

Headquarters Employer Support of the Guard and Reserve INSTRUCTION

NUMBER 1250.51
August 23, 2011

OPS

SUBJECT: ESGR Official Logo and Usage Guidelines

References: (a) Employer Support of the Guard and Reserve Instruction (ESGRI) 1250.51
ESGR Official Logo and Usage Guidelines, October 1, 2008 (hereby cancelled)
(b) Section 701, Title 18, United States Code
(c) DoD Manual 5110.04-M-V1, DoD Manual for Written Material:
Correspondence Management, October 26, 2010

1. PURPOSE. This Instruction:

a. Replaces ESGRI 1250.51 (Reference (a)).

b. Establishes the official Employer Support of the Guard and Reserve (ESGR) logo (Enclosure 1) and standardizes its use.

2. APPLICABILITY. This Instruction applies to the entire ESGR organization, including all staff, all ESGR State Committee (SC) members and volunteers involved in ESGR-related activities.

3. POLICY.

a. The official ESGR logo will consist of the logo attached in Enclosure 1. This logo must be used in all official business concerning ESGR.

b. The logo is the property of the U.S. Government, is protected by law from unauthorized use, and must be considered FOR OFFICIAL USE ONLY (FOUO).

c. The logo must be used only against a white or clear background. The official Pantone Matching System (PMS) color standards for the logo are as follows:

(1) Red: PMS 185

(2) Blue: PMS 287

d. There is NO optional graphic that would represent the organization. No other forms of the logo are authorized for any use. Use of logos that deviate from the official logo is strictly prohibited, and any existing logo designs that deviate from the official logo shall be destroyed.

e. Existing products with logo designs different than the logo provided in Enclosure 1 may be used until supplies run out.

f. Information such as the nation-wide telephone number or website address may be placed below the logo, but are not and cannot be a part of the logo design.

g. ESGR SC-specific information and/or designs may not be combined with the logo.

h. Non-profit affiliates of ESGR SC may use the logo upon approval of specific request by ESGR Executive Director or Deputy Executive Director.

i. Specific guidelines for logo usage on ESGR products are provided through a Branding Manual in Enclosure 2.

4. RESPONSIBILITIES.

a. Headquarters ESGR (HQ ESGR). HQ ESGR shall:

(1) Provide guidance and oversight concerning logo usage.

(2) Provide the logo to ESGR SC members, volunteers and any external organization for authorized use.

b. ESGR SC Chairs. The Chairs of ESGR SC shall ensure proper compliance with the requirements of this Instruction by Committee members.

5. RELEASABILITY. UNLIMITED. This Instruction is approved for public release. Copies may be obtained through the Internet from the ESGR Web site at <https://www.esgrnet.com/Library/library.asp?area=ESGRInstructions>.

6. EFFECTIVE DATE. This Instruction is effective immediately.

Ronald G. Young
Executive Director

Enclosures

1. ESGR Official Logo
 2. ESGR Logo Branding Manual
 3. Standards and Procedures for Use of ESGR Official Printed Materials and Name Badges
 4. Examples and Specifications for ESGR Official Printed Materials and Name Badges
 5. ESGR PowerPoint Slide Format
 6. Summary of Changes
- Glossary

TABLE OF CONTENTS

ENCLOSURE 1: ESGR OFFICIAL LOGO 4

ENCLOSURE 2: ESGR LOGO BRANDING MANUAL 5

ENCLOSURE 3: STANDARDS AND PROCEDURES FOR USE OF ESGR
OFFICIAL PRINTED MATERIALS AND NAME BADGES 10

ENCLOSURE 4: EXAMPLES AND SPECIFICATIONS FOR ESGR OFFICIAL
PRINTED MATERIALS AND NAME BADGES..... 12

ENCLOSURE 5: ESGR POWERPOINT SLIDE FORMAT 15

ENCLOSURE 6: SUMMARY OF CHANGES..... 16

GLOSSARY 17

ENCLOSURE 1

ESGR OFFICIAL LOGO



ENCLOSURE 2

ESGR LOGO BRANDING MANUAL

1. PURPOSE. The purpose of this branding manual is to establish guidelines for use and re-creation of the ESGR brand logo and to ensure uniform placement and use of the brand. This visual identity manual exists to assist all ESGR staff and volunteers in using the logo and its associated marks and graphics correctly on publications, stationery, business cards, signs, graphics, media, television, all groups and individuals with whom ESGR communicates.

a. Trademark Protection. All ESGR trademarks (the logo, names, and seal) are the property of the Federal Government. Federal Law requires that the use of any trademark be monitored in order to maintain legal claim to that mark. Department of Defense (DoD) policy requires individual institutions such as ESGR to assume administration of their own marks. The rules and procedures included in this visual identity manual are necessary to protect and administer those marks.

b. User's Responsibilities. Every user of the ESGR trademark is considered a guardian of the agency's right to the marks and a guardian of the agency's public image. Every user is therefore asked to adhere to the standards outlined in this manual. This includes staff, Committee members, all departments, all divisions, businesses; nonprofit organizations, alumni groups, athletics, booster groups, printers, and manufacturers—in short, everyone who uses an ESGR mark.

c. Logo Versions. There are no other formats or logo versions that are sanctioned by ESGR other than what is outlined within this manual. The uses of logos or formats that deviate from this official guidance are strictly prohibited. Any existing documents, promotional items or printed materials using designs other than what is presented within this manual must be destroyed.

d. Logo Colors. The core logo incorporates three elements: color, placement/size and font to give maximum flexibility to the users to build their image within one brand family. A strong visual identity program is important for ESGR to maintain a clear and consistent image before the public. The logo and its associated marks and graphics have been chosen to project the quality that the agency offers, and it is important that they not be altered or used in ways that will reduce their effectiveness or compromise their legal standing.

e. Points of Contact (POC). HQ ESGR will assist with the usage of all marks. Your faithful adherence to these guidelines is vital to our efforts to communicate the image of ESGR. The HQ ESGR POCs are the Deputy Director, Operations, as the primary, and the Fulfillment Vendor Contract Contracting Officer Representative as the secondary.

2. OFFICIAL MARKS.

a. The official marks include:

- (1) ESGR logo
- (2) DoD seal

b. ESGR logo:

(1) The ESGR logo must have both the initialism (ESGR), with the United States Patent and Trademark Office Federal Trademark Registration Symbol (®), and “EMPLOYER SUPPORT OF THE GUARD AND RESERVE” below the initialism. The official colors of the ESGR logo are white, blue (PMS 287) and red (PMS 185). The ESGR logo must be reproduced in these three colors. When a single color is the only option available, utilize the solid blue (PMS 287) and the stars as a translucent color to allow the paper stock to show.

(2) The Arial font was selected for a clean, modern look. The font is freely available to Microsoft and Macintosh users, making it an easy, cost-free choice. Maintaining consistency in the use of the core logo and the various logo extensions is essential in building an easily recognized visual that supports the ESGR brand and identification of the mission.

(3) When using the agency’s name in any text, it should be written Employer Support of the Guard and Reserve, always using the word “and” rather than the ampersand (&).

(4) Suggested and recommended usage for the core logo and the logo extensions for most instances are contained in this Branding Manual. Do not attempt to typeset or recreate the logo. It should always be reproduced from camera-ready reproduction artwork.

(5) When using the initialism, always write as follows: ESGR. All letters should be capitalized and flushed with no spaces in between and no periods after the initials.

(6) Do not write the name in the following manner:

- (a) E S G R (spaces between letters)
- (b) E. S. G. R. (periods and spaces)
- (c) E.S.G.R. (periods)
- (d) EGR (without “S”)

(7) The logo, shown in Enclosure 1, is designed for use on all stationery, envelopes, business cards and other forms of visual communication, such as PowerPoint presentations, facsimiles and memorandums. It may be used alone to represent the agency. It must not be altered in any way, and should always be used in the proportion and configuration shown. This logo is always positioned horizontally. The logotype, “EMPLOYER SUPPORT OF THE GUARD AND RESERVE,” must appear below the initialism (ESGR), all in capital letters, and flushed to the left margin.

(8) ESGR policy prohibits the use of any ESGR name, trademark, or logo in connection with alcoholic beverages; religious services, goods or artifacts; sexually-oriented goods; toilet seats and the like; burial items; and unfavorable references to the race, sex, national origin, or disability of any person. Any use must meet the standards of quality and good taste as determined by HQ ESGR.

c. DoD seal:

(1) The DoD seal is protected by law from unauthorized use. This seal may NOT be used for non-official purposes. There is NO optional graphic that would represent DoD.

(2) The DoD seal is reserved only for official use such as business identity items, certificates, and other approved representational items.

(3) The DoD seal is reserved as the official symbol for the agency, to be used on certificates and other official documents, and for other special purposes as approved by HQ ESGR.

(4) The DoD seal may only be reproduced in full color, blue (PMS 287), black, or stamped in gold or silver foil. When reproducing DoD color in the one color version, use the single color version that does not have any color fill behind the eagle.

(5) Please refer questions about the appropriate use of the seal to the Office of the Secretary of Defense for Public Affairs.

d. Other official marks:

(1) No other marks, logos or seals are allowed to be associated with the ESGR logo unless approved by the above mentioned HQ ESGR primary point of contact.

(2) The ESGR logo and DoD seal are the only two components of the ESGR identity; it is critical that all DoD Directives relating to the use of the DoD seal are adhered to in full. HQ ESGR has sole approval authority for use of the initialism "ESGR" to ensure it meets DoD standards.

3. USAGE.

a. PowerPoint Presentation Format. All PowerPoint presentations must be in the approved format provided in Enclosure 5. No briefing material is to be outside the double blue lines on the slide. The slide master can be found under the Briefs/Presentations heading in the Library area of ESGRNet.

b. General Publications.

(1) Each year, ESGR produces brochures, manuals, guides, and other printed materials. It is important that all ESGR publications appear to be part of the same family. The ESGR official logo must appear on all of the publications distributed nationwide.

(2) For the logo to achieve maximum impact, it must be kept free from conflicting visual

elements. The “area of isolation” is the minimum amount of free space (.25”) that must surround the logo. Do not place type, photos or any other elements within this space.

c. Signs. No logo other than the ESGR logo and DoD seal may be used on any awareness sign with the exception of traffic regulatory signs and international directional symbols. The logo standards presented in this manual apply to any application of the ESGR logo.

d. Soft Goods and Novelties. Design standards outlined in this manual also apply to soft goods and novelty and promotional type items.

4. DESIGN APPROVAL.

a. HQ ESGR must approve the quality and propriety of all products carrying marks representative of ESGR. It is the purpose of this provision to prevent the use of the marks on items in a manner that could cause ridicule or embarrassment to the agency, or that could jeopardize the substantial goodwill that the agency possesses in its marks.

b. Prior to any production, manufacturers must submit all artwork to the aforementioned point of contact at HQ ESGR for approval. Samples must clearly show how the logo or marks will be used, and all colors used on the product should be designated. Any changes in the product or artwork must be resubmitted for approval after the changes are made. As guardian of the marks, and to uphold DoD policy, HQ ESGR will determine which items might be offensive to standards of good taste, and reserves the right to rescind approval of products which do not meet or exceed quality and propriety standards.

c. Approval Requirements.

(1) The use of any ESGR name, trademark or logo by any organization, business, or individual must be approved in writing by HQ ESGR prior to its use. Copy and design approval are also required for any use. This includes use by all non-business groups or individuals, charities, and other nonprofit organizations. There can be no exception to this rule. The agency must monitor every use in order to protect its marks under federal trademark law and to adhere to DoD policy.

(2) The use of any ESGR name, trademark or logo on any product or in connection with a manufacturer, wholesaler, screen printer or any other supplier must be managed under strict review from HQ ESGR. It is essential that all ESGR and DoD-marked items be approved prior to production and distribution.

(3) It is a violation of HQ ESGR policy to alter the ESGR names, trademarks or logo in any way, or to incorporate them or any portion of them into the name or trademark of any business or organization without written approval from HQ ESGR.

(4) The use of any ESGR name, trademark or logo is prohibited in advertisements and commercials that promote unapproved products, messages or associations such as alcoholic beverages, anti-racial platforms, etc. Advertisement copy approval is required.

(5) Written authorization and copy approval must be obtained from HQ ESGR prior to

any activity that would associate the names, trademarks, or logo of ESGR and DoD with those of any business or organization. This includes any association that indicates support for ESGR or any of its programs. The use of the ESGR name, trademarks or logo is strictly prohibited when such use does or will imply endorsement by the agency or Federal Government.

(6) The use of any ESGR name, trademark or logo by any organization or individual must be approved in writing by HQ ESGR prior to its use. This includes use by social/networking clubs and organizations as well as by Federal Agencies and/or departments and any informal business or social groups, individuals or charitable organizations. Written approval must be obtained for each specific use. There can be no exception to this rule. The agency monitors every use in order to protect its marks under federal law and to adhere to DoD policy.

(7) Resale of ESGR-marked items that are purchased or produced by any Committee, group or individual IS NOT ALLOWED. Under no circumstance shall the ESGR or DoD brand and/or identities be used for the purpose of profit. Reimbursement at actual Committee cost is allowed.

(8) ESGR-marked items must be purchased from the fulfillment vendor contracted by HQ ESGR. However, if items are required which cannot be procured through the fulfillment vendor, local purchases or production of items by a Committee or individual volunteer may be made with prior written approval from HQ ESGR.

Please Note: These rules and procedures are necessary to ensure ESGR compliance with DoD policy and Federal Laws, and to ensure fairness and propriety in the use of the ESGR names, trademarks and logo within agency guidelines. Please contact the provided point of contact at HQ ESGR for usage or questions concerning ESGR marks.

5. ESGR LOGO USE Q&A.

Q: *Where can I get the proper logo?*

A: The approved logo formats are available from HQ ESGR staff. Any Committee within the ESGR network can use the ESGR logo in adherence to the graphic standards included in this manual.

Q: *Can I use the logo for my own Committee or department?*

A: The ESGR logo is available for use as Committee, department or office logos. By adding a title or state name above or below, an individualized logo can be created. These pages provide helpful standards for consistency.

Q: *Can I be creative with the logo?*

A: In an effort to maintain brand identity, no creative adjustments, renditions or versions will be allowed without written approval from HQ ESGR.

ENCLOSURE 3

STANDARDS AND PROCEDURES FOR USE OF ESGR OFFICIAL PRINTED
MATERIALS AND NAME BADGES

1. OFFICIAL DoD LETTERHEAD.

a. Policy. The use of the DoD seal on letterhead is strictly limited by Reference (c) to “principal activities” of the Department such as the Defense Logistics Agency, the Department of the Navy, or the Defense Finance and Accounting Service. The Office of the Assistant Secretary of Defense (OASD) is considered a principal activity for this purpose and therefore all ESGR letterhead that contains the DoD seal must place “OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE” at the very top line. The seal may not otherwise be used.

(1) HQ ESGR. HQ ESGR is considered an “agency” of OASD-Reserve Affairs (RA) for purposes of Reference (c). As such, its letterhead shall contain the organizational title and address centered immediately below the principal activity name OASD.

(2) SC Letterhead. ESGR SCs are not considered agencies or principal commands of OASD-RA. However, due to the nature of their mission, the Assistant Secretary of Defense (ASD) for RA has granted special permission for use of compliant letterhead containing the DoD seal. Failure to meet the following requirements in the usage of SC letterhead will result in withdrawal of the privilege.

(a) When the DoD seal is used, the name of the State must appear immediately above “EMPLOYER SUPPORT OF THE GUARD AND RESERVE” in the header.

(b) The printing of individual names letterhead is not authorized.

(c) The address indicated on letterhead for an ESGR SC shall be a permanent office or military address and not the personal, residential address of any Committee member, including the Chair.

(d) Example and specifications for letterhead are contained in Enclosure 4.

b. Procurement.

(1) ESGR letterhead will be printed on approximately 20 pound recycled paper and obtained from an approved government printing source. SC without access to such a provider may obtain their official letterhead through coordination with HQ ESGR.

(2) An example of and specifications for ESGR letterhead is contained in Enclosure 4.

(3) Locally or commercially produced letterhead containing the DoD seal is not authorized.

2. BUSINESS CARDS AND NAME BADGES.

a. In order to ensure uniformity, consistency, and agency identity, all ESGR business cards and name badges shall be obtained from the HQ ESGR fulfillment provider and conform to the examples shown in Enclosure 4.

b. The use of military ranks (retired or active duty) and/or academic degrees (e.g., Ph.D.) are allowed for volunteers.

c. Ombudsmen are discouraged from using military rank, but are allowed if desired.

d. Contractors are not allowed the use of military ranks.

e. Business cards and name badges for ESGR contracted support staff will include “DoD Contractor”.

f. Titles are limited to those listed in ESGRI 1250.02, ESGR Structure & Operating Procedures.

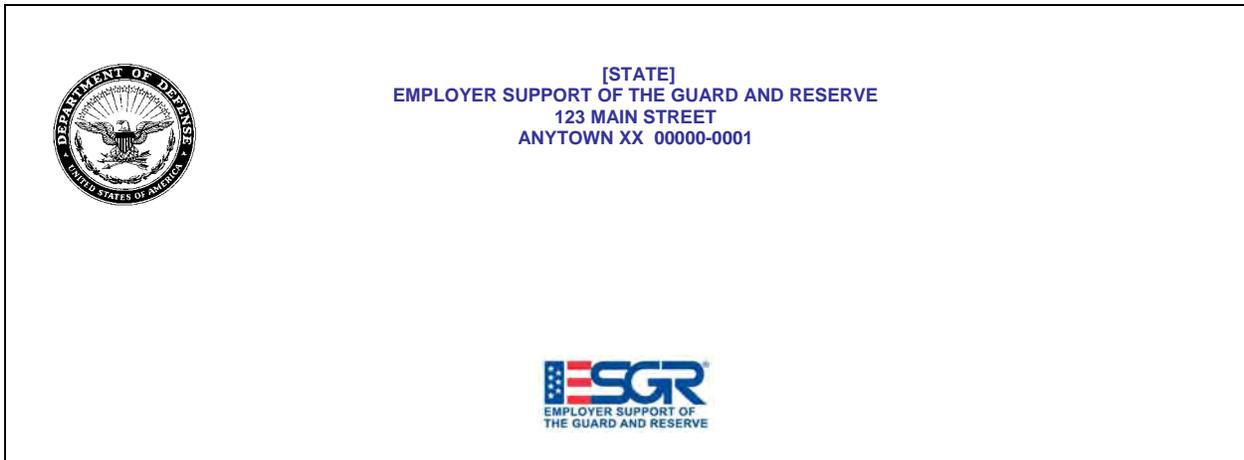
g. The use of any symbols, emblems or logos other than the DoD seal and ESGR logo on business cards is not permitted.

ENCLOSURE 4

EXAMPLES AND SPECIFICATIONS FOR ESGR OFFICIAL PRINTED
MATERIALS AND NAME BADGES

1. SC LETTERHEAD.

- a. The DoD seal shall be exactly 1 inch (1”) in diameter and positioned exactly one half-inch (0.5”) from the top and left edges of the paper.
- b. The header text shall be centered horizontally on the page and centered vertically on the DoD seal.
- c. The top line shall contain the name of the State in all capital letters (10pt, Arial, bold). The second line shall read “EMPLOYER SUPPORT OF THE GUARD AND RESERVE”, and subsequent lines shall contain the SC’s official mailing address (8pt, Arial, bold).
- d. The official ESGR logo shall be centered at the bottom of the page. It shall be exactly three-eighths of an inch (0.375”) from the bottom of the page and shall be no more than one-half inch (0.5”) in height.



2. BUSINESS CARDS AND NAME BADGES.

a. Business Cards.

(1) Cards shall be of standard size two inches by three and a half inches (2” x 3.5”) and on high quality card stock.

(2) The DoD seal shall be exactly eleven-sixteenths of an inch (0.6875”) in diameter and positioned approximately one-eighth of an inch (0.125”) from the top and left edges of the card.

(3) The official ESGR logo shall be exactly five-eighths of an inch (0.625”) in height and positioned approximately one-eighth of an inch (0.125”) from the top and right edges of the card.

(4) The name of the individual shall be centered on the card (11pt, Helvetica, bold). The title and SC shall be centered immediately below the name (7pt, Helvetica). Contact information shall be displayed and positioned as indicated in the example business card below (7pt, Helvetica). Two or three lines may be used.



b. Name Badges.

(1) Badges shall be of standard size three inches and three-eighths by 2 inches and one-eighth (3 3/8" x 2 1/8") made of high quality one-sixteenth of an inch (1/16") thick engraving stock (White over Royal Blue).

(2) The official ESGR logo shall be screen printed in PMS 185 Red and PMS 287 Blue, three-quarters of an inch (3/4") tall centered on the badge approximately one-eighth of an inch (1/8") below the top edge.

(3) Line 1 of the badge shall be the engraved name of the individual centered on the badge approximately one-eighth (1/8") below the ESGR logo in Helvetica font (font size to vary depending on the length of the name).

(4) Line 2 of the badge shall be the engraved ESGR approved title, centered on the badge approximately one-eighth of an inch (1/8") below line 1, in Helvetica font, (font size to vary depending on the length of the title), if the individual has no title line 3 becomes line 2.

(5) Line 3 of the badge shall be engraved with the State the individual is affiliated with, centered on the badge approximately one-eighth of an inch (1/8") below line 2, in Helvetica font, (font size to vary depending on the length of the name of the state).

(6) All badges to have magnetic fastener glued center on the back of the badge (unless substituted with double military post and clutch fastener due to use of pace maker).



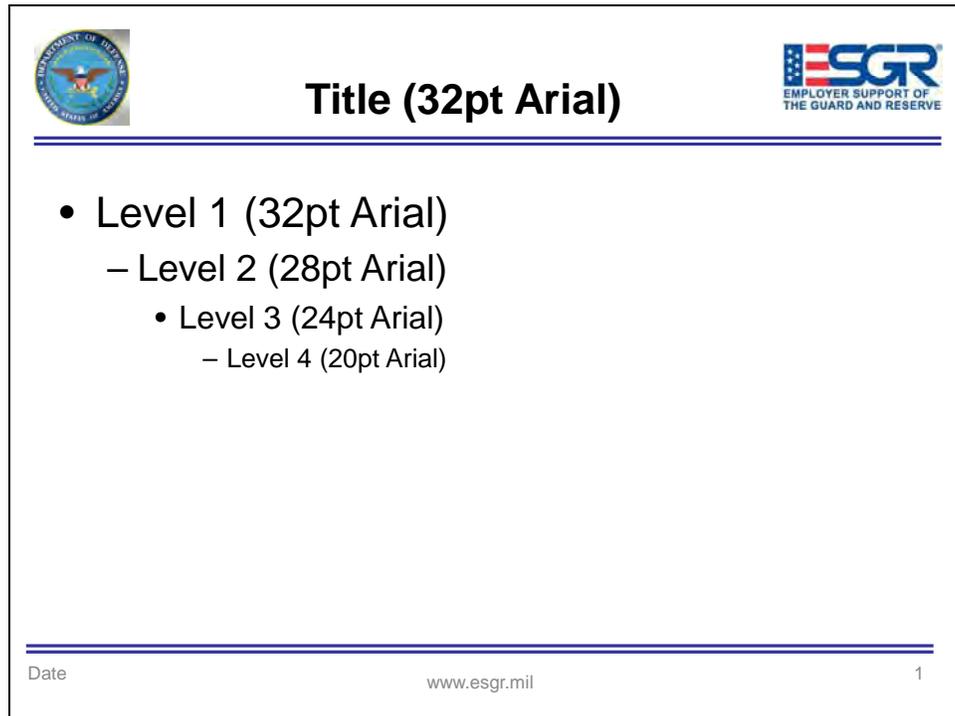
[Name]
(State)
(Title/Position)

ENCLOSURE 5

ESGR POWERPOINT SLIDE FORMAT

In order to ensure consistency, all ESGR presentations created in Microsoft PowerPoint shall adhere to a Slide Master that has the following characteristics:

- a. The DoD seal shall be exactly 1 inch in diameter and positioned exactly one half-inch (0.5”) from the top and left edges of the slide.
- b. The official ESGR logo shall be exactly three-quarters of an inch (0.75”) in height and positioned approximately three-eighths of an inch (0.375”) from the top and one quarter-inch (0.25”) from right edge of the slide.
- c. The title shall be centered at the top of the slide (32pt, Arial, Bold). A smaller font may be used if necessary for a lengthy title to fit on a single line.
- d. The subject area shall be framed by two sets of double horizontal indigo lines of 7pt weight and nine and one-half inches length (9.5”). The lines shall be centered horizontally on the slide and positioned vertically one and one-third inches (1.33”) and seven inches (7”) from the top of the page, respectively.
- e. The date, ESGR website address, and slide number shall be positioned in the slide footer as shown in the example below (14pt, Arial).



ENCLOSURE 6

SUMMARY OF CHANGES

Overall, this instruction has undergone significant changes. Readers are encouraged to read the entire document, not just this summary. Throughout this document, many familiar terms have been changed to be consistent with ESGRI 1250.02, ESGR Structure and Operating Procedures, dated 11 August 2010.

Field Committee to State Committee
National Committee to Headquarters ESGR

Other specific changes are outlined below.

1. Removed ambiguous references not allowing local purchases to allow local purchases or production of items which cannot be procured through the fulfillment vendor with prior written approval from HQ ESGR (Enclosure 2, para 4. c. (8)).
2. Updated letterhead format based on leadership guidance, 19 March 2011 and included sample (Enclosure 3 and 4).
3. Deleted UNOFFICIAL ESGR FIELD COMMITTEE LETTERHEAD (Enclosure 3).
4. Added guidance and sample for Business Cards and Name Badges (Enclosure 3 and 4).

GLOSSARY

ABBREVIATIONS AND ACRONYMS

ASD	Assistant Secretary of Defense
COR	Contracting Officer Representative
DoD	Department of Defense
ESGR	Employer Support of the Guard and Reserve
ESGRI	Employer Support of the Guard and Reserve Instruction
FOUO	For Official Use Only
HQ	Headquarters
OASD	Office of the Assistant Secretary of Defense
PMS	Pantone Matching System
RA	Reserve Affairs
SC	State Committees