

The U.S. Army Corps of Engineers Communication Mark is the key graphic element in the Corps' uniform graphic identification system. Its form is derived from the traditional castle symbol used by Corps since its inception.

The mark has been redesigned to have greater strength and adaptability, both visually and for reproduction purposes. In its new form, the mark is a simplified contemporary rendering of a traditional symbol. This mark is well suited for use in a wide range of identification, promotion and advertising applications aimed both at internal Corps audiences and at the general public.

The shapes contained within the mark have been rendered for clear reproduction at both large and small scales.

The mark is primarily used as the common graphic element placed above the names of Field Operating Activities within the Corps as a part of their signatures.

The mark may stand alone on publication covers, and other Corps graphics as a tasteful visual element. It should not, however, be used decoratively on the same page or surface that contains a full signature. When using the mark by itself on a publication, place the full signature in another appropriate position, such as the back cover, book spine or title page.

Some notes to remember when using the mark:

—The mark has been carefully drawn and should only be reproduced by photographic processes from the approved reproduction art in Chapter 9 of this manual.

—If the mark must be produced at a scale too large for photographic reproduction, a grid drawing of the mark is provided on page 9-5 of this manual.

—The mark should never be reproduced at less than ¼" in height.

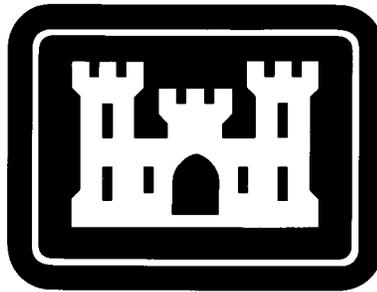
—The mark shall only be used on its proper axis and never rotated to a new position. Refer to approved reproduction artwork in Chapter 9 of this manual.

—No prior versions of the Corps mark may be used except as outlined in section 2 of this manual.

—No Division, District or other Field Operating Activity symbols, marks or signatures may be used.

—Contact the Graphic Standards Coordinator, HQUSACE, CEIM-IV, for advice and assistance concerning specialized or unique applications of the mark. Upon request, the Communication Mark, as well as other graphic symbols used by the Corps for visual identification, are available in diskette format.

The Communication Mark has been registered with the US Patent and Trademark Office on November 30, 1993 as registration NO. 1,807,986. The ® symbol is to be displayed with the mark when reproducing printed promotional material that is intended for public usage.



US Army Corps of Engineers ®

There are three preferred configurations of the Corps Mark and Signature which are shown at the right. These basic forms have been developed to provide maximum flexibility in the use of the mark and are the basis for the Tone and Color Usage Guide on page 1-5 of this manual.

One-Color Version

In many print applications, only one color will be available to the designer. The mark and signature as well as other typography and illustration, in such cases, require that the color used have a dark value. Black and dark values of the primary or secondary color are preferred. Avoid the use of pastel, diluted or "thin" colors in these applications.

Two-Color Version

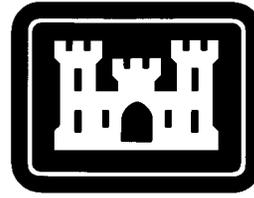
Where two flat colors or four-color process colors are available, the mark may be shown in Communication Red while the name of the Corps and activity are shown in black against a white background. Swatches for matching Communication Red are found in Chapter 9 of this manual. In four-color process, Communication Red may be achieved by printing solid magenta/80% yellow in combination.

Reverse Version

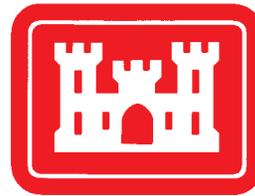
Because of the nature of the drawing of the positive version of the mark (as shown above), a normal conversion to negative will result in a black rather than a white castle. To avoid this situation, a special drawing of the mark has been developed which includes an additional white outline.

Only the reproduction artwork provided in Chapter 9 of this manual shall be used to show the mark in reverse.

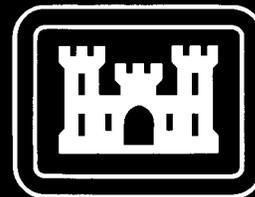
Color considerations are similar to those described for the One-Color Version. In certain situations, shown throughout this manual, the reverse treatment may be used showing the Communication Mark in Communication Red.



**US Army Corps
of Engineers**



**US Army Corps
of Engineers**



**US Army Corps
of Engineers**

The primary purpose of the signature is to graphically identify the Corps and its Field Operating Activities in a uniform and communicative way.

All signatures are a combination of the Corps Mark and the name which describes a specific Field Operating Activity. No additional elements, typography or graphic devices should ever be added to the basic signature configuration.

Corps Signature

The Corps Signature consists of the mark and the Corps of Engineers name set in the Helvetica Medium type face. Both elements are placed flush to the left. This signature is to be used as the graphic identifier on those items common to the entire Corps of Engineers.

Division, District and other Field Operating Activity Signatures

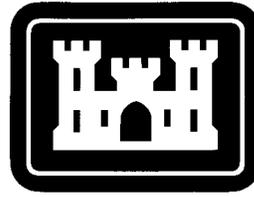
There are individual signatures for the Office of the Chief of Engineers and for each Field Operating Activity in the Corps. The Corps Signature is the principal graphic identifier to be used by these activities

on all publications, signage, vehicles, etc.

The individual Field Operating Activity signature is a modification of the basic Corps Signature. It is formed by placing the name of the particular FOA below the Corps name. FOA names are set in Helvetica Regular, a lighter-weight type face so that, while emphasis remains on the Corps name and mark, each Corps activity is identified in its own unique identification signature and, at the same time, is clearly related to the Corps as a whole.

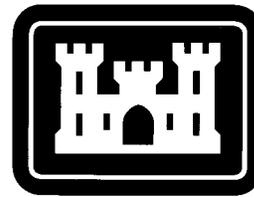
There are no other acceptable versions of the signature. Do not alter the typography, mark size, or general configuration of the signature. Use original reproduction artwork found in Chapter 9 of this manual at all times. Avoid second generation reproduction.

For detailed guidance on the application or use of the signature, refer to the applicable sections of this manual. Contact the Corps Graphics Coordinator for advice and assistance on unique or special applications of the signature.



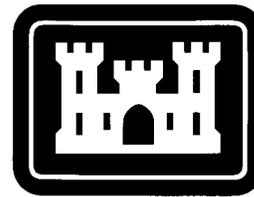
US Army Corps of Engineers

South Atlantic Division



US Army Corps of Engineers

Charleston District



US Army Corps of Engineers

Construction Engineering
Research Laboratory

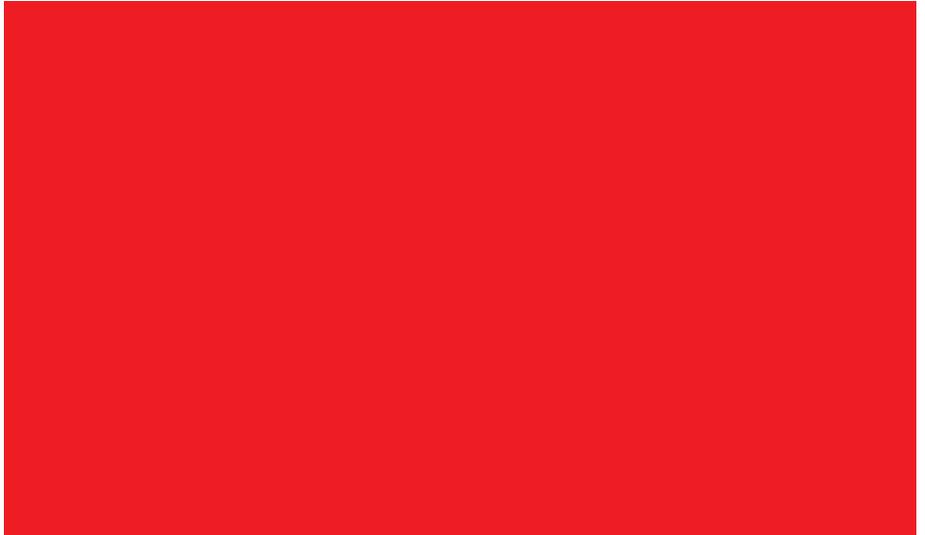
Two standard colors have been designated for the Corps graphics program.

Communication Red is to be used in all color versions of the Corps Communication Mark, as well as in other applications illustrated in this manual.

Communication Gray may be used as a second color for typography in two-color versions of the Corps signature and may also be used as a single color in certain situations.

When reproducing these colors in four/color process screened tints, the standard formula shall be the following:
Communication Red = 100 Red/80 Yellow
Communication Gray = 20 Red/30 Yellow/
30 Blue.

The colors used on this page and throughout this manual are for illustration only and are not to be used as a standard. Communication Red shall match "PANTONE 032" and Communication Gray shall match "Pantone 408" found in the current PANTONE®* MATCHING SYSTEM Formula Guide (© Pantone, Inc.)



Communication Red



Communication Gray

*Pantone, Inc.'s check-standard trademark for color standards, color data, color reproduction and color reproduction materials.

The official color for the Corps is Communication Red. This is a warm, middle value primary red which may be used as a single color in publications or used in combination with black or a medium value warm gray.

The adjacent group of demonstrations establishes a guide for color use in Corps publications.

The use of other colors should be limited to primary (red, yellow & blue) and secondary (green, purple, or orange) colors. Avoid the use of pastel, diluted, or thinned colors.

It is recommended that pure white paper stock be used for signature background. Grey and beige tone papers may be used but soft or pastel colored papers should be avoided.

(1-2) The preferred two-color versions of the Corps signature are shown with the Communication Mark reproduced in Communication Red and signature typography in Black (1) or Communication Gray (2), shown against a clear white background. No other two-color versions of the signature are acceptable. Never reverse this color configuration.

(3-4) The preferred single-color versions of the Corps Signature are reproduced in Black (3) or Communication Gray (4) and shown against a clear white background.

(5-6) The Corps Signature may be surprinted (overprinted) in Black when shown against a background no darker than 40 percent gray and shall be dropped-out (reversed) when shown against a background no lighter than 40 percent gray.

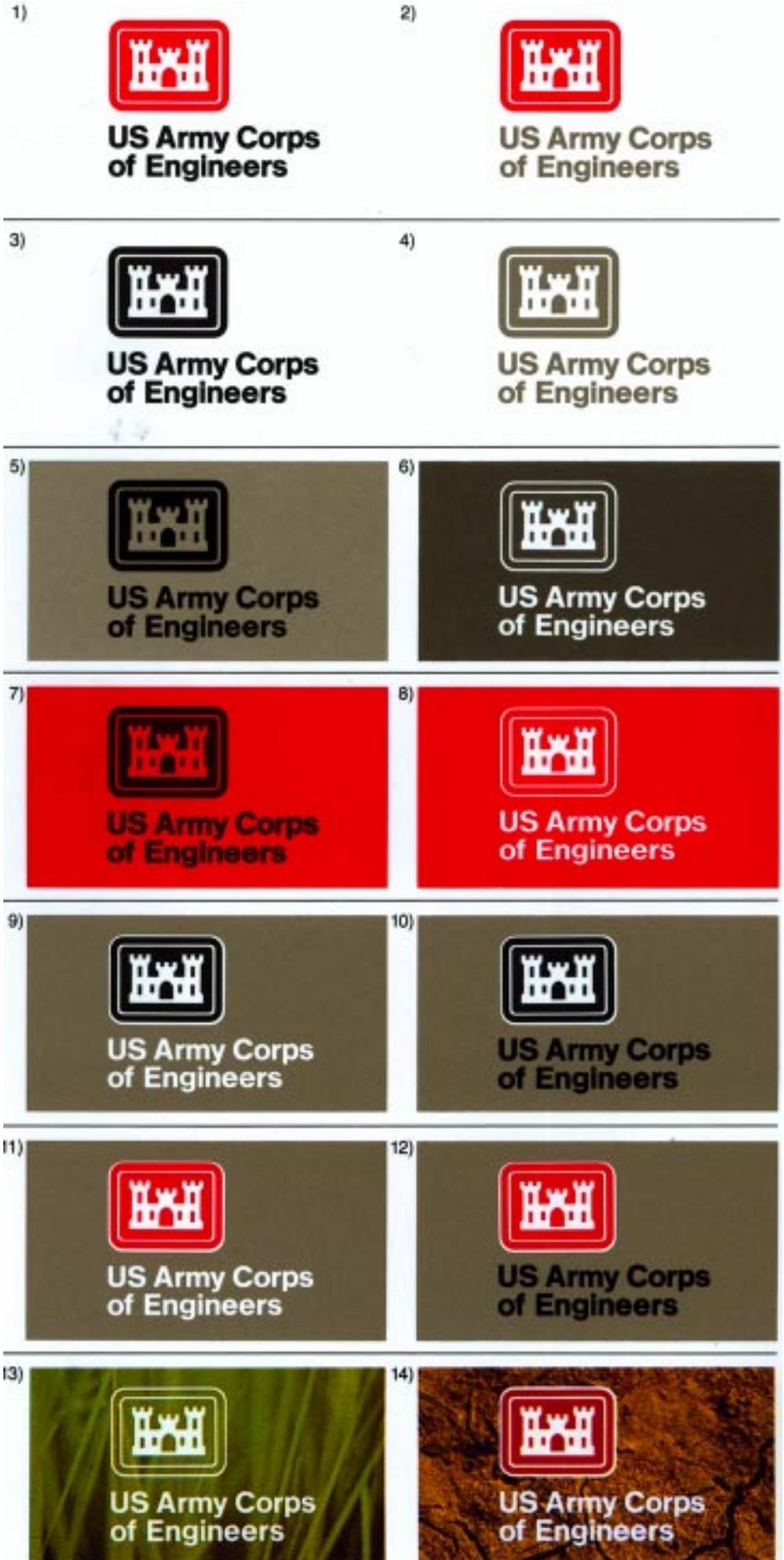
(7-8) The Corps Signature may be either surprinted or dropped out when shown against a background of Communication Red or other middle-value pure colors.

(9-10) The reverse drawing of the Communication Mark/Signature may be used in combination with either White or Black signature typography when shown against a Communication Gray or other middle value gray or neutral color background.

(11-12) The reverse drawing of the Communication Mark may be shown in Communication Red and used in combination with either White (11) or Black (12) signature typography when shown against a Communication Gray or other middle-value Gray or Neutral color background.

(13) The reverse drawing of the Communication Mark/Signature may be reversed (dropped-out) from a background of four/color process half-tone when the background area is darker than the equivalent of 40 percent gray.

(14) The reverse drawing of the Communication Mark may be shown in Communication Red and used in combination with White Signature typography and reversed (dropped-out) from a background of four/color process half-tone when the background area is darker than the equivalent of 40 percent gray.



The Communication Mark and the various Field Operating Activity Signatures are the primary visual elements in the Corps graphic communication system. These elements become common to all visual communication and identification throughout the Corps.

To maintain this uniformity, reproduction artwork for all signatures in the most common sizes used for publications is provided in Chapter 9 of this manual. These should be clipped and used without alteration. Additional pages are available through the Corps Graphics Coordinator.

To avoid improper applications, the following guide attempts to show the most common violations to both mark and signature configurations and the misuse of typography and color.

(1) The Communication Mark shall never be redrawn or changed from the standard in any way

(2) Multiple color reproduction of the Communication Mark is unacceptable.

(3) Never substitute another style of typography for the standard Corps Signature type style.

(4) The mark shall not be placed in any relationship to the signature typography except the standard aligned flush-left position with prescribed spacing.

(5) Do not combine other shapes, colors, or symbols with the Corps Signature.

(6) The Communication Mark shall never be redrawn or changed from the standard in any way. No historical or traditional drawings of the castle symbol may ever be used in combination with other elements of the standard Corps Signature.

(7) Reproduction of the Signature from second or third generation copies is unacceptable. Sharpness and detail are distorted in this way. Avoid over or under-exposed photographic reproduction.

(8) Never reproduce the Corps Signature in screen tones, or in any technique that will tend to fragment the image of the Signature.

(9) Do not alter the standard size relationship between the Communication Mark and Signature typography.

(10) Do not reproduce the Communication Mark smaller than 1/4" in height.

(11) Do not use the positive version of the Communication Mark in combination with reverse (dropped-out) signature typography against a middle-value background.

(12) The use of decorative borders, color shapes, panels or other arbitrary additive elements to enclose or provide a background for the Corps Signature is unacceptable.

(13) Never reverse (drop-out) the positive drawing of the Communication Mark. The castle must always be shown lighter than the shape that contains it.

(14) Showing the Corps Signature against a split black and white or color background is prohibited.

<p>1)</p>  <p>US Army Corps of Engineers</p>	<p>2)</p>  <p>US Army Corps of Engineers</p>
<p>3)</p>  <p>US Army Corps of Engineers</p>	<p>4)</p>  <p>US Army Corps of Engineers</p>
<p>5)</p>  <p>US Army Corps of Engineers</p>	<p>6)</p>  <p>US Army Corps of Engineers</p>
<p>7)</p>  <p>US Army Corps of Engineers</p>	<p>8)</p>  <p>US Army Corps of Engineers</p>
<p>9)</p>  <p>US Army Corps of Engineers</p>	<p>10)</p>  <p>US Army Corps of Engineers</p>
<p>11)</p>  <p>US Army Corps of Engineers</p>	<p>12)</p>  <p>US Army Corps of Engineers</p>
<p>13)</p>  <p>US Army Corps of Engineers</p>	<p>14)</p>  <p>US Army Corps of Engineers</p>