

# 2019

# ARMY NATIONAL GUARD

## BRANDING GUIDELINES



1-800-GO-GUARD ★ NATIONALGUARD.COM



To the Recruiting and Retention Force (RRF):

This branding guidance is the result of a congressional directive and extensive research. It has two purposes. One, to explain and outline approved Army National Guard (ARNG) logos and related branding elements and how to use them, and two, to serve as a quick reference for logos, typography and other design elements. Please share this information throughout your formations and with your Public Affairs office.

Digital art files for the logos are available on an ARNG-specific section of the Army Brand Portal (<https://www.usarmybrandportal.com>). Portal access will not require a CAC or a .mil email address. During the second quarter of FY19, the ARNG-specific content on the Army Brand Portal will expand to include templated examples in various formats of the branding elements presented in the context of a coordinated campaign.

Marketing materials displaying the new ARNG branding will begin appearing after 01 January 2019. States and Territories are encouraged to transition to the new branding as quickly as possible without wasting materials bearing the previous red and blue “National Guard” branding. Your alignment to the new brand will allow national and local marketing to complement each other and maximize our effectiveness.

It’s important to keep these guidelines in mind when creating materials using the ARNG logo. The ARNG is a community-based national organization. The people we need to reach are, in many cases, fairly transient as they relocate or commute to attend school or pursue civilian and military career opportunities. It is in the interest of the entire ARNG for us to maintain a consistent look and feel in the graphic elements used for all of the marketing touchpoints a prospect will encounter, regardless of the source of that recruitment marketing exposure.

If after familiarizing yourself with this guidance you have additional questions regarding ARNG logo and branding elements, please contact Ms. Julie Muir at [Julie.a.muir4.civ@mail.mil](mailto:Julie.a.muir4.civ@mail.mil).

Respectfully,

ROBERT E. KUSTER II  
COL, AG  
Chief, Army National Guard Strength  
Maintenance Division

## TABLE OF CONTENTS

Background & Research Highlights.....	4
Value Proposition.....	5
Logo.....	6
Color Palette .....	7
Font .....	8
Call-to-Action .....	8
Dos and Don'ts.....	9
Technical Assistance .....	9
Communications (Talking Points, New ARNG Branding FAQs).....	10

## **BACKGROUND & RESEARCH HIGHLIGHTS:**

The National Commission on the Future of the Army (NCFA) recommended—among other things-- combining all Army recruitment marketing activities under the Army Marketing Research Group (AMRG) to ensure unity of effort across all three Army components. Subsequently, the National Defense Authorization Act of Fiscal Year 2017 directed the Army National Guard (ARNG) to its merge marketing activities with AMRG. On 06 January 2017, Secretary of the Army Eric Fanning signed General Order 17-05 ordering the “Consolidat[ion] into a single organization...all functions relating to marketing of the Army and each of the components...to assure unity of effort and cost effectiveness...no later than October 1, 2017.”

From the beginning of the consolidation effort, ARNG leaders have been unequivocal on the necessities to differentiate ARNG from the other Army components AND to ensure that the ARNG organizations in the States, the District of Columbia, Guam, Puerto Rico and the US Virgin Islands are able to maintain their local ties and implement local marketing which meets local needs to fill unit vacancies. Many spheres of marketing operations are affected by the congressional mandate to consolidate, but the most visible has been the rebranding of the ARNG as “an associated brand” of the U.S. Army. Branding includes logos, graphics, positioning of the Army National Guard, and messaging themes that meet the public’s information needs and which communicate accurate information about the ARNG on topics of interest to prospects and their influencers.

Much information gathering preceded the research conducted to assist in ARNG’s rebranding development. A range of stakeholders, including TAGs and RRF personnel serving in a range of positions, provided candid input on what was important to the local Guard organizations and to the populations from which they recruit. In November of 2017, qualitative and quantitative research on potential ARNG positioning and logos began. Oversimplified, the research found that awareness and understanding of the ARNG is very low, however, once the research participants—*prospects and influencers*-- are informed of ARNG missions and opportunities, they have favorable feelings about the ARNG and the benefits of part-time service. Of particular interest to participants were the aspects of the ARNG as the first military responder during domestic emergencies, having flexibility to train and serve part-time close to home, education benefits and developing transferable skills, and being ready and willing to help community.

The logo-specific research involved several potential logo options, color schemes, shapes, and elements reflecting ARNG legacy imagery such as the Minuteman and a stylized flag. For every option tested, a State-specific version was also tested. The approved logo performed best among prospects and influencers. Data analysis did not find significant regional differences in logo preferences. The Minuteman, an image revered by many in the ARNG, was not well understood or recognized in testing. In each focus group location, the Minuteman drew some negative reactions from participants due to an association with eras in American history that were not empowering for women and people of color. Due to the significance of the Minuteman in the proud history of the Guard, and the youth market’s general disinterest in history as a motivator to consider ARNG service, HRR does not recommended use of the Minuteman in recruiting but recognizes the Minuteman’s continued importance for internal use, such as on the seal of the ARNG or in discussions with new Soldiers on the proud history of the Army National Guard.

## **ARNG BRAND VALUE PROPOSITION:**

A value proposition is a foundational statement about what a brand offers people. A brand's value proposition should be the basis of the brand's messaging strategies. A value proposition is not intended to be used as "talking points," a press release, or used verbatim as copy for an ad or brochure.

The ARNG value proposition describes who is drawn to ARNG service and what they receive in return from joining. Given the congressional mandate to create unity of effort in Army recruitment marketing across all compos, the ARNG value proposition also describes why the ARNG's missions and capabilities matter to the Army.

ARNG Value Proposition:

***"The Army National Guard is for those who want to protect their Community, State and Nation with the flexibility to train and serve part-time close to home. Through advanced training, education benefits, and desire to help their community, Soldiers in the Guard develop skills and qualities that help them reach their full potential. The Guard's dual mission gives the Army local scale as the first military responders at home and support for the Nation's missions abroad."***

The ARNG Value Proposition is a product of input from the 54 as well as quantitative and qualitative research. It reflects the most appealing attributes about ARNG for both prospects and influencers:

- Flexibility to train and serve part-time close to home
- Financial aid towards education (college and technical training)
- Ready and willing to help community
- Transferrable skills to reach full potential
- First military responders

**LOGO:**

National Version (color):



Examples of State Versions:



This logo has been designed to work with a number of color systems and in a variety of production systems and environments. Font and electronic logo art files are located on the ARNG Brand Portal ([www.usarmybrandportal.com](http://www.usarmybrandportal.com)) in .ZIP format. Logo vector artwork files (Adobe Illustrator) are available in CMYK, RGB and RGB for full-color, black, and white (reverse). Raster logo artwork (PNG files in RGB format) are available in full-color, black, and white (reverse). This logo has been submitted for trademark protection. Trademark-related guidance is TBD and, once available, will be housed in the ARNG Brand Portal.

**ARNG COLOR PALETTE:**

Separate color palettes have been developed for use in materials produced by each Army compo/entity engaged in recruitment marketing (to include AC, USAR, USACC and AMEDD). Below is the approved color palette for the Army National Guard.

The colors shown can be produced via Pantone Matching System, as a CMYK or RGB build, or using a hex code. A G7 proof is recommended to match colors in printing to achieve visual similarity across all print products and devices. The Government Printing Office will provide G7 proofs upon customer request/specification.

**LOGO COLOR PALETTE**

	<p><b>ARMY BLACK</b></p> <table border="0"> <tr><td>C</td><td>40</td><td>R</td><td>0</td></tr> <tr><td>M</td><td>30</td><td>G</td><td>0</td></tr> <tr><td>Y</td><td>20</td><td>B</td><td>0</td></tr> <tr><td>K</td><td>100</td><td>HEX</td><td>#030000</td></tr> </table>	C	40	R	0	M	30	G	0	Y	20	B	0	K	100	HEX	#030000	<p><b>ARMY GOLD</b></p> <p>PANTONE 123C</p> <table border="0"> <tr><td>C</td><td>0</td><td>R</td><td>255</td></tr> <tr><td>M</td><td>15</td><td>G</td><td>213</td></tr> <tr><td>Y</td><td>90</td><td>B</td><td>48</td></tr> <tr><td>K</td><td>0</td><td>HEX</td><td>#ffd530</td></tr> </table>	C	0	R	255	M	15	G	213	Y	90	B	48	K	0	HEX	#ffd530	<p><b>ARMY WHITE</b></p> <table border="0"> <tr><td>C</td><td>0</td><td>R</td><td>255</td></tr> <tr><td>M</td><td>0</td><td>G</td><td>255</td></tr> <tr><td>Y</td><td>0</td><td>B</td><td>255</td></tr> <tr><td>K</td><td>0</td><td>HEX</td><td>#ffffff</td></tr> </table>	C	0	R	255	M	0	G	255	Y	0	B	255	K	0	HEX	#ffffff
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**VISUAL IDENTITY COLOR PALETTE**

**Predominant Camo color**

<p><b>LIGHT CAMO</b></p> <p>PANTONE 7535 C</p> <table border="0"> <tr><td>C</td><td>26</td><td>R</td><td>191</td></tr> <tr><td>M</td><td>23</td><td>G</td><td>184</td></tr> <tr><td>Y</td><td>34</td><td>B</td><td>166</td></tr> <tr><td>K</td><td>0</td><td>HEX</td><td>#bfb8ab</td></tr> </table>	C	26	R	191	M	23	G	184	Y	34	B	166	K	0	HEX	#bfb8ab	<p><b>BLACK &amp; WHITE CONVERSION: 45% BLACK</b></p>
C	26	R	191														
M	23	G	184														
Y	34	B	166														
K	0	HEX	#bfb8ab														

**Text colors**

<p><b>ARMY BLACK</b></p> <table border="0"> <tr><td>C</td><td>40</td><td>R</td><td>0</td></tr> <tr><td>M</td><td>30</td><td>G</td><td>0</td></tr> <tr><td>Y</td><td>20</td><td>B</td><td>0</td></tr> <tr><td>K</td><td>100</td><td>HEX</td><td>#030000</td></tr> </table>	C	40	R	0	M	30	G	0	Y	20	B	0	K	100	HEX	#030000	<p><b>DARK CAMO</b></p> <p>PANTONE 418C</p> <table border="0"> <tr><td>C</td><td>59</td><td>R</td><td>87</td></tr> <tr><td>M</td><td>42</td><td>G</td><td>88</td></tr> <tr><td>Y</td><td>58</td><td>B</td><td>79</td></tr> <tr><td>K</td><td>67</td><td>HEX</td><td>#333c33</td></tr> </table>	C	59	R	87	M	42	G	88	Y	58	B	79	K	67	HEX	#333c33
C	40	R	0																														
M	30	G	0																														
Y	20	B	0																														
K	100	HEX	#030000																														
C	59	R	87																														
M	42	G	88																														
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K	67	HEX	#333c33																														
<p><b>BLACK &amp; WHITE CONVERSION: 100% BLACK</b></p>	<p><b>BLACK &amp; WHITE CONVERSION: 85% BLACK</b></p>																																

The Black, Gold, and White colors shown above are to be used for the logo. Light Camo color is intended for use by ARNG as a background or accent color. Text colors apply to ad headlines, subheads, body copy and Calls-To-Action (CTAs). Either text color can be used but text colors should not be mixed on a single marketing product. Used as recommended, the ARNG color palette satisfactorily reproduces as a B&W copy of a 4/C original.

**FONT:**

The ARNG font for headlines is Interstate Bold.

Headlines should appear in ALL CAPS.

The ARNG font for body copy is Interstate Regular in standard Sentence case.

Paragraphs should be indented.

In the event the Interstate font is not licensed, Arial may be used as a default font, with Arial Bold used for headlines and Arial Regular used for body copy.

For digital communications, e.g. website live text, email newsletters and PowerPoint presentations, use Arial as the substitute font.

The ARNG Brand Portal will provide detailed examples of the recommended use of fonts.

**CALL-TO-ACTION (CTA):**

Per National Guard Regulation 601-1, materials created with marketing dollars which bear a logo must also display a call-to action. More than one CTA may be displayed.

Approved CTAs include NATIONALGUARD.com, NATIONALGUARD.com/STATENAME, and 1-800-GO-GUARD. Use of the national marketing web address or toll-free phone number ensures that a lead will have their personal contact information collected and forwarded to the appropriate ARNG recruiter via ARISS. States using a national CTA with electronic/digital media can obtain tracking codes (UTMs) from the Campaign Management Portal (CAMPO, within NATIONALGUARD.com) in advance of media placement to enable accurate lead attribution.

The National text campaign is “Text GUARD to 462769”. This campaign directs prospects the get-started page on NATIONALGUARD.com. It is recommended to use a second CTA (web address or phone) along with the text CTA.

NOTE: National CTAs may be used on marketing materials bearing either national or State-specific logos. Guidance and examples of CTA placement adjacent to the logo can be found in the “Clear Space” section of the ARNG Brand Portal (coming 14 DEC 2018).

## **LOGO DOs AND DON'Ts:**

### ***DO:***

- Use high DPIs to ensure maximum clarity and readability
- Use approved Interstate font and ARNG color palette
- Add at least one CTA
- Request G7 production proofs to ensure color consistency
- Use 100% color values for logo (do not screen back in any way)
- Control production costs by using the 1-color/black logo on PPI items such as water bottles
- Access font information and logo art files on the ARNG Brand Portal at <https://www.usarmybrandportal.com> (coming 14 DEC 2018)
- Let your contractors know they won't need a CAC or .mil email address to access the ARNG Brand Portal
- Contact with the ARNG Brand Portal webmaster or ARNG-HRR Marketing for additional assistance

### ***DON'T:***

- Use the logo on a solid black background
- Add a rule or other border around the logo
- Add a drop shadow to the logo
- Add texture to the Light Camo background/accent color
- Allow other logos or design elements overlap the logo
- Use the national and State logos together on a single item
- Create a "wallpaper" pattern using the logo

## **FOR TECHNICAL ASSISTANCE:**

For questions not addressed in this guide or on the ARNG Brand Portal (coming online 14 December 2018 and completely built-out by 31 March 2019), please contact Ms. Julie Muir at [Julie.a.muir4.civ@mail.mil](mailto:Julie.a.muir4.civ@mail.mil).

## **COMMUNICATIONS:**

ARNG-HRR wants to ensure that information about the new branding is disseminated to the many entities that will be interested in and affected by this change. Those entities include the Recruiting and Retention Force (RRF), Marketing NCOs and contracted marketing staff in the States and Territories, the Strength Readiness Support Center (SRSC), the Strength Maintenance Training Center, NGB Public Affairs, NGB Acquisitions, vendors holding ARNG marketing contracts issued by NGB and USPFs, and the public.

To that end, the following actions are being taken:

- Talking Points have been developed and reviewed by NGB-PA. NGB-PA has been asked to push the Talking Points to the PAOs in the States and Territories.
- A short PowerPoint presentation has been created for RRF information. It will be placed on the Marketing SharePoint page and will be provided to 79Ts via an iKrome link.
- MNCOs will be emailed and provided with Talking Points, Frequently Asked Questions (FAQs), and the PowerPoint briefing.
- Information about the new ARNG branding will be incorporated into the ARNG MNCO Course and MNCO Sustainment Trainings.
- SMTC will be asked to incorporate information about the new ARNG branding in the curriculum for several Recruiting and Retention-related classes.
- NGB's Acquisitions office will be provided with information about the new ARNG branding so that they incorporate it in Statements of Work/Objectives for marketing contracts.

## **TALKING POINTS:**

- The Army National Guard (ARNG) is changing its branding in response to a congressional mandate to consolidate recruitment marketing for all three Army components (Active, Reserve and National Guard) with the intent of achieving unity of effort and cost efficiencies.
- Many aspects of the ARNG's recruitment marketing operations are affected by the consolidation, but the most visible has been the rebranding of the ARNG as "an associated brand" of the U.S. Army.
- The two-fold challenge for the ARNG is to 1.) Differentiate itself from other Army service opportunities and 2.) To ensure that the ARNG organizations in the 54 States and Territories retain their identities and community ties through local marketing which supports filling open positions in local units.
- Included in the new branding are logos, associated graphics, and messaging themes that meet the public's information needs and communicate accurate information about the ARNG on topics of interest to prospects and their influencers.
- The new ARNG branding is the result of information gathering involving diverse stakeholder groups, focus groups and a national survey conducted with recruiting prospects and parents, and professional assistance from marketing professionals and a specialized corporate identity firm.

- The branding-related research found that once the research participants were informed of ARNG missions and opportunities, they had favorable feelings about the ARNG and the benefits of part-time service.
- Of particular interest to research participants were the aspects of the ARNG as the first military responder during domestic emergencies, having the flexibility to train and serve part-time close to home, access to education benefits, developing transferable skills, and being ready to help communities.
- The logo-specific research involved several potential logo options, color schemes, shapes, and elements reflecting ANRG legacy imagery such as the Minuteman and a stylized flag. The new ARNG logo performed best among prospects and influencers.
- Analysis of the research data did not reveal significant regional differences in logo preferences.
- The Minuteman, an image revered by many in the ARNG, was not well understood or recognized in testing.
- Department of Defense research has not found that a service's history is a strong motivator for youth to consider military service; as such, ARNG does not plan to use the Minuteman in its recruiting efforts.
- Due to the significance of the Minuteman in the National Guard's proud history, the Minuteman image will continue to be used internally.

#### **FREQUENTLY ASKED QUESTIONS (FAQs):**

Q: Why is the ARNG consolidating its marketing with the US Army?

A: In 2015 the National Commission on the Future of the Army recommended combining all Army recruitment marketing activities under the Army Marketing Research Group (AMRG). Subsequently, the National Defense Authorization Act of Fiscal Year 2017 directed the ARNG to merge its marketing activities with AMRG. On 06 January 2017, the Secretary the Army signed General Order 17-05 ordering the "Consolidat[ion] into a single organization...all functions relating to marketing of the Army and each of the components...to assure unity of effort and cost effectiveness...no later than October 1, 2017."

Q: Why is the ARNG getting a new logo?

A: The ARNG's previous "National Guard" logo did not present the ARNG as an "associated brand" of the US Army. Continued usage of the previous logo was not viewed as being in compliance with the congressional mandate and the General Order to consolidate to achieve "unity of effort."

Q: Why does the new logo have the same colors as the US Army logo?

A: The new logo's colors are the same as those used in the Army logo to convey that the Army National Guard is associated with the US Army. The shield shape and design elements contained within the new ARNG logo are different from the rectangular Army "Star" logo in order to differentiate the Army National Guard and the Army National Guard organizations in the States and Territories from the US Army and US Army Reserve.

Q: Do the ARNG organizations in States and Territories have to use this new branding and logo(s)?

*A: It is very strongly recommended that States and Territories adopt the new logo(s) and associated branding elements as soon as it is feasible for them to do so. Doing so will enable successful local leveraging of significant NGB investments in national marketing and media which are intended to condition the ARNG's recruiting target audiences for local follow-on communications. It is an industry best practice that marketing materials developed by entities within a single organization (or created under different contracts) have a similar look and feel. As such, this branding guidance will be used by NGB-HRR contract holders including those providing products and services for which States and Territories opt-in. Terms of individual contracts will affect the timing of new branding implementation.*

Q: How can people access the new branding materials?

A: Logos, font, color palette and other ARNG branding information and materials will be housed on the Army National Guard Branding Portal at (URL). Portal access will NOT require a Common Access Card (CAC). Digital logo art files will be available by 01 December 2018. During Q2 of FY19, the ARNG content will expand to include templated examples of marketing materials in various formats.

Q: Is there a mandatory "use by" date for the new logo?

A: No. Marketing materials displaying the new branding will begin appearing after 01 January 2019.

Q: Do materials bearing the old logo need to be destroyed?

A: No. No firm deadline has been established for discontinuing use of materials bearing the previous red and blue "National Guard" branding.