



DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS
NATIONAL SIGN PROGRAM, MANDATORY CENTER OF EXPERTISE
15968 TRUMAN RD
WARSAW, MO 65355

NWK-OD-M

20 December 2023

MEMORANDUM FOR RECORD

SUBJECT: Use of New Army Star Logo on Select Corps Signs

1. References:

- a. *U.S. Army Brand Guidelines*, 10 Mar 2023, <https://usace.dps.mil/sites/INTRA-HQ/SitePages/USACE-Branding-Guidelines.aspx>.
 - b. Engineering Pamphlet (EP) 310-1-6a, *Sign Standards Manual*, Vol 1, 01 June 2006.
 - c. *Placing Army Star Logo Decals onto Standard ID and Construction ID Signs*, 25 September 2019 (updated 20191008), <https://corpslakes.ercd.dren.mil/employees/sign/sign.cfm>.
 - d. *Engineering and Construction Bulletin*, 2020-1, 31 Jan 2000.
2. *U.S. Army Brand Guidelines*, published in March 2023, created a new Army Star logo. This new logo replaces all previous versions of the Army Star logo in all U.S. Army commands, to include the U.S. Army Corps of Engineers.
 3. Standard Identification and Construction Identification signs produced hereafter will bear this new Army Star logo in place of the retired version. Standing signs with the retired version remain installed through the end of their service life, unless superseded by newer guidance.
 4. This guidance takes effect immediately. Implementation of the new Army Star logo and accompanying measurements will be integrated into the next publication of the *Sign Standards Manual*. See Enclosures for visual examples of how to apply this change.
 5. Point of contact for this memorandum is the undersigned, at aj.jensen@usace.army.mil or (816) 389-3840. More information on the USACE National Sign Program can be found at <https://corpslakes.ercd.dren.mil/employees/sign/sign.cfm>.

Encl

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Enclosure 1

1. *Standard Identification Sign:* Note that the 8A minimum width above has been reduced from 8.5A in order to allow ample space between the text and the Army Star logo. Putting extra space between the end of the text and the .7A is permitted for the purpose of having the sign width round to the nearest foot.



2. *Construction Identification Sign:* The new Army Star logo is wider than its predecessor.



Enclosure 1

3. *Army Credit Sign*: When it is not practical to place the Army Star onto a Standard Identification sign, or to spread awareness of the relationship between the Army and the Corps, the Army Credit sign may be installed. Upon entry into an area, the visitor first sees and passes the Standard Identification sign, and upon further entry (perhaps 30–50 feet) sees the Army Credit sign and learns how the Corps accomplishes an Army mission. This sign is not a national requirement, but is an available option that may be used to help tell the Corps story.

When using, use the exact wording shown below. Use the same Grid 1, materials, and installation instructions as are shown in the *Sign Standards Manual*, Section 5 for the Corps Participation Credit sign. As an additional option, the square panel of this sign may be scaled down to fit on a bulletin board.

