



AUSA

ASSOCIATION OF THE
UNITED STATES ARMY

AUSA BRAND GUIDELINES

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AUSA BRAND GUIDELINES

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INTRODUCTION

The Association of the United States Army is a nonprofit educational and professional development association serving America's Army and supporters of a strong national defense.

AUSA provides a voice for the Army, supports the Soldier, and honors those who have served in order to advance the security of the nation.



INTRODUCTION

In AUSA's 2025 Strategic Plan, the organization created a goal to refresh the AUSA brand and logo while broadening awareness of the association, its products, and its programs. The intention of this refresh is to honor the Soldier experience and appeal to broader generational diversity.

The AUSA brand is more than just a logo. It is an ever-evolving ecosystem composed of the promise our brand makes, the attributes that define us, our visual identity, and every touch point our audience has with us. It also helps to create a common understanding of the brand among staff, executive leadership, region and chapter presidents, members, partners, and other stakeholders.

These brand guidelines provide the guidance necessary to help all achieve, ensure, and protect our brand excellence. When we use these guidelines in the development of AUSA marketing and communications, the messaging we craft and the communication tools we design and create will ensure a superior brand experience.

For questions pertaining to the AUSA brand, please contact the Marketing Team at mryle@ausa.org. Brand assets, including logos, digital letterhead, and our PowerPoint® template, can be downloaded at ausa.org.

Similar to the Army, AUSA will retain its seal, but it will also have a logo. The seal will be reserved for official documents, certificates, and awards, while the newly designed logo will be utilized in other materials, such as marketing assets, business cards, and merchandise.



INTRODUCTION

What is a brand?

A BRAND IS ...



Our brand is an intellectual and emotional bond our audience has with AUSA — intangible but very real.

An organization's brand is undeniably one of its most valuable assets. It can provide an organization with a distinct identity and a positive reputation, and create a perceived value that sets it apart from competitors, ultimately instilling a sense of pride among its members. Thus, the primary objective of any rebranding effort is to transform customer perceptions.

The AUSA brand is more than just our logo. Our brand is an ever-evolving ecosystem composed of the promise our brand makes, the attributes that define us, our visual identity, and every touch point our audience has with us.

Our brand may be expressed through an advertisement, an e-mail, or via ausa.org. But it can also be an experience when an individual interacts with an AUSA staff member or volunteer, or attends any of our events. This book provides the messaging guidance and visual direction for an effective foundation to help us be a voice for the Army and support our Soldiers.

1 blog.hubspot.com/marketing/branding

2 brandfolder.com/blog/customer-insights-rebranding



WHO WE ARE

Association of the United States Army Brand Guidelines

WHO WE ARE

WHO WE ARE:

AUSA MISSION

AUSA supports Soldiers, their families, and Army civilians; provides a voice for the Army; and honors those who have served. It is the Army's premier nonprofit educational and professional association.

WHO WE WANT TO BE:

OUR VISION

To be recognized by the Army, Congress, our industry partners, and communities across the nation as the Army's premier association and the foremost supporter of the Total Army.

OUR GUIDING PRINCIPLES

Dedication. We are dedicated to our mission and to our members, displaying it through our service and commitment.

Innovation. We value innovative approaches to programs and technology.

Excellence. We value, encourage, recognize, and reward excellence.

Inclusion. We are inclusive and embrace diversity.

Integrity. We expect integrity within ourselves and our stakeholders.

Nonpartisan. In all we do, we are nonpartisan and apolitical.

WHO WE ARE

Three Core AUSA Objectives

Just as we did in 1950, when the creation of AUSA consolidated the efforts of its many branches to speak with one voice about national security threats and foster public understanding and support for the Army, AUSA in 2024 and beyond must continue to focus on three key objectives—Educate, Inform, and Connect—to support the Army of today and the future.

EDUCATE



INFORM



CONNECT



WHO WE ARE

CORE OBJECTIVE #1:

EDUCATE



“Educate” means many things at AUSA. We deliver programs, publications, products, events, and resources to Soldiers and their families, Army civilians, veterans and retirees, and the many businesses and industries that support the Army. Using our platforms, we spread awareness of the Army’s critical role in national security and the unique capabilities and resources it provides.

Our efforts also include educating policymakers, legislators, and the public about the role of industry as the Army modernizes. We compile reports on national security issues, explaining the Army’s expanding role in national security and its essential part in combined joint operations. Included in this work are national security reports and studies, produced by our professional staff, examining the critical role of the Army in warfare.

CORE OBJECTIVE #2:

INFORM



“Inform” means telling the Army’s story to a wide audience, something that has been a priority at AUSA since its founding. Through *ARMY* magazine and our many other publications and events, we explain why the Army exists, its critical role in peace and war, and its many benefits to the nation.

This is an important task, as we remind key decision-makers of the critical role of the Army and why its transformation is so important. We address key issues and current and future threats.

CORE OBJECTIVE #3:

CONNECT



“Connect” may be one of our most important undertakings. Aided by our members across nine regions and 120+ chapters, AUSA has the network to link communities with Soldiers in deeper, more meaningful ways that go beyond just thanking a stranger for their service.

AUSA is a bridge connecting the Army, industry, and the public, with the goal of strengthening support for our Army. AUSA connections are a way of building support for Army and industry initiatives. These connections also create a network that can help military members and their families find local resources and feel like part of their community.

AUSA volunteers are the principle connectors between the Army and the American people. Without them, AUSA would not be able to accomplish this task.



LOGO GUIDELINES

Association of the United States Army Brand Guidelines

LOGO GUIDELINES

Logo Inspiration

AUSA's new logo is a symbol of AUSA's commitment to history, as it commemorates the D-Day Allied invasion of Normandy during World War II. Specifically, it depicts the reenactment of the U.S. Army Rangers' mission to neutralize German defenses atop the Pointe du Hoc cliff. These elite Soldiers were specially trained for high-risk operations and played a crucial role in eliminating a significant threat to landing forces on nearby beaches.

The U.S. Army Rangers approached Pointe du Hoc by boat and embarked on a dangerous ascent, braving continuous machine gun fire and grenades. Their objective was to secure the German guns and demolish an observation post positioned at the summit, in what was considered a daring and extremely risky mission. Although many Soldiers were lost, the Rangers successfully reached the top of the cliff and achieved their goal, ultimately triumphing in capturing Pointe du Hoc. This story is significant to AUSA because it educates and celebrates the ultimate story of daring professionalism, advances the narrative of national security, promotes Soldier connections, and encourages greater recognition of the Army's vital role in American life, past, present, and future.

U.S. Army photo by Markus Rauchenberger



HELPING UP

The image of a Soldier aiding another up the cliff exemplifies the concepts of leadership, connection, teamwork, and support, as well as the strong bond shared by those who have a connection to the Army. Together, this team is committed to supporting the Army, prioritizing the well-being of Soldiers, and promoting professionalism in the face of challenges.

SOLDIERS

The WWII and modern Soldiers serve as a reminder of the significance of cross-generational connections, which can inspire innovation by using history to inform the future.

CLIFF

AUSA recognizes the difficulties, obstacles, and uncertainty that come with being a Soldier, and how these challenges impact the entire Army community. For this reason, AUSA strives to foster connections among all members of the Army community, providing support throughout the demanding journey of service.

LOGO GUIDELINES

Logo Talking Points

The new logo represents a shift in AUSA’s narrative, highlighting its goal to become the preeminent nonprofit organization for the Army. With many nonprofit organizations struggling to attract members, the new logo and message of exponential growth will help AUSA reach a wider audience and stand out in a highly competitive landscape.

THE IMPORTANCE OF A BRAND

A brand is a crucial asset for any organization. It gives the organization a unique identity, helps create a positive reputation, establishes perceived value, distinguishes it from competitors, and instills pride among members. AUSA is excited to unveil a new logo to achieve this end.

AUSA’S REBRANDING DECISION

AUSA decided to refresh its brand in the 2025 Strategic Plan. Like the Army, AUSA will retain its seal, but it will also have a logo. The new logo will be used for marketing assets, business cards, and merchandise, while the seal will be used for official documents, certificates, and awards.

GOALS FOR THE NEW LOGO

The new logo aims to appeal to the primary audience of the current Army and increase brand awareness among a broader set of generational demographics. It embodies AUSA’s guiding principles while helping AUSA achieve its vision to be recognized as the Army’s premier association and foremost supporter of the Total Army.

HISTORICAL CONTEXT

The new logo honors the D-Day Allied invasion of Normandy during World War II, which serves as a poignant testament to the Army’s unwavering professionalism and resounding triumph despite overwhelming challenges. This story reflects AUSA’s dedication to the Army story, imparting it to younger generations and honoring the contributions of our Army legacy.

GRAPHIC REPRESENTATION 1

The image of a Soldier aiding another up the cliff represents leadership, connection, teamwork, and support while exemplifying the strong bond shared by those who have a connection to the Army.

GRAPHIC REPRESENTATION 2

The presence of both the WWII and modern Soldiers serves as a reminder of the importance of cross-generational connections.

GRAPHIC REPRESENTATION 3

The logo cliff represents the difficulties, obstacles, and uncertainty that come with being a Soldier and aims to foster connections among all members of the Army community, providing support throughout the demanding journey of service.

THE FUTURE

It is our goal to be recognized as the preeminent nonprofit organization for the Army. With over 1.6 million members, this new logo will help us stand out in a highly competitive landscape.

LOGO GUIDELINES

AUSA Primary Logos

The AUSA primary logo is our primary visual brand asset; it's what introduces and identifies our organization to people the world over. Therefore, the logo should be treated with respect by adhering to the guidelines set forth within this document. The better we treat our identity, the greater the impact our brand will have on the Association of the United States Army.

PRIMARY HORIZONTAL LOGO



PRIMARY VERTICAL LOGO



RECOMMENDED USAGE/BEST PRACTICES

The primary horizontal or vertical AUSA logo may be used interchangeably depending on which version best fits your layout or usage needs.

The AUSA primary logo uses the colors
AUSA Dark Green and AUSA Gray



AUSA Dark Green
PANTONE 5747 C
C: 64 M: 49 Y: 100 K: 46
R: 69 G: 75 B: 27
HEX: 454B1B



AUSA Gray
PANTONE Cool Gray 9 C
C: 57 M: 48 Y: 48 K: 15
R: 112 G: 112 B: 113
HEX: #707071

LOGO GUIDELINES

AUSA Primary & Basic Logo Minimum Sizing

To ensure optimum legibility of the AUSA logos, it is important to follow these sizing parameters. The AUSA basic logo should be used when the primary logo drops below the minimum size listed below or the smaller text is too hard to read. If size allows, always use the AUSA primary logo.

PRIMARY LOGO MINIMUM SIZES

Primary Horizontal Logo

1.8" | 4.5 CM | 130 PX



Primary Vertical Logo

1" | 2.5 CM | 70 PX



BASIC LOGO

Basic Horizontal Logo

.5" | 1.2 CM | 35 PX



Primary Horizontal Logo White

1.8" | 4.5 CM | 130 PX



Primary Vertical Logo White

1" | 2.5 CM | 70 PX



Basic Logo White

.5" | 1.2 CM | 35 PX



LOGO GUIDELINES

AUSA Primary Logo Clear Space

It is important to maintain a clear “buffer” of space as outlined below around the AUSA primary logo in order to maximize its visual impact and ensure that it is easy to identify and read. The clear space is proportional to the logo and is based on half the width of the letter ‘U’ in the AUSA logotype. This area should be clear of typography, photography, patterns, folds, surface edges, and page trim that would affect the legibility of the logo.

LOGO CLEAR SPACE

Primary Horizontal Logo



Primary Vertical Logo



NOTE: Half the width of the “U” in AUSA is used to determine the clear space around all versions of the logo.

LOGO GUIDELINES

AUSA Primary Logo Color Formats

The consistent and approved use of the official AUSA brand colors in the logo is key to the integrity of our identity. The examples here demonstrate the only acceptable use of full-color and one-color (dark green, white, and black) formats. Always use approved electronic artwork.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.

Primary Horizontal Logo (Full-Color)



Primary Horizontal Logo (White)



Primary Horizontal Logo (Black)



LOGO GUIDELINES

AUSA Primary & Basic Horizontal Logo Variants

Primary Horizontal Logo
Full-Color



Primary Horizontal Logo
White



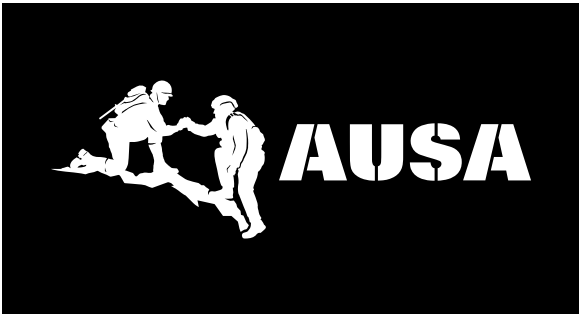
Primary Horizontal Logo
Black



Basic Horizontal Logo
Dark Green



Basic Horizontal Logo
White



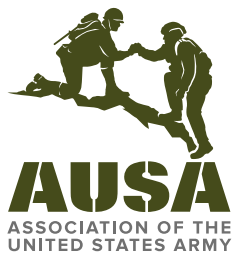
Basic Horizontal Logo
Black



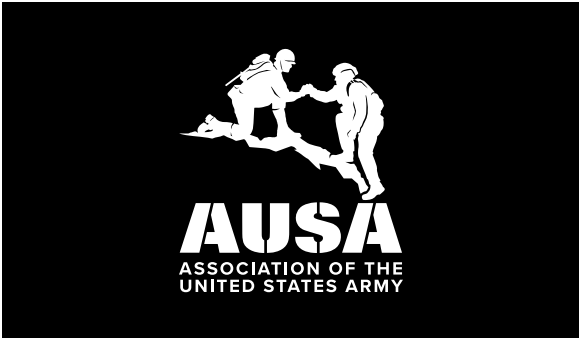
LOGO GUIDELINES

AUSA Primary & Basic Vertical Logo Variants

Primary Vertical Logo
Full-Color



Primary Vertical Logo
White



Primary Vertical Logo
Black



Basic Horizontal Logo
Dark Green



Basic Horizontal Logo
White



Basic Horizontal Logo
Black



LOGO GUIDELINES

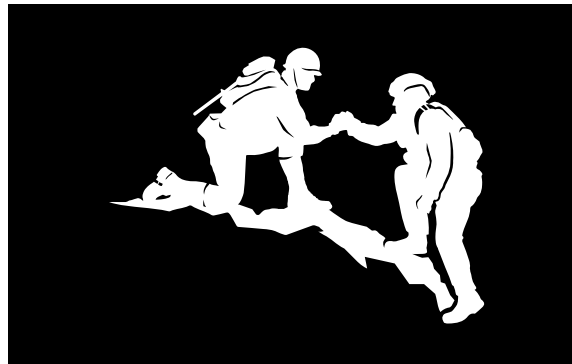
Using the AUSA Logomark & Logotype

The logomark and the logotype can be used independently to represent AUSA. Including the full name, typeset in Proxima Nova Bold, nearby is encouraged. For example, you may create a hat with the logomark on the front panel, but typeset “AUSA” on the back of the hat.

Logomark
Dark Green



Logomark
White



Logomark
Black



Logotype
Dark Green

AUSA

Logotype
White

AUSA

Logotype
Black

AUSA

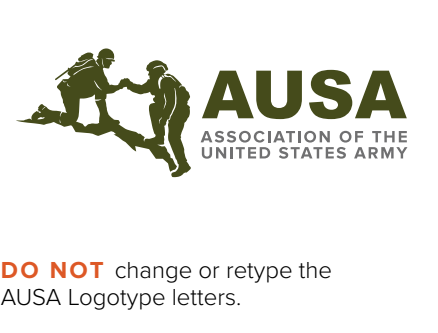







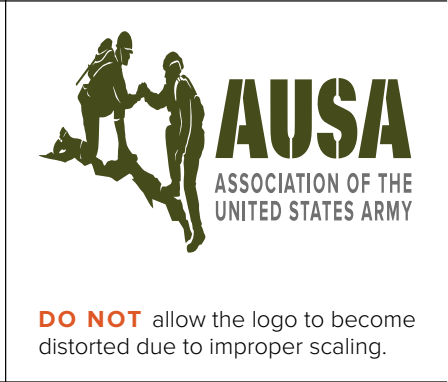
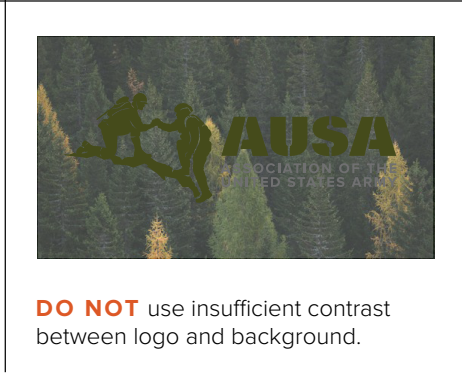
NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for questions related to the independent usage of the AUSA logomark or logotype.

LOGO GUIDELINES

AUSA Primary
Logo Misuses

Many times, a well-intentioned treatment of our logo can be categorized as misuse. This usually occurs due to a lack of awareness of correct logo use standards. Consistent and accurate presentation of the AUSA logo will reinforce awareness of our brand and ensure that the legal protectability of our trademark is not compromised. To help avoid misuse, use only approved electronic artwork. When sharing AUSA electronic artwork, always provide these brand guidelines to ensure proper adherence our brand.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.

 <p>DO NOT change or retype the AUSA Logotype letters.</p>	 <p>DO NOT rotate or change the orientation of the logo.</p>	 <p>DO NOT use 3-D effects with the logo.</p>
 <p>DO NOT remove any portion of the logo.</p>	 <p>DO NOT alter the logo colors or use unapproved logo formats.</p>	 <p>DO NOT outline the logotype or any elements of the logo.</p>
 <p>DO NOT violate the logo clear space with graphic elements, type, or page edges.</p>	 <p>DO NOT scan or allow poor -quality productions or reproductions.</p>	 <p>DO NOT allow the logo to become distorted due to improper scaling.</p>
	 <p>DO NOT use insufficient contrast between logo and background.</p>	



SEAL GUIDELINES

Association of the United States Army Brand Guidelines

SEAL GUIDELINES

AUSA Seal

AUSA's current seal has a rich history. It was adopted on 1 August 1954 and is now 70 years old. Designed by one of AUSA's first members, it symbolizes the mission to support America's Army with a bald eagle, olive branch, shield, and torch.



Torch

Represents enlightenment and hope, a sign of an enduring commitment to education that advances national security.



Bald Eagle

National symbol of strength and freedom, representing AUSA's support to all components of the U.S. Army.



Shield

A symbol of protection, indicating AUSA's charter to inform those charged with providing the Army's needs, like Congress and the American people.



Olive Branch

Represents peace and victory. It embodies the desire for peace but commitment to the Army's purpose.



SEAL GUIDELINES

AUSA Seal

Similar to the Army, AUSA will retain its seal, but it will no longer be the primary identity used in our marketing communications to represent AUSA. The seal will be reserved for official documents, certificates, and awards.

NOTE: Please send PDF proof of any material containing the AUSA logo to mryle@ausa.org.

HORIZONTAL SEAL LOCKUP



VERTICAL SEAL LOCKUP



BASIC SEAL



RECOMMENDED USAGE/BEST PRACTICES

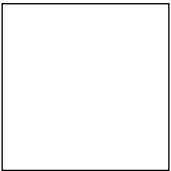
Bottom dot (between “Army” and “Association”) should always be centered
The horizontal or vertical lockup of the AUSA seal may be used interchangeably depending on which version best fits your layout or usage needs.

AUSA SEAL COLORS

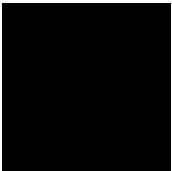
The AUSA seal uses the colors AUSA Primary Gold, Black, and White.



AUSA Primary Gold
PANTONE 2006 C
C: 0 M: 24 Y: 81 K: 5
R: 243 G: 184 B: 46
HEX: F3B82E



White
OPAQUE WHITE
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX: FFFFFFFF



Black
PROCESS BLACK
C: 0 M: 0 Y: 0 K: 100
R: 35 G: 31 B: 32
HEX: 231F20

SEAL GUIDELINES

AUSA Seal Minimum Sizing

To ensure optimum legibility of the AUSA seal lockup and basic seal (when together or apart), it is important to follow these sizing parameters. To ensure legibility, the AUSA basic seal should be used when the AUSA seal lockup drops below the minimum size listed below. If size allows, always use the AUSA seal lockup.

SEAL MINIMUM SIZES

HORIZONTAL SEAL LOCKUP

FOR PRINT USE

Recommended: 3-in w x 0.75-in h
Minimum 2-in w x 0.5-in h

FOR WEB/EMAIL USE

Recommended: 215px w x 54px h
Minimum 144px w x 36px h



VERTICAL SEAL LOCKUP

FOR PRINT USE

Recommended: 1.25-in w x 1.35-in h
Minimum 1-in w x 1.15-in h

FOR WEB/EMAIL USE

Recommended: 90px w x 100px h
Minimum 72px w x 82px h



BASIC SEAL

FOR PRINT USE

Recommended: 1-in w x 1-in h
Minimum 0.75-in w x 0.75-in h

FOR WEB/EMAIL USE

Minimum 54px w x 54px h
Minimum 72px w x 72px h



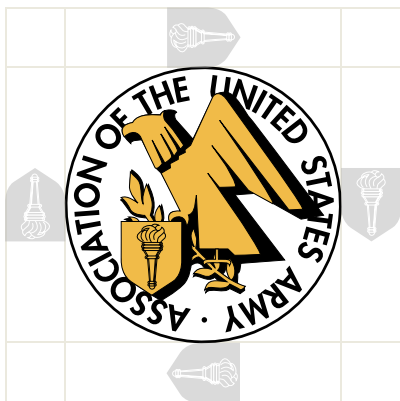
SEAL GUIDELINES

AUSA Seal Clear Space

It is important to maintain a clear “buffer” of space as outlined below around the AUSA seal in order to maximize its visual impact and ensure that it is easy to identify and read. The clear space is proportional to the AUSA seal and is based on the width of the shield component in the seal. This area should be clear of typography, photography, patterns, folds, surface edges, and page trim that would affect the legibility of the seal components.

SEAL CLEAR SPACE

BASIC SEAL



HORIZONTAL SEAL LOCKUP



NOTE: The width of the shield component is used to determine the clear space around the seal and the seal with the full name.

SEAL GUIDELINES

AUSA Horizontal Seal Lockup Variants

Horizontal Seal Lockup
Full-Color



Horizontal Seal Lockup
Reverse Full-Color



Horizontal Seal Lockup
White



Horizontal Seal Lockup
Black



SEAL GUIDELINES

AUSA Vertical Seal Lockup Variants

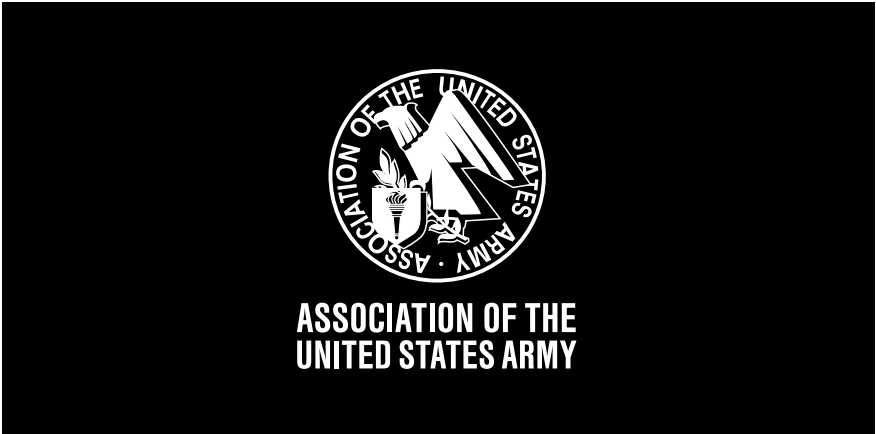
Vertical Seal Lockup
Full-Color



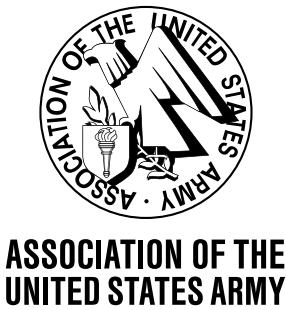
Vertical Seal Lockup
Reverse Full-Color



Vertical Seal Lockup
White



Vertical Seal Lockup
Black



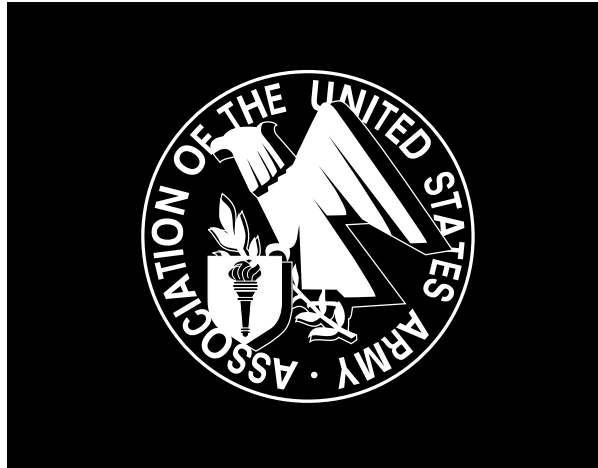
SEAL GUIDELINES

AUSA Basic Seal Variants

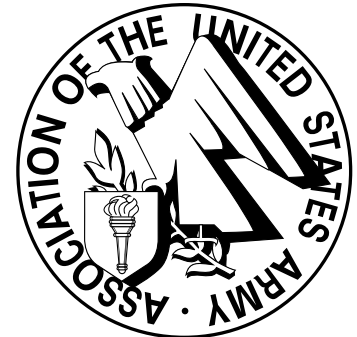
Basic Seal
Full Color



Basic Seal
White



Basic Seal
Black



SEAL GUIDELINES

AUSA Seal Misuses

Many times, a well-intentioned treatment of our seal can be categorized as misuse. This usually occurs due to a lack of awareness of correct seal-use standards. Consistent and accurate presentation of the AUSA seal will reinforce awareness of our brand and ensure that the legal protectability of our trademark is not compromised. To help avoid misuse, use only approved electronic artwork. **When sharing AUSA electronic artwork, always provide these brand guidelines to ensure proper adherence our brand.**

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.



DO NOT change or retype the AUSA seal letters.



DO NOT rotate or change the orientation of the seal.



DO NOT use 3-D effects with the seal.



DO NOT remove any portion of the seal.



DO NOT alter the seal colors or use unapproved seal formats.



DO NOT outline the logotype or any elements of the seal.



DO NOT violate the seal clear space with graphic elements, type, or edges.



DO NOT scan or allow poor quality productions or reproductions.



DO NOT allow the seal to become distorted due to improper scaling.



LOGO & SEAL USAGE

Association of the United States Army Brand Guidelines

LOGO & SEAL USAGE

AUSA Logo Master List: Seal

SECTION	PRODUCT	NEW LOGO OR SEAL?
Education & Programs	Awards (Executive Level)	Seal
Executive Office	Letterhead and Envelopes (Exec. Use Only)	Seal
Executive Office	Seal	Seal
Executive Office	Executive Gifts	Seal
Facilities Admin	Flag in CEC	Seal
Facilities Admin	On side of building	Seal
Facilities Admin	Flags used at AM	Seal
Facilities Admin	Rooftop Logo	Seal
Facilities Admin	Entrance Logos	Seal
Government Affairs	AUSA letters to Congress (Executive Level)	Seal
Marketing	Life Member Stationary	Seal
Marketing	Life Member Card	Seal
Marketing	Life Member Pin	Seal
Marketing	Certificates	Seal
Meetings	Awards (Executive Level)	Seal
Meetings	Certificates (Executive Level)	Seal
Membership	ROTC medals	Seal
Membership	ROTC certificates & holders	Seal
Membership	Community Partner plaques	Seal
Membership	Community Partner certificates & holders	Seal
Membership	Chapter Flags	Seal
Membership	Best chapter banners	Seal
NCO & Soldier Programs	NCO Charge/Creed Posters	Seal
NCO & Soldier Programs	Kilpatrick and Strictland Scholarship Program	Seal

LOGO & SEAL USAGE

AUSA Logo Master List: New Logo

SECTION	PRODUCT	NEW LOGO OR SEAL?
Advertising	Media kits	New Logo
Affinity Programs	Insurance Give Aways	New Logo
Affinity Programs	Benefits Flyers	New Logo
Affinity Programs	Co-Branded Websites	New Logo
Book Program	Medal of Honor Graphic Novels	New Logo
Book Program	Licensed partners use on official Book Program titles they publish	New Logo
Center for Leadership	“On Leadership” in ARMY and Info Papers	New Logo
Center for Leadership	Leader Solarium (Annual Meeting)	New Logo
Center for Leadership	Leadership Forum (LANPAC)	New Logo
Center for Leadership	Leadership Staff Ride	New Logo
Center for Leadership	Events w/Leadership Fellows and YPs	New Logo
Communications	Five Things Banner	New Logo
Communications	AUSA Extra	New Logo
Communications	Facebook	New Logo
Communications	Twitter	New Logo
Communications	Instagram	New Logo
Communications	Press Releases	New Logo
Communications/IT	Youtube	New Logo
Education & Programs	Land Warfare Papers	New Logo
Education & Programs	Special Reports	New Logo
Education & Programs	Spotlights	New Logo
Education & Programs	Promotional Materials (e.g., folders, pens)	New Logo
Education & Programs	Email Templates (Pardot)	New Logo

LOGO & SEAL USAGE

AUSA Logo Master List: New Logo

SECTION	PRODUCT	NEW LOGO OR SEAL?
Education & Programs	Noon Report Slides	New Logo
Education & Programs	Digital ads (Department, Podcast, Publications)	New Logo
Education & Programs	Print ads (Army Magazine)	New Logo
Education & Programs	Misc. Digital (PowerPoint)	New Logo
Education & Programs	AM CMF Signage	New Logo
Education & Programs	Misc. (POs, Forms, Envelopes, Badges)	New Logo
Executive Office	Business Cards	New Logo
Executive Office	Speakers Gifts	New Logo
Facilities Admin	Etched in glass in 102	New Logo
Facilities Admin	Mail Room stationary	New Logo
Facilities Admin	Seals used at AM	New Logo
Facilities Admin	Carpets in front lobby	New Logo
Facilities Admin	AUSA Van Logo	New Logo
Facilities Admin	Conference and Events Center Seal	New Logo
Family Readiness	Ultimate Guides	New Logo
Family Readiness	Your Soldier, Your Army Booklet	New Logo
Family Readiness	CC&T Booklet	New Logo
Family Readiness	ODYD Events & Flyers	New Logo
Family Readiness	Banners	New Logo
Family Readiness	Promotional Items	New Logo
Family Readiness	Event Flyers	New Logo
Family Readiness	Forums and Events	New Logo
Family Readiness	FR Social Media	New Logo
Family Readiness	ODYD Promotional Items	New Logo

LOGO & SEAL USAGE

AUSA Logo Master List: New Logo

SECTION	PRODUCT	NEW LOGO OR SEAL?
Family Readiness	Pull-up Banners	New Logo
Family Readiness	Webpage	New Logo
Finance	AUSA check stock	New Logo
Finance	AUSA check stock envelopes	New Logo
Finance	AUSA non-check stock envelopes	New Logo
Finance	AUSA manual payroll check stock	New Logo
Finance	AUSA payroll network check stock	New Logo
Finance	Payroll Network home page	New Logo
Finance	Fonteva home page	New Logo
Finance	AUSA finance letterhead	New Logo
Finance	AUSA check request document	New Logo
Finance	Postage form	New Logo
Finance	Mailing Donation Slip	New Logo
Finance	Thank you letter envelopes	New Logo
Finance	Classy Supporter webpage	New Logo
Finance	Invoices generated in Fonteva	New Logo
Finance	Invoices generated in Eshow	New Logo
Fox Associates	Uses our email signature blocks for promoting upcoming events in their emails and promotional emails	New Logo
Government Affairs	Focus Areas	New Logo
Government Affairs	Government Affairs Updates	New Logo
IT	Microsoft Teams Meetings and Invites	New Logo
IT	Office 365 admin, staff, and chapters portal	New Logo

LOGO & SEAL USAGE

AUSA Logo Master List: New Logo

SECTION	PRODUCT	NEW LOGO OR SEAL?
IT	Zoom portal	New Logo
IT	Bigmarker.com	New Logo
IT	AUSA National YouTube Channel	New Logo
IT	Marketing Promo Video	New Logo
IT	Noon Report	New Logo
IT	103 CEC as a background	New Logo
IT	AUSA events in CEC as background	New Logo
IT	Zoom rooms digital display	New Logo
IT	Youtube event uploads	New Logo
IT	AUSA Website	New Logo
IT	Chapter managed websites	New Logo
Marketing	AUSA Extra Ads	New Logo
Marketing	ARMY Magazine Ads	New Logo
Marketing	Join Us Brochures	New Logo
Marketing	Value Cards	New Logo
Marketing	Promotional Items	New Logo
Marketing	Table Cloth	New Logo
Marketing	Table Runners	New Logo
Marketing	Pull-up Banners	New Logo
Marketing	Step and Repeat, Physical	New Logo
Marketing	Step and Repeat, Digital	New Logo
Marketing	Benefits Guide	New Logo
Marketing	Logo Stickers	New Logo
Marketing	Association Partner Brochure	New Logo

LOGO & SEAL USAGE

AUSA Logo Master List: New Logo

SECTION	PRODUCT	NEW LOGO OR SEAL?
Marketing	National Partner Brochure	New Logo
Marketing	Coin	New Logo
Marketing	Mailing Labels	New Logo
Marketing	Ads for Association Partners	New Logo
Marketing	Collector Pins	New Logo
Marketing	AUSA Folders	New Logo
Marketing	AUSA Tote Bags	New Logo
Marketing	Proud Member Decal	New Logo
Marketing	Applications	New Logo
Marketing	Renewal Stationary	New Logo
Marketing	Sponsorships - Outside AUSA	New Logo
Marketing	AUSA Booths	New Logo
Marketing	Retirement Planning Guide	New Logo
Marketing	Mouse Pads	New Logo
Marketing	AUSA Marketing Avatar	New Logo
Marketing	Web Ads (AUSA Site and External)	New Logo
Marketing	Chapter Logos	New Logo
Marketing	National Partner Logo	New Logo
Marketing	Insurance Program Logo	New Logo
Marketing	Association Member Logo	New Logo
Marketing	Regional Logos	New Logo
Marketing	Young Professional Logo	New Logo
Marketing	Fonteva/AMS Logo	New Logo
Marketing	Community Partner Logo	New Logo

LOGO & SEAL USAGE

AUSA Logo Master List: New Logo

SECTION	PRODUCT	NEW LOGO OR SEAL?
Marketing	Family Readiness Logo	New Logo
Marketing	NCO & Soldier Logo	New Logo
Marketing	Email Signature Blocks	New Logo
Marketing	PowerPoint Presentation	New Logo
Meetings	AUSA Annual Meeting	New Logo
Meetings	AUSA Breakfast Series	New Logo
Meetings	AUSA Warfighter	New Logo
Meetings	Conference and Events Center Seal	New Logo
Meetings	Digital Signage	New Logo
Meetings	EUROSATORY	New Logo
Meetings	Event Ads	New Logo
Meetings	Event Banners	New Logo
Meetings	Event Brochures	New Logo
Meetings	Event Prospectus	New Logo
Meetings	Event Signage	New Logo
Meetings	Event Websites	New Logo
Meetings	External Marketing (Feathr, INGO, WTOP, etc.)	New Logo
Meetings	Floorplans	New Logo
Meetings	Global Force Symposium	New Logo
Meetings	Hot Topics	New Logo
Meetings	Internal Marketing (House ads in AUSA Extra, AUSA News, Soldier Today)	New Logo
Meetings	LANPAC	New Logo
Meetings	Letterhead	New Logo

LOGO & SEAL USAGE

AUSA Logo Master List: New Logo

SECTION	PRODUCT	NEW LOGO OR SEAL?
Meetings	Show Guides	New Logo
Meetings	SOSEX	New Logo
Meetings	Sponsorship Materials	New Logo
Meetings	Vendors (GES, Occam Events, etc.)	New Logo
Membership	ASK Toolkit pages/booklet	New Logo
Membership	ASK Toolkit templates	New Logo
Membership	Pardot emails	New Logo
Membership	AUSA stickers	New Logo
Membership	Letterhead	New Logo
Membership	Mailing envelopes	New Logo
Membership	Mailing stickers for USPS	New Logo
Membership	Chapter downloadable resources	New Logo
Membership	Slide headers and presentations	New Logo
Membership	Digital Membership Cards	New Logo
Misc.	Business Cards	New Logo
Misc.	Employee Handbook	New Logo
Misc.	AUSA Bylaws	New Logo
National Sec. Studies	Spotlights	New Logo
National Sec. Studies	Special Reports	New Logo
National Sec. Studies	Army 101	New Logo
NCO & Soldier Programs	Coin (Still Serving)	New Logo
NCO & Soldier Programs	Banners/Power Point	New Logo
NCO & Soldier Programs	NCO/ Soldier Creeds	New Logo
NCO & Soldier Programs	Campaign Streamer Book	New Logo

LOGO & SEAL USAGE

AUSA Logo Master List: New Logo

SECTION	PRODUCT	NEW LOGO OR SEAL?
NCO & Soldier Programs	SMA Quote Book	New Logo
NCO & Soldier Programs	Apparel	New Logo
NCO & Soldier Programs	Coins	New Logo
NCO & Soldier Programs	Key Chains	New Logo
NCO & Soldier Programs	Pins	New Logo
NCO & Soldier Programs	Mugs	New Logo
NCO & Soldier Programs	Golf Tees	New Logo
NCO & Soldier Programs	AUSA bags	New Logo
Store	Insignia items	New Logo
Store	Price Tags	New Logo
Store	Shopify Website	New Logo
Store/Advertising	Digital ads/house ads for Extra/ARMY	New Logo
Store/Advertising	Invoices	New Logo
Store/Advertising	Promotional emails	New Logo
Store/Advertising	Signature blocks	New Logo



BRAND COLORS

Association of the United States Army Brand Guidelines



BRAND COLORS

AUSA Brand Colors

The AUSA design system relies on the use of AUSA’s brand colors:
AUSA Primary Gold, Primary Orange, Primary Green, Accent Green, Light Green, Dark Green, Dark Orange, Gray, White, and Black.

BRAND COLORS



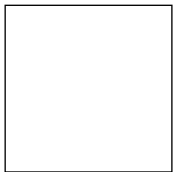
AUSA Primary Gold
PANTONE 2006 C
C: 4 M: 29 Y: 95 K: 0
R: 243 G: 184 B: 46
HEX: F3B82E



AUSA Accent Green
PANTONE 7534 C
C: 16 M: 12 Y: 26 K: 0
R: 215 G: 211 B: 188
HEX: D7D3BC



AUSA Dark Orange
PANTONE 1665 C
C: 9 M: 90 Y: 100 K: 2
R: 217 G: 62 B: 27
HEX: #D93E1B



White
OPAQUE WHITE
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX: FFFFFFFF



AUSA Primary Orange
PANTONE 166 C
C: 8 M: 80 Y: 100 K: 1
R: 221 G: 88 B: 38
HEX: DD5826



AUSA Light Green
PANTONE 5777 C
C: 39 M: 20 Y: 67 K: 1
R: 162 G: 174 B: 113
HEX: A2AE71



AUSA Gray
PANTONE Cool Gray 9 C
C: 57 M: 49 Y: 47 K: 11
R: 112 G: 112 B: 113
HEX: #707071



Black
PROCESS BLACK
C: 0 M: 0 Y: 0 K: 100
R: 35 G: 31 B: 32
HEX: #231F20



AUSA Primary Green
PANTONE 5763 C
C: 54 M: 36 Y: 77 K: 14
R: 118 G: 128 B: 82
HEX: 768052



AUSA Dark Green
PANTONE 5747 C
C: 64 M: 49 Y: 100 K: 46
R: 69 G: 75 B: 27
HEX: 454B1B

NOTE: PANTONE® is a registered trademark of PANTONE®, Inc. PANTONE® is PANTONE®, Inc.'s. check-standard trademark for color reproduction and color reproduction materials.

BRAND COLORS

ADA Compliant Colors (Colors that apply for websites and digital ads)

AUSA has committed to an inclusive and accessible experience and complies with the American Disabilities Act standards for the AUSA brand colors. Below are the AUSA colors on specific backgrounds that meet the 3:1 AA contrast ratio of color blind-based standard requirements.

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A PRIMARY GOLD BACKGROUND

Black

Dark Green

Font size must be 18px or larger

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A DARK GREEN BACKGROUND

Primary Gold

White

Accent Green

Light Green

Font size must be 18px or larger

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A WHITE BACKGROUND

Primary Green

Primary Orange

Black

Dark Green

Dark Orange

Font size must be 18px or larger

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A PRIMARY GREEN BACKGROUND

Black

White

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A LIGHT GREEN BACKGROUND

Black

Dark Green

Font size must be 18px or larger

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A BLACK BACKGROUND

Primary Gold

Primary Green

Primary Orange

Font size must be 18px or larger

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A ORANGE BACKGROUND

Black

White

Font size must be 18px or larger

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A ACCENT GREEN BACKGROUND

Black

Dark Green

AUSA COLORS THAT ARE ADA COMPLIANT ON TOP OF A BLACK BACKGROUND

White

Accent Green

Light Green

Dark Orange



AUSA
ASSOCIATION OF THE
UNITED STATES ARMY

BRAND TYPOGRAPHY

Association of the United States Army Brand Guidelines

BRAND TYPOGRAPHY

Typography

PROXIMA NOVA and **NIMBUS SANS CONDENSED BOLD** are **AUSA's primary brand fonts**. These two fonts have been chosen for their compatibility with the AUSA logo and ability to be utilized effectively in print and online materials. The consistent use of this font helps establish AUSA typography as a recognizable brand identity element while reinforcing a unified appearance throughout communication materials. Arial may be used as a substitute for Proxima Nova in nondesign

programs or applications; it is the preferred text font for use in Microsoft® Office documents and e-mail. Respectively, Bebas Neue should be used when Nimbus Sans Condensed Bold is unavailable. Within the recommended and supported font families are a variety of typesetting treatments that will create a unique message appearance. Avoid using type treatments that affect the readability of the type or distort the type to fit into a given area.

Primary Font

Proxima Nova
Aa Bb Cc Dd Ee Ff Gg

NOTE:

- Proxima Nova is used for body copy. Use ADA Compliant colors for body copy on various brand color or graphic backgrounds
- Proxima Nova is available from Adobe® Typekit
- Direct link to Proxima Nova for websites: use.typekit.net/wxj4zxj.css

Primary Font

NIMBUS SANS CONDENSED BOLD
A B C D E F G

NOTE:

- Nimbus Sans Condensed Bold is used for headers. This font is typically presented in ALL CAPS and usually appears in white, yellow, and black depending on the background
- Nimbus Sans Condensed Bold is not a system font and can be purchased at: www.fonts.com/font/urw-type-foundry/nimbus-sans/bold-condensed-d
- Direct link to Nimbus Sans Condensed Bold for websites: use.typekit.net/wxj4zxj.css

Alternate Proxima Nova Font

Arial
Aa Bb Cc Dd Ee Ff Gg

NOTE:

- Arial is a substitution font when Proxima Nova is not applicable

Alternative Nimbus Sans Font

BEBAS NEUE
A B C D E F G

NOTE:

- Bebas is a substitution font when Nimbus Sans Condensed Bold is not applicable

BRAND TYPOGRAPHY

PRIMARY FONTS

Proxima Nova (Adobe® Fonts)

WEIGHTS

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

To activate the Proxima Nova font from your Creative Cloud account, visit fonts.adobe.com.

Nimbus Sans Condensed Bold (Licensed)

BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1234567890

To activate the Nimbus Sans Condensed Bold font contact Megan Ryle of the AUSA marketing team at mryle@ausa.org.

NOTE: Mark Simonson is the copyright holder of Proxima Nova; it is not a “free” font. Nimbus Sans Condensed Bold is not a “free” font. AUSA follows all license restrictions for the usage and distribution of these fonts.

BRAND TYPOGRAPHY

ALTERNATE FONTS

Arial (System Font)

WEIGHTS

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Arial is readily available on any PC or Mac.

Bebas Neue (Open Source)

BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

1234567890

The Bebas Neue font can be downloaded for free at fonts.google.com.

NOTE: Arial and Bebas Neue are open source fonts and can be used freely. There are no license restrictions for the usage and distribution of these fonts.



AUSA
ASSOCIATION OF THE
UNITED STATES ARMY

BRAND IDENTITY

Association of the United States Army Brand Guidelines

BRAND IDENTITY

Key Elements

The AUSA brand identity is fundamental to the visual expression of our brand. Because it is unique to AUSA, it creates a distinctive appearance for all our communications. This system helps our employees, members, and the outside world immediately differentiate our materials from those of other organizations. By applying our brand system in a consistent and thoughtful manner to all materials, we reinforce a message of unity throughout our organization. Designers and communicators are encouraged to explore the use of our design elements beyond the limited number of applications and examples shown in this guide.

AUSA has several key elements that make up our design system: the primary logo, color, typography, imagery, visualization, messaging, and our design components. Together these design elements help create AUSA's brand look and feel.

Preserving the integrity of our logo and design system through proper use will ensure that AUSA maintains a strong brand appearance across all touch points. See the following pages for more on design components not covered previously in these brand guidelines.

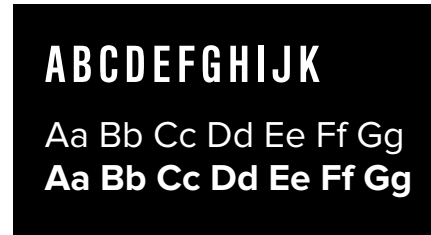
Primary Logo



Color



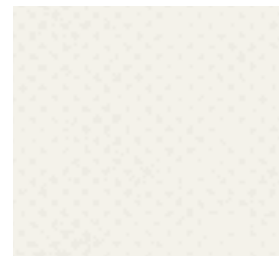
Typography



Imagery



AUSA Backgrounds



AUSA Dark Duotone Background



AUSA Graphic Backgrounds



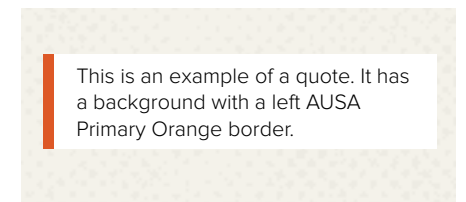
Buttons



Icons



Block Quote Styles



Text Formatting

Time of day should be shown as military time:

0100, 1300, 1200

Dates should be shown as :

24 August 2023

BRAND IDENTITY

Backgrounds

AUSA DARK DUOTONE BACKGROUND

This background is preferred for use in presentations and videos. It provides a visual break for title and section slides, video interstitials, etc. To achieve this effect, open your selected image in Photoshop, apply a Black & White layer adjustment to your photo layer, then add a Solid Color Adjustment layer above it, filled with the #454b1b. Set the Solid Color Adjustment layer blending mode to Multiply.

AUSA TEXTURED LIGHT BACKGROUND

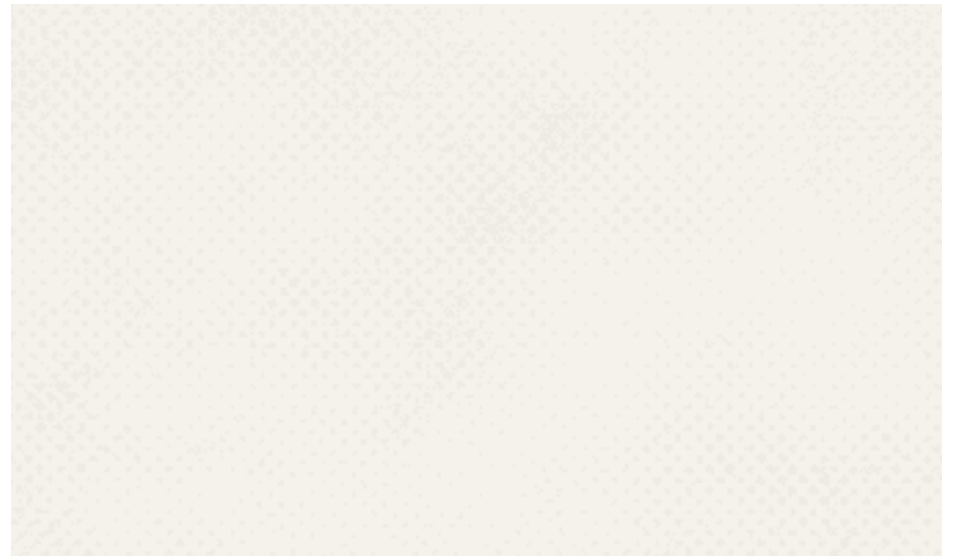
This background is preferred to be used in presentations and video, mostly for sidebars, callouts, and titles. Use this element at your discretion.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.

AUSA Dark Duotone Background



AUSA Textured Light Background



BRAND IDENTITY

Letterhead

The AUSA letterhead has been created by professional designers and should not be recreated. The positions of the AUSA logo, address block, and design components should remain consistent on all letterhead.

When printing letterhead, whether conventional or digitally, consistency in color and paper stock is key to ensuring a cohesive brand.

Preferred Paper Stock: 60 lb. Cougar Text Smooth or comparable.

NOTE: This letterhead is available as a Microsoft® Office template. Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.



703-841-4300
AUSA.ORG
2425 Wilson Boulevard
Arlington, Virginia 22201

TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum quis sapien quis lacus varius vehicula. Praesent malesuada tempor dapibus. Donec ornare sem ut semper blandit. Quisque sagittis massa sed libero euismod convallis. Etiam consequat, turpis sodales euismod fermentum, lectus risus cursus dui, eu hendrerit nisl ante interdum ex. Phasellus fringilla at diam ac malesuada. Nam pretium neque eu libero bibendum imperdiet. Nam eu efficitur ex, faucibus congue arcu. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla tincidunt aliquet orci id finibus. In venenatis imperdiet lorem, at dapibus orci accumsan ut. Aliquam eu efficitur nulla, id efficitur risus. Aenean ac lacus et sapien volutpat rhoncus. Sed in arcu eleifend, dictum orci nec, ultrices sem.

Integer felis nulla, tempus id molestie eget, condimentum at urna. Donec condimentum tellus ut nisl egestas faucibus. Maecenas semper laoreet ligula sit amet placerat. Cras interdum nunc a tempor mollis. Morbi sagittis, nisl a tempor scelerisque, enim dui congue nunc, ut ultricies massa erat vel ante. Donec vitae odio vel dui ultrices sodales. Aliquam rhoncus magna nec enim rhoncus, ut rhoncus odio sollicitudin. Nulla id viverra augue. Vivamus id vehicula justo. Donec vel metus ultrices, pellentesque tortor vitae, feugiat est. Interdum et malesuada fames ac ante ipsum primis in faucibus. Maecenas vestibulum aliquet dui, volutpat venenatis risus. Fusce accumsan non mi eu volutpat. Mauris venenatis diam massa, ac portitor enim commodo id. In rutrum ex et laoreet tempus. Fusce nunc nulla, vulputate quis auctor a, faucibus in turpis.

Aliquam auctor ipsum et elit semper, eu volutpat felis sollicitudin. Etiam gravida dui ac felis venenatis, eget molestie lectus rhoncus. Mauris vel lacus malesuada, ullamcorper magna id, dignissim metus. Nullam id felis posuere, blandit augue at, faucibus augue. Nullam aliquet venenatis justo in iaculis. Integer pharetra, ex ut pellentesque sollicitudin, velit turpis commodo purus, ut tincidunt quam lorem non justo. Vivamus ac purus ligula. Phasellus facilisis turpis in volutpat consequat. Vivamus dignissim nunc sem, non aliquam magna vehicula non. Mauris id felis efficitur eros dapibus tristique quis non sem. Morbi dictum condimentum malesuada. Nullam congue, erat non finibus auctor, justo orci feugiat ante, nec rhoncus dui velit in massa. Sed quis urna rutrum, tincidunt turpis a, bibendum sapien.

BRAND IDENTITY

Business Cards

The AUSA business card should follow the layout shown here. The positions of the AUSA logo, address block, tagline, and design components should remain consistent on all business cards.

When printing business cards, whether conventional or digitally, consistency in color and paper stock is key to ensuring a cohesive brand.

Paper Stock: 130 lb. White Starbright Cover or comparable.

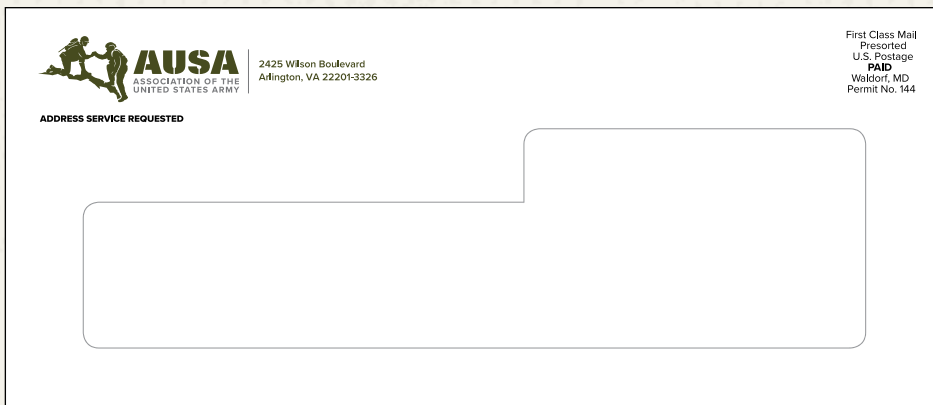
NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.



Envelopes

The AUSA envelope should follow the layout shown here. The positions of the AUSA logo and design components should remain consistent on all envelope types. If you are in need of a specific size, submit your request to Megan Ryle at mryle@ausa.org. When printing envelopes, whether conventionally or digitally, consistency in color and paper stock is key to ensuring a cohesive brand.

Paper Stock: 60 lb. Cougar Text Smooth or comparable.



BRAND IDENTITY

Microsoft PowerPoint® Template

The official AUSA Microsoft PowerPoint® template should be used for all AUSA-related presentations. It has been designed to maximize flexibility of content layout and has been programmed to incorporate AUSA fonts. When incorporating images and visual data (e.g., graphs), please follow the guidelines in this document.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.



BRAND IDENTITY

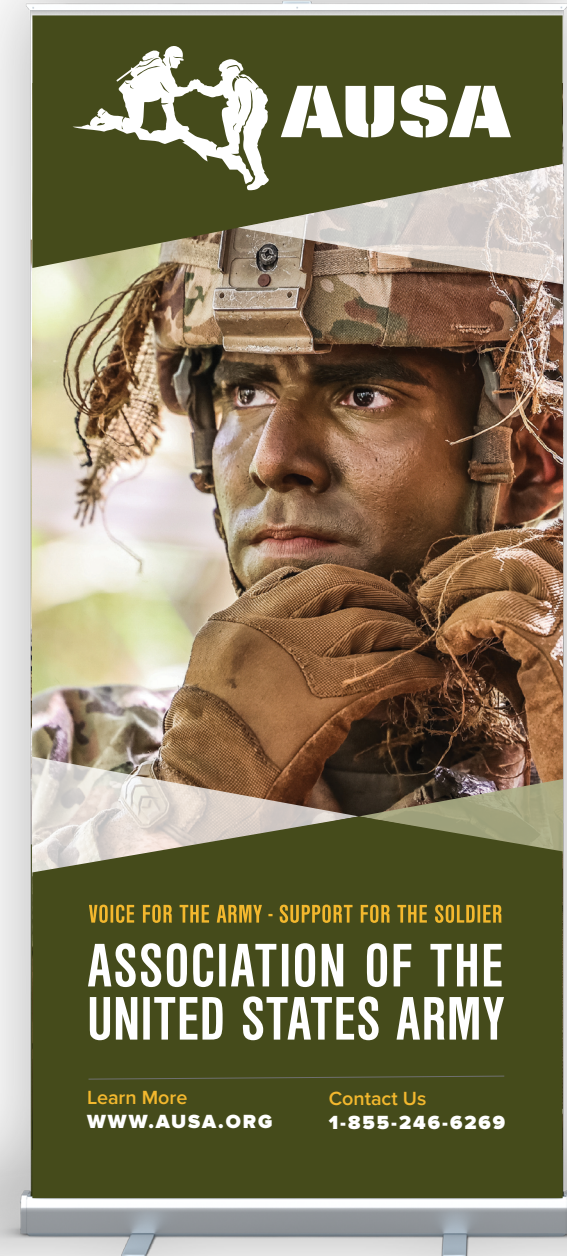
Pull-Up Banner

The AUSA pull-up banner should follow the layout shown here. The positions of the AUSA logo, tagline, and design components should remain consistent on all pull-up banners.

When printing pull-up banners, consistency in color and material is key to ensuring a cohesive brand.

Paper Stock: Single Sided, 33" x 81" Vinyl Banner or comparable.

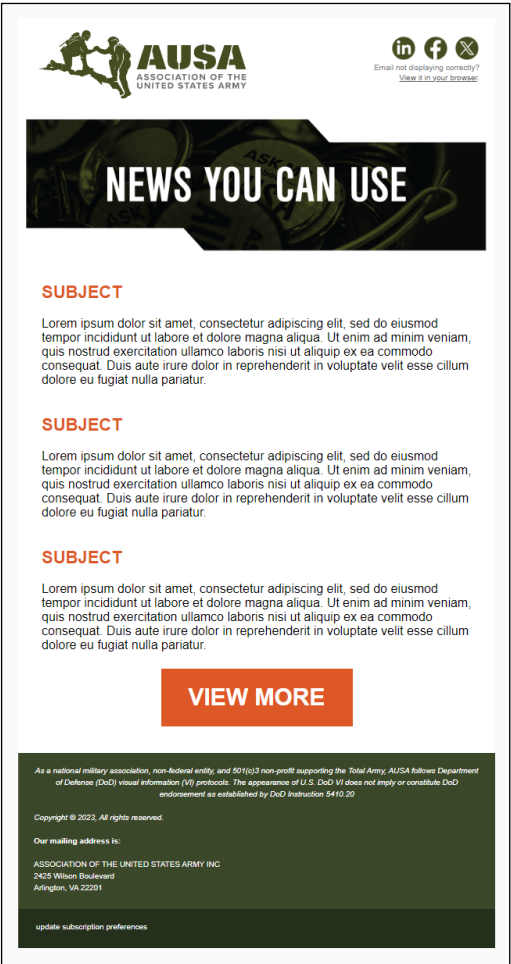
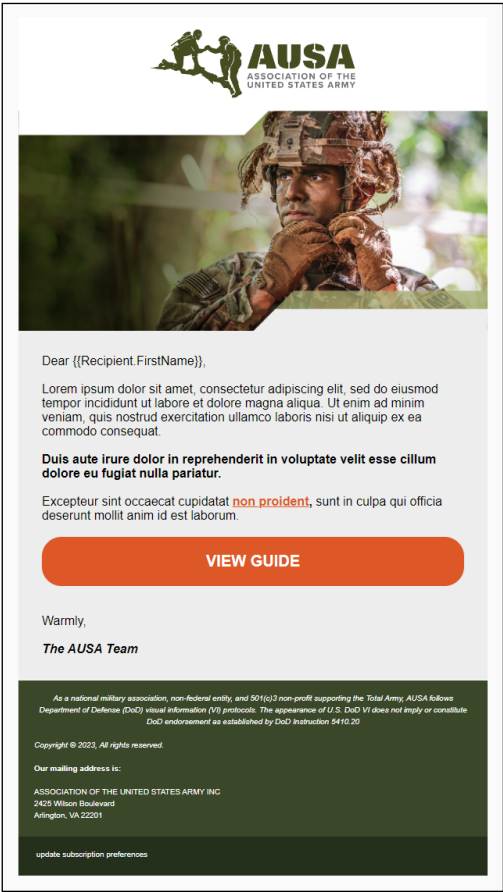
NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.



BRAND IDENTITY

HTML Email Templates

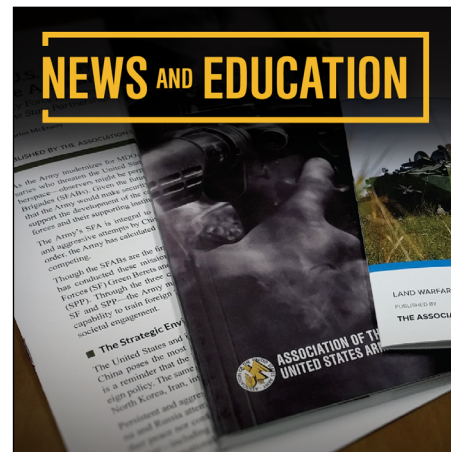
The official AUSA HTML email template should be used for all emails related to organizational communications from HQ. Specific programs or services may have their own template. This template has been designed to make it easy and efficient to produce emails that are asthetically pleasing and on brand. When incorporating images and visual data (e.g., graphs), please follow the guidelines in this document.



BRAND IDENTITY

Social Media Ads

Social media posts are a great way to show the AUSA brand on an AUSA social media page. Make sure the post appears next to the social media page's profile picture displaying the AUSA logo.





BRAND IMAGERY

Association of the United States Army Brand Guidelines

BRAND IMAGERY

Imagery

Due to the nature of our mission and a desire for authenticity, the use of high-quality Army imagery is preferred. However, when proprietary imagery is not available, stock imagery may be used. Image color should be dynamic and engaging, and may incorporate our brand colors. AUSA is focused on being the voice of the Army and supporting our Soldiers; it is important to show this when we visually portray our brand.



IMAGES THAT DEPICT ARMY EQUIPMENT OR SOLDIERS MUST INCLUDE THE FOLLOWING DISCLAIMER:

“The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.”

See the **next page** for complete Department of Defense Visual Information rules.

NOTE: Interesting crop and camera angles make ordinary imagery feel more dynamic. Visually interesting shots and closeups of people are unique and creative ways of portraying AUSA imagery. Special effects applied to photos can enhance appeal.

BRAND IMAGERY

Imagery Rules

U.S. DEPARTMENT OF DEFENSE VISUAL INFORMATION (DOD VI) RULES

Non-Endorsement Requirements and Disclaimer. DoD VI may not be used in a manner that could imply endorsement of an individual, for-profit business, nonprofit organization, or any other non-Federal entity (including DoD contractors), product, or service. This applies to both domestic and international users. Endorsement of a non-Federal entity, event, product, service, or enterprise may be neither stated nor implied. ALL users of DoD VI are requested to display the following non-DoD endorsement disclaimer:

“The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.”

Commercial Use Defined: Use of VI by any individual or entity for advertisements, marketing, promotion, solicitation, or fundraising purposes, regardless of whether the user is a for-profit business, business industry organization, or nonprofit organization, including an educational institution. Commercial use includes a particular individual posting VI on an internet-based capability that could then be distributed further, regardless of original intent. Commercial use does not include activities described as “Productions Authorized for DoD Assistance” below.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org with any questions regarding DVIDS rules.

Commercial Use Authorized. To the maximum extent practicable, all commercial uses are required to display the non-DoD endorsement disclaimer. Commercial users are also requested to obscure all distinctive U.S. military markings (e.g., military emblems, rank insignia, tail or hull number, unit insignia, Service name) and other indicia that could connote DoD endorsement from DoD aircraft, missiles, ships, and other hardware or uniforms that may be used in any marketing or advertising campaign, to include any collateral products.

Non-Commercial Use Authorized. Except in cases of “Production Authorized for DoD Assistance” described below, DoD VI may be distributed, copied, and used for non-commercial, personal use, as well as historical, educational, or newsworthy purposes or activities. Display of the non-DoD endorsement disclaimer is requested.

Productions Authorized for DoD Assistance. DoD VI obtained for use in a third-party production (e.g., motion pictures, documentaries, television, and video productions) for which the Assistant to the Secretary of Defense for Public Affairs has authorized production assistance is governed under separate authority and project-specific terms pursuant to DoD Instruction 5410.15 or DoD Instruction 5410.16, and shall not be considered either Commercial Use or Non-Commercial Use, as described and authorized above.

BRAND IMAGERY

Imagery Selection & Usage Checklist

To ensure high-quality results, brand compliance, and legal adherence, please follow this imagery selection/usage checklist.

SELECTION

GENERAL IMAGE GUIDANCE:

- ✓ Does it need to be run by a subject matter expert to ensure its accuracy and appropriateness?
- ✓ Does it accurately reflect AUSA's mission?
- ✓ Does it have guns facing the viewer? Please do not use these images.
- ✓ Does it have identifying numbers, patches, or name tags that need to be removed?
U.S. Army tag and flag patch are acceptable.
- ✓ Has it been flipped? Make sure to use the photo in the original orientation.
- ✓ Has photographic excellence been achieved (e.g., good color contrast, engaging subject matter, interesting use of light, and a strong composition)?
- ✓ Is the image clean and simple with a clear focal point (i.e., not busy, cluttered, and complicated)?

IF USED TO PROMOTE OUR ORGANIZATION, STAFF, AND MEMBERS:

- ✓ If it's a group shot, does it portray collaboration?
- ✓ Does it reflect professionalism?
- ✓ Does it reflect our commitment to the Army and our Soldiers?
- ✓ Does it convey AUSA as the Army's premier, nonprofit, educational and professional association?

IF USED TO REFLECT THE U.S. ARMY:

- ✓ Is it engaging and accurate in the portrayal of U.S. Army Soldiers?
- ✓ Does it position the Army and its Soldiers in a positive, beneficial way?
- ✓ Does it contribute to our commitment to diversity in terms of race, age, and gender?
- ✓ Does it adhere to DVIDS rules and include the non-DoD endorsement disclaimer?

USAGE

IF AN ORIGINAL OR SUPPLIED IMAGE:

- ✓ Do we have written permission from the photographer and subject (if it involves people) for its usage (i.e., do we have a signed release form)?
- ✓ Are there any royalty usage fees to be concerned about?
- ✓ Are we required to include a copyright or credits?

IF A STOCK IMAGE:

- ✓ Is it a rights-managed image, or is it royalty-free? If rights-managed, have you accurately completed required usage information?
- ✓ Does it appear to be a professional image (i.e., have you avoided any amateurish or poor-quality images)?
- ✓ Have you downloaded the purchased high-resolution stock image vs. the "comp" version before printing or online publishing?

GENERAL USAGE CONSIDERATIONS:

- ✓ Does the resolution of the image meet the requirements for usage (i.e., if it is to be used in print, is it 300 dpi or greater)? Is the overall size large enough for larger reproductions?
- ✓ Is the image set in the proper color profile (i.e., RGB for online usage and CMYK for print)?
- ✓ Using images downloaded from a web browser or search engine should be avoided, as they generally are not of high enough quality and are not approved for use without permission.



BRAND VISUALIZATION

Association of the United States Army Brand Guidelines

BRAND VISUALIZATION

Graphs & Infographics

Conveying visual information to various stakeholders in a clear, concise, and accurate manner is important to our brand image. When creating graphs, infographics, or other tools to visualize data, refer to the following best practices:

WORK AS A TEAM

- ✓ Encourage collaboration among graphic designers and subject matter experts to create a shared understanding of the information needs and goals.
- ✓ Share knowledge and ask questions.
- ✓ Allow for input:
 - Subject matter experts and others can benefit from a graphic designer's knowledge about how information is consumed visually.
 - Designers can unlock the possibilities presented by large sets of data, processes, procedures, etc.

CONVEY THE COMMUNICATION AND/OR BUSINESS GOALS

- ✓ Ensure that your resulting graphic supports the goals behind the presented data or information.
- ✓ Make sure form follows function; don't lose the message because of the design.
- ✓ Don't focus too heavily on the technical/process side at the cost of clarity.

FOR SOPHISTICATED SIMPLICITY

- ✓ When designing imagery, strive to include only the necessary information.
- ✓ Keep the communicated information smart, but make the understanding effortless.

BE "ON BRAND"

- ✓ Double-check that the information presented is accurate.
- ✓ Ensure that the overall look and feel conveys excellence and professionalism.
- ✓ Utilize the AUSA brand palette and, where possible use the full logo.
- ✓ Err on the side of simplicity in terms of format for presentations.

CHART EXAMPLES

BENEFIT	BASIC	PREMIUM
AUSA Events	✓	✓
AUSA Soldier and Family Programs*	✓	✓

CONVALLIS LACUS SIT	EST NAM NAM	LACUS TORTOR LOREM	ERAT TURPIS SED
Tortor et venenatis	Massa viverra magana	In lobortis sit	Convallis in eros
Tortor et venenatis	Massa viverra magana	In lobortis sit	Convallis in eros
Tortor et venenatis	Massa viverra magana	In lobortis sit	Convallis in eros
Tortor et venenatis	Massa viverra magana	In lobortis sit	Convallis in eros

INFOGRAPHIC EXAMPLES



BRAND VISUALIZATION

Icons

An icon's primary goal is to communicate a concept quickly. They're designed to be simple, modern, friendly, and sometimes quirky.

To ensure consistency and readability, their limited size means that each icon must strictly adhere to guidance while still expressing essential characteristics. This guidance includes:

- Icons should typically 2+ branding colors
- Icons are flat style
- Smallest size at 50px wide

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.

ICONS





REGION & CHAPTER LOGO GUIDELINES

Association of the United States Army Brand Guidelines

REGION/CHAPTER LOGO GUIDELINES

AUSA Region Logos

AUSA’s nine Regions make valuable contributions to AUSA’s overall effectiveness and are important contributors to our brand. When used properly, the AUSA Region logos empowers each individual Region to promote its programs, initiatives, and activities effectively and on brand. **All AUSA Primary logo clear space, minimum sizing, and misuse guidelines apply to the AUSA Region logos.** For minimum sizing compliance, consider the Region name the same as the AUSA full name in the Primary logo.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.

PRIMARY HORIZONTAL LOGO



PRIMARY VERTICAL LOGO



RECOMMENDED USAGE/BEST PRACTICES

The primary horizontal and vertical logos of the AUSA Region logo may be used interchangeably, depending on which version best fits your layout or usage needs.

AUSA REGION LOGO COLORS

The AUSA Region logo uses the colors AUSA Dark Green and AUSA Gray.



AUSA Dark Green
PANTONE 5747 C
C: 64 M: 49 Y: 100 K: 46
R: 69 G: 75 B: 27
HEX: 454B1B



AUSA Gray
PANTONE Cool Gray 9 C
C: 57 M: 48 Y: 48 K: 15
R: 112 G: 112 B: 113
HEX: #707071

REGION/CHAPTER LOGO GUIDELINES

AUSA Region Logo Color Formats

The consistent and approved use of the official AUSA brand colors in the Region logo is key to the integrity of our identity. The examples here demonstrate the only acceptable use of full-color, one-color, and reverse/white formats. Always use approved electronic artwork.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.

Primary Horizontal Logo (Full-Color)



Primary Horizontal Logo (White)



Primary Horizontal Logo (Black)



REGION/CHAPTER LOGO GUIDELINES

AUSA Chapter Logos

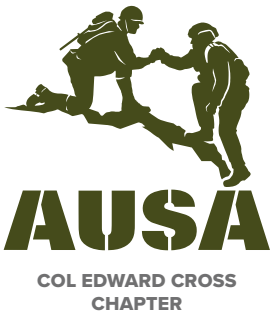
AUSA’s 120+ Chapters make valuable contributions to AUSA’s overall effectiveness and are an important contributor to our brand. When used properly, the AUSA Chapter logos empower each individual Chapter to promote its programs, initiatives, and activities effectively and on brand. **All Primary AUSA logo clear space, minimum sizing, and misuse guidelines apply to the AUSA Chapter logos.** For minimum sizing compliance, consider the Chapter name the same as the AUSA full name in the Primary logo.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.

PRIMARY HORIZONTAL LOGO



PRIMARY VERTICAL LOGO



RECOMMENDED USAGE/BEST PRACTICES

The primary horizontal and vertical version of the AUSA Chapter logo may be used interchangeably, depending on which version best fits your layout or usage needs.

AUSA CHAPTER LOGO COLORS

The AUSA Chapter logo uses the colors AUSA Dark Green and AUSA Gray.



AUSA Dark Green
PANTONE 5747 C
C: 64 M: 49 Y: 100 K: 46
R: 69 G: 75 B: 27
HEX: 454B1B



AUSA Gray
PANTONE Cool Gray 9 C
C: 57 M: 48 Y: 48 K: 15
R: 112 G: 112 B: 113
HEX: #707071

REGION/CHAPTER LOGO GUIDELINES

AUSA Chapter Logo Color Formats

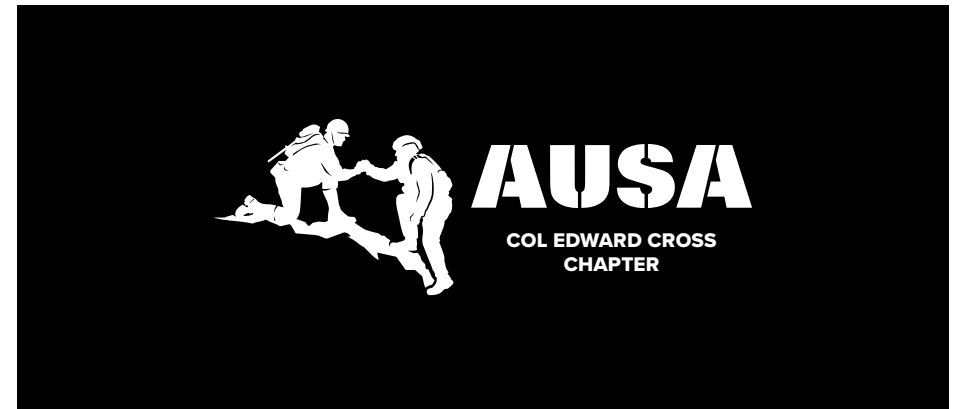
The consistent and approved use of the official AUSA brand colors in the Chapter logo is key to the integrity of our identity. The examples here demonstrate the only acceptable use of full-color, one-color, and reverse/white formats. Always use approved electronic artwork.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.

Primary Horizontal Logo (Full-Color)



Primary Horizontal Logo (White)



Primary Horizontal Logo (Black)



REGION/CHAPTER LOGO GUIDELINES

AUSA Region & Chapter Logo Misuses

Many times, a well-intentioned treatment of our logo can be categorized as misuse. This usually occurs due to a lack of awareness of correct logo use standards. Consistent and accurate presentation of the AUSA logo will reinforce awareness of our brand and ensure that the legal protectability of our trademark is not compromised. To help avoid misuse, use only approved electronic artwork. When sharing AUSA electronic artwork, always provide these brand guidelines to ensure proper adherence our brand.

NOTE: Please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org for electronic artwork files.



DO NOT change or retype the AUSA Logotype letters.



DO NOT rotate or change the orientation of the logo.



DO NOT use 3-D effects with the logo.



DO NOT remove any portion of the logo.



DO NOT alter the logo colors or use unapproved logo formats.



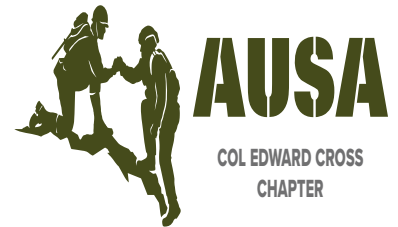
DO NOT outline the logotype or any elements of the logo.



DO NOT violate the logo clear space with graphic elements, type, or page edges.



DO NOT scan or allow poor -quality productions or reproductions.



DO NOT allow the logo to become distorted due to improper scaling.



DO NOT add Region/Chapter name to the full AUSA name.



DO NOT use the logo over a low contrast or distracting background.



DO NOT accidentally crop Region/Chapter logo.

Questions?

For questions pertaining to these **brand guidelines** and/or the AUSA brand, please contact Megan Ryle of the AUSA marketing team at mryle@ausa.org.

Unless otherwise noted, all brand materials, including but not limited to logos, icons, graphics, images, designs, slogans, and other visual elements, are the exclusive property of the Association of the United States Army ("AUSA") or its affiliates, subsidiaries, licensors, or partners, as applicable. The brand materials are protected under intellectual property laws, including copyright, and trademark laws.

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