



## FAMILY & MWR PROGRAM BRAND QUICK REFERENCE

Updated: 27 February 2025

## Per Army Brand Guidelines

When displaying multiple military logos, place the highest-ranking logo on the left, working to the right in descending order. For most documents, the order will be: U.S. Army, Installation Management Command (IMCOM), then Family and MWR.

The NEW U.S. Army logo is no longer depicted as the largest. The enterprise logo is always positioned on the left side as the foundational brand element.

The horizontal distance between the two logos is defined by (2×) the height of the enterprise wordmark. The secondary logo is scaled to fit within the same height and width of the enterprise logo.

If the secondary logo reaches the same width of the enterprise logo and before it reaches the height of the enterprise logo (square and round assets, for example) it aligns vertically to the enterprise logo.

### Logo Lock up variations

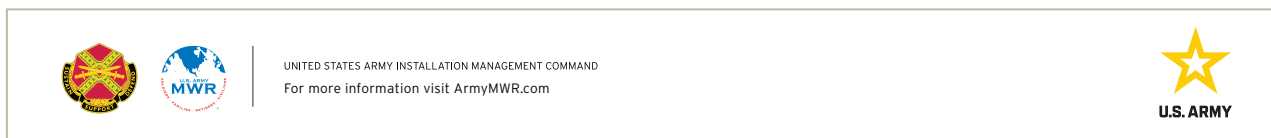


**Figure 1:** Demonstrates the size and space relationship between the Army, IMCOM and MWR logos.

**Logos can be used in the group of 3** (above center) **centered under text OR brand bar** (white background with Army light camo (right); no larger than 1pt border



PMS: 7535C  
C: 26 M: 23 Y: 34 K: 0  
R: 191 G: 184 B: 166  
HEX# BFB8AB



## Use of MWR Program logos

Integrated into design and subtle, brand bar should be used as a last option

- First Option (**Figure 3**): solid color and integrated within design (**Figure 2**) (**Preference:** Program logo NOT placed in the brand bar)
- Secondary Option (**Figure 3b**): Program logo **solid color** used in line with logo lockup
- Third Option (**Figure 3c**): use on brand bar (recommended for sponsor logos)



**Figure 2:** Program logo solid color



## Logo Usage for Web Ads/Promo

- Ads placed on ArmyMWR - No logos needed. EXCEPTION when it is sponsored include the sponsor logo
- Ads placed on external sites - Required minimum of Army logo and MWR determined by size/space (when it is sponsored include the sponsor logo)

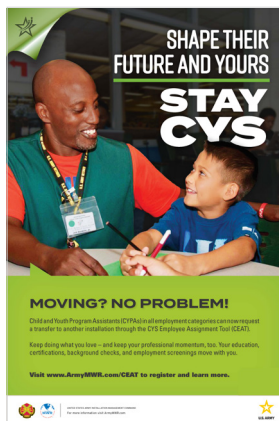


Figure 3: Integrated CYS logo NOT on brand bar



Figure 3b: Logo lock-up with ACS logo

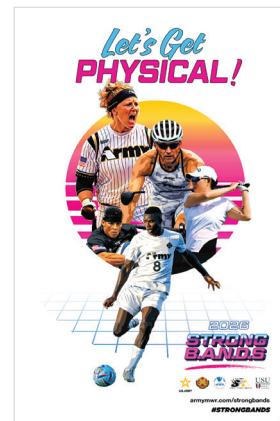


Figure 4: Sponsor Logo

## Logo Usage for Sponsor Logos

- Away from the Army Logo
  - 10% smaller than the Army and MWR Logo they should NOT be any larger
- Use of the Sponsor logos (Figure 4)



Figure 4a: Demonstrates the the space relationship between the Sponsor logos as well as used at 10% smaller than ARMY/MWR

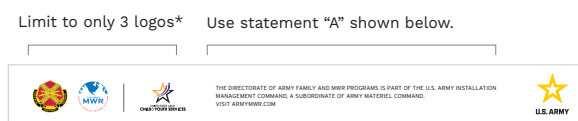


Figure 3c: Brand bar with additional logo

**Figure A:** Not smaller than 7pt in size  
 THE DIRECTORATE OF ARMY FAMILY AND MWR PROGRAMS IS PART OF THE U.S. ARMY INSTALLATION MANAGEMENT COMMAND, A SUBORDINATE OF ARMY MATERIEL COMMAND. FOR MORE INFORMATION VISIT ARMYMWR.COM  
 ←→ Place specific URL

Use of Logos that do not fit in the above guidance will be addressed on a case by case basis. Send email to address below for IMCOM DFMWR Marketing to request approval include Subject "Logo Review".

### Include the following information:

- 1) Visual of Logo, 2) What program and/or facility will be using it? 3) The intended use and 4) application.

usarmy.jbsa.imcom-hq.mbx.g9-marketing@army.mil

\*EXCEPTION TO THE USE OF 3 LOGOS MAXIMUM: if the item is a sponsorship ad. In this instance, the additional sponsor logos are added to logo lock-up see figure 4 as an example. For a brand bar approach the statement can be used as disclaimer towards footer of the item.

## Internal Use of logos

When depicting Family and MWR internally we want to focus on the Army Logo with Family and MWR logo (must include the reference of superior command: "The Directorate of Army Family and MWR Programs is part of the U.S. Army Installation Management Command, a subordinate of Army Materiel Command.")

- Army Logo and IMCOM/MWR they should be same size
- ONLY 1 additional program logo can be included after MWR

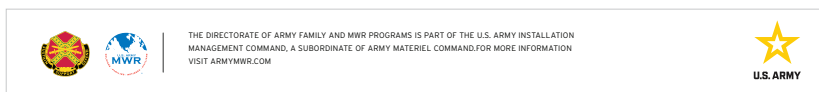


THE DIRECTORATE OF ARMY FAMILY AND MWR PROGRAMS IS PART OF THE U.S. ARMY INSTALLATION MANAGEMENT COMMAND, A SUBORDINATE OF ARMY MATERIEL COMMAND.

## External Use of logos

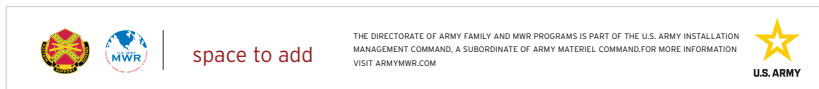
For the external audience it is important for the audience to understand use the Brand Bar option (5 & 5a)

**Figure 5** - Standard General



- General 3 logo lockup with Army Logo (with or without vertical line)

**Figure 5a** - Standard General



- ONLY 1 additional program logo can be included after MWR

## Use of Embroidered logo

The standard circular Family and MWR logo is for general use on signage, printed and digital media, and other visual communications. The logo and tagline, "Soldiers, Families, Retirees, Civilians" cannot be altered or disassembled.

The standard circular Family and MWR logo may be used for embroidery image areas 4" or larger. The exception is the front of a polo shirt, where the standard logo should not be over 2.5" in diameter. Where the standard logo does not fit, use the version in **Figure 6**. You can use that version on shirts, hats, and promotional items that will not depict the round logo legibly.



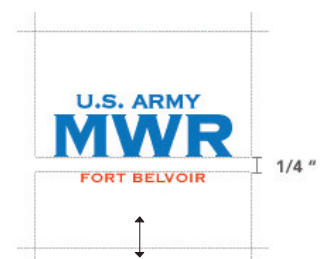
**Figure 6** - Embroidery Logo

**Figure F** shows how to include a garrison name with the embroidery logo. Place the garrison name 1/4" below the top element, and within the Family & MWR left and right boundaries. The garrison name should not exceed 3" in length. The brand font used is Copperplate.

In addition, all logos on mwrbrandcentral.com are approved for use. Do not alter or customize approved logos.

### Other Family & MWR logo standards reminders:

- Leave space around the logo equal to the height of the MWR letters in the logo.
- Do not use the logo at less than a 1/4" size.
- Do not place the logo over an image or photo without a white or black background.



**Figure 7** - Embroidery Logo with Garrison Name