

 U.S. ARMY



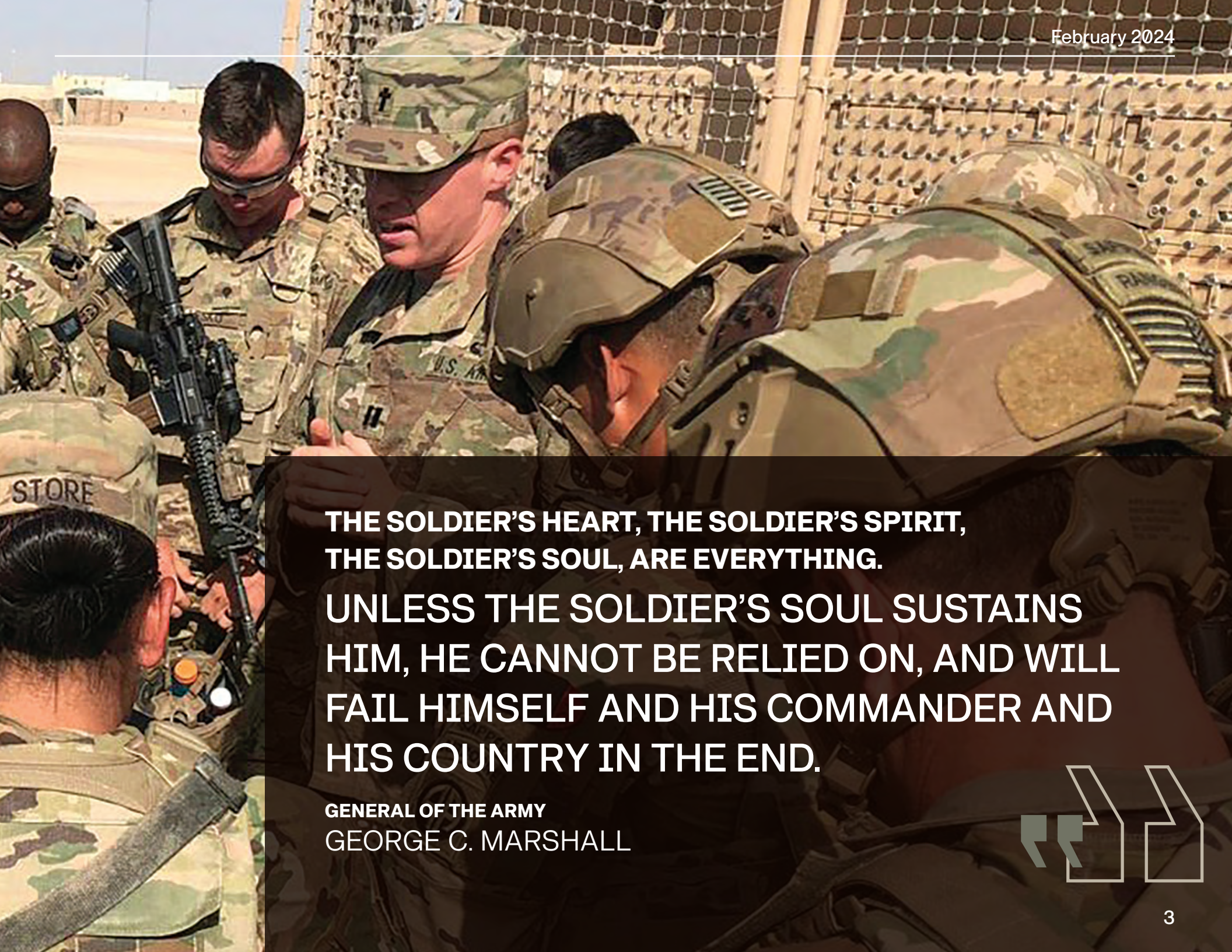
U.S. ARMY
CHAPLAIN CORPS

BRAND GUIDELINES

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**THE SOLDIER'S HEART, THE SOLDIER'S SPIRIT,
THE SOLDIER'S SOUL, ARE EVERYTHING.**

**UNLESS THE SOLDIER'S SOUL SUSTAINS
HIM, HE CANNOT BE RELIED ON, AND WILL
FAIL HIMSELF AND HIS COMMANDER AND
HIS COUNTRY IN THE END.**

**GENERAL OF THE ARMY
GEORGE C. MARSHALL**





1

WHO
WE ARE

AMERICA'S TOTAL ARMY FAMILY
IS

NURTURED AND
HONORED IN
COUNTLESS
PROFOUND AND
PERSONAL WAYS
EVERY DAY

BY THE MEMBERS OF
OUR CORPS.

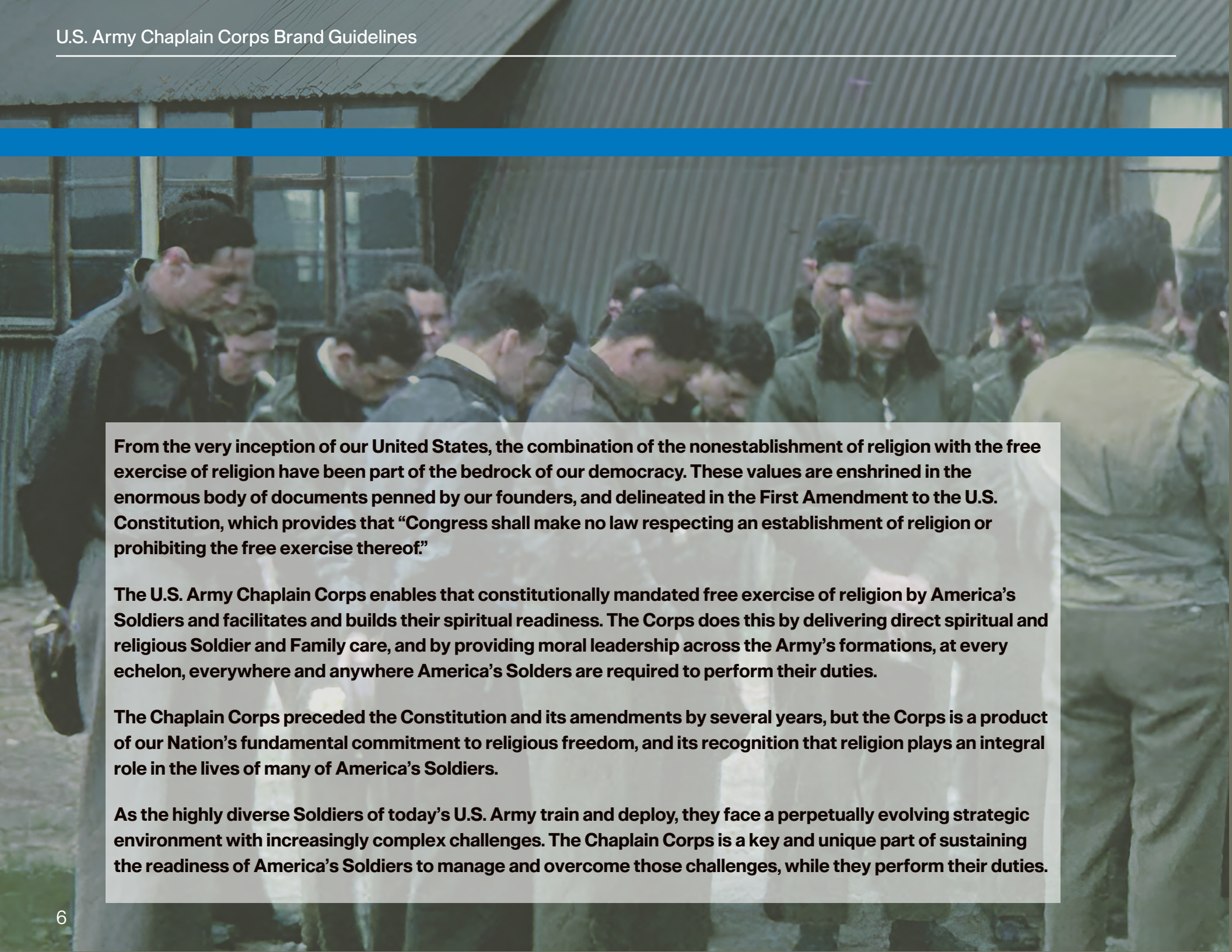


26TH CHIEF OF CHAPLAINS
CH (MG) WILLIAM "BILL" GREEN, JR.

Since its beginnings during the American War for Independence, the Chaplain Corps has evolved and diversified along with the rest of the Army. Roman Catholic Chaplains were added to the Corps during the Mexican-American War (1846-1848); and Jewish and African-American Chaplains were added to the Corps during the American Civil War (1861-1865). The Army commissioned its first woman Chaplain in 1974, its first Muslim Chaplain in 1993, its first Buddhist Chaplain in 2009, and its first Hindu Chaplain in 2011. Today's Chaplain Corps includes Chaplains representing a multitude of faith groups, and the Chaplain Corps Recruiting team is actively working to increase the Corps' diversity, with a special focus on increasing the number of women Chaplains in the Corps and the number of Chaplains representing Low-Density Faith Groups.

Army Chaplains currently represent approximately 110 religious faith groups; but the Chaplain Corps cares for all Soldiers and their Families, regardless of their religious preferences, and even when they have no religious preference at all. Chaplains are at the center of the Chaplain Corps, but Chaplains don't do it alone. The Army established an official position for enlisted assistants to Chaplains in 1909. Known as Chaplain Assistants until 1 October 2017, and now known as Religious Affairs Specialists, these Soldiers assist Chaplains with essential administrative and logistical support, while providing expertise in religious support and religious support operations.

The Chaplain Corps also includes Department of the Army Civilians, chief among them the Corps' Directors of Religious Education, who have been serving with the Army since 1948. Directors of Religious Education provide expertise in religious education theory and practice, teaching and learning theory, educational program design and implementation, human and faith development theory, curriculum design and evaluation, and spiritual formation.




From the very inception of our United States, the combination of the nonestablishment of religion with the free exercise of religion have been part of the bedrock of our democracy. These values are enshrined in the enormous body of documents penned by our founders, and delineated in the First Amendment to the U.S. Constitution, which provides that “Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof.”

The U.S. Army Chaplain Corps enables that constitutionally mandated free exercise of religion by America’s Soldiers and facilitates and builds their spiritual readiness. The Corps does this by delivering direct spiritual and religious Soldier and Family care, and by providing moral leadership across the Army’s formations, at every echelon, everywhere and anywhere America’s Soldiers are required to perform their duties.

The Chaplain Corps preceded the Constitution and its amendments by several years, but the Corps is a product of our Nation’s fundamental commitment to religious freedom, and its recognition that religion plays an integral role in the lives of many of America’s Soldiers.

As the highly diverse Soldiers of today’s U.S. Army train and deploy, they face a perpetually evolving strategic environment with increasingly complex challenges. The Chaplain Corps is a key and unique part of sustaining the readiness of America’s Soldiers to manage and overcome those challenges, while they perform their duties.



AFTER THE CHAPLAIN CORPS WAS ESTABLISHED ON 29 JULY 1775, 218 CHAPLAINS SERVED IN THE CONTINENTAL ARMY DURING THE REVOLUTIONARY WAR. TODAY'S TOTAL FORCE CHAPLAIN CORPS INCLUDES 2,788 CHAPLAINS, 2,714 RELIGIOUS AFFAIRS SPECIALISTS, 561 CHAPLAIN CANDIDATES, 53 DIRECTORS OF RELIGIOUS EDUCATION, AND 92 OTHER DEPARTMENT OF THE ARMY CIVILIANS.

OUR STORY



OUR MISSION & VISION



MISSION

The U.S. Army Chaplain Corps provides religious support and advises on matters of spirituality and religion to build strong, ready teams to deploy, fight, and win our Nation's wars as a unique and necessary branch of the Total Army that is fully engaged in Joint and multidomain operations in war and peace.

VISION

The Army Chaplain Corps of 2030 builds Army spiritual readiness by investing in People, connecting them in spirit, and cultivating community across the full spectrum of conflict including Joint and multidomain operations. The Chaplain Corps cares for the soul of the Army in order to fight and win our Nation's wars.

WHY WE SERVE

As the members of the U.S. Army Chaplain Corps – the Army’s team of Chaplains, Religious Affairs Specialists, and Department of the Army Civilians – we understand the powerful forces that test and threaten the souls of America’s Soldiers. We know these forces can feel unyielding and unrelenting, and that they can affect the readiness of our fellow Soldiers to fight and win our Nation’s wars.

But there’s a clear path forward – a path to shared meaning and purpose at the deepest level. That path starts with the recognition that each of us has immeasurable, inherent value, and incredible potential.

We serve to join America’s Soldiers on that path; to guide them in understanding the forces arrayed against them, and the forces aligned with them; and to care for and shepherd them on their personal journeys of discovery, growth, and service.

Our mission has never been more important. Our skills have never been more relevant. Our time to serve is now. We care for the Army Family. It is our sacred duty.

OUR COMPETENCIES

The three core competencies of the Chaplain Corps provide the team of Chaplains, Religious Affairs Specialists, and DA Civilians with focus and direction, as the Chaplain Corps executes its mission:

NURTURE THE LIVING

Chaplain Corps members develop and execute a religious support plan that seeks to strengthen and sustain Soldiers and Family members.

CARE FOR THE WOUNDED

Chaplain Corps members assist in the healing process, by bringing help and hope to those who have been wounded and traumatized in body, mind, and spirit. Chaplains also provide pastoral care and comfort to the dying.

HONOR THE FALLEN

Chaplains conduct memorial ceremonies, services, and funerals, fulfilling a vital role in rendering tribute to America’s sons and daughters who pay the ultimate price, while serving our Nation in the defense of freedom.

OUR CAPABILITIES

In their capacity as professional military religious leaders of distinctive faiths who are individually endorsed by distinctive civilian religious organizations, Chaplains perform distinctive rites, sacraments, and ordinances for Soldiers in their own faith groups, while providing access to the appropriate distinctive rites, sacraments, and ordinances for Soldiers in other faith groups, and also encouraging spiritual readiness in Soldiers of all faith groups and of no religious faith at all.

In their capacity as professional military religious staff advisors, Chaplains advise their commanders and their staffs on matters of religion, morals, and morale. These duties include assisting commanders with Soldiers' requests for religious accommodation, i.e. adjustments to work conditions that will allow a Soldier to practice his or her religion in accordance with his or her sincerely held beliefs. The Army's religious program is the commander's program; but throughout the Army's history, Chaplains have advised commanders on the impact of religion both within their own ranks and within the larger operational environment.



As with a person's identity, a brand identity is defined by internal characteristics or personality traits as much as by external attributes or visual features. The U.S. Army Chaplain Corps Brand Guidelines have been designed in line with the U.S. Army Brand Guidelines, to ensure quality, consistency, and professionalism in all Chaplain Corps communications across all channels.

These guidelines are intended to help Chaplain Corps members create compelling communications for internal and external use that reinforce the Corps' brand. These guidelines should be used for all official Chaplain Corps communications at all echelons.

The following pages describe the elements of the Corps' Brand: ***Brand Essence, Brand Voice, Brand Tone***



OUR BRAND IDENTITY

A close-up photograph of a soldier in camouflage military attire. The soldier is wearing a matching camouflage cap and has sunglasses perched on their forehead. They are looking downwards with a focused expression. The background is a lush, green jungle environment. A semi-transparent dark grey box is overlaid on the right side of the image, containing white text.

A BRAND IDENTITY IS THE
ENTIRETY OF
HOW A BRAND
EXPRESSES
ITSELF TO
THE WORLD.

BRAND ESSENCE

Our brand essence summarizes our purpose within the U.S. Army - to fulfill our sacred duty. It comes from the fundamental characteristics that define who we are and why we exist, creating the foundation for what we say and how we say it.

CALLING ↴

We perform and provide essential religious practices, serving the needs of Soldiers and their Families.

CARING ↴

We work together in the midst of differences, and invest in the hearts, minds, and spirits of all our people.

COMMUNITY ↴

We build bridges throughout the Army that nurture and connect the diverse members of the Army's teams.



BRAND VOICE

We care for the heart and nurture the soul of every member of the Army Family. We understand the physical, mental, and spiritual challenges our Soldiers face; and we encourage their Families while supporting their Soldiers at home and on deployment. We also support our leaders, as they make challenging decisions to ensure that our Army successfully keeps America safe today and in the future.

Our voice is full of strength and life. We compel others to believe and to act, with deep reservoirs of hope, confidence, and resolve.

BRAND TONE

As we execute our sacred duty and deliver religious support worldwide, the tone in which we speak is conversational and uplifting. In challenging situations, we exude strength and hope, while striving to model character, compassion, and encouragement.

How we use our voice will vary based on context and the messages we need to convey. However, whenever we write and speak, we will always exhibit the following four tone attributes:

RELATABLE ↴

We strike a balance between being human, but also formal and authoritative, when necessary. We show our audiences who we are, and help them discover who they can be.

INTENTIONAL ↴

We are purposeful in everything that we say and do, helping to increase community, camaraderie, and cohesion.

HUMBLE ↴

Our delivery is easy to understand, clear, caring, and cordial, in service to others. Our faith guides us, and we encourage others to let their faith guide them, as well.

INCLUSIVE ↴

We are accepting of all, regardless of background or experience. Our openness builds credibility and trust in relationships.

RESOLUTE

We extend the mission and vision of the U.S. Army while fulfilling our sacred duty. Faith grounds us and galvanizes us; and we speak and act with confidence, helping to empower others.

INSPIRING

We are trusted leaders who provide help and hope, even when situations seem impossible to overcome. We encourage everyone we encounter to continue to become better versions of themselves.

AUTHENTIC

We are genuine in every word and deed. We are relatable, encouraging diversity and a sense of community for all. Because those for whom we're responsible come from many different backgrounds, it's important to us to be approachable and easy to understand.



5 BRAND ELEMENTS

REGIMENTAL CREST

The Chaplain Corps Regimental Crest, also known as the Regimental Insignia, is one of the Army's 14 Regimental Crests. Regimental Crests are worn on the dress uniform to identify each Soldier's unique regiment. Each element of the Chaplain Corps Regimental Crest has a special symbolism:



BLACK & WHITE



- The **shepherd's crook** is emblematic of pastoral ministry, and was the first symbol used to identify Chaplains in the Army.
- The **rays** represent universal truth, and the surrounding palm branches represent spiritual victory.
- **1775**, at the top of the crest, is the year the U.S. Army Chaplain Corps was established.
- The **dove** with olive sprig, a traditional symbol of peace, embodies the Corps' role in the Army to deter war and strive for peace.
- The **sun and rays** behind the dove allude to the provision and presence of God.
- The **open book** represents the primacy of sacred texts.
- The **blue background** is representative of the heavens, and alludes to the spiritual nature of the mission of the Chaplain Corps.
- The Chaplain Corps **motto**, "PRO DEO ET PATRIA," translates to "FOR GOD AND COUNTRY."

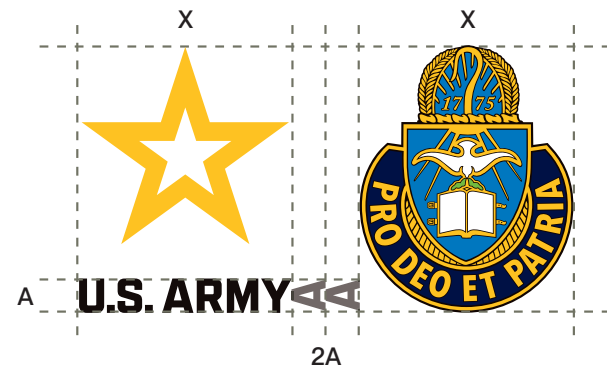
USE WITH OTHER LOGOS

U.S. ARMY & CHAPLAIN CORPS

The Chaplain Corps is a sub-brand within the U.S. Army brand ecosystem, and, as such, it must strictly follow Army brand guidelines.

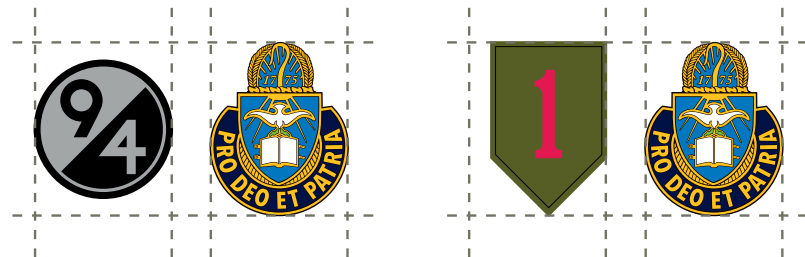
In all communications in which there is a need for the use of the Army logo and the Chaplain Corps crest, the Army logo remains the “hero.”

The Chaplain Corps crest should be placed to the right of the Army logo, matching its height and set at a distance of two "A's".



UNITS & CHAPLAIN CORPS

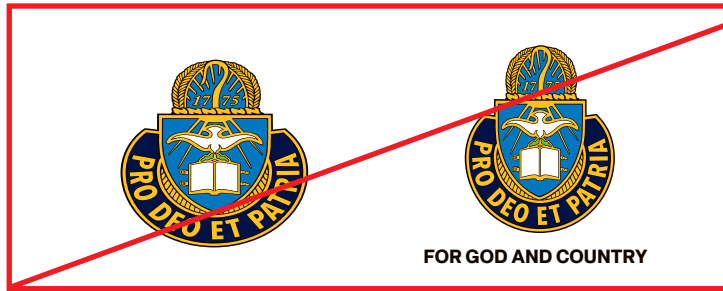
In all communications in which there is a need for the use of a unit insignia and the Chaplain Corps crest, the crest will be placed to the right of the unit insignia. If the unit insignia reaches the same width of the Chaplain Corps regimental crest **AND** before it reaches the height of the Corps crest (square and round assets, for example) it aligns vertically to the Corps crest. Otherwise, all other insignia will share the same height as the Corps regimental crest.



DO'S & DON'TS

The Chaplain Corps Regimental Crest must always be reproduced consistently and accurately, to maintain the integrity and strength of the Chaplain Corps brand. The Regimental Crest can be used by itself or in combination with other logos/insignias. The following examples illustrate how the Regimental Crest should and shouldn't be used.

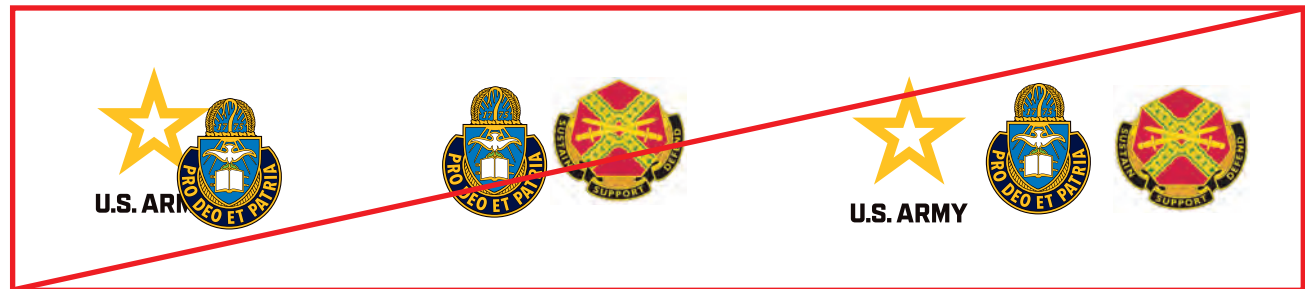
SINGLE-USE:



Do not stretch

Do not add taglines

DUAL-USE:



Do not overlap logos or use shadows

Do not incorrectly position or space logos

Do not use more than two logos at a time

BRANCH PLAQUE

The branch plaque is a variation of the Chaplain Corps Regimental Crest. However, its use is restricted to the following two situations:

- 1 Communications from the Office of the Chief of Chaplains (OCCH)** – The Chaplain Corps plaque can be used by itself, or in combination with the U.S. Army emblem, for any communications from OCCH. If used in combination, the Chaplain Corps plaque should be placed to the right of the U.S. Army emblem. Both emblems should have the same size and proportions.
- 2 Joint-base communications** – When creating a Chaplain Corps joint-base asset, the emblems should be organized by year of inception.



BLACK & WHITE



SINGLE-USE OR DUAL-USE:



OR



TRIPLE-USE:



BRANCH INSIGNIA

U.S. Army Chaplains are experienced religious leaders and spiritual caregivers, dedicated to serve Soldiers and their Families. While all Chaplains have a sacred duty to serve God and Country, each Chaplain identifies with a specific faith group.

The Chaplain Corps has adopted the following branch insignia, shown in order of adoption:

Christian Faith: Symbolized by a silver color Latin cross

Jewish Faith: Symbolized by a double table, bearing Hebrew numerals from one to 10, surmounted by two equilateral triangles, all of silver color

Buddhist Faith: Symbolized by a silver color dharma chakra

Muslim Faith: Symbolized by a silver color crescent

Hindu Faith: Symbolized by a silver color Sanskrit syllable for the Hindu sound, "Om"



CHRISTIAN



JEWISH



BUDDHIST



MUSLIM



HINDU

BRANCH INSIGNIA (CONTINUED)

Chaplain Candidates They train up to 30 days each year under the supervision of a senior Chaplain to become Army Chaplains at the same time they are training for the ministry. All Chaplain Candidates are commissioned officers, assigned to the Army Reserve or Army National Guard. They train up to 30 days each year under the supervision of a senior chaplain, after they have completed phase one of the Chaplain Basic Officer Leader Course.

Religious Affairs Specialists are enlisted Soldiers who provide expertise in religious support and religious support operations. Religious Affairs Specialists support unit Chaplains and Commanders in responding to the needs of Soldiers, their Family members, and Army Civilians. Duties include preparing spaces for worship, managing supplies, and ensuring the security and safety of Chaplains during combat.

Directors of Religious Education (DREs) work with Chaplains and Religious Affairs Specialists to provide exceptional religious support to Soldiers, their Family members, and Army Civilians. DREs are the Army's Religious Education professionals who develop innovative, comprehensive, lifelong faith formation programs for all ages and faith perspectives. (The DRE Seal is not an official Branch Insignia as defined by AR 670-1 and DA Pam 670-1.)

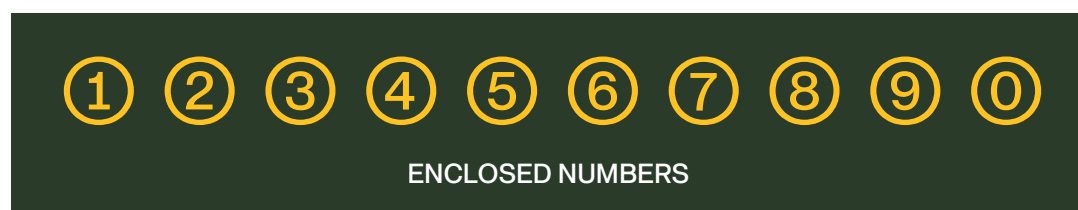
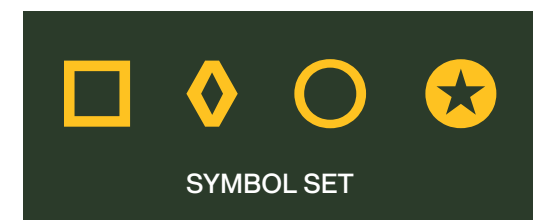
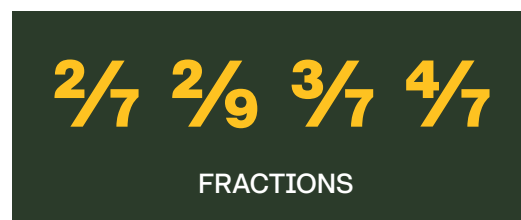


TYPOGRAPHY

Our primary typeface, G.I. (Government Issue), is a sans serif font, custom-designed for the Army. The name is inspired by the people and culture of the U.S. Army. The font family includes custom designed features across weights and styles to support the Army's unique communication needs.

CONSIDERATIONS:

- **Primary headlines** are used for introductory content: presentation cover or divider, document section start, poster, website, etc.
- Primary headlines are set in **G.I. 400** in all caps or sentence case. Use ample negative space around them to provide prominence and visibility.
- **Secondary and tertiary headlines** provide the necessary supporting details related to the primary headline.
- **Secondary and tertiary headlines** are set in G.I. 530 in upper or sentence case. (In larger-application formats, G.I. 400 may be used.)
- **Underline headlines** are used as subtitles and are always used in uppercase.
- Body copy is set in **G.I. 530**, sentence case.
- **Alignment** is always flush left.



G.I. 400 (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

G.I. 530 (Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

G.I. 750 (Heavy)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

Alternative _____

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Arial Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

COLOR PALETTE

The U.S. Army color palette is a dynamic and distinct signifier of the brand. The use of consistent colors serves to unify the brand across all platforms.

PRIMARY COLORS:

| | | | |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------------------|
| ARMY BLACK: RGB 34-31-32 HEX #221F20 PMS BLACK 3 C CMYK 20-30-30-100 1-COLOR 100K | ARMY GOLD: RGB 255-204-1 HEX #FFCC01 PMS 123 C CMYK 0-25-95-0 | WHITE: RGB 255-255-255 HEX #FFFFFF CMYK 0-0-0-0 | ARMY GREEN: RGB 47-55-47 HEX #2F372F PMS 4224 C CMYK 73-53-77-57 |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------------------|

CHAPLAIN CORPS COLORS:

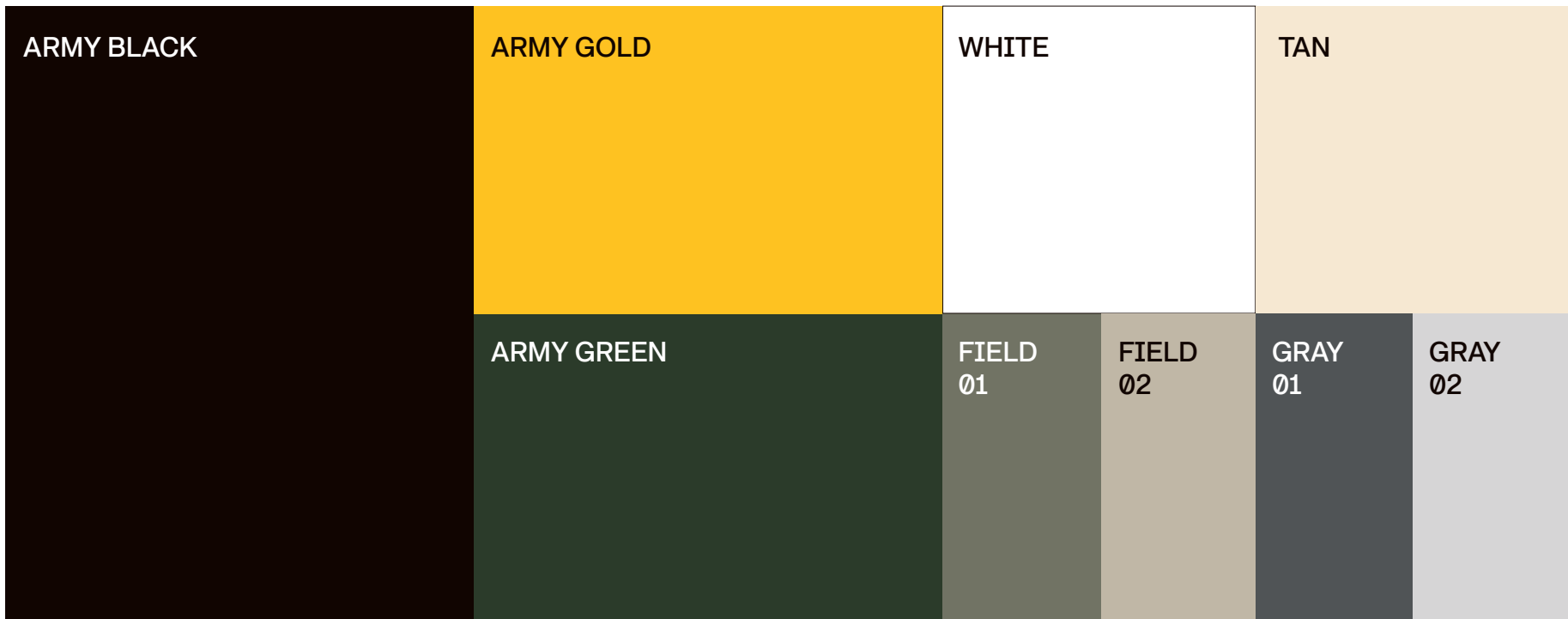
| | | |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| NAVY BLUE: RGB 0-22-60 HEX #001a41 PMS 282 C CMYK 100-72-0-73 | ORIENTAL BLUE: RGB 0-110-204 HEX #0072ba PMS 285 C CMYK 90-47-0-0 | EMERALD: RGB 91-163-0 HEX #7ab427 PMS 369 C CMYK 58-0-100-4 |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|

SECONDARY COLORS:

| | | | | |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| TAN: RGB 241-228-199 HEX #F1E4C7 PMS 91842 CMYK 3-8-17-0 | FIELD 01: RGB 114-115-101 HEX #727365 PMS 41 6 C CMYK 55-45-58-16 | FIELD 02: RGB 191-164-166 HEX #F1E4C7 PMS 75 35 C CMYK 3-8-17-0 | GRAY 01: RGB 8-6-85-87 HEX #565557 PMS COOL GRAY 11 C CMYK 67-57-54-30 1-COLOR 85K | GRAY 02: RGB 213-213-215 HEX #D5D5D7 PMS COOL GRAY 3 C CMYK 15-12-11-0 1-COLOR 20K |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|

COLOR HIERARCHY

The spectrum on the right conveys the hierarchy of our color system for color usage. Army Black is the U.S. Army's primary background color. Army Gold typography on Army Black background is the U.S. Army's primary color combination, and it should be used for most enterprise applications. Army Gold, Army Green, and Tan are used as background colors on ephemeral communications, such as campaigns, social media, etc. These bring variety and flexibility to the color system.



COLOR PALETTE DO'S & DON'TS

When working with the U.S. Army color palette, it is important to follow some basic rules for typography on color. Basic rules around color usage and with specific background colors have been outlined below, and should be followed universally across applications.



GREAT USE OF THE COLOR PALETTE

CLEAR HEADLINE

The black text on a lighter background is easy to read and understand; all communications have to be as clear as possible.



NOT A GOOD USE OF THE COLOR PALETTE

UNCLEAR HEADLINE

It is much more difficult to read light lettering on a light background. This should be avoided, as it can cause confusion and messaging to be misunderstood.



GREAT USE OF THE COLOR PALETTE

CLEAR HEADLINE

Light lettering on a dark background is a great way to add excitement to any text and catch the reader's eye.



GREAT USE OF THE COLOR PALETTE

CLEAR HEADLINE

Light lettering on dark backgrounds is a great way to add excitement and catch the reader's eye. Yellow, specifically, wonderfully captures the Army branding.



GREAT USE OF THE COLOR PALETTE

CLEAR HEADLINE

The tried-and-true black lettering on a white background ensures a clear, crisp visual for the reader. This format will also cause the least amount of reading fatigue



NOT A GOOD USE OF THE COLOR PALETTE

UNCLEAR HEADLINE

This is the most difficult color palette use for an audience to read. Light lettering on a light background should always be avoided.





**IMAGERY
& SOCIAL
MEDIA**

IMAGERY FUNDAMENTALS

The Chaplain Corps uses photography to reflect the diversity of experiences and faith groups among the Army's Soldiers, while remaining aligned to the Chaplain Corps mission. Photographs should portray Chaplain Corps members as energetic, dynamic, and vibrant.

RICH COLOR

**CLEAR
COMPOSITION**

**DYNAMIC
PERSPECTIVE**



SOCIAL MEDIA

Social media platforms bind together communities that were once geographically isolated, increasing the pace and intensity of collaboration.

Social media platforms do not have a “one-size-fits-all” playbook. The Chaplain Corps leverages its brand elements on social media to communicate the Corps’ values, engage with its audience, recruit future religious leaders, and advance its mission within the Army.

CONSIDERATIONS:

- All communications should utilize the Oxford comma.
- The following words should always be capitalized: Country; Nation; Army; Soldier; Soldiers; Families; God; Chaplain Corps; Chaplains; Religious Affairs Specialists; Department of the Army Civilians.
- Content should adhere to color palette guidelines outlined in these Brand Guidelines.

For more information, visit <https://www.army.mil/socialmedia/>



SOCIAL MEDIA DESIGN

Social media is the most effective, logical, and multi-layered way to establish a brand's visual identity. Establishing design parameters for user profiles, typography, color palette, photography, and video will enhance the perception of a unified Chaplain Corps brand. While most of these elements will be consistent across all social media platforms, a few will vary to maximize content's impact and reach on specific platforms.

USER PROFILE

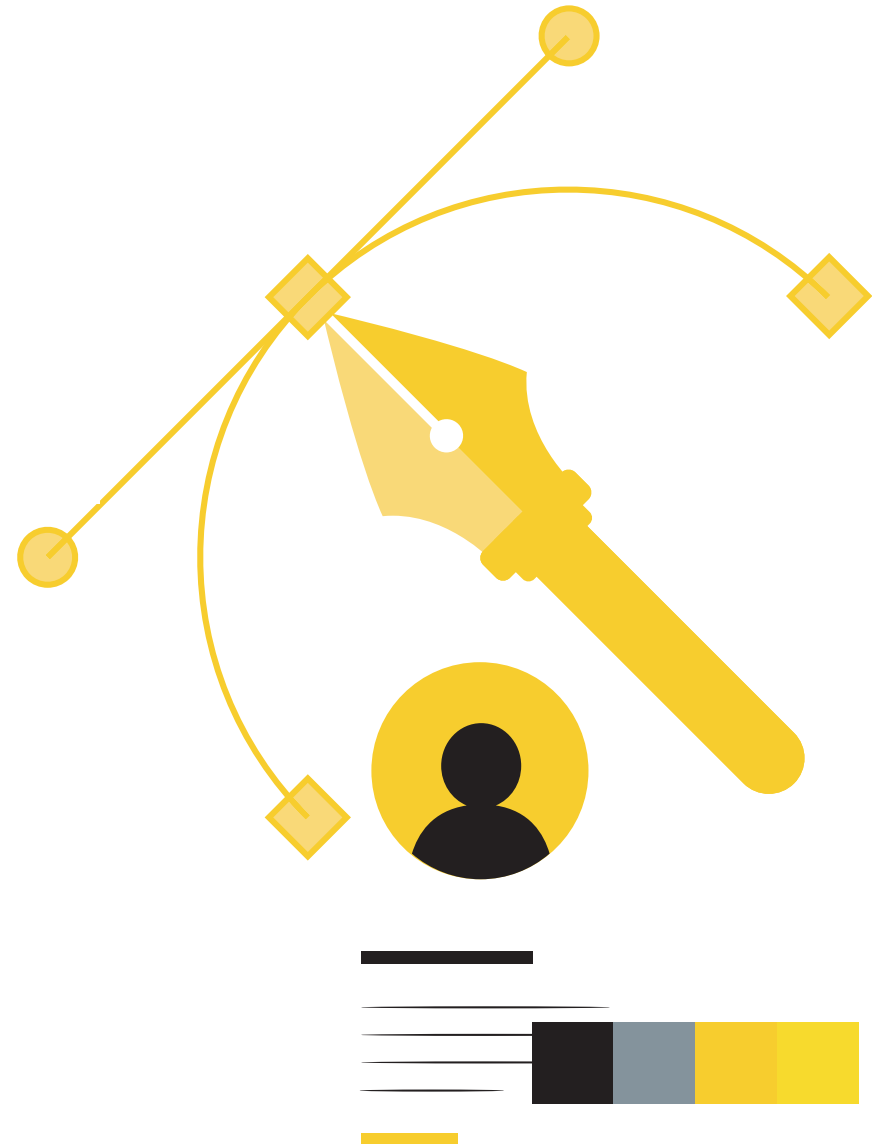
All HQDA-level profiles, across all social media platforms, should use the name, "U.S. Army Chaplain Corps."

TYPOGRAPHY

Any text uploaded to a social media platform should adhere to the typography guidelines outlined in these Brand Guidelines.

COLOR PALETTE

Any content uploaded to a social media platform should adhere to the color palette guidelines outlined in these Brand Guidelines.



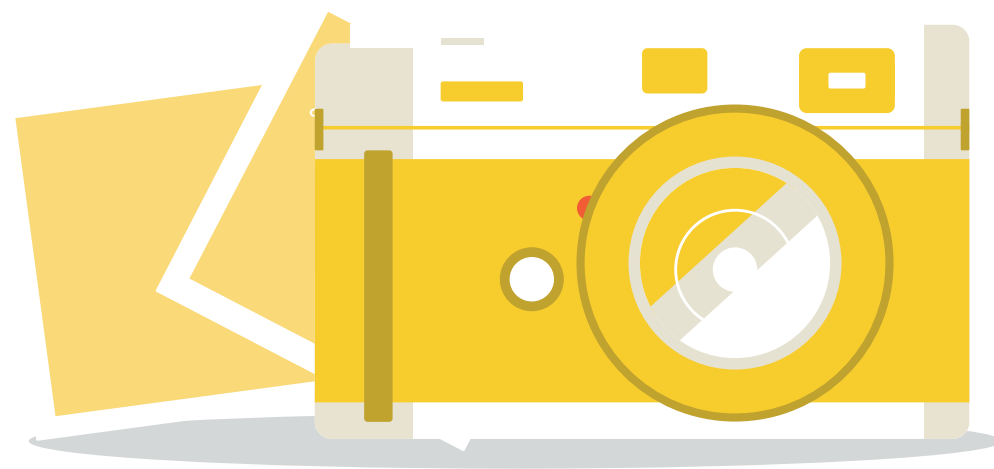
SOCIAL MEDIA VISUALS

Social networks provide an incredible platform for telling a brand's story with a powerful combination of photos, videos, and narrative. Visuals are a cornerstone of storytelling. Each visual element, including those used for profile pictures, banners, and posts, should be strategically chosen and positioned to achieve specific goals.

Photography: All photography uploaded to a social media platform should adhere to the photography guidelines outlined in these Brand Guidelines.

Profile Pictures: Consistent profile pictures help an organization drive recognition across social media platforms. The Regimental Crest is the unifying symbol of the U.S. Army Chaplain Corps. As such, it should be the profile picture across all HQDA-level social media profiles.

Cover and Banner Images: Cover and banner images are used to portray the personality of the profile. All profile pages across all social media platforms should use an image that is representative of the essence of the Chaplain Corps.



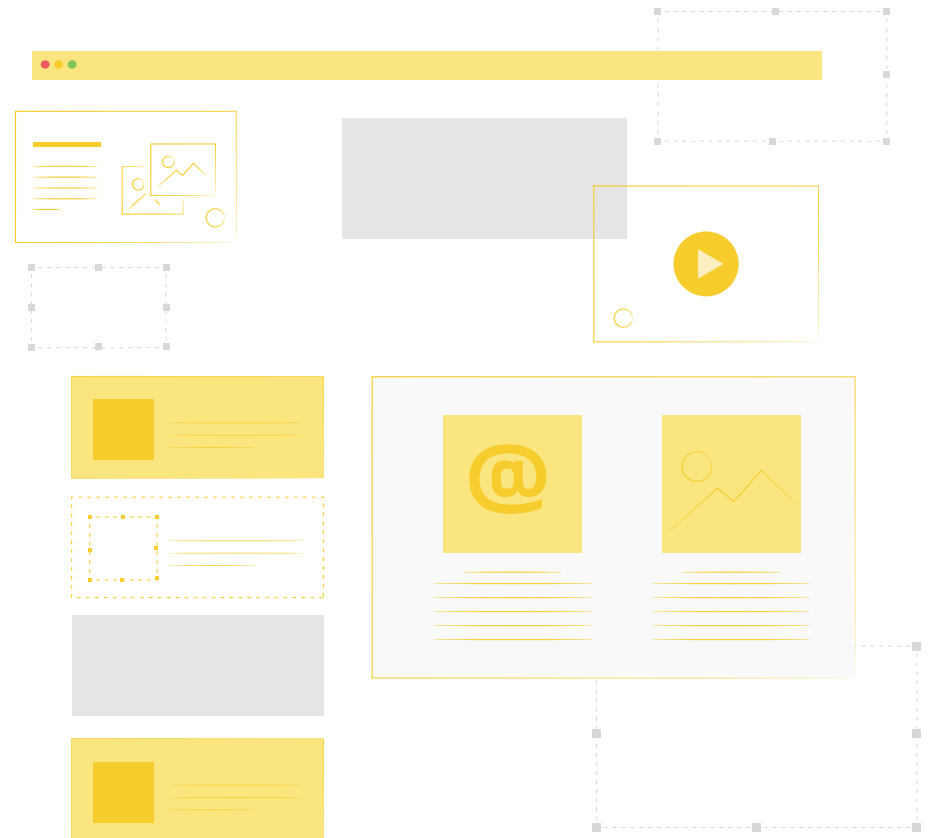
SOCIAL MEDIA CONTENT

Photography and video alone usually don't provide enough context to convey a clear message. Adding a narrative, via captions, tagging, and hashtags, contributes to a person's understanding of, and ability to relate to or draw meaning from, a social media post

Captions provide context to posts and reposts, show relatability, and even share new ideas. Every post and repost, across all social media platforms, should include a caption that relates the post back to the Chaplain Corps. Length and composition of captions may vary, based on the platform.

Tagging (denoted by the "@" symbol) is used to engage with locations, and with organizations and institutions with similar or complimentary missions to the Chaplain Corps. Tagging enables cross- user interaction, which helps draw in a larger audience, to advance the mission of the Chaplain Corps. Tagging should be done within the body of captions, as part of a sentence or phrase

Hashtags (denoted by the "#" symbol) are used to enforce not only the message within a post or repost, but also the Chaplain Corps as a whole. Hashtags allow the audience to absorb content without reading full captions. They also serve as labels that allow users to search for posts.





RESOURCES

GoArmy

www.goarmy.com/chaplain

Army.mil

www.army.mil/chaplaincorps

Facebook

www.facebook.com/ArmyChaplainCorps

X

[@ArmyChaplains](https://www.twitter.com/ArmyChaplains)

Flickr

www.flickr.com/armychaplaincorps

YouTube

www.youtube.com/usarmychaplaincorps

LinkedIn

www.linkedin.com/company/u-s-army-chaplain-corps

Instagram

www.instagram.com/armychaplaincorps

Send Brand Guidelines questions to:

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U.S. ARMY



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