



DEPARTMENT OF THE ARMY
HEADQUARTERS, U.S. ARMY COMMUNICATIONS-ELECTRONICS COMMAND
6002 COMBAT DRIVE
ABERDEEN PROVING GROUND, MARYLAND 21005-1845

AMSEL-CG

25 JUN 2013

MEMORANDUM FOR ALL CECOM PERSONNEL

SUBJECT: US Army Communications-Electronics Command Policy Memorandum No. 13-14,
Branding Application

1. REFERENCES.

- a. Army Regulation 360-1, the Army Public Affairs Program, 15 September 2000
- b. Army Regulation 25-30, the Army Publishing Program, 27 March 2006
- c. Army Regulation 25-50, Preparing and Managing Correspondence, 3 June 2002
- d. AMC/MSC Co-Branding Guidelines, June 2012
- e. US Army Communications-Electronics Command Campaign Plan, April 2013

2. PURPOSE. The purpose of this memorandum is to articulate the Command policy for Branding applications which support and outline the development of a strong CECOM identity that is in line with the Army Materiel Command's branding policies.

3. APPLICABILITY. This policy applies to all CECOM employees or other personnel assigned or attached to CECOM worldwide.

4. POLICY.

a. A brand is a name, term, sign, symbol, or design or a combination of these items that communicates a set of values or ideas that represent an organization's essence.

b. The Army Materiel Command has recently adopted a new branding strategy for its command worldwide and each subordinate command is implementing the branding changes to provide synchronized messages, images, and graphical concepts at all echelons.

c. Based on that AMC branding strategy and CECOM's new campaign plan, CECOM will use the tag line, "The Critical Link." The command will no longer use the tag line "One Vision, One Mission – the Warfighter." Now more than ever, CECOM finds itself as the Critical Link as we face the challenge of building and sustaining the C4ISR requirements for the Army and Joint Force of 2020 and beyond.

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d. Furthermore, the CECOM distinctive unit insignia is now being used as the official symbol for CECOM. We will use consistent, identifiable branding to unify the look of all aspects of the Command, while maintaining individual organizational recognition and strengths and aligning with higher headquarters. We are creating an effective brand that communicates a consistent, unified story which builds internal and external recognition and trust and is the key to creating a clear image of an organization. Each CECOM subordinate organization can maintain its own logo and identity as part of the CECOM command branding. However, no branding is allowed below that level at the staff, directorate or branch levels.

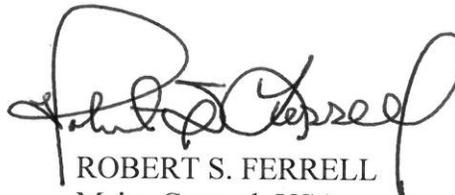
e. The command's new branding guidelines can be found in the enclosure effective as of the date of this policy memorandum. CECOM branding guidance incorporates components such as logo development and usage, websites, core color pallet, typography uses and applications, headquarters and subordinate organizations logo usage and allowances, command tagline, branded letterhead, brochure templates, Power Point presentations, and organizational correspondence. CECOM branding guidance must be referenced by all command organizations at all levels for guidance on the publication and distribution of the command's diverse print and electronic communications tools and media.

f. All products, presentations and information materials for use in the public domain must be cleared for public release through the Public Release Approval System (PRAS) accessible via the CECOM SharePoint Portal. These branding guidelines will be used in the public release approval process.

g. Through these efforts, CECOM will achieve a stronger, more prominent organizational image that is consistent and aligned with AMC and Army messages and priorities.

5. The point of contact for this policy is the CECOM Corporate Communications Office, 443-861-6715, DSN 848-6715. (usarmy.APG.cecocom.mbx.cecocom-pao@mail.mil).

6. CECOM is The Critical Link.


ROBERT S. FERRELL
Major General, USA
Commanding

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