ADDING THE ARMY STAR LOGO TO SELECT USACE SIGNS

INSTRUCTIONS ON HOW TO APPLY DECALS

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Operations and Regulatory Division

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ARMY STAR LOGO
ON SELECT USACE SIGNS

Background:

1. In May, 2019, the instruction was received to place the Army star logo onto:
   a) Standard Identification signs
   b) Construction Identification signs

2. Most standing identification signs lack adequate space for the Army star logo.

3. Current phase is to place decals where space is adequate.
Purpose:

1. To provide interim guidance on determining which standing signs have adequate space for the Army star logo.

2. To provide instructions on how to place decals on to select signs.

(This guidance is dated 25 September 2019 and will be superseded by subsequent guidance).

Dated: 25 Sep 2019, Updated 8 Oct 2019
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II. CONSTRUCTION IDENTIFICATION SIGNS
III. ORDERING DECALS FROM UNICOR
IV. DECAL INSTALLATION
I. STANDARD IDENTIFICATION SIGNS

Roger Brewster Campground

Sam Rayburn Dam and Reservoir
STANDARD ID SIGNS
A. DEFINITION

1. Clearly and consistently identifies the Corps at entry points and along public access routes.

2. Installed between posts or mounted onto structures, dams, etc.
STANDARD ID SIGNS
B. PREPARING TO INSTALL ARMY STAR LOGO

1. The Army star logo decals will be the same height as the Corps Signature (2.25A, or 2.25 x capital letter height), as shown.

2. The Army star logo will maintain its 4:3 height-to-width ratio at all times.
1. As with the Corps Signature, the Army star logo must be surrounded by adequate margins (spacing) on all sides. This ensures readability and reduces crowding.

2. Spacing around the Army star logo has been calculated for consistency to allow recognition while minimizing interference with other elements of the sign.
1. The specific variables used to calculate the total area required are shown in the displayed illustration.

2. Regardless of the sign’s size, the Army star logo decal dimensions (along with accompanying margins) are calculated with these variables.
1. Determine the specific spacing requirements for the Army star logo decals by referring to the table below.

2. Note that all measurements displayed are calculated from the A-Height (capital letter height) of the sign’s primary legend.

<table>
<thead>
<tr>
<th>A-Hgt</th>
<th>Army Star Logo</th>
<th>Template Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>3”</td>
<td>5.0625” x 6.75”</td>
<td>9.5625” x 10.5”</td>
</tr>
<tr>
<td>4”</td>
<td>6.75” x 9”</td>
<td>12.75” x 14”</td>
</tr>
<tr>
<td>6”</td>
<td>10.125” x 13.5”</td>
<td>19.125” x 21”</td>
</tr>
<tr>
<td>9”</td>
<td>15.1875” x 20.25”</td>
<td>28.6875” x 31.5”</td>
</tr>
<tr>
<td>12”</td>
<td>20.25” x 27”</td>
<td>38.25” x 42”</td>
</tr>
</tbody>
</table>
3. Create a cardboard template using the dimensions in the “Template Size” column to test whether the Army star logo will fit onto a sign.

4. Create a template for each legend size on your project to determine which signs will take an Army star logo decal and which ones won’t.

5. Do not use templates from one legend size on signs with a different legend size. For example, a template created for a sign with a 6” A-Height may not be used for a sign with a 4” A-Height.

2. The grid used is driven by the length of the primary and secondary legend.

3. The Army star logo will fit on only a *small percentage* of presently standing Standard ID signs.

Grid 1-0
- Primary Legend: One line
- Secondary Legend: None

Grid 1-1
- Primary Legend: One line
- Secondary Legend: One line

Grid 1-2
- Primary Legend: One line
- Secondary Legend: Two lines

Grid 2-0
- Primary Legend: Two lines
- Secondary Legend: None

Grid 2-1
- Primary Legend: Two lines
- Secondary Legend: One line

Grid 2-2
- Primary Legend: Two lines
- Secondary Legend: Two lines
1. Most presently-standing signs do NOT have room to place an Army star logo.

2. Use the template to determine which signs will take an Army star logo decal and which ones won’t.

3. Only place decals where the template completely fits onto the sign, irrespective of grid.
H. TESTING WITH THE TEMPLATE (2 OF 3)

4. If the template cannot completely fit onto the sign without interfering with the sign’s text, then do not apply an Army star logo decal.
H. TESTING WITH THE TEMPLATE (3 OF 3)

Willow Flats Recreation Area

Rufus Woods Lake

Grid 2-1
Template doesn’t completely fit.
Do not apply decal.

Roger Brewster Campground

Sam Rayburn Dam and Reservoir

Grid 2-2
Template completely fits onto sign. Apply decal.
STANDARD ID SIGNS
I. PRIORITY OF PLACEMENT

Position 1—(Bottom Left, Beneath Signature, Grid 2-2 only)

Position 2 (Top Right)

Position 3 (Bottom Right)

Roger Brewster Campground
Sam Rayburn Dam and Reservoir

Does template fit position 1?
Yes
No

Does template fit position 2?
Yes
Install decal in position 2
No

Does template fit position 3?
Yes
Install decal in position 3
No
Do not install decal
STANDARD ID SIGNS
I. PRIORITY OF PLACEMENT

Note:
When positioning a star decal in the Top Right position, reduce the top margin to .5A so that it aligns with the top of the legend and the Corps Signature. Leave the remaining template margins unchanged.
STANDARD ID SIGNS

I. PRIORITY OF PLACEMENT

Note:

1. When positioning a star decal in the Bottom Right position, ensure that the template completely touches the bottom and right margins of the sign.

2. If the full template (including margins) blocks any of the sign’s text, do not apply a decal.
STANDARD ID SIGNS
J. IMPORTANT NOTES

1. Place decals onto aluminum and HDO signs only. Do not affix decals onto routed wood signs.

2. If the template (see Slide 10) does not completely fit onto a sign, the sign is ineligible for a decal.

3. Only affix decals that are the appropriate size. Army star logo decals that are larger or smaller than the given parameters are not authorized.

4. The only signs that allow placement into Position 1 are Grid 2-2 signs (see Slide 12).

5. If you have questions or require guidance, reach out to your district Sign Program Manager, your division SAWG (Sign Advisory Work Group) representative, or the National Sign Program Manager.
STANDARD ID SIGNS
K. INSTALLATION—COMPLIANT EXAMPLES

Position 1—Lower Left
(Grid 2-2 Only)

Position 2—Top Right

Position 3—Bottom Right
L. INSTALLATION—NON-COMPLIANT EXAMPLES
(THESE EXAMPLES WOULD BE UPDATED DURING SIGN REPLACEMENT)

1. Not enough room. Only install lower left with Grid 2-2
2. Too tight. Observe spacing requirements
3. Don’t install on routed wood signs
4. Decal too Small. Use the right size of decal
5. Install only in authorized locations
II. CONSTRUCTION IDENTIFICATION SIGNS

Replacement of North Spillway Gates

Lock and Dam 12
Mississippi River

Contractor:
Oscar Construction Co.
Kansas City, Missouri

Consulting Engineer:
Wilmington, Rotheau, and Eddings Engineering, Inc.
Chicago, Illinois
CONSTRUCTION ID SIGNS

A. DEFINITION

1. Clearly and consistently identifies role of the Corps at construction sites.

2. Installed in prominent locations to keep public informed of Corps work on their behalf.
CONSTRUCTION ID SIGNS

B. DETERMINING WHETHER TO PLACE DECALS

Is there already a sponsor logo or sponsor text below the Corps Signature?

Yes

Do not install decal

No

Install decal below Signature

Existing sponsor logo beneath Corps Signature. Do not apply decal.

No sponsor logo/sponsor text beneath Corps Signature. Apply decal.
CONSTRUCTION ID SIGNS

C. PLACING THE DECALS

1. Get a 10.5” x 7.875” Army star logo decal.

2. Align the decal with the same left margin as the Corps Signature (3” from edge of sign).

3. Vertically center the decal between the last text and the bottom of the sign (so that the space above and below the decal are the same).
III. ORDERING DECALS FROM UNICOR

1. Find out what size and quantity of decals you need to order, based on the A-Height (capital letter height of the legend) of the corresponding signs.

<table>
<thead>
<tr>
<th>A-Height</th>
<th>Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>3”</td>
<td>0</td>
</tr>
<tr>
<td>4”</td>
<td>3</td>
</tr>
<tr>
<td>6”</td>
<td>2</td>
</tr>
<tr>
<td>9”</td>
<td>1</td>
</tr>
<tr>
<td>12”</td>
<td>1</td>
</tr>
<tr>
<td>Construction ID</td>
<td>4</td>
</tr>
</tbody>
</table>

2. Order through Jean Lucas of UNICOR at (800) 827-3168 x3011 or Jean.Lucas@usdoj.gov. Only tell her the A-Heights and quantity of each.

3. UNICOR is not a sole-source; however, they have committed to a fair price and a quick turnover.

4. If you wish to produce your own decals, contact AJ Jensen (see final slide) for assistance.
IV. APPLYING DECALS ONTO CORPS SIGNS

![U.S. Army Logo]
APPLYING ARMY STAR LOGO DECALS

A. APPLICATION INSTRUCTIONS

1. Watch YouTube Video: https://www.youtube.com/watch?v=9yDFmOyaFqk.

2. Clean the surface of the sign.

3. Place the decal in the desired location using a single strip of masking tape placed vertically, centered.

4. With scissors, cut half the backing.

5. Rub from the decal’s center outward, a little bit at a time, being careful not to trap bubbles.

6. When the first half has completely adhered to the sign face, remove the remaining backing and finish applying.

7. When you are sure that the decal is firmly placed onto the sign, slowly remove the white cloudy transfer paper on the decal’s face.

8. Check for bubbles and gently work them out to the outer edges.
APPLYING ARMY STAR LOGO DECALS

B. REPORTING INSTRUCTIONS

1. Take quality photos of the sign with the new Army star logo on it. Send photos to AJ Jensen at aj.jensen@usace.army.mil

2. Include:
   a) Name of Project
   b) District Name
   c) Point of Contact

3. Report any challenges or hang-ups experienced during the installation process.

4. Provide any other applicable feedback.
## APPLYING ARMY STAR LOGO DECALS

### C. CONTACT INFORMATION

<table>
<thead>
<tr>
<th>MSC</th>
<th>SAWG Rep</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>LRD</td>
<td>Ryan Davis</td>
<td><a href="mailto:ryan.s.davis@usace.army.mil">ryan.s.davis@usace.army.mil</a></td>
<td>(304) 853-2371</td>
</tr>
<tr>
<td>MVD</td>
<td>Doug Vogel</td>
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<td>(309) 794-5446</td>
</tr>
<tr>
<td>NAD</td>
<td>Jeff Mangum</td>
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<td>(978) 318-8282</td>
</tr>
<tr>
<td>NWD</td>
<td>Mike Swenson</td>
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<td>(509) 527-7139</td>
</tr>
<tr>
<td>SAD</td>
<td>Jody Timmons</td>
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<td>(229) 662-2001</td>
</tr>
<tr>
<td>SPD</td>
<td>Marian Picher</td>
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<td>(209) 772-1343</td>
</tr>
<tr>
<td>SWD</td>
<td>Teresa Broomhall</td>
<td><a href="mailto:teresa.broomhall@usace.army.mil">teresa.broomhall@usace.army.mil</a></td>
<td>(918) 669-7693</td>
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<table>
<thead>
<tr>
<th>Title</th>
<th>POC</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Sign Prgm Mgr</td>
<td>AJ Jensen</td>
<td><a href="mailto:aj.jensen@usace.army.mil">aj.jensen@usace.army.mil</a></td>
<td>(816) 283-6938</td>
</tr>
<tr>
<td>Chief, Natural Resources</td>
<td>Jeff Krause</td>
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<td>(202) 761-1228</td>
</tr>
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