

III ARMORED CORPS

VISUAL IDENTITY GUIDE

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01

VISUAL
IDENTITY

VISUAL IDENTITY

INTRODUCTION

This is a guide to the approved use of the III Armored Corps brand elements. It is intended to help Soldiers and our marketing partners to create content that accurately communicates the III Armored Corps brand through consistent and proper use of carefully defined visual components. Using our brand elements with careful intention will enable you to create an immediately recognizable set of communication products in every instance, thereby increasing the power of our communication and creating a greater brand voice for III Armored Corps. Our corps benefits from a reputation of excellence.

The more unified we are in our brand identity, the less fragmented we appear. The more recognized we become and our messaging registers faster. All of our efforts will build momentum for III Armored Corps.

A consistent public image communicated to our targeted audience embodies integrity and will be invaluable to all recruitment, public affairs, and marketing efforts.

Our Visual Identity guidelines are simple to grasp, easy to use and ensures that we're all communicating in the same direction. Following these rules solidifies our unity, readiness, and results in a III Armored Corps brand that is associated with a high level of service and integrity.

03

HISTORY
&
NOMENCLATURE

HISTORY

III CORPS TO III ARMORED CORPS

III Corps was organized on March 30, 1918, at Langres, France. During World War I, the Corps participated in the Aisne-Marne, Oise-Aisne, Meuse-Argonne, Champagne, and Lorraine campaigns.

During World War II the Corps earned the nickname "Phantom Corps" by hitting the enemy when least expected. III Corps was awarded campaign streamers for Northern France, Rhineland, Ardennes-Alsace and Central Europe campaigns. Assigned to Patton's Third Army during the relief of Bastogne, III Corps liberated more than 100 towns, including Bastogne halting the German bulge offensive. III Corps then established the Remagen Bridgehead securing the initial foothold in Germany.

During the Global War on Terrorism, III Corps

- deployed to Iraq during Operation Iraqi Freedom to head the Multi-National Corps-Iraq, assist the Iraqi government and military during the national elections, and plan and execute operations at every level from tactical to strategic until the official end of combat operations in Iraq as Operation Iraqi Freedom transitioned to Operation New Dawn.
- deployed to Afghanistan to head the International Security Assistance Force Joint Command in Kabul.
- deployed to Iraq during Operation Inherent Resolve where it assumed duties as Headquarters, Combined Joint Task Force – Operation Inherent Resolve.

Over the years, the Corps has become known as **America's Armored Corps**. Today, it is our country's premier heavy maneuver force: mobile, lethal and Army Strong. In recognition, Lieutenant General Robert "Pat" White changed the preferred nomenclature to **III Armored Corps**.

MISSION

III ARMORED CORPS AND ITS SUBORDINATE UNITS ARE PREPARED TO RAPIDLY DEPLOY AND CONDUCT THE FULL RANGE OF MILITARY OPERATIONS TO SEIZE, RETAIN AND EXPLOIT THE INITIATIVE, IN ORDER TO DETER OR DEFEAT ANY ADVERSARY. THE CORPS IS PREPARED TO EXERCISE MISSION COMMAND OF ARMY, JOINT, AND MULTI-NATIONAL FORCES, AS A CORPS, JOINT TASK FORCE (JTF) OR COMBINED JOINT FORCES LAND COMPONENT COMMAND (CJFLCC).

VISION

III ARMORED CORPS IS THE WORLD'S PREMIER
MOUNTED FORCE, HIGHLY LETHAL, TRAINED
AND READY TO CONDUCT SUSTAINED,
EXPEDITIONARY, OPERATIONAL MANEUVER
ANYWHERE IN THE WORLD.



07

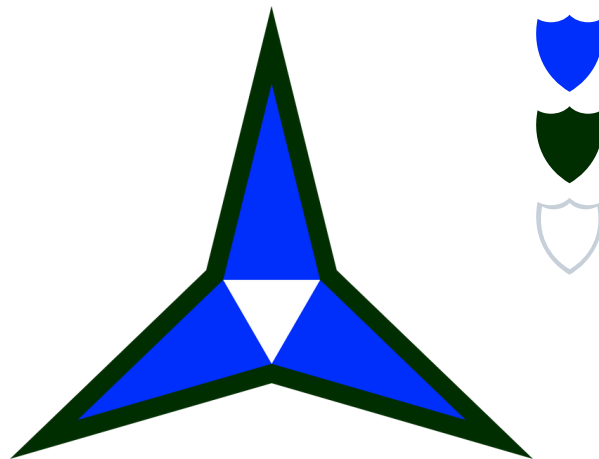
INSIGNIA

INSIGNIA

SHOULDER SLEEVE INSIGNIA

The blue and white caltrop can be traced back as far as 1918. The shoulder sleeve insignia was approved by the Adjutant General, American Expeditionary Force on December 3. It was then later approved by the War Department on June 17, 1922.

The III Armored Corps signature colors of blue and white are authorized colors used in distinguishing flags to represent the Corps. These colors are used for the Corps echelon. The **Three Points** allude to the number of the Corps. The caltrop is a representation of the shoulder sleeve insignia of the III Corps.



**CORPS
BLUE**

**PANTONE
2728C**

R	0	
G	47	
B	252	
C	87	
M	74	
Y	0	
K	0	
HEX	#002FFC	

**ARMY
GREEN**

**PANTONE
5463C**

R	0	
G	46	
B	1	
C	79	
M	52	
Y	86	
K	69	
HEX	#002E01	

**ARMY
WHITE**

**PANTONE
11-0601 TCX**

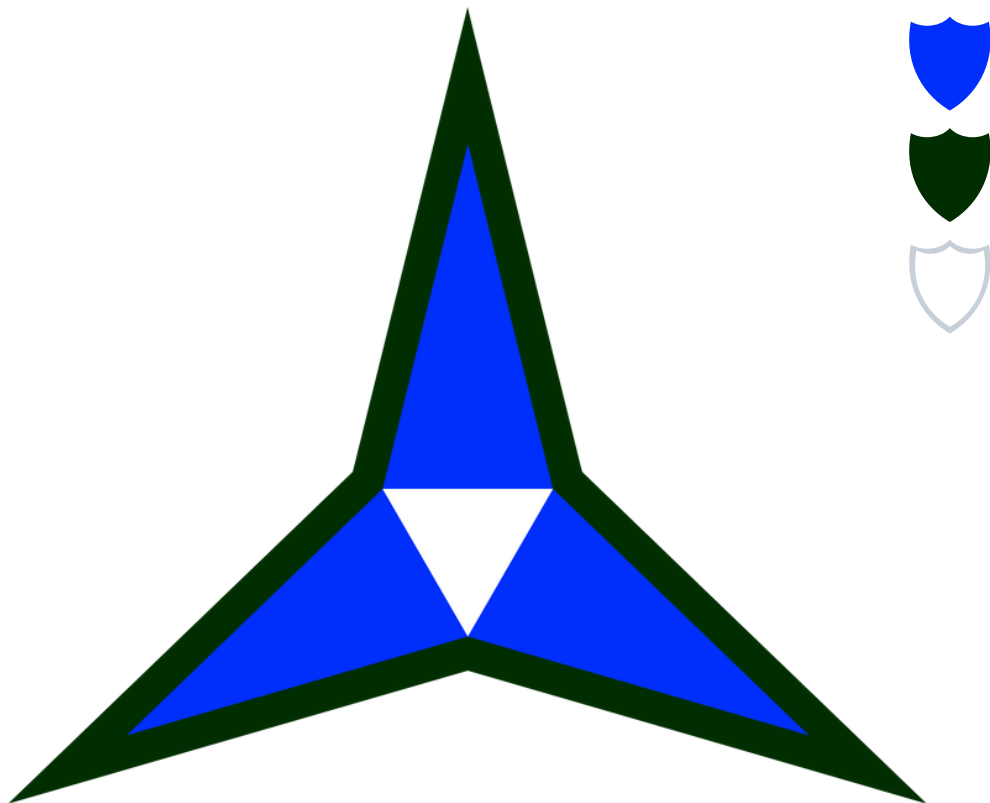
R	255	
G	255	
B	255	
C	0	
M	0	
Y	0	
K	0	
HEX	#FFFFFF	

INSIGNIA TO LOGO

A logo is an easily recognizable graphic symbol that identifies a company, a commercial product, or any public or private entity.

It is one of the ways to distinguish a brand in a competitive world, full of graphic elements that try to attract our attention every day.

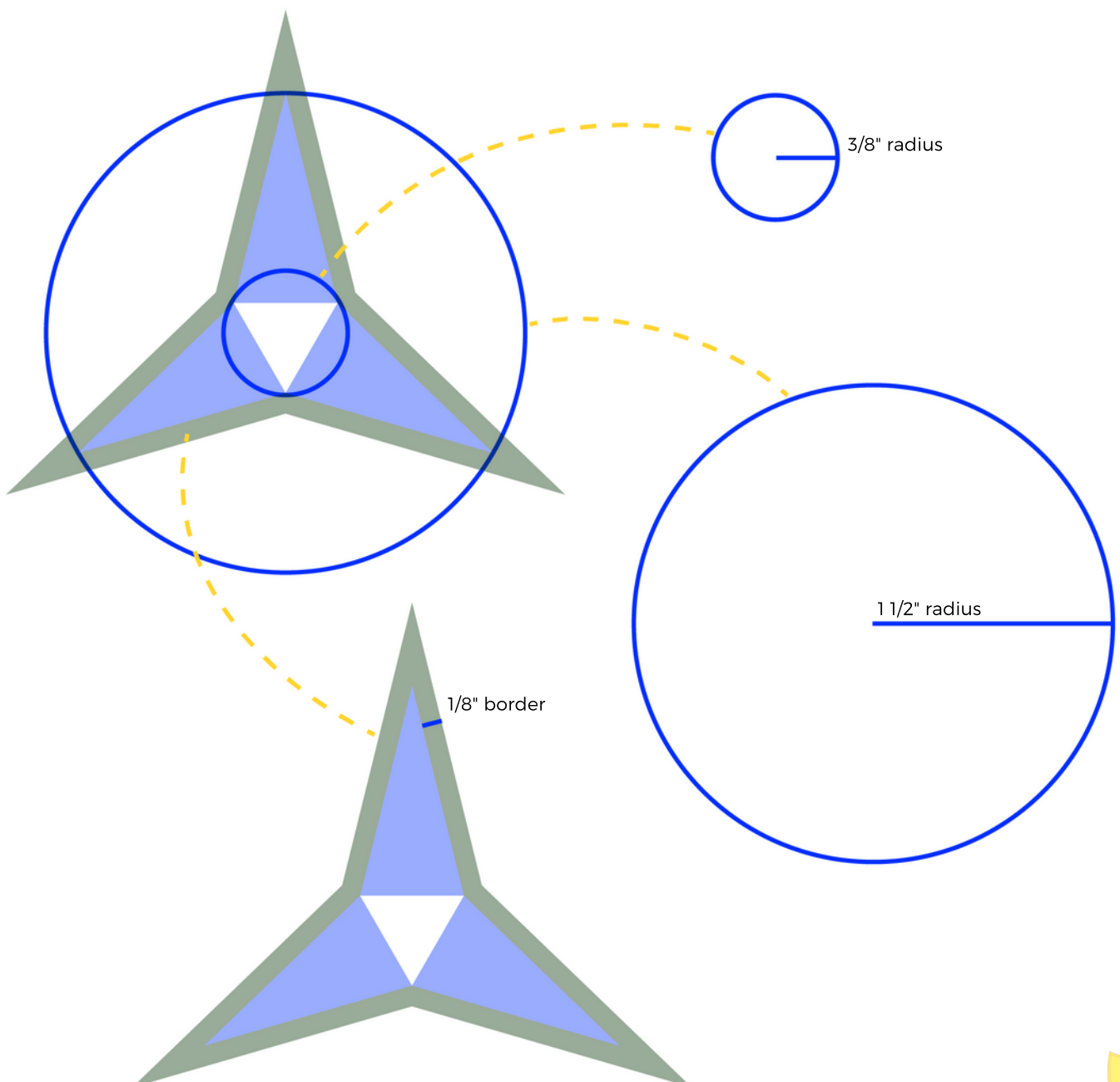
The III Armored Corps logo is a part of the visual identity of our brand.



LOGO PROPORTIONS

The III Armored Corps insignia/logo is a blue caltrop with three points that lie on a circle of $1\frac{1}{2}$ inch radius; with a white equilateral triangle in the center with points that lie on a circle of $\frac{3}{8}$ inch radius. The design is enclosed by a $\frac{1}{8}$ inch Army green border. The logo may be resized, but the proportions must stay the same.

Note: opacity decreased to show guides



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SIZE

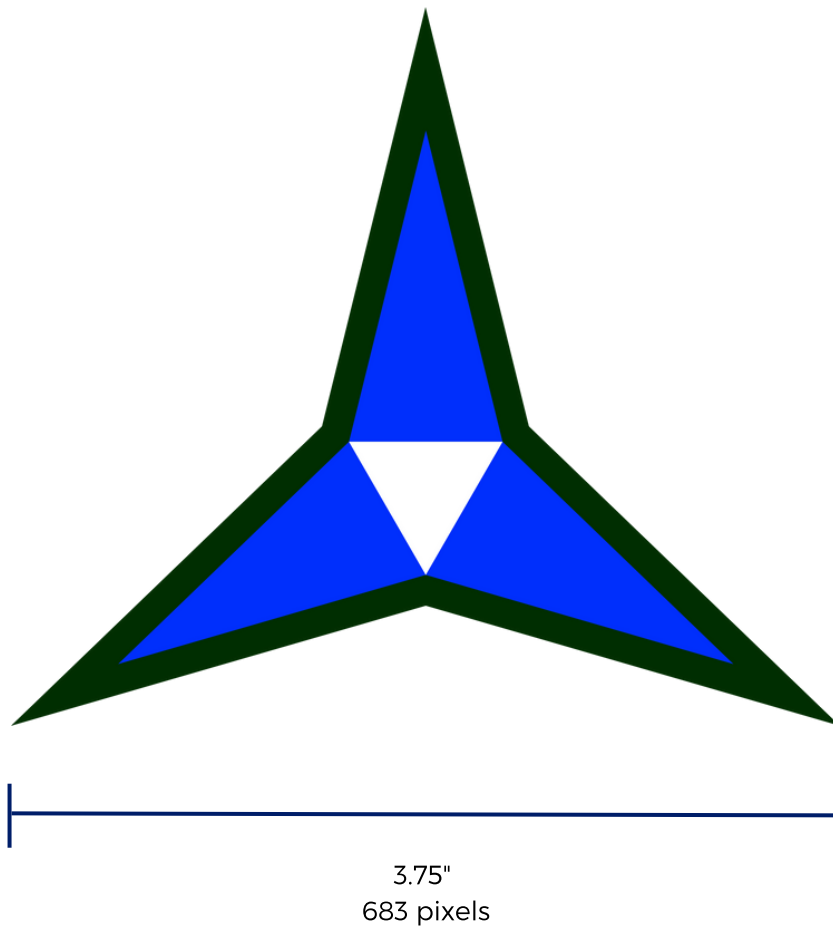
SIZE

MINIMUM SIZE

When displaying the III Armored Corps logo, make sure it is significant and appropriate for the communication tool being produced. If it is too small, it loses impact. The insignia should be used thoughtfully and consistently. For legibility, the caltrop should not be reproduced smaller than one-quarter of an inch (.25") wide, or 45 pixels.



Note: pixel widths assume 1545 x 2000 resolution at 182 dpi.



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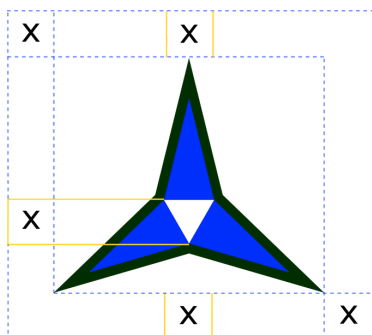
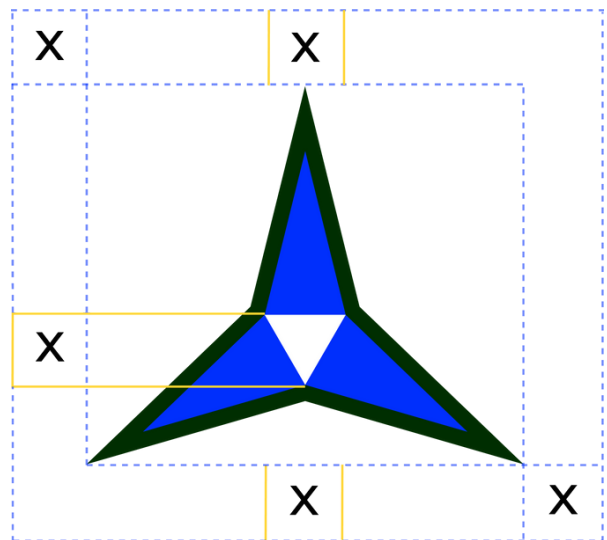
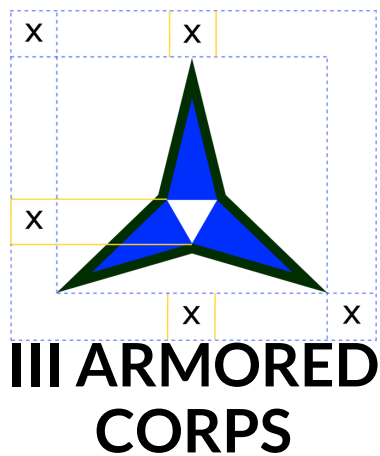
SPACE

NEGATIVE SPACE

The blue and white caltrop is symmetrical and clean. To show respect to our insignia, it should be given space and not be crowded. By allowing empty space around the insignia, the III Armored Corps logo is visible and legible. The minimum amount of clearspace around the logo is equivalent to the height of the white triangle inside of the III Armored Corps insignia. The wordmark "III Armored Corps" is not a part of the logo.

When text is used alongside the caltrop insignia, the following guidelines apply.

Note: **X** is equivalent to the height of the white triangle inside of the insignia



**III ARMORED
CORPS**

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VARIATIONS

VARIATIONS

ALTERNATIVES

While it is best to use the III Armored Corps blue insignia, other situations arise when variation is necessary. These alternatives are provided for certain communication products where the original may not be the most appropriate.

Full color art and design is ideal, it is often not practical or possible. In these situations, a black and white version of the logo becomes a valuable design tool.

The Army Green caltrop displayed on the right shoulder sleeve should be reserved for use as the battle badge, and not to be used for marketing communications.

Note: black & white color table

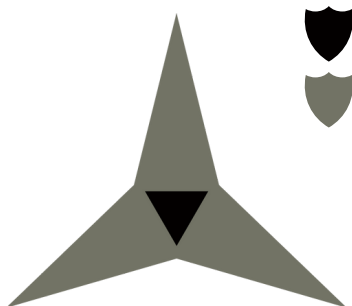


ARMY WHITE			
PANTONE 11-0601 TCX			
		R	255
		G	255
		B	255
C	0	HEX #FFFFFF	
M	0		
Y	0		
K	0		

ARMOR GRAY			
PANTONE 424C			
		R	188
		G	146
		B	6
C	26	HEX #8C8C8C	
M	43		
Y	100		
K	5		

ARMY BLACK			
PANTONE 19-0303 TCX			
		R	0
		G	0
		B	0
C	40	HEX #030000	
M	30		
Y	20		
K	100		

Note: Army Green color table



ARMY BLACK			
PANTONE 19-0303 TCX			
		R	0
		G	0
		B	0
C	40	HEX #030000	
M	30		
Y	20		
K	100		

MEDIUM CAMO			
PANTONE 416C			
		R	114
		G	115
		B	101
C	42	HEX #727365	
M	33		
Y	47		
K	33		

17

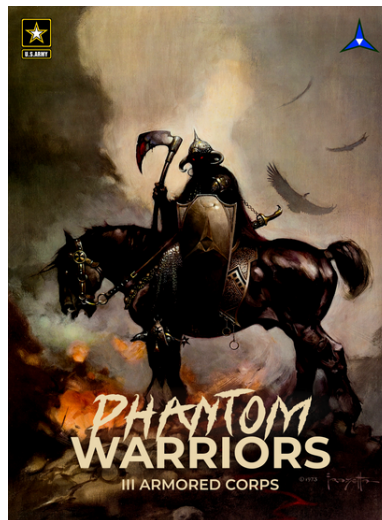
DO'S &
DON'TS

APPLICATION

The III Armored Corps insignia or logo may be placed over images as long as its legibility is not compromised, as seen in examples here.

Making sure the III Armored Corps text registers and has impact is predicated on it's background too. Having enough contrast between the text and the background is important.

Keep the logo clear, proportional and legible



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III ARMORED CORPS
 COMMUNICATION
 PLAYBOOK



Monthly Focus:
 Lethality
 Readiness

Fort Bliss
 Fort Carson
 Fort Hood
 Fort Bliss
 Fort Sill

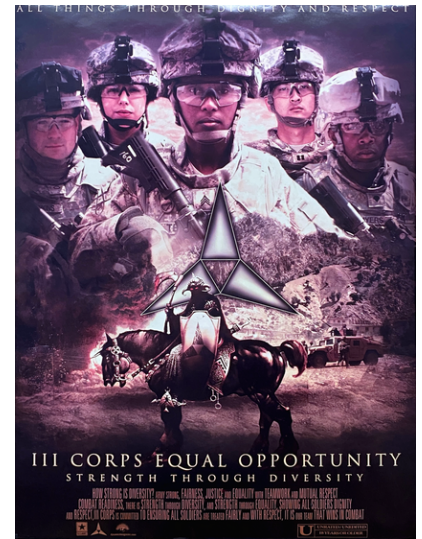


**Happy Dr.
 Martin Luther
 King Jr. Day**

from
 III Armored
 Corps



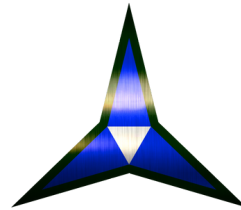
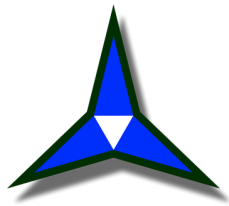
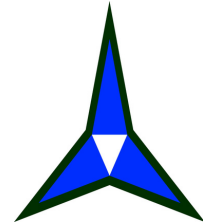
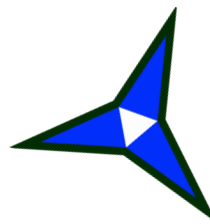
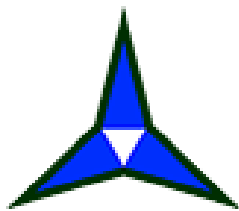
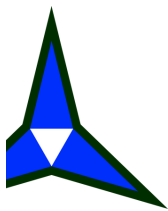
DON'TS



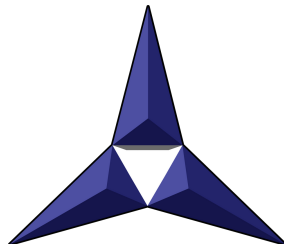
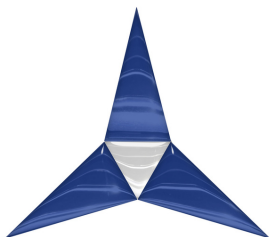
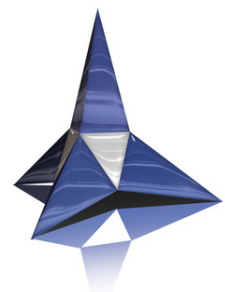
DON'TS

DO NOT ALTER THE INSIGNIA IN ANY WAY

Don't crop, blur, rotate, skew, stretch, or change the proportions and or appearance of the III Armored Corps insignia. This includes using drop shadows or a filter on the insignia.



Don't use previous or older versions of the caltrop unless referred to as the historical versions of these assets.



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TEXT USAGE

TEXT USAGE

TYPOGRAPHY

Consistent use of typography is important to build the III Armored Corps brand identity. Utilized thoughtfully, the right fonts add visual meaning to pair with our communication products. Here are the fonts used for the Communication Playbook and this Brand Guide:

Sans serif fonts will be appropriate for most things, such as body text and heading. Only use serif fonts such as Yeseva One for Titles only. Heading and Title text must be typeset in ALL CAPS.

While AR 25-50, 1-19, specifies the preferred font to be Arial in 12 point size for official Army correspondence, marketing communications products have traditionally been determined to be outside the scope of this requirement. For example, Times New Roman is a serif typeface that can be used for titles and Arial is a sans serif font that can be used for body text and headings.

Yeseva One

III ARMORED CORPS
Phantom Lethal.

Open Sans Extra Bold

III ARMORED CORPS
Phantom Lethal.

Lato

III ARMORED CORPS
Phantom Lethal.

Montserrat

III ARMORED CORPS
Phantom Lethal.

23

PHANTOM
WARRIOR

PHANTOM WARRIOR

III ARMORED CORPS OFFICIAL MASCOT

In 1986, III Armored Corps entered into an agreement giving permission to the Commanding General to use Mr. Frank Frazetta's copyright figure entitled "**Death Dealer**" as a symbol for III AC. This agreement allows the III Armored Corps' use of the figure as originally drawn and without modification. In the ensuing years, the figure has been renamed "**Phantom Warrior**" when used as a symbol for III AC.

FH Reg 360-8 provides guidance for the use of the "**Phantom Warrior**" as follows:

- Applies to all units assigned, attached, or training on Fort Hood
- There will be no changes made to the figure
- Can be used in proper decorum and in good taste on official and unofficial III AC items such as T-Shirts, bumper stickers, etc. without provocative inscription.
- The III AC Public Affairs Office ensures that use of the Phantom Warrior is kept within the bounds of the agreement.
- Use of the figure will include an acknowledgment that Mr. Frazetta is the copyright holder.

