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Family and Morale, Welfare and Recreation Command  
Alexandria, VA  
230900ZAPR10

## **OPERATIONS ORDER 10-002: New Family and MWR Logo and Voice Guidelines**

References: None

Time Zone Used Throughout the Order: Zulu.

1. (U) SITUATION. In 2001, the Chief of Staff of the Army issued a directive to communicate the value of MWR. A study was conducted from 2001-2003 by Hill & Knowlton, an internationally renowned public relations company. The study had several key findings: persistent confusion about "what MWR is;" inconsistent communication that contributed to brand confusion; message clutter competing for patrons' attention; and the MWR brand looked and sounded different at each installation. Since 2009, FMWRC has been conducting research from both internal and external customers, gathering information on brand awareness and obtaining feedback on which to base a decision to create a new MWR logo at the recommendation of the CG, FMWRC.
2. (U) MISSION. Effective 24 April 2010, FMWRC will introduce a new core logo and family of brands to be used at every Army garrison around the world. The logo will be unveiled and implemented during the opening weekend of the U.S. Army 2010 Soldier Show.
3. (U) EXECUTION.
  - (U) FMWRC Marketing Directorate will provide logo standards and branding, voice and visual brand guidelines. The Commanding General, Deputy to the Commanding General, Executive Director/Chief Operating Officer, Chief of Staff, or Marketing Director must approve any exceptions to this policy. Items containing the old brand should be retained, being replaced with new materials once the old items have been depleted.
  - (U) Commanding General's Intent: The intent is to strengthen the MWR brand identity and provide a logo that reflects the entire MWR audience: Soldiers, Families, Retirees and Civilians. This initiative will provide stability and familiarity during these times of operational and organizational change. It will also allow FMWRC to reduce customer and employee confusion over MWR identity and re-educate our internal and external customers.

OPORD 10-002: New Family and MWR Logo and Voice Guidelines

(U) End state: This action will be complete when 100% of FMWRC Directorates implement the new logo and voice guidelines.

3.A. (U) Concept of Operations: Safeguarding and supporting the long-term success of the Army MWR logo is critical to brand integrity and promotes cohesive and consistent Army MWR identity throughout all applications. FMWRC Marketing Directorate will provide branding guidelines to ensure the correct use, appearance and placement of the MWR logo as described in the Brand Visual Guidelines accessible at: [http://www.armymwr.org/programs/marketing/marketing\\_downloads.aspx](http://www.armymwr.org/programs/marketing/marketing_downloads.aspx).

3.B (U) Tasks

3.B.1. (U) HQ FMWRC Marketing Directorate.

3.B.1.A. (U) Notify FMWRC HQ and FMWRC Forward San Antonio of new logo standards and tagline.

3.B.1.B. (U) Make logo, tagline, and branding guidelines readily accessible for download and widespread dissemination.

3.B.1.C. (U) Prepare and execute brand rollout implementation plan to support garrisons as they learn of, and implement, branding standards.

3.B.1.C.1. (U) On 24 April 2010, the new logo will be unveiled at the Soldier Show VIP Performance at the Wallace Theater, Ft. Belvoir.

3.B.1.C.2. (U) As of 26 April 2010, previous "For All of Your Life" MWR logo is obsolete.

3.B.1.D. (U) As of 26 April 2010, all logo usage (ads, slide templates, promotional items, web sites, etc.) must transition to the new logo brand standards available at [www.mwrbrandcentral.com](http://www.mwrbrandcentral.com). The new logo should replace the old version wherever possible including promotional items (pens, magnets, etc.) posters, signage, window stickers, displays, etc. Existing promotional item supplies should be depleted.

3.B.1.D.1 (U) Permanent signage and structure changes should be transitioned as signs are replaced and updated as needed. Additionally, items that are permanent and semi-permanent should be replaced with the new logo as funds allow.

3.B.1.D.2 (U) As of 1 May 2012, all facility signage should reflect the logo launched 24 April 2010.

3.C. (U) COORDINATING INSTRUCTIONS.

OPORD 10-002: New Family and MWR Logo and Voice Guidelines

3.C.1. (U) When referencing the Command organization, the "F" may be written or spoken on its own as "FMWRC" or written out or spoken as "Family and MWR Command".

3.C.2 (U) When referencing the Command organization's programs and services, the "F" should be written out or spoken as "Family and MWR". It should not be written or spoken as "FMWR".

3.C.3. (U) When referencing "DFMWR", the "D" and the "F" may be written or spoken on its own as "DFMWR" or written or spoken as "Director Family and MWR". It should not be written or spoken as "Director, FMWR".

3.C.4. (U) As a general rule, the "F" should not be written or spoken on its own unless there is a "D" preceding or a "C" following the acronym.

4. (U) SERVICE SUPPORT.

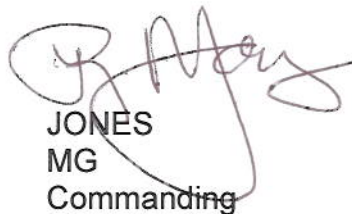
5. (U) COMMAND AND SIGNAL.

5.A. (U) Command: FMWRC is the supported Staff element.

5.B. (U) Signal: None

5.B.1. (U) The FMWRC Action Officer is Beth Horner, 703-681-0431 (DSN 761), email: [elizabeth.horner@us.army.mil](mailto:elizabeth.horner@us.army.mil).

ACKNOWLEDGE:



JONES  
MG  
Commanding

DISTRIBUTION:

CG, FMWRC  
FMWRC Forward San Antonio  
FMWRC Directors  
FMWRC Team Members