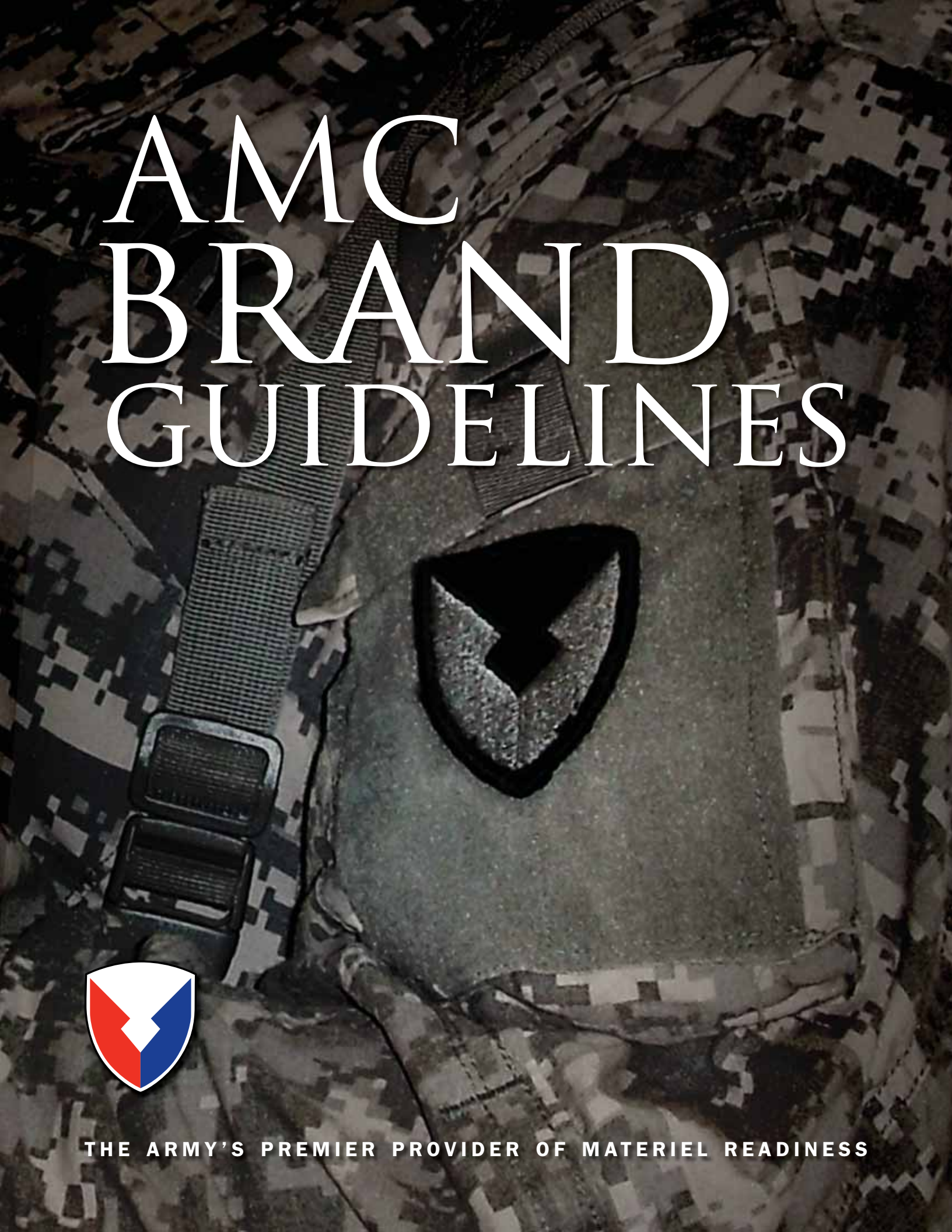
AMC BRAND GUIDELINES



THE ARMY'S PREMIER PROVIDER OF MATERIEL READINESS

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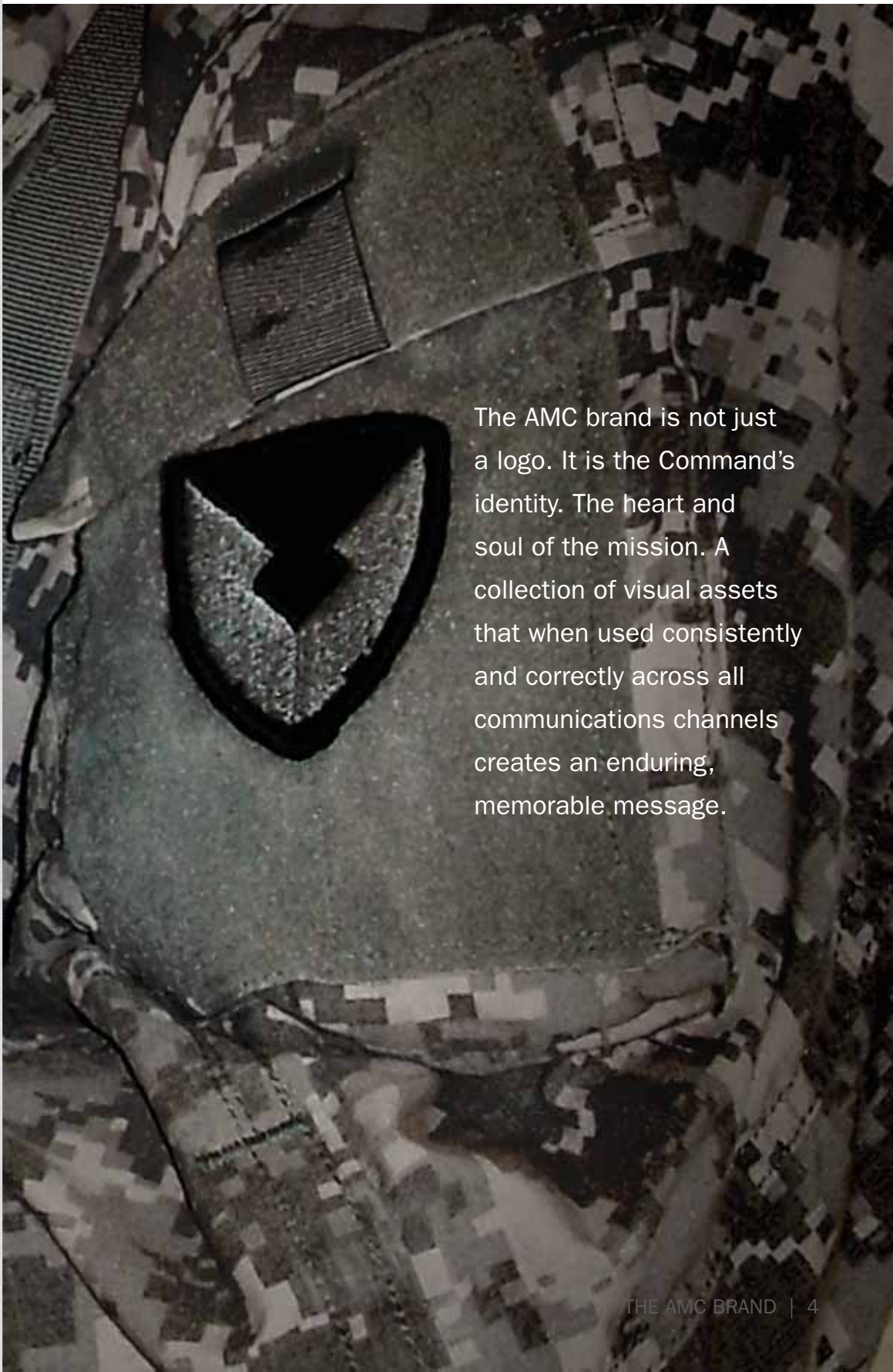
The AMC Brand

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:

Providing America's Warfighters with the Decisive Edge

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 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.

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
HQAMC.amcnewsservice@amc.army.mil

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.

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
HQAMC.amcnewsservice@amc.army.mil

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.

Fig. 2.2a A distance of 1/8th of the Shield height between the AMC Shield and the Command title when stacked and centered below

Fig. 2.2b A distance of 1/8th of the Shield height between the AMC Shield and the Command title when centered below

Fig. 2.2c A distance of 1/8th 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 1/4th 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 1/4th of the Shield height around the entire element as displayed in **figures 2.3b-c**.

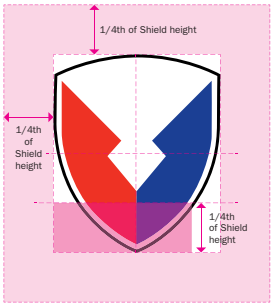


Fig. 2.3a The AMC Shield with a margin of 1/4th of the Shield height on all sides

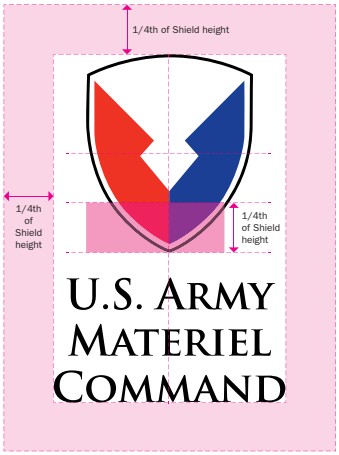


Fig. 2.3b The AMC Shield together with a Command title below the Shield with a margin of 1/4th of the Shield height on all sides

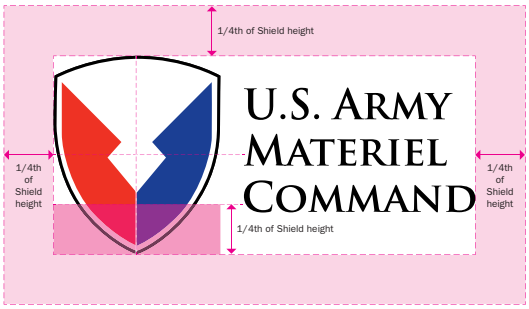


Fig. 2.3c The AMC Shield together with a Command title to the right of the Shield with a margin of 1/4th of the Shield height on all sides

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

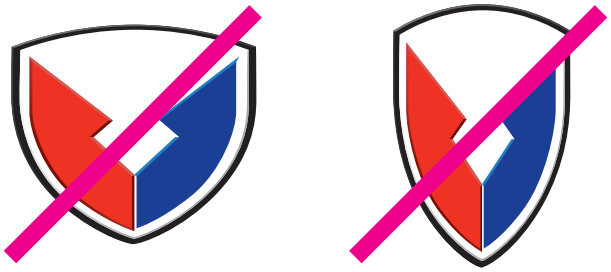


Fig. 2.4a The AMC Shield should never be stretched either vertically or horizontally.

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

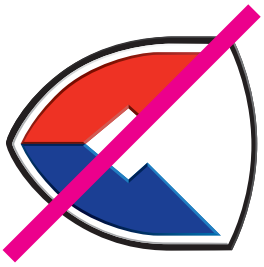


Fig. 2.4c Never rotate the AMC Shield.

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.

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. This relationship is important to accurately and consistantly display by co-branding the elements in this fashion.

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

USASAC Insignia

TACOM Insignia

SDDC Insignia

JMC Insignia

CECOM Insignia

CMA Insignia

ASC Insignia

ACC Insignia

JML LCMC Insignia

AMCOM Insignia

RDECOM Insignia

3.2 AMC SHIELD AND MSC INSIGNIA USAGE

When using the AMC Shield together with the MSC or other insignias, a 1/4th Shield height is maintained between the insignias and a vertical rule is placed between. The vertical rule should equal the width of the black border around the AMC Shield.

The height of any MSC insignia should be equal to the height of the AMC Shield

Figures 3.2a-b demonstrates the proper display of the AMC shield with the MSC insignias.

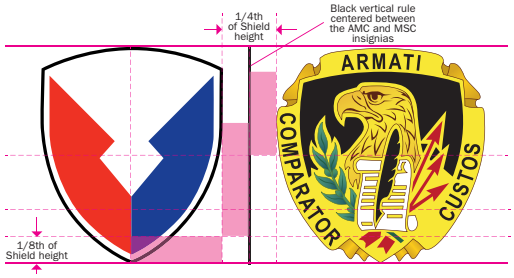


Fig. 3.2a A distance of 1/4th of the Shield height between the AMC Shield and the MSC Seal with a black rule centered between.

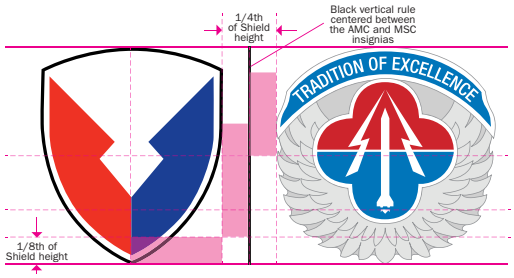


Fig. 3.2b A distance of 1/4th of the Shield height between the AMC Shield and the MSC Seal with a black rule centered between.

3.3 AMC SHIELD AND U.S. ARMY LOGO USAGE

Figure 3.3 demonstrates the proper distance and relationship between the U.S. Army logo and the AMC Shield or any other MSC Insignia. Any insignia height should be 90% of the U.S. Army logo 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.

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

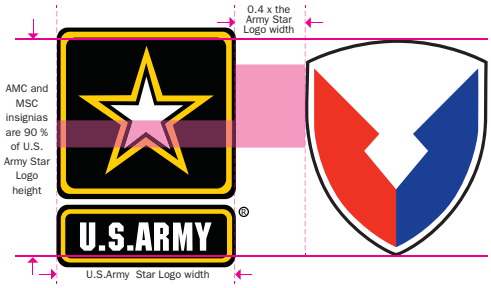


Fig. 3.3 The AMC Shield height should equal 90% of the US.Army logo height. Maintain a gap of 40% of the U.S. Army logo width between the logo and any other insignia.

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	**0**	R	**220**	HEX
M	**95**	G	**41**	**#DC291E**
Y	**100**	B	**30**	
K	**0**			

Black Conversion: **90% Black**

AMC Blue

Pantone **Blue 072C**

C	**100**	R	**0**	HEX
M	**88**	G	**28**	**#001CA8**
Y	**0**	B	**168**	
K	**5**			

Black Conversion: **75% Black**

AMC Secondary Colors

C **50**	R **0**	C **0**	R **88**
M **40**	G **0**	M **0**	G **89**
Y **40**	B **0**	Y **0**	B **91**
K **100**		K **80**	
HEX **#000000**		HEX **#585958**	

C **0**	R **109**	C **0**	R **109**
M **0**	G **110**	M **0**	G **110**
Y **0**	B **112**	Y **0**	B **112**
K **50**		K **30**	
HEX **#939598**		HEX **#BCBEC0**	

C **40**	R **96**	C **40**	R **155**
M **70**	G **57**	M **45**	G **133**
Y **100**	B **11**	Y **50**	B **121**
K **50**		K **5**	
HEX **#603913**		HEX **#9B8579**	

C **25**	R **194**	C **100**	R **44**
M **25**	G **181**	M **72**	G **45**
Y **40**	B **155**	Y **0**	B **97**
K **0**		K **32**	
HEX **#C2859B**		HEX **#003E7E**	

C **100**	R **0**	C **0**	R **0**
M **72**	G **73**	M **100**	G **84**
Y **0**	B **144**	Y **79**	B **164**
K **18**		K **20**	
HEX **#004990**		HEX **#0054A4**	

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.

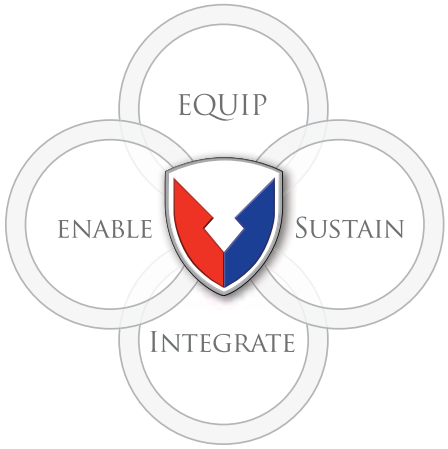


Fig. 6.2 The AMC Core Competencies 'Clover Leaf' with the embedded AMC Shield.

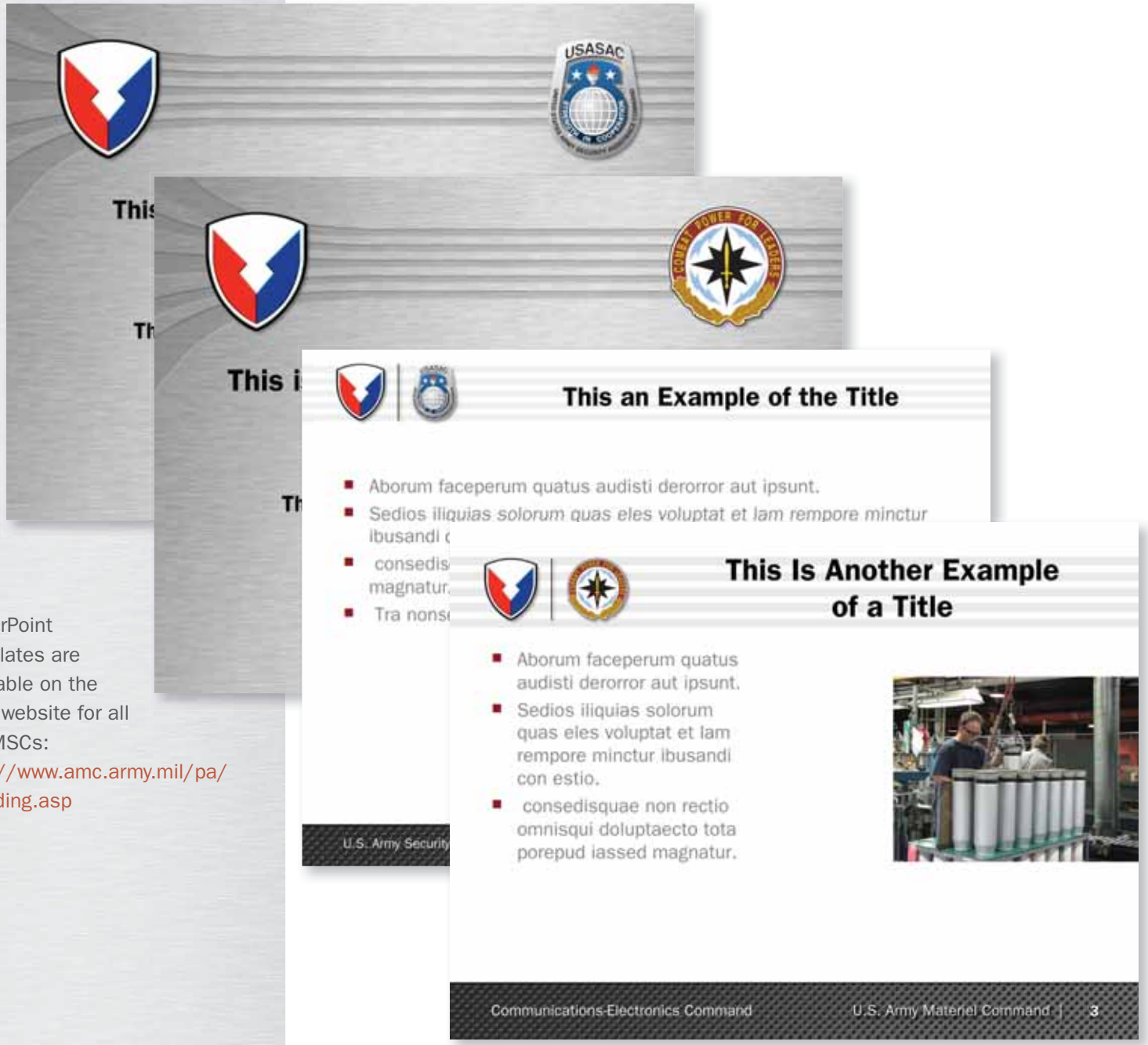
6.3 THE AMC “5-LINES”

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/pa/branding.asp

Click here to download a PowerPoint template.

7.2 FACT SHEET TEMPLATE

Fact sheet templates are available on the AMC website for all the MSCs:

http://www.amc.army.mil/pa/branding.asp

Army Materiel Command
4400 Martin Road
Redstone Arsenal, AL 35898
www.amc.army.mil

U.S. Army Security Assistance Command

The mission of the U.S. Army Security Assistance Command is leading the AMC Security Assistance Enterprise; developing and managing security assistance programs and foreign military sales cases to build partner capacity, supporting COCOM engagement strategies and strengthening U.S. global partnerships.

USASAC, which traces its origins to the Army's technical service era, was designated a major subordinate command of the U.S. Army Materiel Command in 1975. The command implements approved U.S. Army security assistance programs, including Foreign Military Sales of defense articles and services to eligible foreign governments. USASAC is responsible for life cycle management of FMS cases, from pre-letter of request, development, execution and closure. The command manages approximately 4,000 FMS cases valued at more than $69 billion. USASAC also manages the Army's co-production program. In addition, USASAC is responsible for Army security assistance information management and financial policy and provides policy, procedure and guidance to the Army security assistance community. The command is also increasingly responding to the Overseas Contingency Operation, support of U.S. government emergency assistance, humanitarian relief and United Nations peacekeeping operations.

Security assistance is a national program supervised and directed by the State Department. In conjunction with the White House, Congress and the Treasury Department, military security assistance programs are executed by the Department of Defense (DoD). Security assistance promotes regional stability, deters aggression, maintains alliances, enhances coalition partnerships and disseminates democratic values between the United States and its allies.

Army Materiel Command
4400 Martin Road
Redstone Arsenal, AL 35898
www.amc.army.mil

rity Assistance Command

- PACOM
- SOUTHCOM
- Afghanistan/ Iraq

Redstone Arsenal, AL 35898
256-450-5727
256-450-5679
www.usasac.army.mil

Providing our Forces with the Decisive Edge!

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/pa/branding.asp

U.S. ARMY MATERIEL COMMAND

NEWS RELEASE

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

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 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

Click here to download a Press Release template.

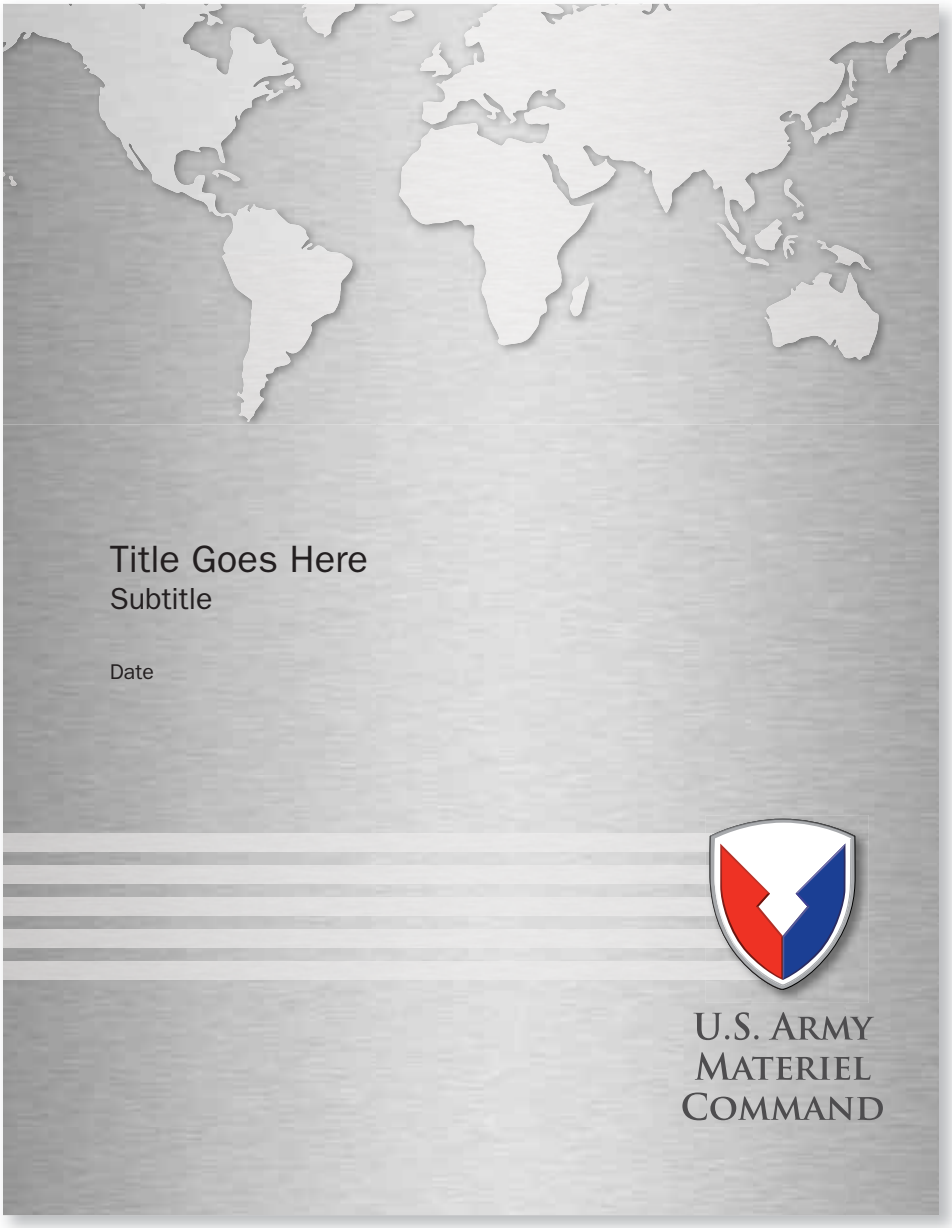
7.4 BUSINESS CARD TEMPLATE

Business Card templates are available on the AMC website for all the MSCs: http://www.amc.army.mil/pa/branding.asp

Click here to download a Business Card template.

7.5 BRIEFING COVER SAMPLES

The Briefing Cover template is available on the AMC website: http://www.amc.army.mil/pa/branding.asp



Click here to download the Briefing Cover template.

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/pa/branding.asp

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PROVIDING OUR FORCES WITH THE DECISIVE EDGE!

Subhead
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