

# BRAND GUIDELINES

September 2018





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# JPEO-CBRND **BRAND**

## **MORE THAN JUST A LOGO —**

a brand refers to the entire essence of an organization. A brand reflects how the organization sees itself and is the first opportunity to communicate with an audience. A brand is recognizable and can elicit an emotional response. More importantly, a brand establishes stakeholders expectations and how they interact with an organization. Branding is important to all organizations, including military organizations.



## BRAND ATTRIBUTES

Brand attributes, also known as core values, represent the essence of a brand. These characteristics identify the value and benefit proposition of the organization. The workforce will use these statements to live the JPEO-CBRND brand.

### BRAND PROMISE:

Protecting the Joint Force through delivering the integrated and layered defense necessary to enable lethality.

### TAGLINE:

Protecting the Joint Force

### Joint Force-centric:

Unwavering focus on the comprehensive needs of the Joint Force.

### Agile and Adaptable:

Efficiently and swiftly developing proven strategies for the protection of the Joint Force.

### Innovative and Symbiotic:

Working as a cohesive team with our partners to create progressive solutions to any CBRN defense need.

### Advanced Development Experts:

Leading CBRN defense experts working collaboratively to field, develop and deliver advanced technologies.

### Total Vigilance:

Proactively forecasting future CBRN threats to safeguard our country.



# LOGO GUIDELINES

The JPEO-CBRND logo is the most important visual asset used in our brand communications. It is the symbol of who we are, and represents the organization's brand attributes as well as its agile global response to the Chemical, Biological, Radiological and Nuclear (CBRN) threat.



# LOGO

The following guidelines provide a basic review of how the logo can be utilized in print and electronic communications. While the Public Affairs and Strategic Communications Office will continue to provide design support related to new communication templates and official communications, it is important to understand the basic guidelines for use of the logo at the organization level.

## Tagline

Having “Joint” in our title clarifies that we support all branches of the U.S. military

## The Joint PEO’s service

Managing our nation’s investments in chemical, biological, radiological and nuclear (CBRN) defense equipment

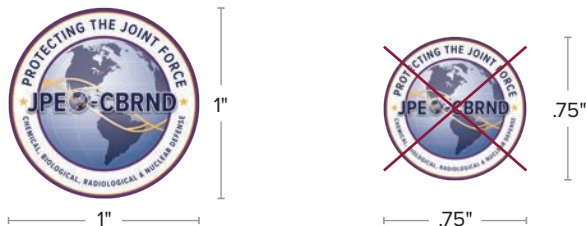


## Organization name

Joint Program Executive Office for Chemical, Biological, Radiological and Nuclear Defense

## Minimum Size

The JPEO-CBRND logo or the JPM logo versions should never be smaller than 1" in diameter to prevent the words “Chemical, Biological, Radiological and Nuclear Defense” from becoming illegible.



## Clear Space

The clear space around the logo upholds the integrity of our brand. The clear space is equal to the width of the orbit in the global “O” in “JPEO.” This space should be free of text, graphics and borders.





## JOINT PROJECT MANAGER (JPM) LOGOS

To identify each of our Joint Project Managers, they each have their own logo with their name replacing the JPEO-CBRND service at the bottom of the mark. The color of the outer ring of each mark also differentiates the JPMs visually, each color representing one of the different branches of the U.S. military.

*All logo usage guidelines apply to both the headquarters logo as well as the JPM logos. As each logo incorporates the JPEO-CBRND brand the headquarters logo should never be used with the JPM logo.*



Headquarters Logo



JPM Logos

## BACKGROUND PLACEMENT

The following examples illustrate which version of the logo to use when placed on different backgrounds.



*Standard logo placement on a light background*



*White border logo placement on a dark background*



*Standard logo placement on a light photo*



*White border logo placement on a dark photo*



## UNPERMITTED ALTERING

The JPEO-CBRND and JPM logos must always be reproduced consistently and accurately to maintain the integrity and strength of the brand. The following examples illustrate the incorrect usage.



**NEVER** condense the logo



**NEVER** stretch the logo



**NEVER** alter the logo colors



**NEVER** rotate the logo



**NEVER** create a frame or holding device



**NEVER** add a tagline

# GRAPHIC ELEMENTS

The JPEO-CBRND identity is strengthened by consistent use of brand elements. The items specified in this section are designed to be flexible and interchangeable to allow any design to amplify the brand message while remaining visually consistent.



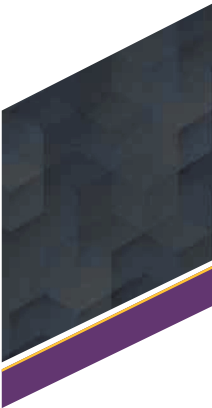
# GEOMETRIC ELEMENTS

The interchangeable elements below can be used throughout branded products to give user flexibility while remaining consistent with the visual brand.

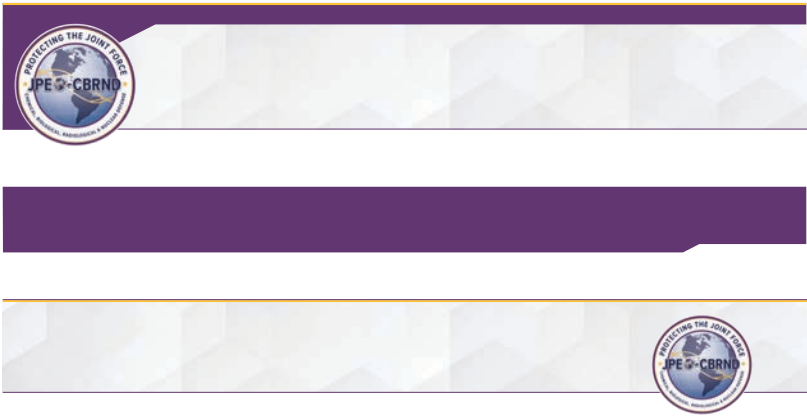
The geometric elements use hard angles to depict the organization’s strength and agile capabilities. When using these elements, keep all angles the same throughout.

All elements below can be found in the various template build files.

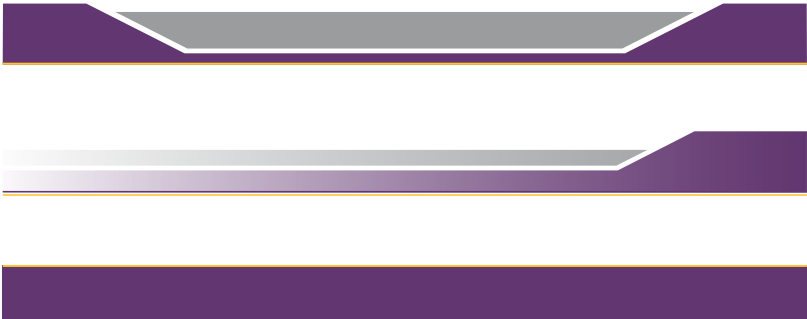
## Title Page Elements



## Header Elements



## Footer Elements



## Container Elements

**Callout box style:**  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit.





## BACKGROUND AND TEXTURAL ELEMENTS

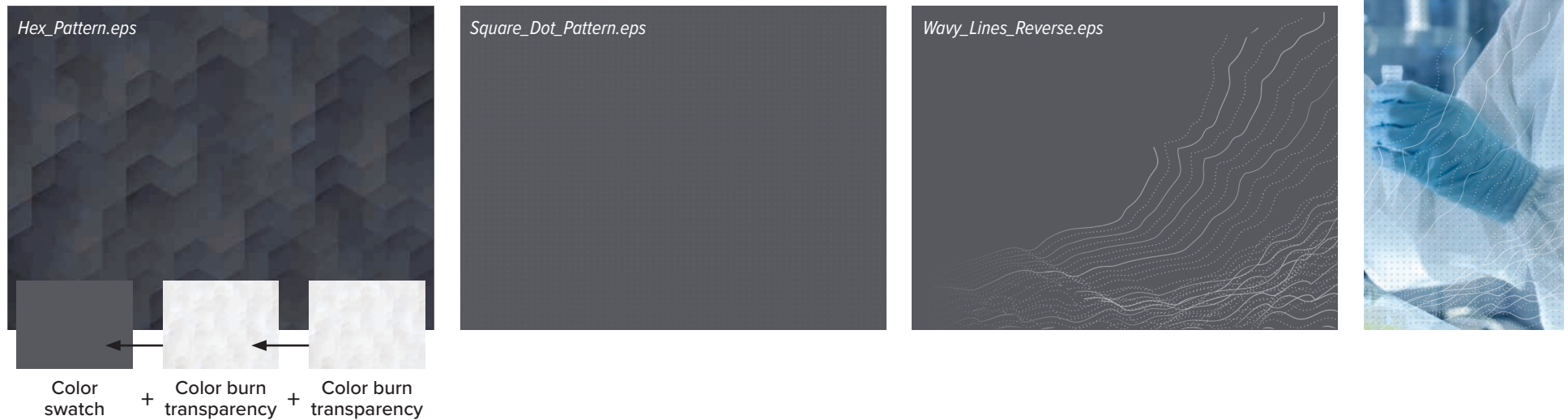
Textural elements enhance the overall brand style adding additional layers and depth to portray the organization's commitment to layered defense. Use background elements below in designs or overlayed upon background imagery to further define the brand.

All elements below can be found in the *Brand Elements* folder.

### Textures over light backgrounds



### Textures over dark and colored backgrounds



## ICONOGRAPHY – BLACK AND WHITE

Custom icons provide an easy way to identify different characteristics and elements of an organization. The icons below provide the ability to showcase JPEO's capabilities and products. Always place icons on a background with high contrast to ensure legibility.

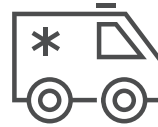
All icons below can be found in the *Brand Elements* folder.



Protection



Search



Medical Response



Communication



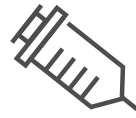
Chemical



Personal Protective  
Equipment



Sample



Prophylaxis



Danger



Biological



Notification



Location



Science



Drone



Radiological



Defense



Check list/  
documentation



Therapeutics



Agent disposal



Nuclear

## ICONOGRAPHY – COLOR

Color iconography can be used to help the icons stand out from other graphic elements in a design. Color icons should only use colors from the brand color palette and the outline and fill color should always be the same. Use a 100% tint in the outline and a 20% tint in the fill.



Protection



Search



Medical Response



Communication



Chemical



Personal Protective  
Equipment



Sample



Prophylaxis



Danger



Biological



Notification



Location



Science



Drone



Radiological



Defense



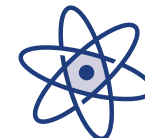
Check list/  
documentation



Therapeutics



Agent disposal



Nuclear



# COLOR PALETTE

## Primary Color Palette

Do not alter logo colors. If the logo appears in full color, the below usage should always be applied.  
When working in Microsoft Word or PowerPoint, use the RGB values when creating colors.



### Purple

Pantone 7665 C  
CMYK: 71 / 91 / 27 / 13  
RGB: 97 / 54 / 110  
HEX: #61366E



### Blue

Pantone 287 C  
CMYK: 100 / 93 / 18 / 7  
RGB: 12 / 45 / 131  
HEX: #0C2D83



### Yellow

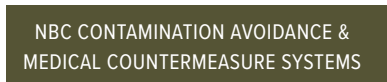
Pantone 142 C  
CMYK: 0 / 24 / 89 / 0  
RGB: 254 / 196 / 54  
HEX: #FEC436



### Gray

Pantone 7540 C  
CMYK: 69 / 59 / 52 / 33  
RGB: 74 / 79 / 84  
HEX: #4A4F54

## JPM Color Palette



### Army Green

Pantone 7764 C  
CMYK: 59 / 50 / 81 / 39  
RGB: 83 / 83 / 53  
HEX: #535335



### Marine Corps Red

Pantone 187 C  
CMYK: 23 / 100 / 88 / 15  
RGB: 170 / 24 / 44  
HEX: #AA182C



### Air Force Blue

Pantone 7685 C  
CMYK: 92 / 73 / 11 / 1  
RGB: 43 / 85 / 151  
HEX: #2B5597



### Navy Blue

Pantone 303 C  
CMYK: 97 / 73 / 52 / 56  
RGB: 0 / 42 / 58  
HEX: #002A3A

## TYPOGRAPHY

The consistent use of attractive and readable font types contribute to the overall JPEO-CBRND identity. Listed on this page are the acceptable typefaces and their usage guidelines.

The two primary fonts used for JPEO-CBRND branding are Proxima Nova and Garamond.

Because these fonts are not available to everyone in the JPEO-CBRND system, the secondary fonts on this page should be used in any Microsoft software program, email or web application.

### Primary Fonts

#### Headlines | call-outs

##### Proxima Nova

Proxima Nova Regular

*Proxima Nova Italic*

**Proxima Nova Bold**

***Proxima Nova Bold Italic***

**Proxima Nova Black**

##### Garamond

Garamond Regular

*Garamond Italic*

**Garamond Bold**

***Garamond Bold Italic***

#### Body text

##### Proxima Nova Condensed

Proxima Nova Condensed Regular

*Proxima Nova Condensed Italic*

**Proxima Nova Condensed Bold**

***Proxima Nova Condensed Bold Italic***

### Secondary Fonts

#### Headlines | call-outs

##### Arial

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**Arial Black**

##### Garamond

Garamond Regular

*Garamond Italic*

**Garamond Bold**

***Garamond Bold Italic***

#### Body text

##### Arial

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

# PHOTOGRAPHIC ELEMENTS

JPEO-CBRND first and foremost protects the warfighter and the Joint Force from CBRN threats. Selected imagery should depict how the warfighter is protected from such threats. When possible use engaging imagery that focuses on the warfighter as the subject matter and that represents any and all branches of the military.





# PHOTOGRAPHY SELECTION

When it comes to CBRN threats, JPEO-CBRND protects, understands and mitigates. When selecting photos, consider which of the three areas each photo represents. The below samples represent photos that reflect each bin. **Caution: Be sure to check that photos include warfighters wearing the most current uniform.**

## Protect



## Understand



## Mitigate



## Photography Repositories

Government and military images within the public domain and can be used for JPEO-CBRND products. Some helpful repositories are below:

[www.dvidshub.net](http://www.dvidshub.net)

[www.defense.gov/Photos](http://www.defense.gov/Photos)

[www.army.mil/photos](http://www.army.mil/photos)

[www.af.mil/News/Photos](http://www.af.mil/News/Photos)

[www.navy.mil/viewGallery.asp](http://www.navy.mil/viewGallery.asp)

[www.marines.mil/Photos](http://www.marines.mil/Photos)

## IMAGE TREATMENTS



IMAGE CAPTION GOES HERE

### Image caption style 1

Proxima Nova Bold All Caps (or secondary font – Arial Bold)

Use for more prominent imagery. Do not use for captions that run over one line in length.



### Alternate Image Container

Angled top right corner

To further accentuate the brand style, images can be placed in containers where the top right corner is angled.



*Image caption goes here*

### Image caption style 2

Proxima Nova Condensed Italic Sentence Case (or secondary font – Arial Italic)

Use for secondary imagery, if more than three photos are being used separately with captions or if the caption is more than one line.



### Image with Texture Overlay

Square\_Dot\_Pattern.eps with Wavy\_Lines\_Reverse.eps

To further accentuate the brand style, textured elements can be placed over photography.

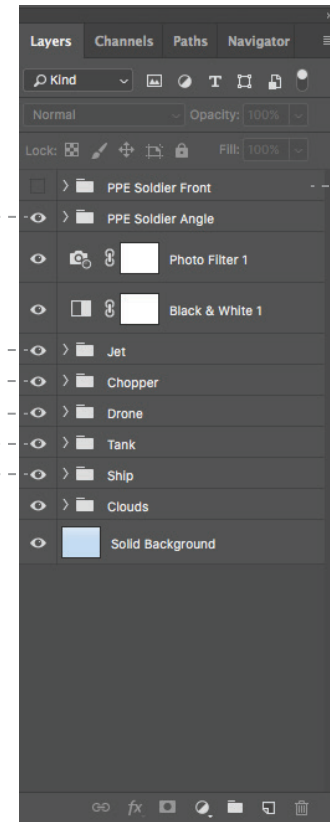


## JOINT FORCE COLLAGE

To fully represent the organization's support of the Joint Force in one image use the Joint Force Collage. The collage is a fully-functional and interactive Photoshop (.psd) file. Each object is scalable and movable to fit most layout sizes and proportions.



Landscape orientation with angled facing PPE soldier and solid background example



PSD layer information

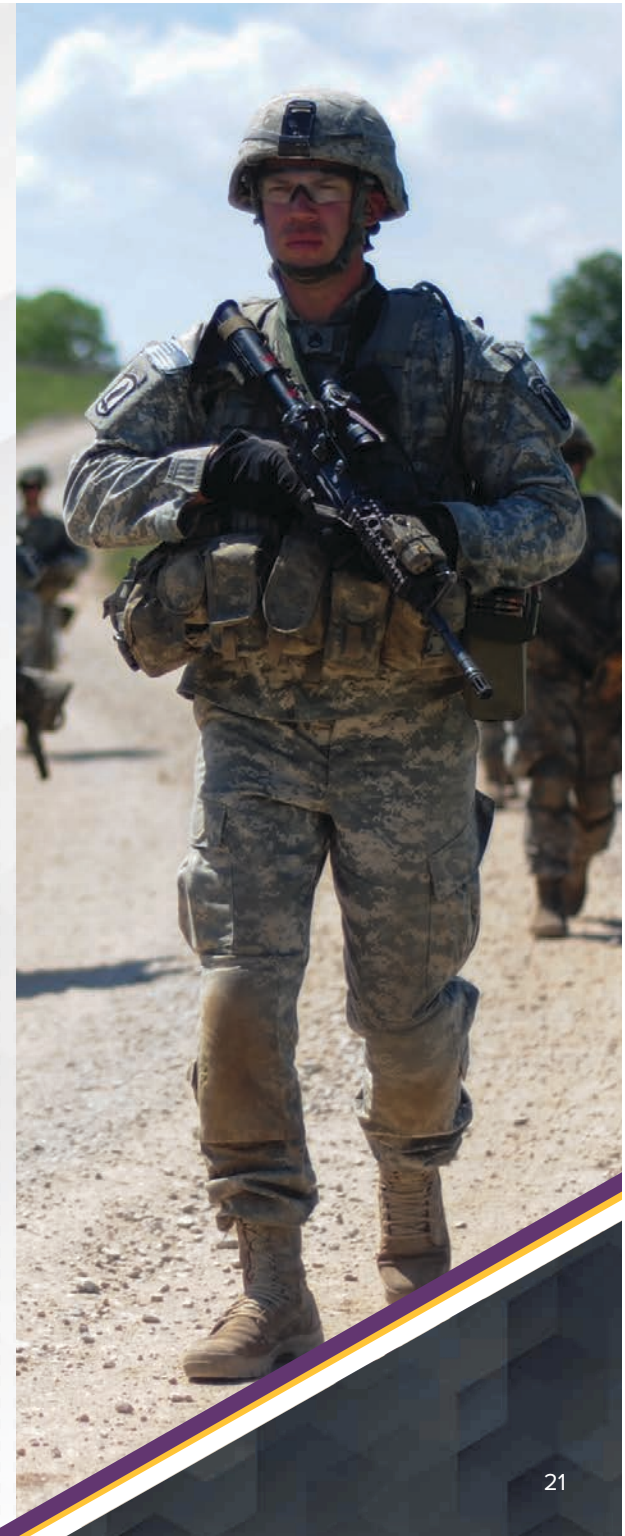


Portrait orientation with front-facing PPE soldier and transparent background example



# BRAND TEMPLATES

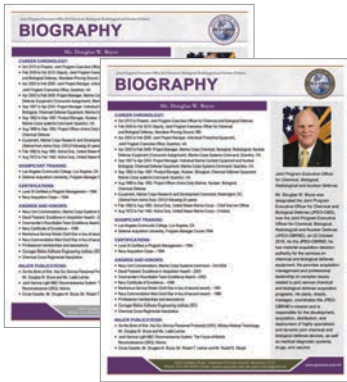
Templates have been developed in order to keep visual brand cohesion in commonly used working documents throughout the organization. Templates easily allow for consistent use of the brand rules and styles.



# TEMPLATES

Template document files range from Microsoft Word, Microsoft PowerPoint and Adobe InDesign. They include the following documents created for the JPEO-CBRND Headquarters, as well as all JPMs.

All documents below can be found in the *Templates* folder.



*Biography Template (Word)*



*Fact Sheet Template (Word)*



*Business Card Template (Word)  
Avery Template 8869*



*Table Tent Template (Word)  
Avery Template 5305*



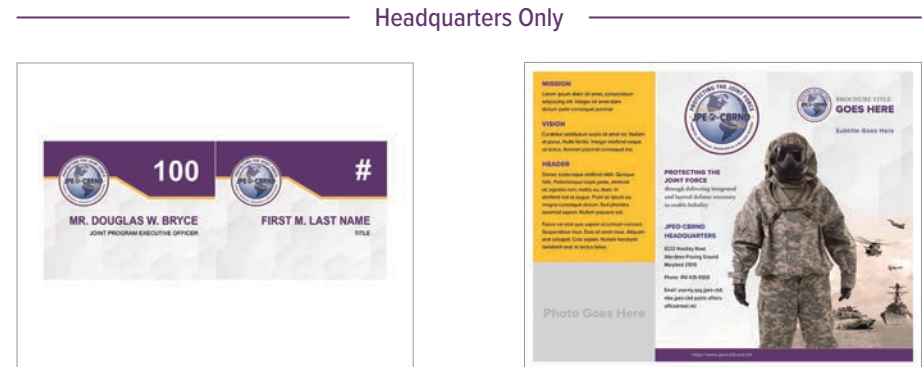
*CD Label Template (Word)  
Avery Template 5698*



*Report Template (Word)*



*Briefing Template, 4:3 and 16:9  
Aspect Ratio (PowerPoint)*



*Door Plate Template (PowerPoint)*

*Tri-fold Brochure Template (InDesign)*

# STRATEGIC COMMUNICATIONS WIKI PAGE

All pertinent organization brand material and template files can be found on the JPEO-CBRND Strategic Communications Wiki page.

<https://spcs-jpeocbd.kc.army.mil/wiki/Pages/JPEO%20Strategic%20Communications.aspx>

The screenshot shows a SharePoint Wiki page titled "JPEO Strategic Communications". The page is part of the "Enterprise Wiki" and "JPEO Knowledge Center". The main content area includes a welcome message and a list of recent updates. The sidebar on the left contains navigation links such as "Home", "Acquisition Info", "ARG Specific", "Automated Systems", "Automated Tools", "CBRND Products", "Employee Info", "Help Desk", "How We Do Business", "Internal Process", "JPEO Organization", "Reference", "Wiki Help", "Create a Wiki Page", "Recent", "QUIK Request", "QUIK Reference Guides", "QUIK Request Form", "BER Application Data", "JPEO-CBD CA", "Acquisition Calendar", "testing forms", "Pages", and "Site Contents".

**Welcome to the JPEO-CBRND Strategic Communications**

This index provides links to pages relating to personnel information: policies, procedures, guidance, systems, services, and resources. If you'd like to find information on a topic that you don't see here, or you have suggestions on how we can serve you better, [simply send us an email](#) and one of our associates will contact you within 24 to 48 business hours.

**JPEO-CBRND New Branding Items**

Name	Modified
Conference Manager Slides 30 August 2018	September 11
JPEO-CBRND 2018 Strategic Guidance	5 days ago
JPEO-CBRND Biography Template	August 21
JPEO-CBRND BusinessCard Template	September 5
JPEO-CBRND Command Brief	September 12
JPEO-CBRND Cover Report	August 21
JPEO-CBRND Door and Name Plate Template	August 21
JPEO-CBRND Factsheet Template	August 29
JPEO-CBRND Letterhead (With Signature Block)	May 10
JPEO-CBRND Letterhead	June 27