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The guidance provided within this Graphic Standards Manual was developed to assure that the visual presentation of the Corps of Engineers is accomplished with consistency and forethought. Set forth for your reference are the current policies regarding the use of the Corps logotype and direction on the development of visual communications. Continuing to focus on the Corps Communication Mark and its various applications, the manual also introduces guidance for new areas where graphic identification of the Corps is appropriate.

The manual is designed to be a useful tool for developing visual communications for Corps programs. Whether the medium is a brochure, poster, newspaper or video, the necessity of presenting a consistent, recognizable image to the public, as well as our employees, is important to the Corps tradition and its continued service to our nation. I urge you to become familiar with the content of these pages and the appropriate applications demonstrated.



Arthur E. Williams  
Lieutenant General, USA  
Commanding