U.S.ARMY®

# AMERICA'S ARMY:
# THE STRENGTH OF THE NATION™

**Official 2007 Brand Toolkit PRO**

Version 3.3 (For Graphic Professionals)

# Introduction

## The Campaign

**America's Army: The Strength of the Nation** encompasses the fundamental principles that make the U.S. Army the country's ultimate instrument of strength. Highlighting Soldiers, families and Army civilians, this campaign examines the people who defend the flag and protect our country. At the heart of this is the American Soldier. Supported by family, comrades and Army civilians, the Soldier represents the epicenter of strength and this campaign showcases the source of our nation's resolve.

## Toolkit Overview

The **Official 2007 Brand Toolkit PRO** is for graphic professionals looking to recreate the visual look of the **"America's Army: Strength of the Nation"** campaign. This book contains various instructions on color, typography and image treatment that are critical to the brand's look and feel. In conjuction with this booklet an online toolkit resource containing color swatches, various logos and a library of predetermined images is avalable at:

**www.army.mil/07-brandtoolkit**

A scaled down **"LITE"** verision of this document for non-graphic professionals is also available at the brand site listed above.

Additionally for those interested in ordering a promotional **"Toolkit in a Box"** that contains banners, decals, posters and more... go to the online order form at:

**www.army.mil/promotions**

# Approved Colors

## Description

The approved colors for the 2007 Army Brand are divided into two palette categories. The Primary Color Palette and the Secondary Color Palette.

**Primary Color Palette**
Used for the Primary Brand Marks and Footer Mark.

**Secondary Color Palette**
Used for the Extension marks and may also be used for image overlay treatments and design color elements.

## Intended Uses

Color values are divided into three categories. To ensure you select the proper color values for your intended use, please read the descriptions below.

**cmyk (process build)**
Process values cyan, magenta, yellow and black (cmyk) are used primarly for print material but may also be used in large format graphics.

**hex**
Hexidecimal values are used for web and web based applications.

**rgb**
Red, Green and Blue (rgb) values are used in video and some multimedia applications.

**Note:** A swatch library file compatible with Adobe® Photoshop, InDesign and Illustrator versions CS2 & CS3 is available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**
This swatch library file contains all the preset color values listed on this page.

## Primary Color Palette

**Black**
**cmyk** c: 10 m: 10 y: 10 k: 100
**hex** 1a1516
**rgb** r: 0 g: 0 b: 0

**Medium Grey**
**cmyk** c: 5 m: 5 y: 5 k: 75
**hex** 5d5c5e
**rgb** r: 93 g: 92 b: 94

**Medium Gold**
**cmyk** c: 0 m: 25 y: 100 k: 15
**hex** dca80e
**rgb** r: 220 g: 168 b: 14

**Light Gold**
**cmyk** c: 0 m: 20 y: 100 k: 0
**hex** ffcb05
**rgb** r: 255 g: 203 b: 31

**White**
**cmyk** c: 0 m: 0 y: 0 k: 0
**hex** FFFFFF
**rgb** r: 255 g: 255 b: 255

## Secondary Color Palette

**Dark Grey**
**cmyk** c: 5 m: 5 y: 5 k: 90
**hex** 3c3a3b
**rgb** r: 60 g: 58 b: 60

**Dark Green**
**cmyk** c: 60 m: 50 y: 100 k: 70
**hex** 303107
**rgb** r: 48 g: 50 b: 7

**Dark Brown**
**cmyk** c: 30 m: 40 y: 60 k: 80
**hex** 3d301f
**rgb** r: 61 g: 48 b: 31

**Tan**
**cmyk** c: 10 m: 10 y: 20 k: 15
**hex** c6c0b1
**rgb** r: 197 g: 192 b: 177

# Primary Mark - Horizontal Version 1 (one line)

## Intended Uses

This treatment could be used for various applications from posters and oversized banners to exhibit graphics.

### Color Palette

AMERICA'S ARMY: THE STRENGTH OF THE NATION™

AMERICA'S ARMY: THE STRENGTH OF THE NATION™

**Note:** Pixel and Vector versions of this mark are available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**

**Allowed**
Extending the right side of the black or white box to fit a layout.

**Not Allowed**
Reducing the amount of clear space in the white or black box.

AMERICA'S ARMY: THE STRENGTH OF THE NATION™

**On Black (Preferred Usage)**

AMERICA'S ARMY: THE STRENGTH OF THE NATION™

**On White (Alternate Usage)**

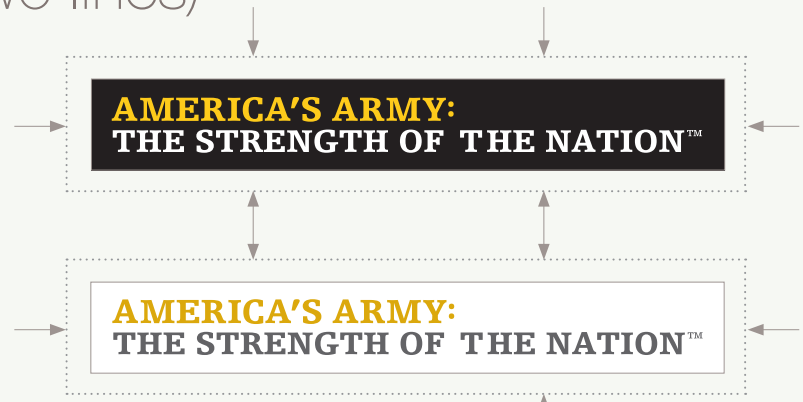
# Primary Mark - Horizontal Version 2 (two lines)

## Intended Uses

This is the most common treatment and could be used for various applications from websites to advertisements, posters and brochures.

### Color Palette

**Note:** Pixel and Vector versions of this mark are available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**




**Allowed**
Extending the right side of the black or white box to fit a layout.

**Not Allowed**
Reducing the amount of clear space in the white or black box.

AMERICA'S ARMY:
THE STRENGTH OF THE NATION™

**On Black (Preferred Usage)**

AMERICA'S ARMY:
THE STRENGTH OF THE NATION™

**On White (Alternate Usage)**

# Primary Mark - Vertical (one line)

## Intended Uses

This treatment could be used for various applications such as oversized banners and exhibit graphics.

### Color Palette

**Note:** Pixel and Vector versions of this mark are available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**

**Not Allowed**
Reducing the amount of clear space in the white or black box.

**Allowed**
Extending bottom of the black or white box to fit a layout.

**On Black (Preferred Usage)**

**On White (Alternate Usage)**

# Primary Mark - Vertical (two lines)

## Intended Uses

This treatment would be used primarily for exhibit light box graphics and other limited design applications such as large vinyl banners.

### Color Palette

**Note:** Pixel and Vector versions of this mark are available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**

**Not Allowed**
Reducing the amount of clear space in the white or black box.

**Allowed**
Extending bottom of the black or white box to fit a layout.

**On Black (Preferred Usage)**

**On White (Alternate Usage)**

# Primary Mark - Centered

## Intended Uses

This treatment can be used for various multimedia applications such as videos, PowerPoint and Keynote presentations as well as large format graphics such as large vinyl banners.

### Color Palette

**Not Allowed**
Reducing the amount of clear space in the white or black box.

**Note:** Pixel and Vector versions of this mark are available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**

**On Black (Preferred Usage)**

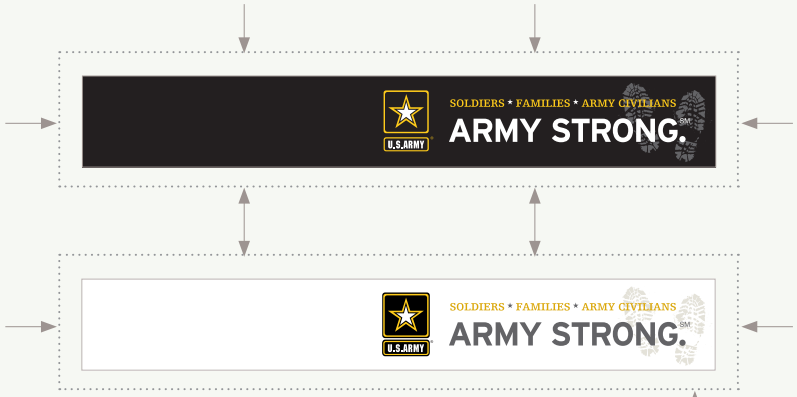
**On White (Alternate Usage)**

# Footer Mark

## Description & Intended Uses

The brand footer is intended to complement the primary brand while showcasing Soldiers, Families and Army Civilians. As an extension of the primary brand, it will appear in conjunction with "America's Army: The Strength of the Nation" as a supporting thematic element.

### Color Palette




**Allowed**
Extending the left side of the black or white box to fit a layout.

**Note:** Pixel and Vector versions of this mark are available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**

**On Black (Preferred Usage)**

**Not Allowed**
Reducing the amount of clear space in the white or black box.

**On White (Alternate Usage)**

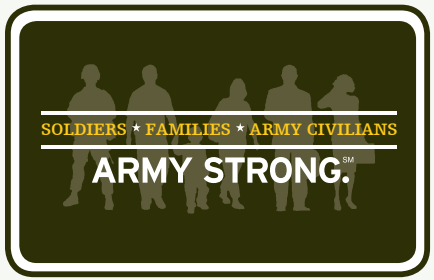
# Extension Marks

## Description & Intended Uses

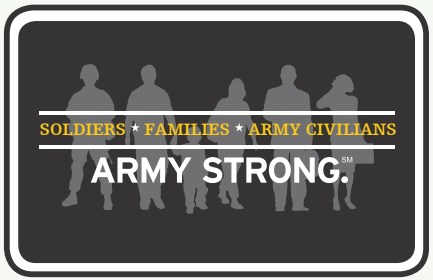
The brand extension could be used for various applications such as Web ads, decals, presentations, dog tags, T-shirts, ball caps and other collateral items. It is intended to extend the primary brand and footer treatment, creating a more robust suite of brand mark options.

### Color Palette

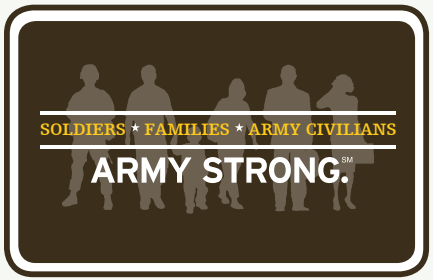
**Note:** Pixel and Vector versions of this mark are available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**




Dark Green




Dark Grey




Dark Brown

# Typography - Standard Usage

## Description

The approved fonts for the 2007 Army Brand are divided into two categories, Header Fonts and Body Copy Fonts. Examples of both sets are displayed below:

## Header Font

**Helvetica Bold**
Use for the main header treatment.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

## Body Copy Font

**Helvetica Regular**
Use for body text, captions and cutlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

## Font Size & Leading

The leading (space between lines of type) should always be **1 1/2** times larger than the body font size. The header font size should always be **1 3/4** times larger than the body font size. There must always be a space between the header and the beginning of the body text and between paragraphs.

Use this equation for determining font point size to leading size for all body copy:
**body font size x 1.5 = leading**

Use this equation for determining font point size of all headers:
**body font size x 1.75 = header font size**

**for example:**

**12 point type x 1.5 = 18 point leading**
**12 point type x 1.75 = 21 point header**

Please use the equations above when determining the correct size conversions or you may refer to the **size chart** on the following page to determine the leading size and header size at a glance. This chart provides size conversions for leading and header sizes from 8 point to 36 point body type as well as a visual reference of how it should look.

## Considerations

If you are working in an word processing application such as Microsoft Word® control of the leading is limited. In this case the auto settings may be used. If you are working in layout application such as Adobe InDesign® or QuarkXPress® please refer to the guidelines listed above.

Please pay careful attention to hyphenated words. Whenever possible break the word down to the next line. This will increase legibility and text flow. Appropriate space must be given around all text blocks.

# Typography - Size Chart

| Body Copy | Leading | Header |
|---|---|---|
| 8 | 12 | 14 |
| 9 | 13.5 | 15.75 |
| 10 | 15 | 17.5 |
| 11 | 16.5 | 19.25 |
| 12 | 18 | 21 |
| 13 | 19.5 | 22.75 |
| 14 | 21 | 24.5 |
| 15 | 22.5 | 26.25 |
| 16 | 24 | 28 |
| 17 | 25.5 | 29.75 |
| 18 | 27 | 31.5 |
| 19 | 28.5 | 33.25 |
| 20 | 30 | 35 |
| 21 | 31.5 | 36.75 |
| 22 | 33 | 38.5 |
| 23 | 34.5 | 40.25 |
| 24 | 36 | 42 |
| 25 | 37.5 | 43.75 |
| 26 | 39 | 45.5 |
| 27 | 40.5 | 47.25 |
| 28 | 42 | 49 |
| 29 | 43.5 | 50.75 |
| 30 | 45 | 52.5 |
| 31 | 46.5 | 54.25 |
| 32 | 48 | 56 |
| 33 | 49.5 | 57.75 |
| 34 | 51 | 59.5 |
| 35 | 52.5 | 61.25 |
| 36 | 54 | 63 |

Commonly Used Font Sizes

## Type Treatment - Example Usage

Header

Body Copy

Leading

**AMERICA'S ARMY:**
**THE STRENGTH OF THE NATION™**

### Our Values

"Our profession's ethic remains the foundation of trust which the American people place in their military" (Future of the Army Profession, Snider and Watkins, 2002). In turn, our Army Ethic rests on a bedrock of our seven Army Values; Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage. It is a unique collection, unlike any other organization's in the world, and reflects the high standards to which the entire Army adheres, regardless of its mission area.

The Army is undergoing a major transformation in the way it does business. Just as Army Values guide the thinking, behavior, and professional ethos of every warrior, so will those same values guide the actions of those who support and sustain them. The American people hold the entire Army to a higher standard, not just the front-line Warriors. The priorities we set, the efficiencies we gain, the continuous improvements we achieve, will be attained in keeping with our Army Values. This transformation brings with it many challenges to overcome. Still, we will continually measure ourselves, and our success by our adherence to those values.

**Header:** 14 point Helvetica Bold
**Body Copy:** 8 point Helvetica Regular
**Leading:** 12 point

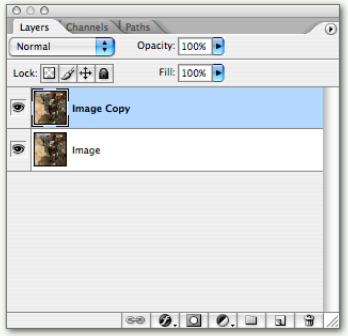
# Photography - Image Treatment

## Step 1
### Adjust Levels

Open and an image in Photoshop® and apply auto levels to obtain greater image contrast –
In the pull down menu go to:
(Image > Adjustments > Auto Levels)

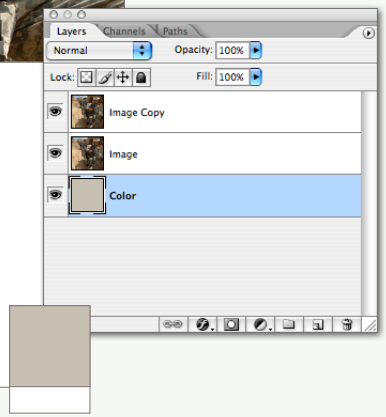
## Step 2
### Duplicate Layer

Duplicate the image layer –
In the pull down menu go to:
(Layer > dulicate layer...)



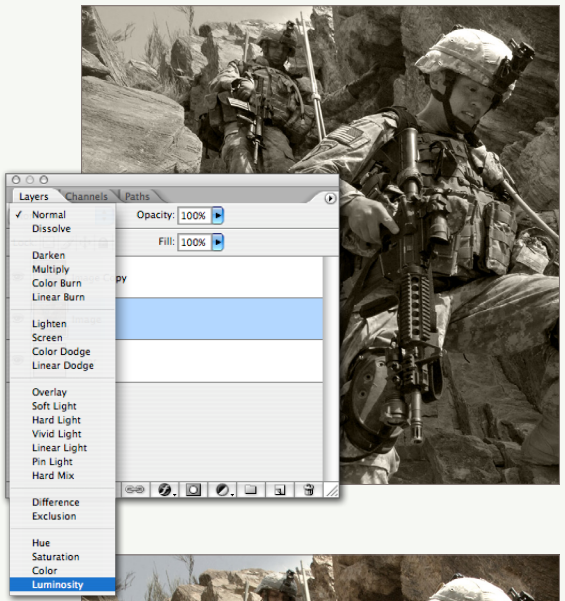
## Step 3
### Create Fill Layer

Create a new layer and move it below the original image layer. Fill this layer with the tan color value listed below –
(**rgb** r:197 g: 192 b:177)
In the pull down menu go to:
(Edit > Fill)



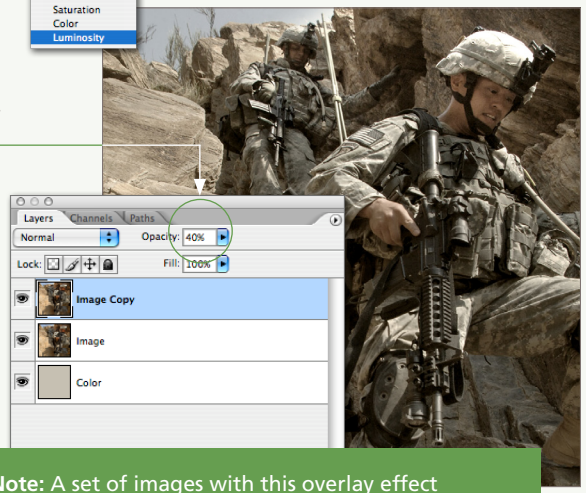

## Step 4
### Apply Luminosity

Select on the original image layer apply luminosity from the layer pull down settings menu.




## Step 5
### Reduce Opacity

Reduce the opacity of the duplicate copied image layer to 40%. Save file.




**Note:** A set of images with this overlay effect pre-applied are available at:
**www.army.mil/07-brandtoolkit/pro-downloads.htm**

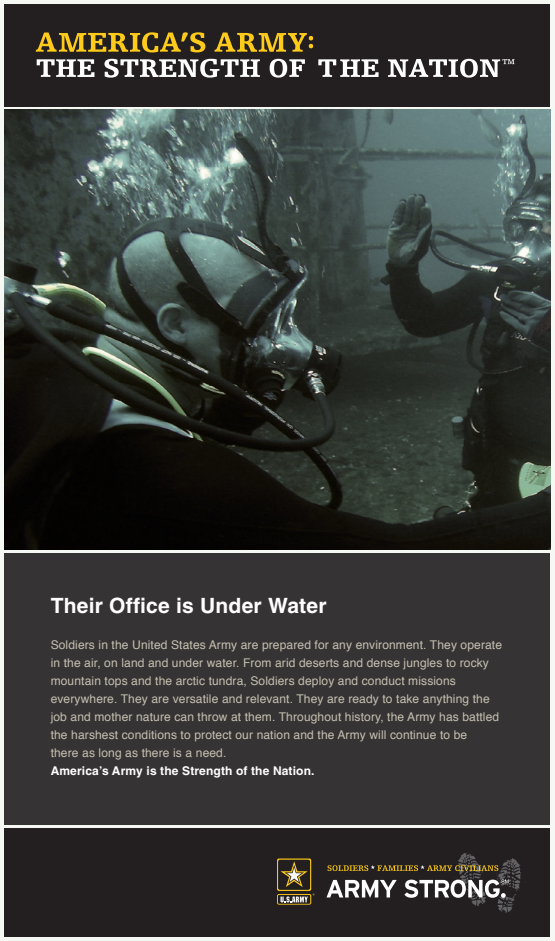
# Example Usage - Posters

Brand Footer Mark

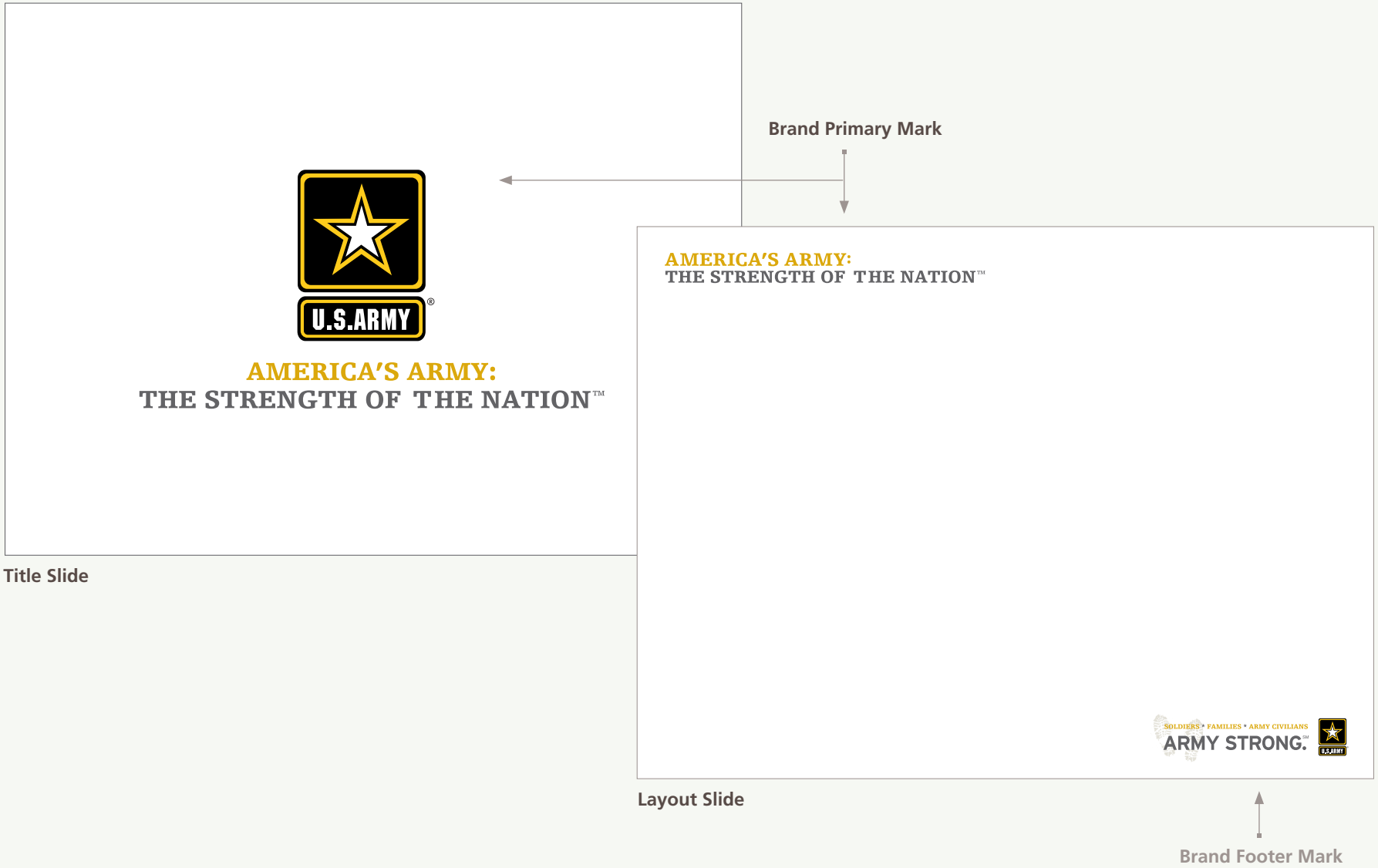
Type Treatment

Brand Primary Mark

Image Treatment



# Example Usage - PowerPoint Template



# Example Usage - T-Shirts

T-Shirt Front

Brand Primary Mark

Extension Mark

T-Shirt (Back)

# Example Usage - Vinyl Banners

Brand Primary Marks