US Army Corps of Engineers®

Graphic Standards Manual

EP 310-1-6

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Corporate Information
GRAPHIC STANDARDS MANUAL

1. This Change 1 to EP 310-1-6, September 1994 changes the point of contact for the U.S. Army Corps of Engineers Sign Standards to the district, division sign program manager or the National Sign Program Manager located at the Sign MCX in the St. Paul District.

2. Substitute the attached page as shown below:

Chapter	Remove page	Insert page
6	6-1	6-1

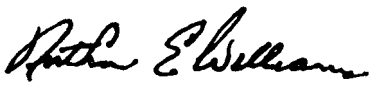
3. File this change sheet in front of the publication for reference purposes.

FOR THE COMMANDER:

YVONNE PRETTYMAN-BECK
Colonel, Corps of Engineers
Chief of Staff

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

Message From The Commander I
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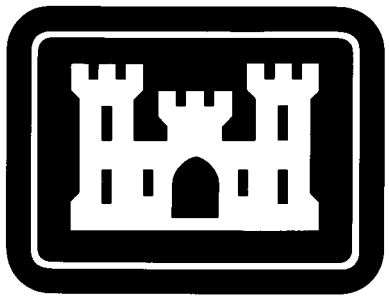
The U.S. Army Corps of Engineers Communication Mark is the key graphic element in the Corps' uniform graphic identification system. Its form is derived from the traditional castle symbol used by Corps since its inception.

The mark has been redesigned to have greater strength and adaptability, both visually and for reproduction purposes. In its new form, the mark is a simplified contemporary rendering of a traditional symbol. This mark is well suited for use in a wide range of identification, promotion and advertising applications aimed both at internal Corps audiences and at the general public.

The shapes contained within the mark have been rendered for clear reproduction at both large and small scales.

The mark is primarily used as the common graphic element placed above the names of Field Operating Activities within the Corps as a part of their signatures.

The mark may stand alone on publication covers, and other Corps graphics as a tasteful visual element. It should not, however, be used decoratively on the same page or surface that contains a full signature. When using the mark by itself on a publication, place the full signature in another appropriate position, such as the back cover, book spine or title page.



US Army Corps of Engineers ®

Some notes to remember when using the mark:

—The mark has been carefully drawn and should only be reproduced by photographic processes from the approved reproduction art in Chapter 9 of this manual.

—If the mark must be produced at a scale too large for photographic reproduction, a grid drawing of the mark is provided on page 9-5 of this manual.

—The mark should never be reproduced at less than ¼" in height.

—The mark shall only be used on its proper axis and never rotated to a new position. Refer to approved reproduction artwork in Chapter 9 of this manual.

—No prior versions of the Corps mark may be used except as outlined in section 2 of this manual.

—No Division, District or other Field Operating Activity symbols, marks or signatures may be used.

—Contact the Graphic Standards Coordinator, HQUSACE, CEIM-IV, for advice and assistance concerning specialized or unique applications of the mark. Upon request, the Communication Mark, as well as other graphic symbols used by the Corps for visual identification, are available in diskette format.

The Communication Mark has been registered with the US Patent and Trademark Office on November 30, 1993 as registration NO. 1,807,986. The ® symbol is to be displayed with the mark when reproducing printed promotional material that is intended for public usage.

There are three preferred configurations of the Corps Mark and Signature which are shown at the right. These basic forms have been developed to provide maximum flexibility in the use of the mark and are the basis for the Tone and Color Useage Guide on page 1-5 of this manual.

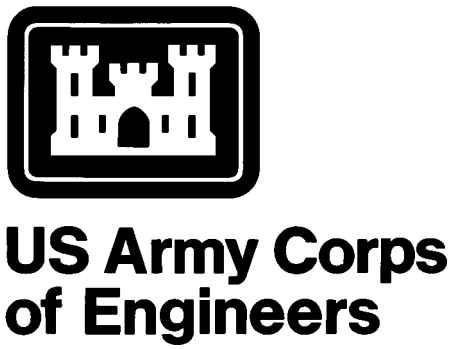
One-Color Version
In many print applications, only one color will be available to the designer. The mark and signature as well as other typography and illustration, in such cases, require that the color used have a dark value. Black and dark values of the primary or secondary color are preferred. Avoid the use of pastel, diluted or “thin” colors in these applications.

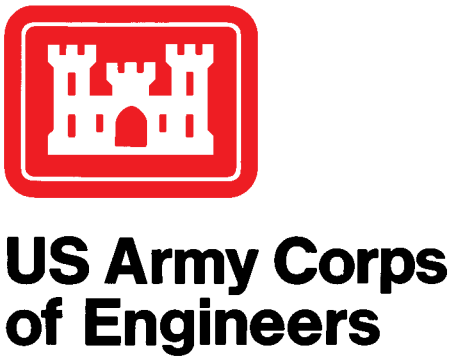
Two-Color Version
Where two flat colors or four-color process colors are available, the mark may be shown in Communication Red while the name of the Corps and activity are shown in black against a white background. Swatches for matching Communication Red are found in Chapter 9 of this manual. In four-color process, Communication Red may be achieved by printing solid magenta/80% yellow in combination.

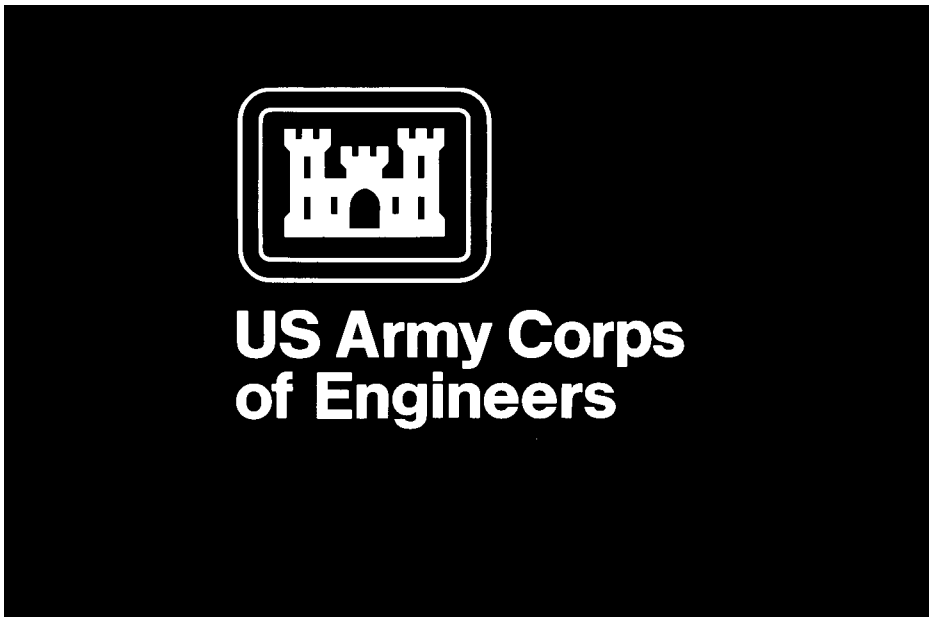
Reverse Version
Because of the nature of the drawing of the positive version of the mark (as shown above), a normal conversion to negative will result in a black rather than a white castle. To avoid this situation, a special drawing of the mark has been developed which includes an additional white outline.

Only the reproduction artwork provided in Chapter 9 of this manual shall be used to show the mark in reverse.

Color considerations are similar to those described for the One-Color Version. In certain situations, shown throughout this manual, the reverse treatment may be used showing the Communication Mark in Communication Red.







The primary purpose of the signature is to graphically identify the Corps and its Field Operating Activities in a uniform and communicative way.

All signatures are a combination of the Corps Mark and the name which describes a specific Field Operating Activity. No additional elements, typography or graphic devices should ever be added to the basic signature configuration.

Corps Signature

The Corps Signature consists of the mark and the Corps of Engineers name set in the Helvetica Medium type face. Both elements are placed flush to the left. This signature is to be used as the graphic identifier on those items common to the entire Corps of Engineers.

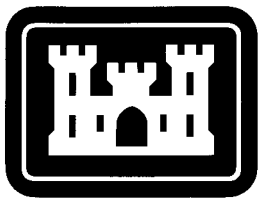
Division, District and other Field Operating Activity Signatures

There are individual signatures for the Office of the Chief of Engineers and for each Field Operating Activity in the Corps. The Corps Signature is the principal graphic identifier to be used by these activities on all publications, signage, vehicles, etc.

The individual Field Operating Activity signature is a modification of the basic Corps Signature. It is formed by placing the name of the particular FOA below the Corps name. FOA names are set in Helvetica Regular, a lighter-weight type face so that, while emphasis remains on the Corps name and mark, each Corps activity is identified in its own unique identification signature and, at the same time, is clearly related to the Corps as a whole.

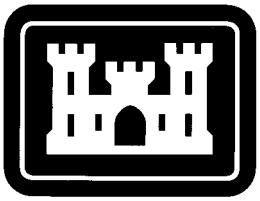
There are no other acceptable versions of the signature. Do not alter the typography, mark size, or general configuration of the signature. Use original reproduction artwork found in Chapter 9 of this manual at all times. Avoid second generation reproduction.

For detailed guidance on the application or use of the signature, refer to the applicable sections of this manual. Contact the Corps Graphics Coordinator for advice and assistance on unique or special applications of the signature.



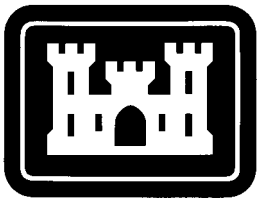
US Army Corps of Engineers

South Atlantic Division



US Army Corps of Engineers

Charleston District



US Army Corps of Engineers

Construction Engineering Research Laboratory

Two standard colors have been designated for the Corps graphics program.

Communication Red is to be used in all color versions of the Corps Communication Mark, as well as in other applications illustrated in this manual.

Communication Gray may be used as a second color for typography in two-color versions of the Corps signature and may also be used as a single color in certain situations.

When reproducing these colors in four/color process screened tints, the standard formula shall be the following: Communication Red = 100 Red/80Yellow Communication Gray = 20 Red/30 Yellow/ 30 Blue.

The colors used on this page and throughout this manual are for illustration only and are not to be used as a standard. Communication Red shall match "PANTONE 032" and Communication Gray shall match "Pantone 408" found in the current PANTONE ®* MATCHING SYSTEM Formula Guide (© Pantone, Inc.)

Communication Red

Communication Gray

*Pantone, Inc.'s check-standard trademark for color standards, color data, color reproduction and color reproduction materials.

The official color for the Corps is Communication Red. This is a warm, middle value primary red which may be used as a single color in publications or used in combination with black or a medium value warm gray.

The adjacent group of demonstrations establishes a guide for color use in Corps publications.

The use of other colors should be limited to primary (red, yellow & blue) and secondary (green, purple, or orange) colors. Avoid the use of pastel, diluted, or thinned colors.

It is recommended that pure white paper stock be used for signature background. Grey and beige tone papers may be used but soft or pastel colored papers should be avoided.

(1-2) The preferred two-color versions of the Corps signature are shown with the Communication Mark reproduced in Communication Red and signature typography in Black (1) or Communication Gray (2), shown against a clear white background. No other two-color versions of the signature are acceptable. Never reverse this color configuration.

(3-4) The preferred single-color versions of the Corps Signature are reproduced in Black (3) or Communication Gray (4) and shown against a clear white background.

(5-6) The Corps Signature may be surprinted (overprinted) in Black when shown against a background no darker than 40 percent gray and shall be dropped-out (reversed) when shown against a background no lighter than 40 percent gray.

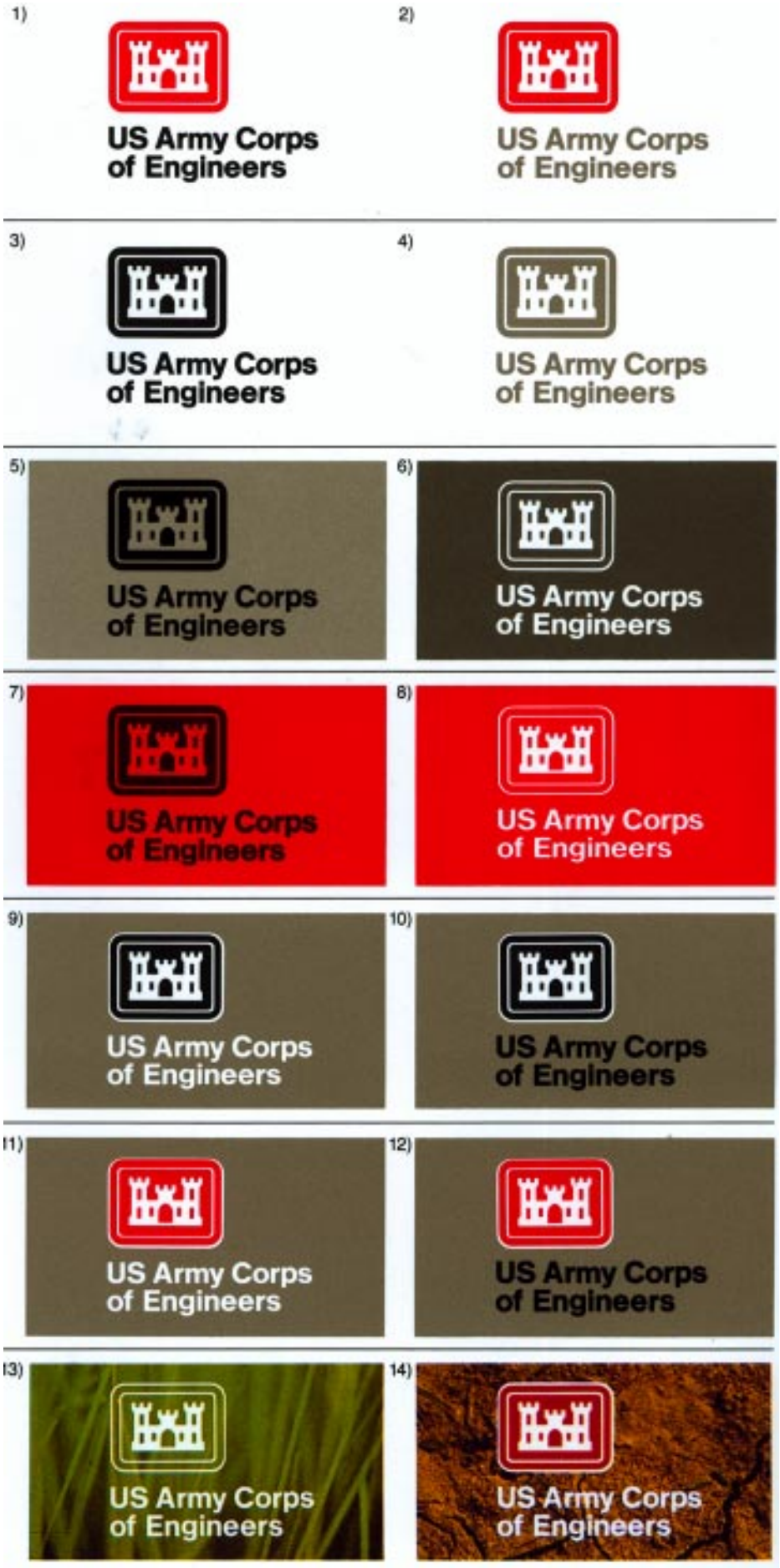
(7-8) The Corps Signature may be either surprinted or dropped out when shown against a background of Communication Red or other middle-value pure colors.

(9-10) The reverse drawing of the Communication Mark/Signature may be used in combination with either White or Black signature typography when shown against a Communication Gray or other middle value gray or neutral color background.

(11-12) The reverse drawing of the Communication Mark may be shown in Communication Red and used in combination with either White (11) or Black (12) signature typography when shown against a Communication Gray or other middle-value Gray or Neutral color background.

(13) The reverse drawing of the Communication Mark/Signature may be reversed (dropped-out) from a background of four/color process half-tone when the background area is darker than the equivalent of 40 percent gray.

(14) The reverse drawing of the Communication Mark may be shown in Communication Red and used in combination with White Signature typography and reversed (dropped-out) from a background of four/color process half-tone when the background area is darker than the equivalent of 40 percent gray.



The Communication Mark and the various Field Operating Activity Signatures are the primary visual elements in the Corps graphic communication system. These elements become common to all visual communication and identification throughout the Corps.

To maintain this uniformity, reproduction artwork for all signatures in the most common sizes used for publications is provided in Chapter 9 of this manual. These should be clipped and used without alteration. Additional pages are available through the Corps Graphics Coordinator.

To avoid improper applications, the following guide attempts to show the most common violations to both mark and signature configurations and the misuse of typography and color.

(1) The Communication Mark shall never be redrawn or changed from the standard in any way

(2) Multiple color reproduction of the Communication Mark is unacceptable.

(3) Never substitute another style of typography for the standard Corps Signature type style.

(4) The mark shall not be placed in any relationship to the signature typography except the standard aligned flush-left position with prescribed spacing.

(5) Do not combine other shapes, colors, or symbols with the Corps Signature.

(6) The Communication Mark shall never be redrawn or changed from the standard in any way. No historical or traditional drawings of the castle symbol may ever be used in combination with other elements of the standard Corps Signature.

(7) Reproduction of the Signature from second or third generation copies is unacceptable. Sharpness and detail are distorted in this way. Avoid over or underexposed photographic reproduction.

(8) Never reproduce the Corps Signature in screen tones, or in any technique that will tend to fragment the image of the Signature.

(9) Do not alter the standard size relationship between the Communication Mark and Signature typography.

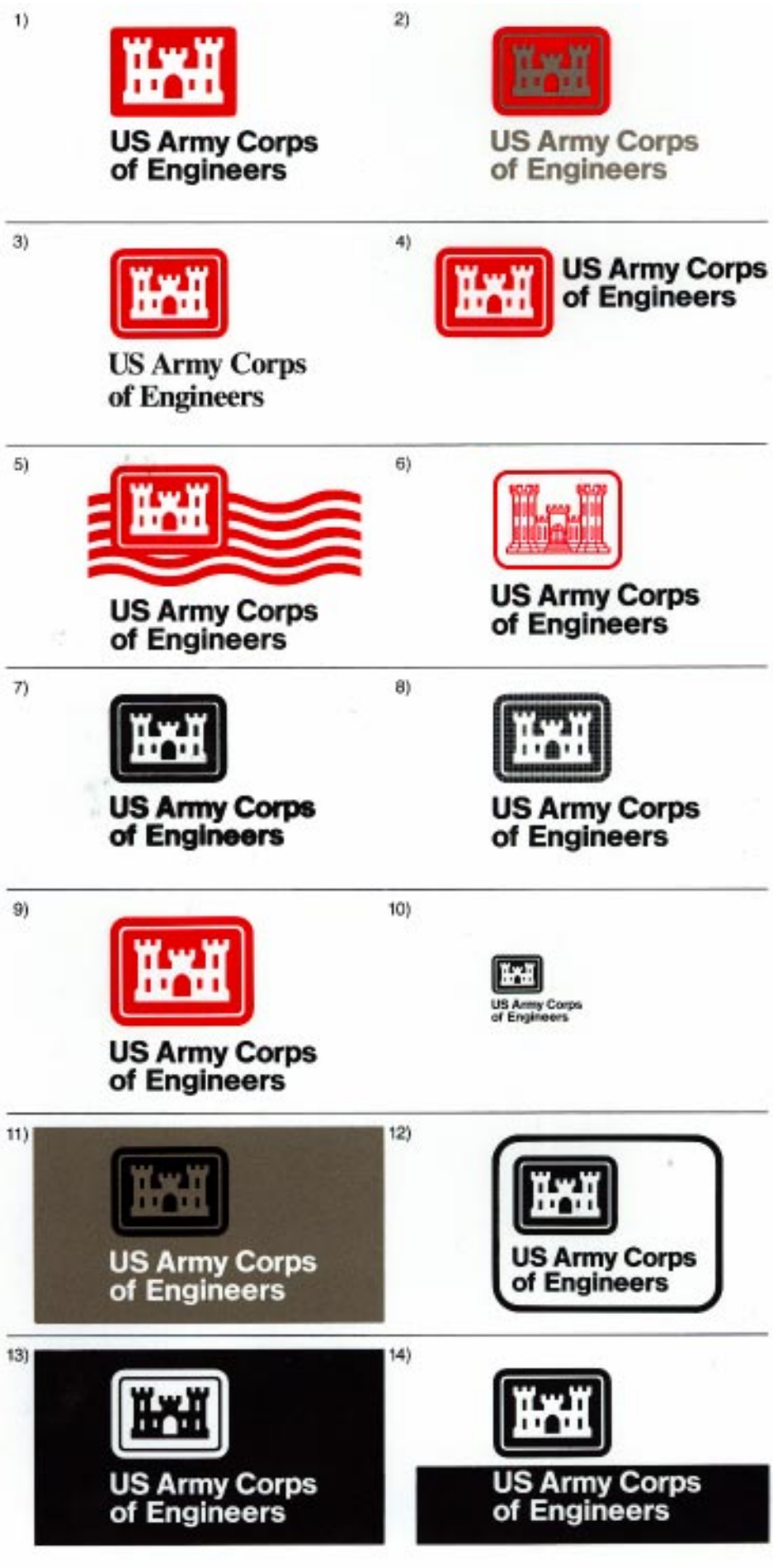
(10) Do not reproduce the Communication Mark smaller than ¼" in height.

(11) Do not use the positive version of the Communication Mark in combination with reverse (dropped-out) signature typography against a middle-value background.

(12) The use of decorative borders, color shapes, panels or other arbitrary additive elements to enclose or provide a background for the Corps Signature is unacceptable.

(13) Never reverse (drop-out) the positive drawing of the Communication Mark. The castle must always be shown lighter than the shape that contains it.

(14) Showing the Corps Signature against a split black and white or color background is prohibited.



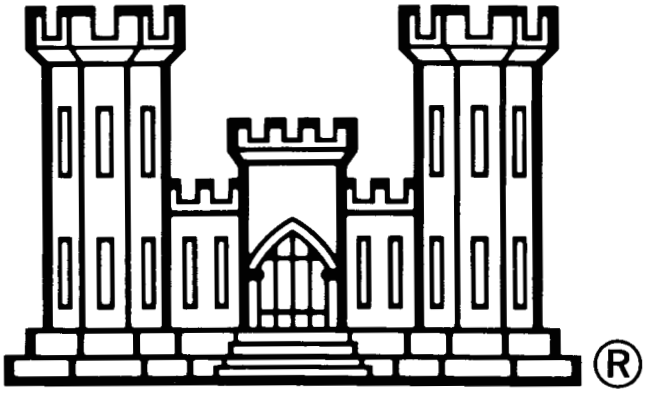
Since its inception, the Corps of Engineers has used a variety of graphic symbols to communicate an image of strength and unity. The historical and traditional symbols designed over the years have been important to the development of the Communication Mark, currently used to identify the Corps to the general population. Agency identification should always be the principle unifying graphic element in any project where presentation is in a visual format. There are occasions when the use of one of the historic symbols or coats of arms is appropriate, in place of the more modern Communication Mark.

In deciding whether to use the current Communication Mark or one of the more traditional symbols, you should consider the desired effect of your presentation. The appropriate use of a Corps symbol can be effective in establishing the image of the agency. The Communication Mark conveys a contemporary image of the Corps as a government agency that is both modern and in touch with the public it serves, while the historic symbols provide a sense of tradition that in specific presentations is important to the Corps image.

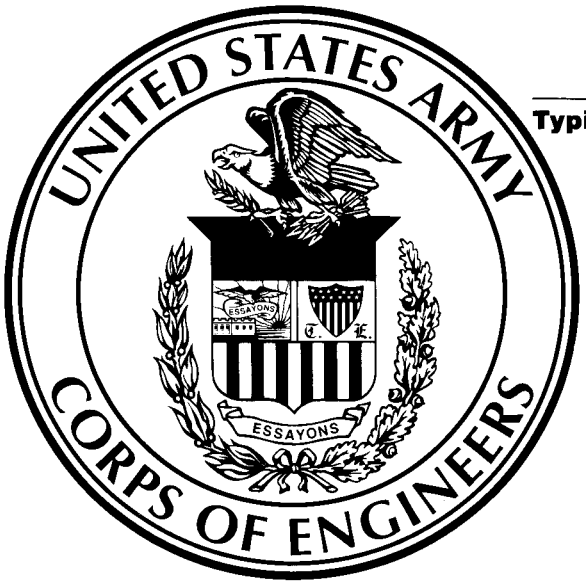
Contact the Graphic Standards Coordinator, HQUSACE, CEIM-IV, for advice on the use of historical symbols represented in this section of the manual. All symbols are available in diskette format.

Traditional Castle — The traditional castle is an important symbol representative of the long history and national significance of the Corps of Engineers. Dating back to about 1839, this symbol is used only in special applications, specifically when a sense of the tradition and history of the Corps are an essential part of the visual presentation. It is recommended for special and limited use such as for awards, historic presentations, executive and military officer letterhead, business cards and similar applications.

The Traditional Castle Symbol has been registered with the US Patent and Trademark Office on November 23, 1993 as registration NO. 1,806,429. The ® symbol is to be displayed with the Castle Symbol when reproducing printed promotional material that is intended for public usage.



Official Essayons Coat of Arms — Shortly after the Civil War in 1867, the Corps of Engineers adopted the Essayons Coat of Arms in commemoration of the consolidation of the Topographical Engineers (est. 1830’s) and the regular Corps of Engineers (est. 1802). The symbol displays the Corps motto “Essayons,” Latin for “Let Us Try.” This Essayons symbol is rarely used today, except in presentations of traditional or historic significance. It is appropriate for use on awards, plaques, and in visual presentations related to the military functions of the Corps of Engineers.

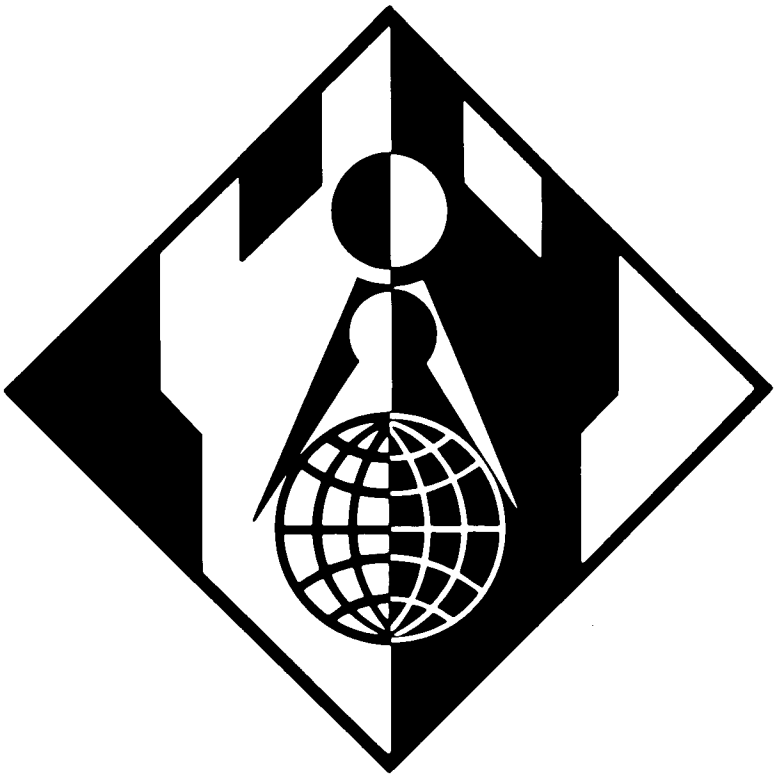


Typical Wooden Sign Plaque

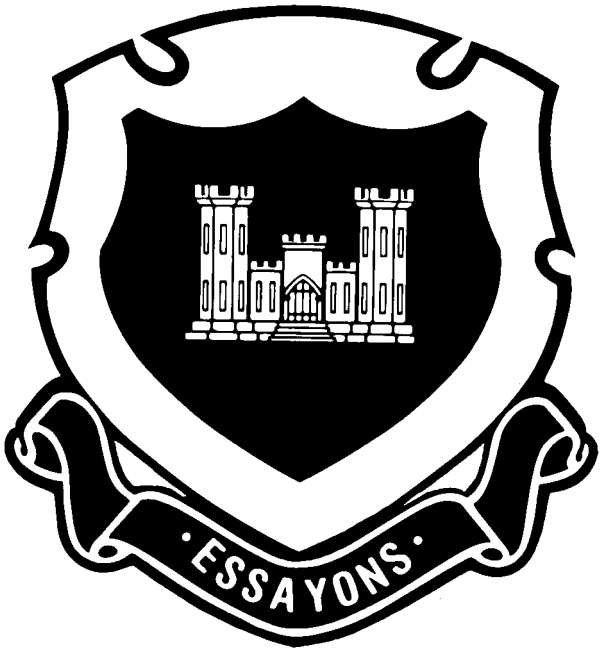
Official Essayons Unit Crest — This modern symbol is the official Corps of Engineers unit crest, which is worn by USACE military personnel. The eagle, our national symbol stands behind the scarlet and white tower representing the Corps of Engineers and its construction mission. The world-wide scope of the Corps mission and its service to the nation in the past, present and future are suggested by the sun symbol and globe. The olive branch connotes the peaceful nature of the Corps mission and the oak stands for fortitude, while the branches symbolize the agency's concern for the environment. The eagle proudly carries the Corps historic motto, "Essayons," meaning "Let Us Try." Most appropriately used in relation to the military functions of the Corps, the symbol is usable in most graphic applications.

Engineers Officers Button — This symbol is found on the buttons of the Class A military uniform for Corps of Engineers officers Army-wide. The symbol of the button has no other authorized graphic application.

USACE Shoulder MACOM Patch — The patch, originating in 1980, was designed to be worn by Corps of Engineers military personnel, with the exception of those assigned to the Pentagon. The symbol of the patch has no other authorized graphic application.



Engineer Regimental Crest — The regimental crest incorporates all facets of the engineer mission. The gold turreted castle has been the official symbol of the Corps of Engineers since 1921, although the device has existed since before the Civil War. Scarlet and white are the official colors of the Corps. Scarlet symbolizes our shared heritage with the Artillery. White, which was the original color of the infantry, symbolizes the Corps secondary mission. The crest is officially worn on the uniforms of USACE military personnel. Displaying both the Corps castle and the "Essayons" motto, this symbol is a popular graphic used in awards, plaques and other visual presentations.



The U.S. Army Corps of Engineers is responsible for supplying information to industry, Congress, and the general public. Information is also generated for use internal to the Corps or Department of the Army. This transfer of information requires a major publishing effort by the Corps.

Following are general guidelines for the Corps publications graphic system. This system is a major part of the Graphics Standardization System of the Corps.

Included in the system are guidelines for signature placement, publication size, and format, and typographic selection. This system was conceived as a working tool for the Corps publication designer. The system provides a consistent framework or understructure for all Corps publications, but does not attempt to solve the specific creative problems inherent in each publication. Working within the system, a designer may more effectively deal with his major challenge, the graphic interpretation of content.

Consistent and intelligent use of this system will result in a family of Corps publications that are readable, appealing, and reflective of a high standard of design professionalism throughout the Corps.

The Signature

The signature is to be placed on all Corps publications. When placed on a publication cover, it will generally be aligned to the left margin. The placement of the signature on a cover will always relate to the interior grid format as shown in subsequent illustrations. Signature size is dependent on the title or headline type size selected. This is especially critical when the signature mark is aligned with the title material on a horizontal line. The diagram below illustrates the four recommended size relationships of mark to headline cap height. Examples showing these relationships in application are shown throughout this manual.

Publication Sizes

Four sizes have been established that will accommodate the majority of the publication types and formats to be produced by the Corps. These sizes are 8½" X 11", 5½" x 8½", 4" x 9" and 4¼" x 5⅜". Each size has a multiple purpose and was selected for economic use of standard sheet fed printing paper sizes. These sizes allow for bleed without extravagant waste.

Publication Format

The vertical format has been adopted for Corps publications. Horizontal or album formats are permissible when presentation or use of the content cannot be adapted to the standard vertical format. Cover and text designs for horizontal format publications should still use the principles established for the vertical format.

The Grid

The uniformity and consistency of Corps publications is contingent on a general layout and method of page composition. Each publication size has been assigned a format grid. This grid becomes the understructure for the layout. It uniformly divides the page, delineating column widths, margins, gutters, and horizontal base lines. The grid is a tool used to plan the placement and interrelationships of headlines, body text, illustrative material, and captions along with the conscious use of white space to give the publication readability and an inviting aesthetic sense.

The Corps format grid system for publication design includes:

Grid A—8½" x 11" used for large publications, manuals, and magazines. Contains one column, two column, three column, and four column formats.

Grid B—8½" x 11" used for technical books. Accommodates one column, two column, and three column formats.

Grid C—5½" x 8½" used for brochures and directories. Accommodates one column, two column, and three column formats.

Grid D—4¼" x 5⅜" used for brochures and directories. Accommodates one column and two column formats.

Grid E—4" x 9" used for pamphlets, leaflets and maps. Accommodates one column and two column formats.

Use of Grid

A designer should begin the design of a publication with a thorough knowledge of the material to be presented including both text and illustration. The designer should discuss the editorial attitude with the author and know how the proponent intends to use the publications.

The choice of size and grid format will often evolve out of the publication's intended use. For example, a large technical review prepared on water resource utilization may use Grid B. Grid E may be used appropriately for a small guide to Corps recreational facilities. A photographic history of hydropower would use Grid A, and a telephone directory for a District or Division would take advantage of the compact two column formats contained in Grid C and Grid D.

Determine a grid format that will accommodate the contents. Lay out a rough thumbnail sketch to test your concept. As necessary, revise the concept until you are satisfied that all elements will be accommodated in an inviting and readable layout.

When locating the signature, headlines, columns of type, captions, and illustrative materials, place them flush to the left margin on the vertical rules of the selected grid format.

The horizontal page divisions are in one sixth increments that extend the width of the page. Each of these units has a top and bottom margin. Text typography and headline material that is hung from a horizontal unit should generally be aligned on the top of the unit with the x height (top of lower case letters) of the type. When using a base margin within the page, the bottom of the type line should rest on the bottom horizontal line of the unit.

Do not deviate from the adopted grid format. Consistency is critical for a sense of visual order, both within the specific publication and throughout all Corps publications.

Limit typographic sizes and styles to as few as possible.

Do not use unnecessary graphic devices. Embellishments detract from the message to be communicated.

The sections that follow select grid formats by publication size and type. These demonstrate many of the different alternatives available to the Corps communicator.

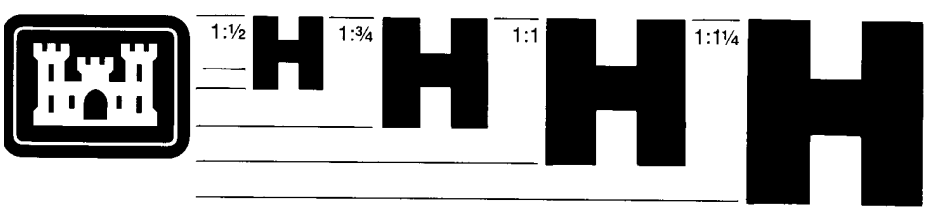
Typography

Typography is the designers basic visual element used to communicate a message.

The subjective element of typography is a requirement that it be legible. However, each typographic problem demands its own overall treatment. Magazines need both typographic consistency and a freedom to adapt to editorial and illustrative content. Technical journals and reports require an economical use of the page without sacrificing readability. On posters, typography is often used as an illustrative element. Also, size and space relationships between key words and other material contained on the poster are critical to communication. Typography, as used on business forms, must be readable and not compete with the more important changeable information.

The typographic system has been designed to accommodate the diverse needs of the Corps, yet maintain a general

Communication Mark to Headline Standard Proportional Relationships



consistency in application and appearance.

This system utilizes three typefaces, each of which has a bold weight and a light or book weight face. Each typeface is intended to accommodate a particular requirement within the system. For general publications, these requirements are often similar, allowing the designer to select the most appropriate font.

Elements of Typographic System

Serif Typeface: Times Roman — Times Roman is an excellent typeface for reports and booklets containing large amounts of text typography. Times Roman is very readable. As its compatible accent face, Times Roman Bold is to be used for headlines and subheads to accent the regular (book) weight.

Times Roman was designed in 1932 for the London Times Newspaper. It is traditional in character, and is an attractive, highly legible type font. It has a large lower-case letter height with moderate contrast in stroke width, and the circular letter forms are slightly condensed, affording economical space utilization while maintaining desirable point size.

Serif Typeface: Century Schoolbook—As its name implies, Century Schoolbook was developed for use in textbook composition and its outstanding characteristic is extremely good legibility.

The very open, simplified early 20th Century letterforms of Century Schoolbook express a transition from classic serif
forms dating as far back as the 1600's. This transition ultimately led to the extreme simplification of our contemporary sans-serif letterforms, an expression of the advanced industrial revolution and the functionalist movement in art and industrial design.

Century Schoolbook bold and italic may be used in complement to Century Schoolbook text settings.

Sans Serif Typeface: Helvetica Regular with Helvetica Medium and Helvetica Bold —Helvetica is a uniformly proportioned sans serif type. It has a simplicity and contemporary character. Helvetica regular has been adopted as a superb brochure and general information publication typeface. The Helvetica lower case letters are large. With adequate leading as shown in the typeface display, this typeface is highly legible.

Helvetica Regular compliments the Corps signatures and is to be used for all ancillary text on stationery. It is also to be used for all typography on business forms. The Helvetica Medium or Helvetica Bold typefaces may be used as a compatible Bold weights for titles and headlines.

These three typefaces, if used properly, give a utilitarian flexibility and legibility to Corps publications while maintaining a standard approach to typography. Refer to examples throughout the manual for recommended use applications.

The following group of general principles describe how to select and set type for legibility and ease of reading.

Type Legibility

The legibility and readability of type is dependent on the physical characteristics of letters and words. Each typeface has a different letter form configuration, proportion, and weight emphasis. As a result, there are only guides; no definitive rules for the specific selection and use of typography.

Letter forms are recognized by their outside shape. A medium (book) weight font provides necessary shape deliniation and letter weight without overfilling the interior of enclosed letters. Serifs tend to amplify the character of the letter form's outside shape. The relationship between thick and thin sections of stroke width should be moderate with weight emphasis on the vertical. The height of the lower case letters (x height) should be 60% to 66% of the overall capital height. Long ascenders or descenders fragment the letter. Round letter forms should be slightly condensed. Elongating or tightly condensing a letter form distorts its recognizable characteristics.

Moderation should be the guide for letter spacing and word spacing. Words visually break up if there is too much space between each letter. Tight or touching letter forms in text sizes will appear to bleed into each other.

The selection of type size, line length, and leading (space between lines) is dependent on the general character and layout of the publication. For use in text, type is generally set within the nine to 12 point range. The size of text type should not be a mathematical determination. The type selected must feel comfortable with the page layout.

In text setting, the line length desired (a factor used in the selection of which grid configuration to use) should feel comfortable to read in the selected type point size. If it is too long, the reader is forced to search for his or her place at the beginning of each line. Short line length in text type may cause distracting phrase and word breakage. Studies have shown that line lengths having 40 to 65 characters are the most comfortable to read.

It is recommended that typography is set unjustified or "rag right". This lightens the visual weight of the block of type on the page without effect to readability. Typography may also be set "justified" left and right in certain book-length publications or when a traditional or historical look is desirable.

Typographic color, the apparent lightness or darkness of a unit of type on a page, as well as its general readability is controlled by line spacing or leading. Text type usually has one to three points of leading depending on font's body, size, and line length. The white space created by leading eases the reader's ability to follow the line.

The parameters of headline typography are much less constraining. They may be used as a graphic device in the layout as much as they are for their content. Heavier weights are used, and letter spacing may be tighter. Use of all upper case letters is unacceptable.

Method of Composition

Two methods of composition are utilized by the Corps typographic system.

Display/Headlines

Items recommended for the optically spaced typositor method of typesetting include headlines, covertitles, mastheads, signage, vehicle markings, etc. Typography may be ordered from in-house Corps locations, Government Printing Office or a Regional Printing Procurement Office.

Text

Recommended setting method adopted for Corps text typefaces is by keyboard photo typesetting. These adopted typefaces including helvetica Regular and Medium, Times Roman and Times Roman Bold, and Century Schoolbook are readily available to be set on photo typesetting machines from every major manufacturer.

The look of a typeface will vary from one manufacturer to another. When specifying type for a publication, refer if possible to the sample setting from the type of machine to be used. Do not mix type set on two different machines in the same publication.

Summary

As the basic element in visual communications, the designer will use typography to present the message and support the idea. The creative use of any rule or guide becomes a subjective judgment. It requires planning and layout using format to reflect content along with thoughtful integration of headlines, subheads, illustrative materials, captions, and white space for a tasteful, effective communications result.

Photography and Illustration

Photography and illustration are high-impact visual elements. Select an image tone that reflects the message or idea being communicated. Images must be of high reproduction quality and must become an integral part of the layout.

Selection

When you begin to pre-visualize the design format, the illustrative treatment should avoid worn out or cliche images. The photograph must have impact. It must convey an idea that is part of the

story but not in print or be supportive of a printed idea.

If multiple illustrations are used, they should not be redundant. One good photograph is better than several mediocre ones. Your layout should not force the use of photographs just to fill space. A good layout may forgive the use of a necessary but not superb photograph.

When using more than one photograph; crop, size, and place them by value and image quality. Contrasts in shape, size, and implied direction of the photograph can be very effective.

When selecting a photographer or an artist for an assignment, try to marry the person's style or talent to the illustrative need. Select the best talent for the illustrative need. Review the project and the editorial requirements with your photographer or illustrator before beginning the assignment.

Quality of Image

High quality printing and reproduction will not forgive a photograph of poor physical quality. Each reproduction step diminishes the tone, color, and line quality of the original.

Black and white prints should contain a full tonal range. Avoid washed-out or high contrast prints. Color transparencies should have true color that is saturated. Avoid using slides or prints with thin color for print reproduction.

Line artwork should be sharp and clean. Multiple generation photostats, xerographic copies or photographs containing a screen from prior use should always be avoided.

Layout

Photographs and illustrations should be integral to and reflect the selected format. Size and align illustrative material to this preplanned structure.

Paper

Paper selection is an important factor that will effect the quality and appearance of your publication.

The characteristics of a specific paper will effect the reproduction of both one or two flat colors, as well as half-tones and four-color process. Sharp, well-inked images with maximum ink holdout (surface retention) is the preferred end result. All categories of paper specifications should be for "middle to top of the line" qualities (coated or uncoated).

A coated paper with either dull or gloss surface finish is recommended for four-color reproduction jobs that require first quality, high resolution of halftones, as well as those that require a large amount of ink coverage (solid areas).

Flat color reproduction, or line work, may be printed on coated or uncoated paper.

For booklets of 20 pages or more, a separate or heavier cover stock may be considered. With perfect bound booklets or reports of 40 pages or more, bulk must be considered as more pages are added. Stock should not be too rigid and should not hinder opening or the ability to lie flat. However, when reducing the paper weight to cut the bulk, it is advisable to retain maximum opacity in order to prevent bleed or ink show-through from the back of the page.

Texture or surface quality of the paper should not compete with the design or images. In most cases a plain, smooth surface is recommended.

White paper is perferred for most applications. Use of colored stock should be limited to a beige or warm tone grey. Pastel or primary colored stocks should be avoided.

Before paper specifications are finalized, if possible obtain a paper dummy of the publication in the intended weight and paper stock from your printer or paper supplier.

Production

The procedure for designing a publication and preparing it for reproduction is different for each individual job. There is, however, a logical series of tasks that apply to the design and completion of most publications. The steps below should be used as a guide.

1) Receive all copy text, and editorial materials. Know attitude and goals of author/proponent.

2) Know subject and intent. Gather available photographs, illustrations, or other art for review.

3) Evaluate editorial attitude, copy length, method of illustration.

4) Lay out a rough schematic indicating selected grid format. Prepare in thumbnail to see all spreads in sequence. Indicate typographic treatment of heads, text, use of illustrations, color, and other graphic devices.

5) Prepare a written specification indicating quantity, size, binding method, paper stock, color, and schedule. Review production requirements with PCO and P/RCO.

6) Count copy and fit to schematic. Revise copy as needed, specify the type, and have it set.

7) Proofread the typeset galleys. Circulate "readers" or type proof for necessary approvals, and correct as needed.

8) Size all photographs and illustrative materials to fit the layout using selected grid. Lay out a full size comprehensive with corrected type proof, headlines, photostats, C-prints, and other graphic devices.

9) Review comprehensive and obtain approval. Make corrections or revisions as requested and present again, if necessary.

10) Prepare mechanicals.

11) Release mechanicals to printer with specifications and production instructions including color, binding, and pagination. Request blueprint and accurate production schedule.

12) Check blueprint for stripping errors, position of halftone, margins, broken type, and dirt.

13) For command administration publications requiring numbering systems the guidance contained in AR-25-30 will be used.

Helvetica Medium and Helvetica Regular are the type styles used in all Corps signatures. This versatile family of typography is extremely useful in publication design as well as in the more permanent identification applications shown in this manual.

Shown below are examples of the full alphabets and sample text settings of Helvetica Regular with Helvetica Medium or Helvetica Bold headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ($?!&--—“”.,;:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ($?!&--—“”.,;:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ($?!&--—“”.,;:)

9/10 point Helvetica Regular, 14 picas unjustified margin with 9 point Helvetica Bold headline.

The U.S. Army Corps of Engineers: A Commitment to the Future
The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to

11/12 point Helvetica Regular, 21½ pica unjustified margin with 11 point Helvetica Bold headline.

The U.S. Army Corps of Engineers: A Commitment to the Future
The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to

10/11 point Helvetica Regular, 14 picas unjustified margin with 10 point Helvetica Medium headline one-half line space above column.

The U.S. Army Corps of Engineers: A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years.Prompted by public desires and needs, Congress has authorized and

12/13 point Helvetica Regular, 29 pica unjustified margin with 12 point Helvetica Medium headline one-half line space above column.

The U.S. Army Corps of Engineers: A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s

The Times Roman family of type styles is strongly recommended for use in publication text settings, especially when lengthy text is involved. Easy legibility and readability are the hallmarks of this versatile type family.

Shown below are examples of Times Roman and Bold in full alphabet specimens along with sample text settings of Times Roman with Times Bold and Helvetica Medium headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ($?!&-—“”.,;:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ($?!&-—“”.,;:)

9/10 point Times Roman, 14 pica unjustified margin with 9 point Times Roman Bold headline.

The U.S. Army Corps of Engineers:
A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s water and related land resources. The primary responsibilities of the Corps in this area involve flood control and navigation. Other

11/12 point Times Roman, 21½ pica unjustified margin with 11 point Times Roman Bold headline.

The U.S. Army Corps of Engineers:
A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s water and related land resources. The primary responsibilities of the Corps in this area involve flood control and navigation. Other water

10/11 point Times Roman, 14 pica unjustified margin with 10 point Times Roman Bold headline one-half line space above column.

The U.S. Army Corps of Engineers:
A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s water and related land resources.The primary responsibilities of the Corps in this area involve flood control and navigation. Other water resource objectives addressed as part of

12/13 point Times Roman, 29 pica unjustified margin with 12 point Times Roman Bold headline one-half line space above column.

The U.S. Army Corps of Engineers:
A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s water and related land resources. The primary responsibilities of the Corps in this area involve flood control and navigation. Other water resource objectives addressed as part of these primary responsibilities are hydroelectric power, water supply, water quality, recreation, fish and wildlife conservation, and preservation of ecological resources. This aspect of the Corps’ work is referred to as the

Century Schoolbook and Century Schoolbook Bold represent an extremely versatile family of publication type styles. Very readable in small, lengthy text settings, Century can also be used to advantage in larger scale with great success. Century Schoolbook Bold provides an excellent display headline face for use alone or in combination with the lighter Century Schoolbook.

Shown below are examples of the full Century Schoolbook and Century Schoolbook Bold alphabets with sample text settings of Century Schoolbook with Century Schoolbook Bold headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ($?!&-—“”.,;:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ($?!&-—“”.,;:)

9/10 point Century Schoolbook, 14 pica unjustified margin with 9 point Century Schoolbook Bold headline.

The U.S. Army Corps of Engineers: A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s water and related land resources. The pri-

11/12 point Century Schoolbook, 211/2 pica unjustified margin with 11 point Century Schoolbook Bold headline.

The US. Army Corps of Engineers: A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s water and related land

10/11 point Century Schoolbook. 14 pica unjustified margin with 10 point Century Schoolbook Bold headline one-half space above column.

The U.S. Army Corps of Engineers: A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s water and related land resources. The primary responsibilities of the Corps in this area involve flood control and navigation. Other

12/13 point Century Schoolbook, 29 pica unjustified margin with 12 point Century Schoolbook Bold headline one-half space above column.

The U.S. Army Corps of Engineers; A Commitment to the Future

The Corps of Engineers has served as an engineer advisor to Congress in the water resources field for over 150 years. Prompted by public desires and needs, Congress has authorized and continued to authorize the Corps to investigate, develop, and improve the Nation’s water and related land resources. The primary responsibilities of the Corps in this area involve flood control and navigation. Other water resource objectives addressed as part of these primary responsibilities are hydroelectric power, water supply, water quality, recreation, fish and wildlife conservation, and

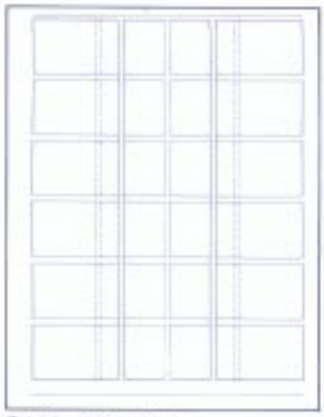
Grid A—8½" x 11" Quality Publications
This standard grid contains one, two, three and four-column formats. It is to be used as the basic structure for large publications, manuals and magazines. At right, the grid and its application to a typical cover are shown. Inside this foldout, typical interior text applications of the grid are illustrated. Refer to page 4-1 for actual-size working grid.

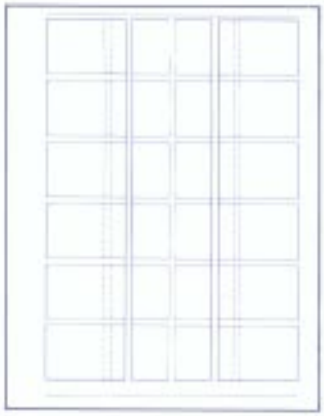
Grid B—8½" x 11" Technical Publications
This standard grid contains one, two, three and four-column formats for use as the underlying structure of Corps technical publications. It accommodates hole punching and various bulky binding techniques with a wide margin placed on the binding edge. At right, the grid and its application to a typical cover are shown. Inside this foldout, typical interior text applications of the grid are illustrated. Refer to page 4-2 for actual-size working grid.

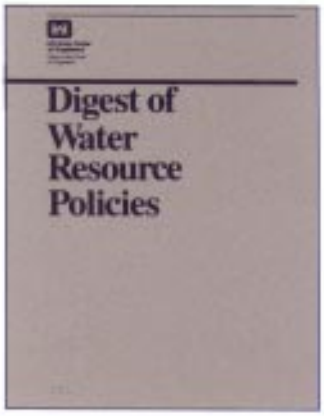
Grid C—5½" x 8½" Brochures & Directories
This standard grid contains one, two and three-column formats and is to be used as the basis for brochures, general information publications and directories published by the Corps. At right, the grid and its application to a typical cover are shown. Inside this foldout, typical interior text applications of the grid are illustrated. Refer to page 4-3 for actual-size working grid.

Grid D—4¼" x 5⅜" Brochures & Directories
This standard grid contains one and two-column formats and is intended as a more economical companion to Grid C. It should be used, where appropriate, as the structure for brochures, general information publications, and directories. At right, the grid and its application to a typical cover are shown. Inside this foldout, typical interior text applications of the grid are illustrated. Refer to page 4-4 for full-size working grid.

Grid E—4" x 9" Pamphlets, Leaflets and Map
This standard grid contains one and two-column formats and is to be used as the basic structure for pamphlets, leaflets, and maps published by the Corps. At right, the grid and its application to a typical cover are shown. Inside this foldout, typical interior text applications are illustrated. Refer to pages 3-12 and 3-14 for additional guidance on maps. Refer to page 4-5 for actual-size working grid.

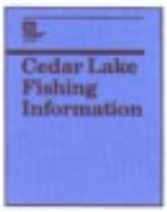

Grid A—8½" x 11"

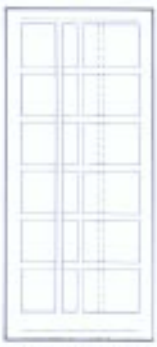

Grid B—8½" x 11"




Grid C—5½" x 8½"

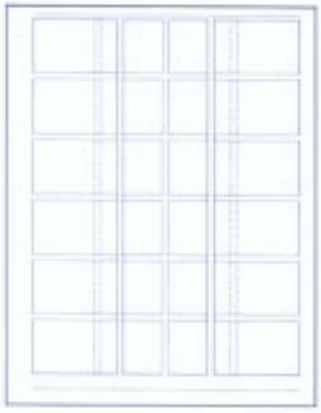

Grid D—4¼" x 5⅜"

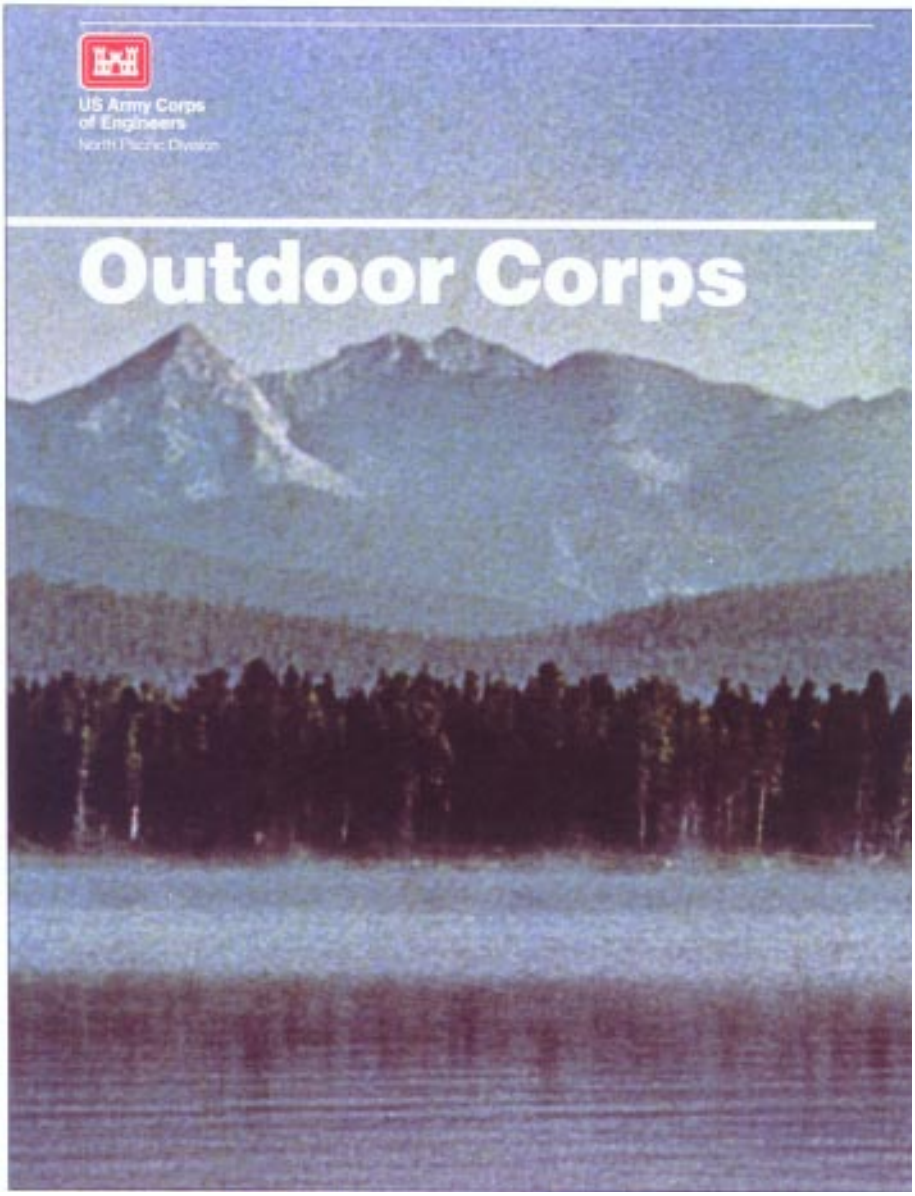



Grid E—4" x 9"

Illustrated below is a typical Corps publication cover using standard Grid A (below left) for its basic structure. In the cover shown here, the Corps signature is a major element in the design solution. However, in some cases, it may be desirable to show the signature on the back cover or last page of a publication. This, along with many other variations in cover design are possible with use of the Corps standard grid system. The principles illustrated here apply to all five standard publication grids in the system.

Inside this foldout, illustrated in diagrammatic form, are a number of possible variations on the cover illustrated below. The grid is a flexible tool and may be utilized in many different ways as aid in communicating in an orderly, consistent fashion and in the graphic interpretation of content.





In the examples shown below, the cover design shown on page 3-9 and additional variations are illustrated in diagrammatic form.

All of these variations are based specifically on standard "Grid A—8½" x 11" Quality Publications," but are indicative of the flexibility inherent in the complete range of standard Corps publication grids.

Grid A is shown at left below, in order to provide direct reference to the origin and foundation for each of the specific variations illustrated.

In developing any publication and, therefore, its cover, the designer and proponent are confronted with a myriad of basic decisions which ultimately determine the look and overall editorial tone of the final product. The standard grid is a useful tool to be employed in the exploration of all these possibilities.

The following notes list some of the questions and considerations that have been dealt with in the diagrammatic cover treatments shown below.

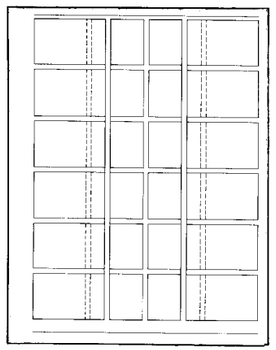
—Should the cover use a photograph or other illustration?
—Would a straight typographic cover solution be more appropriate?
—Should the masthead or titling typography be bold or discreet?
—Should the Corps Signature be shown the cover?
—Should the photograph or illustration be shown as a full bleed?
—If so, what would be the best adaptation of the typography for that specific photograph or illustration?
—Would the photograph or illustration work to best advantage as a free-standing panel on the cover?
—If so, should it be large or small, and should any typographic elements be superimposed on the panel?
—Should sub-titling or ancillary typography of any kind be used on the cover?
—If so, what position on the cover will afford the appropriate amount of emphasis and position relative to the main title?
—Should the main title be the only typo graphic element on the cover?
—Do all the elements, when assembled, convey the editorial message in an effective way?

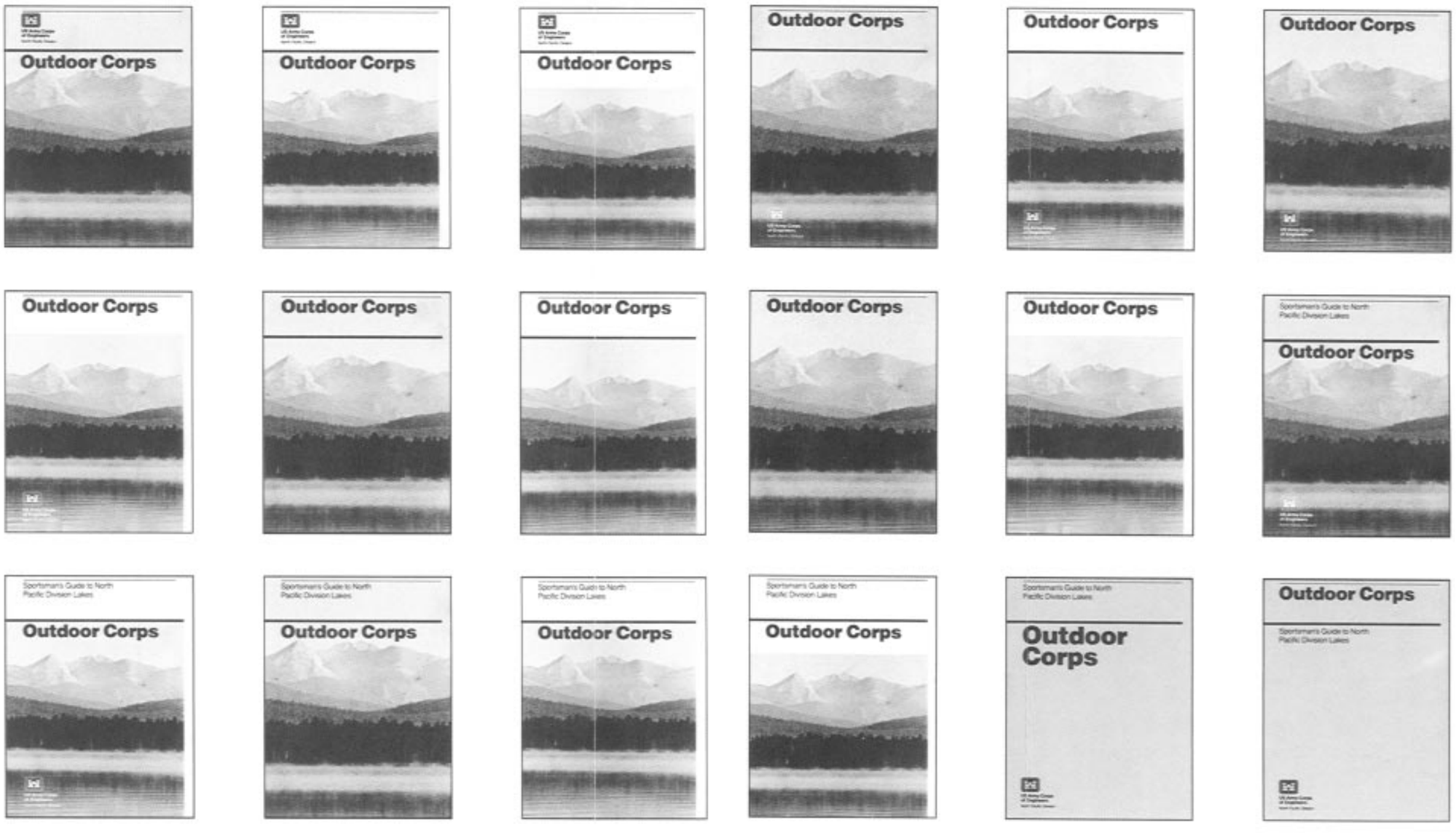
This list of questions could be endless and attempts only to illustrate some of the decisions, both design and editorial, that must be confronted once a basic overall approach to the publication has been determined .

Graphic Vocabulary

The graphic vocabulary used for Corps publication cover designs contains several constant elements, including: The Corps Signature, 6 pt. and 1⁄2 pt. rules, titling and/or ancillary typography set in the Helvetica, Times Roman or Century Schoolbook families of typestyles, and the standard Corps publication grid system.

Refer to pages 3-1 – 3-6 for general guidance on publications. Contact the Corps Graphics Coordinator for advice and assistance in specific publication problem areas.

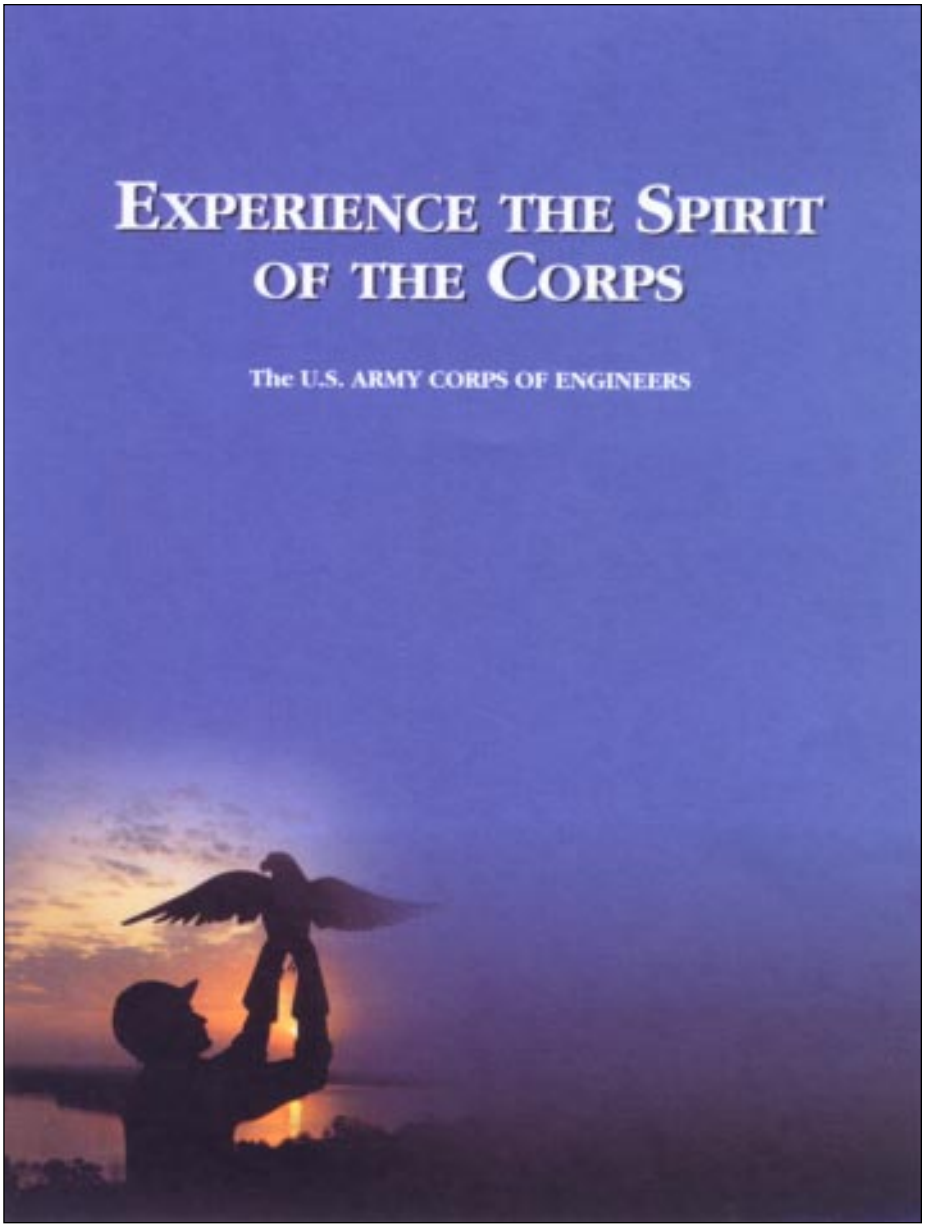




In certain circumstances, the look of a Corps publication cover should have a special, unique quality that will set it apart from its companions which are derived from the standard grid system. The most obvious application of this principle would be a public affairs oriented magazine, although some special one-of-a-kind publi- cations might be appropriately treated in this way. Consult the Corps Graphics Coordinator for advice and counsel before adopting this treatment for publication.

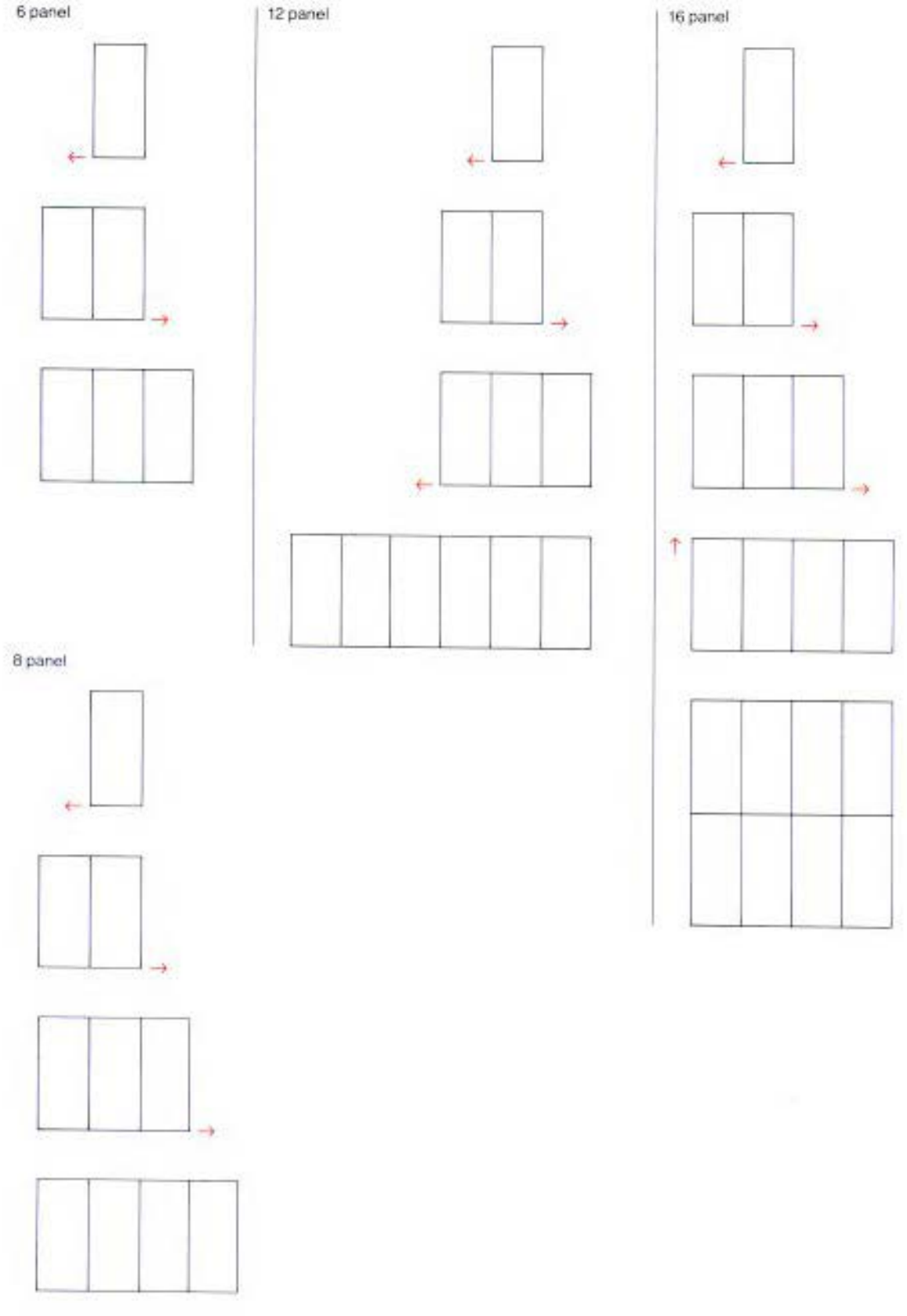
The approach shown here adheres to the spirit and general look of other Corps publications, but deviates from direct adherence to the standard grid system. Typographic styles are consistent with Corps standards but are used in a way that suggests a magazine logotype or mast- head treatment. The positioning of this titling element is not determined by a standard grid but rather by how the ele- ment works as a counterpoint to the photo- graph or illustration.

It bears repeating that this kind of treat ment is not intended for the average Corps publications, and that it should not be used without first consulting the Corps Graphics Coordinator.



Located on page 3-13 are folding diagrams for four recommended sizes of pamphlets/ map folders. Depending on the amount and complexity of content, a 6, 8, 12, or 16 panel layout might be appropriate for use. These publications all fold to 4" x 9" and are to be designed using Grid E.

Use the folding diagrams in combination with the guidelines on page 3-13 in developing Corps pamphlets/map folders.



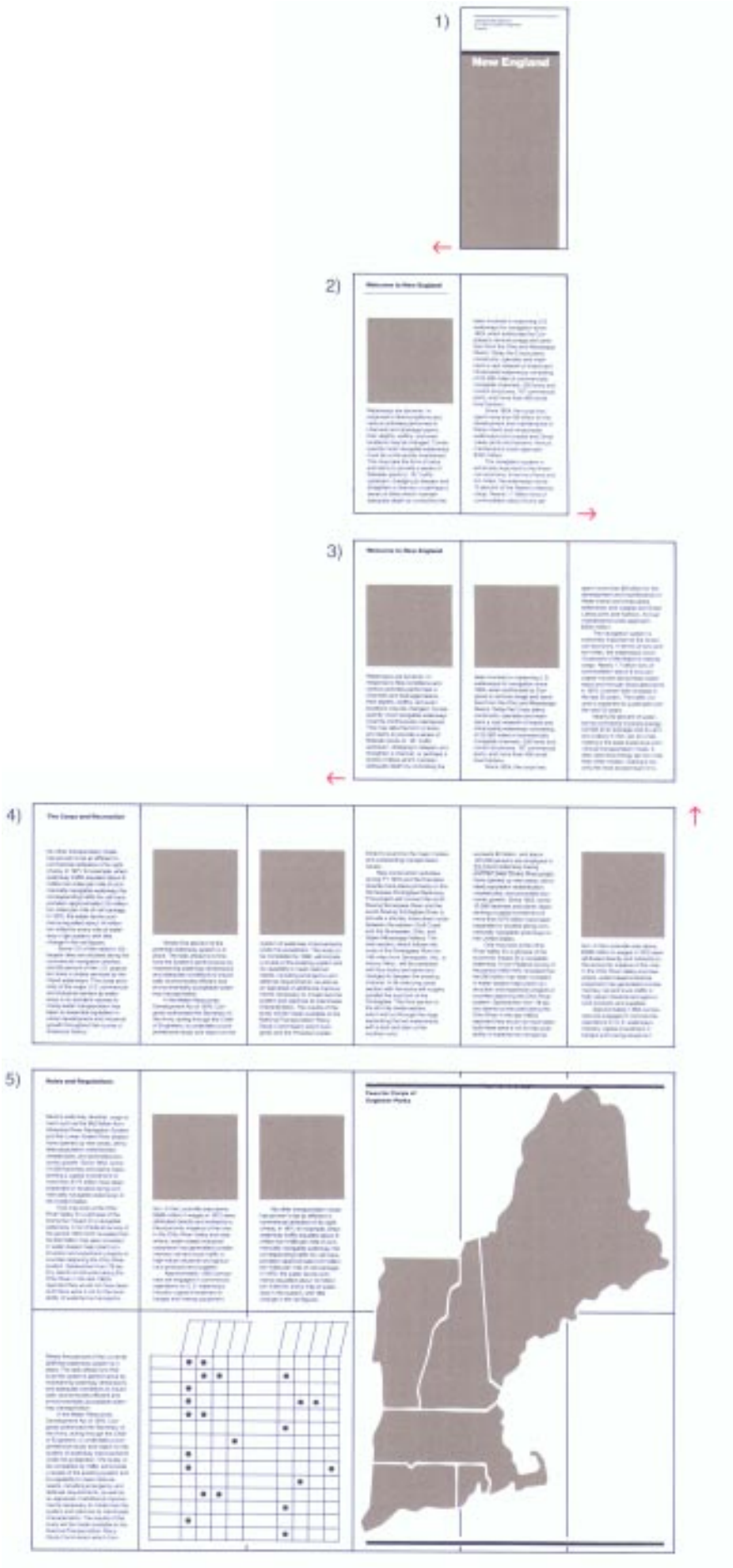
Arrows in the diagrams indicate direction of the next opening fold. The opening sequence is described from top to bottom in the diagrams.

The five illustrations at the right show a typical 24-panel map folder layout and demonstrate how such publications should unfold for maximum impact and readability.

As the panels are unfolded, the publication is always “right-reading”, and the information is arranged to lead the reader in a logical, linear fashion as if reading a book.

One side of this 24" x 18" publication is devoted to general information presented in the form of text and illustration (figs 1-4). The opposite side is given to specific data, in this case charts, maps, tables and some additional text and illustration. This kind of functional division of content is strongly suggested for these publications, no matter what size.

Use this illustration in combination with the folding diagrams shown on page 3-13 as a guide to preparation of pamphlets and map folders.

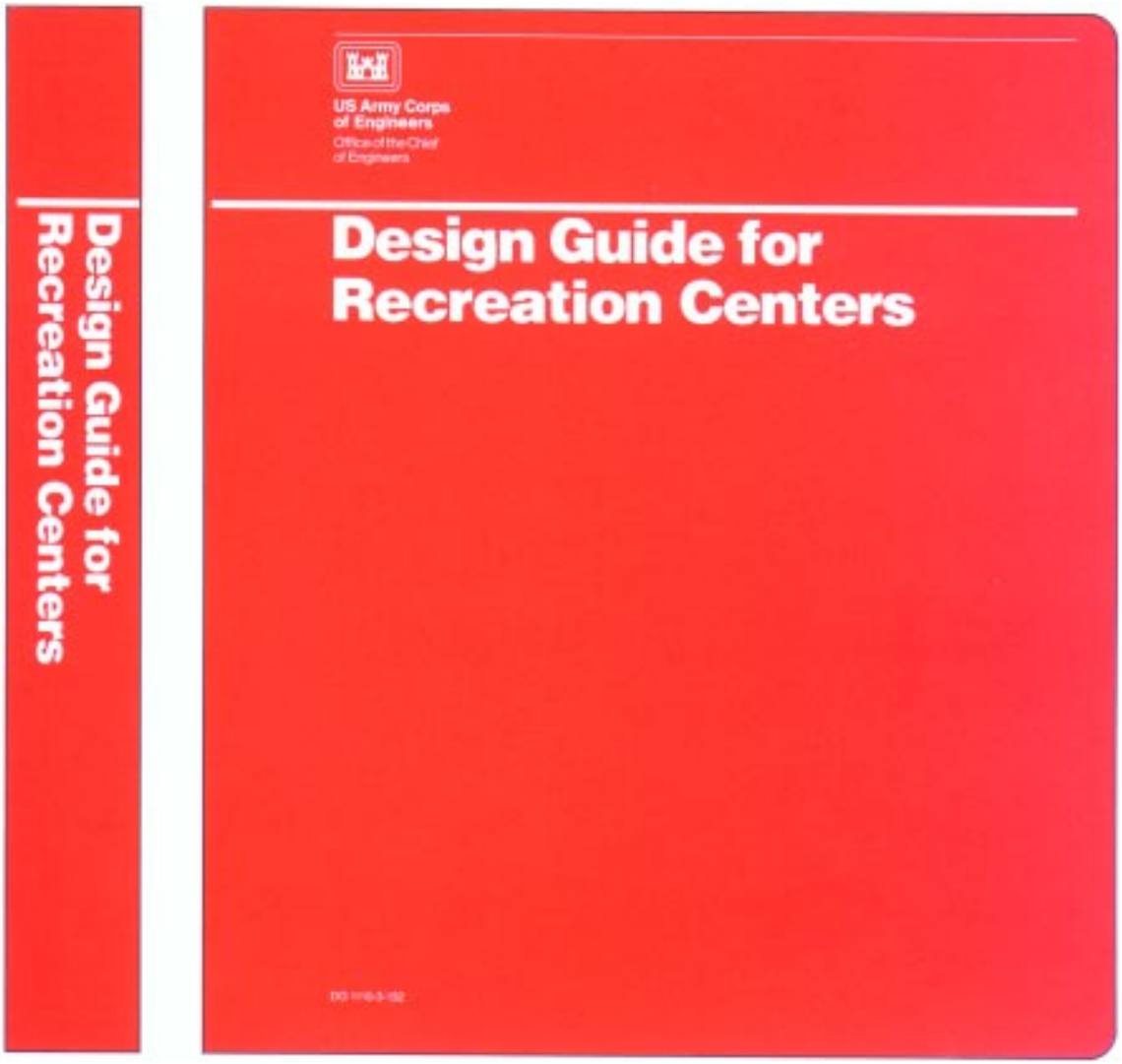


Arrows in the diagram indicate direction of the next opening fold. The opening sequence is described from top to bottom in the diagram.

Corps binder covers are closely related to typographic applications of Grids A and B for 8½" x 11" publications. All of the same principles apply except for slight adjustments to compensate for the slightly oversize binder cover dimensions.

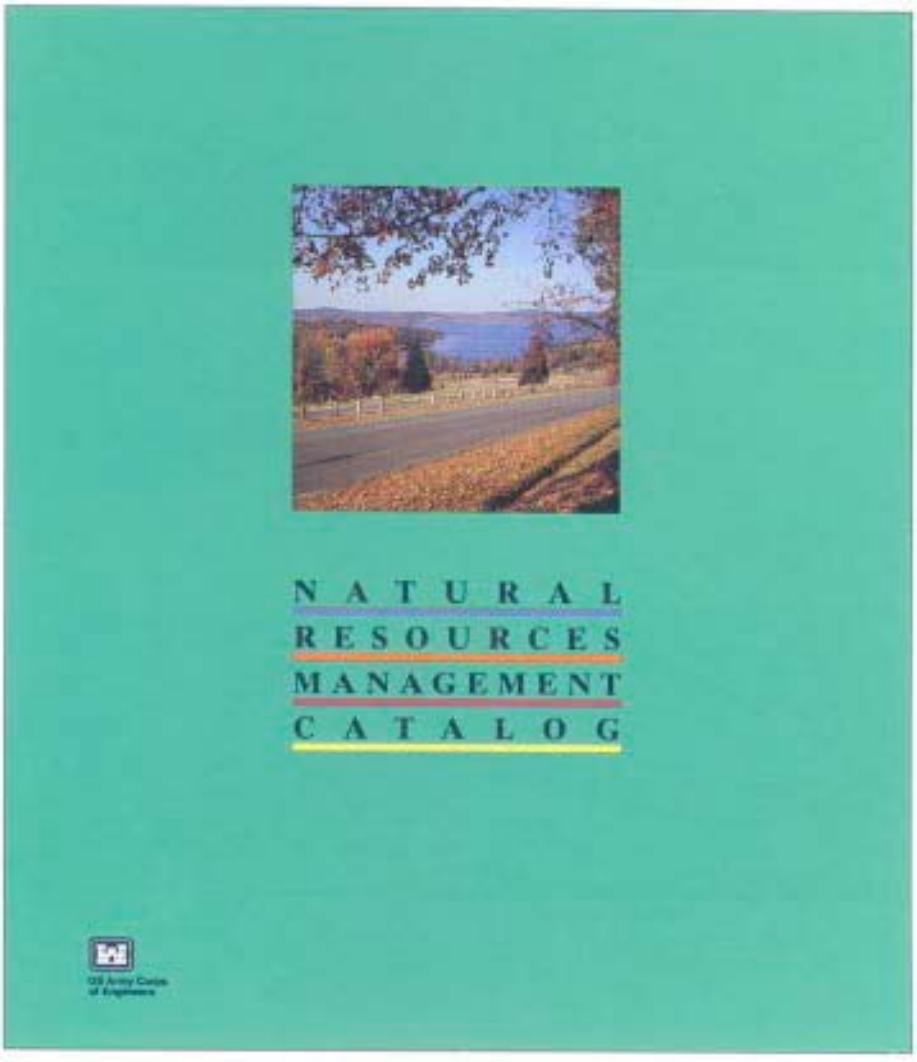
Bright primary or “pure” colors should always be selected for binder cover materials. Avoid the use of pastels and “thin” colors. With a medium to dark value color background, the typographic information may be printed in one color (white or black) as shown in the example below.

Consult the Corps Graphics Coordinator for advice and counsel where a more elaborate solution is being considered.



Alternate Binder Covers can be developed as long as the Guidelines for reproduction of the Corps Communication Mark are followed. Refer to page 3-15 for Standard Binder Cover Layouts.

Consult the Corps Graphics Coordinator for advice on developing alternate Binder Cover Layouts.



Standard General Purpose Folders have been developed with simplicity and clear, immediate identification foremost in mind. These folders are filled with widely varying kinds of information and distributed to a great variety of audiences, both public and governmental. Use of the Corps Signatures as the major graphic element assures instant recognition of the Headquarters or Field Operations Activity concerned and ensures continuity throughout the Corps in distributing information using this method of packaging.

HQ is clearly differentiated from all the FOA by color and treatment of the signature device. The HQ folder is printed in Communication Red and all FOA folders show the appropriate Signature in Communication Red and White on a solid Communication Gray background.

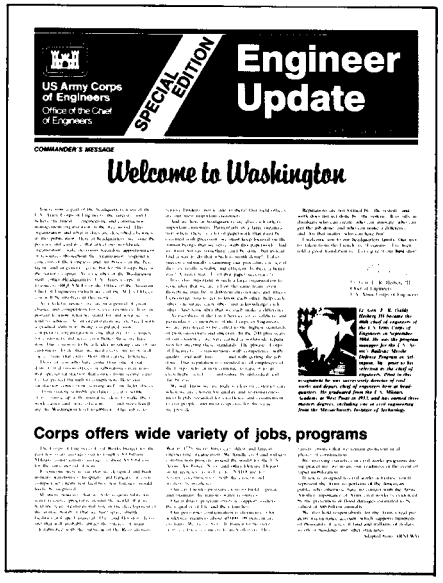
Cover dimensions for these folders are 9" x 12" and the Corps signature is 1-1/16" height.

Various Corps Field Operating Activities, as well as the Office of the Chief of Engineers, find it advantageous to publish periodically in a newspaper format. The feeling of immediacy and timeliness that news papers produce is undoubtedly an aid to communication effectiveness where appropriate. The Corps Graphics system has been adapted to the newspaper format as show below.

The essence of this adapted format is a simple grid system, Century Schoolbook typography in the text and a flag that reflects the standard treatment of Corps publications.

Consult the Corps Graphics Coordinator for advice and counsel if you plan to deviate radically from this format.

Alternate Masthead



US Army Corps of Engineers
Office of the Chief of Engineers

SPECIAL EDITION

Engineer Update

COMMANDER'S MESSAGE

Welcome to Washington

Corps offers wide variety of jobs, programs

US Army Corps of Engineers

Engineer Update

Vol. 18 No. 5 May 1994

Vicksburg District workers tie mats together as part of a mat sinking operation. (Photo courtesy Vicksburg District)

Districts consolidate revetment operations

Consolidating revetment operations on the Mississippi River should cut costs in Lower Mississippi Valley Division and prevent a reduction in force, according to a plan advanced by the president of the Mississippi River Commission, Brig. Gen. Eugene S. Witherspoon. (Revetment operations line the banks of the Mississippi River with flexible concrete mats to prevent erosion.)

The consolidation calls for Memphis and Vicksburg Districts to combine portions of their revetment units' equipment, work forces, work assignments and material resources.

Consolidation is needed before 1996 because the need for revetment work will drop in the near future. The consolidation has been advanced to accomodate the expected loss of 137 revetment employees by the end of April. The employees are taking advantage of voluntary retirement/separation incentives.

"These losses will prevent either district from independently fielding an effective, efficient work force for the next...season," Witherspoon said.

Last January, revetment construction on the Lower Mississippi River was 92 percent complete. Of the 1,085 miles of riverbank scheduled for revetment protection, 86 miles remain.

Vicksburg District will be assigned the mat-sinking function, which had been performed by both districts. The sinking equipment will be homeported in Vicksburg.

The impact of this consolidation on employees will be minimal. Neither the pay nor grade of any employee will be reduced. Likewise, there will be no involuntary separations or involuntary changes of residences for any employees.

In explaining the details, Witherspoon noted:

— In the past, work has been split about 60 percent for Vicksburg District and 40 percent for Memphis District. After consolidation, the percentage will be essentially the same.

— Vicksburg District will have charge of matlaying operations. Memphis District grades the riverbanks to prepare for mat placement. Memphis District will also load the concrete mat on barges at the casting fields.

— Memphis District will operate two graders and a loading unit. Facilities and personnel at Greenville, Miss. will remain there, but will transfer to the control of Memphis.

— The large towboats *Benyuard* and *Lipscomb* presently based in Vicksburg, Miss. will remain there and the towboat *Mississippi* will remain in Memphis, Tenn.

— The savings will vary each year depending on the length of the revetment operations season, but could reach as high as $7 million per year.

Louisville wins honors

By Todd Hornback
Louisville District

Louisville District recently claimed $80,000 as the winner of the Special Category in the 1993 Army Community of Excellence (ACOE) competition.

"It proves what others and I have always said, 'Louisville District is...an Army community of excellence,'" said Col. Herbert F. Harback, District Commander.

The Army-wide ACOE competition rates an organization on the quality of life it provides for its people. The Special Category covers communities with a population of less than 3,500 located on non-Army property.

The district's initial ACOE package submitted last August gave an overview of its ACOE program. Each heading in the 25 page book highlighted district individuals, projects and programs.

The Human Resource Services category included the Corps Cash Program. This award is initiated by customers to recognize district personnel who have provided exceptional service. This heading also included changes credited for a 214 percent rise in suggestions to the Army Ideas for Excellence Program, and a 315 percent increase in the suggestions approved.

Under External Community Relations, the district prepared a master plan, designed a logo, and built a bridge for Kerrick Elementary School's nature trail program.

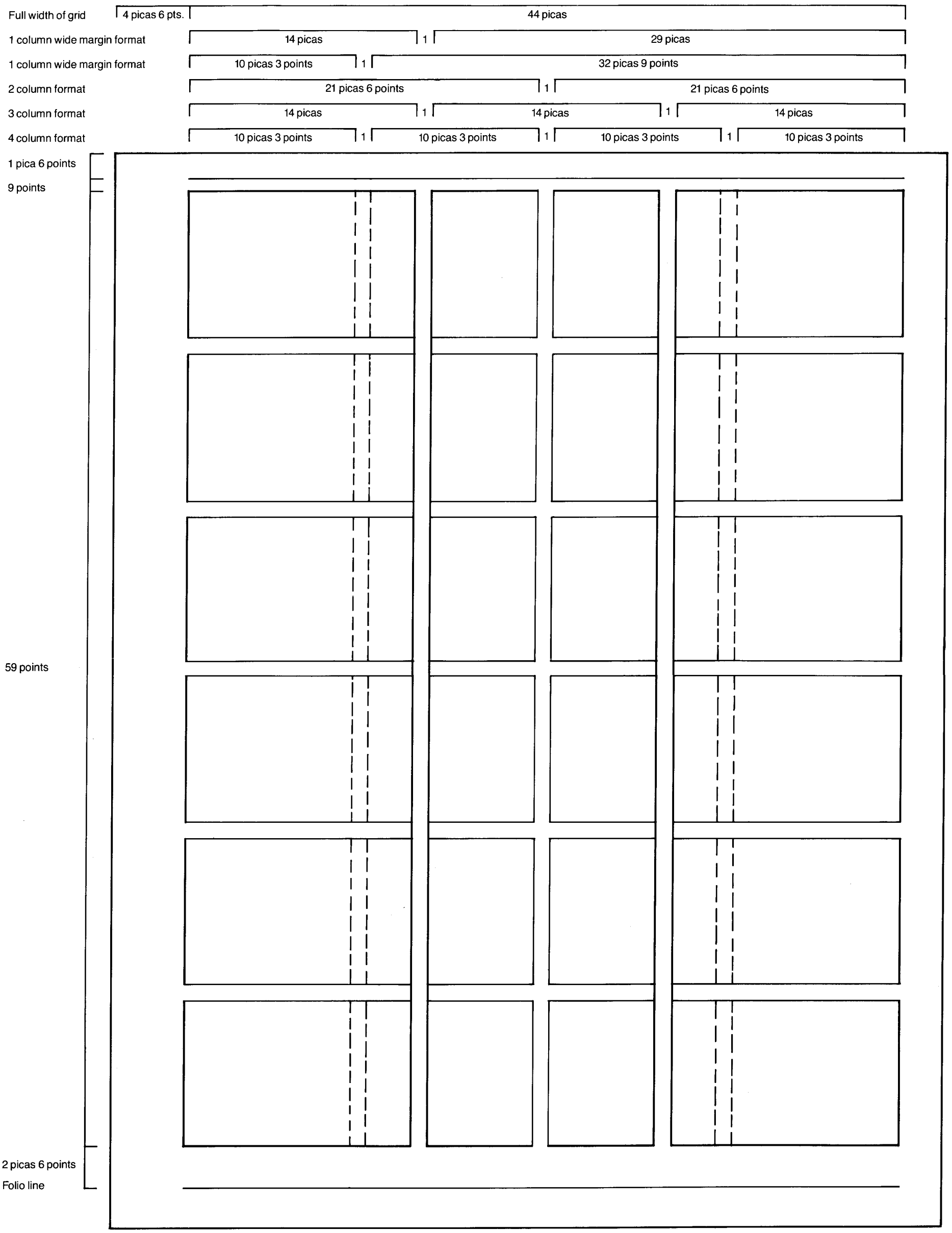
One example under Internal Organization Services and Processes highlighted time and money saved in the travel order/voucher system. A Total Quality Performance program study created a travel voucher checklist for the traveler, and implemented an automated travel order and the use of teller machines for travel advances.

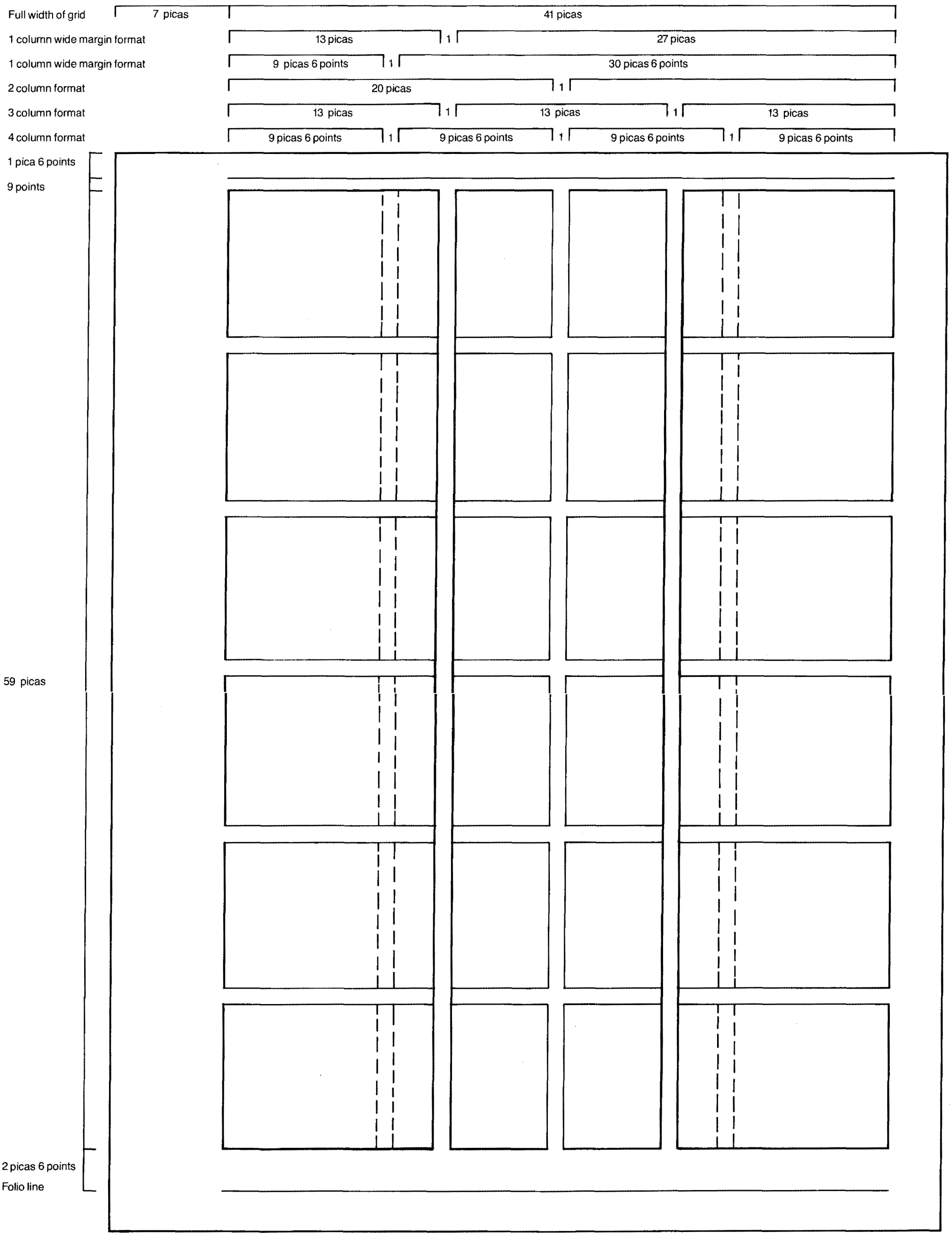
Of course, just making those claims was not enough. To become a finalist, the district underwent a two-day visit by a Corps evaluation team. The team asked questions and toured the district to assure that topics in the submittal package were accurate.

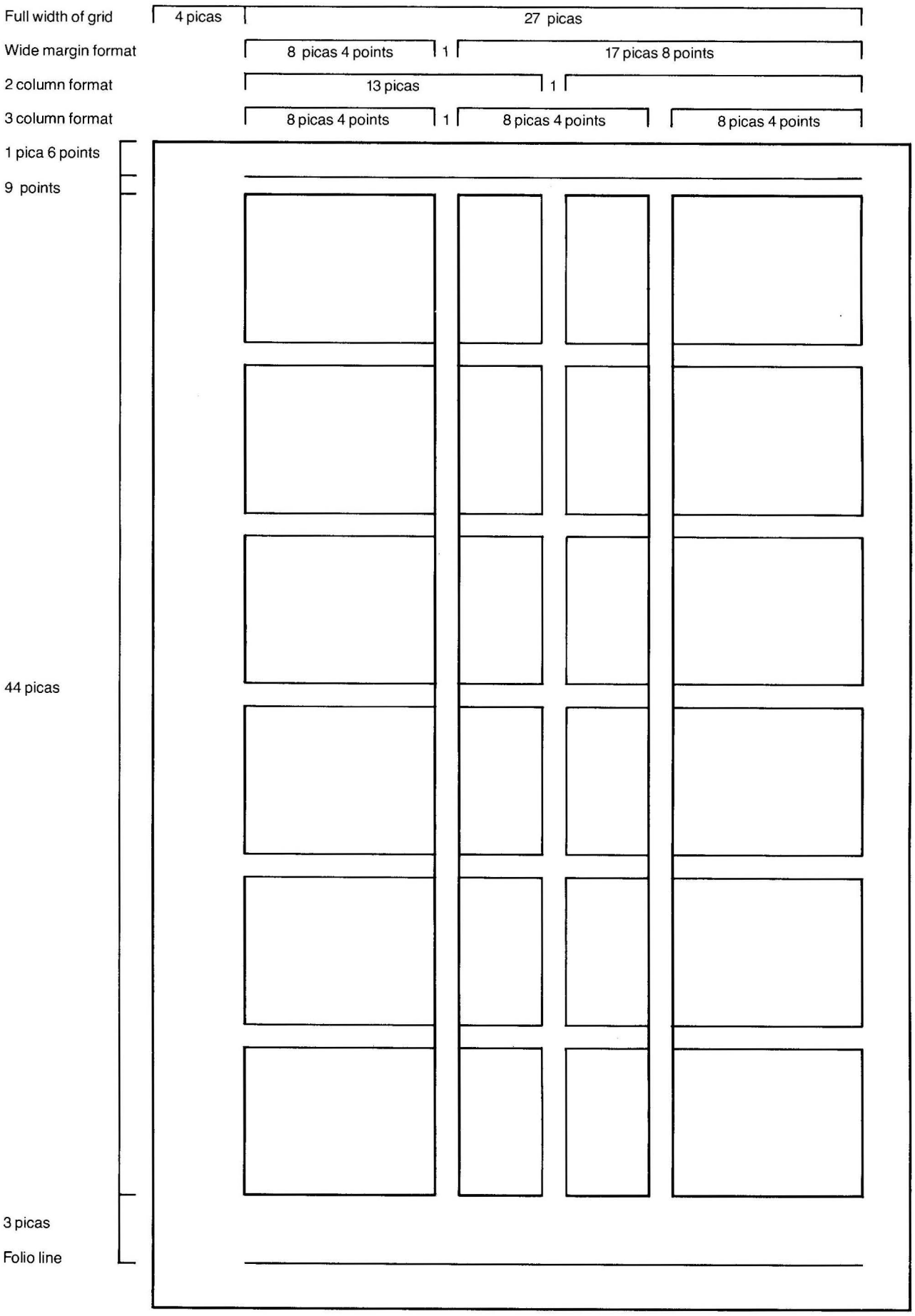
After the district made the finalist round, the District ACOE Committee started planning for the Pentagon's evaluation team. Their agenda included helicopter rides to two lake projects, two locks and dams, and a military base. District spokespersons answered evaluation team questions about initiatives in the submission booklet. And on April 12, the district learned they had won.

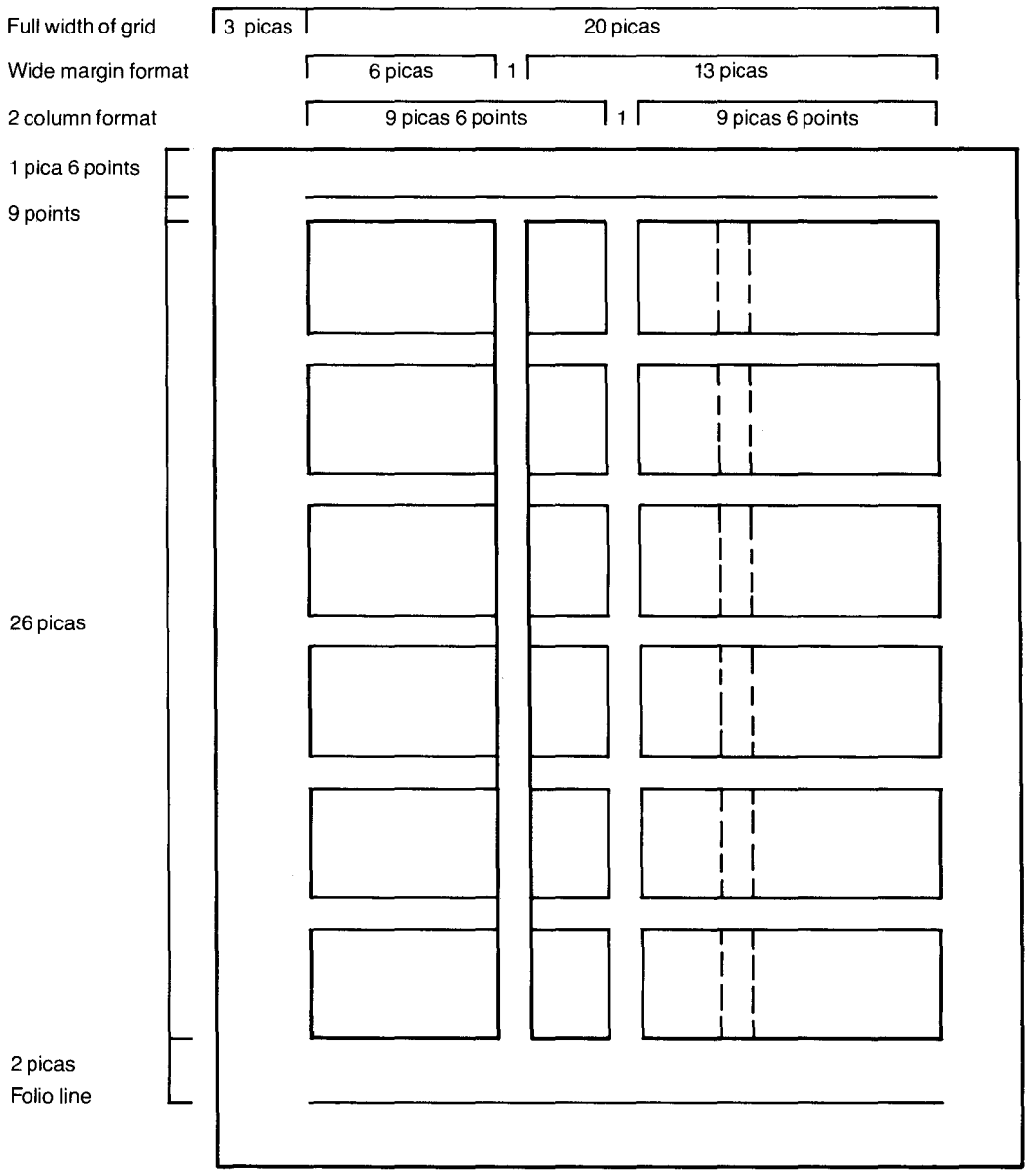
Posters are the simplest and most direct communication vehicle and one of the most difficult to design effectively. They require a very strong visual image and an extremely distilled, simple and, sometimes, clever verbal message. The goal is an instantaneous, straightforward transmission of visual and verbal message. Posters fail often when they are burdened with too much complexity and too much content, thereby asking too much of the viewer.

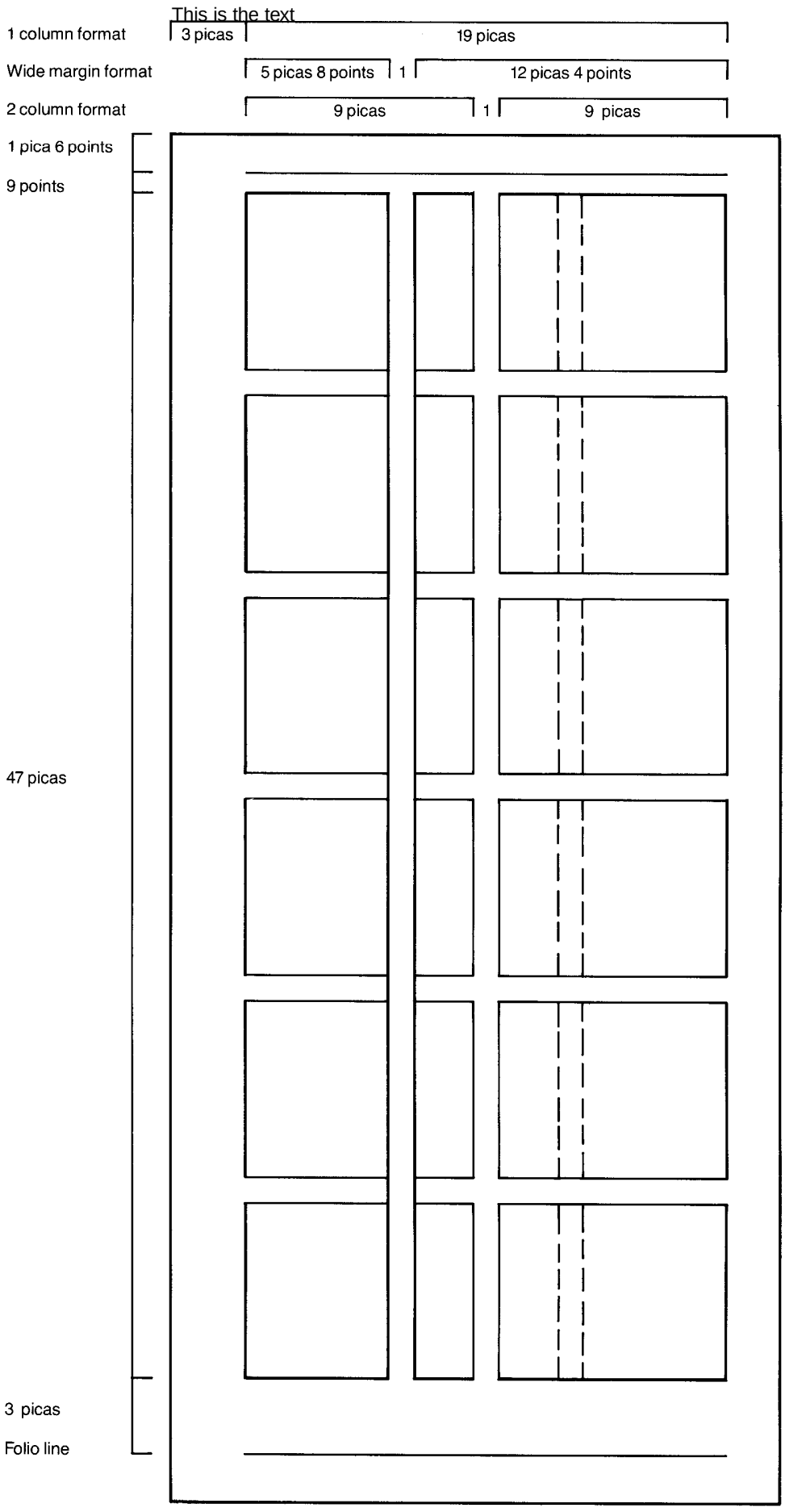
In the example shown below, the standard vocabulary of Corps graphic elements has been utilized with these principles in mind. To impose a grid on posters would severely limit its potential for power and surprise, but the spirit of other standard Corps publications is apparent in the handling of typography and illustration, even though standard grids are not used.


Full width of grid
4 picas 6 pts.
44 picas
1 column wide margin format
14 picas
1
29 picas
1 column wide margin format
10 picas 3 points
1
32 picas 9 points
2 column format
21 picas 6 points
1
21 picas 6 points
3 column format
14 picas
1
14 picas
1
14 picas
4 column format
10 picas 3 points
1
10 picas 3 points
1
10 picas 3 points
1
10 picas 3 points
1 pica 6 points
9 points
59 points
2 picas 6 points
Folio line


Full width of grid
7 picas
41 picas
1 column wide margin format
13 picas
1
27 picas
1 column wide margin format
9 picas 6 points
1
30 picas 6 points
2 column format
20 picas
1
3 column format
13 picas
1
13 picas
1
13 picas
4 column format
9 picas 6 points
1
9 picas 6 points
1
9 picas 6 points
1
9 picas 6 points
1 pica 6 points
9 points
59 picas
2 picas 6 points
Folio line


Full width of grid
4 picas
27 picas
Wide margin format
8 picas 4 points
1
17 picas 8 points
2 column format
13 picas
1
3 column format
8 picas 4 points
1
8 picas 4 points
8 picas 4 points
1 pica 6 points
9 points
44 picas
3 picas
Folio line


Full width of grid
3 picas
20 picas
Wide margin format
6 picas
1
13 picas
2 column format
9 picas 6 points
1
9 picas 6 points
1 pica 6 points
9 points
26 picas
2 picas
Folio line


This is the text
1 column format
3 picas
19 picas
Wide margin format
5 picas 8 points
1
12 picas 4 points
2 column format
9 picas
1
9 picas
1 pica 6 points
9 points
47 picas
3 picas
Folio line

Business Graphics and Forms 5

The standard Corps business card design is shown below with layout and printing specifications. The Corps will not provide business cards for any of its personnel. Individual Corps employees may elect, for official purposes, to print business cards at their own expense, adhering to the design specifications below.

Business cards should be printed using offset lithography. The ink colors are Communication Red (Pantone red 032) for Corps Castle and Communication Gray (Pantone 408) for all type. One-color business cards should be printed in Communication Gray. Paper stock is bright white 100 lb. Vellum Bristol, with medium plate finish.

a) Full-size typographic layout guide for business card. Increments for typography are in points; layout dimensions are in inches.
b) One-color business card using Communication Gray for all elements.
c) Two-color business card with Communication Red mark and Communication Gray typography.

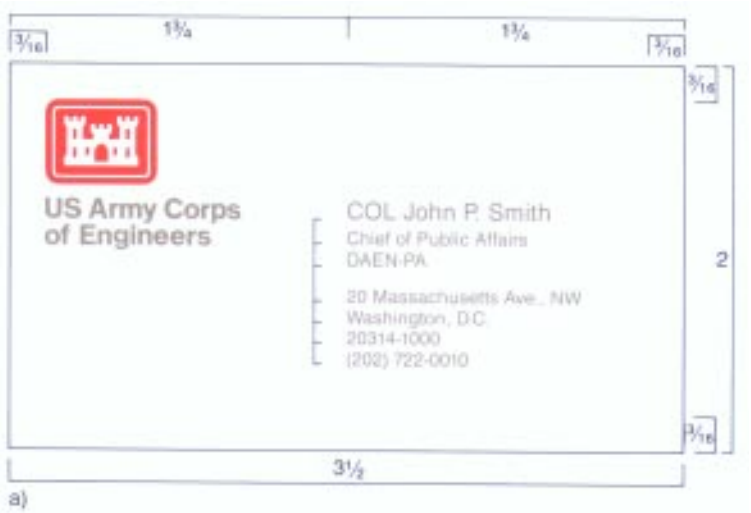
Specifications:

A 7/16" positive version of the Corps' signature is used on business cards. District or Division identification is 9 on 9 point Helvetica Regular type, 12 points placed below and flush left with the Corps' signature type.

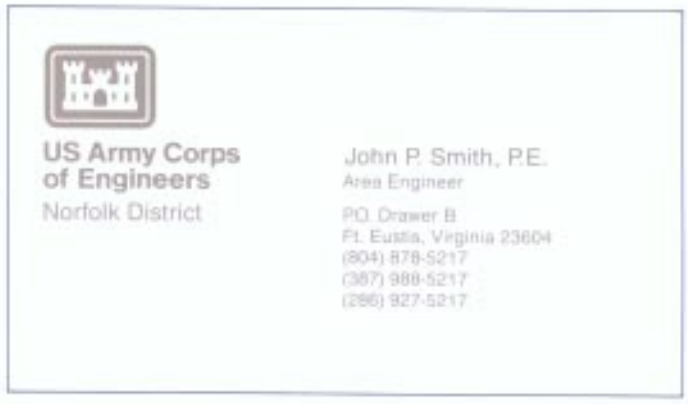
The individual's name is 9 point Helvetica Regular type aligned horizontally with "U.S. Army Corps" and placed flush left on the vertical center line. The title, or job description, is 7 on 8 point Helvetica Regular type placed 9 points below and flush left with the name. The address and telephone numbers are 7 on 8 point Helvetica Regular type, 13 points below and flush left with the individual's name and title. All elements should be styled and positioned as shown in the illustrations to the right.

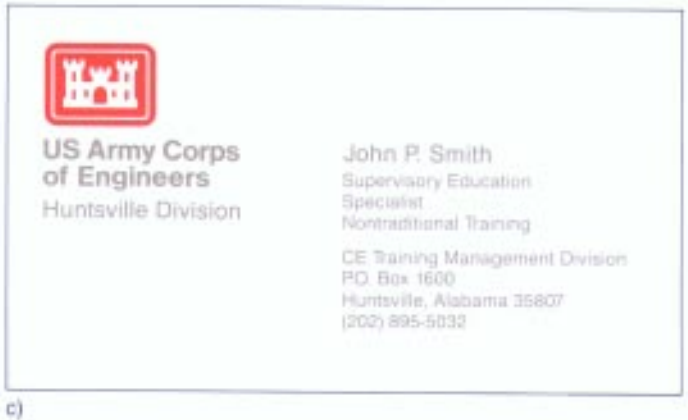
If the individual's name exceeds the space from the vertical center line to the 3/16" margin at the right, move the entire flush left unit to the left of the vertical center line so that the last letter of the name abuts the 3/16" margin.

All nine-digit zip codes are on a separate line from the city and state. All five-digit zip codes are on the same line with the city and state. Telephone numbers should be set as shown.



a)





c)

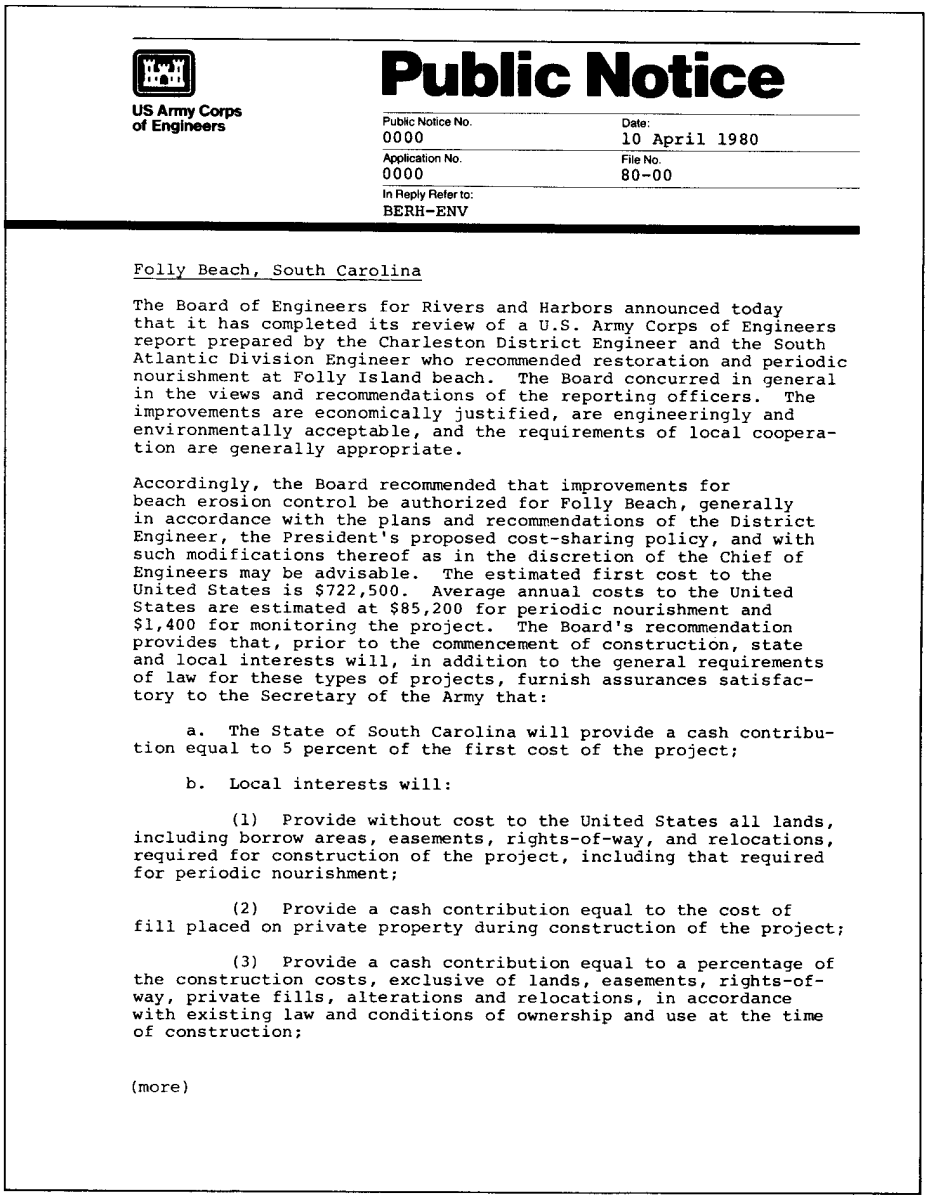
In special situations, when a sense of tradition is important to the visual image of business cards, the Castle symbol can be used to replace the Communication Mark.

Consult with the Corps Graphics Coordinator for advice and counsel when using the traditional Castle symbol on business cards. Remember the Corps does not provide business cards to its personnel.

The typographic masthead is to be used for all specific forms of administrative correspondence including News Releases, Public Notice, specifications, advisories, bulletins, regulations, procedures, personnel, and employment opportunity notices.

The typographic masthead shall contain the appropriate Corps Signature, the standard headline title of the specific item and the uniform placement location for all pertinent information that is common to all items of that specific form. This information shall include subject dates of issue, who issued by, and other pertinent identifiers for reference.

The specific content contained in the pertinent information section located below the title will vary depending on the type of form as shown.



US Army Corps of Engineers

Public Notice

Public Notice No.	Date:
0000	10 April 1980
Application No.	File No.
0000	80-00
In Reply Refer to:	
BERH-ENV	

Folly Beach, South Carolina

The Board of Engineers for Rivers and Harbors announced today that it has completed its review of a U.S. Army Corps of Engineers report prepared by the Charleston District Engineer and the South Atlantic Division Engineer who recommended restoration and periodic nourishment at Folly Island beach. The Board concurred in general in the views and recommendations of the reporting officers. The improvements are economically justified, are engineeringly and environmentally acceptable, and the requirements of local cooperation are generally appropriate.

Accordingly, the Board recommended that improvements for beach erosion control be authorized for Folly Beach, generally in accordance with the plans and recommendations of the District Engineer, the President's proposed cost-sharing policy, and with such modifications thereof as in the discretion of the Chief of Engineers may be advisable. The estimated first cost to the United States is $722,500. Average annual costs to the United States are estimated at $85,200 for periodic nourishment and $1,400 for monitoring the project. The Board's recommendation provides that, prior to the commencement of construction, state and local interests will, in addition to the general requirements of law for these types of projects, furnish assurances satisfactory to the Secretary of the Army that:

a. The State of South Carolina will provide a cash contribution equal to 5 percent of the first cost of the project;

b. Local interests will:

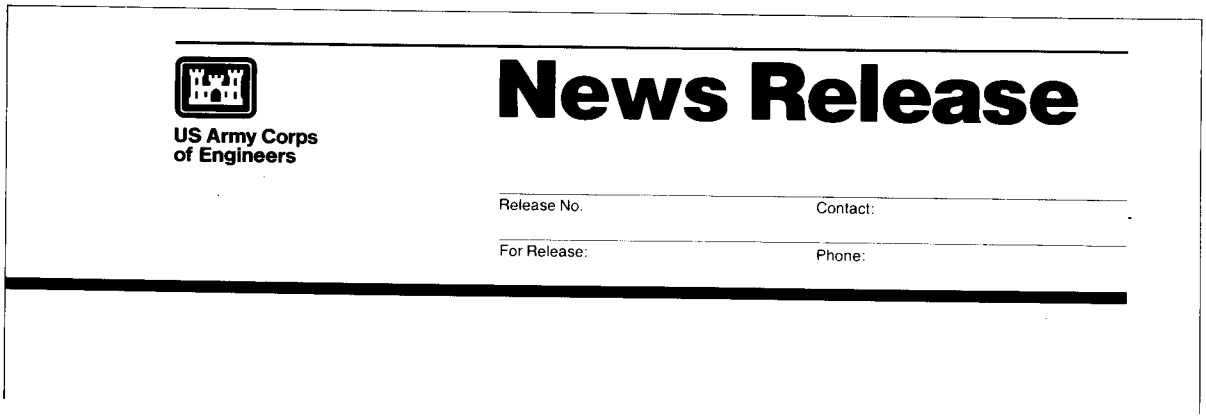
(1) Provide without cost to the United States all lands, including borrow areas, easements, rights-of-way, and relocations, required for construction of the project, including that required for periodic nourishment;

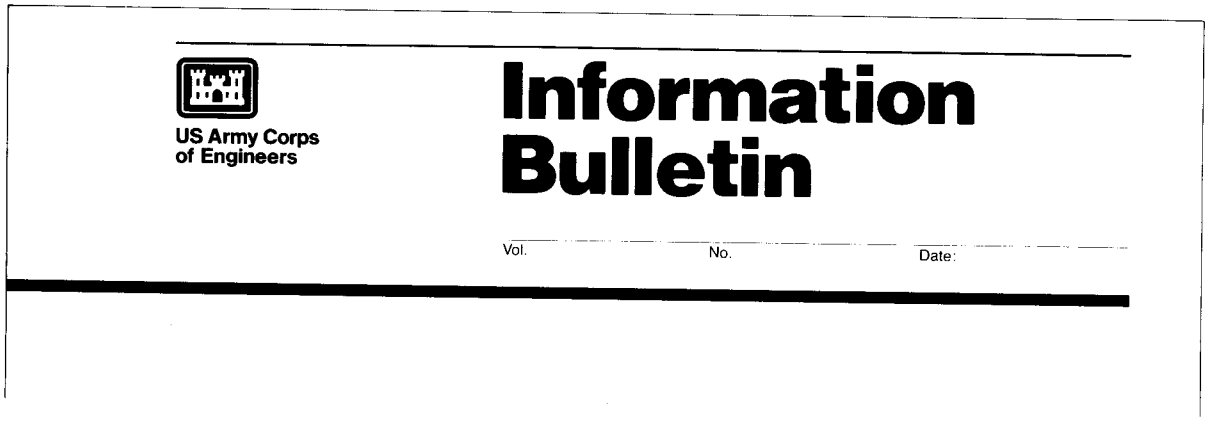
(2) Provide a cash contribution equal to the cost of fill placed on private property during construction of the project;

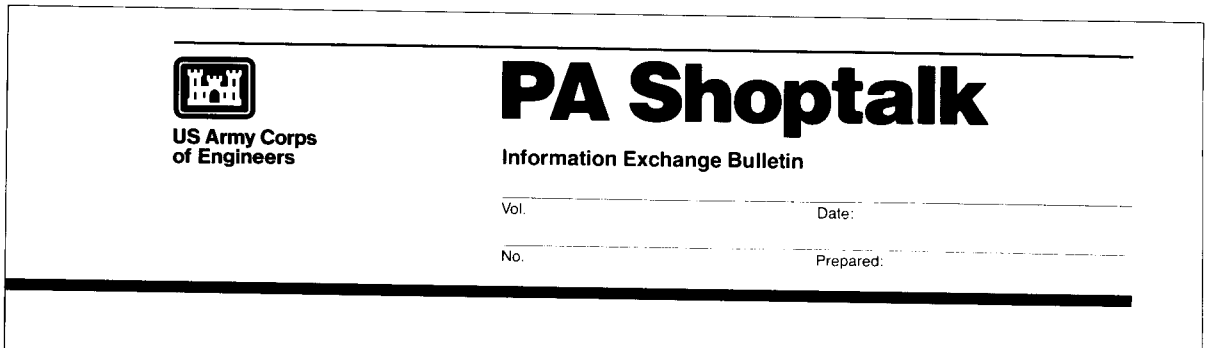
(3) Provide a cash contribution equal to a percentage of the construction costs, exclusive of lands, easements, rights-of-way, private fills, alterations and relocations, in accordance with existing law and conditions of ownership and use at the time of construction;

(more)

The illustrations below show extension of the typographic masthead format to three additional titles. Specific requirements for ancillary or fill-in information in each title have been easily satisfied with minor adaptation of the format. The basic format should never be altered in any way. Consult the Corps Graphics Coordinator with specific problems related to adaptation of the format.







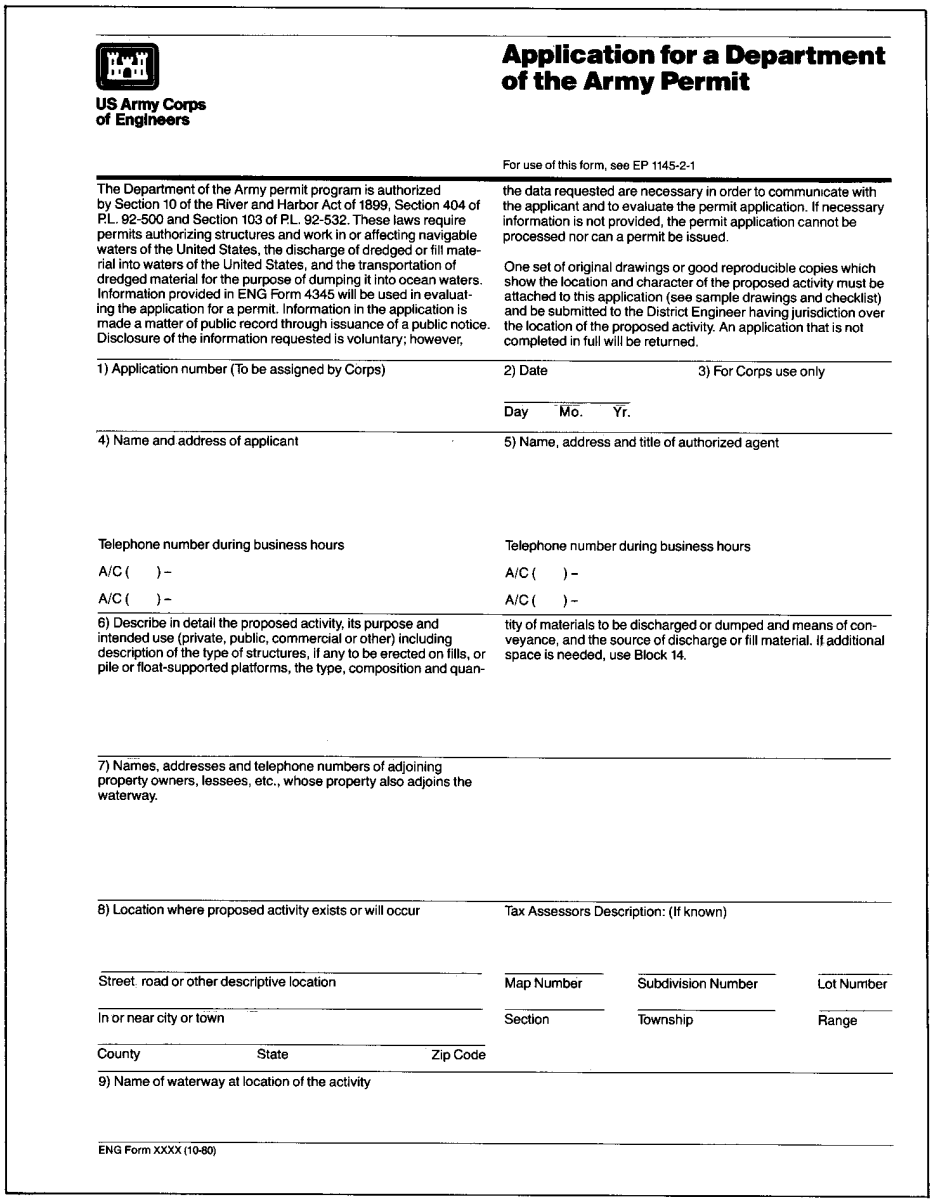
The Corps uses a great many forms for the collection, transmittal, synthesis, dissemination and storage of information. A successful form design will produce a product with information clearly requested and space logically alloted for expeditious completion. When properly completed, the form will lessen the time needed for retrieval of information.

Forms are tailor-made to perform very specific tasks and should always be evaluated in terms of the minimum amount of information required to perform that task.

These information requirements must be interpreted and given graphic form. The example shown below utilizes the Corps Communication Mark, Helvetica bold and regular typestyles.

This example is intended as a general guide to future implementation of Corps forms. Contact the Forms Management Officer for advice and counsel on forms problems.

Electronic forms for publication are available from HQUSACE Publications Control Officer. For more information contact CEIM-IV.



US Army Corps of Engineers

Application for a Department of the Army Permit

For use of this form, see EP 1145-2-1

The Department of the Army permit program is authorized by Section 10 of the River and Harbor Act of 1899, Section 404 of P.L. 92-500 and Section 103 of P.L. 92-532. These laws require permits authorizing structures and work in or affecting navigable waters of the United States, the discharge of dredged or fill material into waters of the United States, and the transportation of dredged material for the purpose of dumping it into ocean waters. Information provided in ENG Form 4345 will be used in evaluating the application for a permit. Information in the application is made a matter of public record through issuance of a public notice. Disclosure of the information requested is voluntary; however, the data requested are necessary in order to communicate with the applicant and to evaluate the permit application. If necessary information is not provided, the permit application cannot be processed nor can a permit be issued.

One set of original drawings or good reproducible copies which show the location and character of the proposed activity must be attached to this application (see sample drawings and checklist) and be submitted to the District Engineer having jurisdiction over the location of the proposed activity. An application that is not completed in full will be returned.

1) Application number (To be assigned by Corps)

2) Date

Day Mo. Yr.

3) For Corps use only

4) Name and address of applicant

Telephone number during business hours

A/C ( ) –

A/C ( ) –

5) Name, address and title of authorized agent

Telephone number during business hours

A/C ( ) –

A/C ( ) –

6) Describe in detail the proposed activity, its purpose and intended use (private, public, commercial or other) including description of the type of structures, if any to be erected on fills, or pile or float-supported platforms, the type, composition and quantity of materials to be discharged or dumped and means of conveyance, and the source of discharge or fill material. If additional space is needed, use Block 14.

7) Names, addresses and telephone numbers of adjoining property owners, lessees, etc., whose property also adjoins the waterway.

8) Location where proposed activity exists or will occur

Tax Assessors Description: (If known)

Street, road or other descriptive location

Map Number

Subdivision Number

Lot Number

In or near city or town

Section

Township

Range

County State Zip Code

9) Name of waterway at location of the activity

ENG Form XXXX (10-80)

Corps sign standards are contained within a separate set of comprehensive sign standards manuals (EP 310-1-6a and EP 310-1-6b). The manuals include design methodology and visual standards for identification, directional, informational, instructional, safety and interpretive signs. Also included are guidelines for sign legends, specifications for materials and fabrication, and information on the establishment of a sign maintenance program.

Contact the district or division sign program manager located within the Natural Resources Management element, Operations or the National Sign Program Manager at the Sign Mandatory Center of Expertise, St. Paul District, for advice and assistance on sign development and other sign related issues.

The Corps maintains and operates a wide variety of vehicles for use in its many operating activities. Many of these are obtained through GSA and have been purchased in large lots without concern for color, visability, or consistency.

Though diverse in size, type, configuration and color, it is intended that each of the vehicles in the fleet be informally identified as part of the Corps.

The Corps Signature with the Communication Marik is the one common element to be used as an identifier for all Corps vehicles. The signature is to be located on both the right and left side front doors of ground vehicles. (For exact placement, refer to the following pages in this section).

Vehicles used by a single Field Operating Activity will use their respective signatures. When more than one activity will be using a single vehicle, as in a motorpool, the Corps signature will be used.

There are two signature sizes available for use on Corps vehicles. Selection of size is dependent on the vehicles general configuration and door size. The smaller size is intended for use on cars, vans, pickups and other lightweight trucks. The larger size is for use on large, heavy-duty trucks and heavy equipment. Use the large signature when large identification is visually more appropriate to the scale of the vehicle.

Bebw the signature, and common to all Corps vehicles identification, is the legend For Official Use Only. This element conforms to U.S. code and is included in all vehicle graphic packages and need not be ordered or applied separately.

The vehicle identification markings are specified to be adhesive, die cut, prespaced units manufactured from vinyl material. They are intended to last the life of the vehicle if properly applied to a clean, dry surface. (Specific application directions are included on each graphic). Identification graphics may, however, be removed without harm to vehicle finish using special solvents if ownership or use of the vehicle is changed.

The signature for the Corps and each FOA is available in two sizes; size use depends on the size and configuration of the vehicle on which it is to be placed.

Signatures are also manufactured in three separate color configurations including: 1) Black signature typography with Communication Mark shown in Communication Red, 2) Black signature and 3) all White Signature.

It is recommended that all Corps general purpose vehicles be painted a solid white.

On white vehicles, the two-color signature with black typography and a red Communication Mark is to be used.

On all non-white vehicles, there is to be placed a black or white signature. Signature color selected is dependent on color value; the darkness or lightness of the background on which it is placed. Use the adjacent density scale to determine if a particular vehicle will use a black or white signature.

If the vehicle is lighter than the 40% gray tone shown, the signature coior shall be black. White signatures shall be placed on vehicles darker than 40% gray.

Special applications or uses not covered in this guideline should be referred to the graphics coordinator for assistance and review.

Black Signature

10 percent gray

Black Signature

20 percent gray

Black Signature

30 percent gray

Black Signature

40 percent gray

White Signature

50 percent gray

White Signature

60 percent gray

White Signature

70 percent gray

White Signature

80 percent gray

White Signature

90 percent gray

White Signature

Black

The diagram below is to be used as a specification guide for placement of the Corps Signature on right and left front side doors of all small Corps ground vehicles including cars, vans and small trucks.

For selection of correct color of identification markings, refer to the vehicle tone value scale and use description on page 7-1 of this section.

Exact placement is contingent on vehicle door configuration and the location of door handles and mirrors.

Contact the Corps Graphics Coordinator for additional advice and aid in establishing vehicle markings.

The diagram below is to be used as a specification guide for placement of the Corps signature on right and left front side doors of all large Corps ground vehicles including trucks and heavy equipment.

For selection of correct color of identification markings, refer to the vehicle tone value scale and use description on page 7-1 of this section.

Exact placement is contingent on vehicle door configuration and the location of door handles and mirrors.

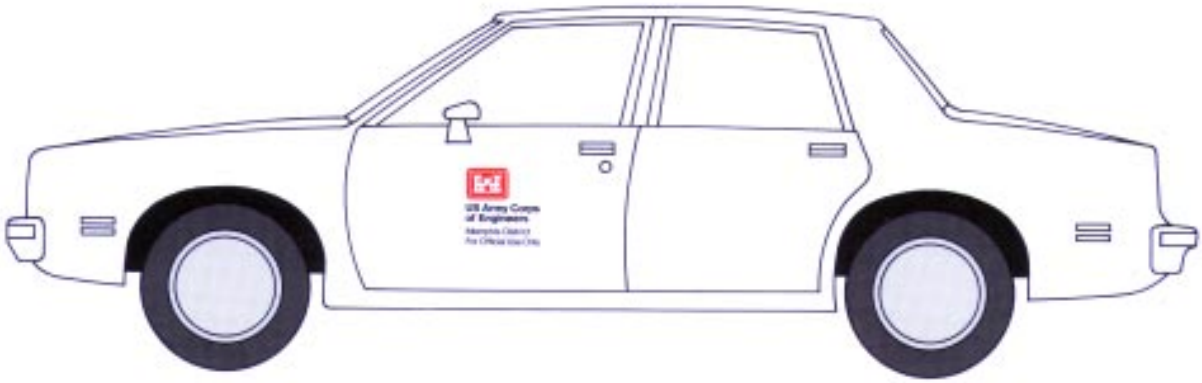
Contact the Corps Graphics Coordinator for additional advice and aid in establishing vehicle markings.

All light-duty passenger cars, vans and general purpose light-duty trucks shall be identified with appropriate Corps or Field Operations Activity signature along with the required For Official Use Only legend. The two examples shown here illustrate typical applications of the markings.

The top demonstration shows the recommended white Corps vehicle with two-color signature identification (black type and red Communication Mark).

The beige pick-up truck represents a common GSA vehicle of unspecified color. The vehicle tone value is within a range that is less than 40 percent gray. On all vehicles with color equivalent to 40 percent gray or lighter, the appropriate signature for use is black as shown. Note that the castle and border outline within the Communication Mark is shown in white, not the overall color of the vehicle.

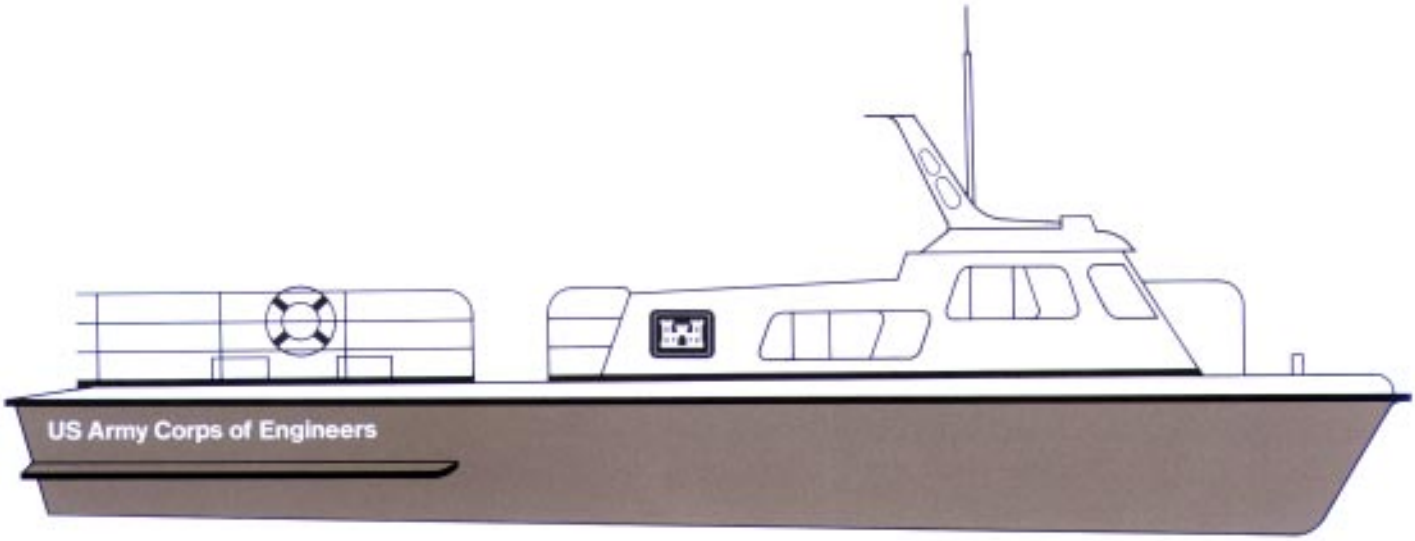
Questions concerning appropriate signature color or size should be referred to the Corps Graphics Coordinator for assistance and review.



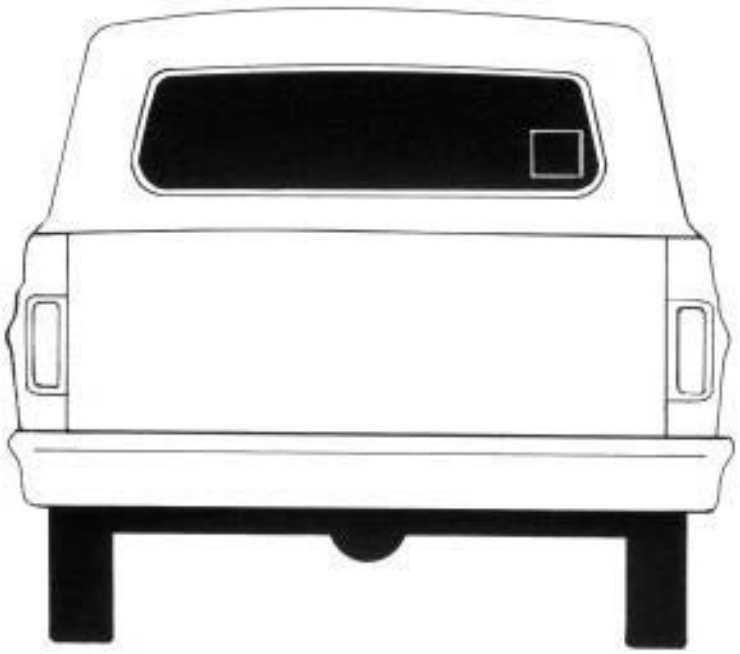
The dark green truck, shown at top, is intended to exemplify all dark-color vehicles in the Corps fleet. On all vehicles that are painted a color having a tone value darker than 40 percent gray, the appropriate signature for use is white as shown.

The survey vessel shown below is a typical example of special purpose vehicle marking situations. Intended as a schematic example only, this diagram shows the placement of the Communication Mark in a predominant position on large special purpose vehicles. The signature identification for U.S. Army Corps of Engineers and/or appropriate FOA is positioned relative to the unique configuration of the vehicle and positioned for maximum readability and legibility.

The rules governing color, graphic identification and safety markings of special purpose vehicles are necessarily different from those for passenger and light-duty ground vehicles. Before applying color or identification markings to types of vehicles not included in this ground vehicles section, consult the Corps Graphics Coordinator for advice and assistance.



For a more reserved manner when identifying Corps vehicles use a clear plastic window decal. The decal consists of white graphics reproduced on a clear plastic self-adhesive carrier. Locate the decal on the inside rear window, on the passengers side, 2" from the window bottom and 2" from the right side of the window.



The Corps and its various Field Operating Activities regularly present special certificates to Corps personnel and associates of the Corps in recognition of the completion of training programs or special accomplishments.

The traditional castle symbol and the Essayons crest are to be used in preparing these certificates.

In the two examples shown, one is extremely formal and classical in style, and usesTimes Roman typography in combination with the Essayons crest. The second example uses the traditional castle symbol with Century Schoolbook typography and has a considerably more contemporary look.

Either of these visual attitudes is appropriate for use on certificates and awards, particularly in combination with the historically traditional symbolism of the Corps.

US Army Corps of Engineers

Certificate of Completion

This is to certify that _____ has successfully completed the

Finance and Accounting Systems Training Course

_____ *Presented at*

_____ *Dates*

_____ *Course Director*

_____ *Chief, Resources Management Office*

US Army Corps of Engineers

Certificate of Completion

This is to certify that

_____

has successfully completed the

Finance and Accounting Systems Training Course

_____ Presented at

_____ Dates

_____ Course Director

_____ Chief, Resources Management Office

A standard uniform patch design has been developed for all Corps Field Operating Activities.

The major element in the patch design is the Corps signature, to which may be added a location/job description patch.

The recommended color treatment prescribes a red Corps Communication Mark and all black typography shown against a white background shape. Since the colors of uniforms will vary from activity to activity, this color scheme may not be appropriate for all applications. Refer to page 1-5 for alternate color solutions and consult the Corps Graphics Coordinator for advice and assistance.

One of the Corps' important functions is to assist and aid the public and other government agencies in bringing various disaster situations under control. At the actual site of a major flood, tornado or other natural disaster, it is extremely important that Corps personnel be immediately recognizable and easily found in crowded and often chaotic conditions.

A graphic system, using the standard Corps identification elements, has been developed to identify Corps Emergency Operation Personnel.

The central element in this system is a shield, shown below, incorporating the Corps Signature, Communication Mark and the legend Emergency Operations, the dominant color of which is red, symbolic of emergency operations everywhere.

Page 8-4, which follows, outlines typical applications of the Emergency Operations shield. For advice and assistance with additional applications not shown in this manual, contact the Corps Graphics Coordinator.

The jacket and armband, shown at top, have been designed to carry the Corps Emergency Operations Identification markings. The color of each is solid Communication Red and matches exactly the red color of the shield.

The shield is to be applied to the back of the field jacket as shown and, in addition, to the front of the jacket a Corps Communication Mark is applied as a secondary means of identification.

The armband is to be worn by Corps personnel when a jacket is unavailable or inappropriate due to hot weather, etc.

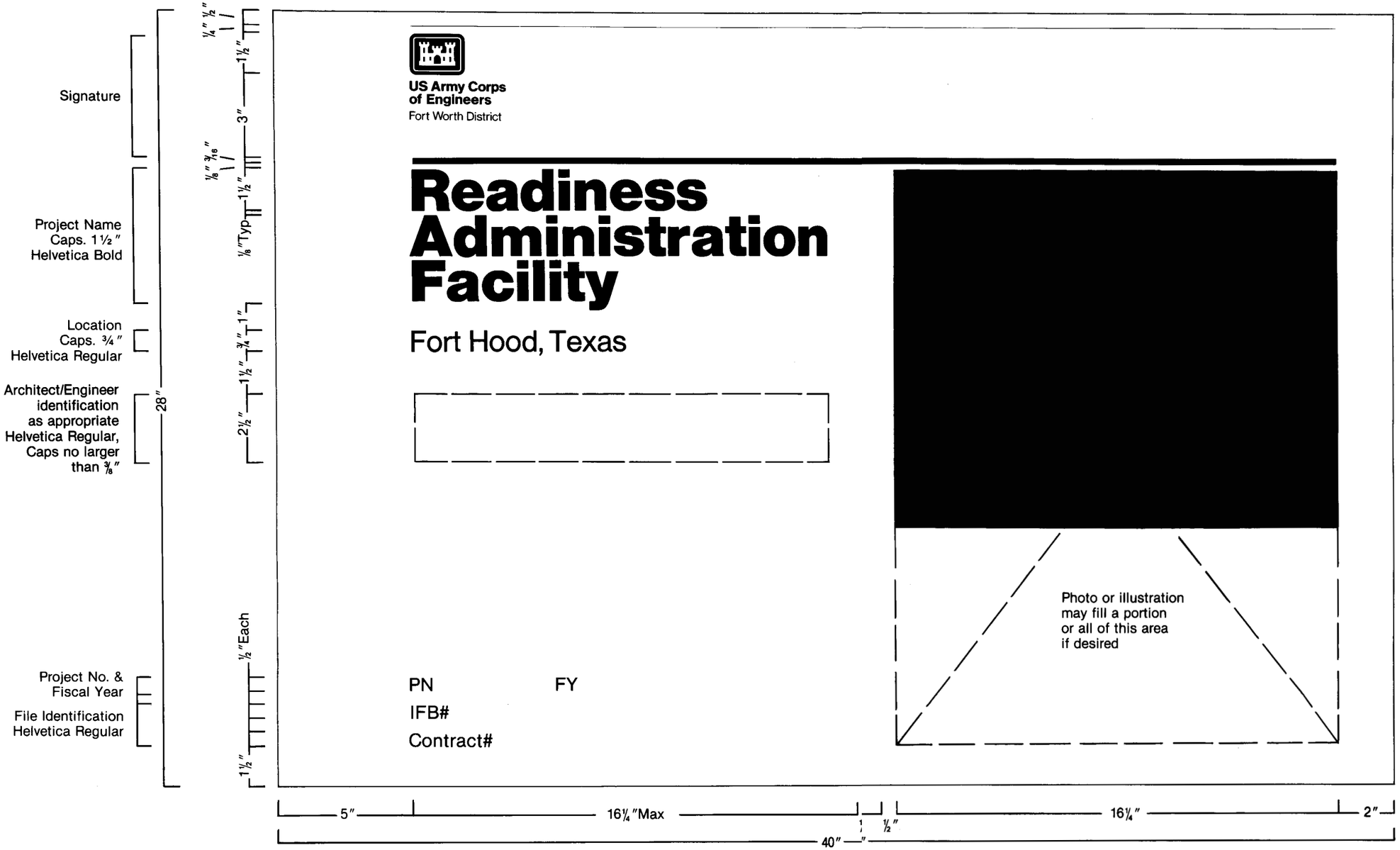
The diagram shown below illustrates the shield applied to the door of a vehicle. Because of the nature of events that call Corps Emergency Operations units into action, various kinds of vehicles may have to be used which have no relationship to Corps colors or graphics. The shield, then, is designed to be applied to any available vehicle door by the use of magnetic mounting devices on the back of the shield plaque.

The Hard Hat identification shall comply with CESO-0 memorandum dated 8 April 1994 — Subject: Standard Color and Marking of Protective Headgear used by USACE personnel. The Identification consists of a pressure sensitive label applique printed in standard Corps Communication Red and Black and a band of red reflective material placed along the base of the Hat crown with a five-inch break in front. Personnel may place their name above the Communication Mark and their organization title below the mark. The rank of Military personnel should precede their name. Local use of the sides of Hard Hats for safety decals is authorized.

Name Tag graphics can be developed in a number of variations. However, it is recommended always to align the individuals name flush left – either above or below the Corps Communication Mark.

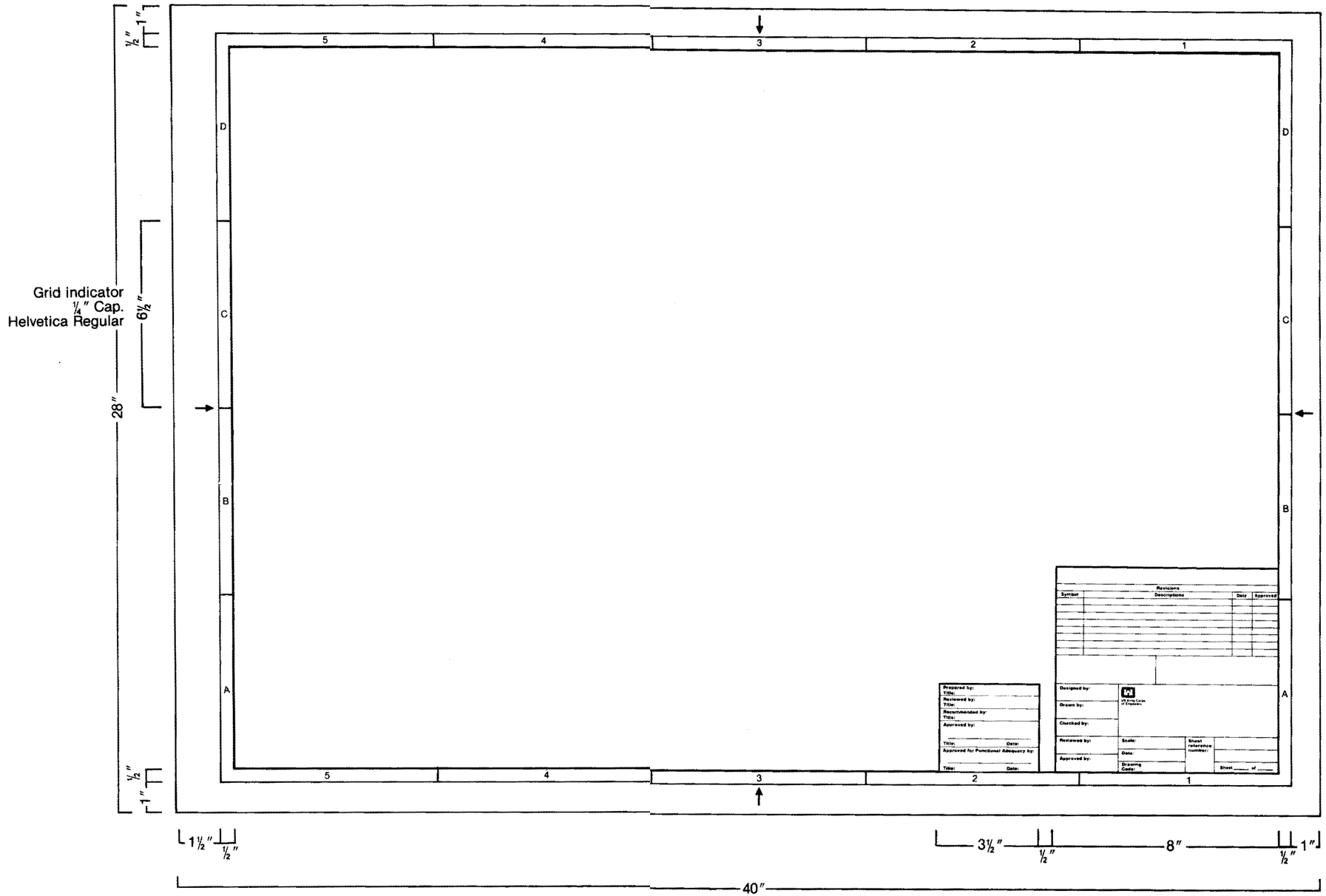
The U.S. Army Corps of Engineers produces thousands of contract documents every year. Within each set are architectural drawings, engineering drawings, specifications, etc. Following are specific guidelines for insuring uniformity of certain features common to all drawings produced by the Corps. Every effort was made to present standards that will aid the project manager, architect, engineer, or draftsman in production of good quality and economical drawings.

Concept and final project drawings, as well as drawings for standard and definitive designs, will be prepared on standard 28" x 40" (70 x 100cm) sheets. Methods used for drawing, lettering, dimensioning, and cross-referencing should be economical and assure legibility when drawings are reduced to half-size in reproduction. Lettering styles should be standardized within a set of drawings regardless of the discipline involved. Special application or uses not covered in these guidelines or any questions concerning them should be referred to the graphics coordinator for assistance and review.



Cover Sheet for Drawings

The function of the cover sheet is to protect the contract documents and to clearly identify a specific project by its title and pertinent filing information. The cover sheet will provide the project name, location, preparing Architect/ Engineer identification, project number, file identification number, and fiscal year. Shown above is a standard cover sheet size 28" x 40". This format may be proportionately reduced to accommodate other size drawings as necessary.



Control Data Block
A control data block will be placed horizontally inside the right hand margin of each drawing sheet. This will identify the title of the project and other pertinent information that may be immediately and easily retrieved, project location, drawing code, designer/reviewer initials, etc. Each control data block will include a revision block. The revision block will provide spaces for revision entries, including revision symbols, descriptions, dates, and approving officers' initials.

Authentication Block
Authentication blocks will be placed on the index sheet to the left of the control data block. Authentication blocks will provide spaces for the signatures of those responsible for the preparation, review, and approval of the drawings. In some cases, approval may be required for both technical and functional adequacy. Space will also be provided to indicate the date next to the signature. Use of authentication blocks on other drawing sheets will be at the discretion of the preparing activity.

Sheet Centerline Arrows
Locate arrowheads for microfilming alignment on horizontal and vertical centers of overall sheet at each of four sides.

Sheet Grid
The sheet grid is used as an aid in referencing locations on contract documents. Grid indicators will be ¼" helvetica regular, all caps, and will work outward from the title block as indicated in the drawing above.

The Control Data Block and Authentication Block shown here may be used as reproduction art. These are to be used at the sizes shown. Contact the Corps graphics coordinator for additional supplies of reproduction art.

Prepared by: **Title:**	
Reviewed by: **Title:**	
Recommended by: **Title:**	
Approved by: **Title:**	**Date:**
Approved for Functional Adequacy by: **Title:**	**Date:**

B

Revisions

Symbol	Descriptions	Date	Approved

JOE SMITH ASSOCIATES
ARCHITECTS • ENGINEERS
DALLAS • HOUSTON

U.S. ARMY ENGINEER DISTRICT
CORPS OF ENGINEERS
FT. WORTH, TEXAS

Designed by:

Drawn by:

Checked by:

US Army Corps of Engineers

FT. WORTH, TEXAS
READINESS
ADMINISTRATION FACILITY
PN XXX FY 81

ELEVATIONS

Reviewed by:

Approved by:

Scale: ⅛" = 1'-0"

Date:

Drawing Code: F 610-50-01

Sheet reference number: A-7

Sheet 10 **of** 122

A

1

Inside the foldout are various standard sizes of the Corps Communication Mark/Signature in both positive (for use on a white or light color background) and negative (for use on a black or dark color background) treatments.

These are to be used at the sizes shown and are never to be altered in any way. To use, simply clip the appropriate size signature from the page and use if for reproduction purposes as part of your finished art or mechanical.

Contact the Corps Graphics Coordinator for additional supplies of reproduction art.

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Waterways Experiment Station

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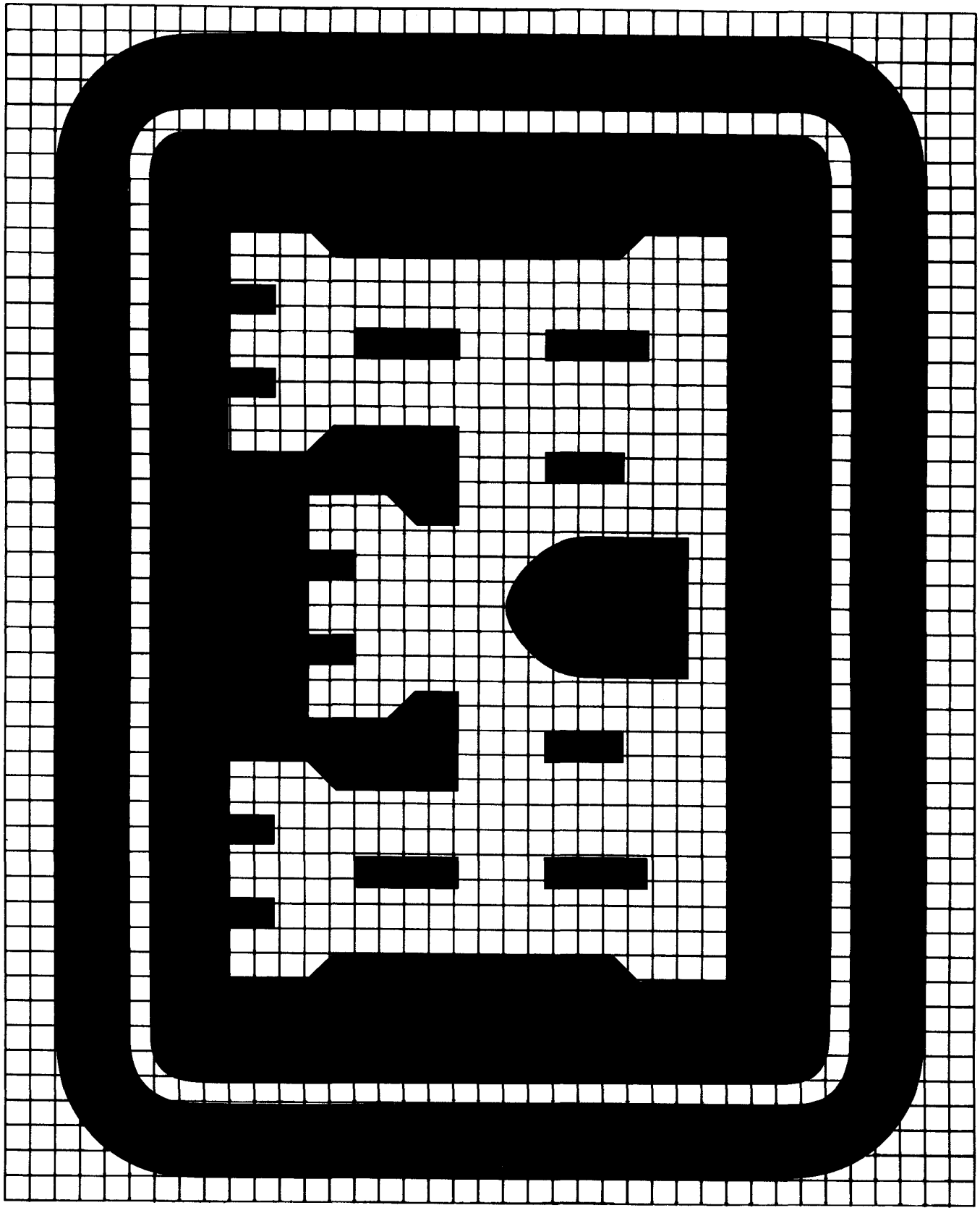
The Mark in this demonstration has been placed on a guideline grid. The exact proportions shown are to be followed exactly when manually reproducing the Mark at extremely large sizes. This would include reproduction for placement of the Mark on flags, signage, and large applications.

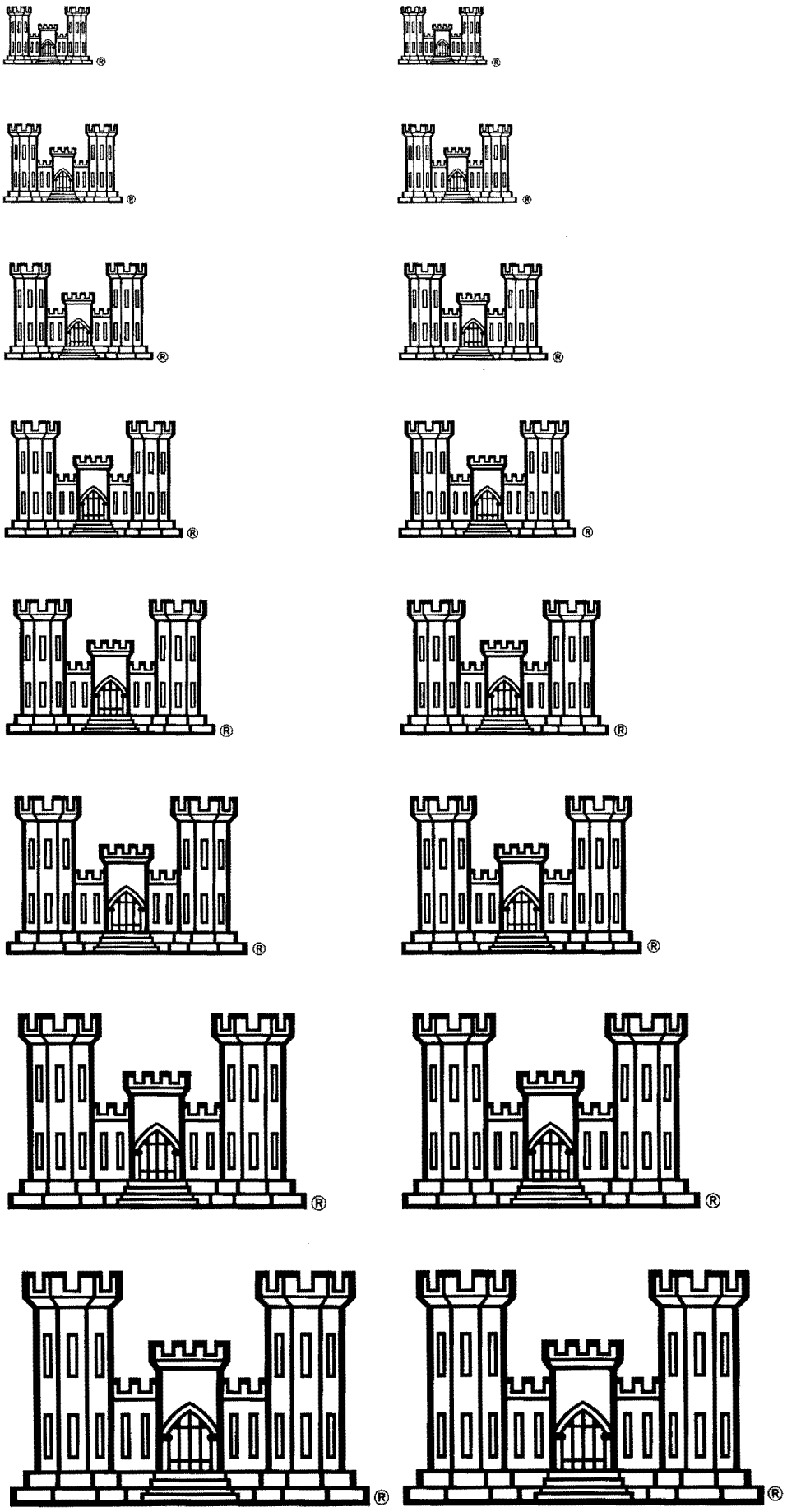
Use the grid method of reproduction only when photo reproduction of provided artwork cannot be satisfactorily scaled to the proper size.

Any proposed use of the Mark in large sizes should be reviewed with the Corps Graphics Coordinator.

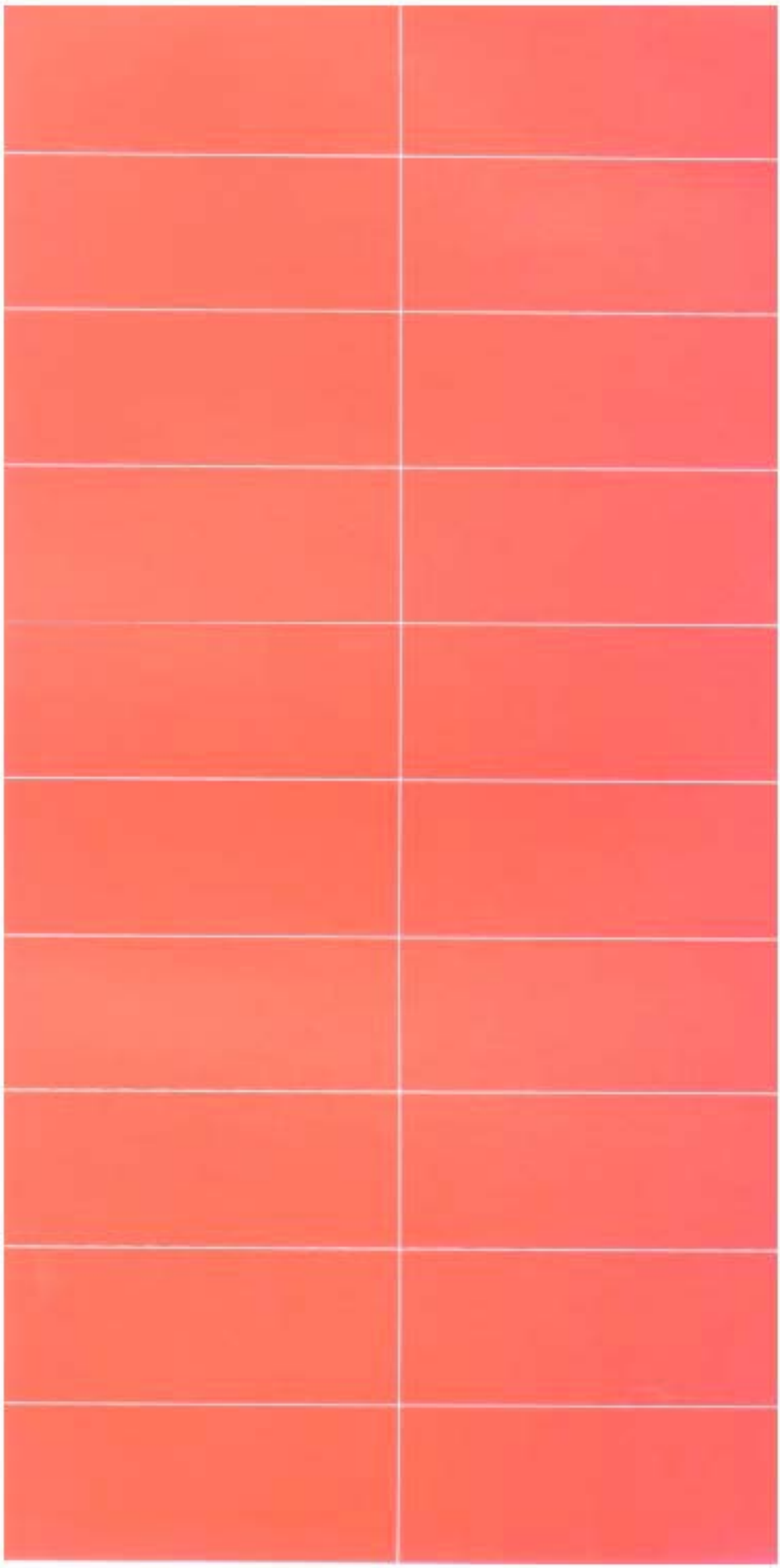


This artwork may be used when reproducing the traditional Corps Castle Symbol. Reduction or enlargement of this art may be necessary. If so, always photograph from these originals.

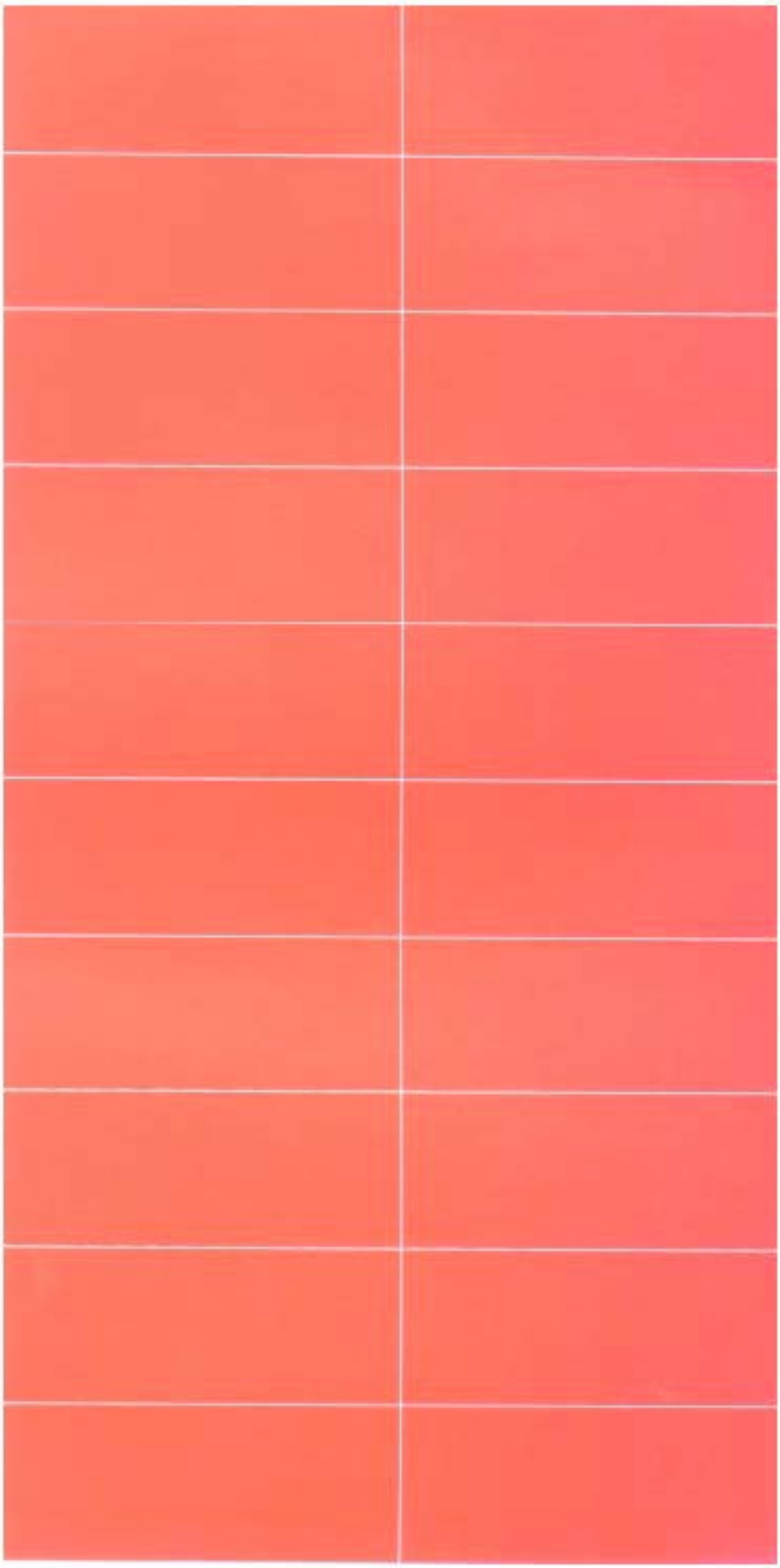
Contact the Corps Graphics Coordinator for information and artwork from which to reproduce the Essayons Crest in black and white or in full color.



These color swatches should be used for visual matching to achieve the standard Communication Red to be printed on coated paper stock. These swatches should also be used to achieve a visual match in any medium other than printing inks.



These color swatches should be used for visual matching to achieve the standard Communication Red to be printed on uncoated paper stock.



These color swatches should be used for visual matching to achieve Communication Gray to be printed on coated paper stock. These swatches should also be used to achieve a visual match in any medium other than printing inks.

These color swatches should be used for visual matching to achieve Communication Gray to be printed on uncoated paper stock.