

# AMC BRAND GUIDELINES



THE PREMIER PROVIDER OF ARMY AND JOINT READINESS

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# THE AMC BRAND



## 1.1 THE AMC BRAND

The AMC brand is not just a logo. It is the Command's identity. The heart and soul of the mission. A collection of visual assets that when used consistently and correctly across all communications channels creates an enduring, memorable message.



## 1.2 BRAND POSITIONING

The AMC brand positioning conveys the heart and soul of its mission in one concise statement:

**The Premier Provider of Army and Joint Readiness to Sustain the Strength of the Nation**

The AMC brand is

### DOMINANT

As the Army's lead materiel integrator, AMC impacts or has a presence in all 50 states and 150 countries. Manning these organizations is a work force of more than 69,000 dedicated military and civilian employees, many with highly developed specialties in weapons development, manufacturing and logistics.

### POWERFUL

The U.S. Army Materiel Command is the Army's premier provider of materiel readiness – technology, acquisition support, materiel development, logistics power projection, and sustainment – to the total force, across the full range of joint military operations.

### ENDURING

Army Materiel Command (AMC) was established in 1962, combining the Army's technical services and industrial capabilities with a single focus — to support America's Armed Forces. We serve as the exclusive point of integration between an organic industrial base and tactical operations.



## 1.3 WHY STANDARDS ARE IMPORTANT

An effective brand communicates a consistent, unified story which helps build internal and external recognition and trust and is the key to creating a clear image of an organization.

These graphic standards are intended to be used as a guide. Following these standards will ensure that all AMC communications will be consistent. While designed to be flexible, veering from the standards set, could lessen the impact of our brand and dilute its value. To achieve this, our layouts and presentations should be clean and modern, with a personal human touch.

The following guidelines provide clear information about the building blocks of our visual systems such as logo, color palettes, and font selection. Also included are guidelines for co-branding with the AMC Shield and U.S. Army logo. We hope this will be particularly helpful to our MSCs. The guidelines have been specifically developed

to be easy to use while still allowing for creative freedom within a fixed framework.

In order to build a powerful brand identity, it is essential that all employees and our external vendors refer to these guidelines whenever new communication materials are produced.

### **How to use this guide**

This document is your guide to consistently and effectively portraying the AMC brand. It is intended to provide you with information to present the brand in a variety of common situations.

***Mandatory use of AMC branded materials and collateral products*** includes but is not limited to internal and external-facing documents, published products, general use products, fact sheets, AMC briefing slides (at any level of command), business cards, marketing banners, tri-fold pamphlets, brochures, etc.



Whether destined for an internal or external audience, all products mentioned above must be branded or co-branded IAW AMC Branding Guidelines or MSC Co-branding Guidelines. Often, products originally developed for an internal audience or destined for internal use find their way into an external communications domain or purpose - thereby emphasizing the need to consistently brand and co-brand the AMC brand story.

Successful brands and successful brand story evolution happen on purpose: through the methodical application of standardization and consistency in brand voice, image, application and monitoring.

### **Contact**

While this document should answer the majority of brand usage questions, we recognize that there will be instances where these guidelines will not be sufficient. If you have additional questions, please contact:

**AMC Public Affairs**  
256.450.7000  
or 256.450.7219



# OUR LOGO



## 2.1 THE AMC SHIELD

The AMC shield is one of our Command's most valuable assets. It is a core component of the Command's brand and distinguishes AMC from all other U.S. military groups. Proper use of the shield reinforces the brand and increases its value. Only approved electronic versions of the logo should be used. Never use scanned logos. These approved versions are the only versions of the AMC Shield that should appear alongside the U.S. Army logo.

**Figures 2.1a-d** show the approved versions of the shield.

The digital logo files can be downloaded from the [AMC website](#). You can also request these files from:

**AMC Public Affairs**  
256.450.7000  
or 256.450.7219



**Fig. 2.1a** 2-Color AMC Shield with black border



**Fig. 2.1b** Color AMC Shield with beveled edges and black border



**Fig. 2.1c** Grayscale AMC Shield with beveled edges and black border



**Fig. 2.1d** Black and white AMC Shield with black border

## 2.2 SHIELD AND LOGOTYPE USAGE

**Figures 2.2a-c** demonstrate the recommended distance between the Shield and the Command Title. These examples represent the only ways that the title can be displayed together with the AMC Shield. The title typeface is Trajan Pro Bold and the size of the text is equal to one sixth of the Shield height.



**U.S. ARMY  
MATERIEL  
COMMAND**

**Fig. 2.2a** A distance of  $1/8^{\text{th}}$  of the Shield height between the AMC Shield and the Command title when stacked and centered below



**U.S. ARMY MATERIEL COMMAND**

**Fig. 2.2b** A distance of  $1/8^{\text{th}}$  of the Shield height between the AMC Shield and the Command title when centered below



**U.S. ARMY  
MATERIEL  
COMMAND**

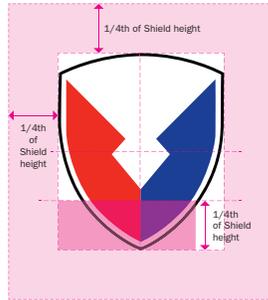
**Fig. 2.2c** A distance of  $1/8^{\text{th}}$  of the Shield height between the AMC Shield and the Command title when arranged to the right



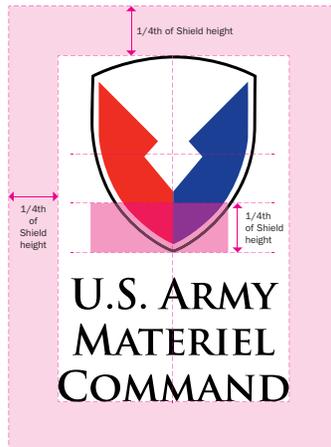
## 2.3 MINIMUM MARGINS FOR THE AMC SHIELD AND COMMAND TITLE

When using the AMC Shield on a page or website, always maintain a minimum margin of at least 1/4<sup>th</sup> of the Shield height. **Figure 2.3a** shows the proper margin around the Shield.

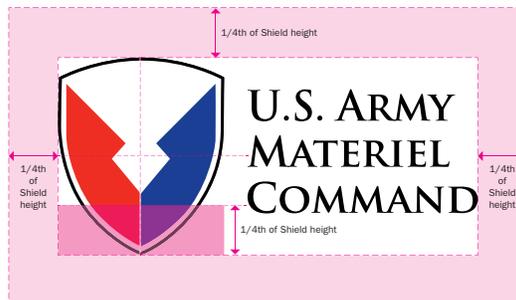
When the Command title is used with the Shield, it is considered one element. Again, always maintain a minimum margin of 1/4<sup>th</sup> of the Shield height around the entire element as displayed in **figures 2.3b-c**.



**Fig. 2.3a** The AMC Shield with a margin of 1/4<sup>th</sup> of the Shield height on all sides



**Fig. 2.3b** The AMC Shield together with a Command title below the Shield with a margin of 1/4<sup>th</sup> of the Shield height on all sides



**Fig. 2.3c** The AMC Shield together with a Command title to the right of the Shield with a margin of 1/4<sup>th</sup> of the Shield height on all sides

## 2.4 ACCEPTED AND IMPROPER USAGE OF THE AMC SHIELD

The AMC Shield must always be reproduced consistently and accurately to maintain the integrity and strength of the brand.

Any graphic treatment used in conjunction with the AMC Shield must not change or alter the Shield in any way and only enhance its background as a graphic element.

**Figures 2.4a-f** demonstrate common mistakes in displaying the AMC Shield.

**Figures 2.4g and 2.4h** demonstrate the use of shadow effects in this manner. This type of treatment to an AMC Shield should never appear alongside the U.S. Army logo or and MSC Shield. It should only appear alone as a graphic element.



**Fig. 2.4a** The AMC Shield should never be stretched either vertically or horizontally.

**Fig. 2.4b** The AMC Shield should never be transparent on dark backgrounds.

**Fig. 2.4c** Never rotate the AMC Shield.

**Fig. 2.4d** Do not modify the approved type arrangement.

**Fig. 2.4e** Do not modify the typefaces.

**Fig. 2.4f** Do not modify the AMC Shield colors.

**Fig. 2.4g** Accepted use of shadow.

**Fig. 2.4h** Accepted use of shadow.

# CO-BRANDING



### 3.1 THE MSC INSIGNIAS

An MSC should co-brand their externally facing documents and digital files (web, advertisement, collateral, etc) to accurately position themselves as a subordinate command to AMC and the U.S. Army. This relationship is important to accurately and consistently display by co-branding the elements in this fashion.

It is important to maintain a consistent arrangement of the AMC Shield and U.S. Army logo in conjunction with other elements. The Major Subordinate Commands are under the umbrella of AMC and the U.S. Army and are required to maintain the same general branding guidelines established for AMC while appropriately incorporating the U.S. Army logo.

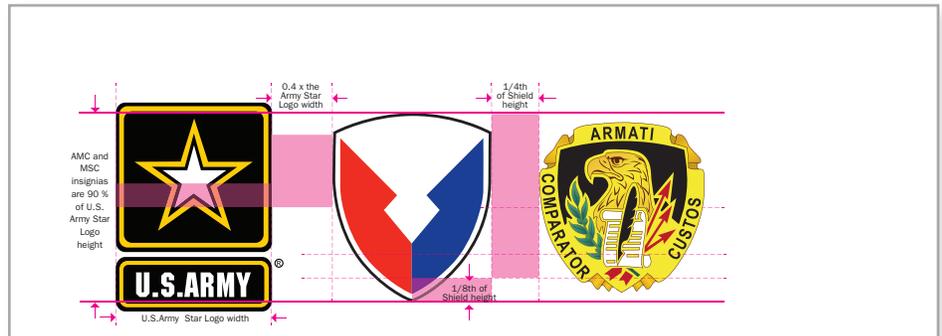


 <p>USASAC Insignia</p>	 <p>TACOM Insignia</p>	 <p>SDDC Insignia</p>
 <p>JMC Insignia</p>	 <p>CECOM Insignia</p>	 <p>CMA Insignia</p>
 <p>ASC Insignia</p>	 <p>ACC Insignia</p>	 <p>JML LCMC Insignia</p>
 <p>AMCOM Insignia</p>	 <p>RDECOM Insignia</p>	

## 3.2 MSC INSIGNIA, AMC SHIELD AND U.S. ARMY LOGO USAGE

The U.S. Army logo should appear alongside the AMC Shield in every externally facing document or publication. Figure 3.2a demonstrates the proper distance between the U.S. Army logo and the AMC Shield or any other MSC Insignia. The AMC Shield height should be 90% of the U.S. Army logo height and maintain a distance of at least 40% of the width. For more information concerning usage of the U.S. Army logo, please refer to the ARMY Branding Guidelines document.

**Figure 3.2a** demonstrates the proper display of the AMC shield with the MSC insignias.



**Fig. 3.2a** A distance of 1/4<sup>th</sup> of the Shield height between the U.S. Army logo AMC Shield and the MSC Seal. The AMC Shield height should equal 90% of the U.S. Army logo height. Maintain a gap of 40% of the U.S. Army logo width between the logo and any insignia.

**Your Name**  
 your.name@conus.army.mil  
 256-450-9496 or 9497



4400 Martin Road  
 Redstone Arsenal, AL 35898

**U.S. ARMY  
 MATERIEL  
 COMMAND**

**SUSTAINING THE STRENGTH OF THE NATION**



### 3.3 AMC SHIELD AND U.S. ARMY LOGO USAGE

When co-branding with an MSC, the MSC insignia should appear at the top of the publication and the U.S. Army and AMC insignias should appear at the bottom right corner of the page if a one page document or the bottom right corner of the back of the publication if it is two-sided or folded. **Figure 3.2b** shows the proper-cobranding with an MSC.

Although occurrences should be rare, should an MSC insignia appear beside the AMC shield, they should follow the 90% size and 40% width rule and the U.S. Army logo should always come first, followed by AMC and then the MSC. **Figure 3.2c** demonstrates this relationship.



**Figure 3.2b** shows the proper-cobranding with an MSC.

**Figure 3.2c** demonstrates this relationship.

**Workforce**

- AMC's 69,000-strong workforce are, in many cases, highly skilled and uniquely qualified one-of-a-kind 2<sup>nd</sup> and 3<sup>rd</sup> generation industrial artisans.
- Our installation-based Directorate of Logistics (DOL) teams provide much needed direct support to the Army's formations, improving combat readiness.
- No organization in the world can do what many of these men and women do.
- Highly skilled and educated workforce.
- 67 percent of the AMC permanent civilian positions are professional, technical, or administrative.
- 59 percent of white-collar personnel have a bachelor's degree, master's degree or PhD.
- 24 percent are wage-grade civilians—artisans on whose work our Soldiers depend.
- Nearly 11 percent of our workforce is former military.
- If a soldier eats it, shoots it, wears it, drives it, flies it, or communicates with it, our workforce produces and provides it.

**Science and Technology (S&T)**

- **Chief Technology Officer (CTO)** – AMC established a CTO in the headquarters to lead and develop, in close cooperation with the Assistant Secretary of the Army for Acquisition, Logistics and Technology (ASA-ALT), an overarching S&T strategy for the Department of the Army.
- RDECOM develops, integrates and sustains unique science, technology and engineering solutions to ensure Army superiority today and tomorrow.
  - RDECOM executes a comprehensive S&T portfolio of \$1.6 billion; approximately 75 percent of the total Army annual S&T investment.
  - RDECOM employs over 16,000 people, more than 10,000 of whom are scientists or engineers.
  - Proponent for 214 of the Army's 281 international agreements

**Life Cycle Management**

- AMC's Life Cycle Management Commands (LCMC) develop, acquire, provide, and sustain world-class Aviation, Missile, Tank, Automotive, C4ISR, and Ammunition materiel for our men and women in uniform.

**AMC SUSTAINING THE STRENGTH OF THE NATION**

[www.amc.army.mil](http://www.amc.army.mil)

November 2012

**U.S. Army Materiel Command**

**AMC STRATEGIC MESSAGES**

**AMC Top Line Messages**

- The bottom line for the Army Materiel Command is the Soldier. Our top priority is providing the equipment and materiel our Soldiers require to accomplish their mission—anytime, anyplace in the world.
- The Organic Industrial Base provides facilities which are strategic enablers for our Army and the Combatant Commanders. They encompass more than 20 one-of-a-kind critical facilities providing capabilities that, in many cases, do not exist anywhere else in the United States.
- Security Assistance and Foreign Military Sales (FMS) “shape” the environment by sustaining strong relationships with other armies, building their capacity, and facilitating COCOM Commander's strategic access.
- ACC processed nearly 225K contracts in FY12 worth more than \$73.5B-\$9.7B was with Small Business.

# AMC COLORS

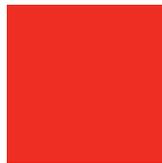


## 4.1 AMC COLOR PALETTE

The AMC Shield has two primary colors – PMS 187 red and PMS Reflex Blue.

In addition there are approved secondary colors for use as highlight documents

### AMC Primary Colors



#### AMC Red

Pantone **485C**

C	<b>0</b>	R	<b>220</b>	HEX	
M	<b>95</b>	G	<b>41</b>		<b>#DC291E</b>
Y	<b>100</b>	B	<b>30</b>		
K	<b>0</b>				

Black Conversion: **90% Black**



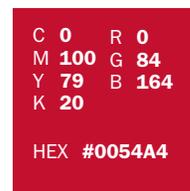
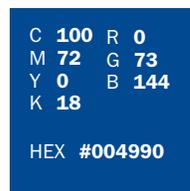
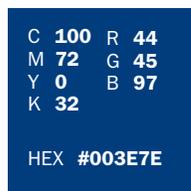
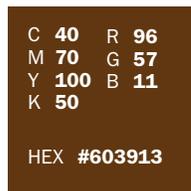
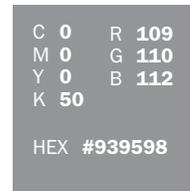
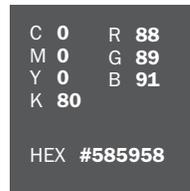
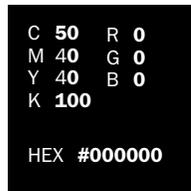
#### AMC Blue

Pantone **Blue 072C**

C	<b>100</b>	R	<b>0</b>	HEX	
M	<b>88</b>	G	<b>28</b>		<b>#001CA8</b>
Y	<b>0</b>	B	<b>168</b>		
K	<b>5</b>				

Black Conversion: **75% Black**

### AMC Secondary Colors



# TYPOGRAPHY



## 5.1 AMC TYPE FONTS

Consistent application of type will improve the recognition and recall of the AMC brand. Display or primary headlines should always be set in uppercase Trajan Pro Bold. Secondary headlines should be set in Franklin Gothic Bold and body text should be set in Franklin Gothic Book upper and lowercase.

Layouts should always be clean and evenly balanced, avoiding heavy blocks of text or busy and illegible combinations of text and imagery. To keep text consistently tight, kerning the Franklin Gothic body text should ideally be set at -10 and manually adjusted to achieve equal spacing between characters where necessary.

### PLEASE NOTE:

All copy should follow the AP style in all instances. For digital communications, e.g. Web site live text, e-mail newsletters and PowerPoint presentations, we recommend using Arial as the substitute body text font and Arial Black for titles and headlines.



PRIMARY HEADS & TITLES - TRAJAN PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

SECONDARY HEADS & SUBHEADS - FRANKLIN GOTHIC BOLD

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

BODY TEXT - FRANKLIN GOTHIC BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ALTERNATE TEXT - ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 5.2 LINE SPACING & LETTER SPACING

To ensure a consistent appearance of our typeface in all communications and marketing materials, it's important that we get the leading and tracking right and try to avoid extreme spacing.

For body copy, the leading should be ideally between 120% and 150% of the type size.

For headlines, the ideal leading is between 90% and 100% of the type size.

AN EXAMPLE OF TOO TIGHT LEADING

THIS IS A  
HEADLINE WHERE  
THE LINE SPACING  
(LEADING)  
IS TOO TIGHT.

AN EXAMPLE OF TOO TIGHT LEADING

This is an example of body text set in Franklin Gothic Book where the line spacing (leading) is too tight. This is an example of body text set in Franklin Gothic Book where the line spacing (leading) is too tight. This is an example of body text set in Franklin Gothic Book where the line spacing (leading) is too tight. This is an example of body text set in Franklin Gothic Book where the line spacing (leading) is too

AN EXAMPLE OF TOO TIGHT TRACKING

This is an example of body text set in Franklin Gothic Book where the letter spacing (tracking) is too tight. This is an example of body text set in Franklin Gothic Book where the letter spacing (tracking) is too tight. This is an example of body text set in Franklin Gothic Book where the letter spacing (tracking) is too tight.

AN EXAMPLE OF TOO LOOSE TRACKING

This is an example of body text set in Franklin Gothic Book where the letter spacing (tracking) is too loose. This is an example of body text set in



# ADDITIONAL GRAPHIC ELEMENTS



# 6.1 THE BRUSHED ALUMINUM BACKGROUND

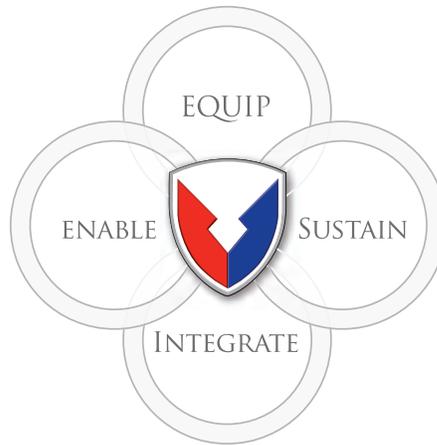
The AMC Brushed Aluminum background when used together with design elements such as the AMC Shield and photos of our fighting forces become a critical part of the AMC brand, representing strength and determination.

The following are examples of printed materiel using the brushed aluminum background.



## 6.2 THE AMC “CORE COMPETENCIES”

The AMC “Clover Leaf” represents the four Core Competencies of the Command: *Equip, Sustain, Integrate* and *Enable*. Together with the AMC Shield, this clover leaf design represents another element of the AMC brand and is to be treated like the AMC Shield, with the same design guidelines. The order of the circles and text should never be altered.



**Fig. 6.2** The AMC Core Competencies ‘Clover Leaf’ with the embedded AMC Shield.



## 6.3 THE AMC “5-LINES”

The AMC “5-Lines” represents the five ‘Lines of Effort’ of AMC. When used as a background element together with the AMC Shield and other AMC design elements, is part of the AMC brand.



**Fig. 6.3** The AMC “5-Lines”



# DESIGN SAMPLES



# 7.1 POWERPOINT TEMPLATE



PowerPoint templates are available on the AMC website for all the MSCs:  
<http://www.amc.army.mil/amc/brandingtwo.html>



[Click here to download a PowerPoint template.](#)

## 7.2 FACT SHEET TEMPLATE

This template is to be used for all externally released fact sheets. Fact sheet templates are available on the AMC website for all the MSCs:

<http://www.amc.army.mil/amc/brandingtwo.html>



ARMY MATERIEL COMMAND  
4400 MARTIN ROAD  
REDSTONE ARSENAL, AL 35898  
WWW.AMC.ARMY.MIL

### U.S. Army Materiel Command

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**U.S. Army Materiel Command**  
4400 Martin Road  
Redstone Arsenal, AL 35898  
256-450-9496  
www.amc.army.mil



SUSTAINING THE STRENGTH OF THE NATION



[Click here to download a Fact Sheet template.](#)



## 7.3 PRESS RELEASE TEMPLATE

Press Release templates are available on the AMC website for all the MSCs:

<http://www.amc.army.mil/amc/brandingtwo.html>



The image shows a press release template for the U.S. Army Materiel Command. At the top, there is a header with a world map background. On the left, there are two logos: the U.S. Army logo (a star in a shield) and the AMC logo (a shield with red, white, and blue sections). To the right of the logos, the text reads "U.S. ARMY MATERIEL COMMAND NEWS RELEASE". Below the header, the text "FOR IMMEDIATE RELEASE" is on the left and "Jan. 21, 2011" is on the right. The main body of the release contains information about a ribbon cutting event for the new AMC Army Band Headquarters. It includes details on what, when, where, RSVP to, and meet. There are also paragraphs of descriptive text about the facility and the event. At the bottom, there is a note for media and contact information for Boyd Collins. The footer of the template includes the address "ARMY MATERIEL COMMAND | 4400 MARTIN RD. REDSTONE ARSENAL, AL 35898" and the website "WWW.ARMY.MIL/AMC".

**FOR IMMEDIATE RELEASE** **Jan. 21, 2011**

**WHAT:** Army Materiel Command (AMC) Band Headquarters Ribbon Cutting, featuring LTG James Pillsbury, followed by tour of building

**WHEN:** Monday, January 24th, 10:30 a.m.

**WHERE:** AMC Band Headquarters, Building 3713, Redstone Arsenal, AL

**RSVP TO:** Boyd Collins, no later than Friday, January 21st at noon.  
256-975-7558 or 256-842-9828, [boyd.collins1@us.army.mil](mailto:boyd.collins1@us.army.mil)

**MEET:** Media should arrive at Gate 10 (Patton Road North) no later than 10 a.m. on Monday, January 24th.

The U.S. Army Materiel Command is hosting a ribbon cutting for the new AMC Army Band Headquarters on January 24, 2011 at 10:30 a.m.

The 16,082 sq. ft. state of the art facility includes a large rehearsal room, individual practice rooms, music library, instrument storage, repair and cleaning, uniform locker rooms and band administration offices.

Members of the band have relocated from Aberdeen Proving Ground, MD and this ribbon cutting marks the first completion of an AMC BRAC 2005 construction project at Redstone Arsenal.

Ground was broken for the band facility on Jan. 12, 2010 and was the final AMC construction project for BRAC 2005.

*\*\* LTG Pillsbury, Deputy Commanding General of AMC and CW4 Peter Gillies, AMC Band Director, will be available for media interviews following the ceremony.*

**NOTE:** Media wishing to cover the event should RSVP to Boyd Collins, AMC Media Relations, at (256) 450-9375, cell: (256) 975-5536, or [boyd.collins1@us.army.mil](mailto:boyd.collins1@us.army.mil) no later than Friday, January 21st, noon. Media must arrive at Gate 10 (Patton Road North) no later than 10:00 a.m. on Monday, January 24h. A current and valid driver license, proof of vehicle insurance and vehicle registration are required for installation access.

ARMY MATERIEL COMMAND | 4400 MARTIN RD. REDSTONE ARSENAL, AL 35898 | [WWW.ARMY.MIL/AMC](http://WWW.ARMY.MIL/AMC)



## 7.4 BUSINESS CARD TEMPLATE

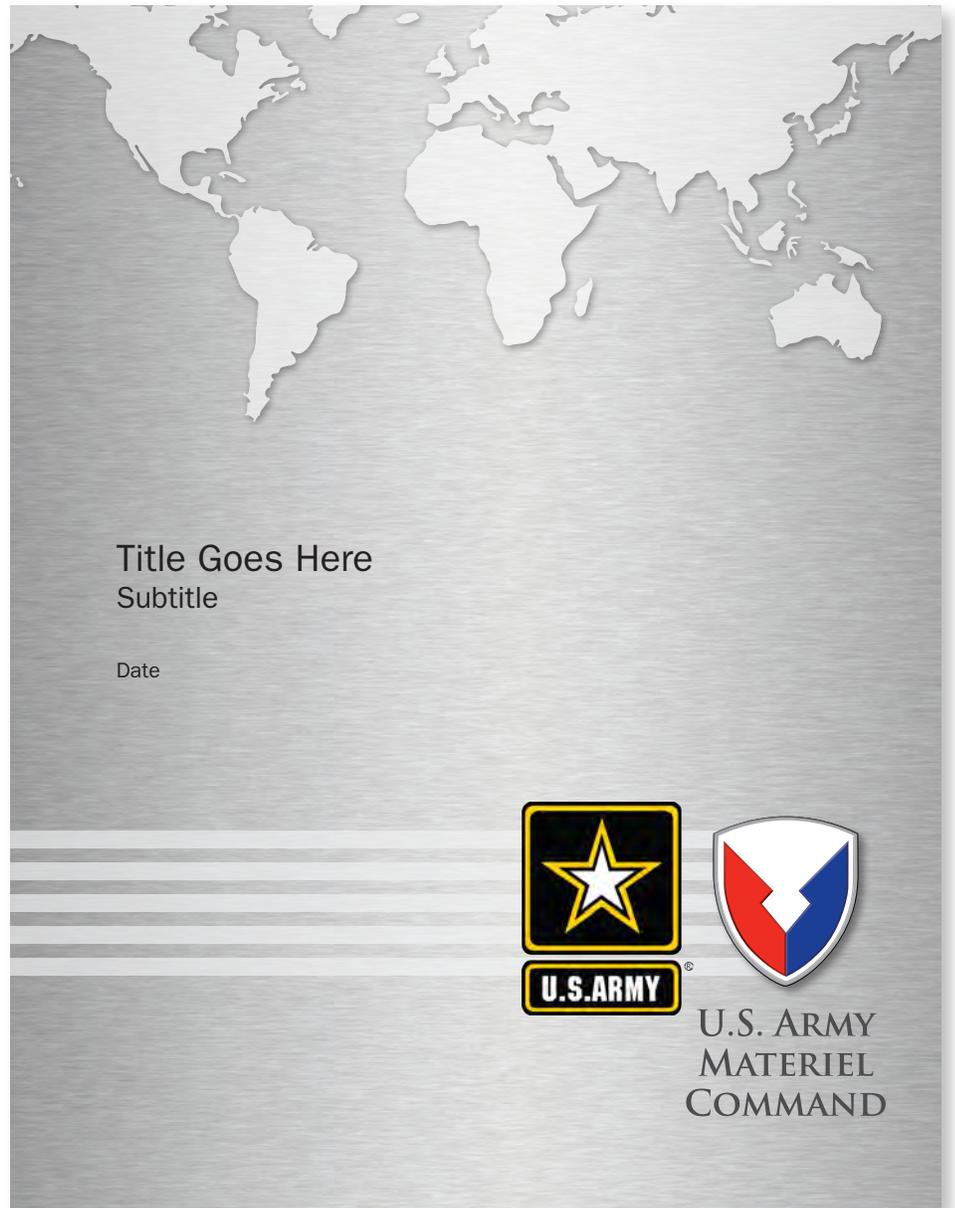
Business Card templates are available on the AMC website for all the MSCs:  
<http://www.amc.army.mil/amc/brandingtwo.html>



## 7.5 REPORT/BOOKLET COVER

The Report/Booklet Cover template is available on the AMC website:

<http://www.amc.army.mil/amc/brandingtwo.html>



# 7.6 TRIFOLD BROCHURE TEMPLATE

Trifold brochure templates are available on the AMC website for all the MSCs in Adobe InDesign:

<http://www.amc.army.mil/amc/brandingtwo.html>



**Workforce**

- AMC's 69,000-strong workforce are, in many cases, highly skilled and uniquely qualified one-of-a-kind 2<sup>nd</sup> and 3<sup>rd</sup> generation industrial artisans.
- Our installation-based Directorate of Logistics (DOL) teams provide much needed direct support to the Army's formations, improving combat readiness.
- No organization in the world can do what many of these men and women do.
- Highly skilled and educated workforce.
- 67 percent of the AMC permanent civilian positions are professional, technical, or administrative.
- 59 percent of white-collar personnel have a bachelor's degree, master's degree or PhD.
- 24 percent are wage-grade civilians—artisans on whose work our Soldiers depend.
- Nearly 11 percent of our workforce is former military.
- If a soldier eats it, shoots it, wears it, drives it, flies it, or communicates with it, our workforce produces and provides it.

**Science and Technology (S&T)**

- **Chief Technology Officer (CTO)** – AMC established a CTO in the headquarters to lead and develop, in close cooperation with the Assistant Secretary of the Army for Acquisition, Logistics and Technology (ASA-ALT), an overarching S&T strategy for the Department of the Army.
- RDECOM develops, integrates and sustains unique science, technology and engineering solutions to ensure Army superiority today and tomorrow.
  - RDECOM executes a comprehensive S&T portfolio of \$1.6 billion; approximately 75 percent of the total Army annual S&T investment.
  - RDECOM employs over 16,000 people, more than 10,000 of whom are scientists or engineers.
  - Proponent for 214 of the Army's 281 international agreements

**Life Cycle Management**

- AMC's Life Cycle Management Commands (LCMC) develop, acquire, provide, and sustain world-class Aviation, Missile, Tank, Automotive, C4ISR, and Ammunition materiel for our men and women in uniform.

**AMC SUSTAINING THE STRENGTH OF THE NATION**



[www.amc.army.mil](http://www.amc.army.mil)

November 2012

UNCLASSIFIED



**U.S. Army Materiel Command**

**AMC STRATEGIC MESSAGES**



**AMC Top Line Messages**

- The bottom line for the Army Materiel Command is the Soldier: Our top priority is providing the equipment and materiel our Soldiers require to accomplish their mission—anytime, anyplace in the world.
- The Organic Industrial Base provides facilities which are strategic enablers for our Army and the Combatant Commanders. They encompass more than 20 one-of-a-kind critical facilities providing capabilities that, in many cases, do not exist anywhere else in the United States.
- Security Assistance and Foreign Military Sales (FMS) "shape" the environment by sustaining strong relationships with other armies, building their capacity, and facilitating COCOM Commander's strategic access.
- ACC processed nearly 225K contracts in FY12 worth more than \$73.5B—\$9.7B was with Small Business.

**AMC STRATEGIC MESSAGES**




**Contracting**

- ACC processed nearly 225,000 contracts in FY12 worth more than \$73.5 billion, of which \$54 billion was in the U.S., and of that \$9.7 billion was with small business.
- Accounts for 69 percent of the Army's contract dollars, and \$1 in \$6 of all federal contract dollars
- Global business enterprise with more than 5,800 military and civilians in over 115 locations
- The only Contingency Contracting capability in the Department of Defense
- The Command has forces regionally aligned supporting every COCOM
- 100 Soldiers and 50 DAC's deployed in support of COCOM contracting operations
- Taking advantage of emerging technologies to achieve greater efficiencies, reduce costs, and speed response times

**Organic Industrial Base**

- Provides facilities, which are strategic enablers for Combatant Commanders, that encompass over 20 one-of-a-kind critical facilities providing capabilities that, in many cases, do not exist anywhere else in the United States. These facilities are national treasures for our great nation—providing the economic engines for the communities within which they reside and operate.
- AMC has public-private partnerships with over 350 businesses, generating \$365 million and supporting over 3,500 government and private industry jobs.
- 70 percent of AMC's Organic Industrial Base is more than 50 years old—these facilities, operated by the most highly skilled artisans, require periodic modernization, investment and re-tooling in order to maintain their critical edge.
- The Organic Industrial Base RESETs our Army's equipment, generating readiness in our formations.

**Security Assistance and Foreign Military Sales (FMS)**

- Security assistance and FMS "shape" the environment by sustaining strong relationships with other armies, building their capacity and facilitating COCOM Commander's strategic access.
- USASAC partners with 145 countries and conducts business at more than 119 locations worldwide—FY12 FMS was \$19.7 billion, second only to the \$24 billion in FY09.
- FMS keeps production bases warm, provides work to our organic depots and arsenals, maintaining critical artisan skills and providing economies of scale through increased production by industry.
- FMS provides a means to dispose of excess defense items while saving storage, transportation, and demilitarization costs.
- Over 470 percent increase in foreign military sales since FY04.

**AMC SUSTAINING THE STRENGTH OF THE NATION**



[Click here to download the Trifold Brochure template.](#)

