

CEIM-SV Regulation No. 360-1-2	Department of the Army U.S. Army Corps of Engineers Washington, DC 20314-1000	ER 360-1-2 2 Apr 82
	Army Information UNIFIED VISUAL COMMUNICATION SYSTEM	
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DAEN-PAV

DEPARTMENT OF THE ARMY
US Army Corps of Engineers
Washington, DC 20314

Regulation
No. 360-1-2

2 April 1982

Army Information
UNIFIED VISUAL COMMUNICATION SYSTEM

Limited supplementation of this regulation is permitted, but is not required. If supplements are issued CDR, FOA will furnish one copy of each to HQUSACE (DAEN-PAV) and (DAEN-ASP-R) WASH DC 20314; DISTCDR will furnish required copies to appropriate DIVCDR.

1. Purpose. This regulation establishes the Corps' Unified Visual Communication System and prescribes policy, responsibilities and guidelines for implementation.
2. Applicability. This regulation applies to all HQUSACE elements and all field operating activities.
3. References.
 - a. AR 310-1
 - b. AR 310-2
 - c. ER 360-1-1
 - d. EP 310-1-6
4. General. The Corps' Visual Communication System will project a contemporary business-like image by promoting continuity in visual design. It is a tool to help visual communication mediums achieve a more effective and cohesive result. The castle Communication Mark (Appendix A) is the central element in the Corps' Unified Visual Communication System. Through consistent and repetitive use as a signature device and design element in all Visual Communications, the mark becomes a visual shorthand which identifies the Corps of Engineers and symbolically projects its achievements and goals.
5. Policy.
 - a. The Corps' Graphic Standards Manual, EP 310-1-6, provides specifications for the design, production and application of Visual Communications mediums. Administrative media covered by the requirements of AR 310-1 and AR 310-2 are exempt from this regulation.
 - b. The Corps Communications Mark is the predominant design identification element in all Visual Communication mediums. Use will conform to the design standards prescribed in EP 310-1-6.
 - (1) The mark must be used as specified in EP 310-1-6.
 - (2) The mark must never be altered in any way.

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6. Responsibility.

a. The HQUSACE Chief of Public Affairs is assigned staff management control over the Corps Unified Visual Communication System.

b. The HQUSACE Chief of Public Affairs has designated a Corps Graphics Coordinator to monitor the design improvement program in consonance with the Corp Graphic Standards Manual, EP 310-1-6 and the Corps Unified Visual Communications System. The Corps Graphics Coordinator will issue changes, exceptions and additions to the Graphic Standards Manual, EP 310-1-6.

c. All commanders will designate a Graphics Coordinator for their activity. The name, telephone number and address of FOA Graphic Coordinators will be forwarded to HQUSACE (DAEN-PA) WASH DC 20314, not later than 30 days after receipt of this regulation. Changes in these assignments will be provided to DAEN-PA as they occur.

d. Graphics Coordinators are responsible for insuring compliance with EP 310-1-6.

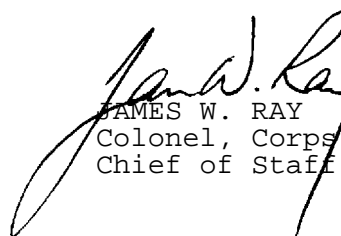
e. Inquiries concerning interpretation or application of the Communication Mark or the overall Unified Visual Communications System will be referred to the activity Graphics Coordinator.

7. Transition to the New Visual System.

a. There will be a gradual transition period for completely phasing in the use of the Corps' Communication Mark, particularly on signs and vehicles or floating plants. Transition should occur when these and similar items are replaced. Any such items being repainted or identified for the first time must conform to the established standards contained in EP 310-1-6.

b. Field Operating Activity Graphics Coordinators will confer with the Corps Graphics Coordinator in cases regarding interpretation of the Graphic Standards Manual, EP 310-1-6.

FOR THE COMMANDER:


JAMES W. RAY
Colonel, Corps of Engineers
Chief of Staff

1 Appendix
APP A - Communication Mark

APPENDIX A
COMMUNICATION MARK

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 the 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.

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

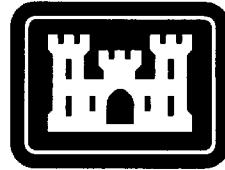
All signatures are a combination of the Corps Mark and the name which describes a specific Field Operating Activity. No additional elements, typography or graphic devices should ever be added to the basic signature configuration.

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 7 of the 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.



**US Army Corps
of Engineers**
South Atlantic Division

