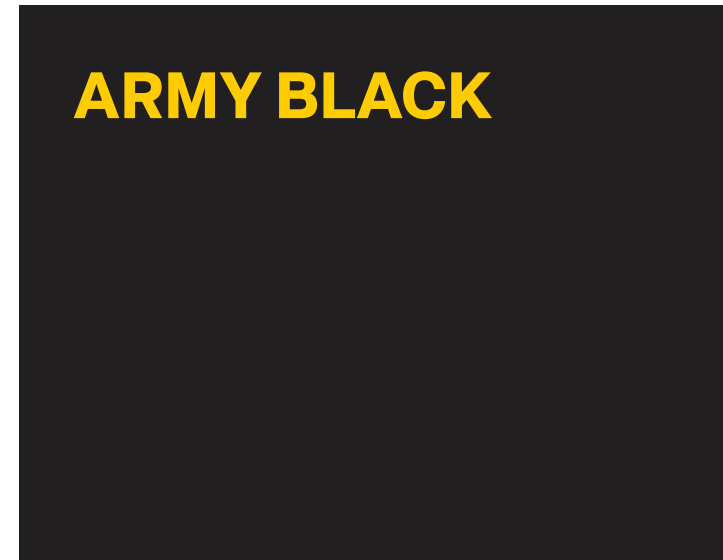
Army Gold typography on **Army Black** background is the U.S. Army's primary color combination, and it should be used for most enterprise applications.

Army Gold, Army Green, and Tan are used as background colors on ephemeral communications, such as campaigns, social media, etc. These bring variety and flexibility to the color system.



Color palette specifications

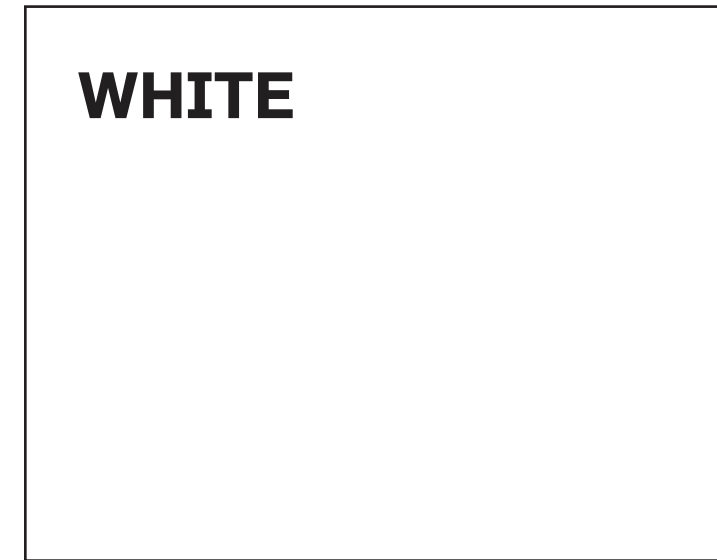
PRIMARY COLOR PALETTE



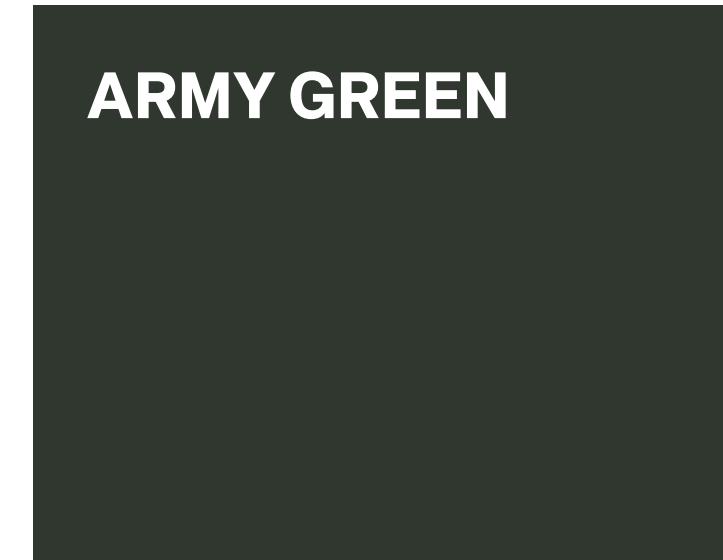
RGB 34 31 32
HEX #221F20
PMS BLACK 3 C
CMYK 20 30 30 100
1-COLOR 100K



RGB 255 204 1
HEX #FFCC01
PMS 123 C
CMYK 0 25 95 0

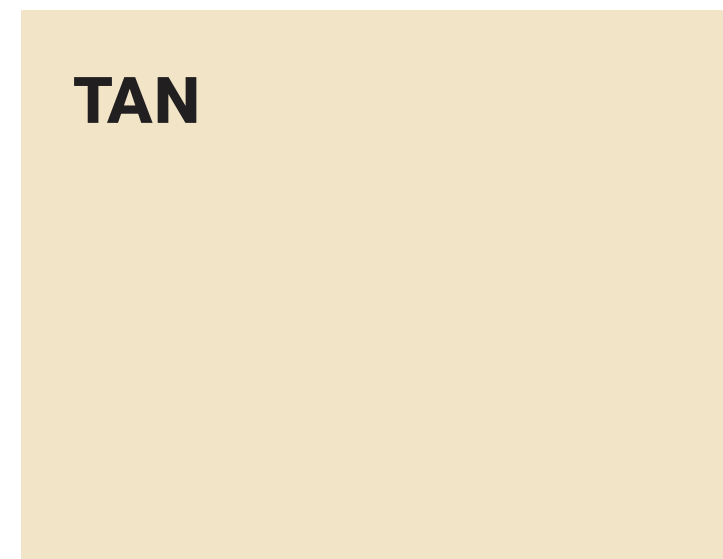


RGB 255 255 255
HEX #FFFFFF
CMYK 0 0 0 0



RGB 47 55 47
HEX #2F372F
PMS 4224 C
CMYK 73 53 77 57

SECONDARY COLOR PALETTE



RGB 241 228 199
HEX #F1E4C7
PMS 9184 C
CMYK 3 8 17 0



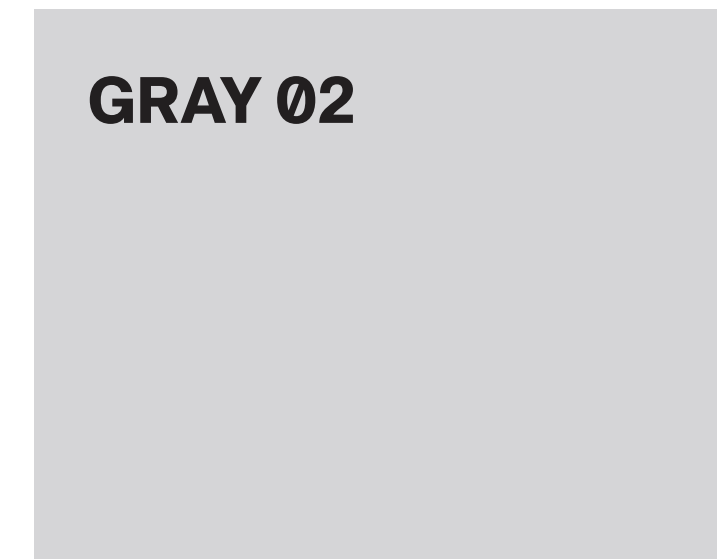
RGB 114 115 101
HEX #727365
PMS 416 C
CMYK 55 45 58 16



RGB 191 184 166
HEX #BFB8A6
PMS 7535 C
CMYK 26 23 34 0



RGB 86 85 87
HEX #565557
PMS COOL GRAY 11 C
CMYK 67 57 54 30
1-COLOR 85K



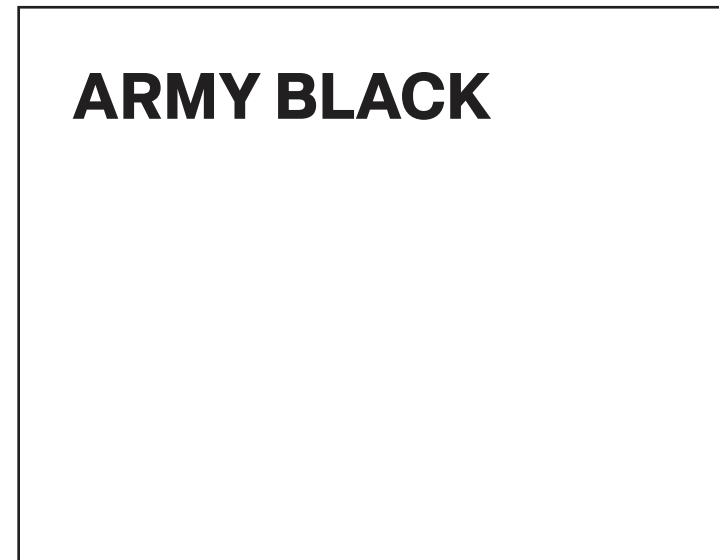
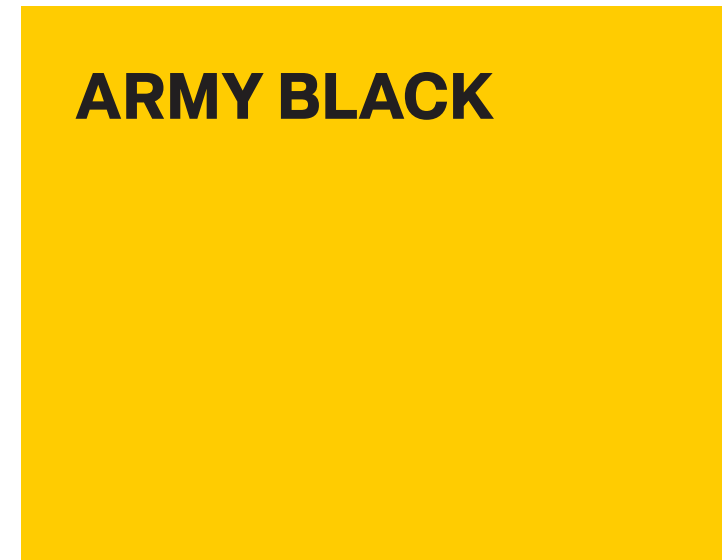
RGB 213 213 215
HEX #D5D5D7
PMS COOL GRAY 3 C
CMYK 15 12 11 0
1-COLOR 20K

Color combinations

PRIMARY COLOR PALETTE



ONLY USE WHITE ON ARMY BLACK TOGETHER WITH ARMY GOLD.



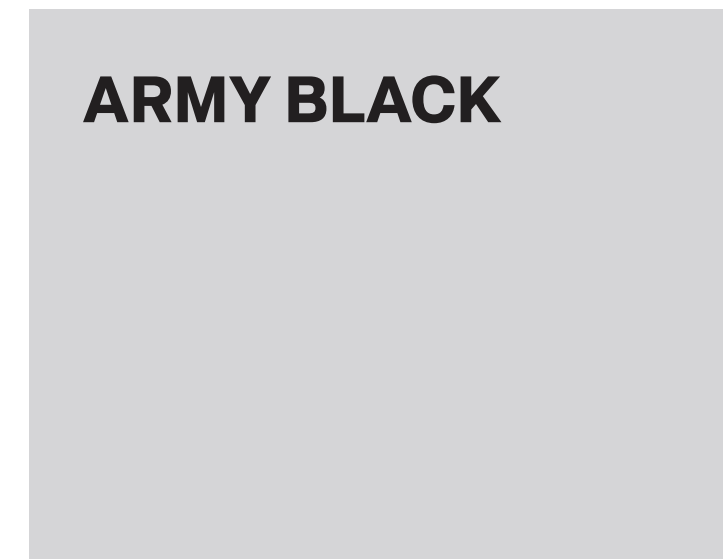
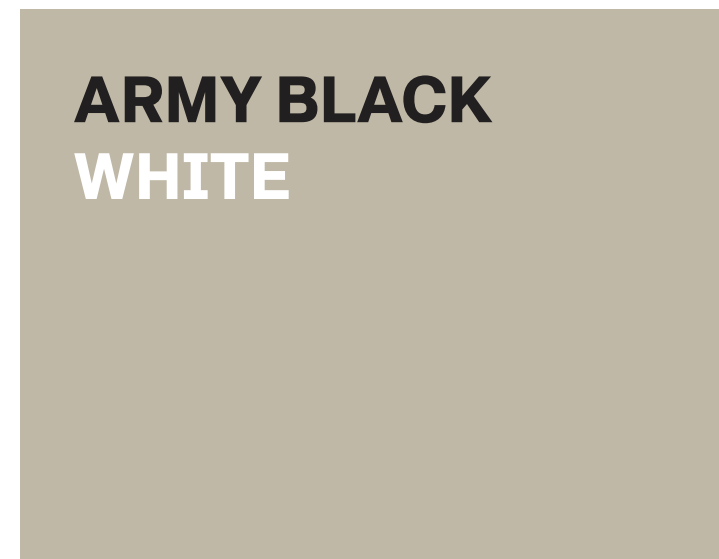
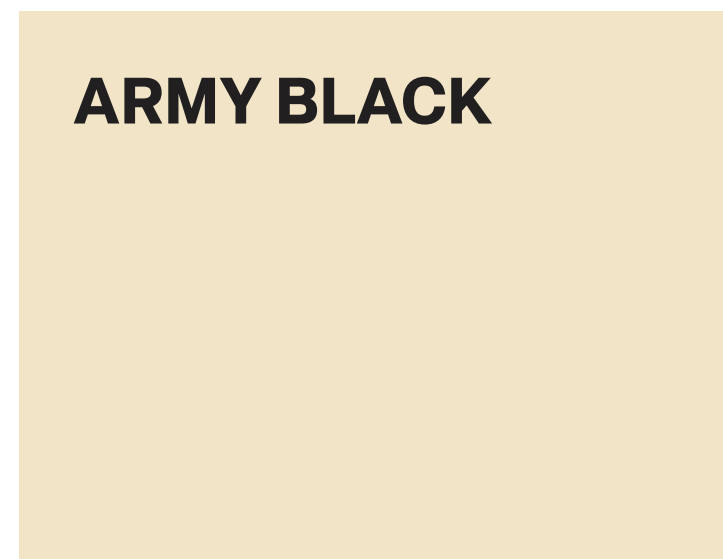
ON ARMY GREEN BACKGROUNDS USE EITHER ARMY GOLD OR WHITE.



ONLY USE WHITE ON IMAGES TOGETHER WITH ARMY GOLD.

MAKE SURE THE IMAGE HAS ENOUGH CONTRAST, OTHERWISE ADD A DARK GRADIENT OVERLAY WITH 10-25% OPACITY.

SECONDARY COLOR PALETTE



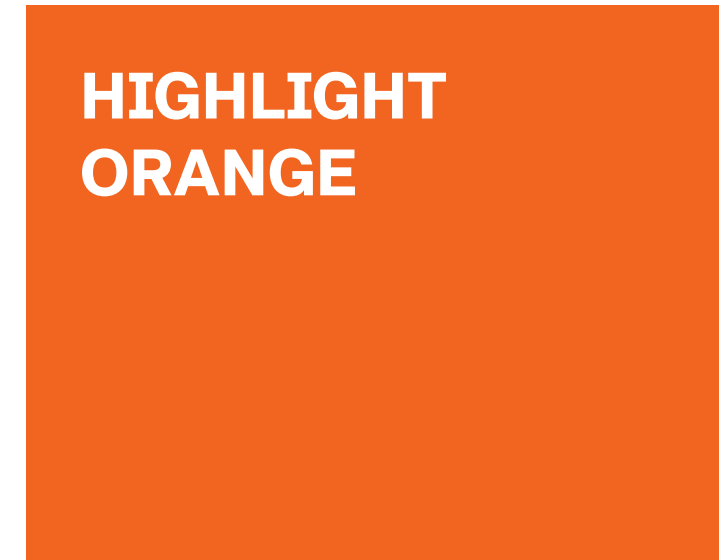
Special-use colors

Special-use colors are employed to highlight details, or when our color palette doesn't provide enough contrast.

This set is used in applications such as maps, data visualization, and presentations, among others.

Usage considerations:

- **Special-use colors** highlight data points or augment primary and secondary colors if they are lacking contrast
- **Highlight Orange** is used in line work when Army Gold lacks contrast, or, in **reporting maps** as an additional map-fill color
- **Highlight Green** is used to convey positive data points, progress, and status, e.g. +20%, completed, etc.
- **Highlight Red** is used to convey negative data points, movement, and status, e.g. -20%, drop, etc.



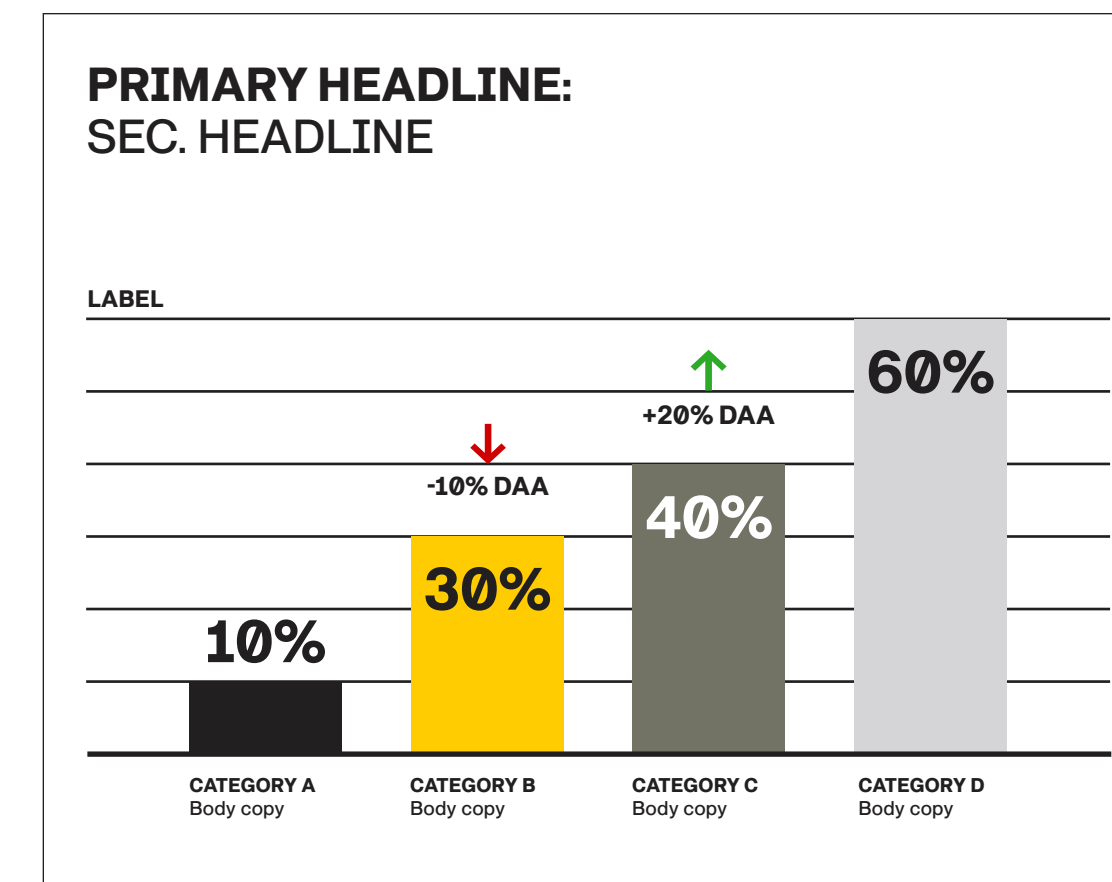
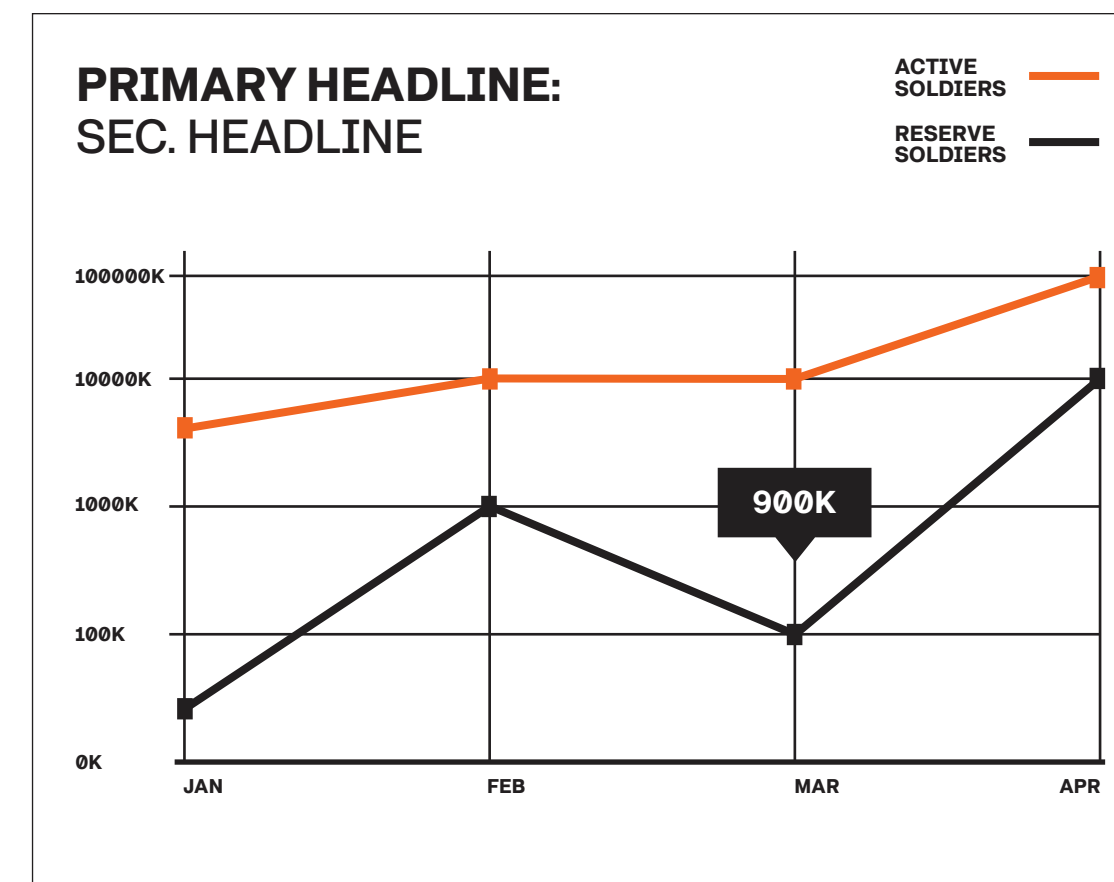
RGB 241 101 33
 HEX #F16521
 PMS 7579 C
 CMYK 0 71 92 0



RGB 45 170 39
 HEX #2DAA27
 PMS 2257 C
 CMYK 90 0 100 0



RGB 207 0 0
 HEX #CF0000
 PMS 185 C
 CMYK 0 100 100 0



SPECIAL COLORS USAGE EXAMPLE

Color accessibility

A key principle of designing for the U.S. Army brand is considering visual accessibility. The WCAG (Web Content Accessibility Guidelines) provides a set of standards that helps us develop content that can be accessed by people challenged by vision, hearing, motor skill and cognitive ability.

An important way to make text elements accessible is by making sure that there is a sufficient amount of color contrast between the color of the text and that of the background.

WCAG identifies a recommended minimum contrast (Success Criterion 1.4.3 Contrast (Minimum) that varies, depending on the size of the type and whether it is bold or not.

- Text smaller than 18pt (regular) or 14pt (bold) must have at least a 4.5:1 contrast ratio with its background
- Text that is 18pt (regular) or 14pt (bold) or larger must have at least a 3:1 contrast ratio with its background

See the the appendix for a [complete WCAG study of the Army brand colors](#).

ARMY GOLD ON ARMY BLACK
APPROVED ABOVE 18 PT & BELOW 18 PT

ARMY BLACK ON ARMY GOLD
APPROVED ABOVE 18 PT & BELOW 18 PT

ARMY GOLD ON ARMY GREEN
APPROVED ABOVE 18 PT & BELOW 18 PT

ARMY BLACK ON TAN
APPROVED ABOVE 18 PT & BELOW 18 PT

ARMY BLACK ON FIELD 02
APPROVED ABOVE 18 PT & BELOW 18 PT

WHITE ON ARMY BLACK
APPROVED ABOVE 18 PT & BELOW 18 PT

ARMY BLACK ON WHITE
APPROVED ABOVE 18 PT & BELOW 18 PT

WHITE ON ARMY GREEN
APPROVED ABOVE 18 PT & BELOW 18 PT

WHITE ON FIELD 01
APPROVED ABOVE 18 PT & BELOW 18 PT

WHITE ON GRAY 01
APPROVED ABOVE 18 PT & BELOW 18 PT

TAN ON ARMY BLACK
APPROVED ABOVE 18 PT & BELOW 18 PT

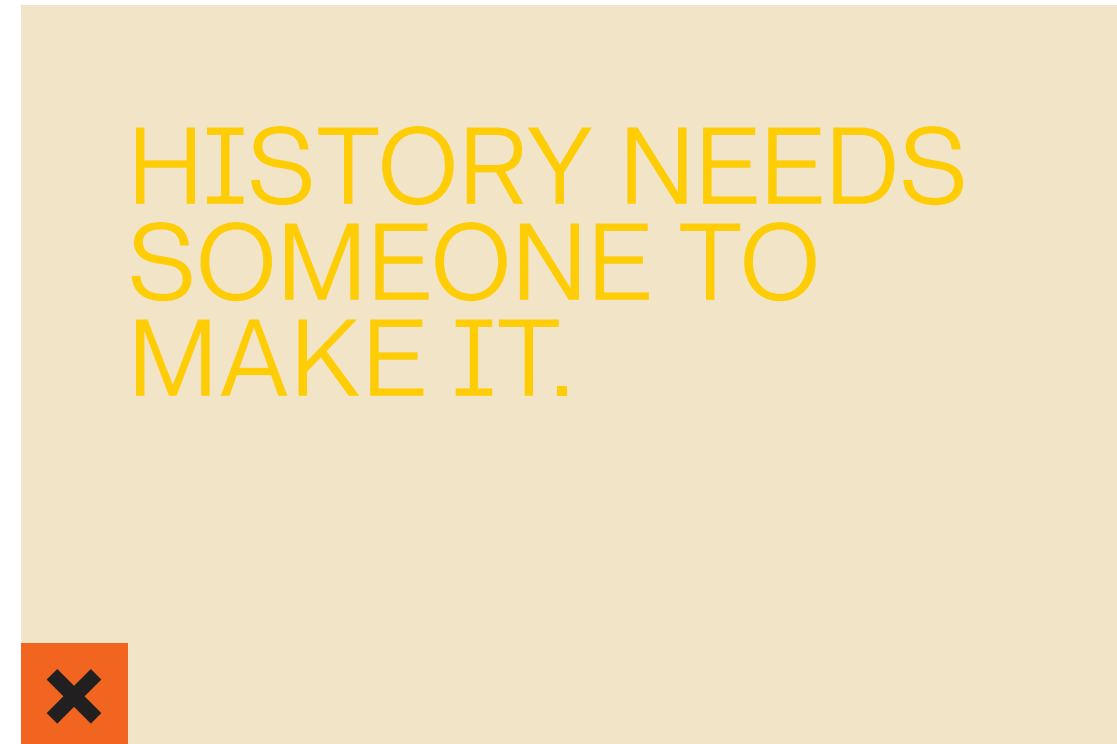
TAN ON ARMY GREEN
APPROVED ABOVE 18 PT & BELOW 18 PT

ARMY BLACK ON FIELD 01
APPROVED ABOVE 18 PT ONLY

ARMY BLACK ON GRAY 02
APPROVED ABOVE 18 PT & BELOW 18 PT

Color: things to avoid

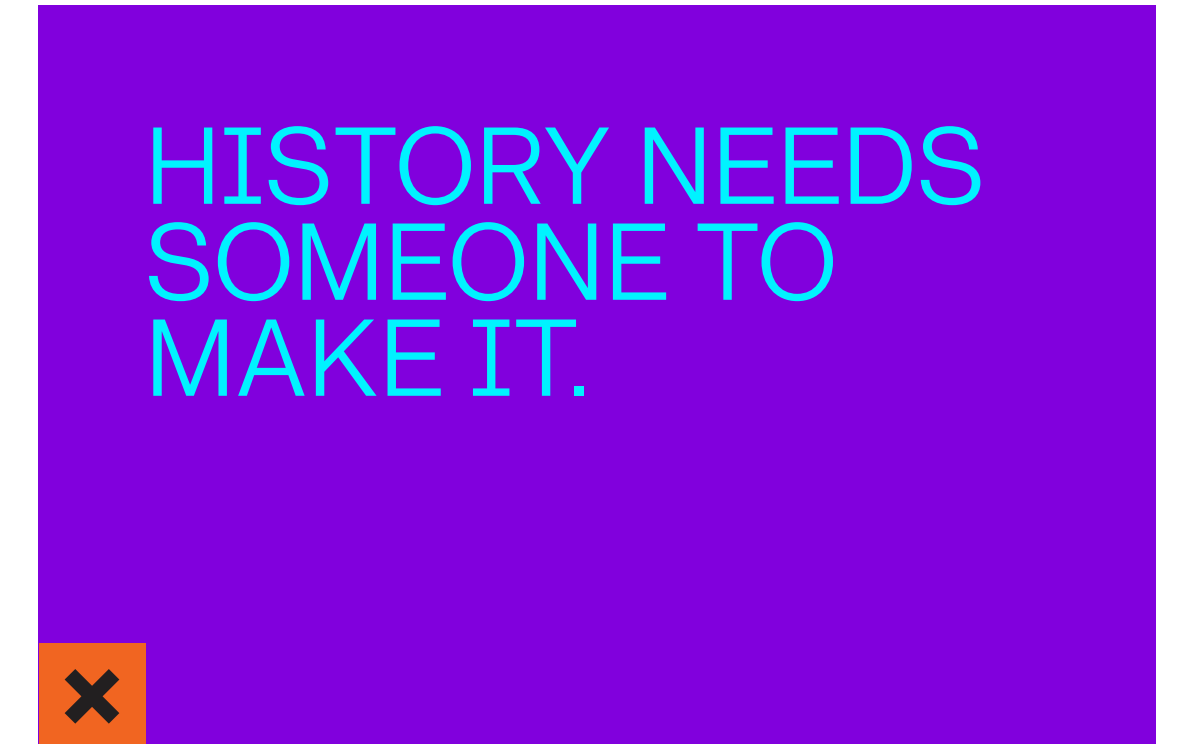
The examples on this page illustrate some, but not all, potential misuses of color.



DON'T USE COLOR COMBINATIONS THAT DON'T HAVE ENOUGH CONTRAST.



DON'T USE SUPPORTING COLORS AS YOUR MAIN COLOR PALETTE. THEY ARE ONLY INTENDED TO HIGHLIGHT SMALL DETAILS.



DON'T USE COLORS THAT ARE NOT PART OF THE U.S. ARMY COLOR PALETTE.



DON'T USE GRADIENTS.



DON'T COMBINE MORE THAN TWO COLORS.



DON'T USE VERY DARK OVERLAYS ON TOP OF IMAGES

05 TYPOGRAPHY

Typography is one way we express our brand voice in visual terms. The nature of our typography influences not only *what* we say as an organization but also *how* we say it.

The U.S. Army's proprietary typeface is designed to meet our unique content needs and present information with clarity and cohesion across a broad range of expressions and media.

- G.I. FONT 30
- G.I. FONT WEIGHTS 31
- G.I. FONT STYLES 32
- G.I. FONT FEATURES 33
- LANGUAGE SUPPORT 34
- TYPOGRAPHIC HIERARCHY 35
- TYPOGRAPHIC SPECIFICATIONS 36
- BASELINE SHIFT 37
- SYSTEM FONT 38
- TYPOGRAPHY: THINGS TO AVOID 39

G.I. font

Our primary typeface: G.I. (Government Issue) is a sans serif font specially designed for the U.S. Army and its communications needs. The usage of the G.I. font is crucial for brand consistency and recognition.

The name is inspired by the U.S. Army's people and unique culture. The character and spirit of the font align with the no-nonsense brand identity principles of being clear, confident, and human.

Designed to perform with clarity and consistency across all branded contexts, the font includes a number of customized elements and U.S. Army-specific features.



EXAMPLES OF THE U.S. ARMY TYPOGRAPHY

G.I. font weights

G.I. font is available in three weights. The numeric value refers to the relative weight, on a scale from 0 to 1,000.

Weight options:

- G.I. 400 (Regular)
- G.I. 530 (Medium)
- G.I. 700 (Bold)

G.I. 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

G.I. 530

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

G.I. 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

G.I. font styles

Italics are part of our typographic system; they're used for quotations or for highlighting specific content in body copy. Avoid using italics in headlines or long paragraphs.

G.I. font is available in italic styles that match the three standard basis weights:

Weight options:

- G.I. 400 Italic (Regular Italic)
- G.I. 530 Italic (Medium Italic)
- G.I. 700 Italic (Bold Italic)

G.I. 400 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

G.I. 530 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

G.I. 700 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

G.I. font features

G.I. font includes custom-designed features across weights and styles to support the U.S. Army's unique communication needs.

- **Slashed 0:** designed to embody the utilitarian spirit of the U.S. Army, the primary 0 is easily identifiable and never to be confused with other letters such uppercase O. The G.I. font also features a conventional 0, which can be used when necessary.
- **Unique characters:** 1 and uppercase I were uniquely designed to increase legibility and prevent confusion with other characters such as lowercase l.
- **Numerals:** the height of the numerals has been aligned with the height of uppercase letters, in order to create a consistent typographic system for alphanumeric expressions.
- **Enclosed numbers:** an alternate numeral set is used to break down information into memorable steps and items.
- **Arrows:** used as directional elements to bring clarity, direction and call to action.
- “@” has been optimized for both lowercase and uppercase (@, @)
- **Full Latin language support**
- **Endmark** ☛: signifies the end of a message, and is used at the end of the last sentence of a document. Use it only in longer-format body copy. This is the typographic equivalent of saying “over.”



Language support

The G.I. font covers **120** languages, with extended Latin versions.

Afrikaans
Albanian
Asu
Azerbaijani
Basque
Bemba
Bena
Bosnian
Catalan
Cebuano
Chiga
Colognian
Cornish
Corsican
Croatian
Czech
Danish
Dutch
Embu
English
Esperanto
Estonian
Faroese
Filipino
Finnish
French
Friulian
Galician
Ganda
German

Gusii
Hungarian
Icelandic
Ido
Inari Sami
Indonesian
Interlingua
Irish
Italian
Javanese
Jju
Jola-Fonyi
Kabuverdianu
Kalaallisut
Kalenjin
Kamba
Kikuyu
Kinyarwanda
Kurdish
Latvian
Lithuanian
Lojban
Low German
Lower Sorbian
Luo
Luxembourgish
Luyia
Machame
Makhuwa-Meetto
Makonde

Malagasy
Malay
Maltese
Manx
Māori
Meru
Morisyen
Nigerian Pidgin
North Ndebele
Northern Sami
Northern Sotho
Norwegian Bokmål
Norwegian Nynorsk
Nyanja
Nyankole
Occitan
Oromo
Polish
Portuguese
Romanian
Romansh
Rombo
Rundi
Rwa
Samburu
Sango
Sangu
Sardinian
Scottish Gaelic
Sena

Shambala
Shona
Slovak
Slovenian
Soga
Somali
South Ndebele
Southern Sotho
Spanish
Sundanese
Swahili
Swati
Swedish
Swiss German
Taita
Taroko
Teso
Tsonga
Tswana
Turkish
Turkmen
Upper Sorbian
Vunjo
Walloon
Walser
Welsh
Western Frisian
Wolof
Xhosa
Zulu

Typographic hierarchy

We communicate more effectively when using a clear visual hierarchy.

The U.S. Army typographic hierarchy has been designed to provide guidance on how to organize content in a structured way.

Considerations:

- **Primary headlines** are used for introductory content: presentation cover or divider, document section start, poster, website, etc.
- **Primary headlines** are set in **G.I. 400** in **all caps** or **sentence case**. Use ample negative space around them to provide prominence and visibility.
- **Secondary and tertiary headlines** provide the necessary supporting details related to the primary headline.
- **Secondary and tertiary headlines** are set in **G.I. 530** in **upper** or **sentence case**. (In larger-application formats, G.I. 400 may be used.)
- **Underline headlines** are used as subtitles and are **always** used in **uppercase**.
- **Body copy** is set in **G.I. 530**, **sentence case**.
- **Alignment** is always flush left.

EYEBROW

PRIMARY HEADLINE

SECONDARY HEADLINE

On 14 June 1775, the Second Continental Congress formed the Continental Army as a means for the 13 unified American colonies to fight the forces of Britain.

Primary headline

SERVE YOUR WAY

On 14 June 1775, The Second Continental Congress formed the Continental Army as a means for the 13 unified American colonies to fight the forces of Britain. George Washington was unanimously elected Commander-in-Chief of the fledgling Army, and he would lead the colonies to victory and independence.

In 1812, still suffering under British-enforced trade restrictions and other unsettled disputes from the American Revolution, the United States declared war on Britain for the second time. ⚡

Typographic specifications

This page shows the relationship between the different levels of copy within the typography hierarchy.

Considerations:

- **Tracking is not necessary** for the G.I. font (set to 0).
- **Kerning should be set to metrics.**
- **Underlines** are used on tertiary headlines and to highlight certain messages in body copy.
- **Underline weight** and **offset** are **manually** set to match the type's weight.
- **Primary headlines** might require less **leading** in larger format.
- **Primary headlines** in **sentence case** might require **additional leading**.
- **Do not** hyphenate or justify any text.

STYLE	SAMPLE	HOW TO USE:
EYEBROWS	THE UNITED STATES ARMY JUN. 14, 2025	CASE: ALL CAPS FONT: G.I. 750 LEADING: AUTO
PRIMARY HEADLINE	LIVE UP TO ANYTHING	CASE: ALL CAPS OR SENTENCE CASE FONT: G.I. 400 LEADING: 95% – 100% OF TYPE SIZE
QUOTES	“WHEN I DECIDED TO JOIN...”	CASE: ALL CAPS FONT: G.I. 400 LEADING: 95% – 100% OF TYPE SIZE QUOTES: ITALIC
SECONDARY HEADLINE	JOINING THE ARMY.	CASE: ALL CAPS FONT: G.I. 530 LEADING: AUTO
TERTIARY HEADLINE	TODAY, THE ARMY IS MADE UP OF MORE THAN 700,000 SOLDIERS.	CASE: ALL CAPS FONT: G.I. 530 LEADING: 95% – 100% OF TYPE SIZE
UNDERLINE HEADLINE	<u>AN ARMY FOR FREEDOM</u>	CASE: ALL CAPS FONT: G.I. 530 LEADING: AUTO
BODY COPY	On 14 June 1775, The Second Continental Congress formed the Continental Army as a means for the 13 unified American colonies to fight the forces of Britain. Succeed as a leader in ways you never thought possible. Serve full-time with specialized job training while living on or near an Army base. 🇺🇸	CASE: SENTENCE CASE FONT: G.I. 530 + 750 LEADING: AUTO
CAPTIONS & LEGAL	FIG 01: THE U.S. ARMY FLAG	CASE: ALL CAPS FONT: G.I. 750 LEADING: AUTO

Baseline shift

The G.I. font has been designed to accommodate different languages.

When using English, make sure to perfectly align the text to the top margin either by decreasing baseline shift or by moving the text box up.

For sentences with diacritics, no action is needed.



System font

When using applications such as Microsoft Word, PowerPoint, and Excel, use **Arial Regular**, **Arial Bold** and **Arial Black**.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!\$%;

Typography: things to avoid

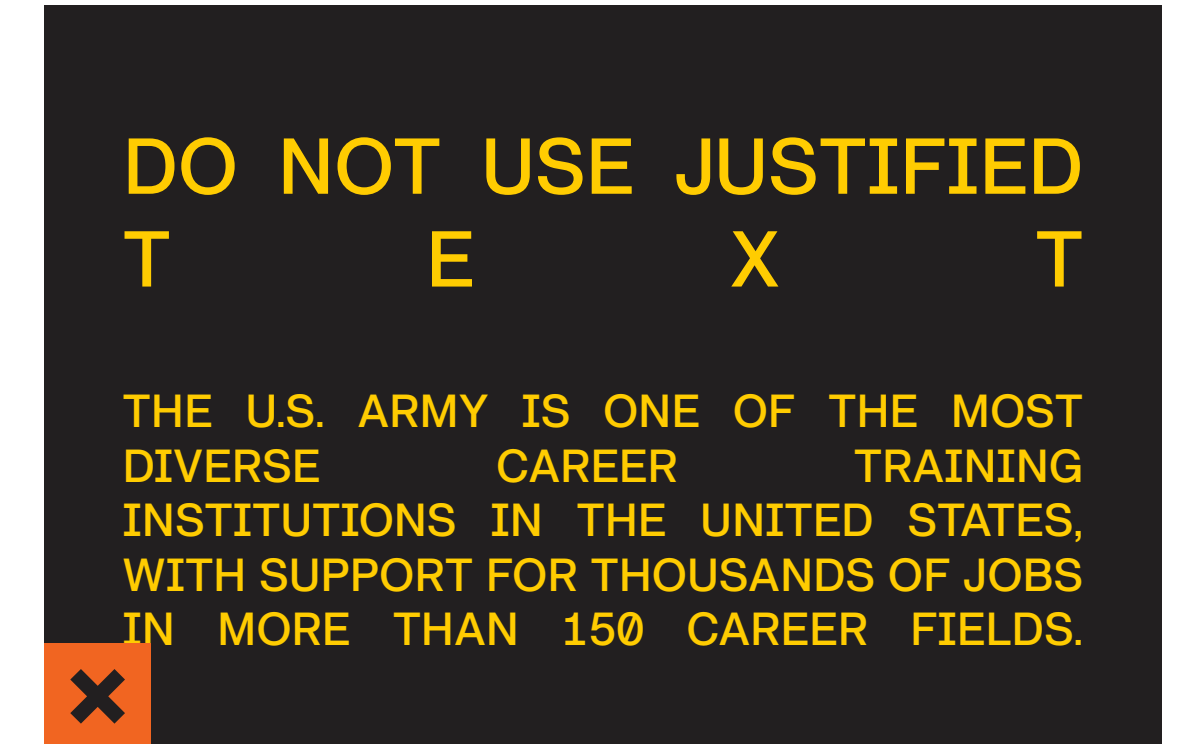
The examples on this page illustrate some, but not all, potential misuses of typography.



DON'T USE CENTERED TEXT, WITH THE EXCEPTION OF MOTION AND WEBSITE.



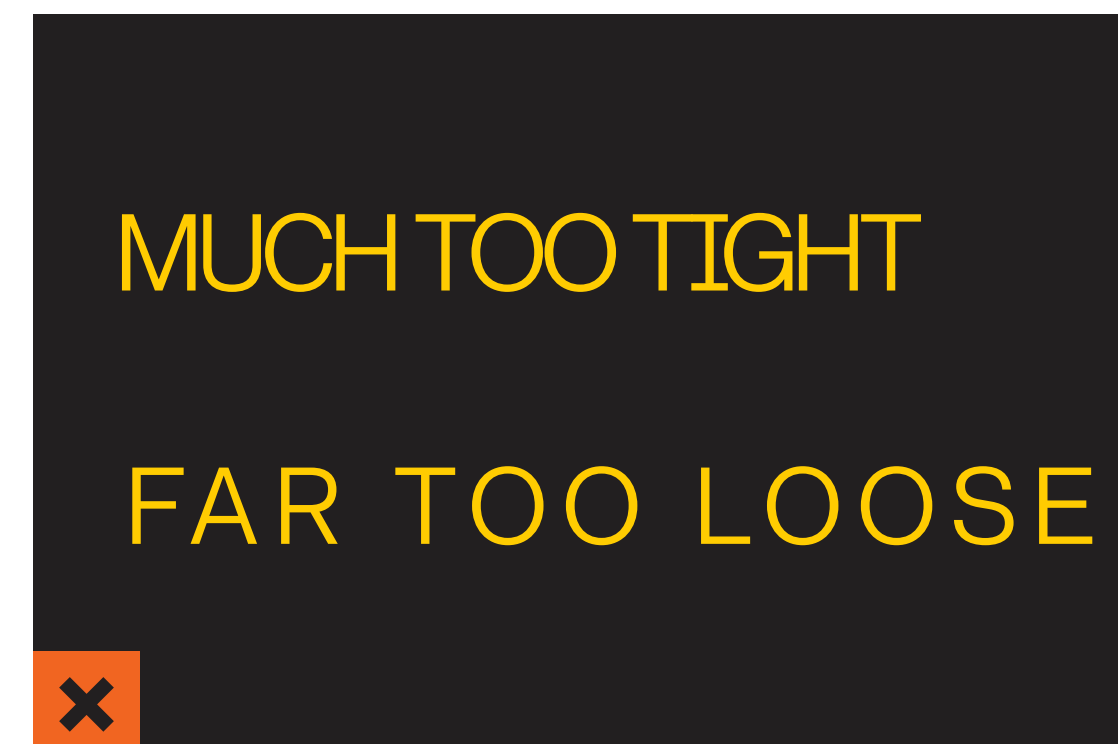
DON'T USE RIGHT-ALIGNED TEXT.



DON'T USE JUSTIFIED TEXT.



DON'T USE TOO TIGHT OR TOO LOOSE LEADING.



DON'T ADJUST THE KERNING OR TRACKING: G.I. HAS OPTIMAL SPACING BUILT IN TO THE FONT FAMILY.



DON'T USE UNAPPROVED FONTS.

06 PHOTOGRAPHY

Photography is a powerful brand tool that helps illuminate the U.S. Army experience in a way that is both authentic and ownable.

Photography offers a window into the “real” Army, and the myriad ways in which the U.S. Army’s people demonstrate their passion and purpose every day. It captures the U.S. Army world in moments that are rich, immersive, and unambiguously U.S. Army.

- PHOTOGRAPHY FUNDAMENTALS 41
- RICH COLOR 42
- CLEAR COMPOSITION 43
- DYNAMIC PERSPECTIVE 44
- CONTENT THEMES 45
- PURPOSE & PASSION 46
- COMMUNITY & CONNECTION 47
- SOLDIER PHOTOGRAPHY 48
- CIVILIAN PHOTOGRAPHY 49
- COLOR CORRECTION 50
- PHOTOGRAPHY: THINGS TO AVOID 51

Photography fundamentals

The U.S. Army photography fundamentals are key visual elements used to ensure visual consistency across all brand touchpoints.



RICH COLOR



CLEAR COMPOSITION



DYNAMIC PERSPECTIVE

Rich color

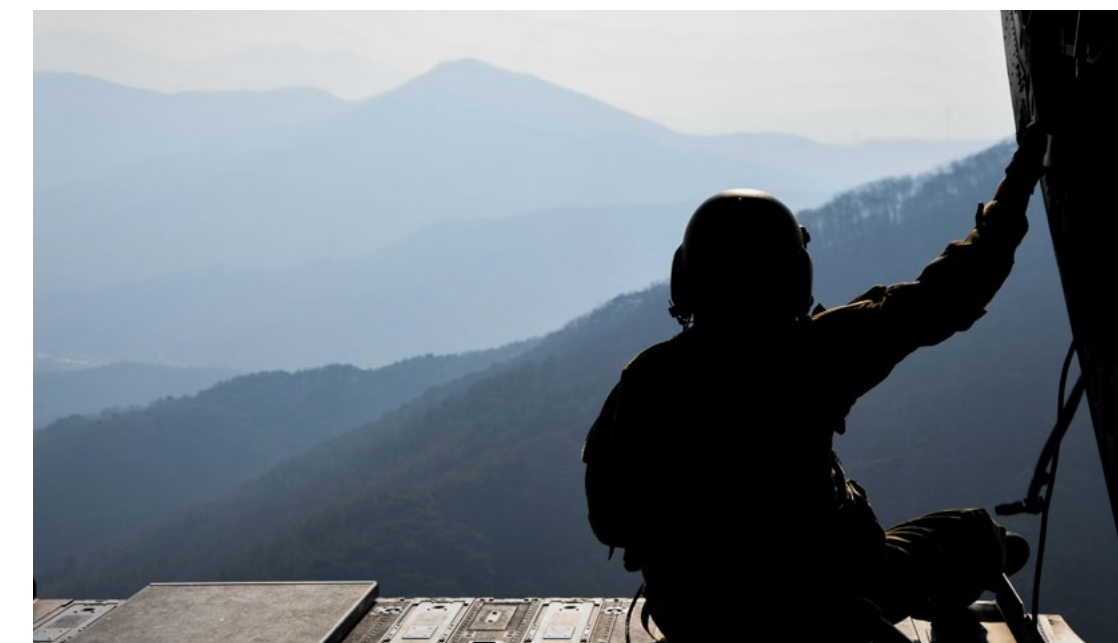
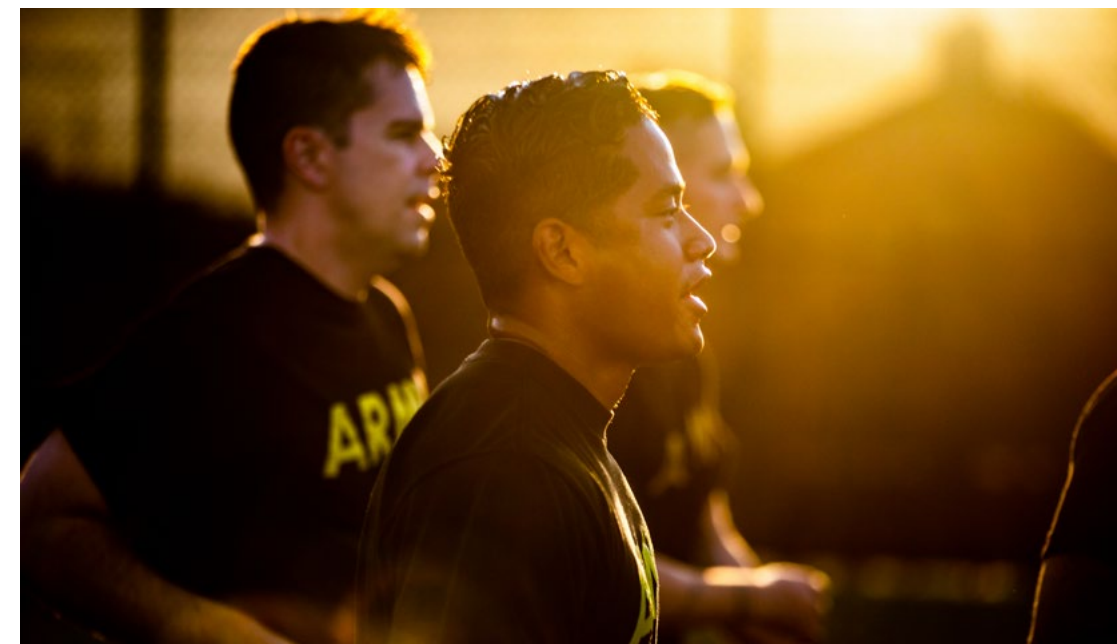
U.S. Army photography exudes the distinctive palette of the U.S. Army and its environment, rendered in rich, natural, and dramatic colors.

Images are bold, using contrast and shape to create a sense of depth and drama—but can range in scale from the panoramic to the highly tactile, all within a context of recognizable but understated color.

Warm tones and natural light create an authentic, human feel, and the golden quality of light recalls the U.S. Army's brand colors while expressing a mood of possibility.

Checklist:

- Warm color palette
- Rich, natural lighting
- Sense of drama
- Contrast and weight



Clear composition

Photography should be unambiguous and uncluttered, clear and direct in the story it tells, yet inviting and engaging.

Imagery should exclude any superfluous elements and use depth of field and framing to help accentuate important subject matter.

Simple and clear composition helps the audience understand the action and the context, but photographs should feel like an authentic moment, unstaged.

Checklist:

- Simple and clear composition
- Selective focus to highlight subject
- Clear sense of story and context
- No unnecessary elements



Dynamic perspective

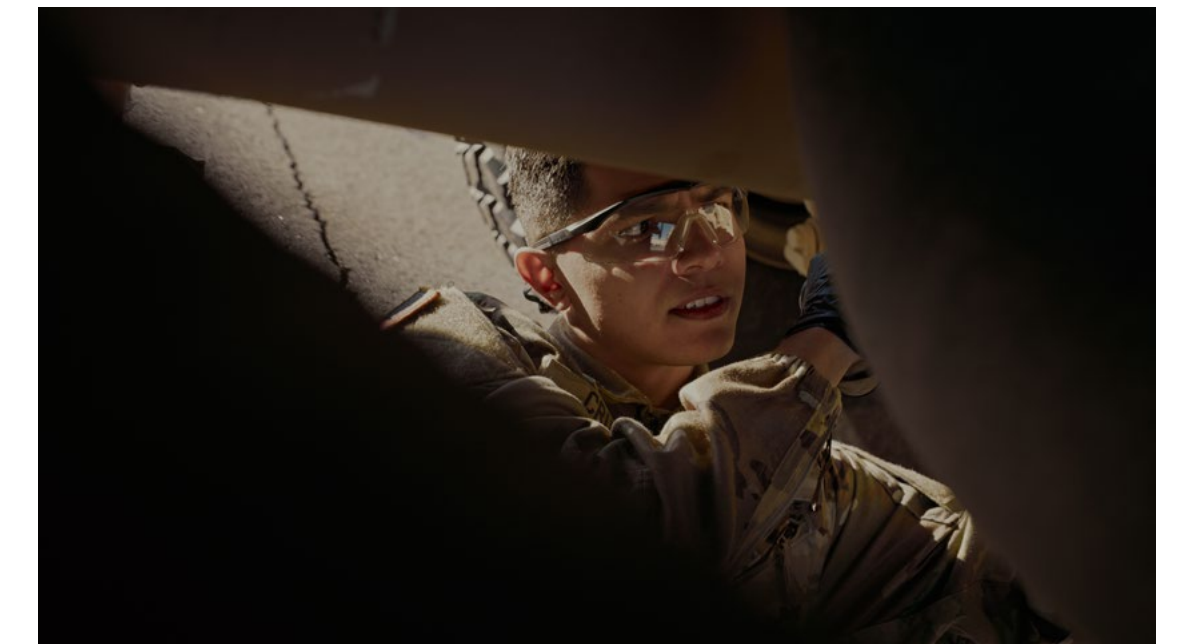
U.S. Army photography provides an immersive, dynamic, and authentic window on life inside the U.S. Army, as experienced from a very human, first-person perspective.

Images should capture a sense of motion and purposeful activity, set against a cinematic landscape or framed in an immersive close-up.

The action you portray should feel spontaneous and energetic; an effortless interplay of people, the tools of their trade, and their surroundings.

Checklist:

- Human point of view
- Feels authentic and engaging
- Cinematic quality
- Suggests a larger story



Content themes

The stories we tell are an integral part of the U.S. Army brand identity. Photography plays a big role in bringing clarity and unity to all U.S. Army's messages.



PURPOSE & PASSION



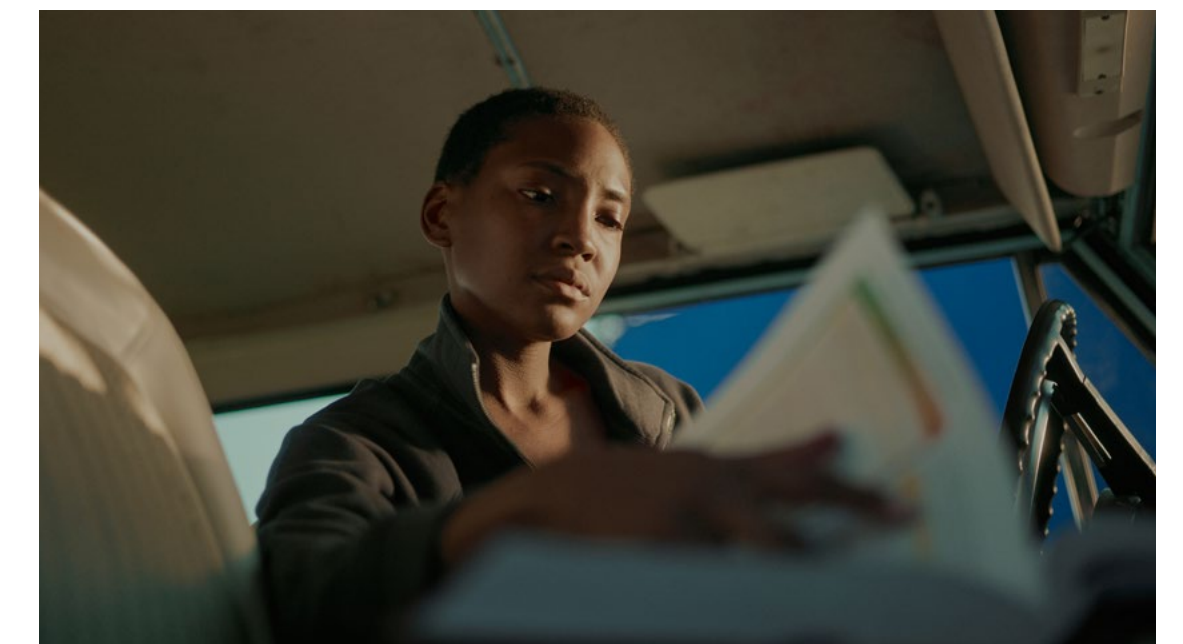
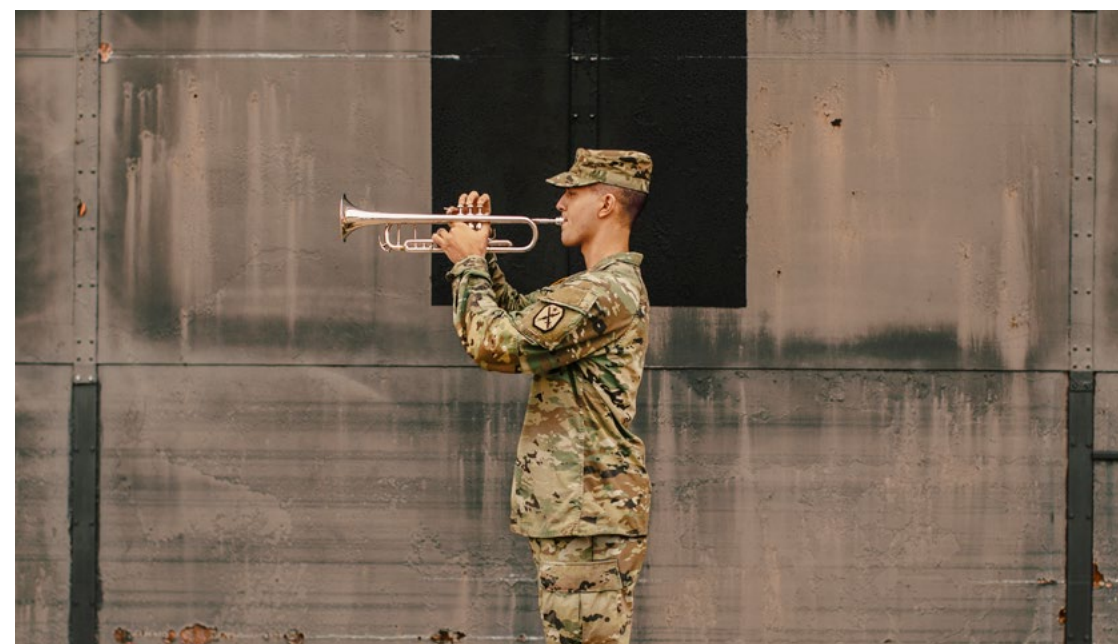
COMMUNITY & CONNECTION

Purpose & passion

The things people care most about—their passions—shape everything people do; they give them purpose. In that sense, passion and purpose are inseparable.

U.S. Army photography shares the passion and purpose of the real people behind the uniform. It reveals, in intimate and inspiring ways, their commitment to mission, sense of duty, and pursuit of a higher purpose in life.

Our photography captures how personal that commitment can be, amplifying the unlimited career paths, education, and skill-building opportunities the U.S. Army affords.



Community & connection

Each soldier experiences a sense of community and connection that is unique to the U.S. Army, and that we wish to capture and magnify.

Use photography to illuminate the supportive, collaborative community of the U.S. Army—a community that helps soldiers achieve at their highest capacity, that values individuality, camaraderie, and fun.

A feeling of connection to something greater and more capable than any one individual is intrinsic to the U.S. Army. The Army is a team sport, so to speak, and photography can bring that sentiment of collaboration, of working towards a complex, common mission, to life.



Soldier photography

The U.S. Army takes great pride in its uniforms and related customs and traditions.

When photographing U.S. Army soldiers in uniform, proper styling and grooming of apparel, accessories, and equipment is very important. It not only helps maintain brand standards and consistency, but also reflects the U.S. Army's rigor and attention to detail when it comes to appearance in uniform.



REPRESENTATION

The U.S. Army and its members reflect the diverse geography and population of the United States, and U.S. Army photography must do the same.



UNIFORMS & APPEARANCE

Uniformed soldiers must wear only approved uniforms, with particular care given to correct placement and application of patches and accessories.

The appearance of soldiers featured in U.S. Army photography must be in compliance with current U.S. Army grooming regulations and standards.



ARMS

Weapons are necessary equipment in the U.S. Army's work, and it is permissible to include images of weapons in brand communications. However, under no circumstances may a weapon of any kind ever appear, in moving or still imagery, to be pointed in the direction of the lens; e.g., at the viewer.

Civilian photography

The “**personal, relatable, and authentic**” approach to U.S. Army photography extends to images of civilians that appear in our brand communications. While always applying the brand Photography Fundamentals, please give attention to these important considerations for wardrobe, styling, and location.



REPRESENTATION

As with photography of U.S. Army personnel, civilian imagery should reflect the diverse geography and population of the United States.



INDIVIDUALITY

Embrace photography that depicts the candid stories and passions of authentically unique people and settings. They are more engaging and credible to audiences than images of people in generic settings, situations, and poses.



ENVIRONMENT

Physical surroundings are an important dimension of any story. Civilians should be photographed in their everyday environments, where they’re at their most authentic.

Color correction

Color correction is an important consideration for **aligning image assets with photography fundamentals**.

Rich color can often be enhanced by using photo editing tools to increase sense of warmth, drama, depth, and overall impact of image assets.



BEFORE

Color is not aligned:

- Cool/neutral color palette
- Sense of flatness
- Washed out



AFTER

Color is aligned:

- Warm/golden color palette
- Contrast and depth
- Rich and dramatic

Photography: things to avoid

The examples on this page illustrate some, but not all, potential misuses of photography.



DON'T USE IMAGES WITH COLD HUES.



DON'T USE GORY IMAGES.



DON'T USE BLACK-AND-WHITE IMAGES.

07 COMPOSITION

The U.S. Army grid is the framework for leveraging the core identity elements to create successful and consistent communications. Simple and flexible, the grid enables a dynamic range of compositional possibilities.

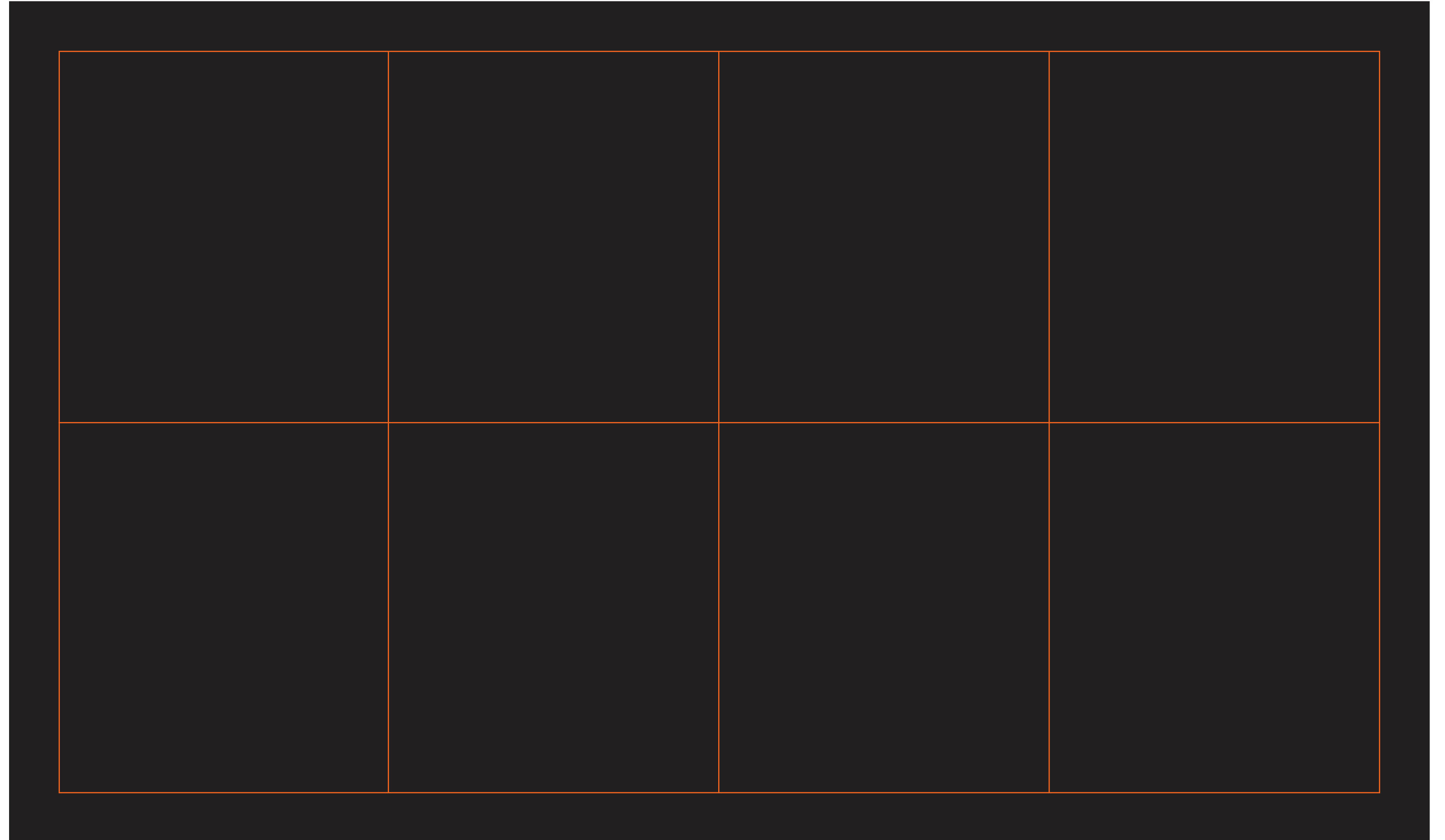
- COMPOSITION GRID 53
- GRID SYSTEM 54
- USING THE GRID: 1×1 COMPOSITION 55
- 1×1 COMPOSITION EXAMPLES 56
- USING THE GRID: 2×2 COMPOSITION 57
- 2×2 COMPOSITION EXAMPLES 58
- EXPOSED GRID DEVICE 59
- EXPOSED GRID DEVICE FUNDAMENTALS 60
- BUILDING THE EXPOSED GRID DEVICE 61
- EXPOSED GRID DEVICE EXAMPLES 62
- COMPOSITION: THINGS TO AVOID 63

Composition grid

The composition grid is the foundation for all visual brand expressions, designed to provide basic structure and guidance on how to organize visual elements across all media and formats.

The composition grid is based on dividing the canvas or surface by increments of two: **1×2, 2×2, 2×4, 4×6, etc.**

This system creates a simple and flexible framework for visual elements that enables content to be conveyed clearly and consistently across all brand expressions.



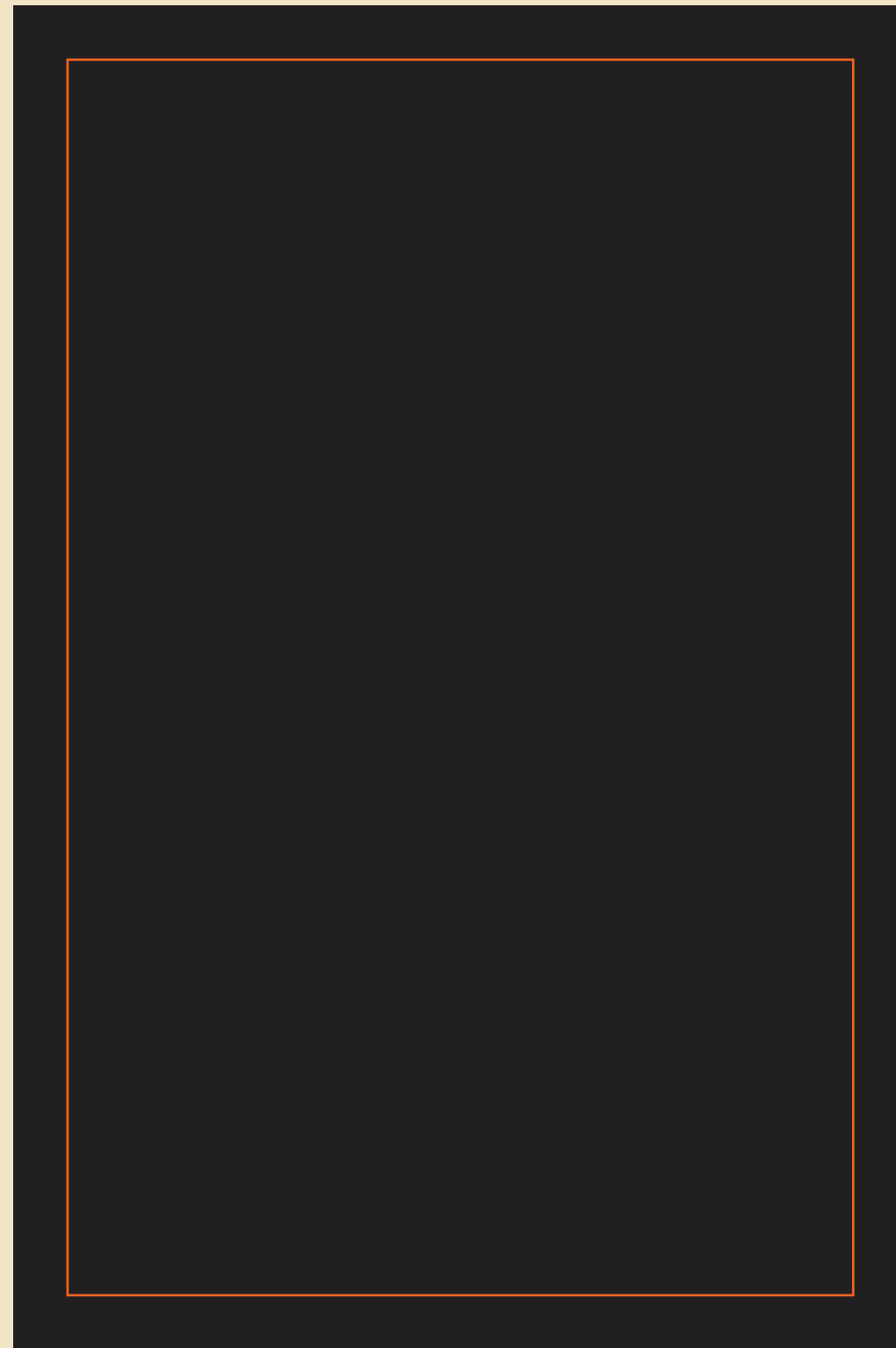
EXAMPLE OF OUR COMPOSITION GRID DIVISIONS

Grid system

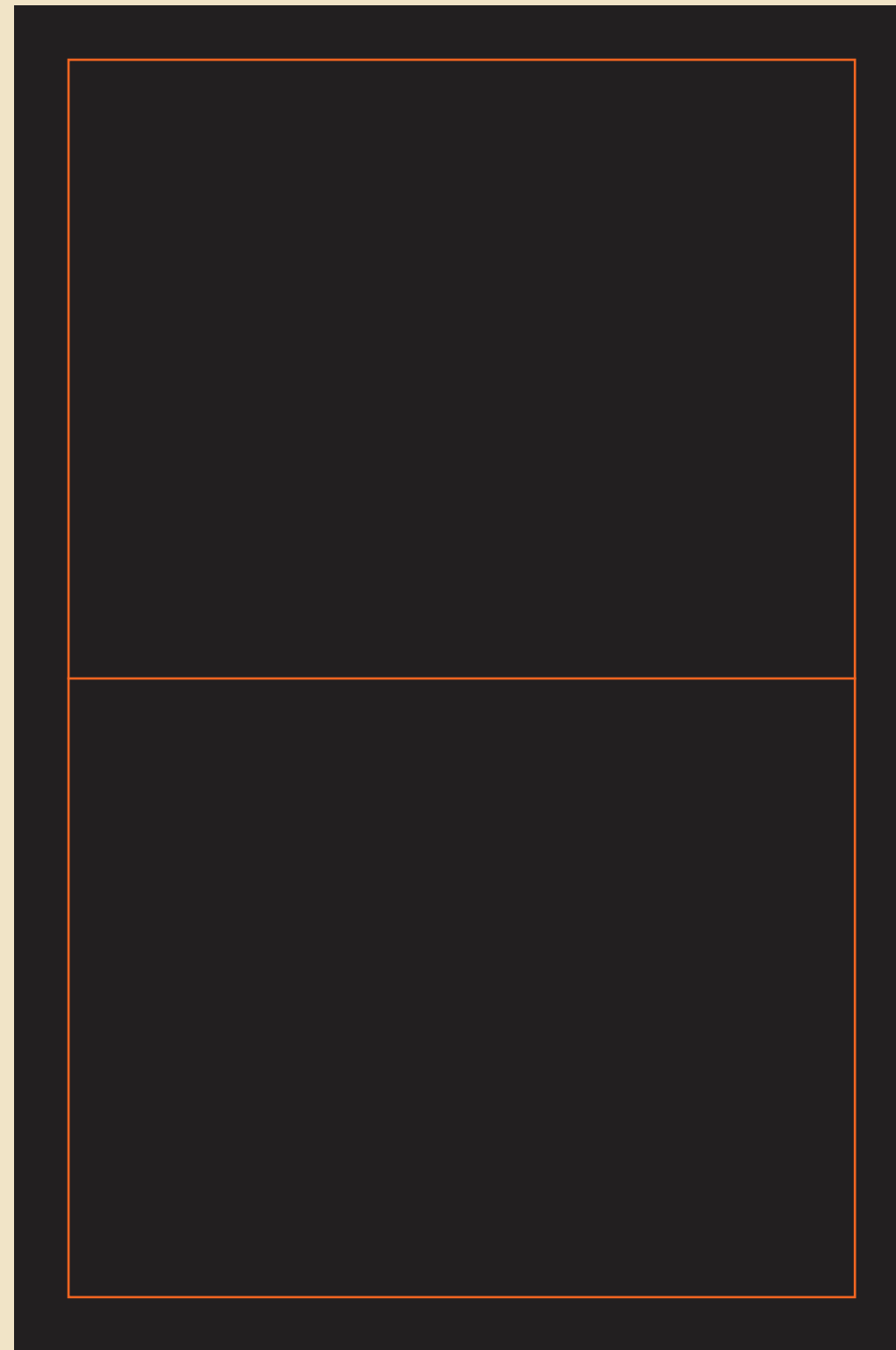
The composition grid is defined by the use of symmetry—each space is divisible by two—horizontally and vertically. This system allows for flexibility and easy construction, while maintaining a visual consistency. Below are some examples of how to use our grid system.

THE GRID SHOULD BE CONSTRUCTED FOR EVERY ELEMENT BASED ON SCALE, PROPORTION, AND COMPLEXITY.

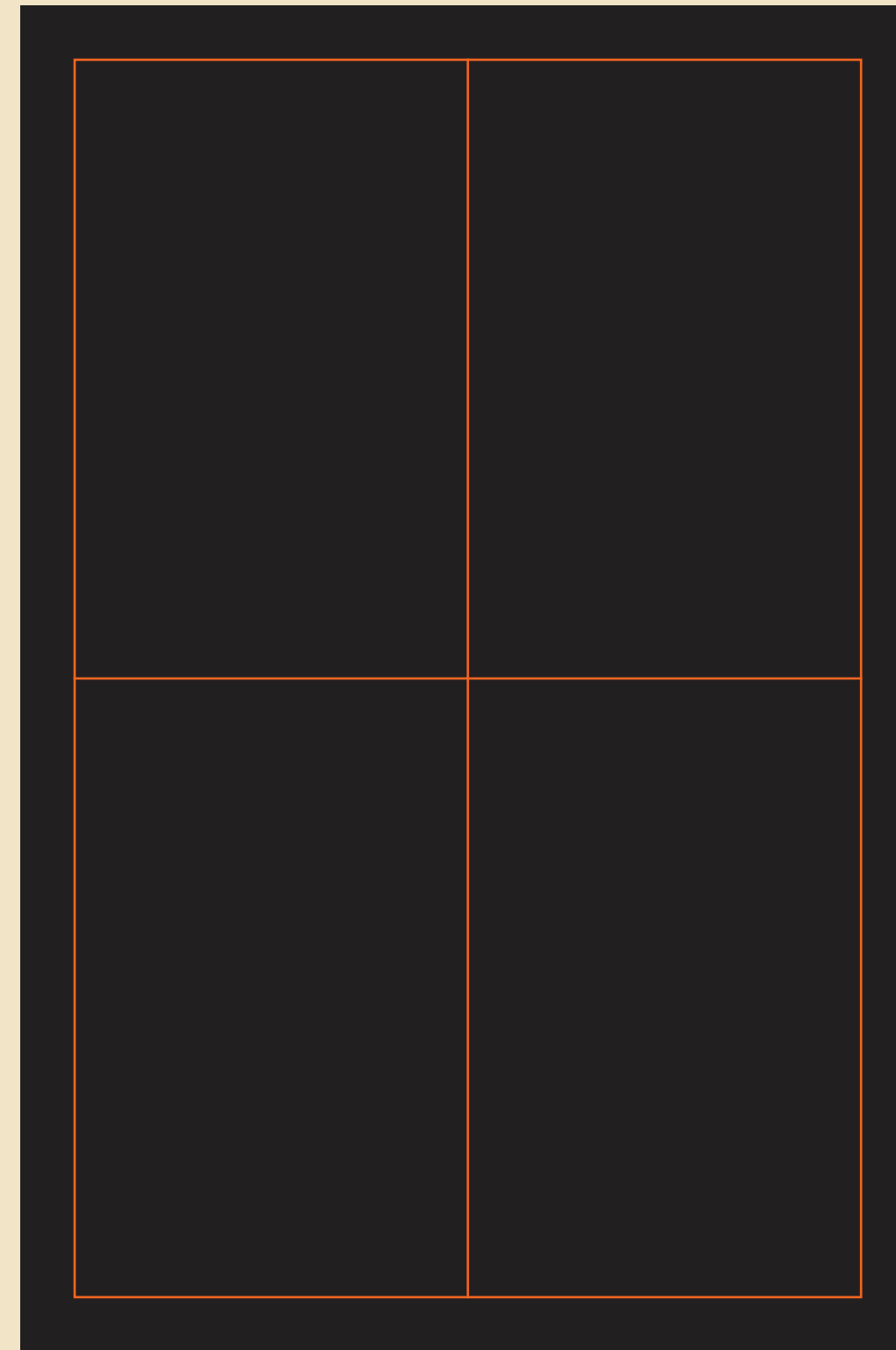
1×1



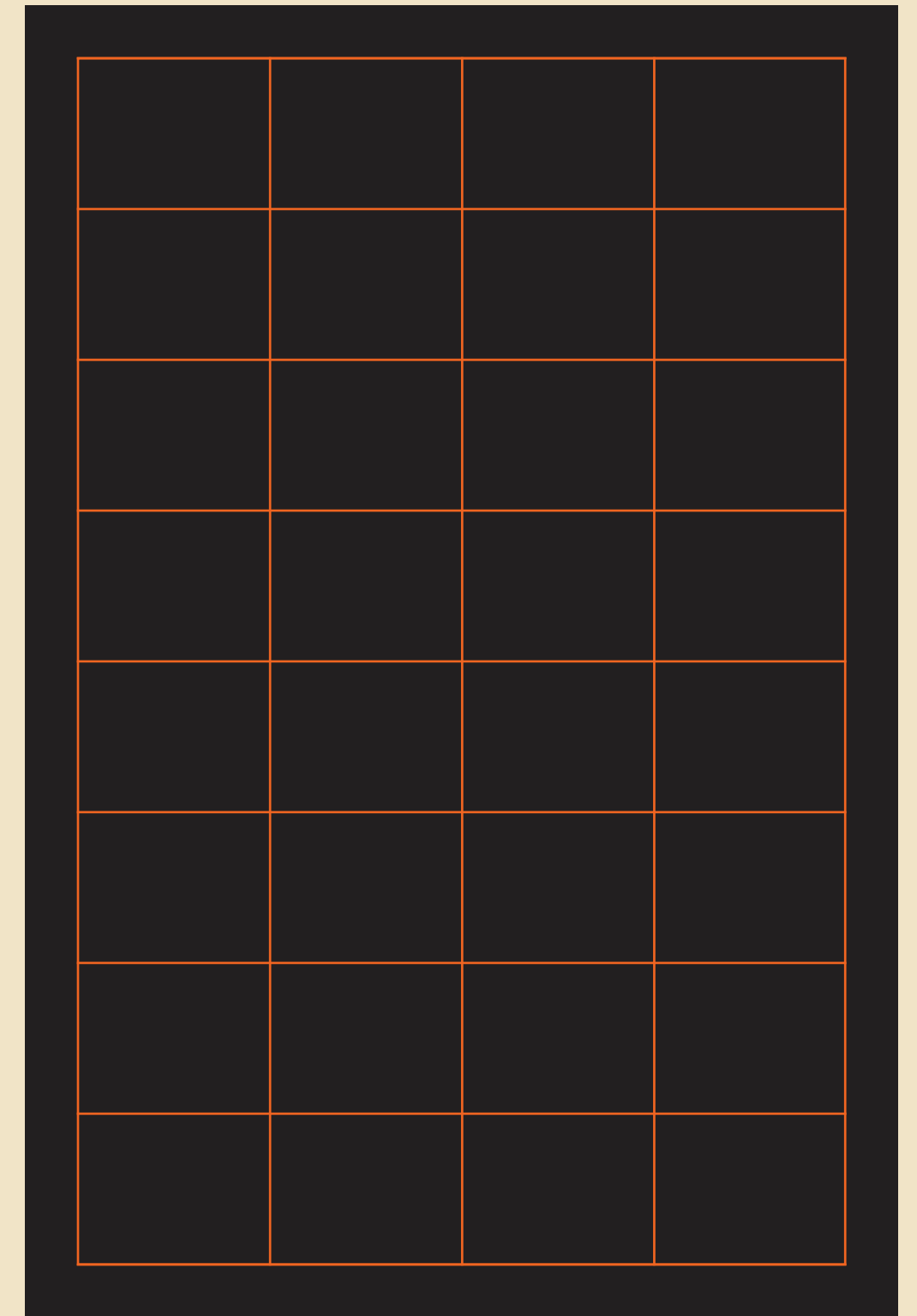
1×2



2×2



4×8



Using the grid: 1×1 composition

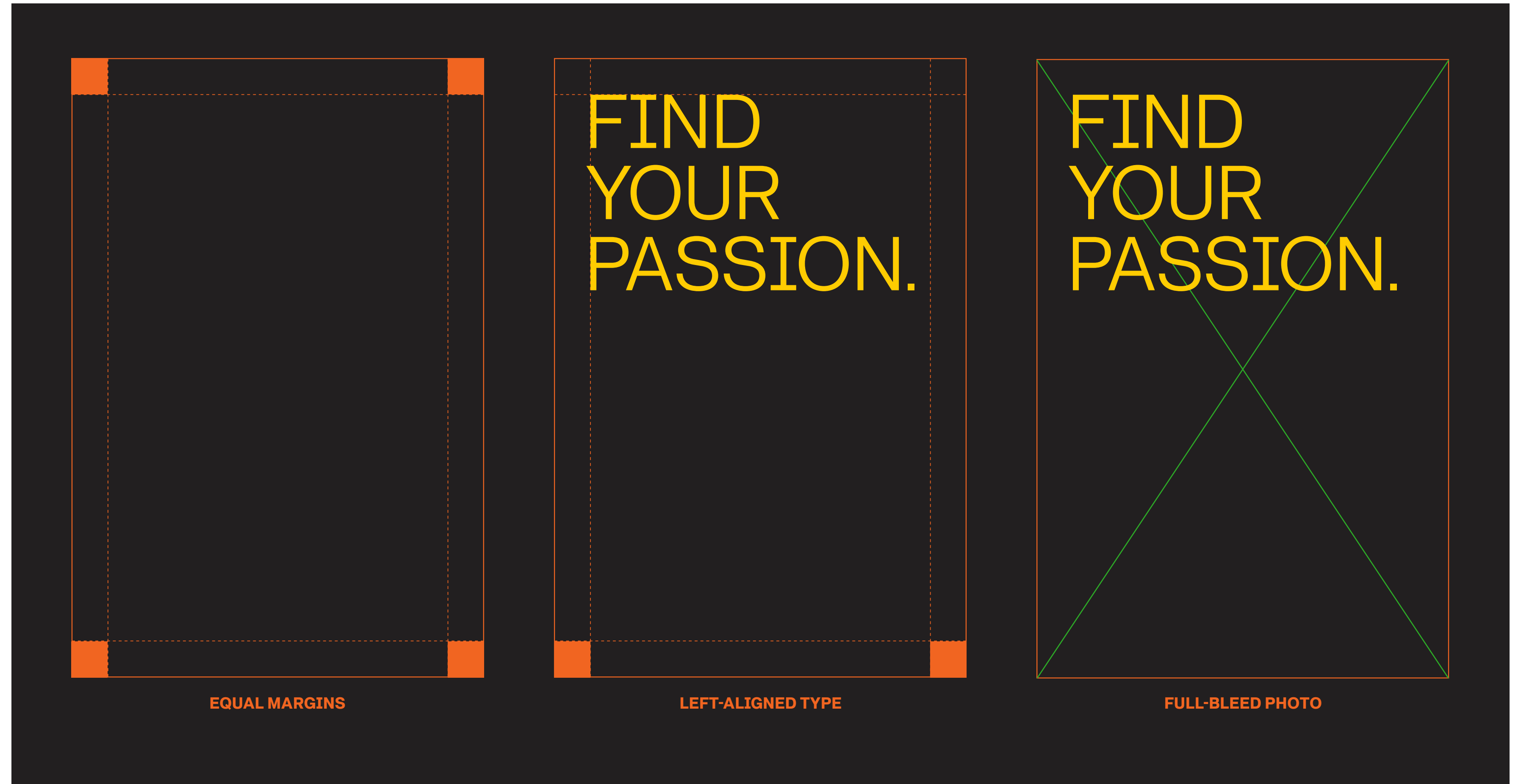
Margins are especially important within the grid for creating structure within the composition.

Outer margins are equidistant—top, bottom, right, and left. In a 1×1 composition, margins play a key role in the layout.

Composition structure:

- **Margins:** 5%–10% of canvas width; larger formats require more margin than smaller formats
- **Left-aligned** typography
- **Full-bleed** photography
- **Left-aligned** logo (if applicable)

This composition is best used in applications such as posters & banners, social media, motion graphics, and presentation covers among others.



EXAMPLE OF HOW TO BUILD A 1×1 COMPOSITION

1×1 composition examples

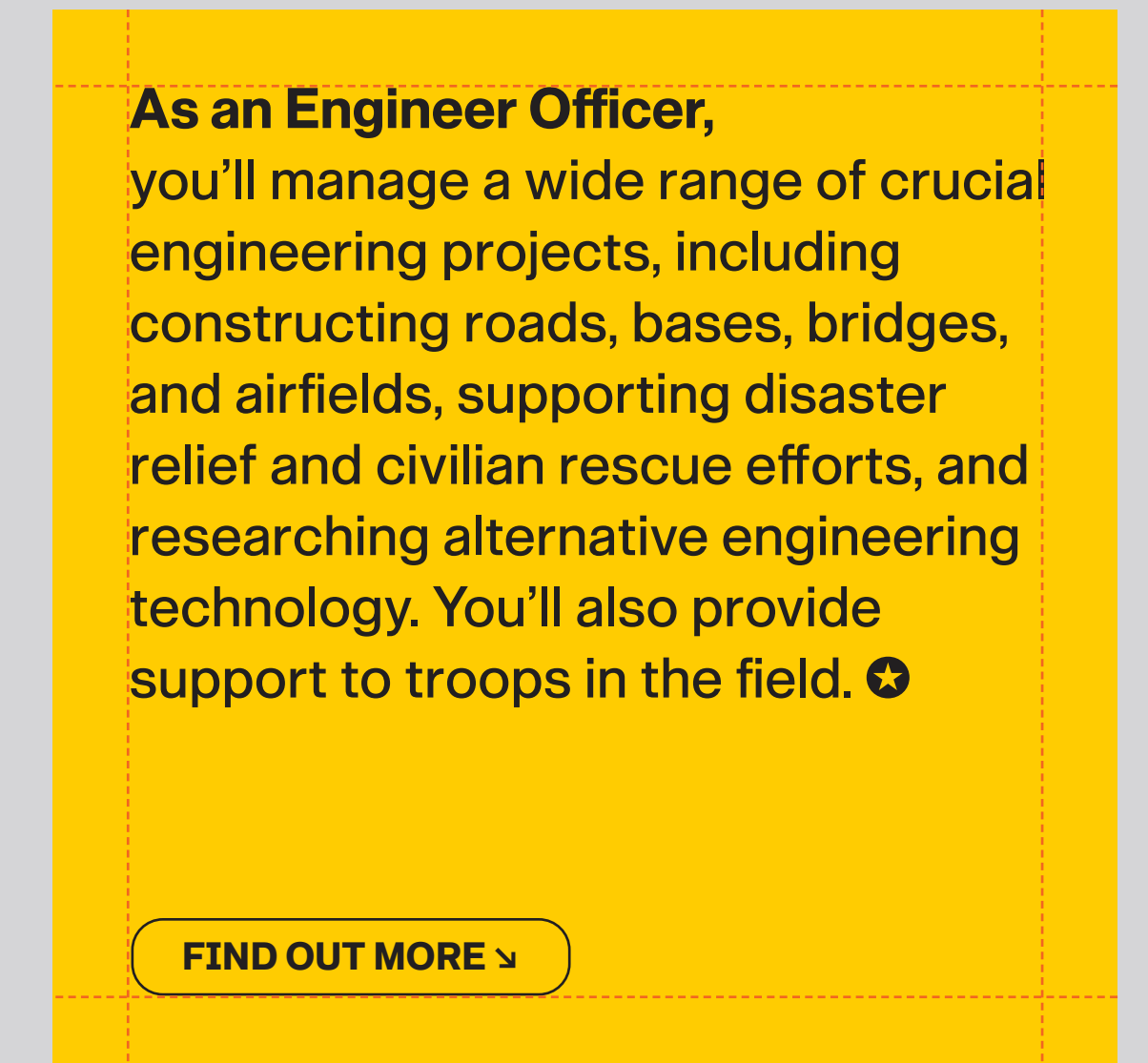
HEADLINE + LOGO



HEADLINE + FULL-BLEED IMAGE + LOGO



BODY COPY + CTA



Using the grid: 2×2 composition

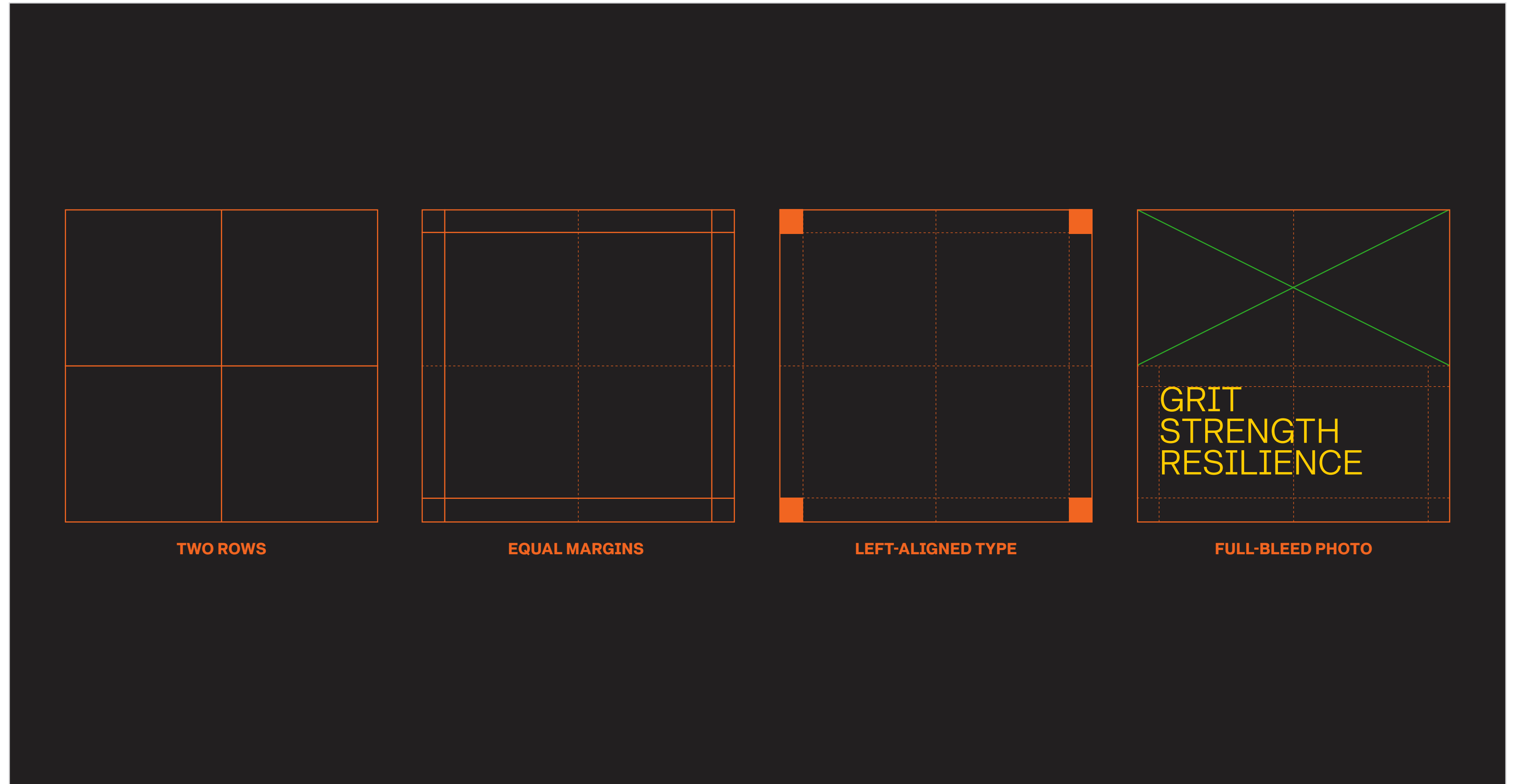
Columns and **rows** are two key elements of the composition grid.

Columns and rows can be used **with or without gutter**, depending on the complexity of the document.

Composition structure:

- **Two rows, two columns**
- **Margins:** 5%–10% of canvas width; larger formats require more margin than smaller formats
- **Left-aligned** typography
- **Full-bleed** or **margin-aligned** photography
- **Left-aligned** logo (if applicable)

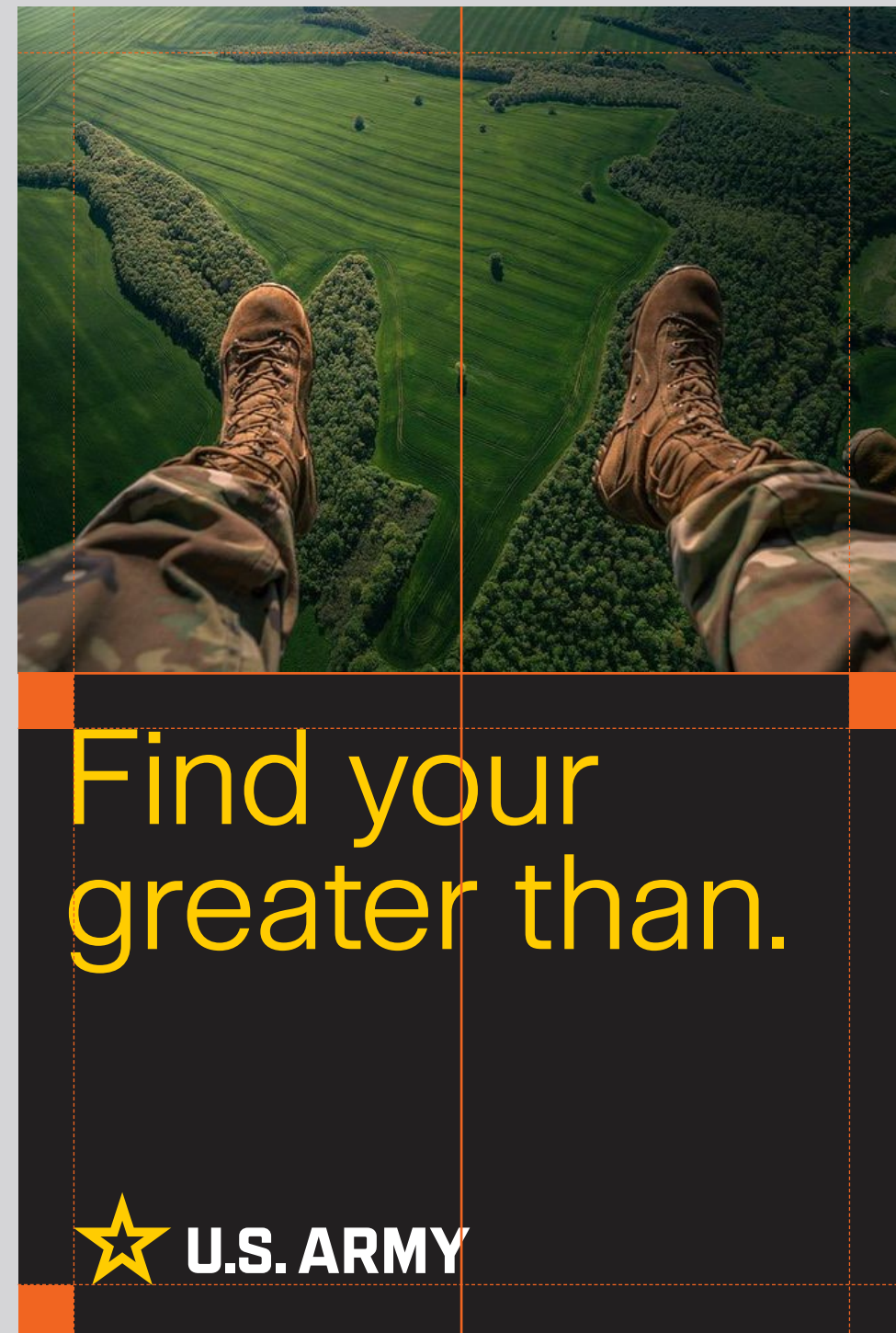
Typography and photography can be placed within top, bottom, left, or right halves of the composition.



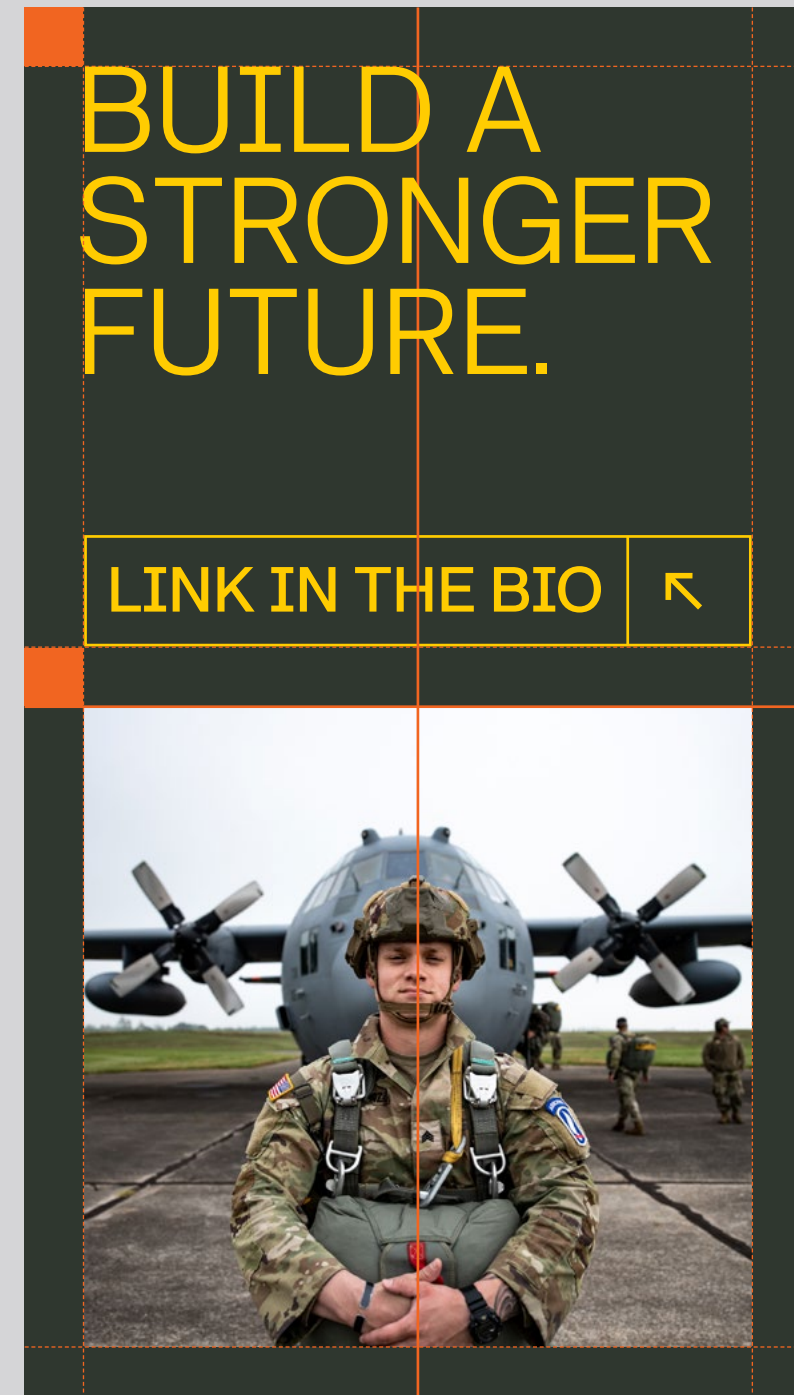
EXAMPLE OF HOW TO BUILD A 2×2 COMPOSITION

2x2 composition examples

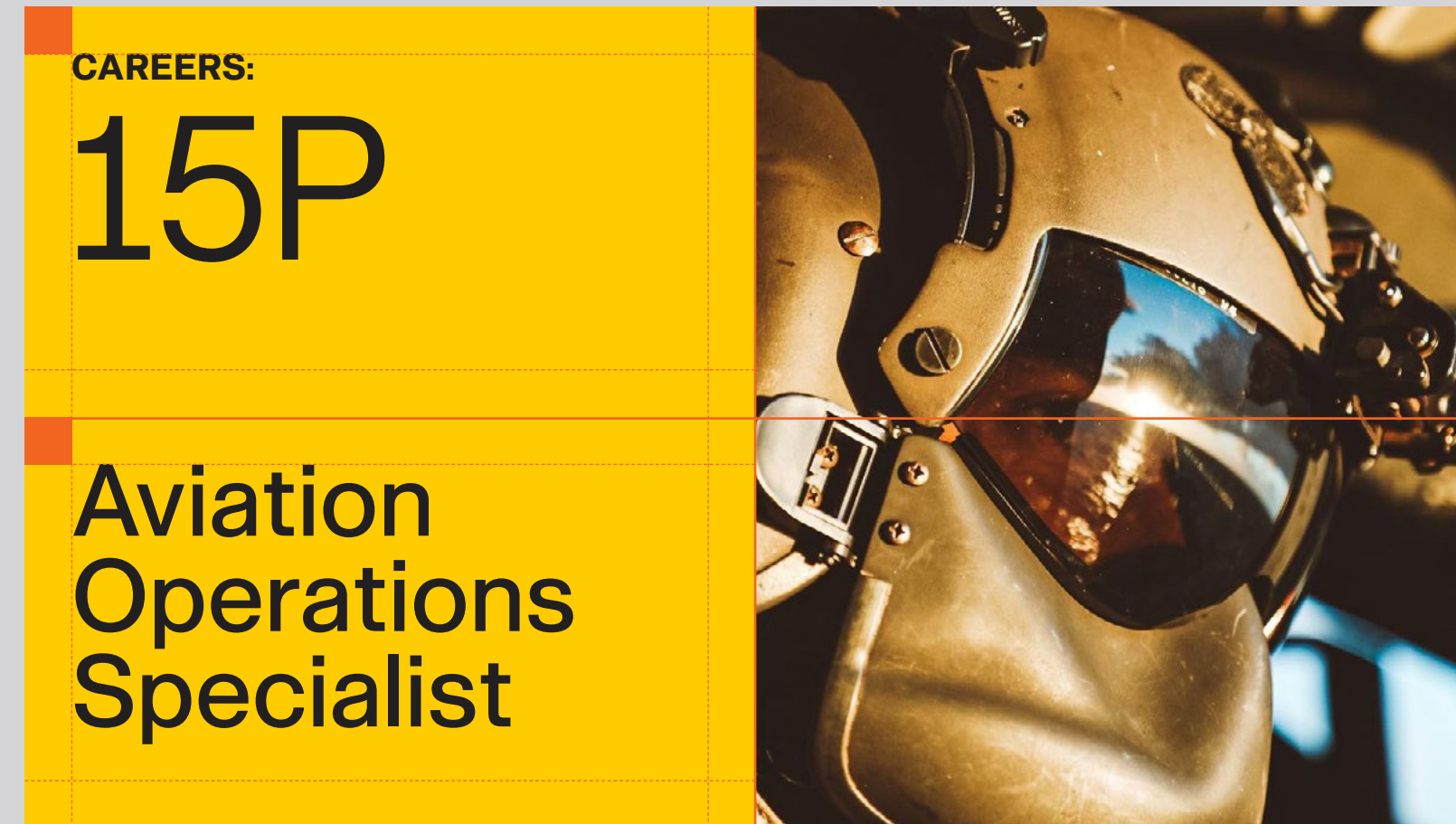
HEADLINE + FULL-BLEED PHOTO + LOGO



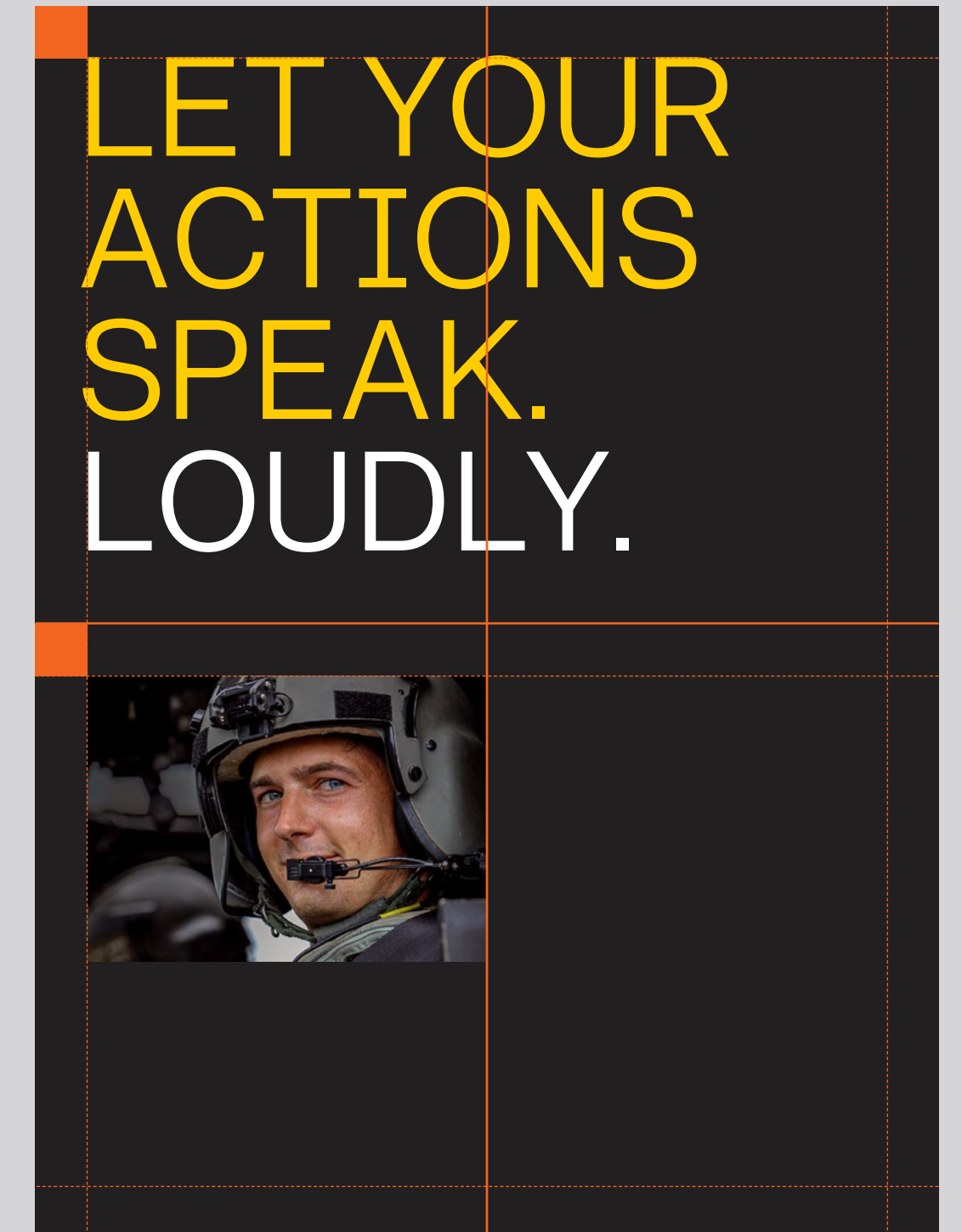
HEADLINE + CTA + PHOTO



HEADLINE + FULL-BLEED PHOTO



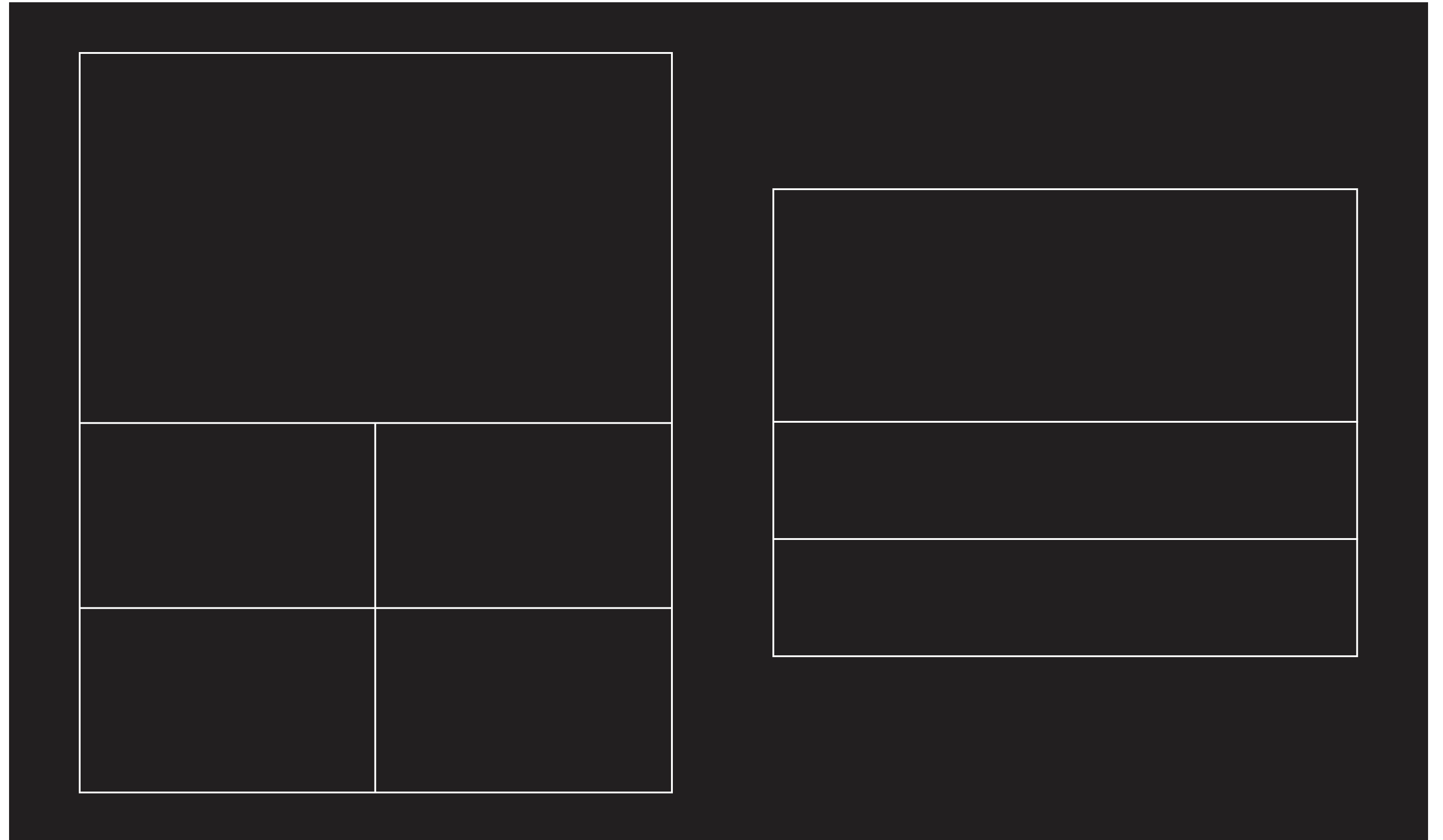
HEADLINE + LEFT-ALIGNED PHOTO



Exposed grid device

The exposed grid is a device that utilizes the grid system to create hardworking graphic elements that can be used to organize or emphasize content.

Based on the system of dividing space by two's, this device is designed to provide structure for content and activate compositions in a uniquely U.S. Army way.

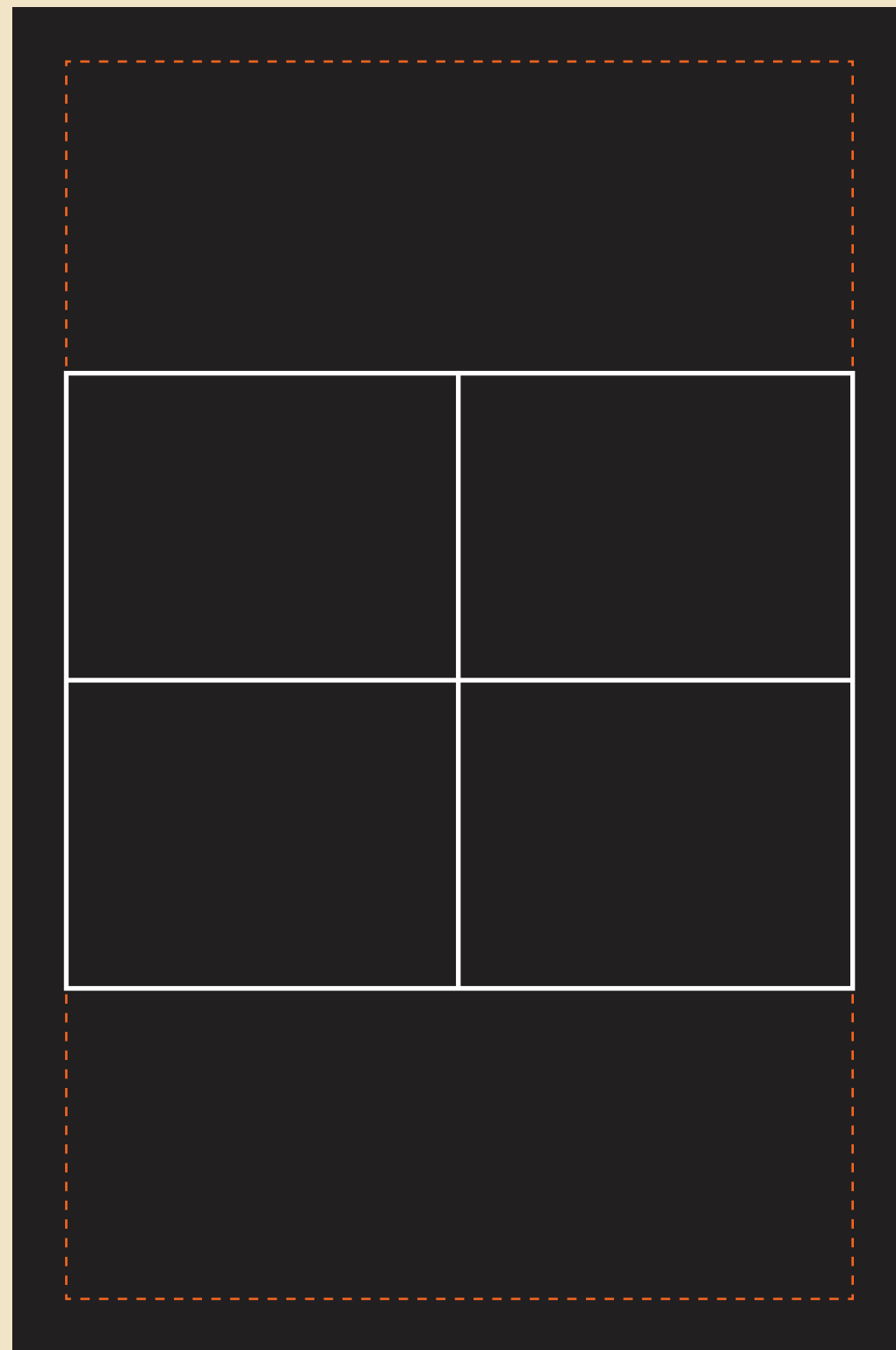


EXAMPLE OF OUR EXPOSED GRID DEVICES

Exposed grid device fundamentals

The exposed grid is a flexible device that can be used in various ways, and each application will require a different structure. When building your exposed grid device, keep in mind these three placement usages.

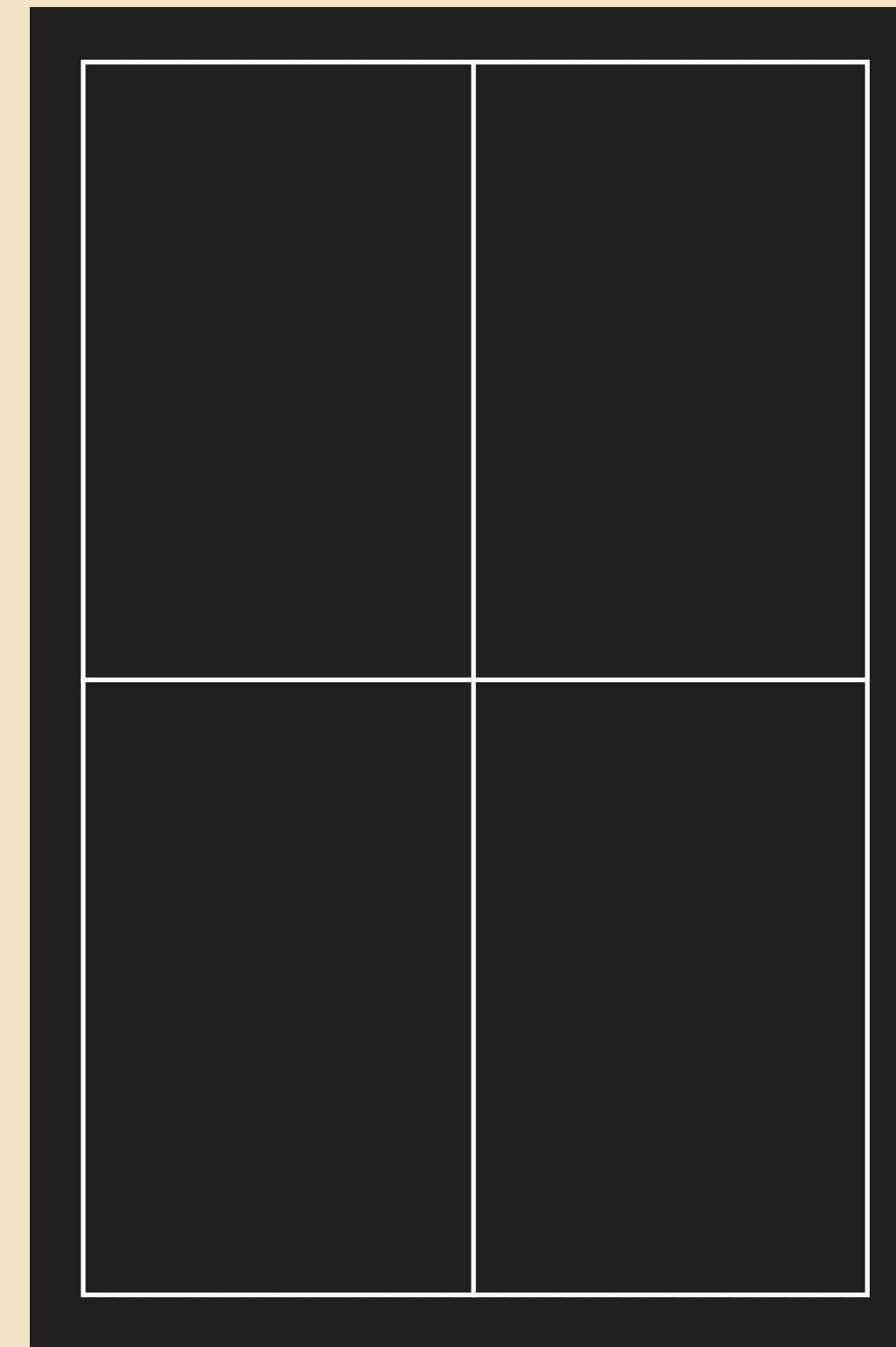
CENTERED IN THE CANVAS



ALIGNED TO TOP MARGIN



FULLY ALIGNED TO MARGINS



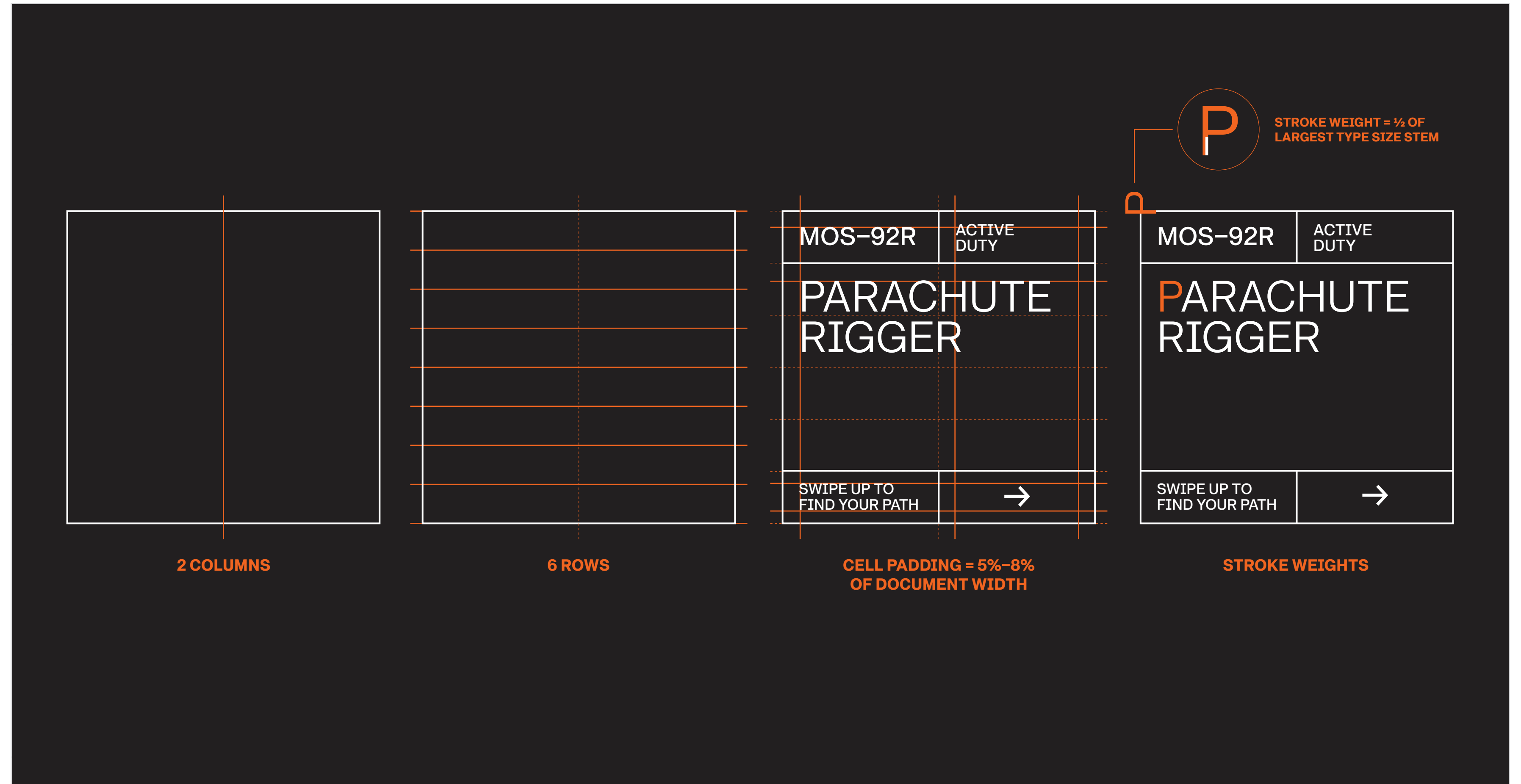
Building the exposed grid device

Exposed devices are designed following the same rules as our symmetrical grid—**even number of columns and rows, equidistant margins, and left-aligned typography.**

Device structure:

- **Space division** into columns and rows
- **Interior cell padding**, 8%–10% of canvas width; larger formats require more margin than smaller formats
- **Left-aligned** typography
- **Stroke weight** uses the primary or secondary headline to guide the stroke weight. The stroke should feel balanced with the type, not too thin or heavy

Use the exposed grid device in high-impact applications that use primary and secondary headlines with minimal body copy.



EXAMPLE ON HOW TO BUILD AN EXPOSED GRID DEVICE

Exposed grid device examples

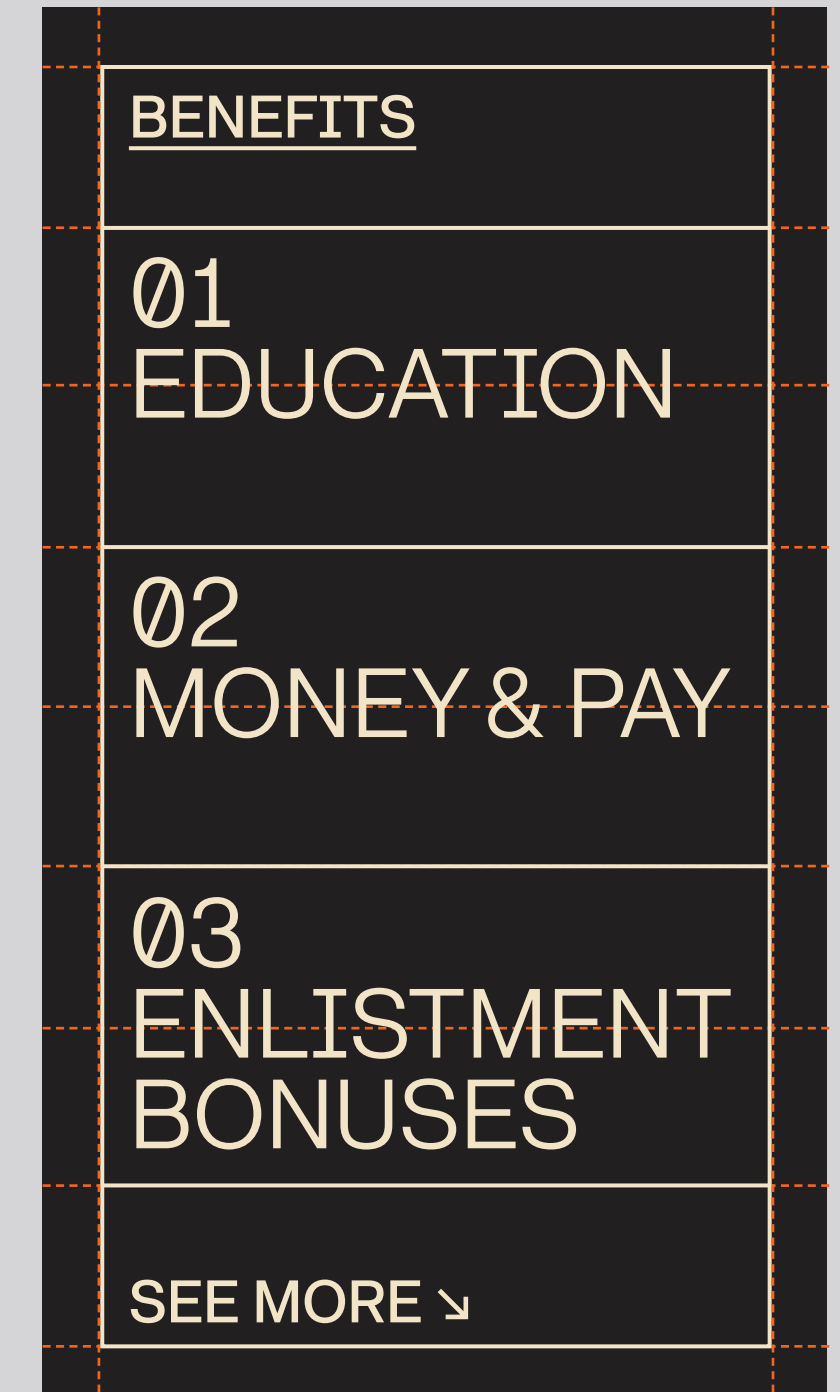
LEFT ALIGNED + FULL-BLEED IMAGE



SINGLE DEVICES



FULLY ALIGNED



Composition: things to avoid

The examples on this page illustrate some, but not all, potential misuses of composition.



DON'T USE AN ODD NUMBER OF ROWS TO DIVIDE THE CANVAS.



DON'T USE TOO THIN (OR TOO THICK) STROKE WEIGHT.



**ALWAYS ALIGN TYPE TO THE GRID.
DON'T USE SMALL MARGINS.
DON'T PLACE LOGO ON TOP OF IMAGES WHEN THESE AREN'T FULL BLEED.**

08 MOTION

Motion is a powerful tool for creating engaging, dynamic, human communications and driving impact through storytelling.

**FOR ADDITIONAL INFORMATION CONSULT:
THE U.S. ARMY MOTION TOOLKIT**

MOTION FUNDAMENTALS 65
CORE MOTION ELEMENTS 68

Motion fundamentals

The motion fundamentals reflect the Army's identity principles and are key to ensure visual consistency across all kinetic expression of the brand.

BOLD ENERGY

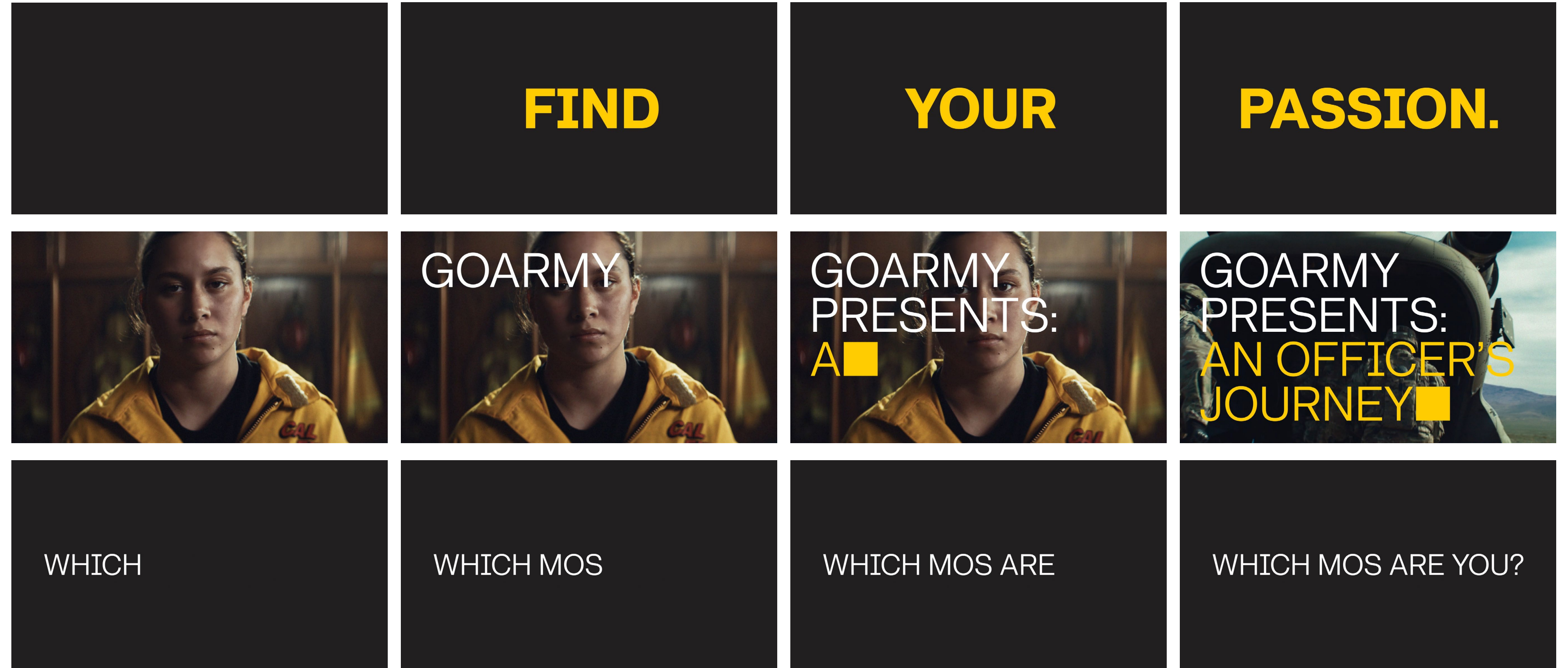
PURPOSEFUL
MOVEMENT

Bold energy

Bold, uncomplicated motion gestures with crops cuts and dynamic pacing—no-nonsense, like our brand.

CHECKLIST:

- Dynamic pacing
- Purposeful cuts
- Confident typography
- Grid-based compositions



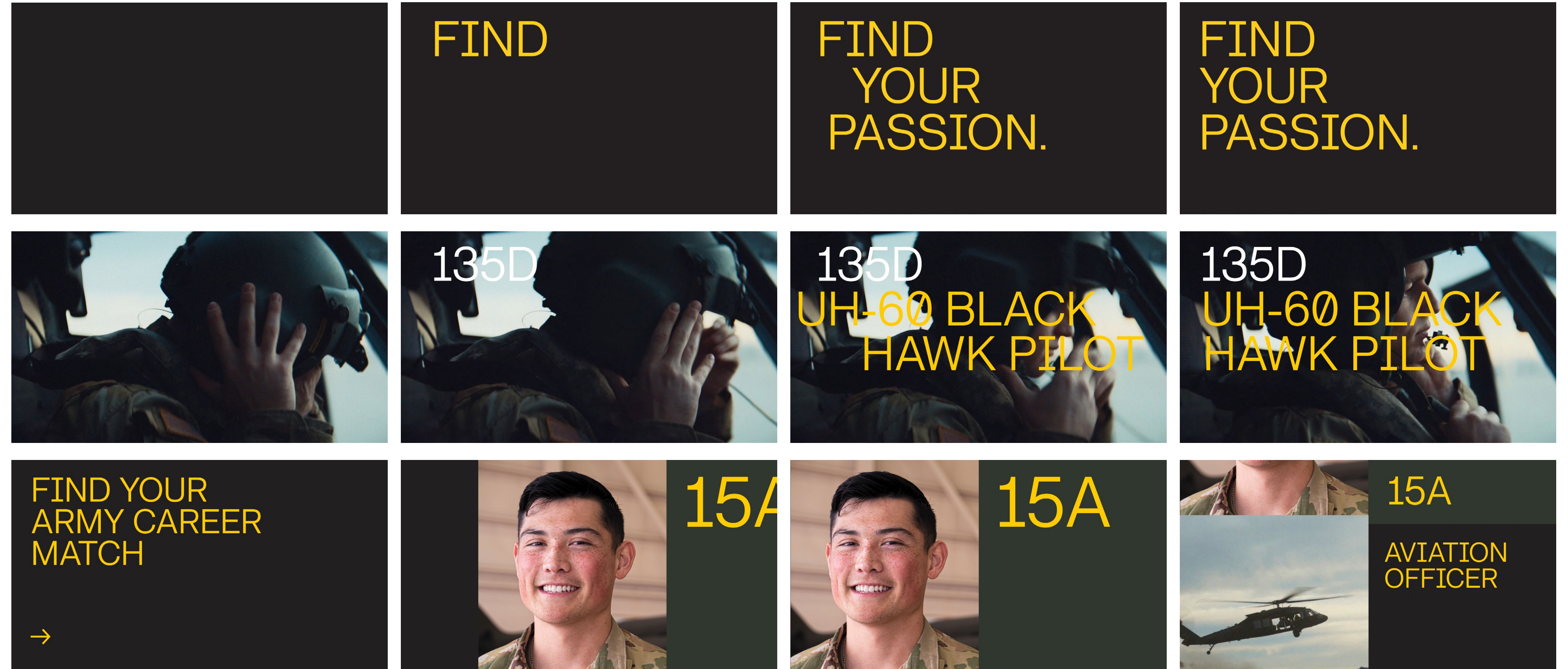
EXAMPLES OF BOLD ENERGY

Purposeful movement

Deliberate, tightly choreographed movements demonstrate precision and agility, advancing the brand's story.

CHECKLIST:

- Precise pacing
- Effortless transitions
- Magnetic typography
- Grid-based compositions



EXAMPLES OF PURPOSEFUL MOVEMENT

Core motion elements

Based upon the core elements of Army's visual identity, these tools are the foundation for all motion expressions.



Logo

In motion, our logo amplifies the world of possibilities within the Army.

The logo moves with confidence, pride, and efficiency.

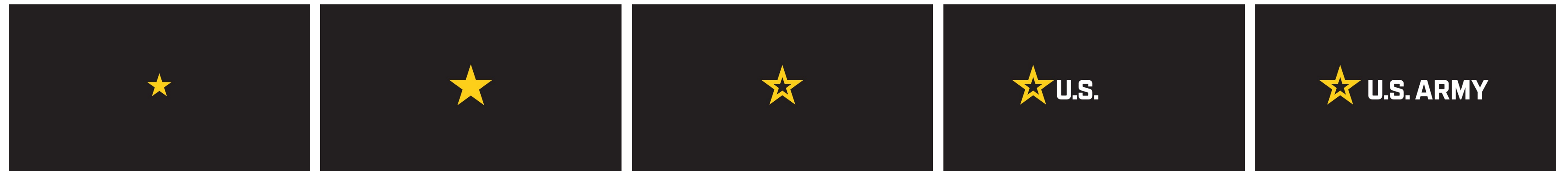
Logo animations were designed both in horizontal and vertical formats.

Considerations:

- **Big bang** is used in longer format videos, such as campaigns, video-ads, YouTube, etc.
- **Starburst** is used in medium-to-short video formats, such as Instagram Reels, Instagram in-feed posts, etc.
- **Flash** is used in short format videos, such as Instagram Stories, Snapchat, etc.



LOGO ANIMATION: BIG BANG



LOGO ANIMATION: STARBURST



LOGO ANIMATION: FLASH

Type movements

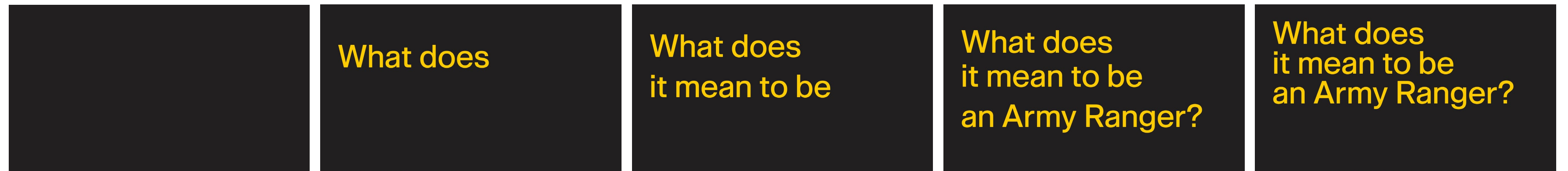
Our custom font, G.I., is designed to perform with clarity and consistency across all branded contexts.

Logo animations:

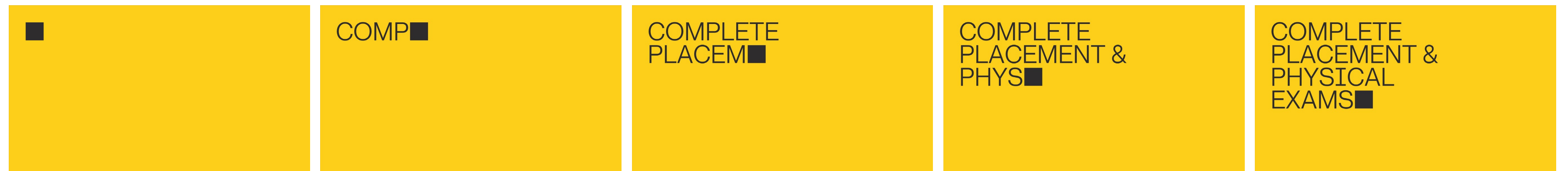
- **Simple** type can be animated sentence-by-sentence, word-by-word, or number-by-number
- **Directional** type can travel horizontally and vertically, though only one direction at a time
- **Cursor** always moves left to right; word limit is approximately 8 words



EXAMPLE OF SIMPLE MOVEMENT



EXAMPLE OF DIRECTIONAL MOVEMENT



EXAMPLE OF CURSOR MOVEMENT

Composition styles

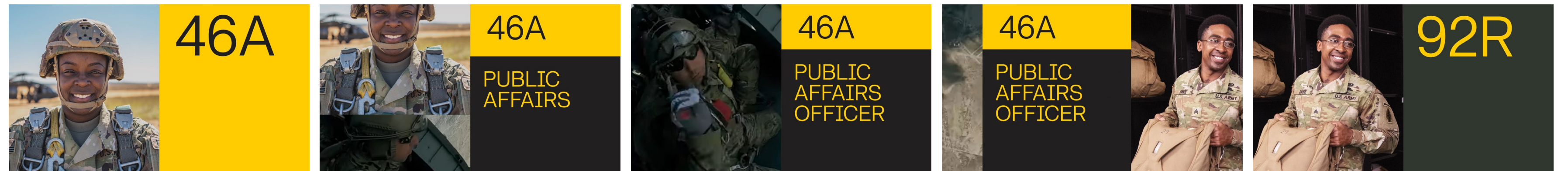
Our custom font, G.I., is designed to perform with clarity and consistency across all branded contexts.

Considerations

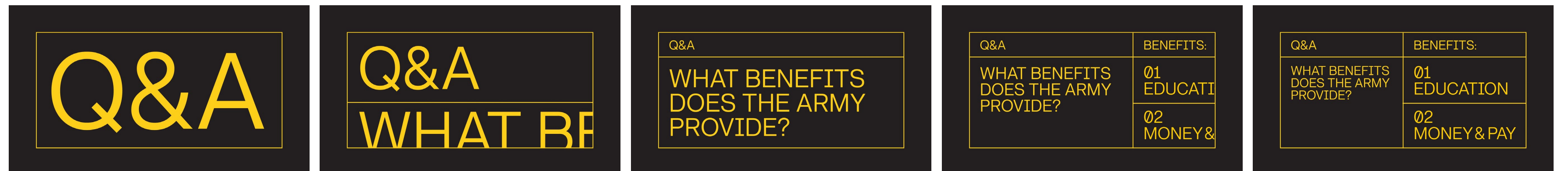
- **Core style** is telegraphic, simple, bold, and evergreen
- **Block style** is most effective in communicating the U.S. Army's world of possibilities
- **Exposed grid** is designed to provide structure for complex text-based content



EXAMPLE OF CORE STYLE



EXAMPLE OF BLOCK STYLE



EXAMPLE OF EXPOSED GRID

Field of stars element

The field of stars is a flexible brand element closely connected to our logo. It conveys the idea of being a star among stars, standing arm in arm with all who serve, and being all that one can be.

Considerations

- **Field of stars 01** and **02** are best used in transitions, logo intros, and outros



FIELD OF STARS 01



FIELD OF STARS 02

Transitions

Our video transitions embody our motion fundamentals through bold energy and purposeful movement. Efficiently moving a video from scene to scene, transitions bring rhythm and pace to storytelling.

Considerations

- **Cut transitions** are straight transitions from A to B without effects
- **Swipe transitions** are linear swipes from A to B without effects; these move horizontally and vertically



EXAMPLE OF CUT TRANSITION



EXAMPLE OF SWIPE TRANSITION

09 ICONOGRAPHY

Iconography communicates concepts and ideas without language—it is the essence of visual storytelling. Army iconography can be used across a range of expressions to quickly express a message or enrich a story.

**FOR ADDITIONAL INFORMATION CONSULT:
[THE U.S. ARMY ICONOGRAPHY TOOLKIT](#)**

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ICON SIZES 76

ICON COLOR USAGE 77

ICON USAGE 78

ICON EXAMPLES 79

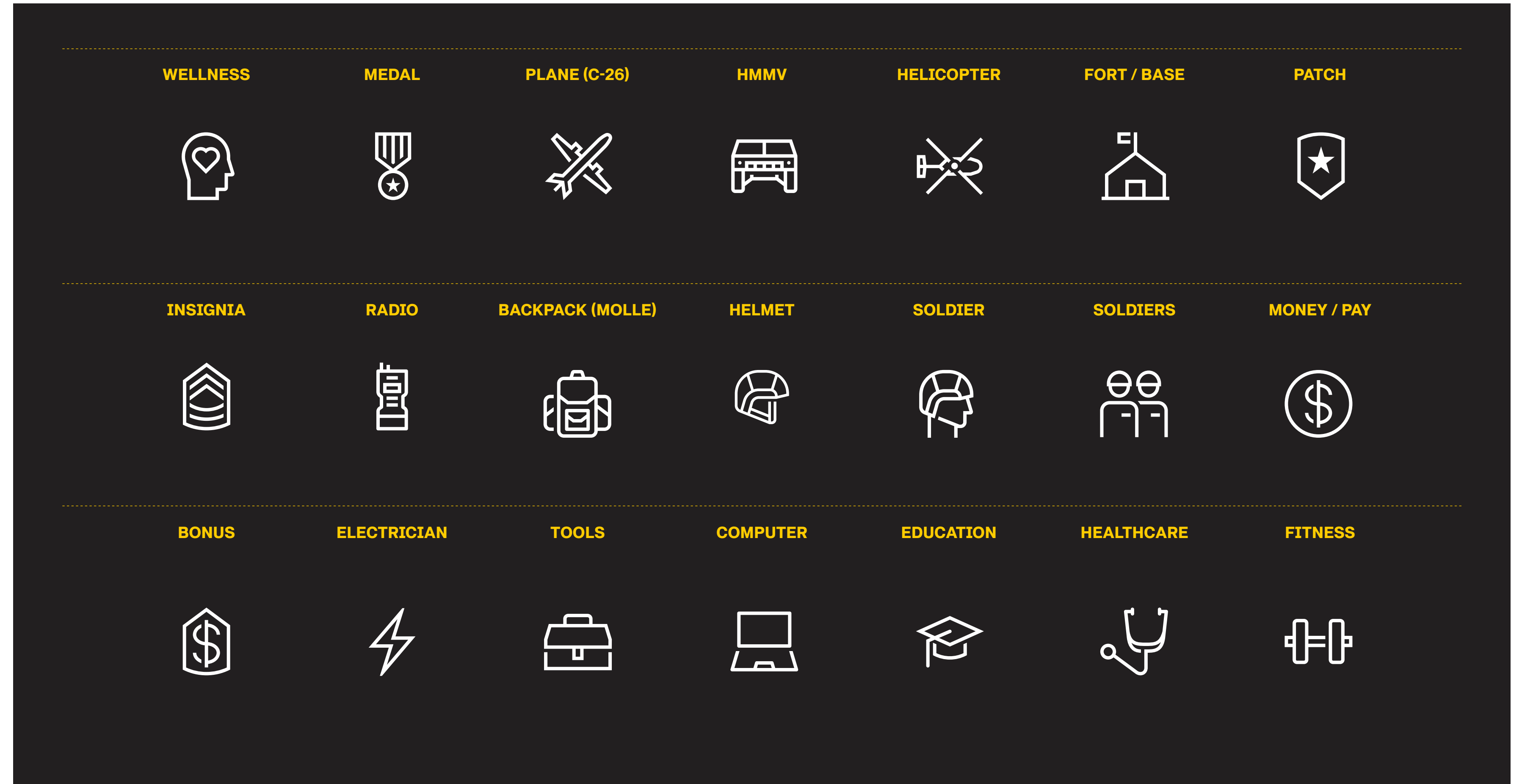
Iconography system

The U.S. Army icons are the result of two foundational elements—**style and meaning.**

Our **iconography style** is bold and simple. It uses basic shapes and proportions to create consistency across the system. Each icon is intentionally designed to be paired with our typeface, G.I.

Our icons are designed based on authentic Army objects, ideas, and messages to **communicate concepts at a glance.**

ICONS SHOWN HERE AT 100%



ICON EXAMPLES (60PX)

Icon sizes

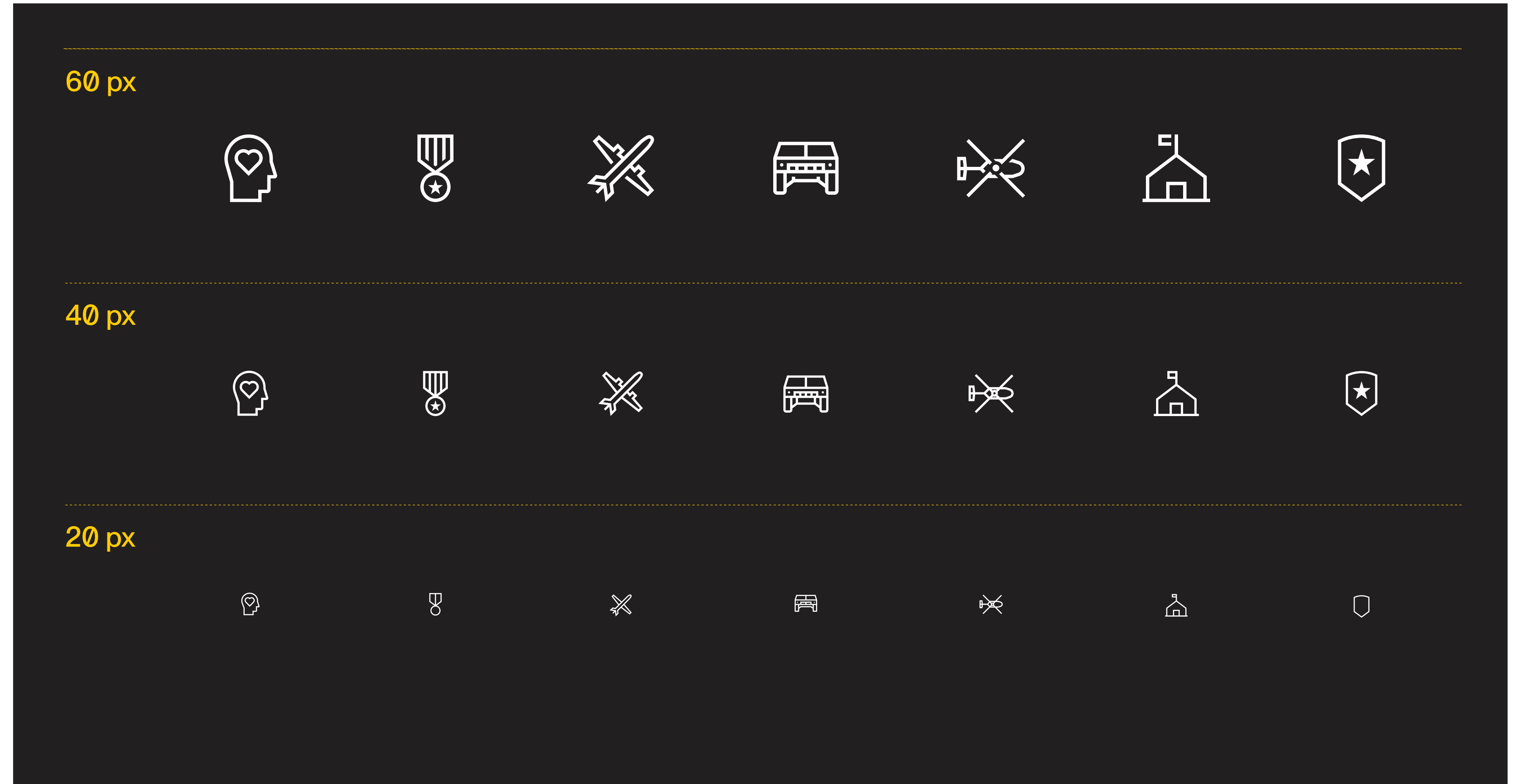
The U.S. Army icons are available in **three sizes: 60px, 40px, and 20px.**

Designed to perform with clarity and consistency across all branded contexts, the icons decrease in complexity as they scale down.

Considerations:

- Select the size best suited to the product being created
- **Avoid scaling the icons**, unless strictly necessary
- **Do not change the design** by adding or removing elements
- **Do not add strokes**

ICONS SHOWN HERE AT 100%



ICON SIZE EXAMPLES

Icon color usage

The U.S. Army icons are used in **3 colors: White, Army Black, and Army Gold.**

The examples on this page illustrate how to use our icons on a solid background.

Considerations:

- **Do not add extra color** to an icon
- **Avoid combining two color icons** in the same product



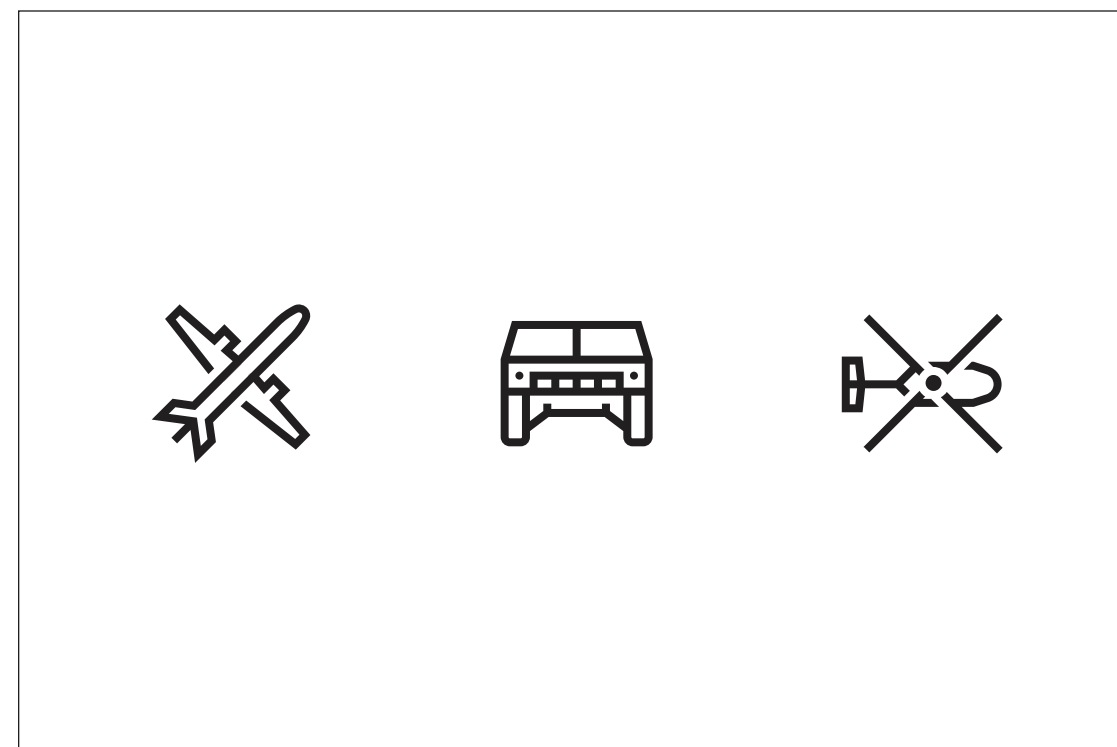
WHITE ICONS ON ARMY BLACK



ARMY GOLD ICONS ON ARMY BLACK



ARMY GOLD ICONS ON ARMY GREEN



ARMY BLACK ICONS ON WHITE



ARMY BLACK ICONS ON ARMY GOLD



ARMY BLACK ICONS ON TAN

Icon usage

Our icons are designed to work in harmony with our custom typeface, G.I., and its different weights.

The examples on this page illustrate some, but not all, potential uses of icons and G.I.

ICONS SHOWN HERE AT 100%



ICON AND G.I. PAIRING EXAMPLES

Icon examples



10 DATA VISUALIZATION

Data visualization is how we represent information and data, using graphics and other visual elements. U.S. Army data visualization presents quantitative information through simple, smart, clear visualizations that emphasize precision and accuracy.

**FOR ADDITIONAL INFORMATION CONSULT:
THE U.S. ARMY DATA VISUALIZATION TOOLKIT**

DATA VISUALIZATION STYLES 81

Data visualization styles

There are two styles of data visualization, reporting and expressive. Both styles leverage the Army's core visual identity elements to create diverse, flexible content while retaining visual consistency.



REPORTING

EXPRESSIVE

Data visualization style: Reporting

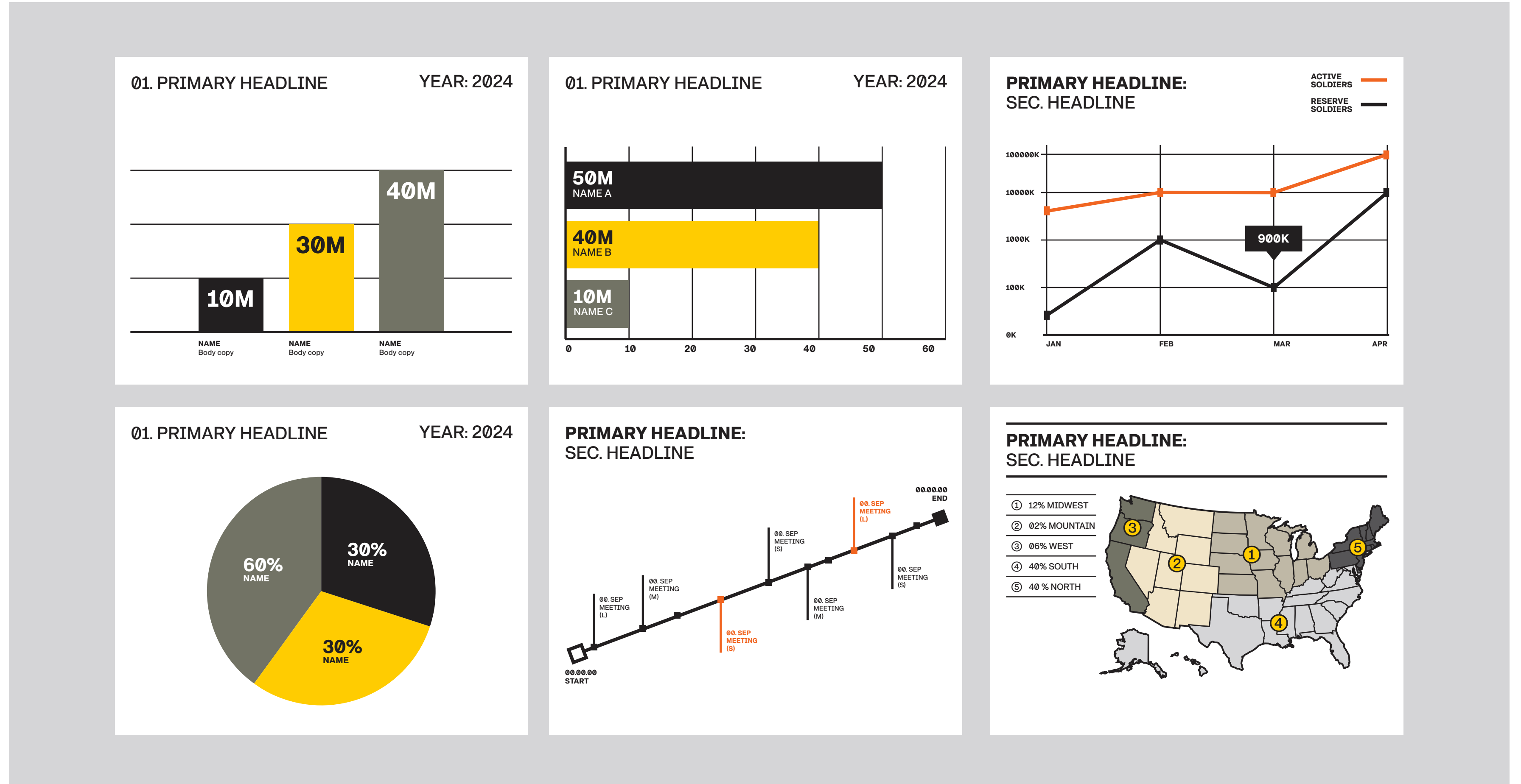
This style is primarily used for **internal-facing content**, such as reports and presentations, that is largely data driven.

Elements rendered in this style should present information in a clear and digestible manner.

This style is characterized by its **simplicity** and use of **white backgrounds**.

The **examples** on the following slides model a variety of charts. Charts include, but are not limited to, **bar charts, line charts, pie charts, tables, timelines, and maps**.

Note: The following examples are not to scale. They should be resized in accordance to the document in which they reside.



EXAMPLES OF REPORTING STYLE

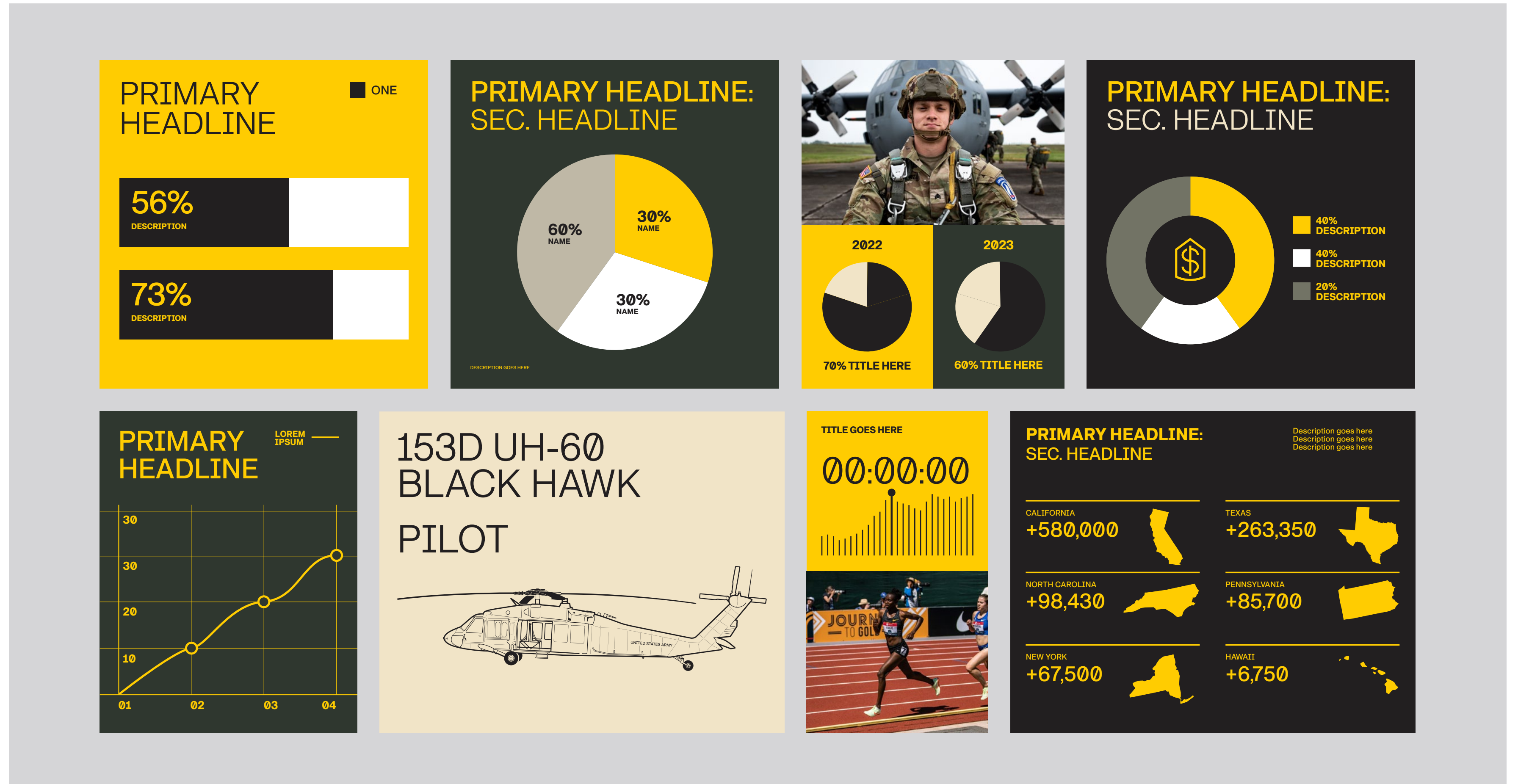
Data visualization style: Expressive

This style is used primarily for **external-facing communications** such as social media, email, and websites.

Expressive style is characterized by the use of **Army's primary colors** and bold compositions. Content rendered in this style should be **dynamic and engaging**.

The following slides include **examples** of a range of charts, including, but not limited to, **bar charts, line charts, pie charts, maps, diagrams, and timelines**.

Note: the following examples are **not to scale** and should be resized according to the document in which they reside.



EXAMPLES OF EXPRESSIVE STYLE.

11 TAGLINE

Our *Be All You Can Be* tagline is the most succinct and memorable external-facing expression of the “possibilities” of our brand positioning and is intended for use across brand communications as a supporting visual element.

- THE U.S. ARMY TAGLINE 85
- TAGLINE FORMATS 86
- TAGLINE CLEAR SPACE 87
- TAGLINE MINIMUM SIZE 88
- TAGLINE COLOR USAGE 89
- TAGLINE: THINGS TO AVOID 90

The U.S. Army Tagline

The U.S. taglines are carefully rendered artwork that should not be modified.

The tagline type is not a font, but a rendered piece of artwork that should not be adjusted in any way.

Always use provided assets and never try to re-create the asset yourself.

Minimum clear space has been built into the .ai artwork files. Sizes indicated in this PDF refer to the overall height of the visible artwork, and do not include the clear space.



BE ALL YOU CAN BE.

THE U.S. ARMY PRIMARY TAGLINE

Tagline formats

The U.S. Army tagline is available in horizontal and stacked configurations.

The tagline's size, position, spacing, and relationship to its surrounding elements have been carefully defined and should not be altered in any way other than as outlined in these guidelines.

Tagline 1 is the horizontal configuration. It is the preferred and primary tagline. It should always be used unless format dictates otherwise.

Tagline 2 is the stacked configuration. It is the alternate and secondary tagline. It should be used only in cases where the primary tagline is not appropriate.

Trademark versions of both taglines are also provided. If a TM is needed, use these versions. Do not typeset the TM.



TAGLINE 1: PRIMARY HORIZONTAL TAGLINE



TAGLINE 2: SECONDARY STACKED TAGLINE



TAGLINE 1: PRIMARY HORIZONTAL TAGLINE WITH TM

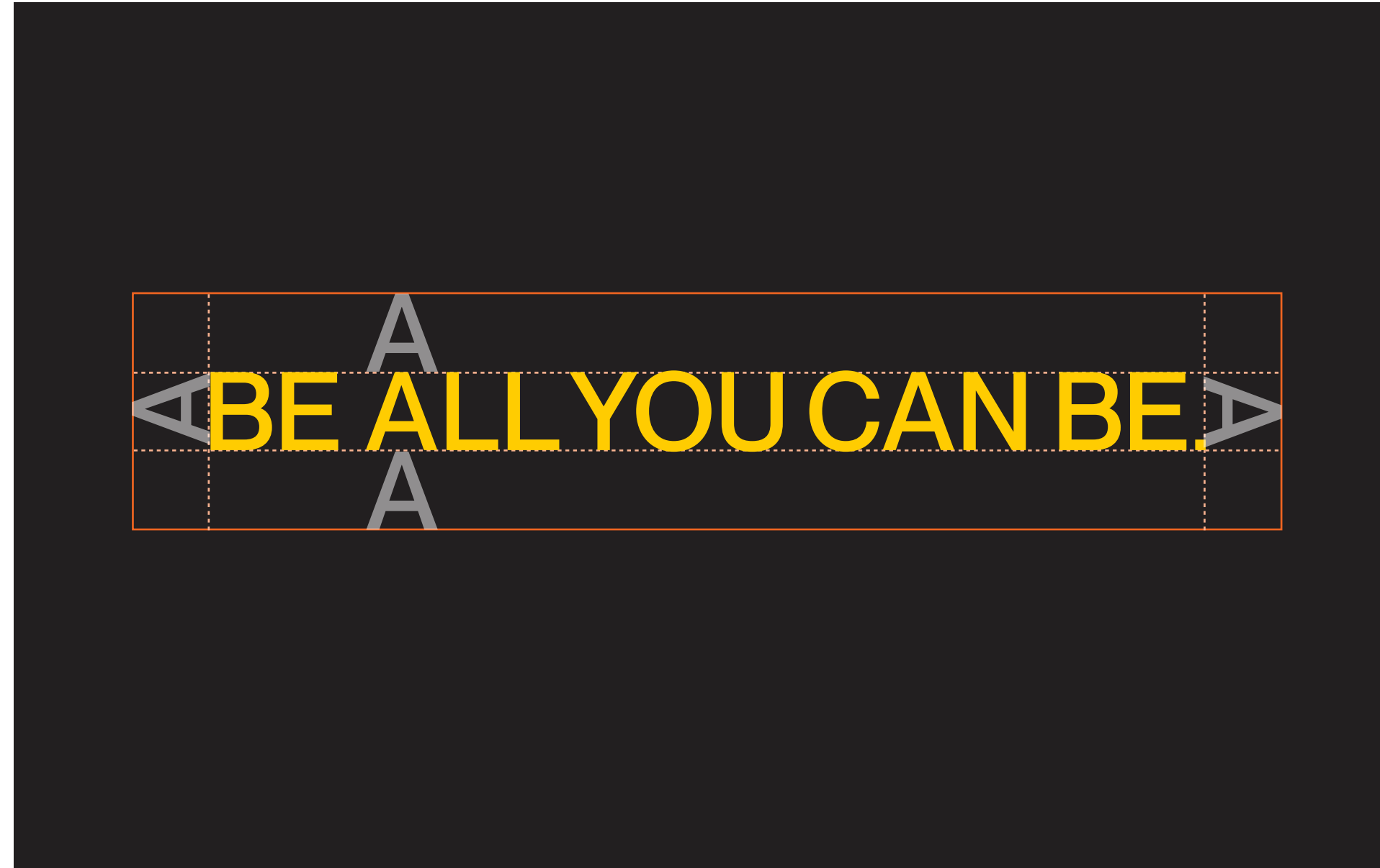


TAGLINE 2: SECONDARY STACKED TAGLINE WITH TM

Tagline clear space

Maintaining an appropriate amount of space around our tagline ensures that it is clear and legible. Always follow this spacing requirement and keep other graphic elements and text out of this area.

Clear space around our tagline is based on the **height of the letter “A” in our tagline**. It helps ensure that the U.S. Army tagline is easy to read and recognize.



PRIMARY TAGLINE CLEAR SPACE

RETAIN A MINIMUM CLEAR SPACE OF THE “A” HEIGHT AROUND ALL SIDES OF THE PRIMARY TAGLINE, AS SHOWN ABOVE.



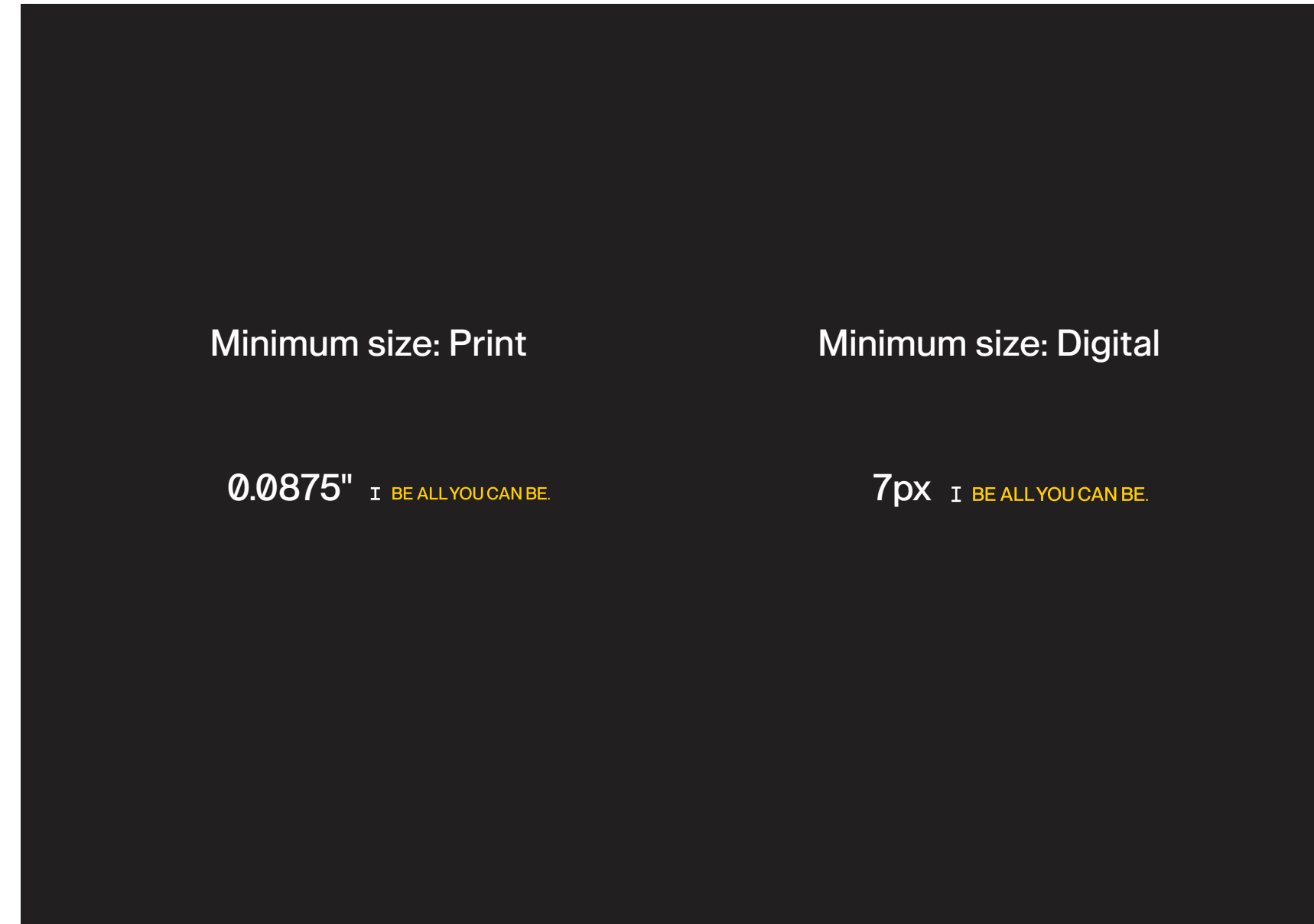
SECONDARY TAGLINE CLEAR SPACE

RETAIN A MINIMUM CLEAR SPACE OF THE “A” HEIGHT AROUND ALL SIDES OF THE SECONDARY TAGLINE, AS SHOWN ABOVE.

Tagline minimum size

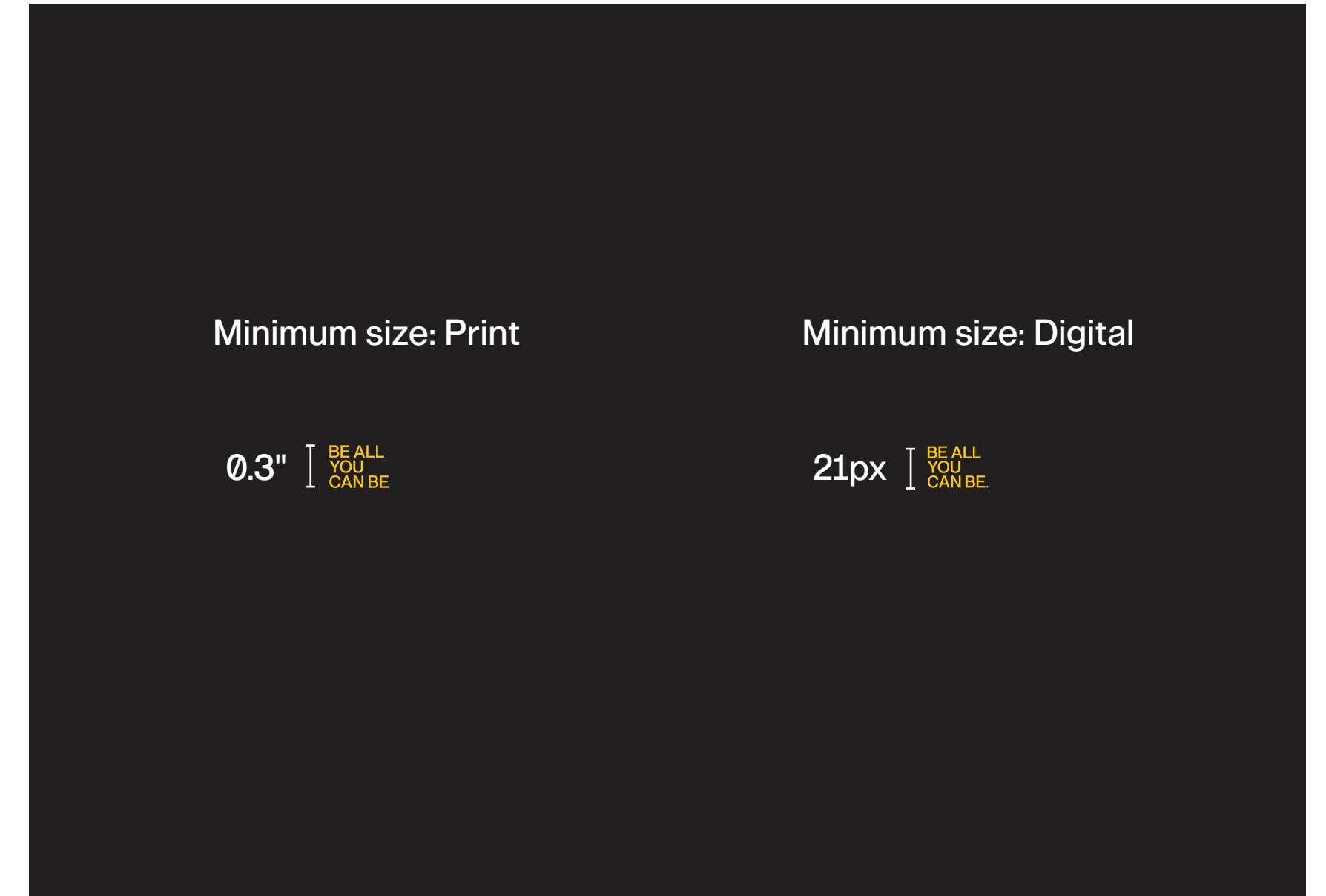
Avoid representing the primary tagline or secondary tagline smaller than the minimum size. Always be sure to present the taglines so that they may be clear, legible and impactful.

For some digital applications with restricted dimensions, such as web banners, the tagline may need to be smaller than the suggested minimum size. In such special cases, retain as much legibility as possible.



PRIMARY TAGLINE MINIMUM SIZE

MINIMUM SIZE FOR PRINT APPLICATIONS IS 0.0875" TALL.
MINIMUM SIZE FOR DIGITAL APPLICATIONS IS 7PX TALL).



SECONDARY TAGLINE MINIMUM SIZE

MINIMUM SIZE FOR PRINT APPLICATIONS IS 0.3" TALL.
MINIMUM SIZE FOR DIGITAL APPLICATIONS IS 21PX TALL).

Tagline color usage

The preferred Army Gold tagline, when placed on a solid color background, will appear on the Army Black.

When placed over an image, use the Army Gold tagline. Be sure to guarantee that the tagline maintains enough contrast with the background image to maintain clarity and legibility.

Use the Army Black tagline on Army Gold, Tan and White backgrounds.



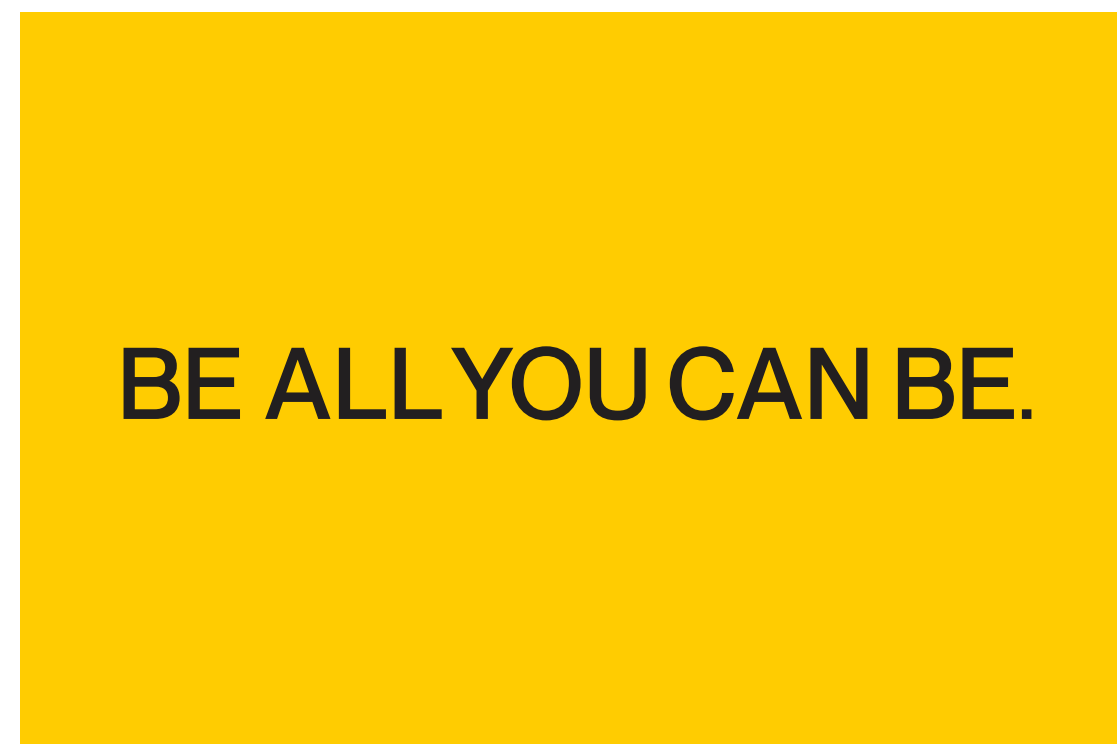
TAGLINE 1
ARMY GOLD ON ARMY BLACK



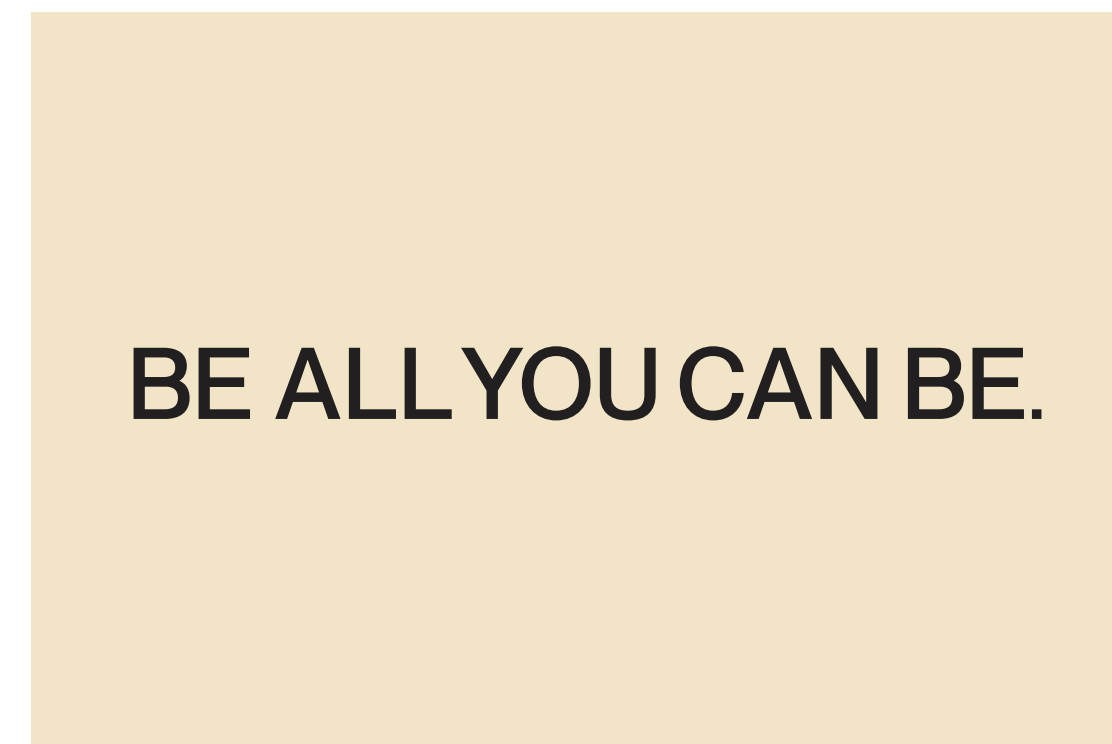
TAGLINE 1
ARMY GOLD ON ARMY GREEN



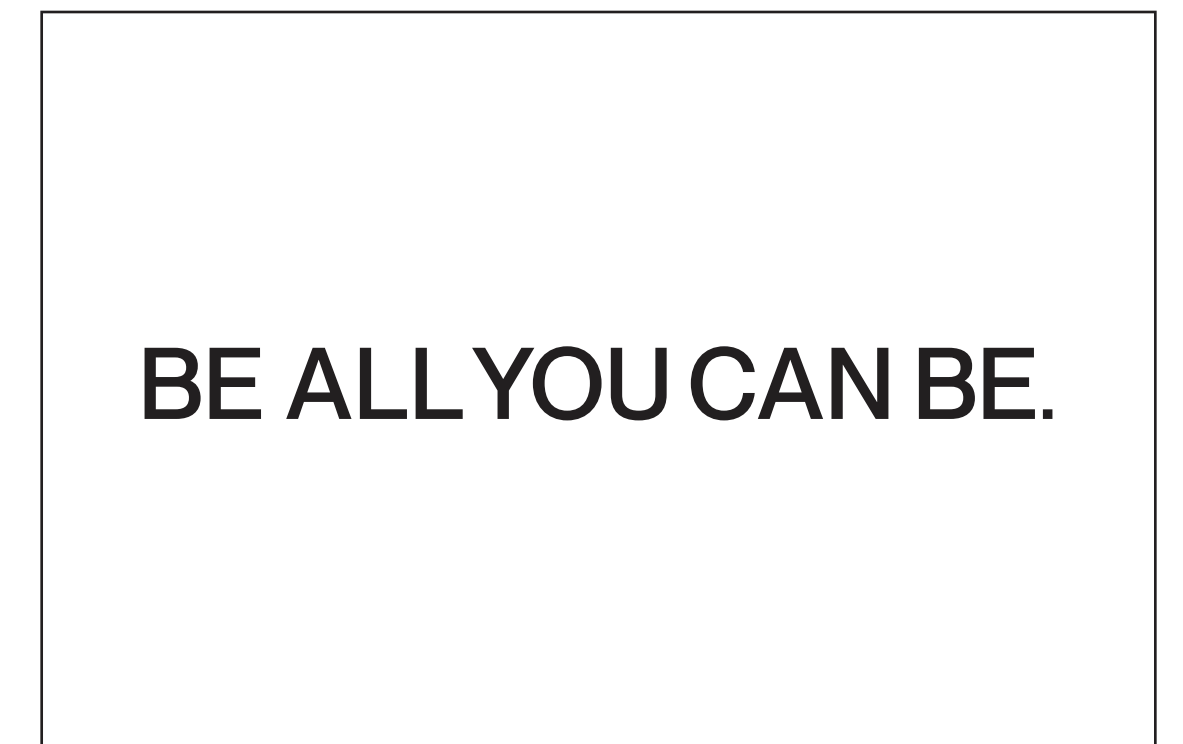
TAGLINE 1
ARMY GOLD ON IMAGE



TAGLINE 1
ARMY BLACK ON ARMY GOLD



TAGLINE 1
ARMY BLACK ON TAN



TAGLINE 1
ARMY BLACK ON WHITE

Tagline: things to avoid

The examples on this page illustrate some, but not all, potential misuses of the tagline. These rules apply to all versions of the tagline.



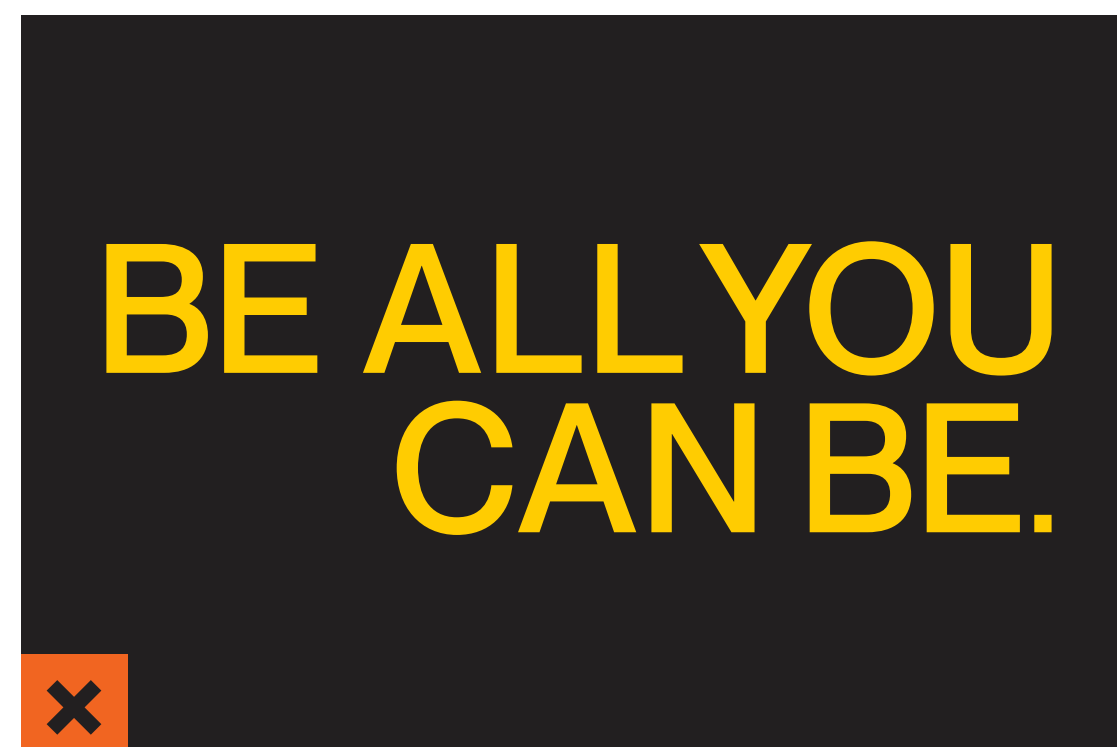
DON'T TYPESET THE TAGLINE WITH DIFFERENT FONTS.



DON'T CHANGE THE COLOR OF THE TAGLINE. USE THE PROVIDED COLOR VERSIONS.



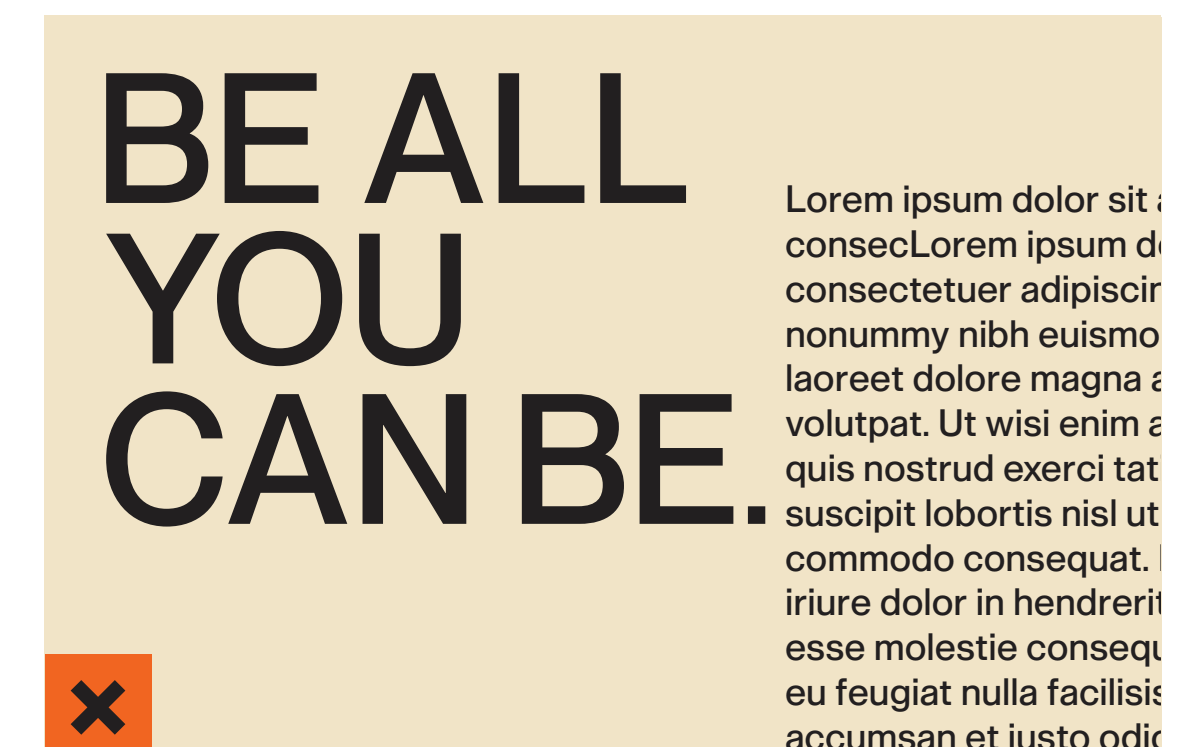
DON'T ADD DROP SHADOWS OR OTHER EFFECTS.



DON'T REARRANGE OR RE-BREAK THE TAGLINE.



DON'T USE THE TAGLINE AS A WATERMARK.



DON'T PLACE THE TAGLINE TOO CLOSE TO OTHER ELEMENTS, SUCH AS TEXT, IMAGES, OR THE EDGE OF THE PAGE.

12 BRAND ARCHITECTURE

Brand architecture allows an organization like the U.S. Army to reach prospects more effectively. When prospects can navigate our entire portfolio more easily and clearly, they have a better understanding of the full breadth and depth of what the Army does—and that helps them make more informed recruitment decisions.

- WHAT IS BRAND ARCHITECTURE? 92
- BRAND ARCHITECTURE APPROACH 93
- HOW WE DEPLOY OUR FAMILY OF BRANDS 94
- OUR BRAND HIERARCHY MODEL 95
- SIGNATURE SYSTEM FUNDAMENTALS 97
- LOGO 1 (HORIZONTAL) FUNDAMENTALS 98
- LOGO 2 (STACKED) FUNDAMENTALS 100

What is brand architecture?

Brand architecture is the model that helps an organization like the U.S. Army to present its offerings to external audiences in a clear and strategically effective way.

Brand architecture is distinct from organizational structure, so it doesn't reflect internal reporting lines. Rather, it's built from an outside-in perspective to define the way that customers will interact with the organization.

In the U.S. Army, brand architecture is a key component of our overall strategy. It provides the structure that helps us deliver a consistent and compelling experience in every prospect interaction.

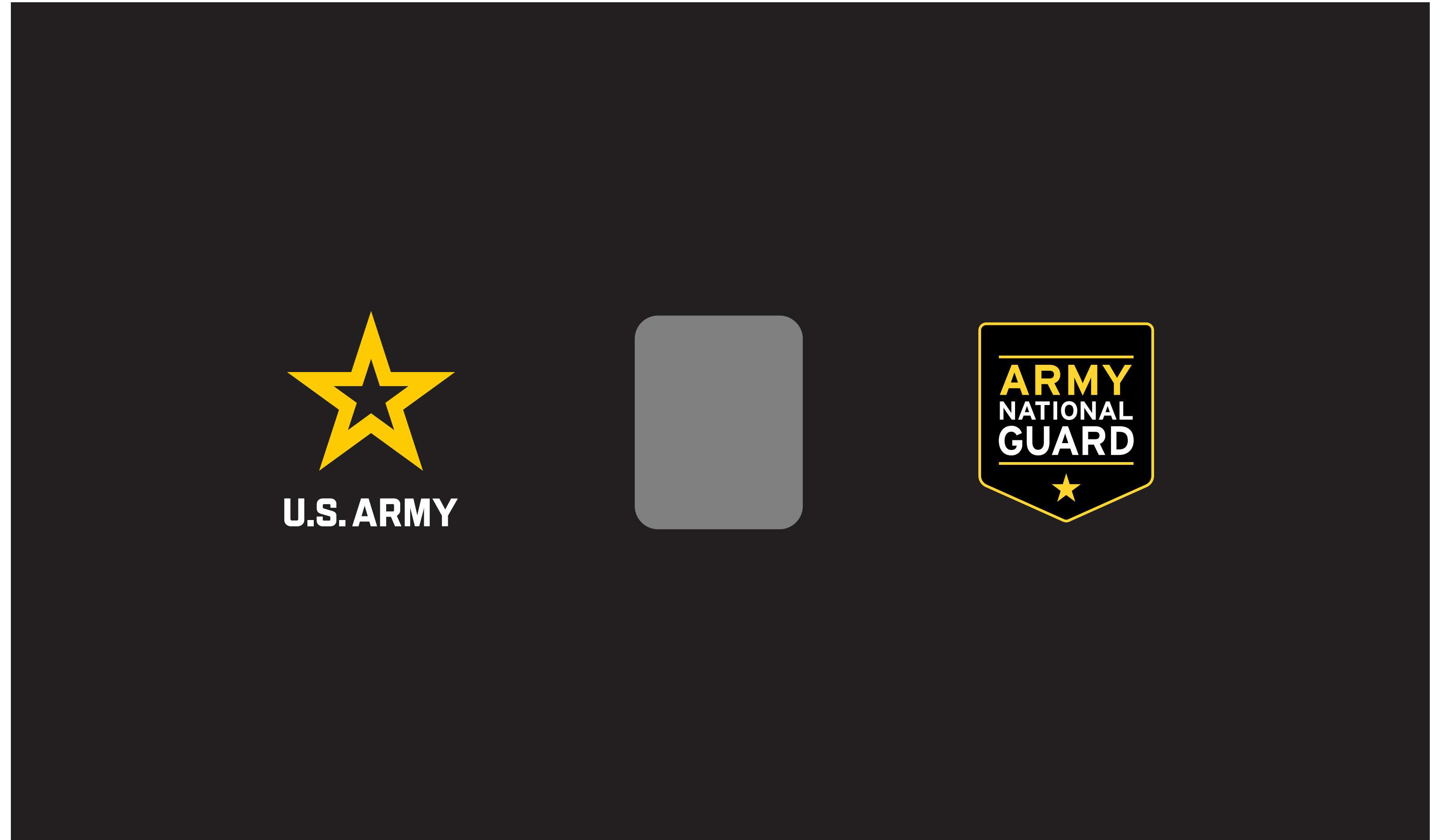
By building and embracing a strategically sound brand architecture, we're helping to ensure that we meet our prospects' needs, and maximize our recruiting success—and, ultimately, the success of the U.S. Army.

Brand architecture approach

We deploy a family of brands architecture approach, which leverages the U.S. Army master brand across the portfolio when appropriate and leaves room for component brands to build their own equity while still connected to the master brand.

What it achieves:

- Broadens Total Army associations
- Unlocks greater differentiation for strategic Components
 - Establishes a clearly distinctive value proposition
 - Better aligns to prospect goals and passions
 - Highlights unique lifestyle and skill sets
 - Addresses specific barriers to consideration
 - Allows for more targeted marketing that speaks to prospect needs
- Inspires a sense of ownership, pride and loyalty for current and former Component members
- Makes it easy and cost effective to manage the brand architecture



PLACEHOLDER LOGOS FOR DEMONSTRATION PURPOSES

How we deploy our family of brands

KEY PRINCIPLES

Broaden associations

Leverage the brand architecture to help reposition the Army as a modern, multi-faceted organization that offers a range of career possibilities and helps people of all backgrounds and interests find their passion.

Act like family

Deploy the compo identities strategically—both together and individually—to communicate and connect with target audiences. Treat Reserve and National Guard as equally important career options for prospects alongside each other.
















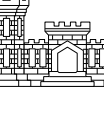
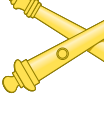
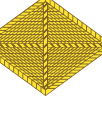
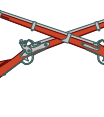








































Flex, within a framework

Create a system of brand identity elements for the Army that have the right degree of flexibility to support communications and target audiences across media types with a unified look and feel.

Our brand hierarchy model



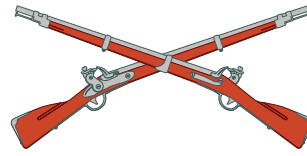
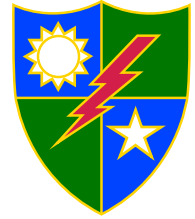

There are six levels to our brand hierarchy model

This diagram details the levels of our brand architecture model and provides examples of how brands from our portfolio fit into it.

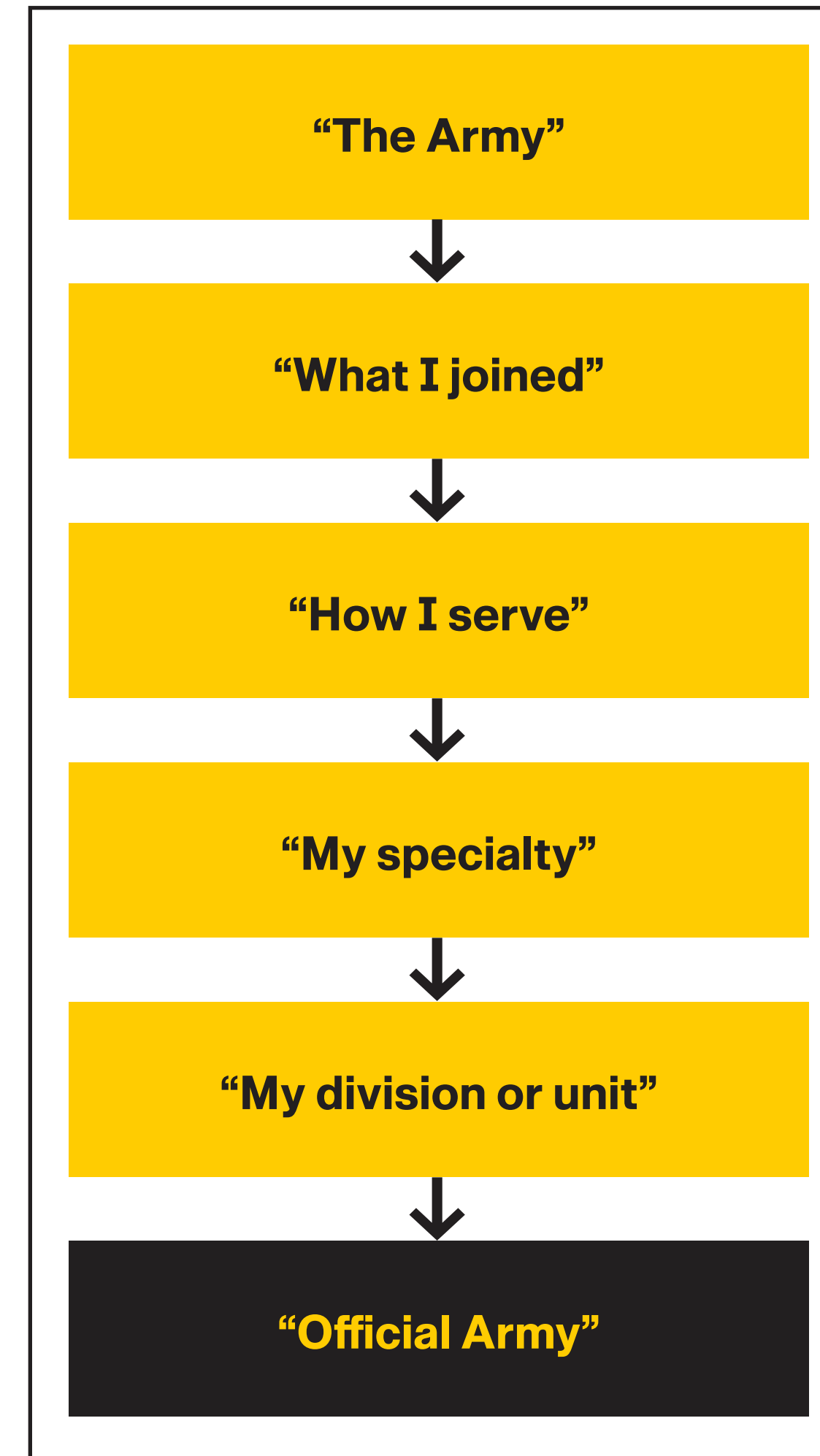
L1	Enterprise brand													
L2	Component brands	  												
L3	Ways to serve & contribute	OFFICER				ENLISTED					CIVILIAN†			
L4	Occupational specialty (branch insignia)	 Adjutant General	 Air Defense Artillery	 Armor	 Aviation	 Army Music	 Cavalry Scouts	 Chaplain	 Chemical	 Civil Affairs	 Cyber	 Electronic Warfare	 Engineer	 Field Artillery
		 Financial Management	 Infantry	 Judge Advocate	 Medical	 Military Intelligence	 Military Police	 Ordnance	 Psychological Operations	 Public Affairs	 Quartermaster	 Signal	 Special Forces	 Transportation
L5	Divisions & units (examples)	 75th Ranger Regiment	 160th Special Ops Aviation Regiment	 101st Airborne Division	 10th Mountain Division	 1st Cavalry Division	 1st Armored Division	 82nd Airborne Division	 1st Infantry Division	 25th Infantry Division	 38th Infantry Division (NG)	 Special Operations	 104th Infantry Division	 U.S. Army Corps of Engineers
		 1st Special Forces Group	 98th Civil Affairs Battalion	 91st Civil Affairs Battalion	 36th Infantry Division	 94th Infantry Division	 8th PSYOP Battalion	 3rd PSYOP Battalion	 2nd Infantry Division	 3rd Infantry Division	 5th Special Forces Group	 42nd Infantry Division	 7th Infantry Division	 100th Infantry Division (AR)
L6	Official emblems (examples)	  												

PLACEHOLDER LOGOS FOR DEMONSTRATION PURPOSES
 * REFERS TO ACTIVE ARMY
 † CIVILIANS PLAY A VITAL ROLE WORKING FOR THE DEPARTMENT OF THE ARMY AND CONTRIBUTING TO THE ARMY'S SUCCESS.
 UPCOMING RESEARCH AND STRATEGY DEVELOPMENT WILL INFORM FINAL ARCHITECTURE.

Our brand hierarchy model

L1	Enterprise brand	The parent brand for the Army’s family of brands.	
L2	Component brands	Strategic sub-brands that dimensionalize the parent brand.	
L3	Ways to serve	Sub-categories that identify the high-level personnel roles within the compo brands.	Enlisted
L4	Occupational specialty (branch insignia)	Group identifiers that designate the range of occupations and skill sets within the Army.	
L5	Divisions & units (examples)	Group identifiers that designate the divisions or units within the Army.	
L6	Official emblems (examples)	Organizational identifiers that endorse official actions and communications from the Army.	

PLACEHOLDER LOGOS FOR DEMONSTRATION PURPOSES



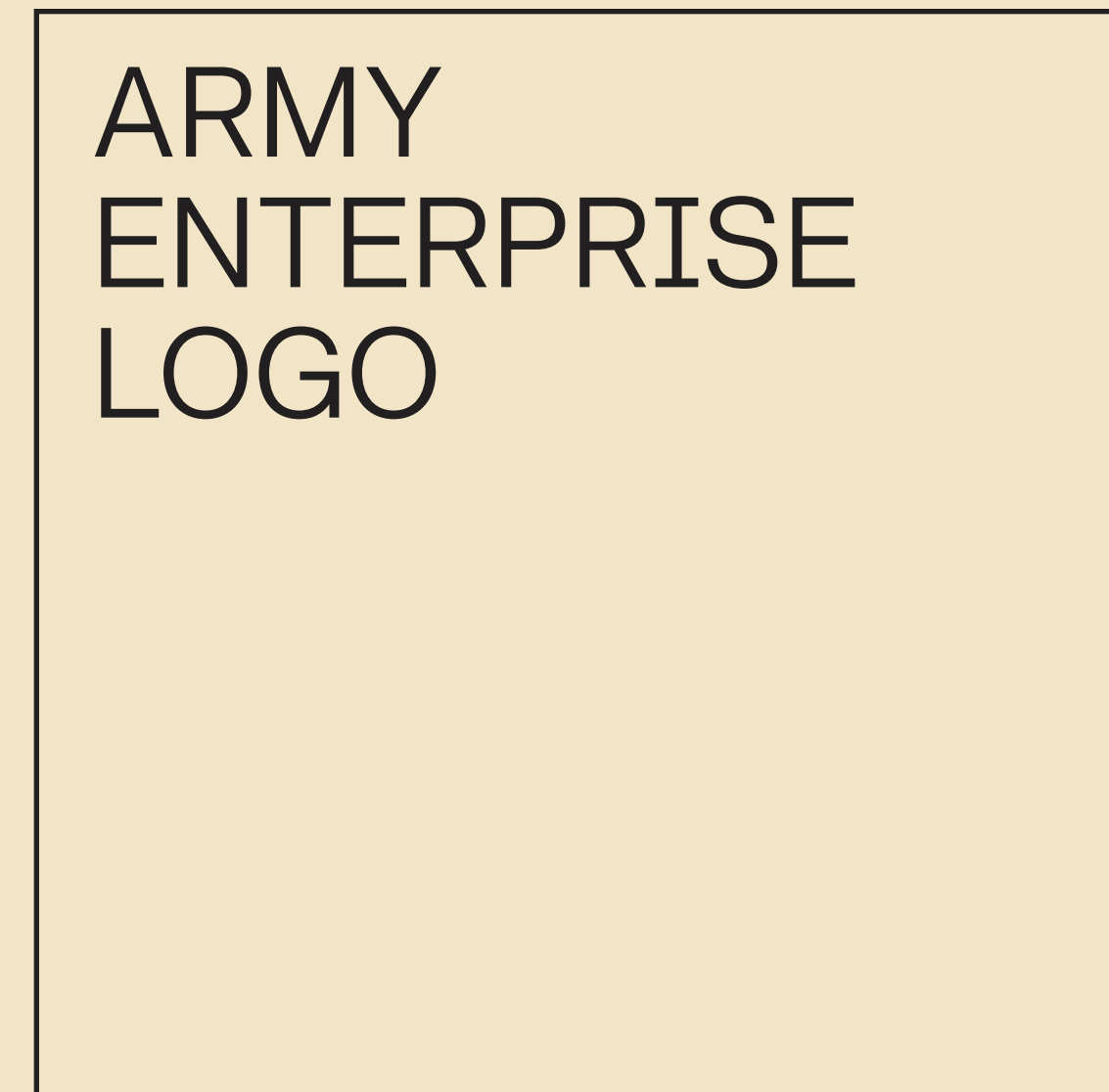
Each level of our brand hierarchy helps guide our prospect journey

Signature system fundamentals

The signature system provides usage guidelines for working with the Army enterprise logo (L1) and secondary brands (L2, L5)

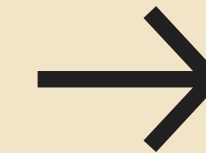
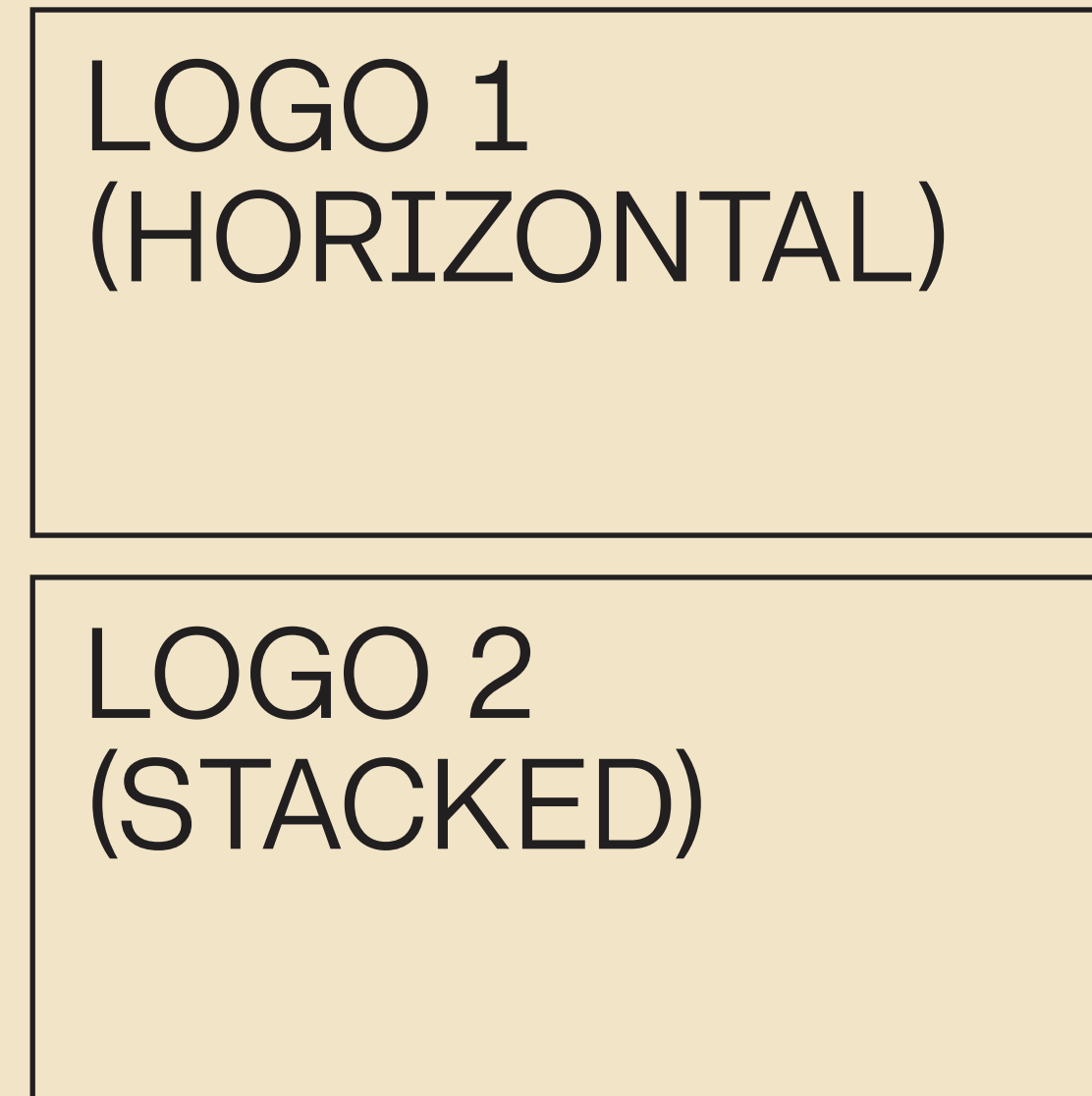
Foundational brand

The enterprise Army logo is always clearly positioned as the foundational brand in all Army communication.



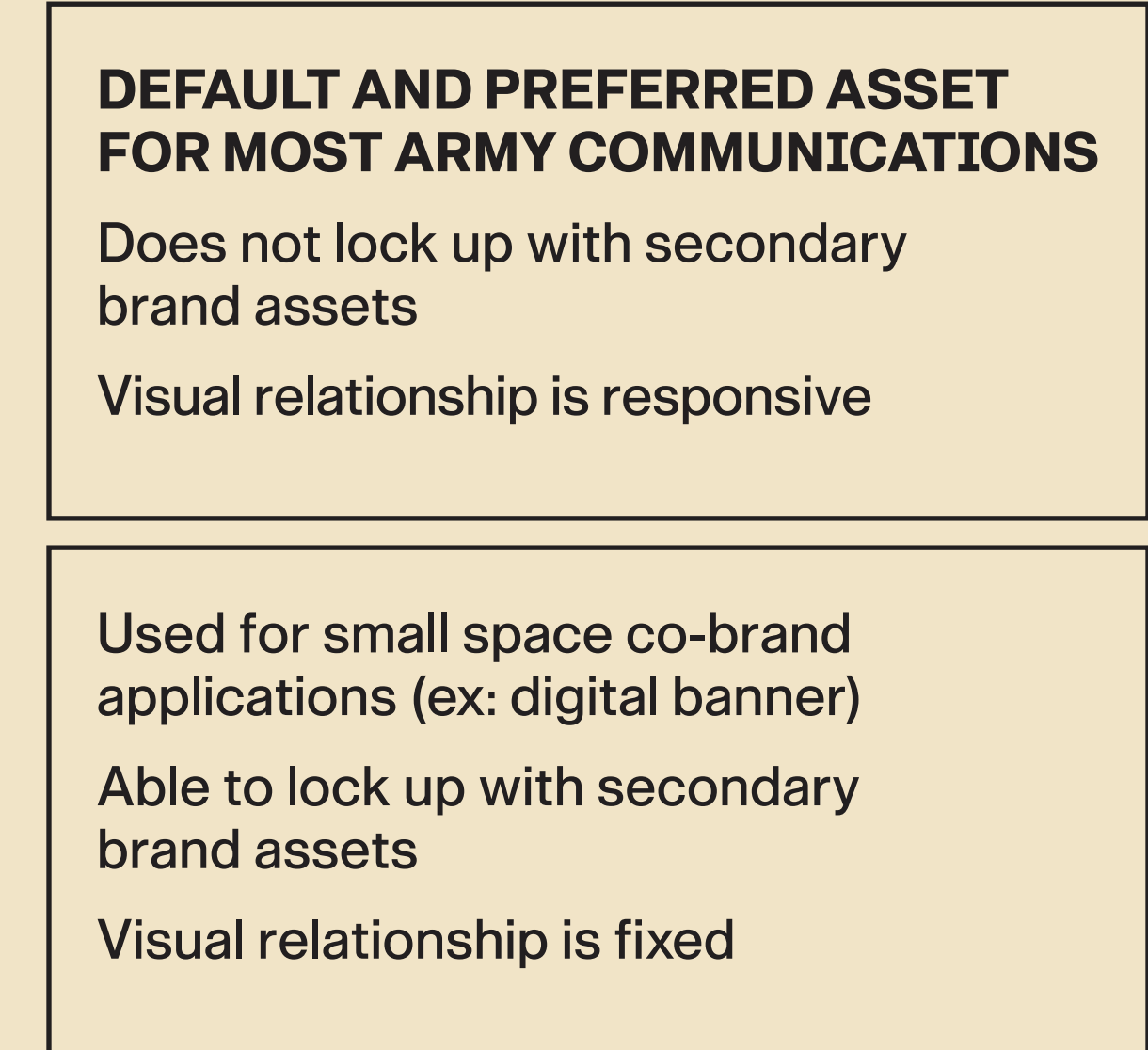
Logo formats

The Army enterprise logo is available in two different formats.



Usage guidelines

Each format works differently when appearing with secondary brands.



Logo 1 (horizontal) fundamentals

In order to maximize the equity of the enterprise brand while also highlighting the strength of the Army's various sub brands, Logo 1 should be used in relation to secondary brand assets for most Army communications.

DEFAULT AND PREFERRED ASSET FOR MOST ARMY COMMUNICATIONS

Use the horizontal version of the Enterprise brand wherever you can as it is the default and preferred method for expressing the logo.

DOES NOT LOCK UP WITH SECONDARY BRAND ASSETS

The horizontal logo does not lock up with secondary brand assets, it stands on its own, and is clearly positioned as the foundational brand in communications.

VISUAL RELATIONSHIP WITH SECONDARY BRAND ASSETS IS RESPONSIVE

There is flexibility in how the enterprise brand shows up with sub-brands, allowing the sub-brands to shine if and where needed. This relationship allows the strengths of the sub-brands to be highlighted without diluting the equity of the enterprise brand.

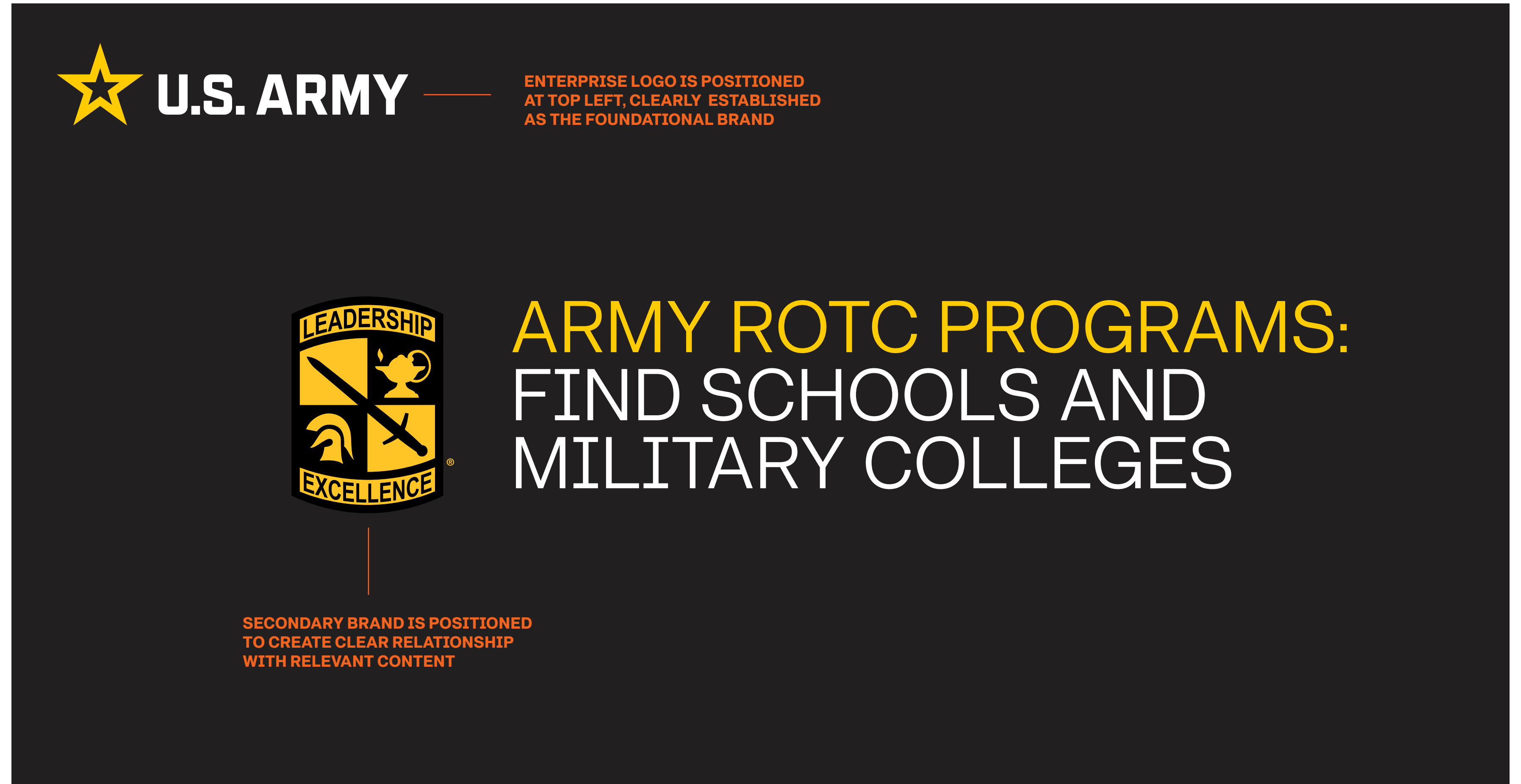
Applying Logo 1 (horizontal)

The enterprise Army logo is always clearly positioned as the foundational brand in all Army communications.

Taking into account the brand guidelines, the format and context of the communication, this often means positioning at top left corner—however this is not always the case (for example, the end card/sign-off of a video is the placement the foundational brand).

Secondary portfolio logos (L2, L5) are positioned with a logical proximity and relationship to relevant content elements.

Note: The horizontal enterprise Army logo does not lock up with any assets.



Logo 2 (stacked) fundamentals

Use Logo 2 (stacked) sparingly. **Logo 2 should only be used as an alternative** for select occasions where space or content limitations dictate a locked-up presentation of brand assets.

ABLE TO LOCK UP WITH SECONDARY BRAND ASSETS

The preference is to use the horizontal logo and not lock it up in a fixed relationship with other sub-brands. When a logo lockup is required involving the enterprise brand, use the stacked enterprise logo as it aligns better with the nature of the other sub-brands and is optimally designed for a lockup circumstance.

Do not lock-up nor use the stacked logo unless absolutely necessary.

USED FOR SMALL SPACE APPLICATIONS (E.G., DIGITAL BANNER)

The stacked version of the logo should only be used when required due to space requirements as well as in true external co-branding situations. It is to be used as a last resort, with the horizontal version of the logo being the default. A lock up of the enterprise logo with any secondary brand asset should only occur in internal communications, as secondary brand assets are meant to be primarily internal facing.

VISUAL RELATIONSHIP IS FIXED

The enterprise logo and sub-brand logos are always fixed in position, locked up to each other. By locking up the stacked enterprise logo on the left with the corresponding sub-brand on the right, it enables the enterprise logo to be highlighted without diluting the equity of the sub-brands.

Creating an enterprise Army logo lock-up

The enterprise logo is always positioned on the left side as the foundational brand element.

The horizontal distance between the two logos is defined by (2X) the height of the enterprise wordmark.

The secondary logo is scaled to fit within the same height and width of the enterprise logo.

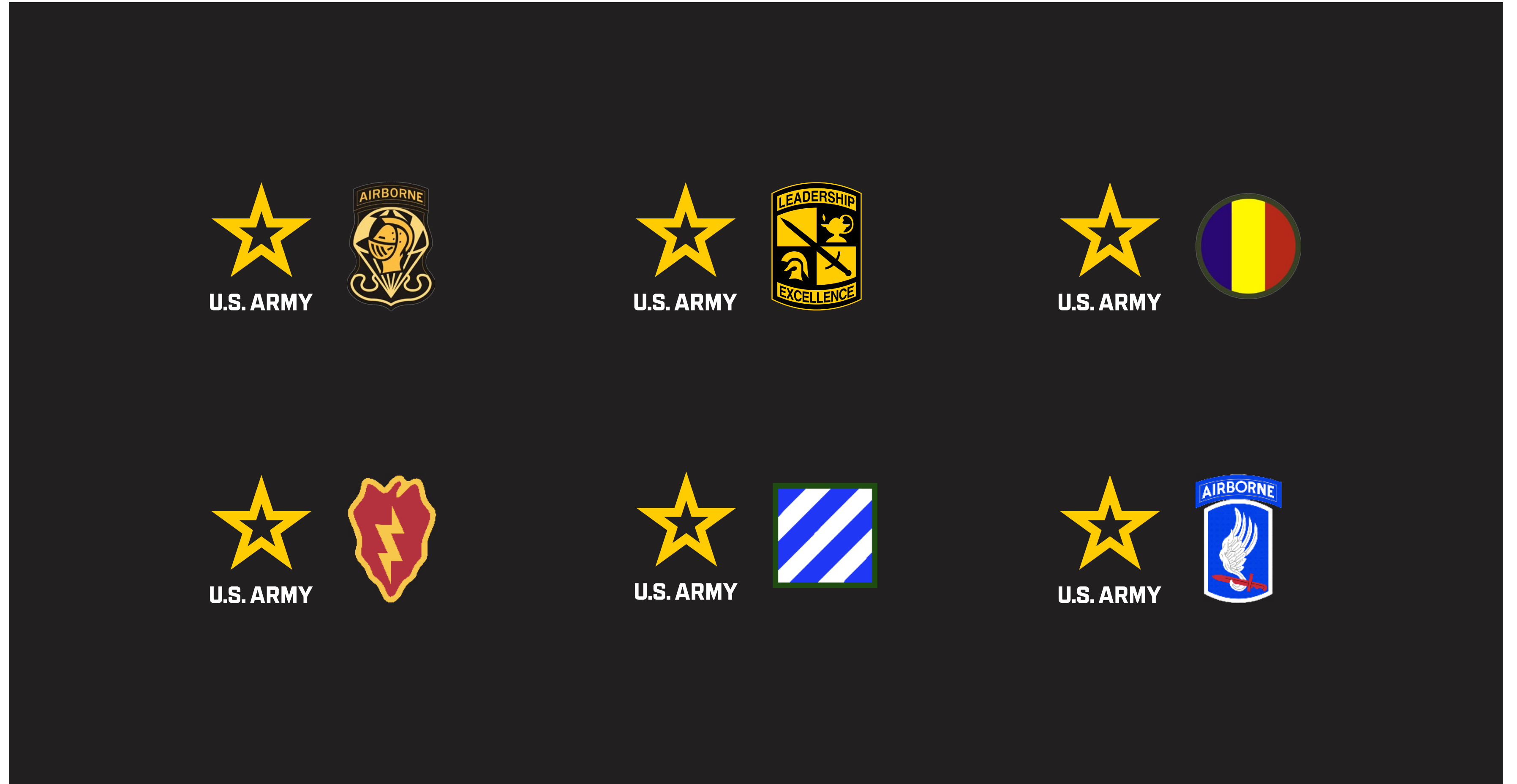
If the secondary logo reaches the same height of the enterprise logo and is within the width of enterprise logo, it aligns to the top and bottom of the enterprise logo and left side of the designated field.

If the secondary logo reaches the same width of the enterprise logo and before it reaches the height of the enterprise logo (square and round assets, for example) it aligns vertically to the enterprise logo.



Example logo lock-ups

Logo lock-ups are designed to clearly establish the enterprise logo as the foundational brand element, while allowing both assets to shine with pride and consistency.



13 VERBAL IDENTITY

Voice guides the verbal expression of a brand. Messaging is what we say—voice defines how we say it. The Army's voice should sound authentic and distinct, and be applied so consistently that our communications are instantly recognizable.

**FOR ADDITIONAL INFORMATION CONSULT:
THE U.S. ARMY VERBAL IDENTITY TOOLKIT**

IDENTITY PRINCIPLES 104
THE MESSAGING STORY 108
SAMPLE REWRITE: EDUCATION 109

Identity principles

Identity principles that guide our voice and how we speak.

Our identity principles work in concert to holistically define our voice. One principle is not complete without the others.

Combined, the principles inform the Army brand voice and tone.

Clear

We have a strong vision and compelling goals that we communicate with simple, crisp, effective wording.

Confident

We have an unwavering belief in our mission and ourselves, which we convey with certainty, conviction, and optimism.

Human

Our people are the core of who we are. Connecting with our prospects in an accessible, personal, and authentic manner is a top priority.

Identity principles: Clear

“Possibilities” conveyed: **straightforward, specific, succinct**

Clear is...

Organized. Direct. Fact-driven.

We have concise plans. We're true to who we are. We're straightforward with what we need and what we expect in return.

Clear is not...

Lacking in detail, nuance, or grace.

We don't forget to support or provide evidence for our claims, especially when speaking to different audiences with various needs. We are not cold or terse, despite our direct tone.

Identity principles: Confident

“Possibilities” conveyed: **assured, secure, trustworthy**

Confident is...

Certain about value and purpose.

We are assured by our abilities, our expert skills, and our preparation. We find strength in our capacity to achieve and in the loyalty of our fellow Soldiers. We are secure in our identity, value, and purpose in this world.

Confident is not...

Having something to prove. Complacent. Self-satisfied.

We don't put others down, think we are above growth, or believe we are too strong for support.

Identity principles: Human

“Possibilities” conveyed: **accessible, authentic, supportive**

Human is...

Genuine. Inclusive. Honest.

We believe no one can do it alone. We see people as interconnected and representative of how America finds its way forward. We communicate in a relatable manner that enables people from all backgrounds to see themselves in the Army.

Human is not...

Emotionally driven. Tender. Contingent.

We don't make decisions based on emotion.
We don't use slang or trendy language.

The messaging story

The world needs you.
The builder. The believer. The teacher. The seeker. The idealist and realist.
The overachiever, problem solver, and bridge builder.

The passionate thinker, who's ready to find out what their future holds.
The quick mover, who wants to shape their work with purpose and intent.

But turning passion into possibility takes meaningful guidance.
It takes the support of a community and a country.
It takes commitment to turn potential into purpose.

This is what the Army can do for you.
The Army shows up. The Army pushes you. The Army shows you what
you're made of through countless opportunities that lead you right where
you are meant to be. There are no wrong turns, no dead ends.
There's only forward in the Army.

You will become a part of the Army. The Army will become a part of you.
Dare yourself. Challenge yourself. Be proud of yourself.
Find your best and better it.

Army: Be all you can be.

WHY THIS WORDING?

We speak to Soldiers in a nuanced, human way, rather than addressing them as a homogeneous mass

We show that the Army fits into the lives of people who have a variety of goals, collaborating with them to unlock all of life's possibilities

We elevate the idea of purpose and inspiring passion in every Soldier

We demonstrate how Passion and Purpose and Community and Connection work together to create meaning

We use a human, clear, and confident voice to underscore that the Army cares about the success of its Soldiers

We emphasize that the Army brings out the best in its Soldiers, enabling them to reach their full potential

Sample rewrite: education

BEFORE

FULL-TIME SCHOOL

You can choose to serve part-time in the Army while you go to college. Many Soldiers take advantage of this unique opportunity to get career training, train a weekend a month and two weeks a year, and earn money while getting their degree.

<https://protect-eu.mimecast.com/s/-JlcC5l5yf0Qg8qyhyWEFM?domain=goarmy.com>

AFTER

Your degree. On the Army.

If education is a top priority for you, we fully support your work toward a degree. Earn a salary while attending college and participating in Army training one weekend a month and two full weeks a year.

Earn money. Earn your degree. Find your purpose.

Sample rewrite: education

AFTER

Your degree. On the Army.

If education is a top priority for you, we fully support your work toward a degree. Earn a salary while attending college and participating in Army training one weekend a month and two full weeks a year.

Earn money. Earn your degree. Find your purpose.

WHY THIS WORDING?

We used a human, clear, and confident voice

We recognized that individuals have different needs and showed that the Army can tailor its offerings to those needs

We emphasized that the Army fits into the lives of people who have various goals and timelines

We underscored that the Army cares about the success of its Soldiers

14 GALLERY

Consistent implementation of the Army's visual identity is essential to the success of our brand.

This gallery provides examples of how the Army's visual elements come together to create appealing and effective design solutions.

BRAND COMMUNICATIONS 112
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EMAIL COMMUNICATIONS 129
MOBILE APPS 130
POWERPOINT TEMPLATE 132



 **U.S. ARMY** BE ALL YOU CAN BE.

YOU  CAN 
MAKE A DIFFERENCE
 IN THE ARMY.
THERE ARE 
OVER 200  WAYS.





Live up
to anything.



Make the
most of you.



No one
joins alone.





CAREERS:

91A

M1 ABRAMS
TANK
SYSTEMS
MAINTAINER



Social media headers

←



Edit Profile



GoArmy
@goarmy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam aliquip ex ea commodo consequat.

📍 New York, USA goarmy.com 📅 Joined May 8 of 2012

746 Following **746** Followers



Tweets Tweets and replies Multimedia Likes



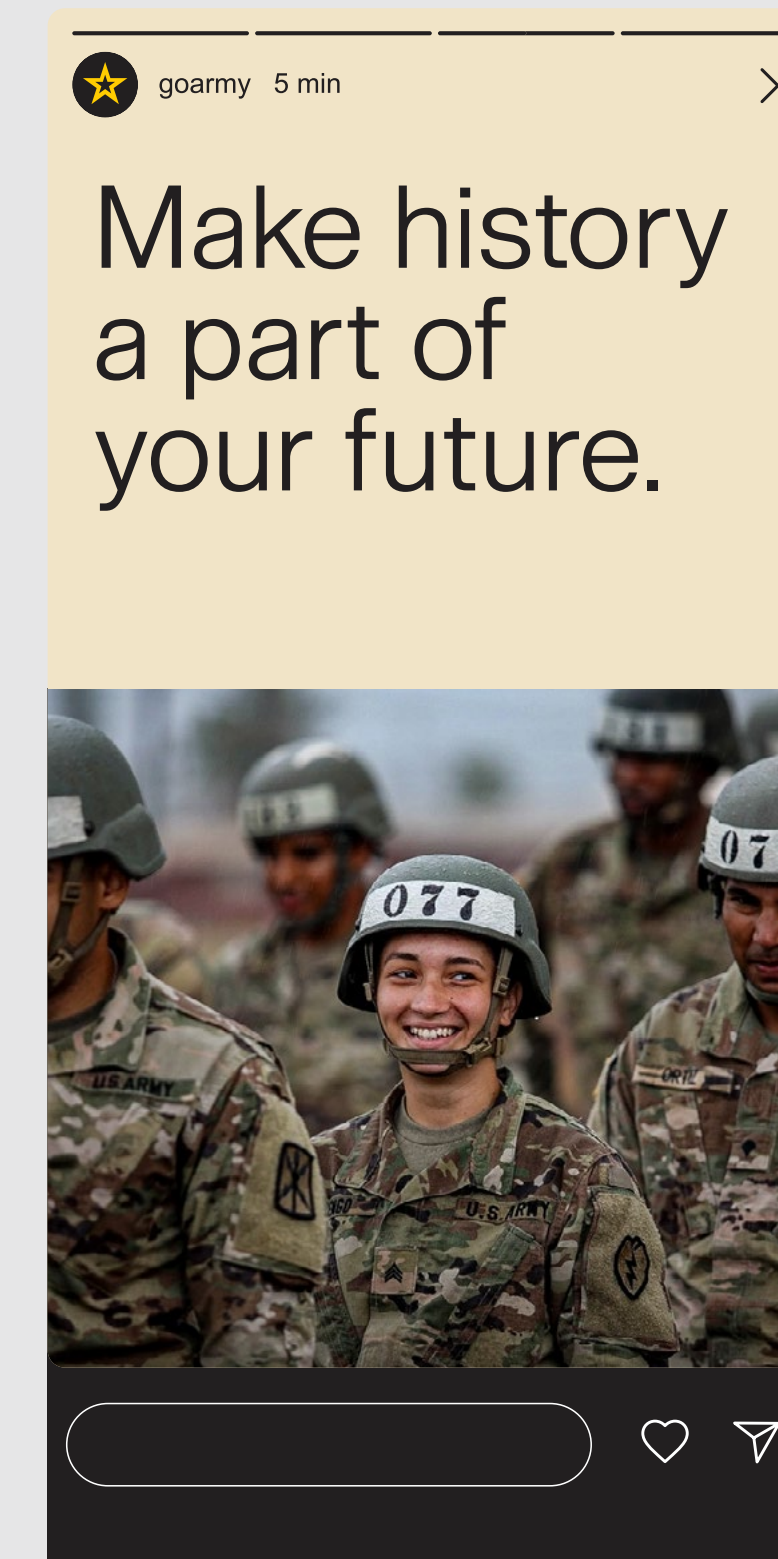
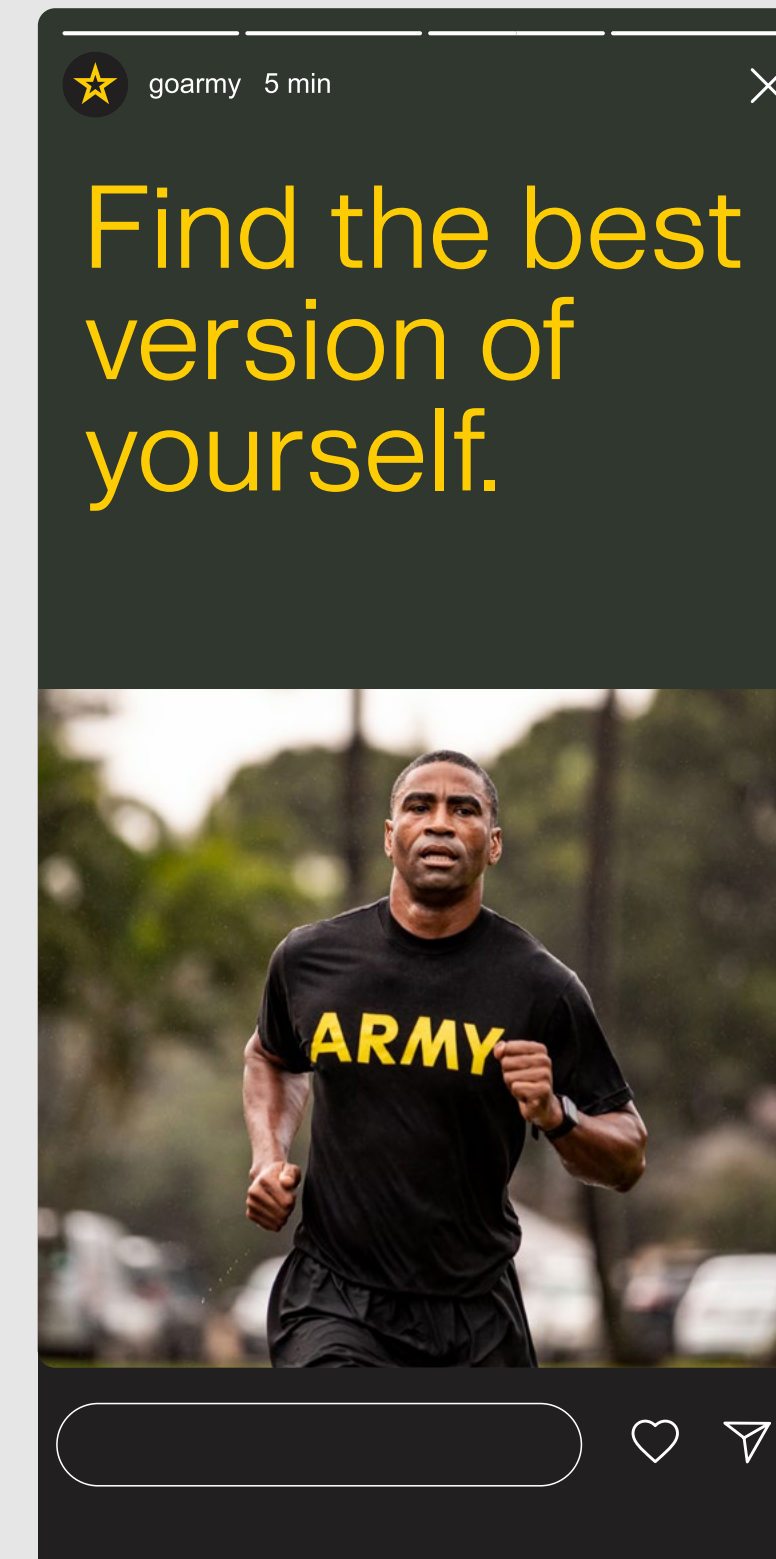
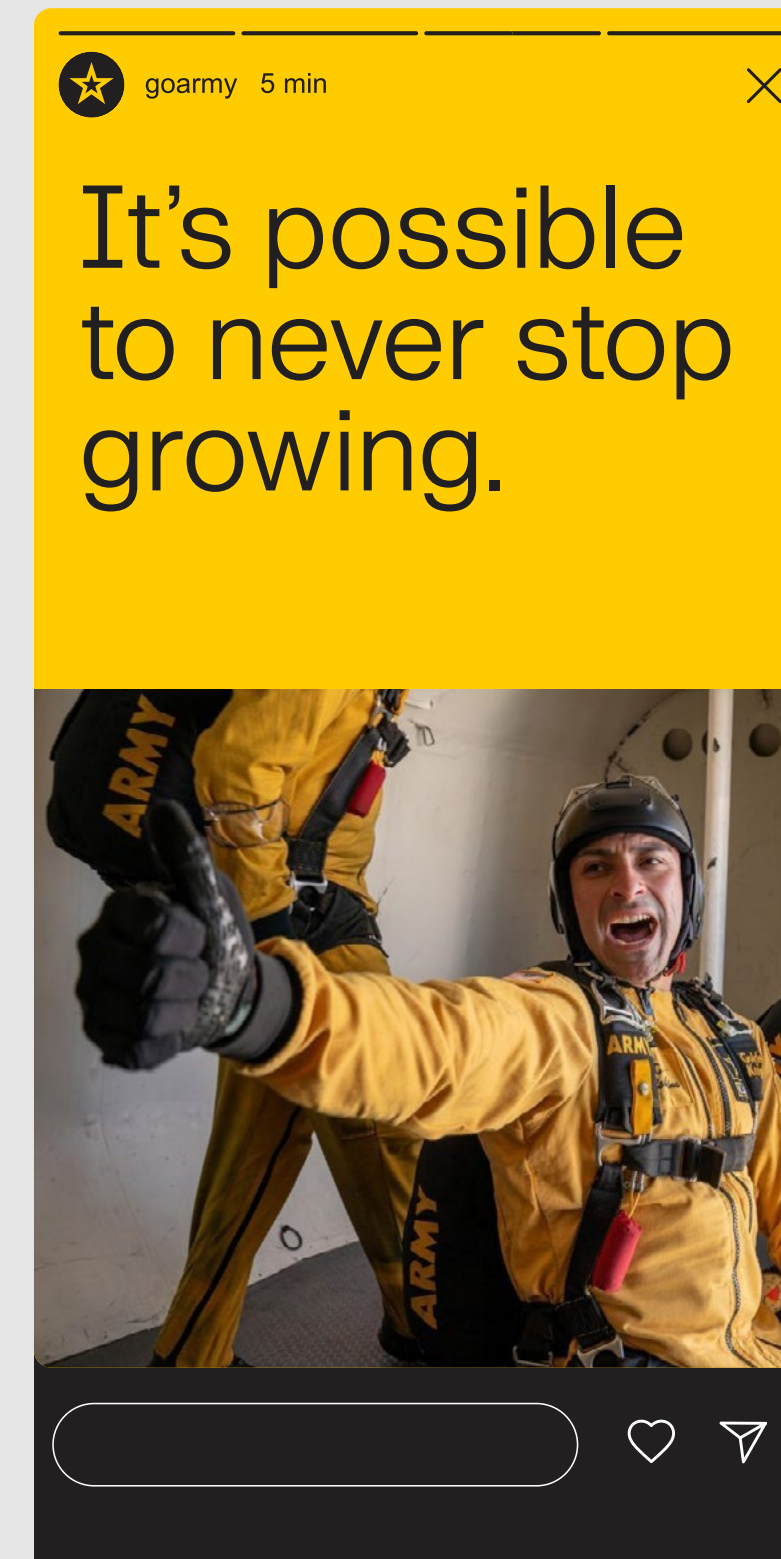
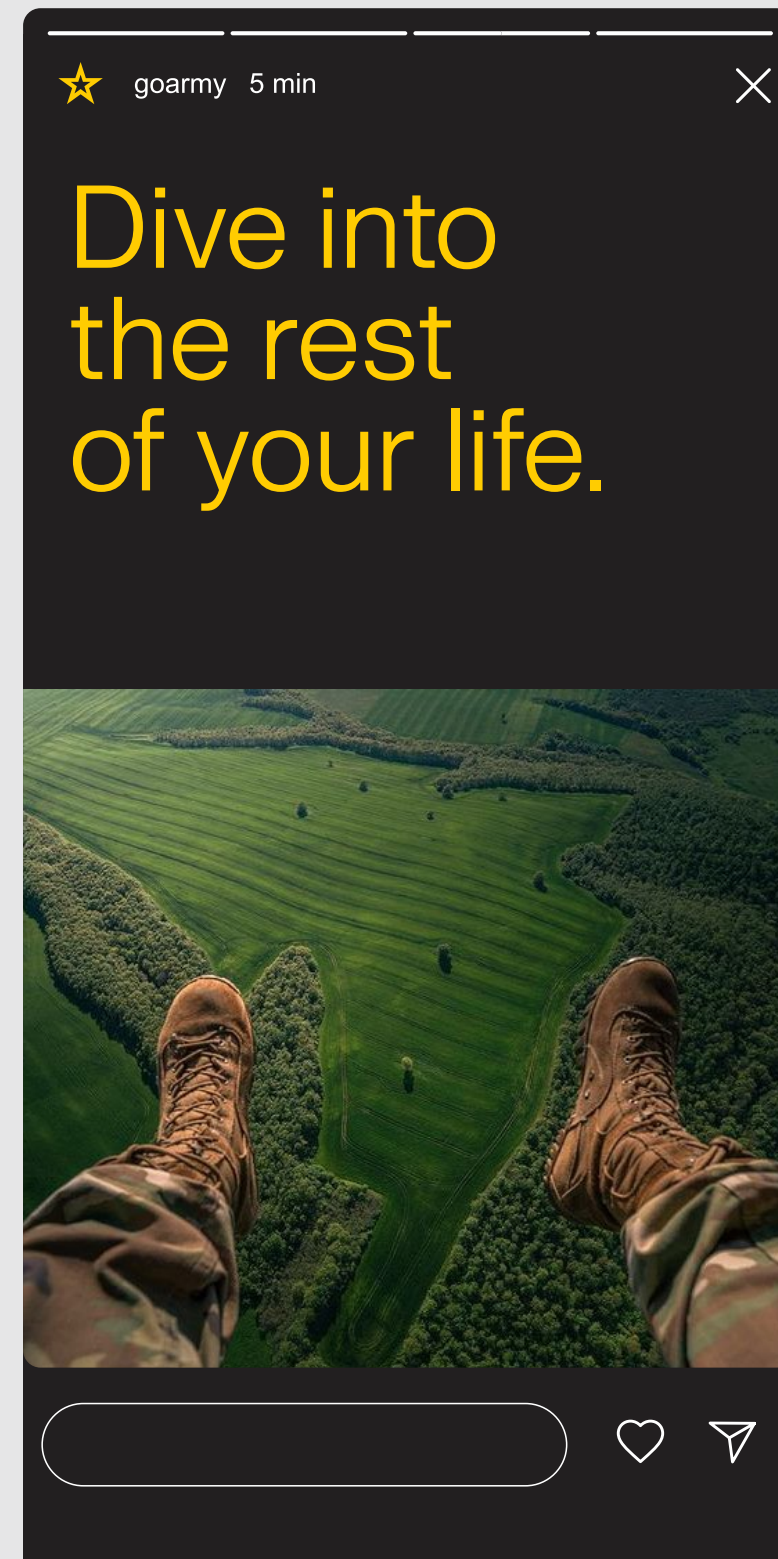
Edit Profile

goarmy.com

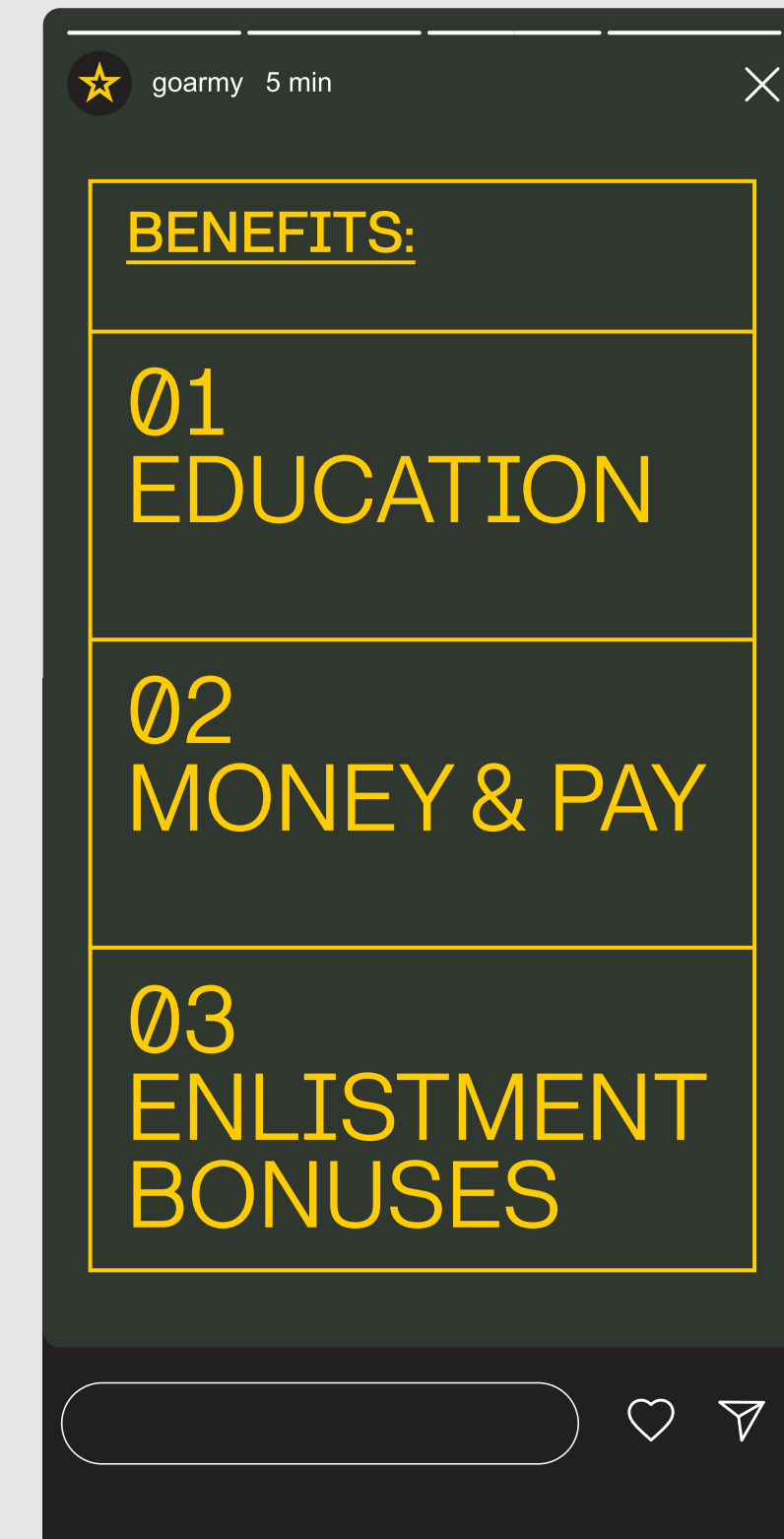
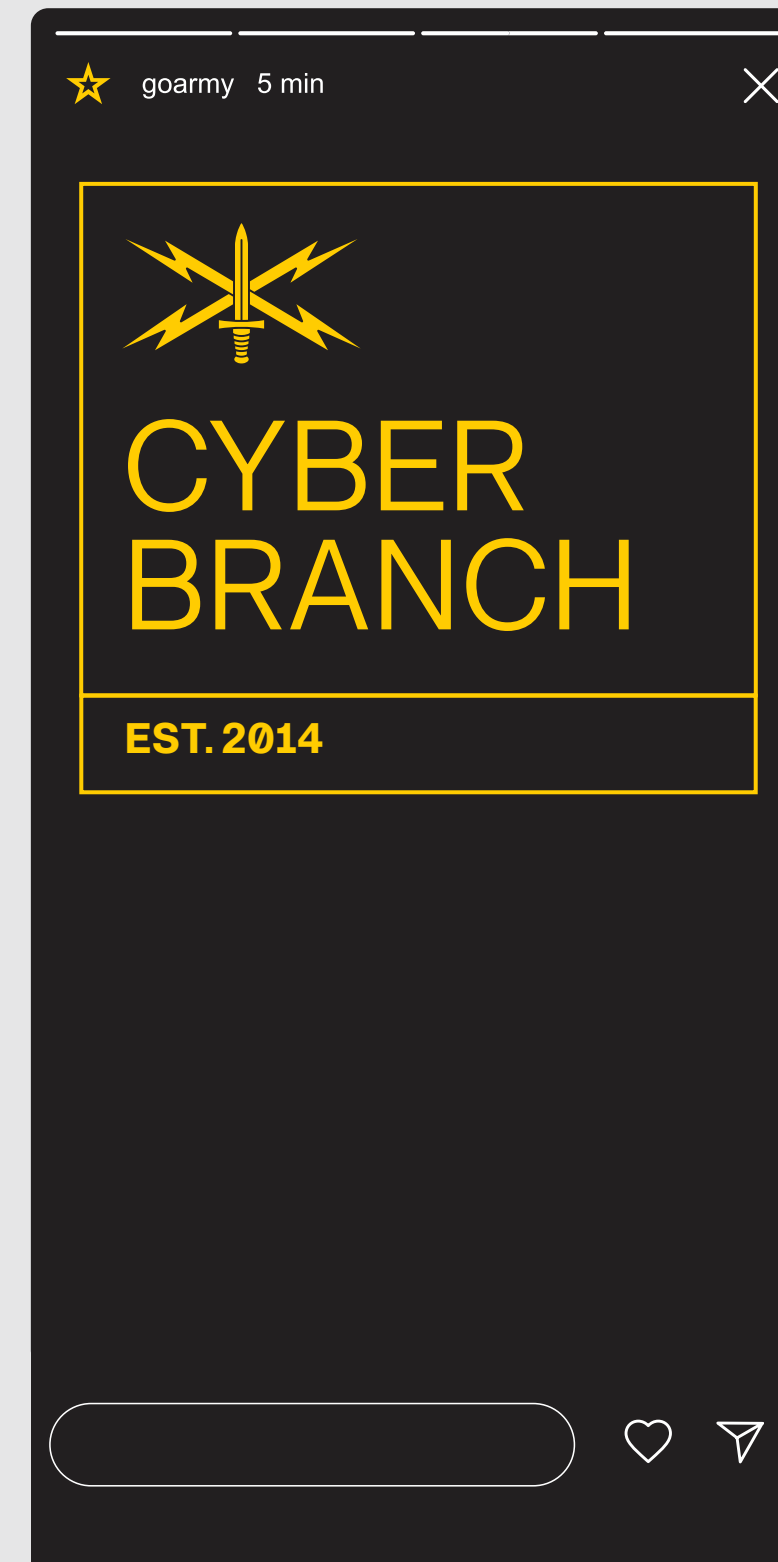
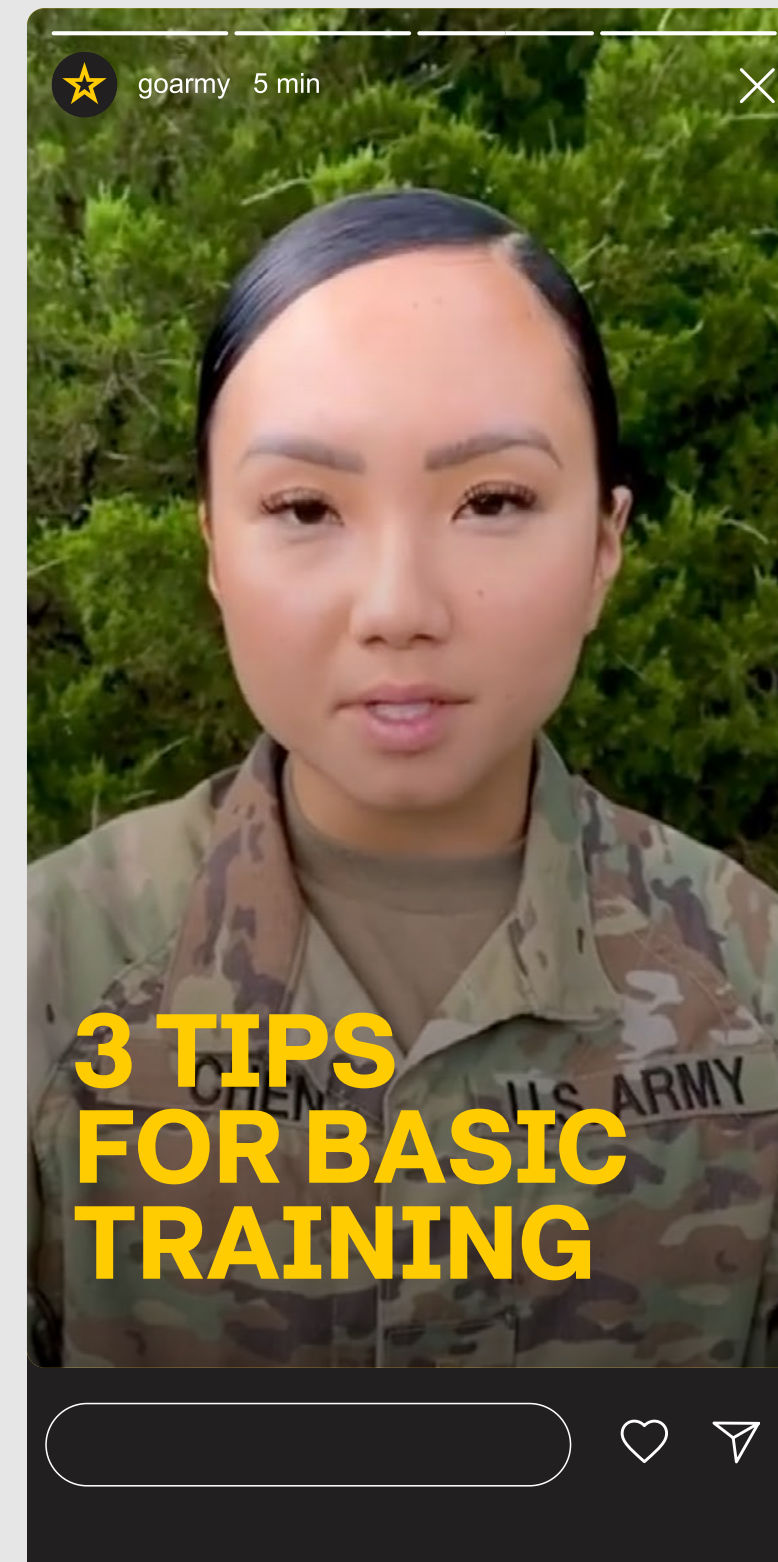
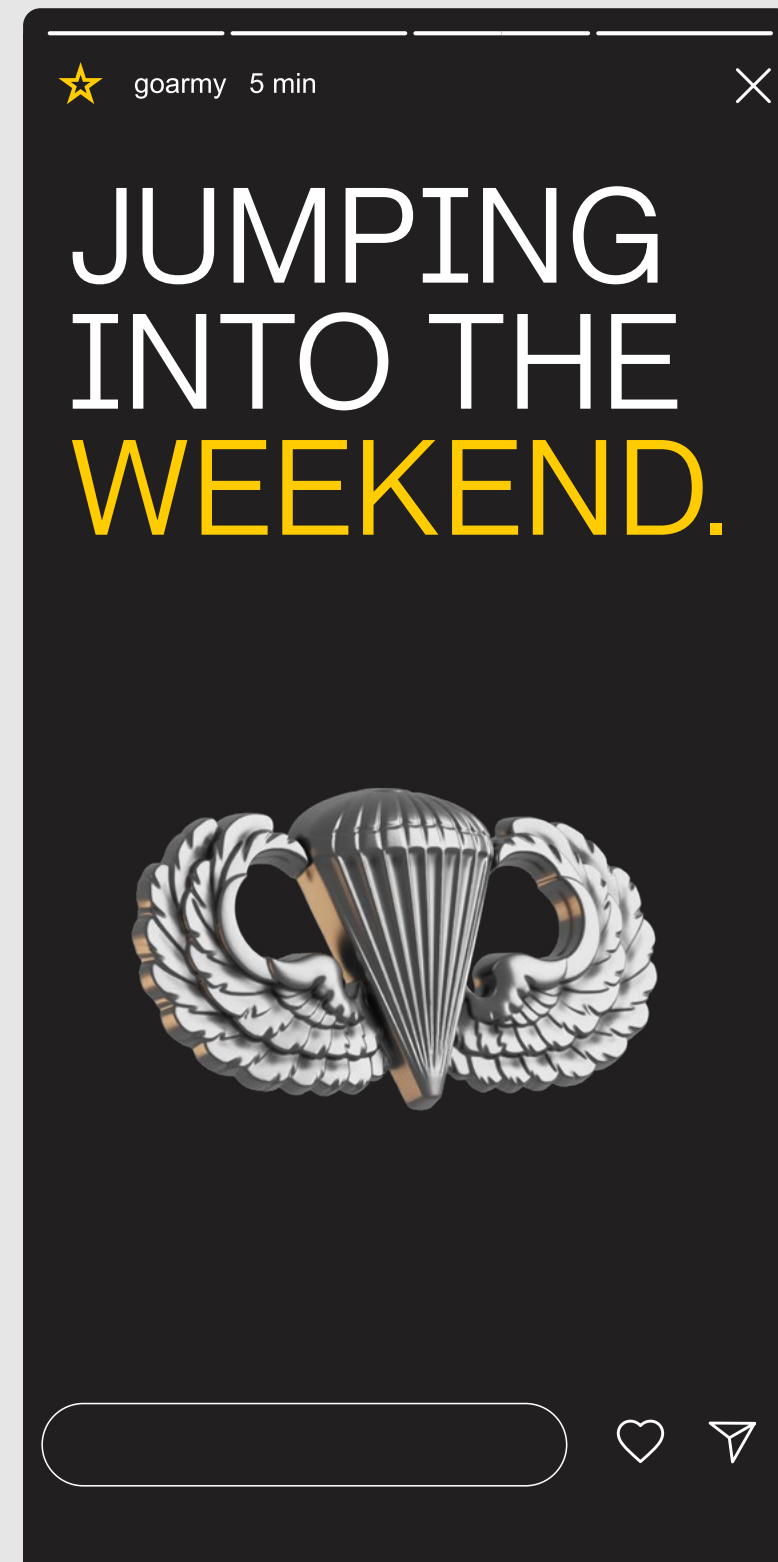
Tweets



Social media communications



Social media communications



WHICH
MOS ARE
YOU?



18X
SPECIAL
FORCES
CANDIDATE



☆ goarmy 5 min

92R
UNIT
SUPPLY
SPECIALIST



66G
OB/GYN
NURSE



15A
AVIATION
OFFICER



Social media communications

9:41

Stories

goarmy

**YOUR
TICKET
TO TRAVEL.**

39.4356° N
77.4272° W

FORT DETRICK
MARYLAND, USA

38.7375° N
104.7889° W

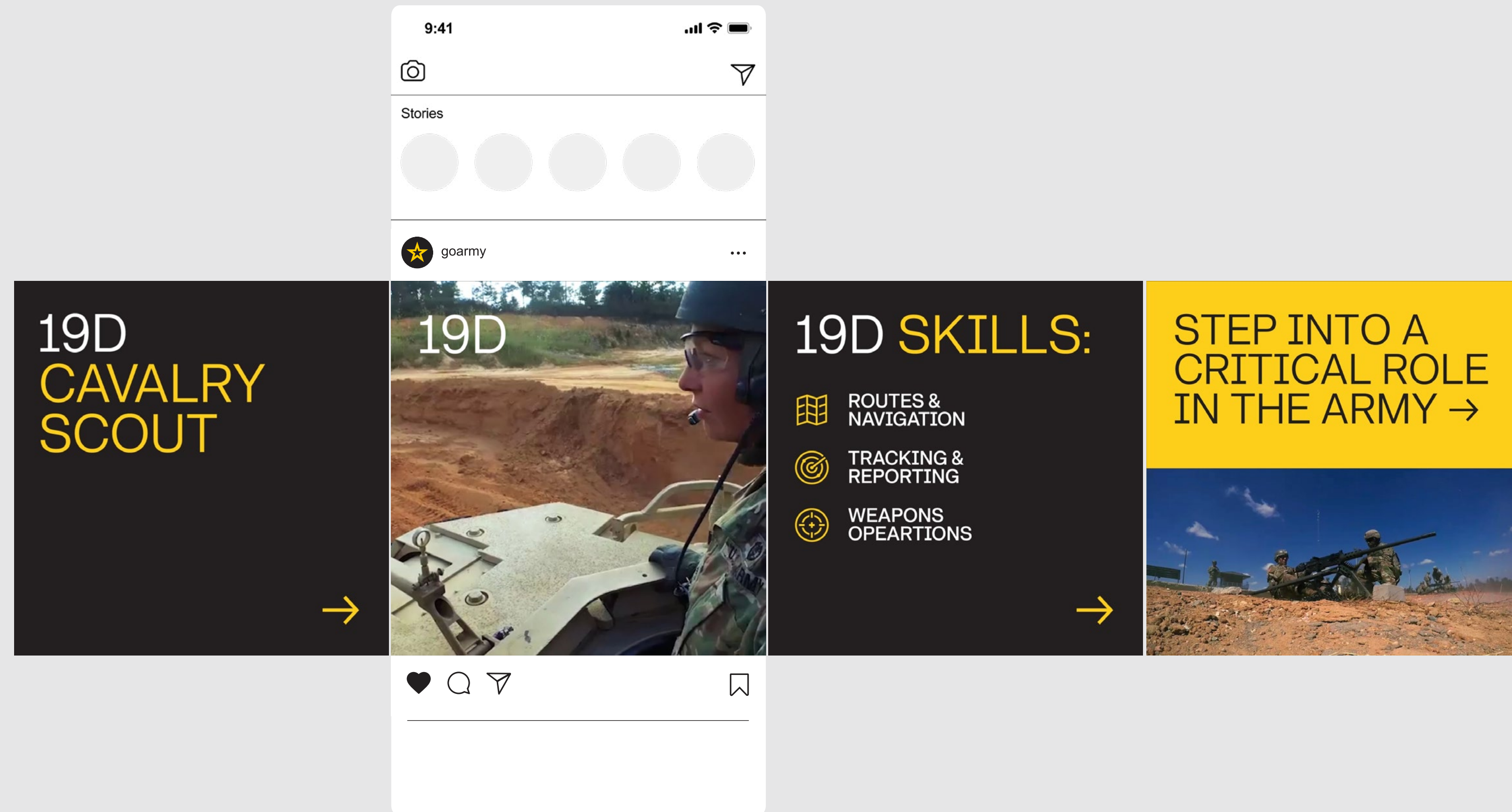
FORT CARSON
COLORADO, USA

21.4952° N
158.0629° W

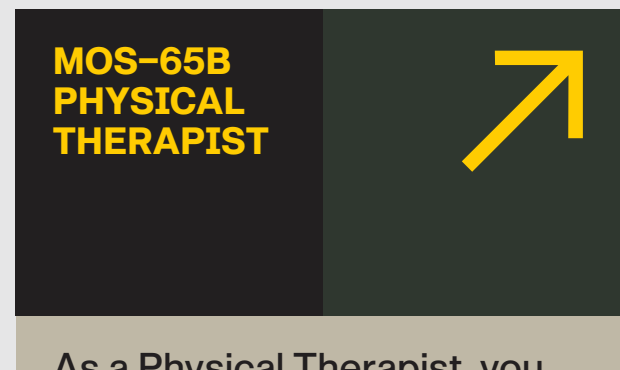
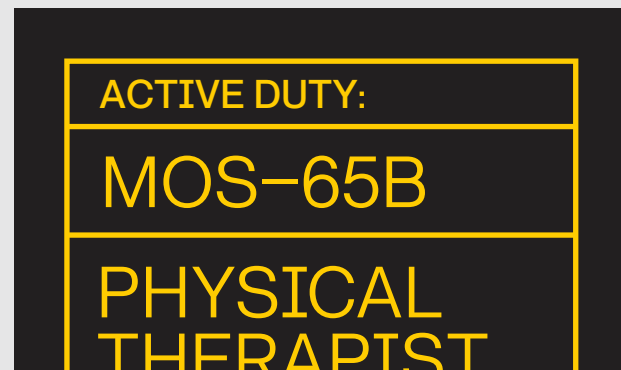
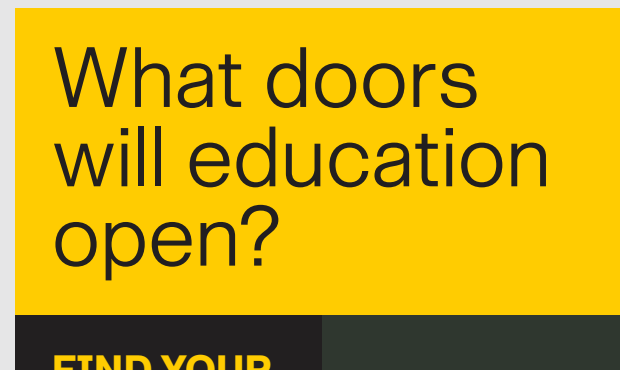
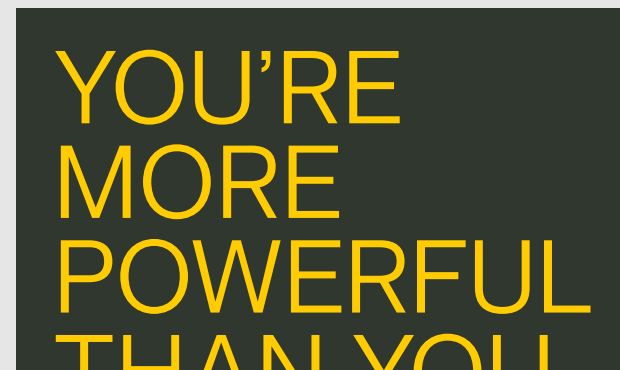
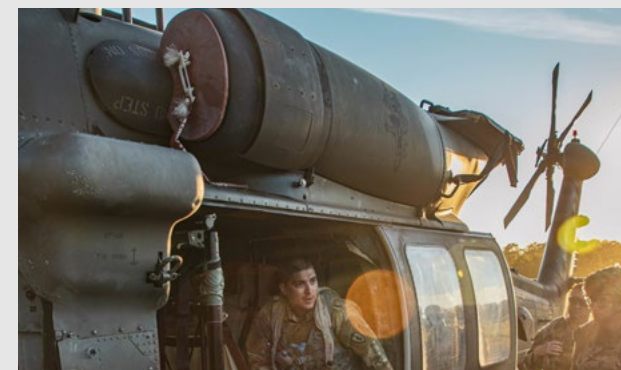
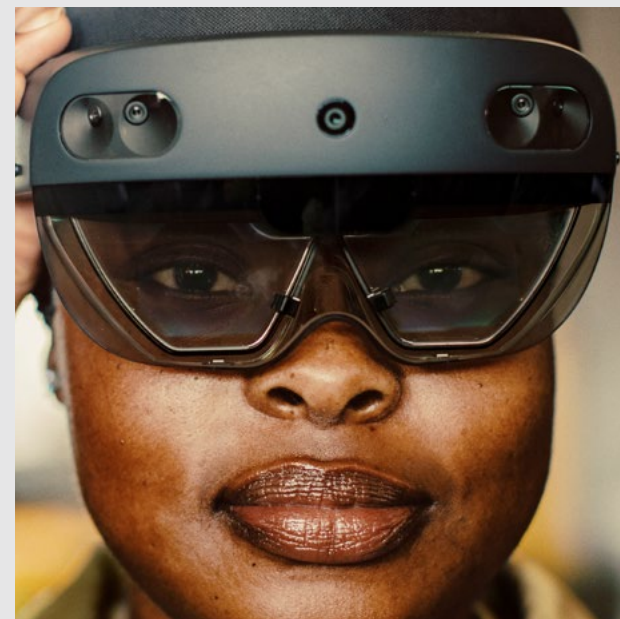
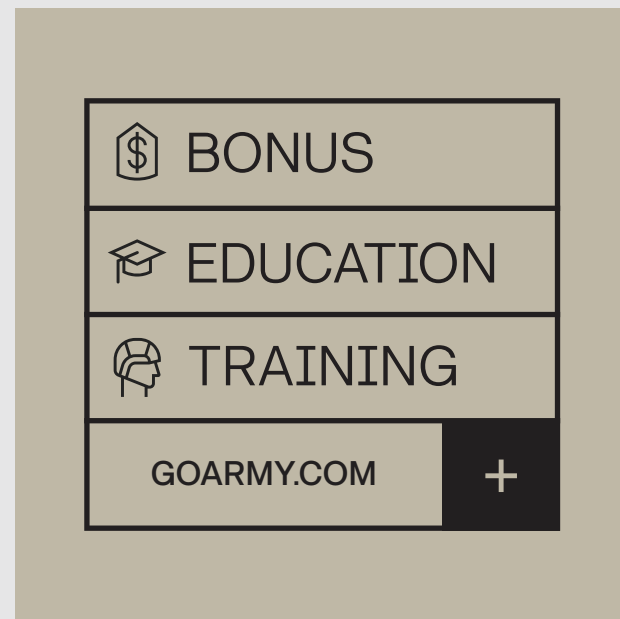
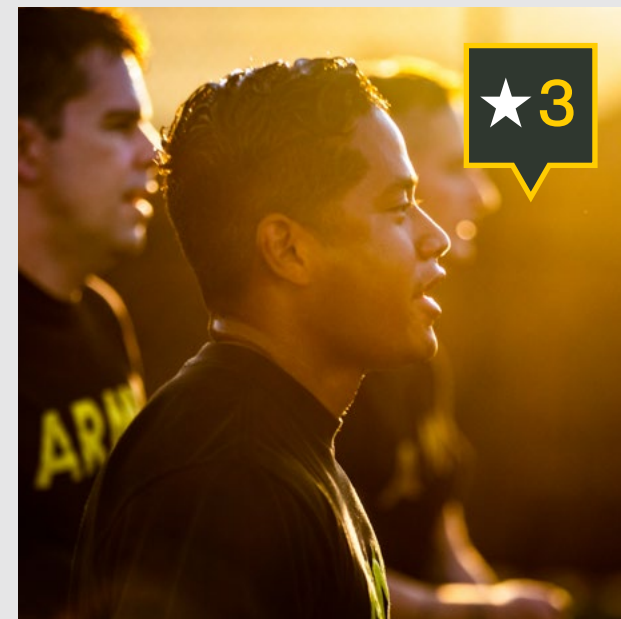
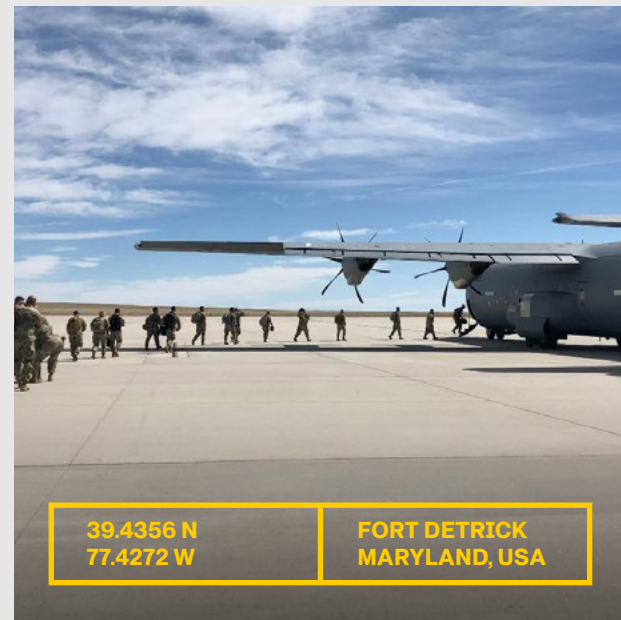
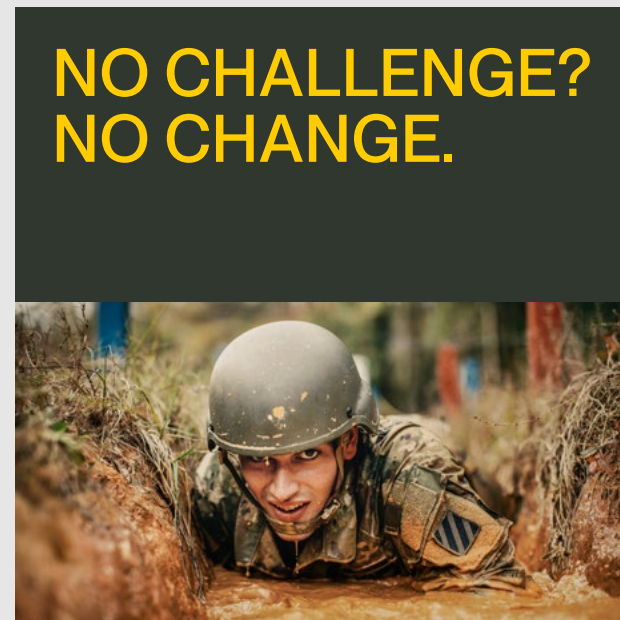
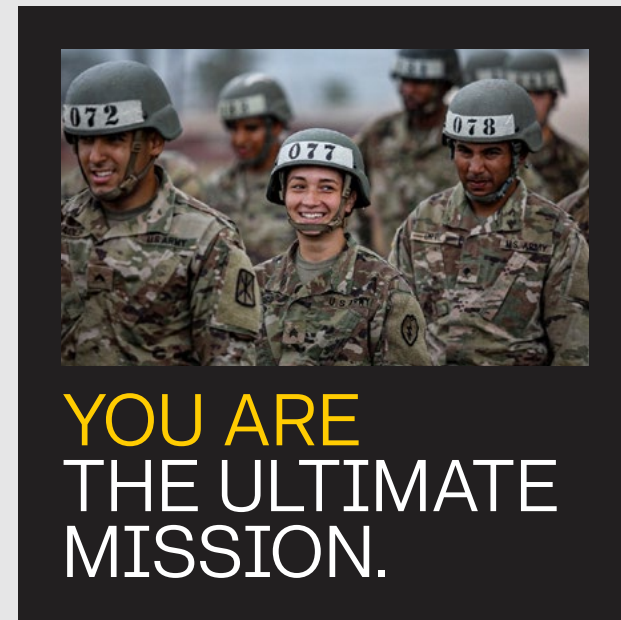
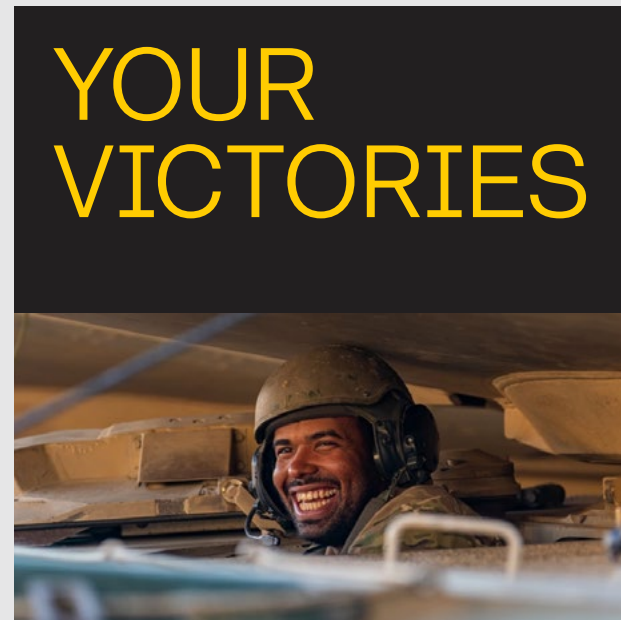
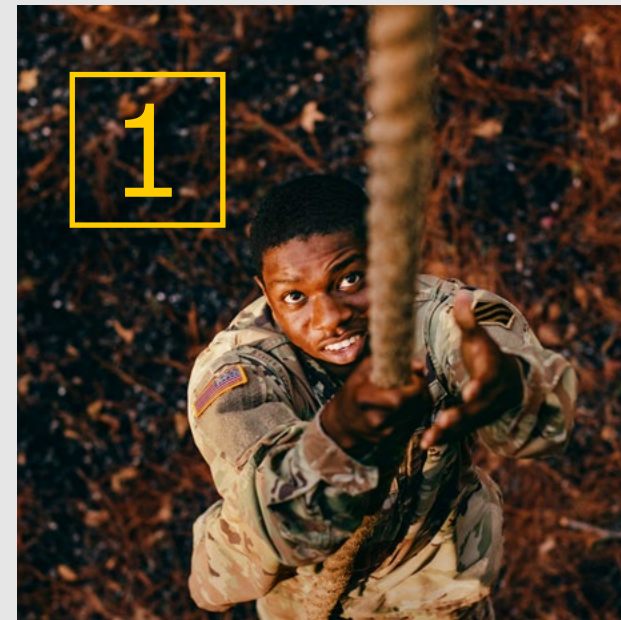
SCHOFIELD
BARRACKS
HAWAII, USA

**WITH STATIONS ALL
OVER THE WORLD AND
30 DAYS PAID VACATION,
THE ARMY IS YOUR
TICKET TO TRAVEL
AND ADVENTURE.**

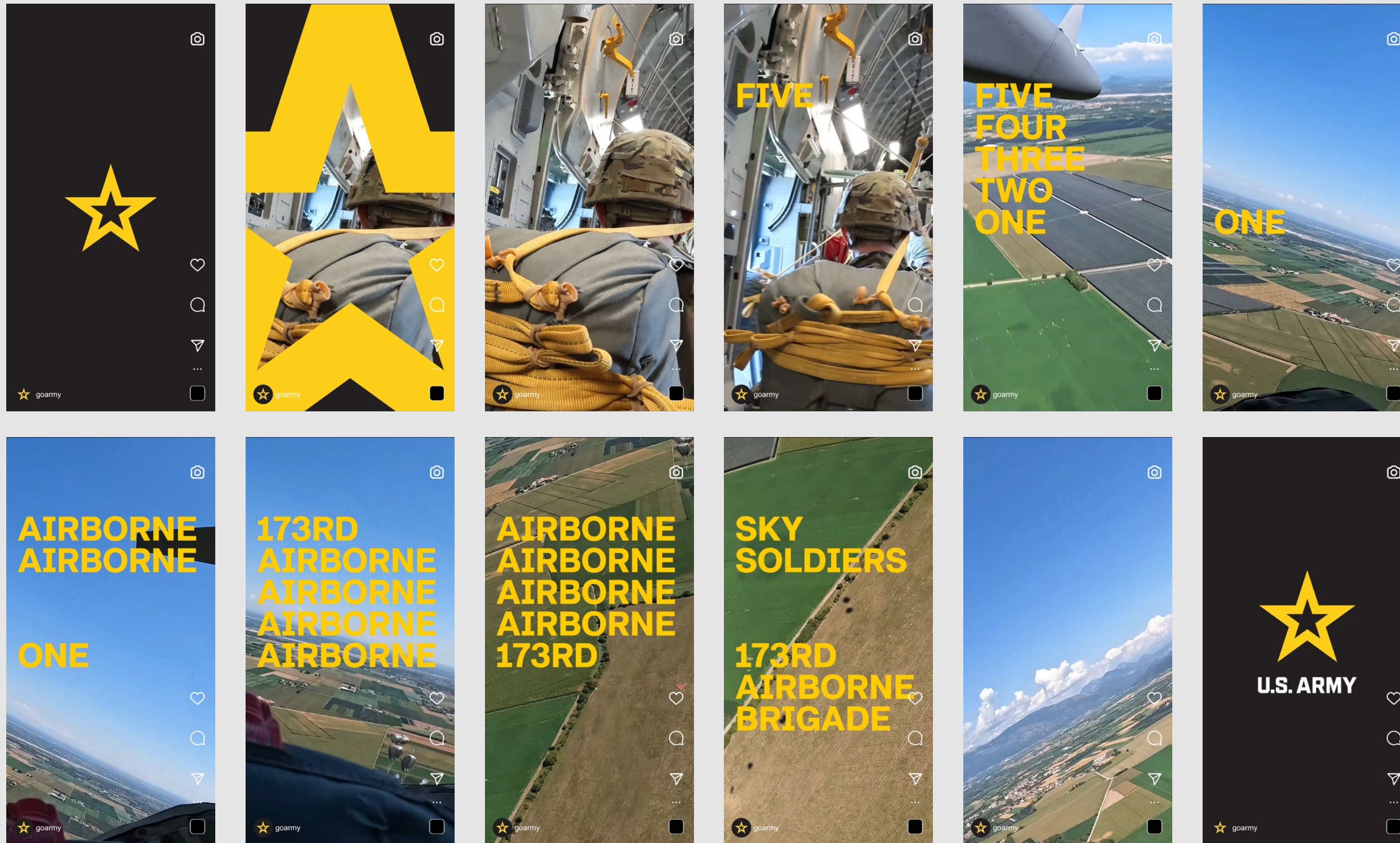
Social media communications



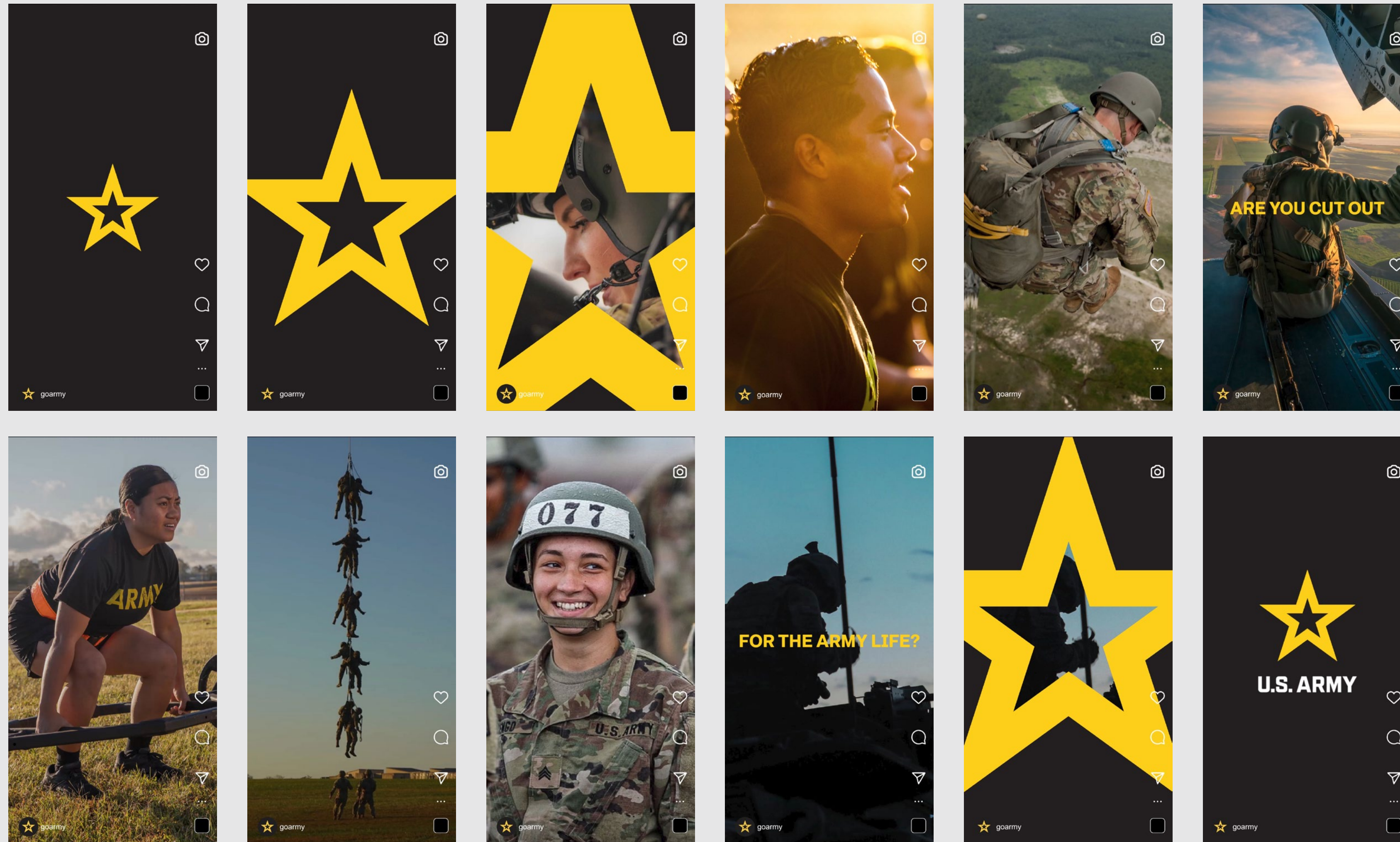
Social media communications



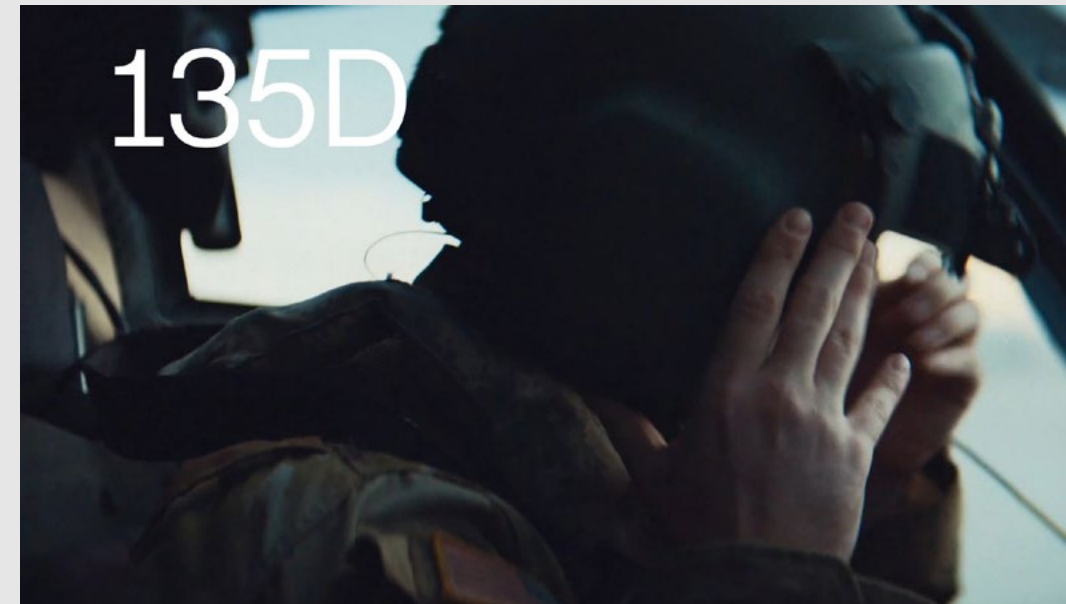
Motion



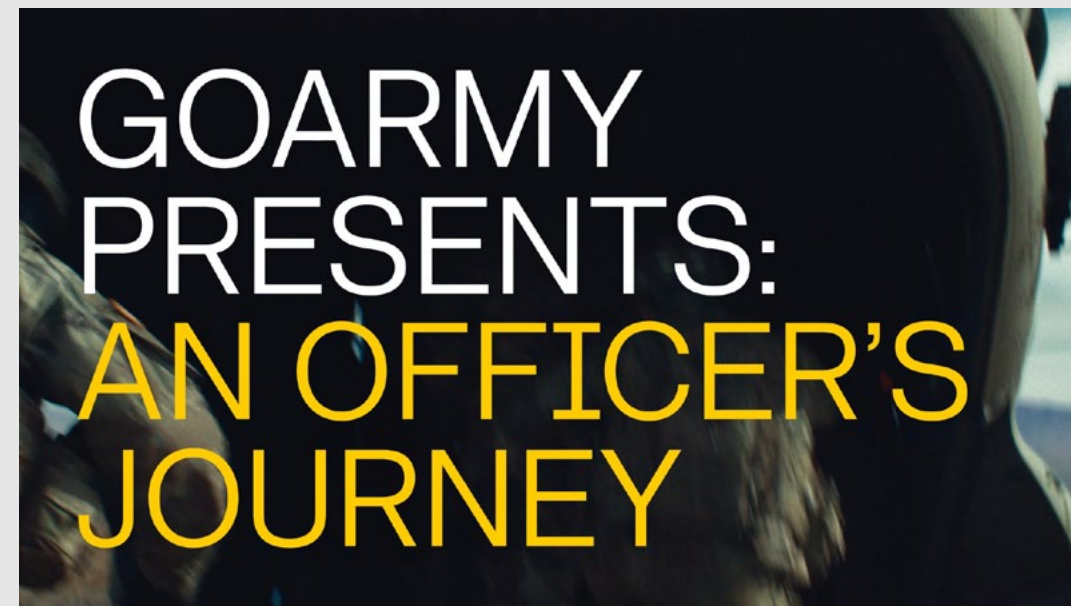
Motion



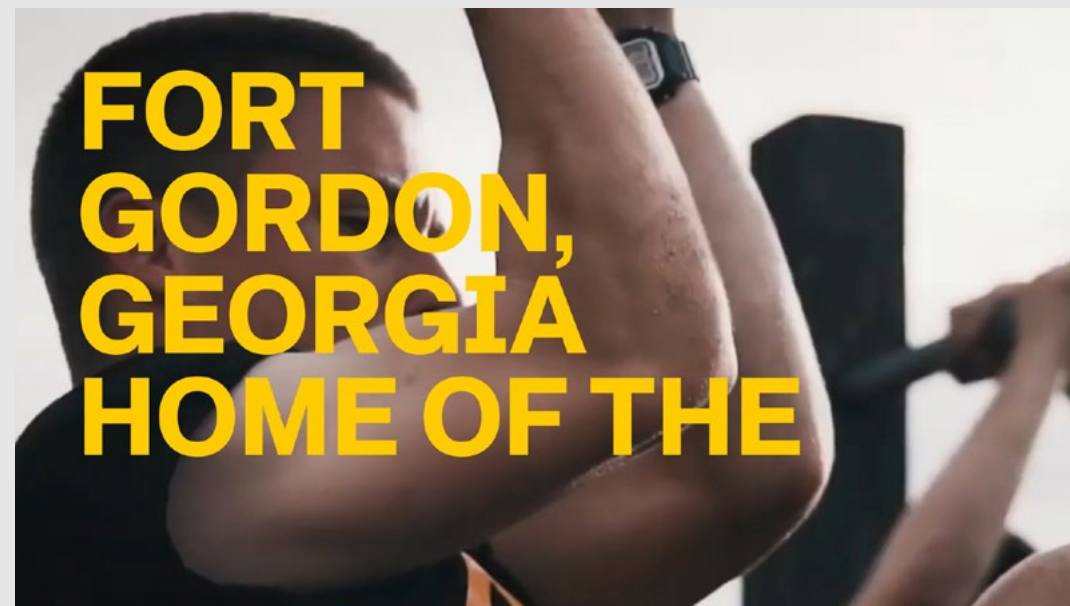
Motion



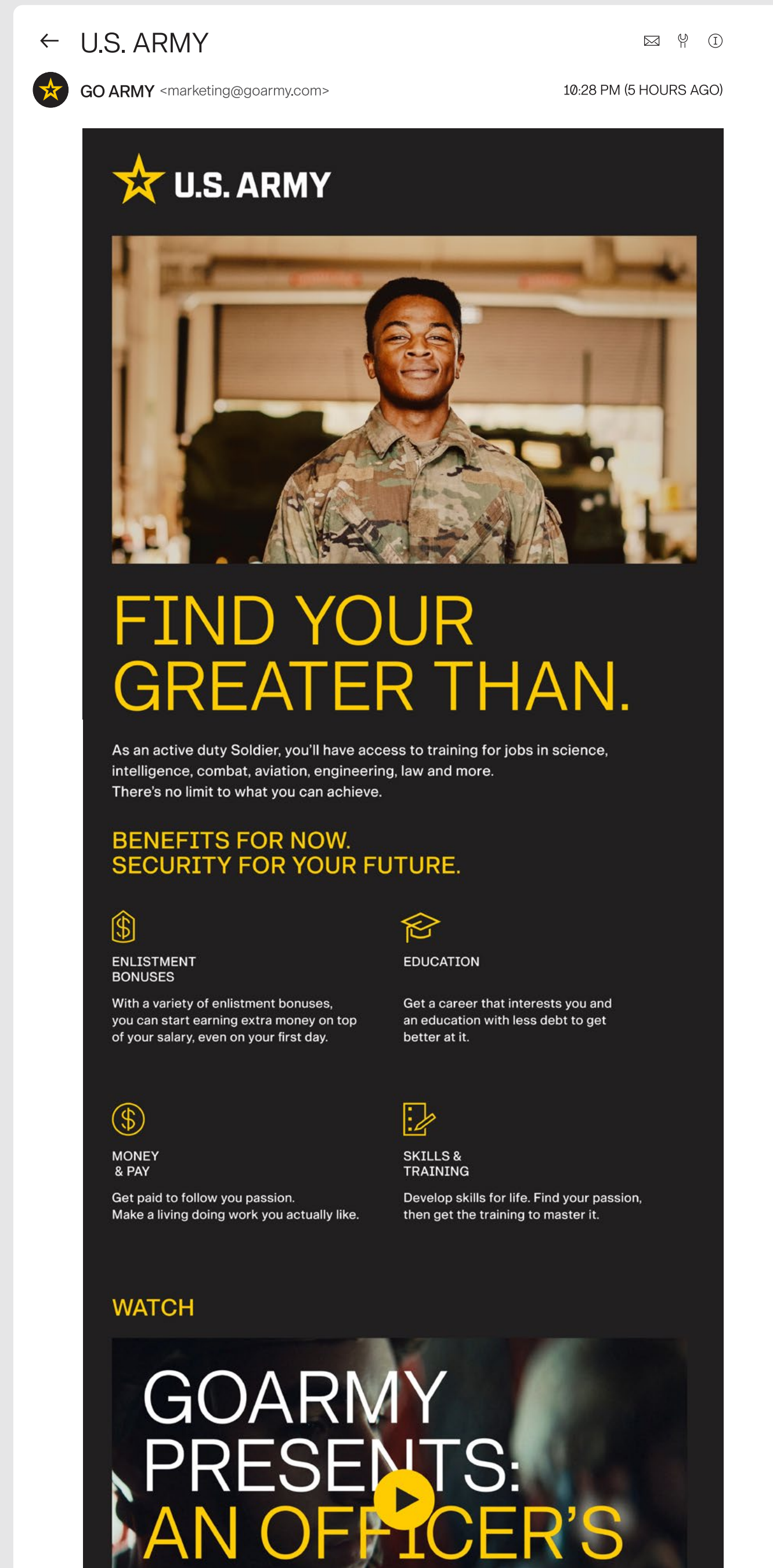
Motion



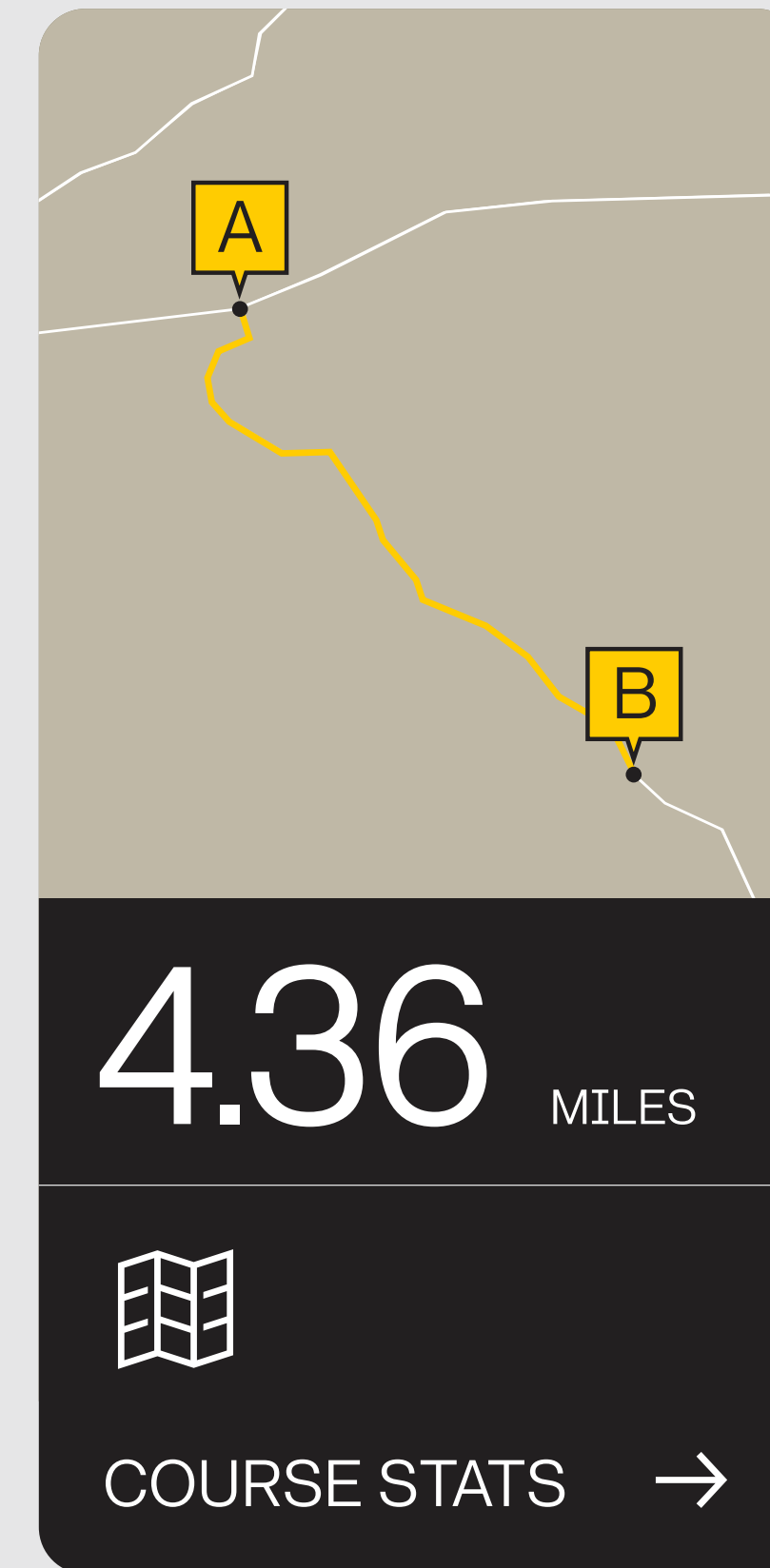
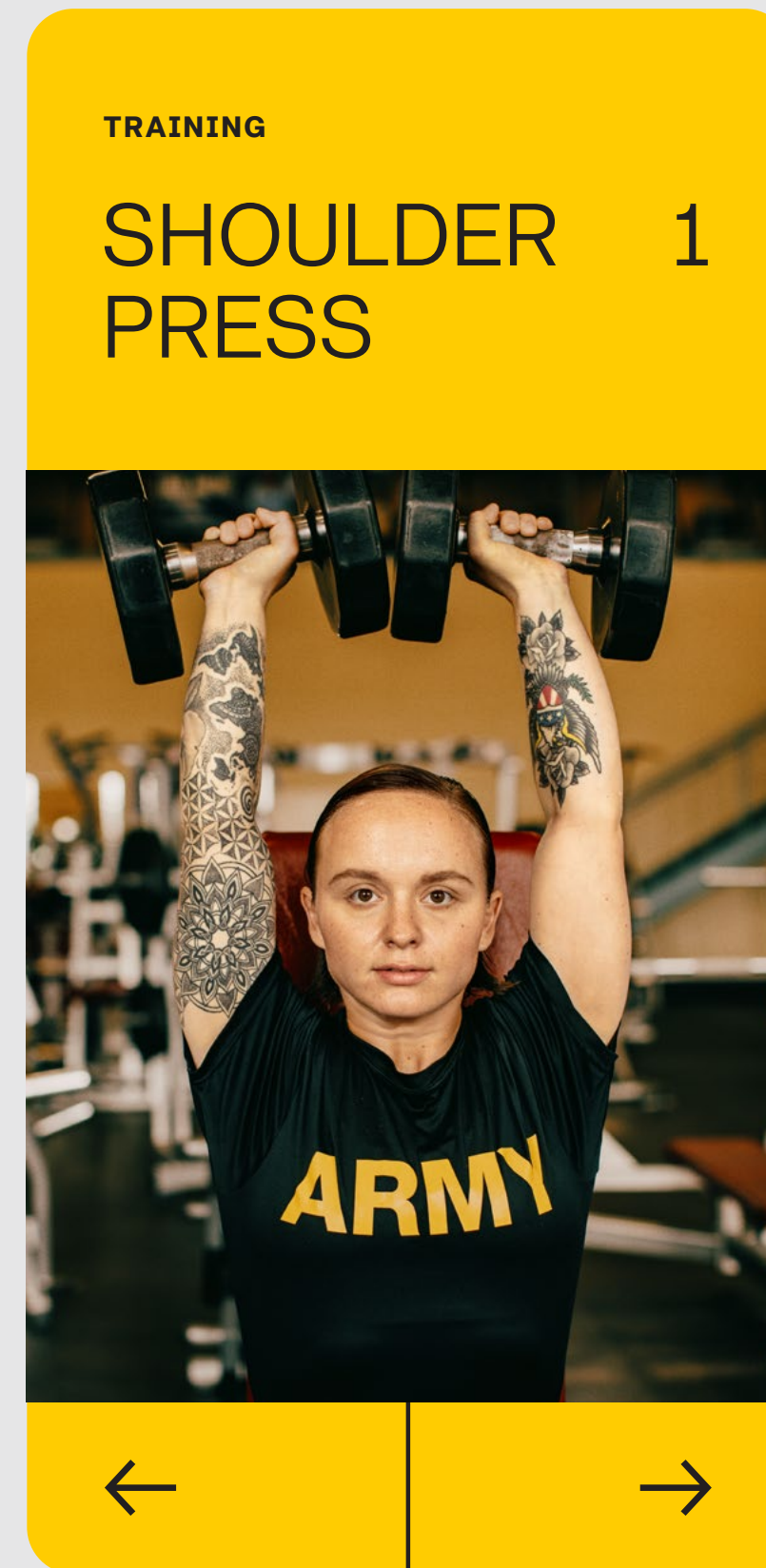
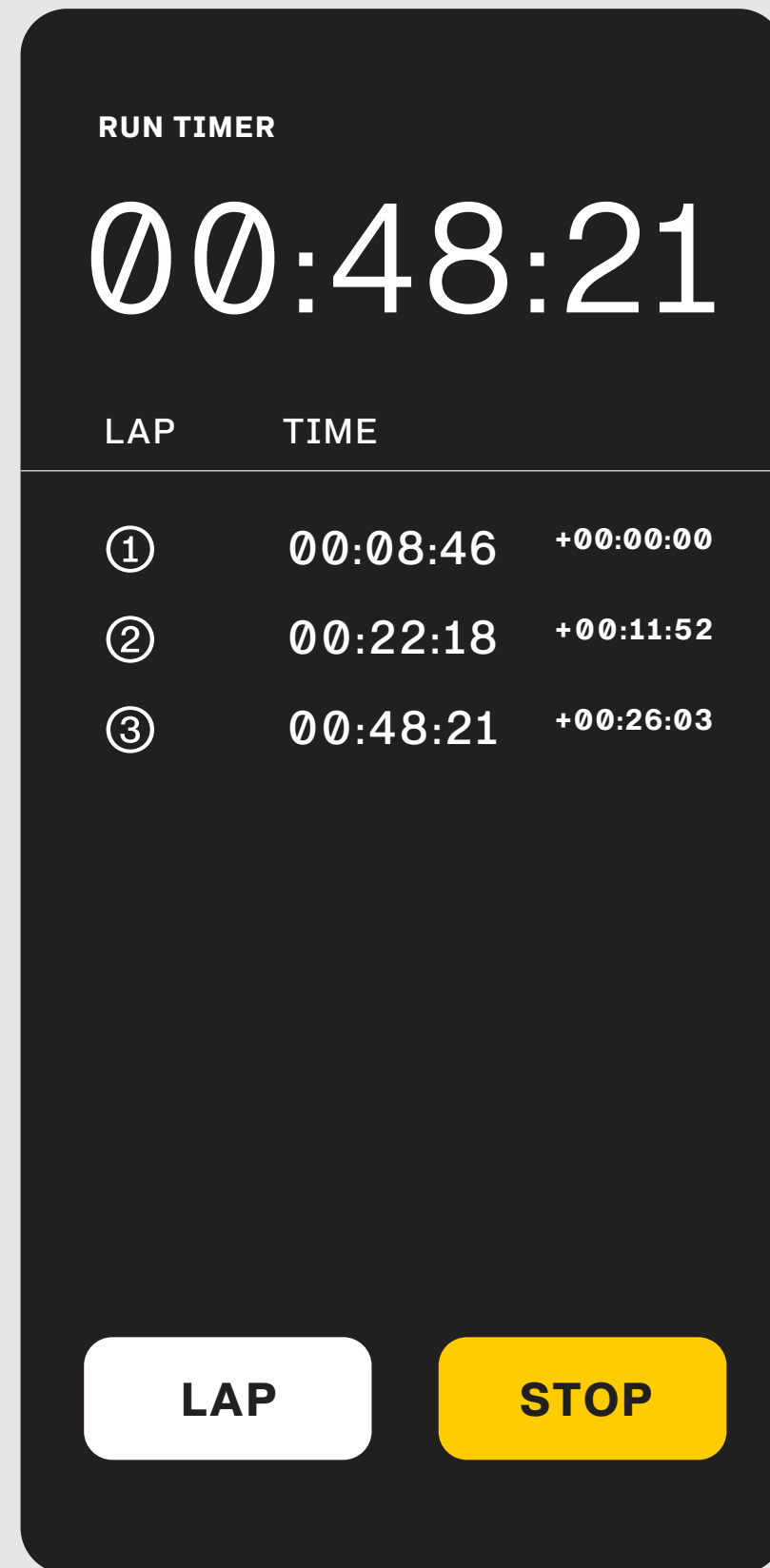
Motion



Email communications



Mobile apps



Business card



MG JOSEPH A. RYAN
COMMANDING GENERAL
UNITED STATES ARMY



25TH INFANTRY DIVISION
BUILDING 580, KOLEKOLE AVENUE,
SHOEFIELD BARRACKS,
HAWAII 96857

T 708-430-7039
M 977-598-6663
E JOSEPH.RYAN@DOMAIN.MIL

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U.S. ARMY

**OFFICE OF THE CHIEF
U.S. ARMY
ARMY ENTERPRISE MARKETING**

**RECRUITMENT
PROJECT PLAN,
OVERVIEW 2024**

ARMY ENTERPRISE MARKETING OFFICE

Description lorem ipsum dolor sit amet consectetur adipiscing.

22 AUG, 2024

**SECTION TITLE
GOES HERE**

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SECTION TITLE:

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ONE COLUMN SLIDE

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(2) CONSIDERATIONS
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Content and one image slide.

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Ut aperit facilis societas ad ferra loquent per curabla nostra, per inceptos inveniendae. Curabitur sodales ligula in thero. Sed dignism lauda name, Curabitur torber Petentsequa nihil.

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Icon slide: Secondary title

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Fugli ipsa et reum accusamus et amet alias. El laborum provident a minus explicabo ad quis voluptate et fugi vero.

TIMELINE SLIDE 2024

Mintesc lasia pore, custom Fuglionese molestibus eos enatatur alti demqui dis ate officum con eos acia.

1 Phase Name Description

2 Phase Name Description

3 Phase Name Description

4 Phase Name Description

5 Phase Name Description

TWO CHARTS SLIDE

KEY FINDINGS

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- Sed ut perspicatis unde omnis site natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque quia quae ab illo.

01. CHART TITLE

Mintesc lasia pore, custom Fuglionese molestibus eos enatatur alti demqui dis ate officum con eos acia.

02. CHART TITLE

Mintesc lasia pore, custom Fuglionese molestibus eos enatatur alti demqui dis ate officum con eos acia.

PRIMARY TITLE:
SEC. TITLE

TITLE HERE:
Class aperit facilis societas ad ferra loquent per curabla nostra, per inceptos inveniendae. Curabitur sodales ligula in thero. Sed dignism lauda name, Curabitur torber Petentsequa nihil.

TITLE HERE:
Class aperit facilis societas ad ferra loquent per curabla nostra, per inceptos inveniendae. Curabitur sodales ligula in thero. Sed dignism lauda name, Curabitur torber Petentsequa nihil.

U.S. ARMY

15 CONTACT

FOR ANY FURTHER QUESTIONS:
CONTACT THE ARMY ENTERPRISE MARKETING OFFICE (AEMO)

16 APPENDIX

ADA/SECTION 508 TESTING 135
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ADA/Section 508 testing

A key principle of designing for the brand is considering visual accessibility. The WCAG (Web Content Accessibility Guidelines) provides a set of standards that help us develop content that can be accessed by people challenged by vision, hearing, motor skill and cognitive ability.

To use the brand colors effectively and in an accessible way requires consideration of that contrast between foreground and background for essential content, like text and icons. The following is information from the WCAG detailing best practices for the use of the corporate colors.

Explanation of WCAG Success Criterion 1.4.3 Contrast (Minimum)

WCAG Success Criterion 1.4.3 Contrast (Minimum) is to ensure all text content has sufficient color contrast against its background. This includes active text—such as link text and button text—and images of text.

- Text smaller than 18pt (regular) or 14pt (bold) must have at least a 4.5:1 contrast ratio with its background. This includes any text where the foreground and/or background color changes on mouse hover or keyboard focus
- Text that is 18pt (regular) or 14pt (bold) or larger must have at least a 3:1 contrast ratio with its background. This includes any text where the foreground and/or background color changes on mouse hover or keyboard focus

- Exception: Text or images of text that are part of a disabled (inactive) component does not have a minimum contrast requirement
- Exception: Text that is used purely as decoration does not have a minimum contrast requirement
- Exception: Text that is part of a picture, where the text is not necessary to understand the information conveyed by the image, does not have a minimum contrast requirement
- Exception: Text that is part of a logo or brand name has no minimum contrast requirement

Explanation of WCAG Success Criterion 1.4.11 Non-text Contrast

- WCAG Success Criterion 1.4.11 Non-text Contrast is to ensure any non-text element(s)—such as icons or symbols—that are necessary to understand the content have sufficient color contrast against their background(s)
- Visual information—such as icons or symbols—required to identify UI components and states of those components must have at least a 3:1 contrast ratio with its background. This includes any non-text content where the foreground and/or background color changes on mouse hover or keyboard focus

- Parts of graphical objects—such as slices in a pie chart— must have at least a 3:1 contrast ratio with its background. This includes any non-text content where the foreground and/or background color changes on mouse hover or keyboard focus
- Exception: Non-text content that is part of a disabled (inactive) component does not have a minimum contrast requirement
- Exception: Non-text content whose appearance is determined by the user agent (i.e., web browser) and not modified by the author in any way does not have a minimum contrast requirement
- Exception: When a particular presentation of a graphic is essential to the information being conveyed, there is no minimum contrast requirement
Examples may include:
 - Logo or brands
 - Flags (such as country or state)
 - Real life photographs such as pictures of people or scenery
 - Diagrams of medical information that uses colors found in biology
 - Color gradients that represent a measurement such as a heat map

Primary colors

This table outlines the full ADA/Section 508 compliance results for our brand's primary colors.

Please note that inverse color combinations return the same result.

Example: Army Gold on Army Black and Army Black on Army Gold both have the same passing contrast ratio of 10.81:1.

White on Tan and Tan on White both have the same failing contrast ratio of 1.25:1.

If you do not see a specific color combination in this chart, look for its inverse.

Primary text colors: Text on primary palette backgrounds	Text sample	Contrast ratio	Normal text WCAG AA	Normal text WCAG AAA	Large text WCAG AA	Large text WCAG AAA	Graphical objects & user interface components
Army Gold #FFCC01 on Army Black #221f20	Sample	10.81:1	Pass	Pass	Pass	Pass	Pass
White #FFFFFF on Army Black #221f20	Sample	16.34:1	Pass	Pass	Pass	Pass	Pass
Army Green #2F372F on Army Black #221f20	Sample	1.32:1	Fail	Fail	Fail	Fail	Fail
Army Black #221f20 on Army Gold #Ffcc01	Sample	10.81:1	Pass	Pass	Pass	Pass	Pass
Army Green #2F372F on Army Gold #Ffcc01	Sample	8.13:1	Pass	Pass	Pass	Pass	Pass
White #FFFFFF on Army Gold #Ffcc01	Sample	1.51:1	Fail	Fail	Fail	Fail	Fail
Army Black #221F20 on White #FFFFFF	Sample	16.34:1	Pass	Pass	Pass	Pass	Pass
Army Green #2F372F on White #FFFFFF	Sample	12.29:1	Pass	Pass	Pass	Pass	Pass
Army Gold #FFCC01 on White #FFFFFF	Sample	1.51:1	Fail	Fail	Fail	Fail	Fail
Army Gold #FFCC01 on Army Green #2F372F	Sample	8.13:1	Pass	Pass	Pass	Pass	Pass
White #FFFFFF on Army Green #2F372F	Sample	12.29:1	Pass	Pass	Pass	Pass	Pass
Army Black #221F20 on Army Green #2F372F	Sample	1.32:1	Fail	Fail	Fail	Fail	Fail

Secondary colors

This table outlines the full ADA/Section 508 compliance results for our brand's secondary colors.

Please note that inverse color combinations return the same result.

Example: Army Gold on Army Black and Army Black on Army Gold both have the same passing contrast ratio of 10.81:1.

White on Tan and Tan on White both have the same failing contrast ratio of 1.25:1.

If you do not see a specific color combination in this chart, look for its inverse.

Primary text colors: Text on secondary palette backgrounds	Text sample	Contrast ratio	Normal text WCAG AA	Normal text WCAG AAA	Large text WCAG AA	Large text WCAG AAA	Graphical objects & user interface components
White #FFFFFF on Field 01 #727365	Sample	4.82:1	Pass	Fail	Pass	Pass	
Army Black #221F20 on Field 01 #727365	Sample	3.38:1	Fail	Fail	Pass	Fail	
Army Gold #FFCC01 on Field 01 #727365	Sample	3.18:1	Fail	Fail	Pass	Fail	
Army Green #2F372F on Field 01 #727365	Sample	1.32:1	Fail	Fail	Fail	Fail	
Army Black #221F20 on Field 02 #BFB8A6	Sample	8.26:1	Pass	Pass	Pass	Pass	
Army Green #2F372F on Field 02 #BFB8A6	Sample	6.21:1	Pass	Fail	Pass	Pass	
White #FFFFFF on Field 02 #BFB8A6	Sample	1.97:1	Fail	Fail	Fail	Fail	
Army Gold #FFCC01 on Field 02 #BFB8A6	Sample	1.3:1	Fail	Fail	Fail	Fail	
Army Black #221F20 on Tan #F0E4CE	Sample	12.96:1	Pass	Pass	Pass	Pass	
Army Green #2F372F on Tan #F0E4CE	Sample	9.77:1	Pass	Pass	Pass	Pass	
White #FFFFFF on Tan #F0E4CE	Sample	1.25:1	Fail	Fail	Fail	Fail	
Army Gold #FFCC01 on Tan #F0E4CE	Sample	1.2:1	Fail	Fail	Fail	Fail	
White #FFFFFF on Gray 1 #565557	Sample	7.41:1	Pass	Pass	Pass	Pass	
Army Gold #FFCC01 on Gray 1 #565557	Sample	4.9:1	Pass	Fail	Pass	Pass	
Army Black #221f20 on Gray 1 #565557	Sample	2.2:1	Fail	Fail	Fail	Fail	
Army Green #2F372F on Gray 1 #565557	Sample	1.65:1	Fail	Fail	Fail	Fail	
Army Black #221F20 on Gray 2 #D5D5D7	Sample	11.15:1	Pass	Pass	Pass	Pass	
Army Green #2F372F on Gray 2 #D5D5D7	Sample	8.38:1	Pass	Pass	Pass	Pass	
White #FFFFFF on Gray 2 #D5D5D7	Sample	1.46:1	Fail	Fail	Fail	Fail	
Army Gold #FFCC01 on Gray 2 #D5D5D7	Sample	1.03:1	Fail	Fail	Fail	Fail	

Highlight colors

This table outlines the full ADA/Section 508 compliance results for our brand's highlight colors.

Please note that inverse color combinations return the same result.

Example: Army Gold on Army Black and Army Black on Army Gold both have the same passing contrast ratio of 10.81:1.

White on Tan and Tan on White both have the same failing contrast ratio of 1.25:1.

If you do not see a specific color combination in this chart, look for its inverse.

Primary text colors: Text on highlight color backgrounds	Text sample	Contrast ratio	Normal text WCAG AA	Normal text WCAG AAA	Large text WCAG AA	Large text WCAG AAA	Graphical objects & user interface components
Army Black #221F20 on Highlight Orange #F16521	Sample	5.15:1	Pass	Fail	Pass	Pass	Pass
White #FFFFFF on Highlight Orange #F16521	Sample	3.17:1	Fail	Fail	Pass	Fail	Pass
Army Green #2F372F on Highlight Orange #F16521	Sample	3.87:1	Fail	Fail	Pass	Fail	Pass
Army Gold #FFCC01 on Highlight Orange #F16521	Sample	2.09:1	Fail	Fail	Fail	Fail	Fail
Army Black #221F20 on Highlight Green #2daa27	Sample	5.36:1	Pass	Fail	Pass	Pass	Pass
Army Green #2F372F on Highlight Green #2daa27	Sample	4.03:1	Fail	Fail	Pass	Fail	Pass
White #FFFFFF on Highlight Green #2daa27	Sample	3.04:1	Fail	Fail	Pass	Fail	Pass
Army Gold #FFCC01 on Highlight Green #2daa27	Sample	2.01:1	Fail	Fail	Fail	Fail	Fail
White #FFFFFF on Highlight Red #cf0001	Sample	5.74:1	Pass	Fail	Pass	Pass	Pass
Army Gold #FFCC01 on Highlight Red #cf0001	Sample	3.8:1	Fail	Fail	Pass	Fail	Pass
Army Black #221F20 on Highlight Red #cf0001	Sample	2.84:1	Fail	Fail	Fail	Fail	Fail
Army Green #2F372F on Highlight Red #cf0001	Sample	2.13:1	Fail	Fail	Fail	Fail	Fail

