

# USAASB CATALOG



# USAASB



## USAASB BRANDING SUPPORT CATALOG

- All requests are made using the USAASB Branding Request Order Form. Found on the USAASB website.
- Requests from USAREC Battalions need to be routed and approved through Brigade A&PA.
- Requests from USACC Battalions need to be routed and approved through Brigade POC.
  - USAREC customized requests (any non-standard item) must be routed and approved through USAREC G7/9.
- Brigades and higher commands send completed and approved USAASB order forms to the USAASB Branding Support Portal (BSP).
- **Submit completed order forms to [usarmy.knox.hqda.list.asb-branding-mgr@mail.mil](mailto:usarmy.knox.hqda.list.asb-branding-mgr@mail.mil). Approved non-custom orders will be available in 30-45 working days.**
- USAASB is not a mass production agency. The program has been developed to support the accessions mission with custom products. Customizing is allowed in accordance with the Army Branding Guidelines. All BSP items will be Army Branded. It is highly recommended to use contact numbers, address, URL, etc.
- This catalog depicts our common requests; it is just a general guideline to assist in the ordering process.
- Request should include as much information as possible, for example: size, mounted, un-mounted, custom text, grommets, custom graphics, how they will be employed, contact info, mailing address, phone number, approving authority & POC email.
- Customer supplied images: supply artwork in a digital format at highest resolution possible, example: school logos, mascots. Photos need to be 300 pixels per inch (PPI) minimum, TIFF format is best, JPG will limit size, Vector files for art is preferred.
- **Brigade POCs are responsible for checking content (quantity, text, & images) and obtaining appropriate approval when necessary.**



# USAASB CATALOG

2x8



3x6



2x8



3x6



4x6



## Product Information

### Banners

- Banners allocated in square feet. Example: ONE 2'x8' banner is equal to 16 square feet.
- Vinyl (solid material), cloth (fabric material), mesh (small holes in the material to allow wind to travel through - great for outdoors)
- Various sizes (most common: 2'x8' & 3'x6'; maximum width 70")
- Specify if displayed indoors or outdoors. Outdoors may need wind cuts, reinforced edges, and reinforced grommets. Indoors specify how item will be displayed (hanging, tacked on wall, etc) to determine if grommets are needed (grommets are placed every 2' unless requested otherwise)
- Banners are best used for events and short term display indoors or outdoors. Suggest using mounted prints for long term indoor use. Suggest using mounted aluminum sign for long term outdoor use.

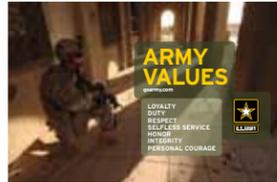
### Prints - Murals

- Murals (these are prints larger than 24"x36")
- Request mounted on hard material, foam material, or laminated.
- Various sizes (most common 4'x6')
- Laminated murals allow for rolling and easy transport
- Typically used at job fairs or hung on wall of schools, example would be in JROTC/ROTC classroom
- If mounting hardware is requested please specify in remarks section of order form. Please include the type of display and wall. Note that in some instances your facility managers can accomplish this.



## Product Information Continued

24x36



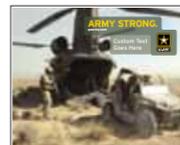
16x24



20x18



24x19



36x32



### Prints - Posters

- Posters (these are prints 24"x36" or smaller)
- Request mounted on hard material, foam material, or laminated.
- Various sizes (most common: 16"x24" & 24"x36")
- Typically used in high school guidance offices, COI business, local supportive businesses, chamber of commerce, etc

### Fence Post Signs

- Made of metal
- Hole in top and bottom for mounting
- Various sizes (most common: 18"x20")
- Typically used in rural areas, farms, wagons, tractors, etc

### Yard Signs

- Made of corrugated plastic
- Mounted on metal legs
- Standard size 19"x24"
- Typically used outside high schools, colleges, COI business or home, local supportive businesses, chamber of commerce, etc

### Hay Bale Covers

- Made of one-piece Vinyl
- Counted as 8 square feet of banner material
- Standard size 32"x36"



## Product Information Continued

18x11



### Clings

- Solid Fathead (static) or perforated (window) sticker
- Various sizes (most common: 11"X18")
- Typically used on doors is static cling and windows or glass is perforated. Other examples include entrances at high schools, colleges, COI businesses, vehicle windows and chamber of commerce facilities. They are easily removed.

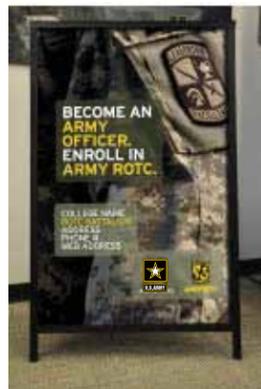
18x11



### Magnetic Signs

- Made of magnetic material
- Various sizes (most common: 11"X18")
- Typically used on ROTC vehicle or Recruiter vehicle
- Suggest removing if traveling faster than 55 MPH or when cleaning vehicle

31.125x47.75



### Sandwich Signs

- Frame made of aluminum with hard plastic material insert with image
- Standard size: art - 31.125"x47.75"; system - 33"x53.75"
- Specify if complete system is needed or just replacement panels. Specify size of replacement panels, older systems are different sizes.
- System is reversible; images can be put on both sides of panels.
- Typically used outside of recruiting station or during table setups.
- Signs weigh 35 pounds.



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## Product Information Continued

33x88



### Pull Up Banner

- Standard size: 33"x88"
- Specify if system is being provided & include the system measurements for replacement panels.
- System is single sided vinyl material.
- Pull Up Banner Systems are best used for events and short term display indoors or outdoors.
- Specify if hardware is needed or replacement banner for existing hardware. If replacement include banner measurements, system type in remarks section of order form.

33x88



### Cut Outs

- Size: Male height around 6'. Female height around 5'6"
- Printed on Calendar Vinyl which is an effective solution for most temporary outdoor or permanent solution indoor signage. It's smooth/glossy on front with a sticky back side.
- Cut out & mounted to Celtek or Foam Board.
- Frame at base to give it the ability to stand on its own.
- Cut Outs are best used for events and Recruiting Stations indoors.



# AVAILABLE LOGOS



**Due to branding standards every piece produced must have the Army brand, all other logos are optional.**

**Also, the Army brand is always the largest logo placed on the piece all secondary and tertiary logos are at a smaller percentage of the Army brands original size. Please make reference to the above illustration for an example.**

If a school/battalion logo is provided please try to send a vector file format. A vector file can be the following: an .ai file, a pdf saved from an .ai file, or an .eps file.

Please keep in mind that a low resolution jpg will lose it's visual information the larger it becomes and may not be able to be used.

If you choose to include either the Army ROTC or AMEDD logo in your final piece, the standard web-address will be changed: (ROTC) [goarmy.com/rotc](http://goarmy.com/rotc); (AMEDD) [healthcare.goarmy.com](http://healthcare.goarmy.com).



# CUSTOM TEXT

school/battalion name  
street address  
number  
web-address  
email

Custom text is available for every piece in the catalog.

Please make sure that all custom text has been proofed before submitting your order. Check all phone numbers and addresses (web and street). If your web-address works without the www. on it, please refrain from placing in your custom text.

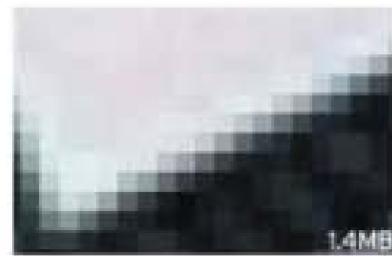


**U.S. ARMY**

# CUSTOM IMAGES



**Custom images requested by USAREC units must be approved by USAREC G7/9.**



All images shown are a crop of a 4'x6' mural at 100%, above the crops is the full size image.

Files need to meet the following requirements:

.tif or .jpg format

30MB to 60MB

Send via e-mail or on a disc

Please note that images that are able to be emailed will not work for anything bigger than a 16x24 poster.



## How to Use the Catalog and Fill out Order Form

- 1. Determine product required.**
- 2. Determine how many.**
- 3. Determine size.**
- 4. Select image-if custom do I have the image resolution necessary?**
- 5. Select tagline, if different than recommendation.**
- 6. Determine if custom text is required.**
- 7. Determine if custom logo required. Do I have the proper authorization for use, and the type of art required for customization?**
- 8. Determine additional requirements, i.e. grommets, windcuts, etc.**
- 9. Use all previous information to construct the order form.**

Please note that when you are creating your BSP product that your tagline and image work together. For example do not pair the tagline "STRENGTH TO HEAL" with any image other than medical.



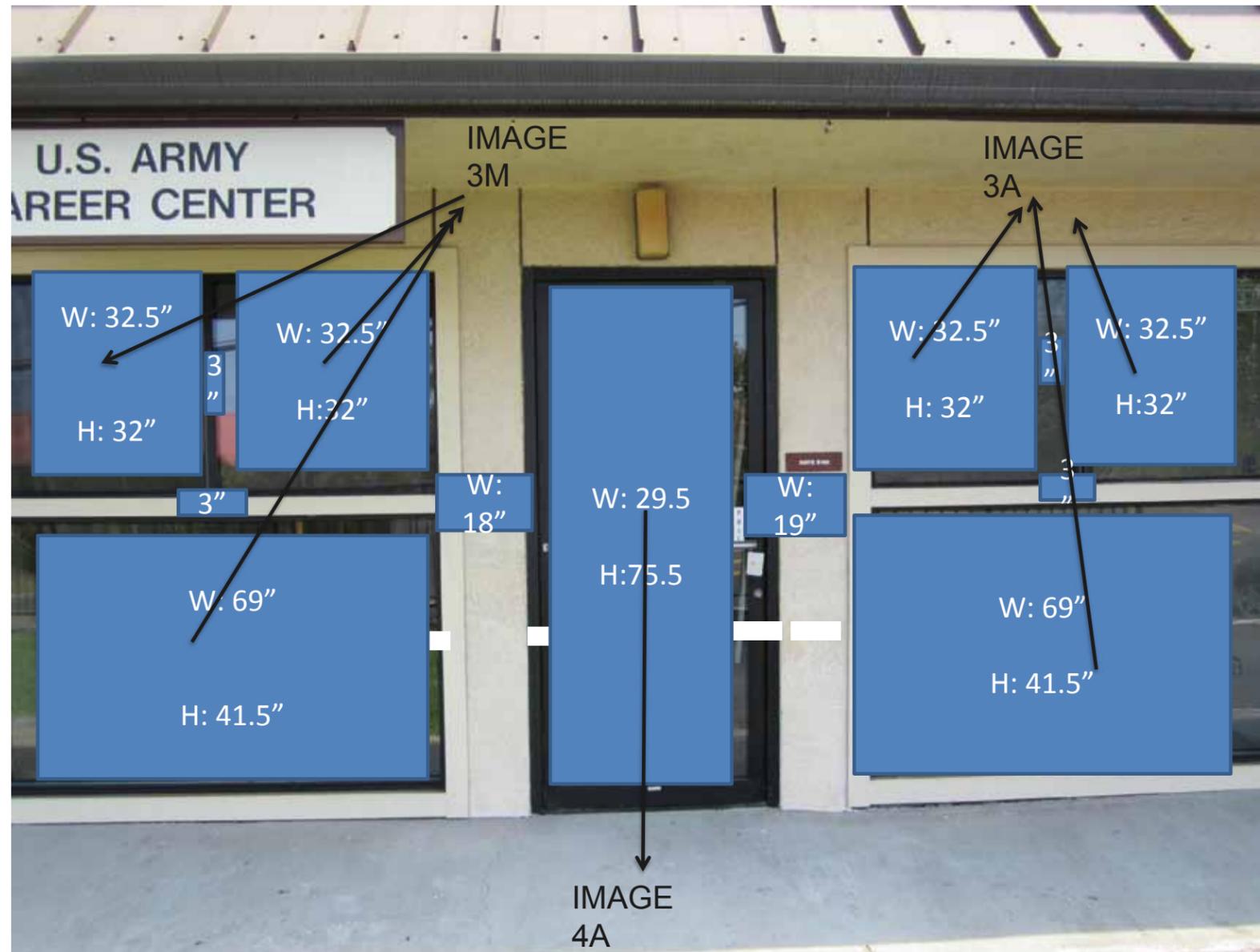
# USAASB CATALOG

## Example:

3x6 Landscape Banner: Item #3 D, ROTC and School logos, and the following custom text; Military Science (Army ROTC)  
University of Central Arkansas  
555-555-5555



# BUILDING MEASUREMENTS



## WHAT NEEDS TO BE MEASURED:

### WINDOWS:

- width and height of each individual window inside of frames

### DOORS:

- width and height of each individual door inside of frames

### FRAMES:

- width and height of each individual frame between all windows & doors



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# VAN WINDOW MEASUREMENTS

Make, Model, and Year of Vehicle  
ie: Ford 15 Passenger Van, E350, 2009



## WHAT NEEDS TO BE MEASURED:

### SIDE WINDOWS:

- width and height of all individual windows
- width and height of space between the windows

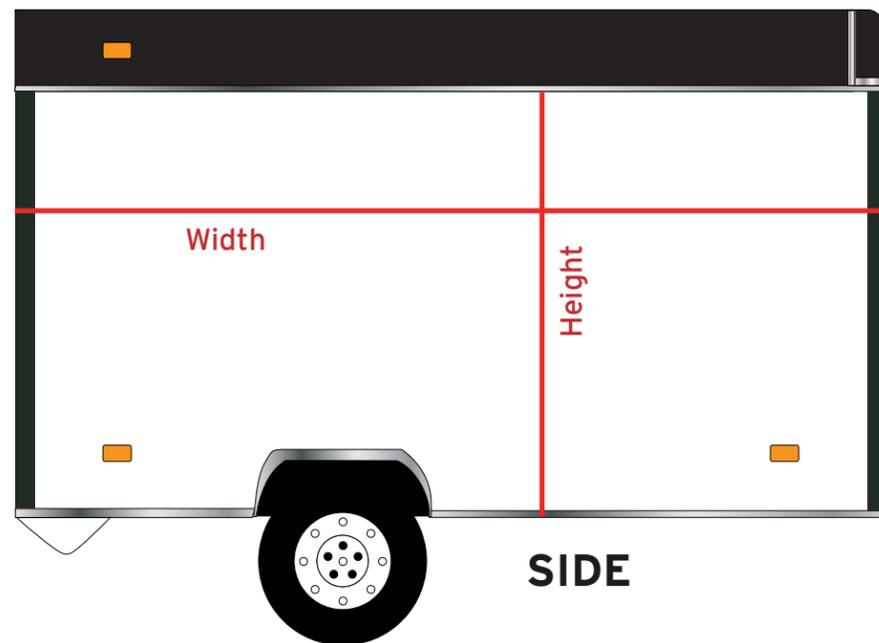
## WHAT NEEDS TO BE MEASURED:

### REAR WINDOWS:

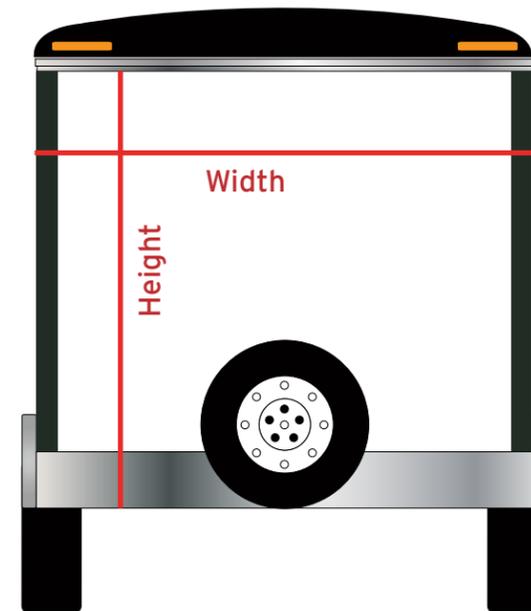
- width and height of all individual windows
- width and height of space between the windows



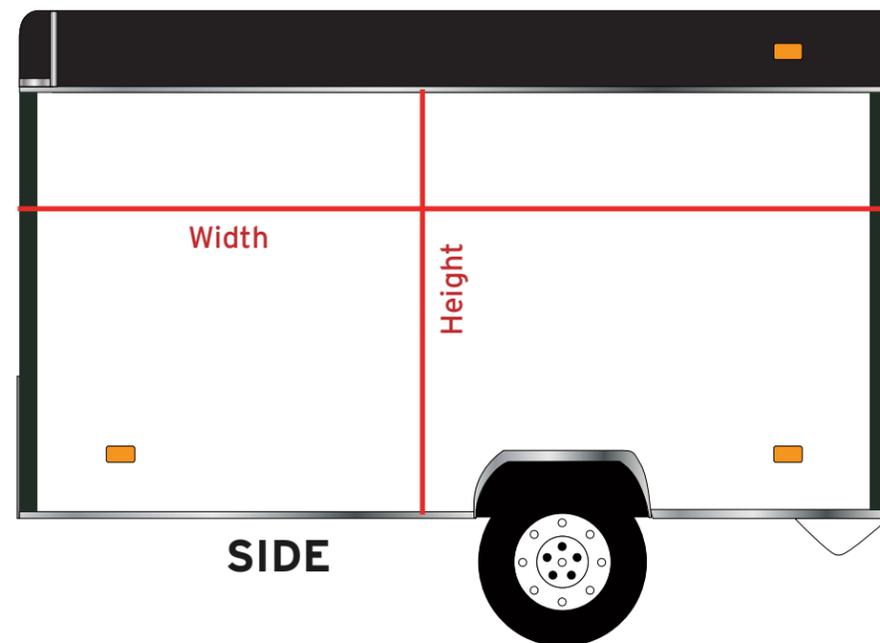
# TRAILER WRAP MEASUREMENTS



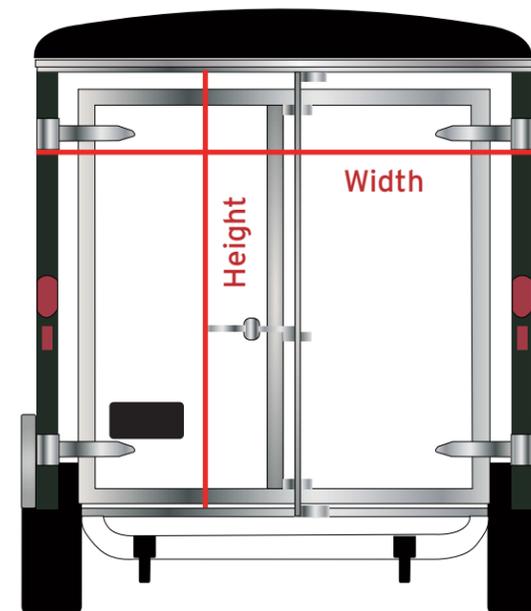
SIDE



FRONT



SIDE



BACK

## WHAT NEEDS TO BE MEASURED:

### TRAILER SIDE:

- total width
- total height from bottom to the beginning of the black top
- location of the tire
- height of the tire
- location of the reflectors

### TRAILER FRONT:

- total width
- total height from bottom to the beginning of the black top
- location of tire
- total width and height of the silver reflector under the tire

### TRAILER BACK:

- total width
- total height from bottom to the beginning of the black top
- width and height of doors and location
- width and height of frames
- location of the reflectors & license plate
- location of the hinges with its width and height
- location of door handle



## How to Install Stickers and Clings

**Perforated Window Graphics Installation Instructions:** All of the provided window graphics are over-sized to allow for easier installation. An X-acto-type blade will be needed for trimming off the excess edges once you have installed the window graphic.

### **PREPARE THE GLASS**

Clean the outside glass surface which you will be applying the image to thoroughly with soap and water. Make sure that the glass surface is dry and residue free before applying your window graphic. Remember: The pressure sensitive adhesive works best if mounted on **VERY CLEAN GLASS**.

### **PREPARE THE WINDOW GRAPHIC**

To begin installation, identify each piece for the location being branded. Peel the backing from the top down approximately 2 inches and line up the image inside the window. Tack the adhesive side to the window in the top corners. Two people make this process easier. One person will begin applying the graphic with a squeegee, sweeping across the graphic surface from side to side and then in a downward motion. The other person will continually pull the backing down from the outside corners of the back of the graphic. Ensure that the peeled graphic is angled out from the window while the person with the squeegee works down to the bottom of the window.



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## How to Install Stickers and Clings

### HELPFUL HINT

Try to remove the backing in a way that you are staying ahead of the squeegee by at least 2 - 3 inches. Failure to do so may result in horizontal adhesive lines that are visible on the backside of the window.

**Application:** The "dry" method is recommended. The "wet" application method is not recommended due to the fact the moisture will become trapped between the perforations and overlamine, therefore affecting the "see-through" visibility.

**Trimming and Finishing Windows:** Window trimming needs special care depending on the type of window you are marking:

- a. Contact with Rubber Window Seals will cause the adhesive to fail. Therefore, graphics need to be trimmed off the rubber seals by 1/8 inch minimum.
- b. Windows with beveled edges need to have the graphic trimmed away from the edge at a 45° angle to eliminate a hard edge that is easily peeled back.
- c. If applying graphics to vehicle window, just trim around the edges of the window.



# ITEM A: 33"X88" PULL UP BANNERS

1

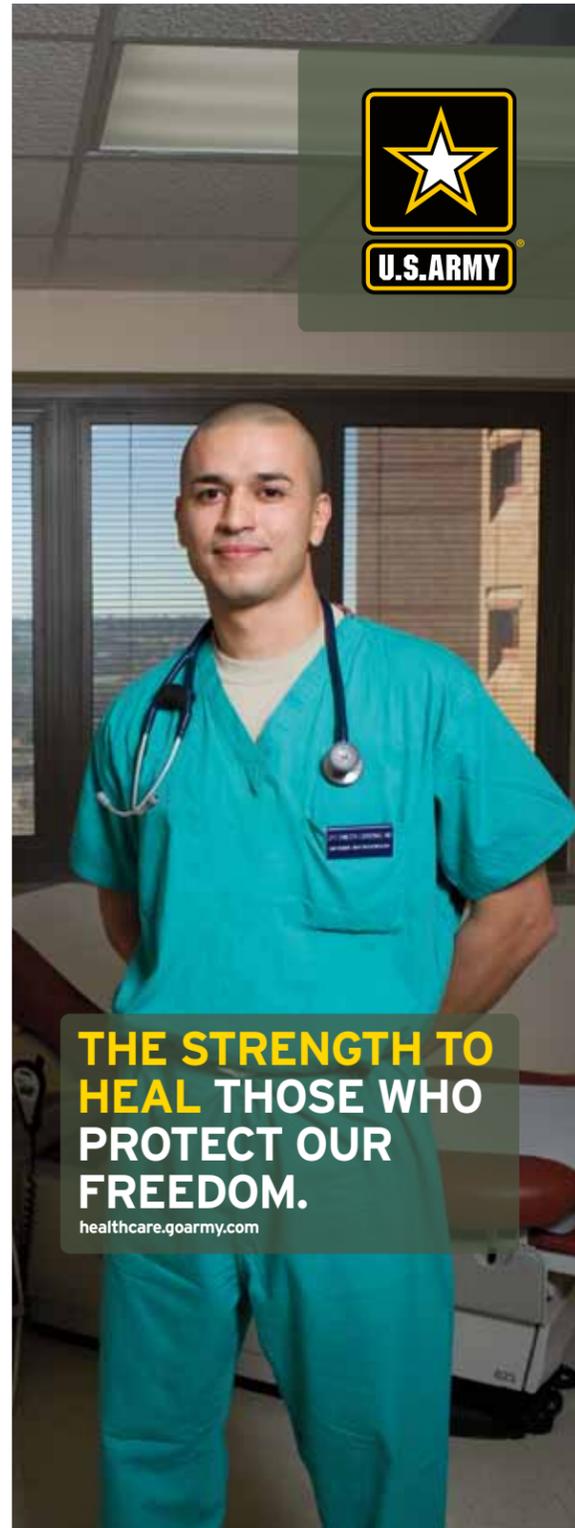


2



# ITEM A: 33"X88" PULL UP BANNERS

3



4



# ITEM A: 33"X88" PULL UP BANNERS

5



6

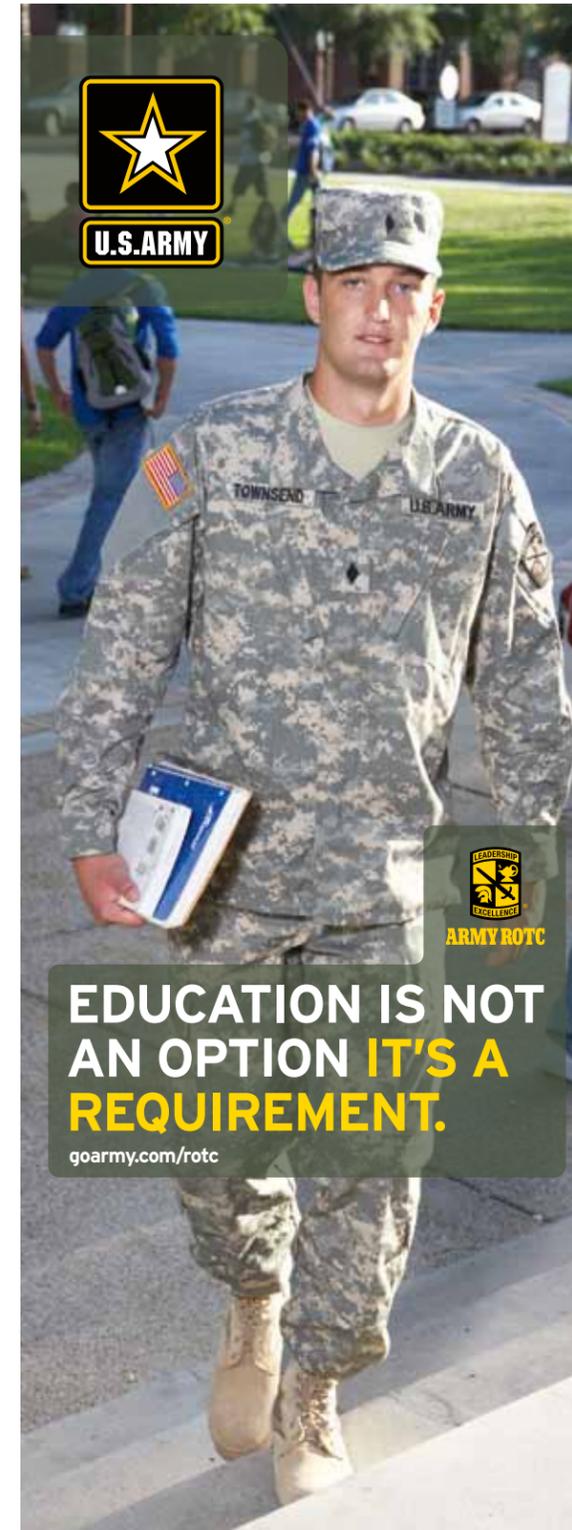


# ITEM A: 33"X88" PULL UP BANNERS

7



8

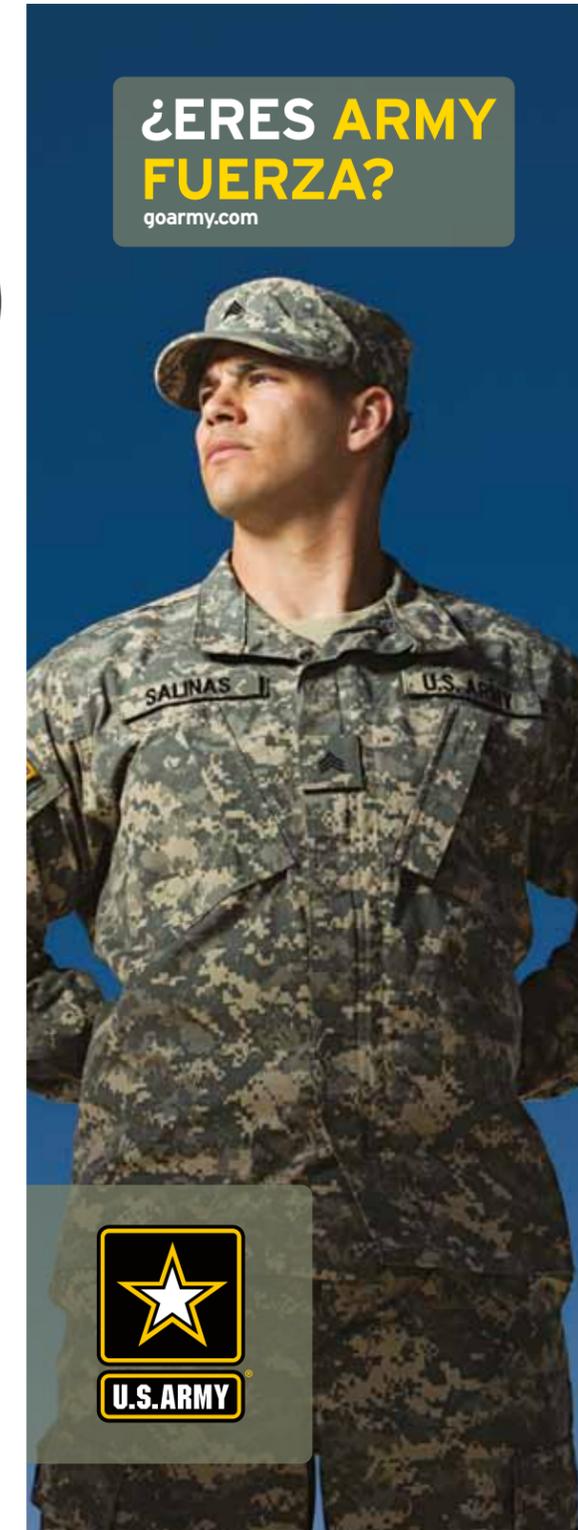


# ITEM A: 33"X88" PULL UP BANNERS

9

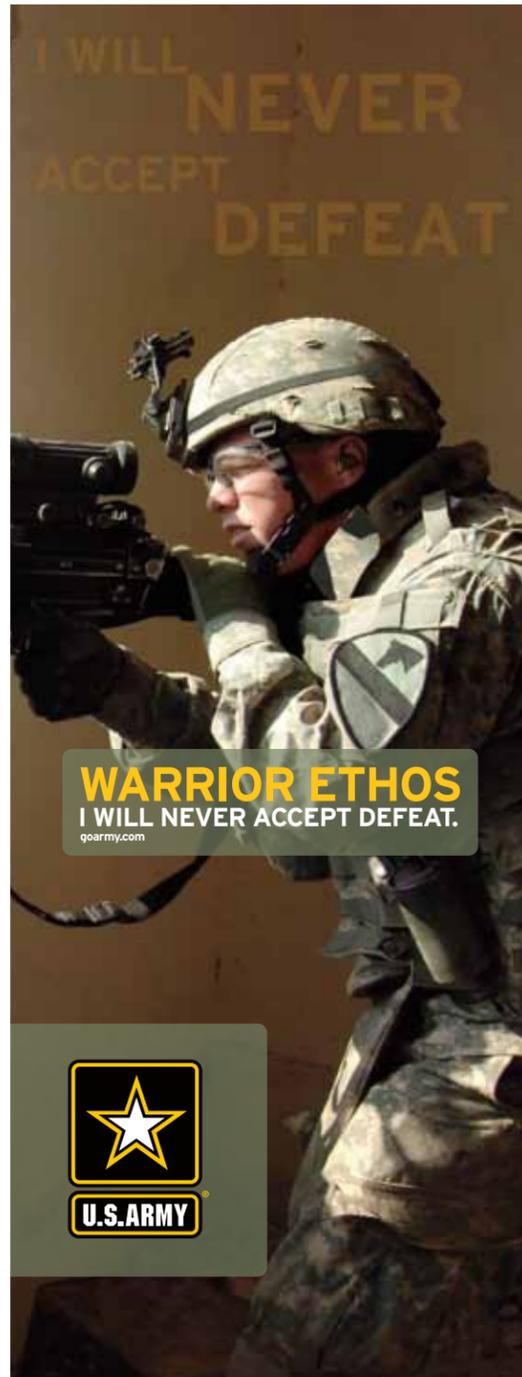


10



# ITEM A: 33" X 88" PULL UP BANNERS

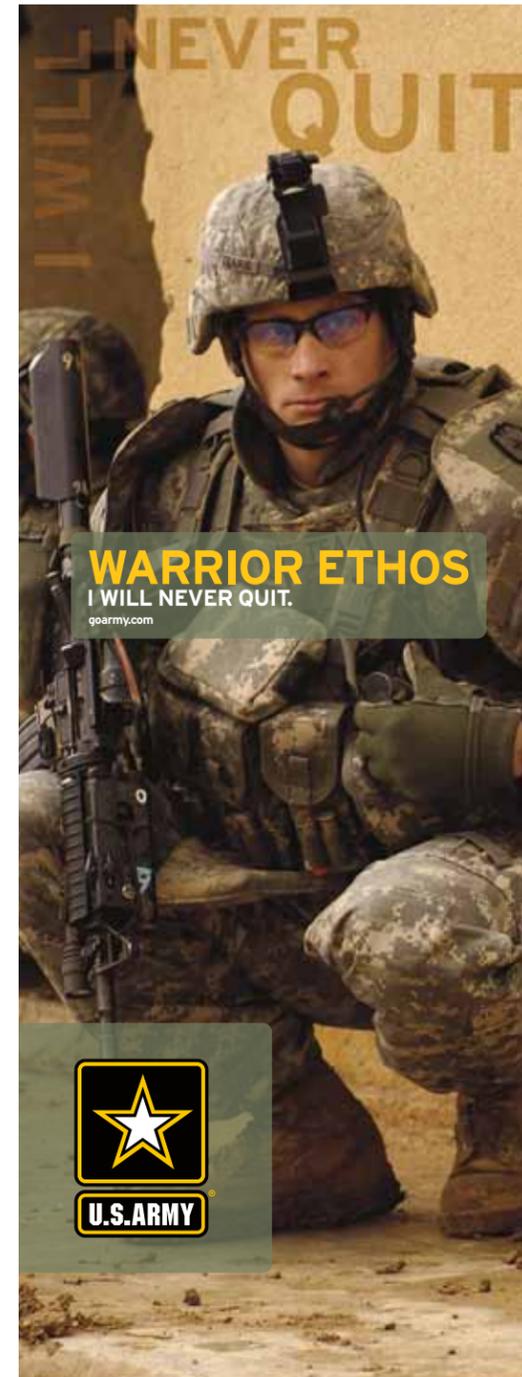
11



12



13



14



# ITEM A: 33" X 88" PULL UP BANNERS

15



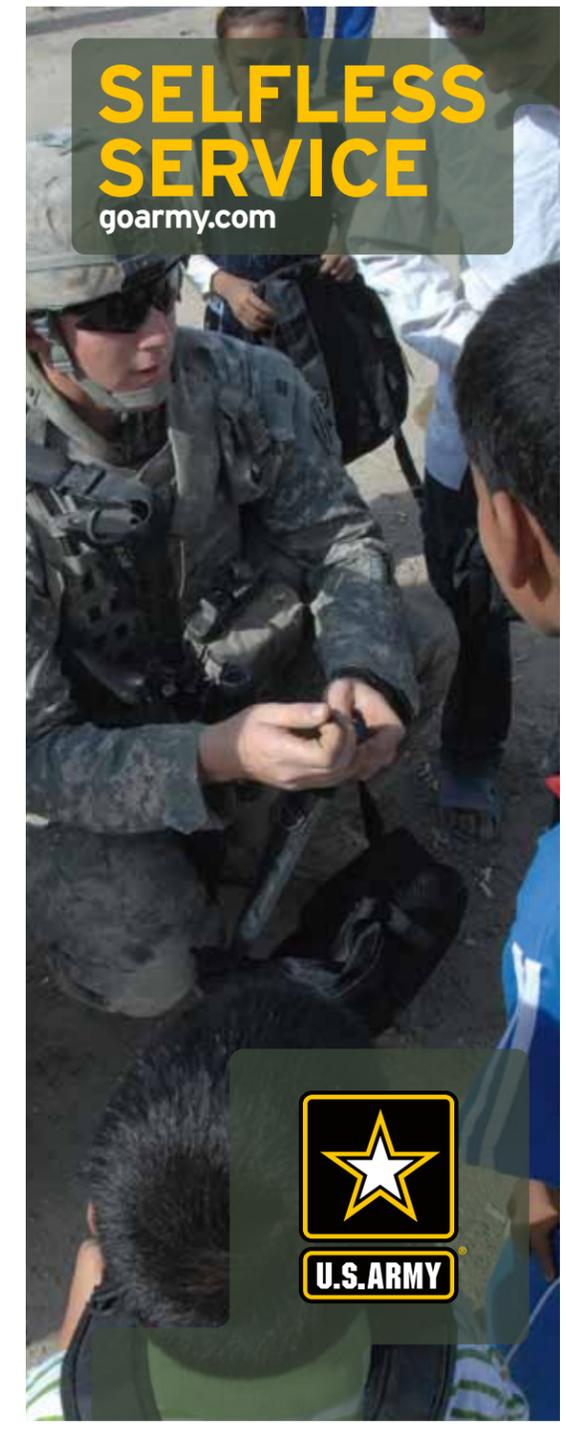
16



17



18



# ITEM A: 33" X 88" PULL UP BANNERS

19



20



21



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# ITEM A: 33"X88" PULL UP BANNERS

22



23



# ITEM A: 33"X88" PULL UP BANNERS

24



25



# ITEM A: 33"X88" PULL UP BANNERS

26

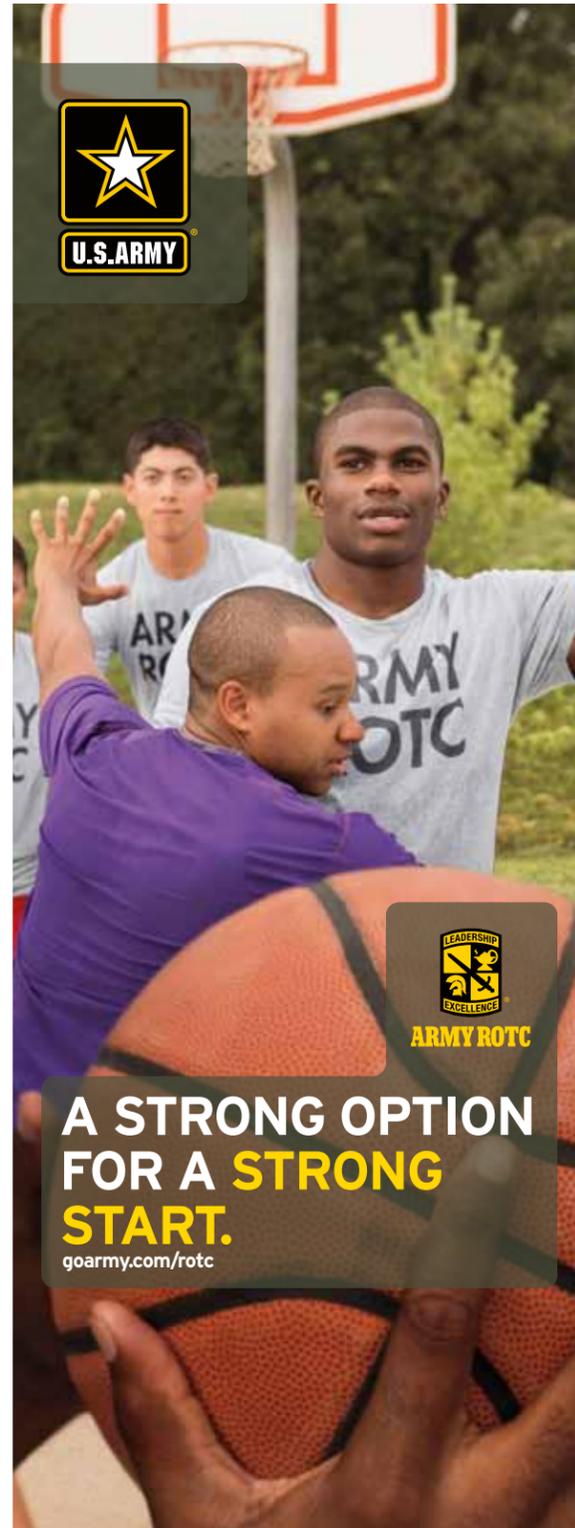


27

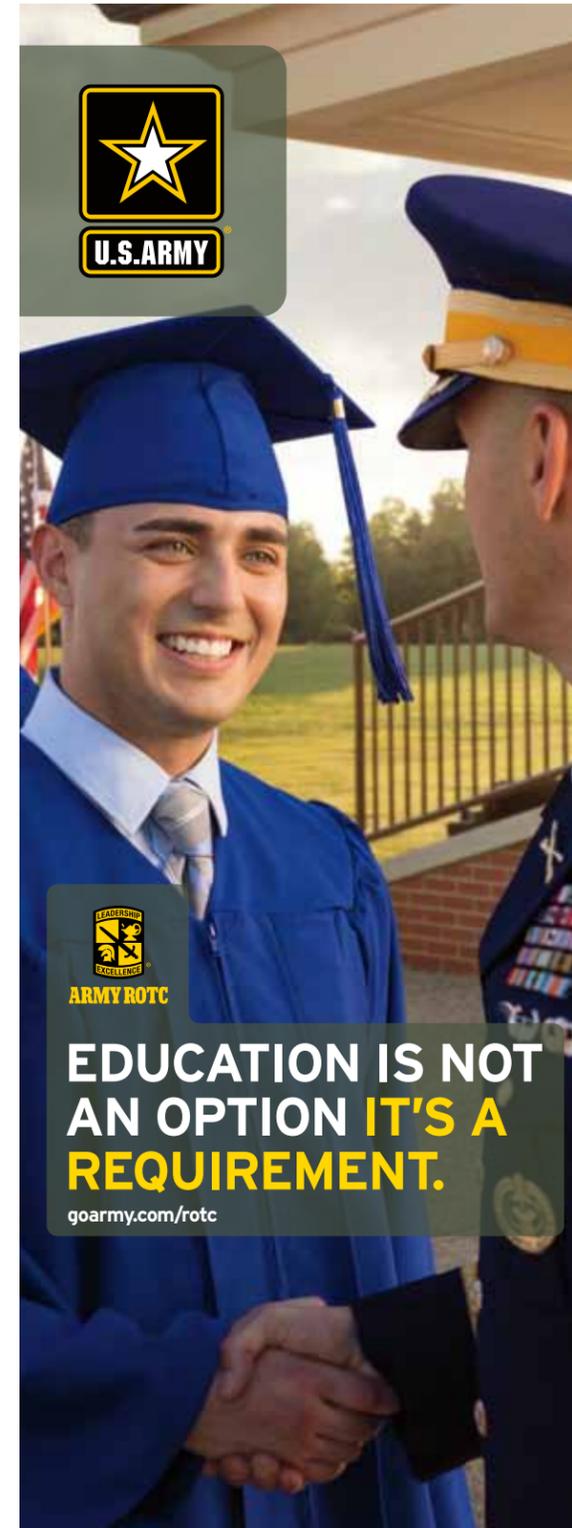


# ITEM A: 33"X88" PULL UP BANNERS

28



29



# ITEM B: 3' X 8' VALUE IMAGES

1



2



3



4



# ITEM B: 3' X 8' VALUE IMAGES

5



6



7



**U.S. ARMY**

# ITEM B: 3' X 8' VALUE IMAGES

8



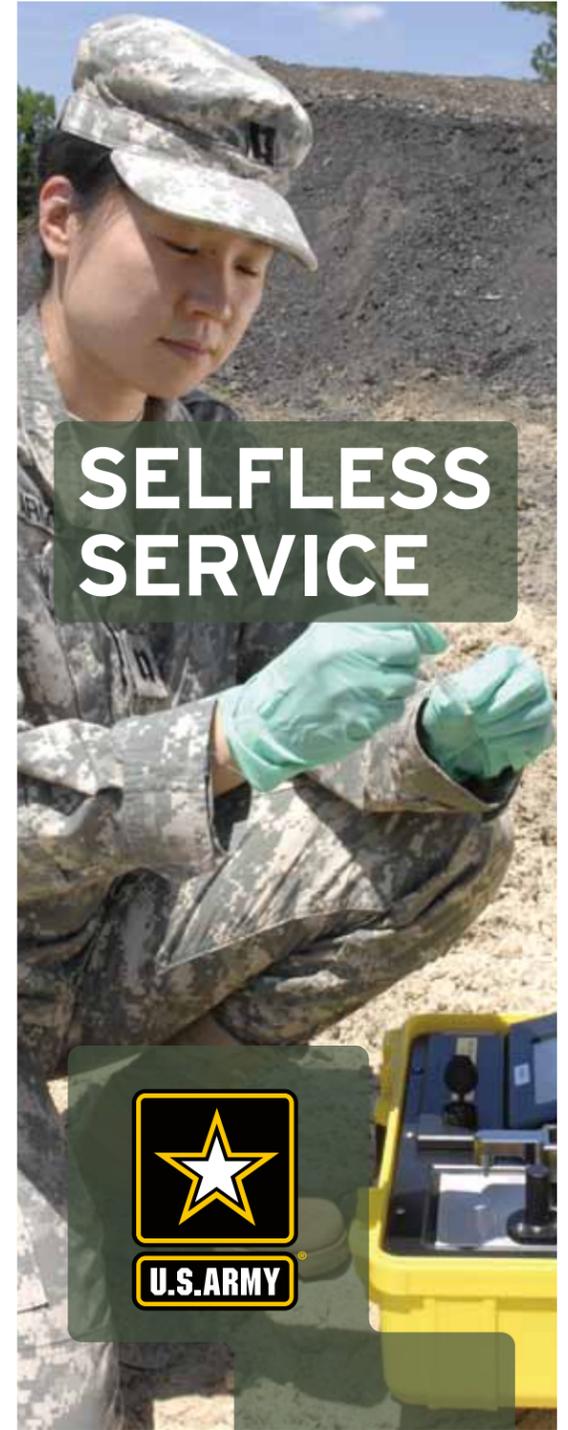
9



10



11



# ITEM B: 3' X 8' VALUE IMAGES

12

HONOR



13

INTEGRITY



14

PERSONAL  
COURAGE



U.S. ARMY

# ITEM C: 2'X8' LANDSCAPE IMAGES

1



2



# ITEM C: 2'X8' LANDSCAPE IMAGES

3



4



# ITEM C: 2'X8' LANDSCAPE IMAGES

5



6



# ITEM C: 2'X8' LANDSCAPE IMAGES

7



8



For USAREC customers G7/9 must approve use of the image



# ITEM C: 2'X8' LANDSCAPE IMAGES

9

IT'S NOT FOR EVERYONE.  
JUST THE LEADERS OF  
TOMORROW.

[goarmy.com/rotc](http://goarmy.com/rotc)



10

SOMETIMES THE TOUGHEST  
TESTS ARE THE ONES YOU  
GIVE YOURSELF.

[goarmy.com/rotc](http://goarmy.com/rotc)



U.S. ARMY

# ITEM C: 2'X8' LANDSCAPE IMAGES

11



12



# ITEM D: 2'X8' PORTRAIT IMAGES

1



2



3



4

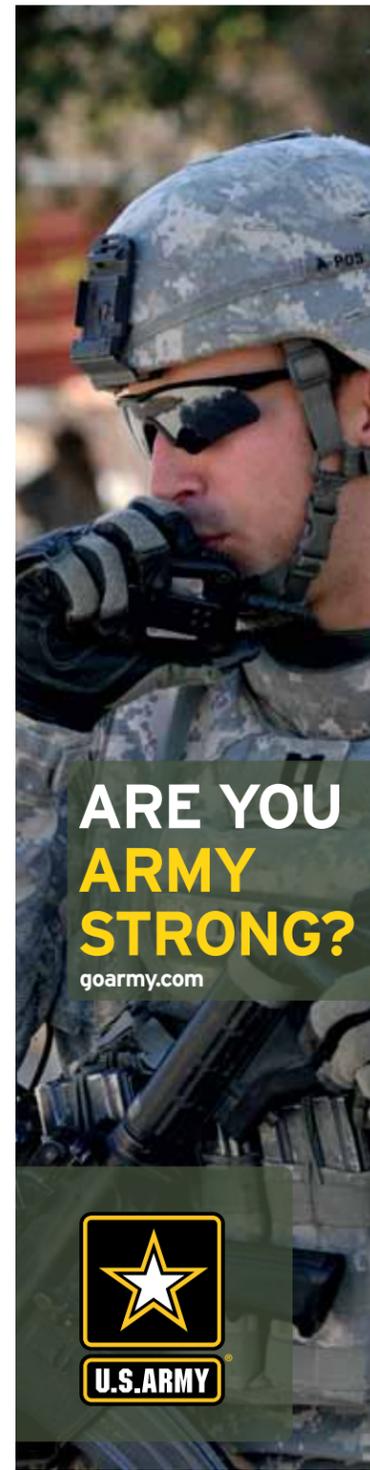


# ITEM D: 2'X8' PORTRAIT IMAGES

5



6



7



8



# ITEM D: 2'X8' PORTRAIT IMAGES

9



10



11



12



# ITEM E: 3'X6' LANDSCAPE IMAGES

1



2



# ITEM E: 3'X6' LANDSCAPE IMAGES

3



4



# ITEM E: 3'X6' LANDSCAPE IMAGES

5



6



# ITEM E: 3'X6' LANDSCAPE IMAGES

7

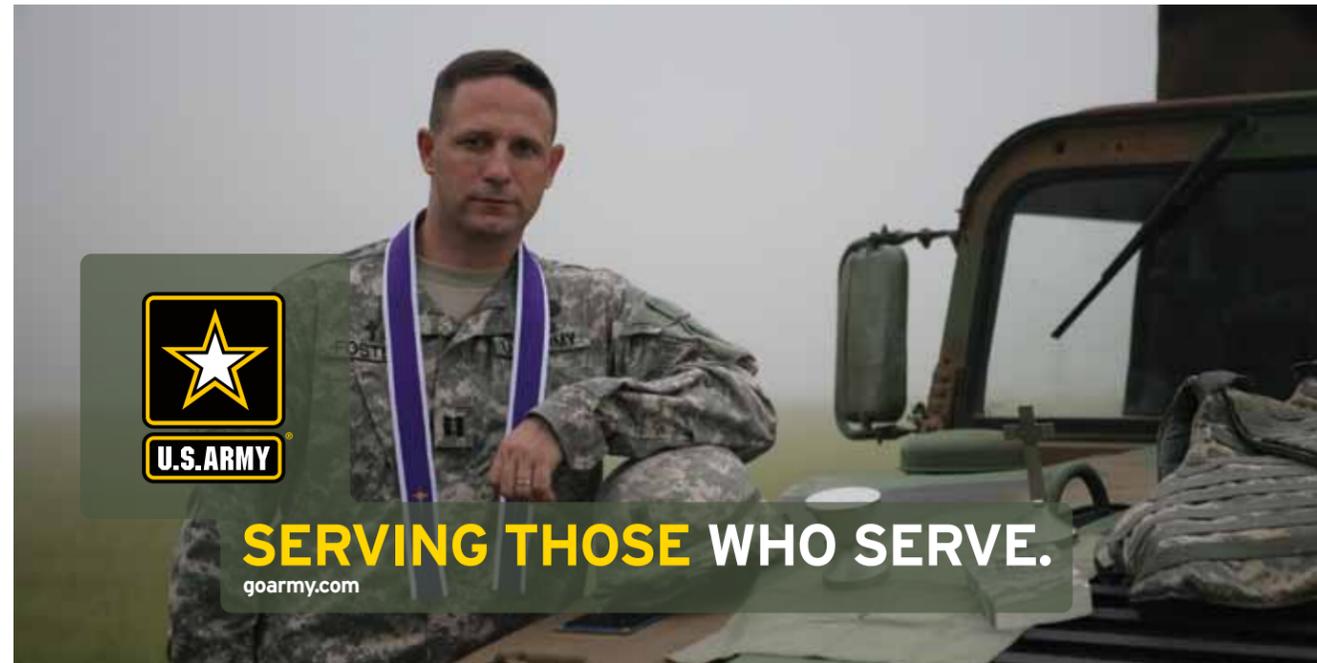


8

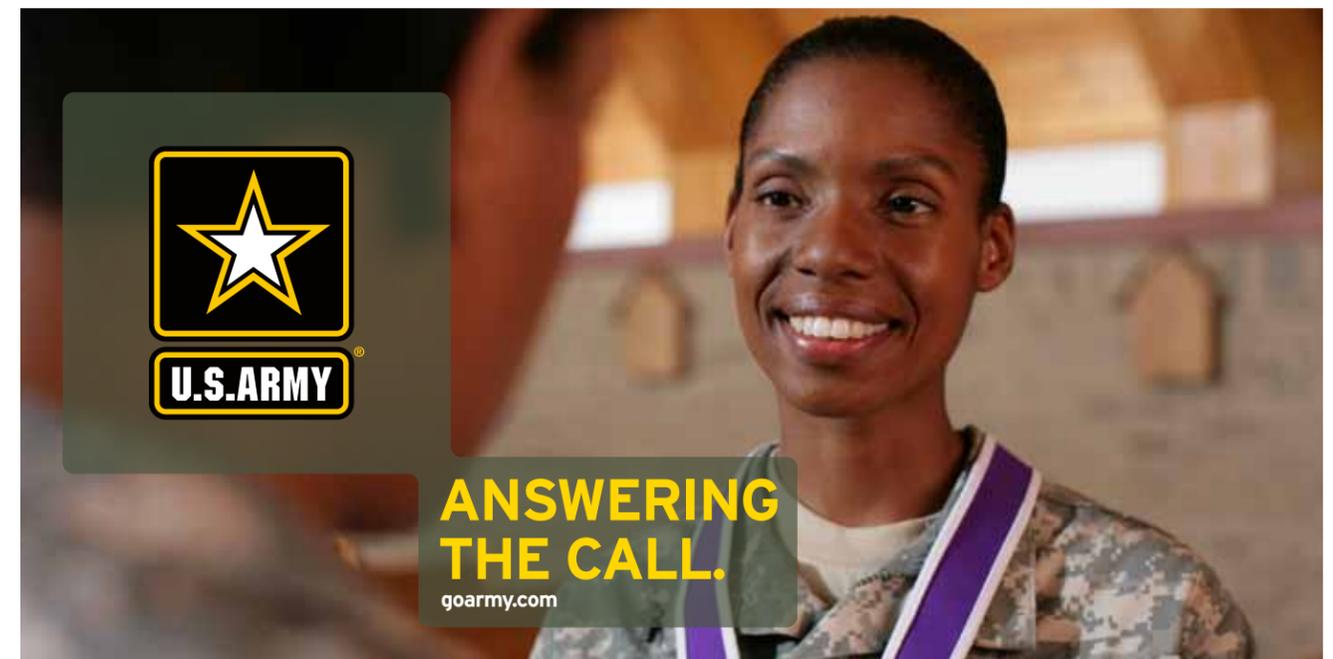


# ITEM E: 3'X6' LANDSCAPE IMAGES

9



10



# ITEM E: 3'X6' LANDSCAPE IMAGES

11



12



# ITEM E: 3'X6' LANDSCAPE IMAGES

13



14



# ITEM E: 3'X6' LANDSCAPE IMAGES

15



16



# ITEM E: 3'X6' LANDSCAPE IMAGES

17



18



# ITEM E: 3'X6' LANDSCAPE IMAGES

19



20



For USAREC customers G7/9 must approve use of the image

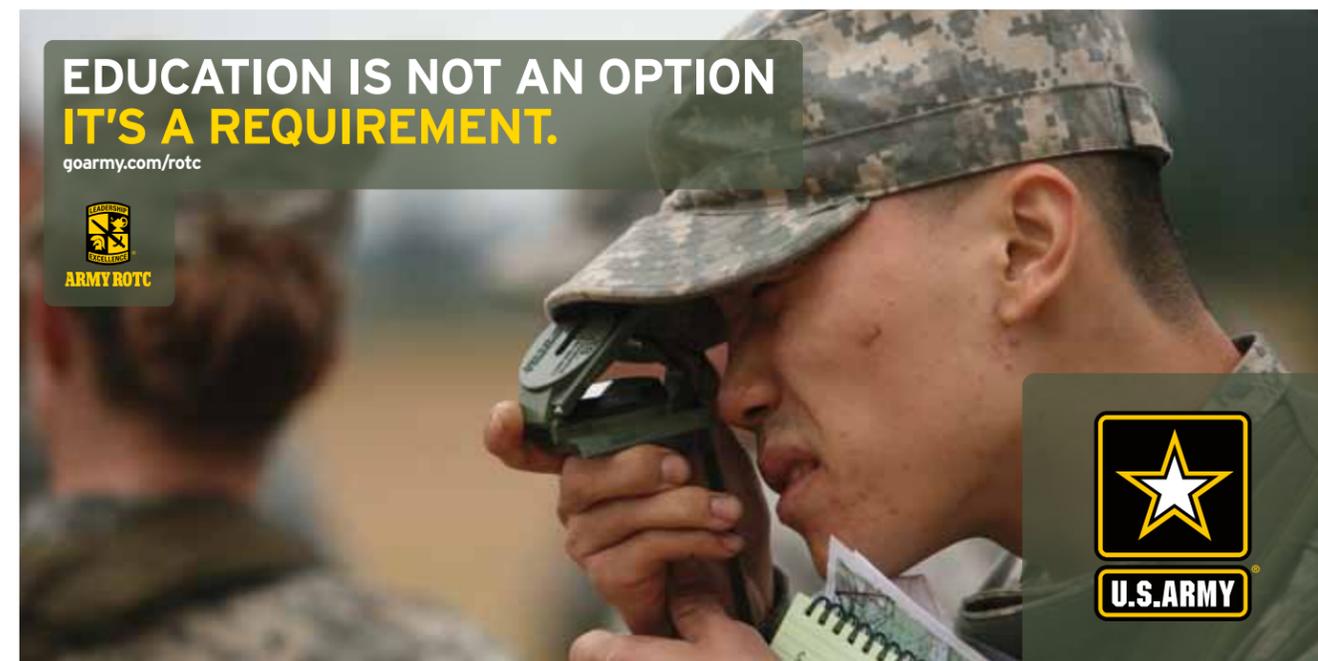


# ITEM E: 3'X6' LANDSCAPE IMAGES

21



22



# ITEM E: 3'X6' LANDSCAPE IMAGES

23



24



# ITEM E: 3'X6' LANDSCAPE IMAGES

25

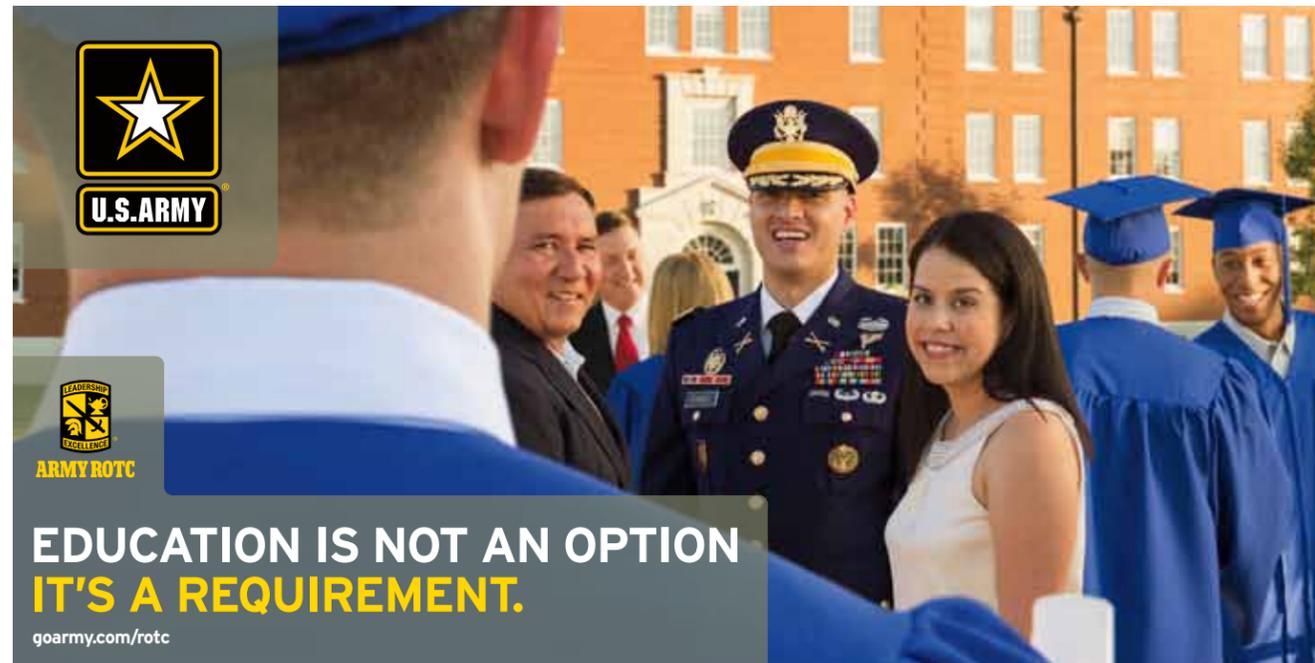


26



# ITEM E: 3'X6' LANDSCAPE IMAGES

27



28



# ITEM E: 3'X6' LANDSCAPE IMAGES

29

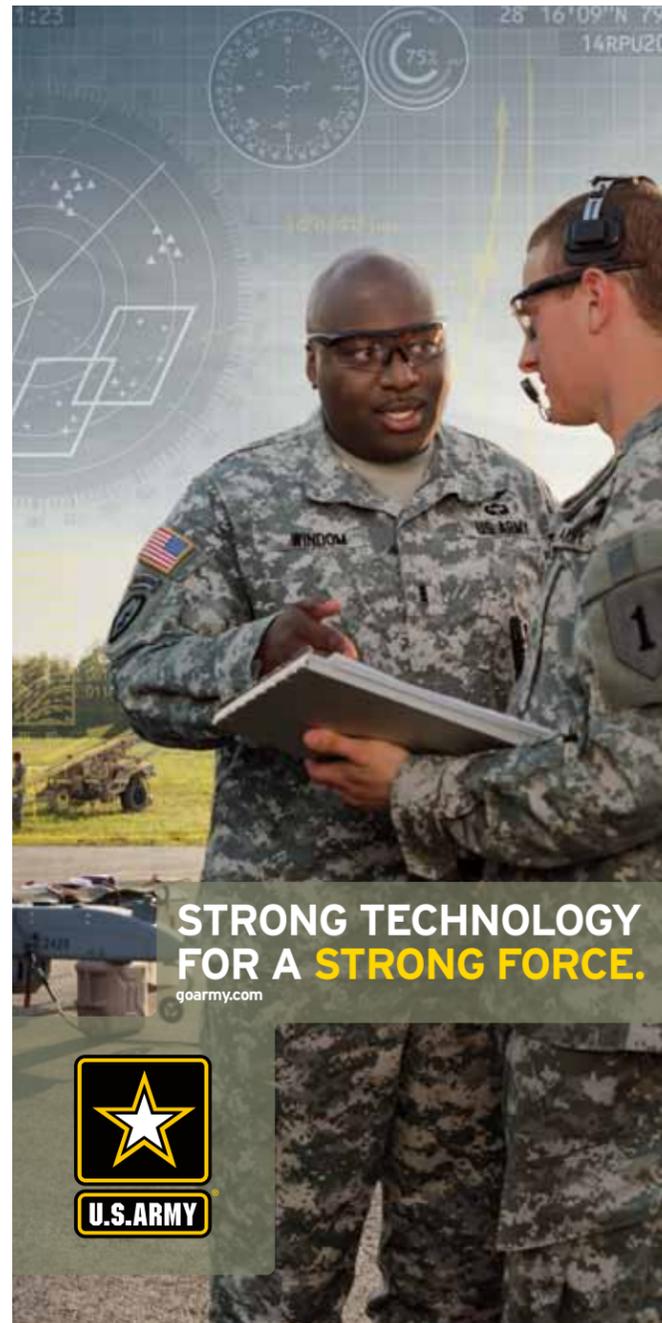


30

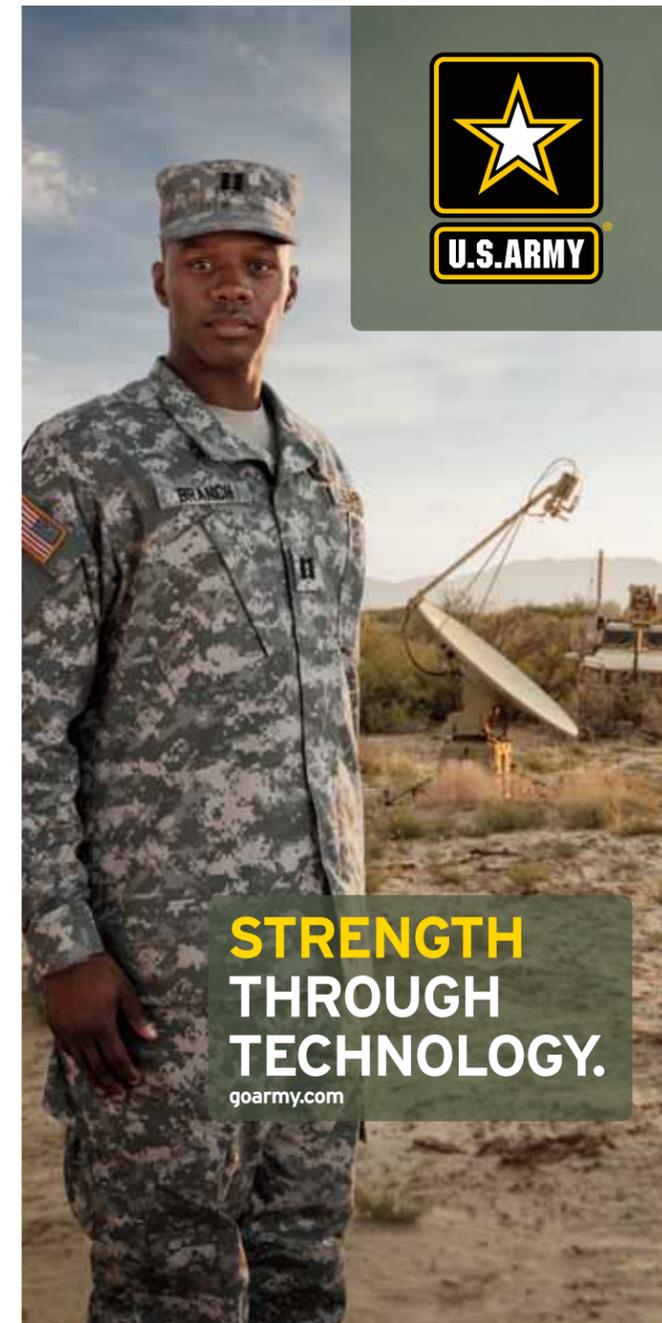


# ITEM F: 3'X6' PORTRAIT IMAGES

1



2

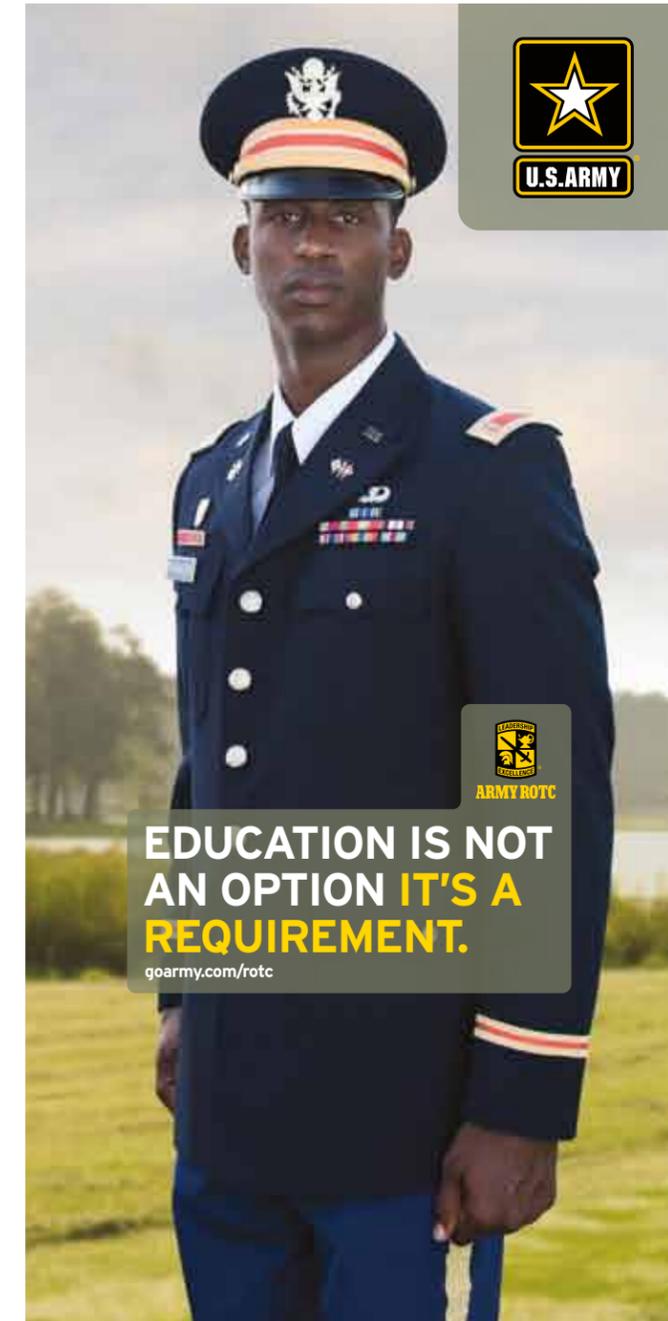


# ITEM F: 3'X6' PORTRAIT IMAGES

3



4



# ITEM F: 3'X6' PORTRAIT IMAGES

5



6



# ITEM F: 3'X6' PORTRAIT IMAGES

7



8



# ITEM F: 3'X6' PORTRAIT IMAGES

9



10



# ITEM F: 3'X6' PORTRAIT IMAGES

11



12

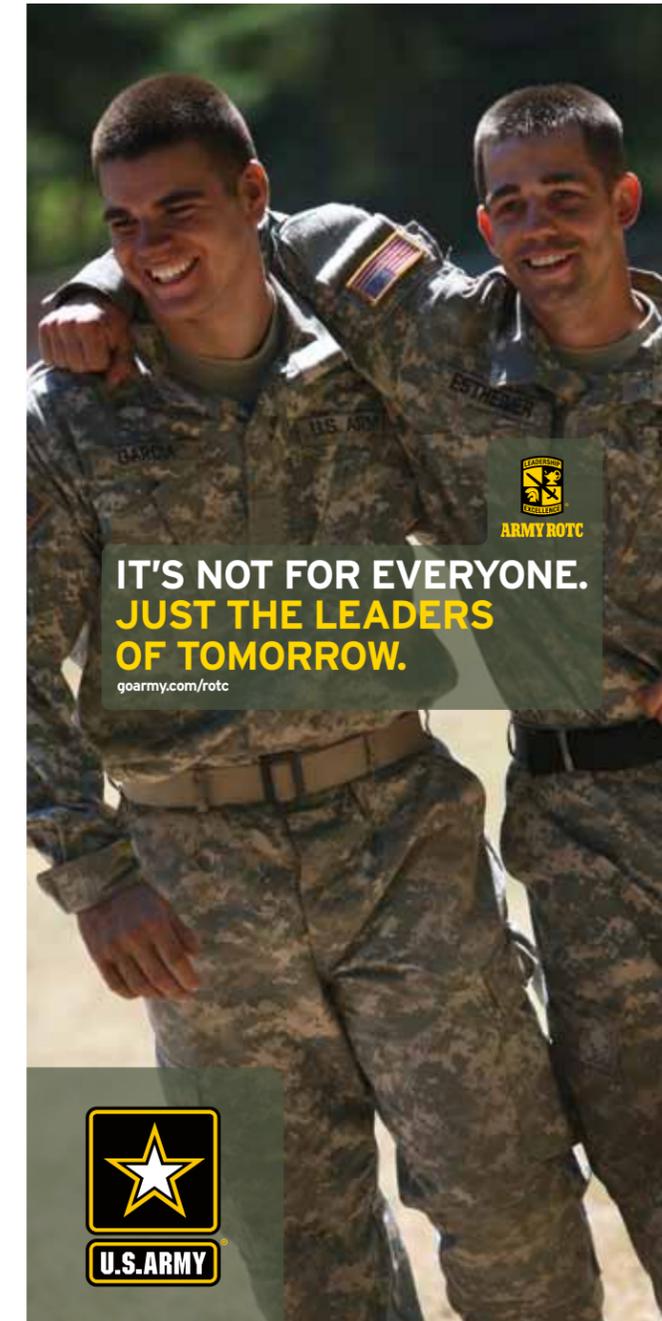


# ITEM F: 3'X6' PORTRAIT IMAGES

13

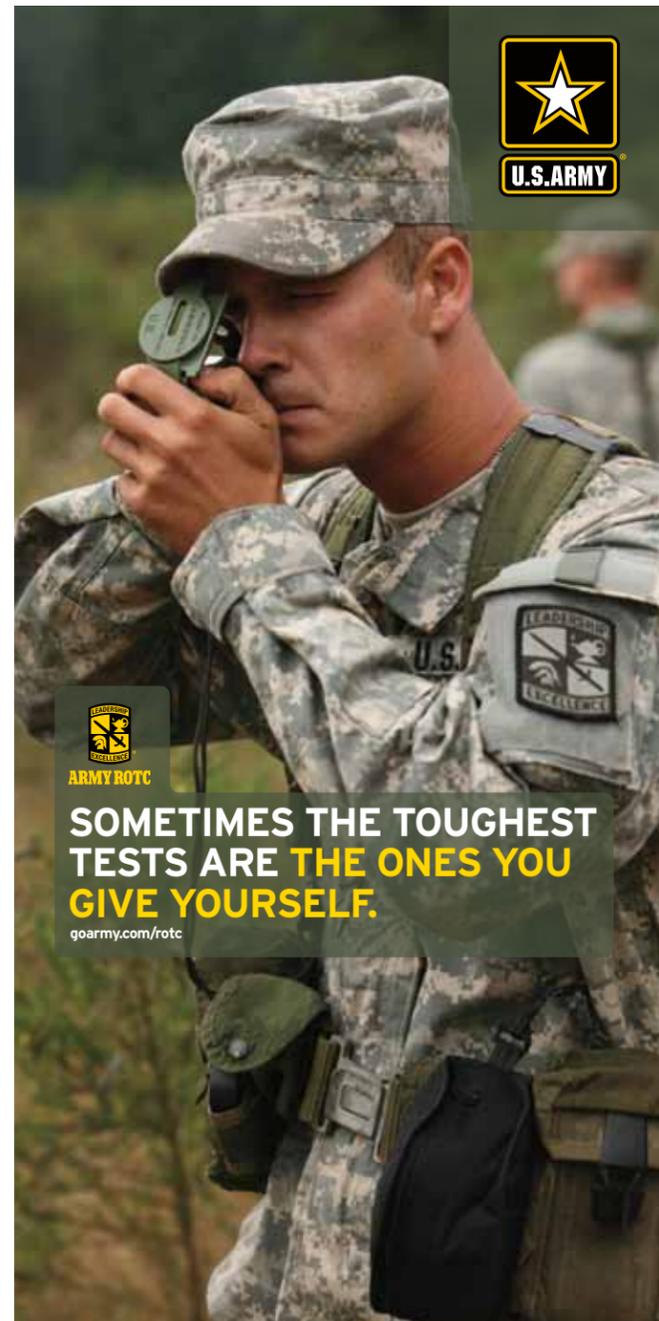


14

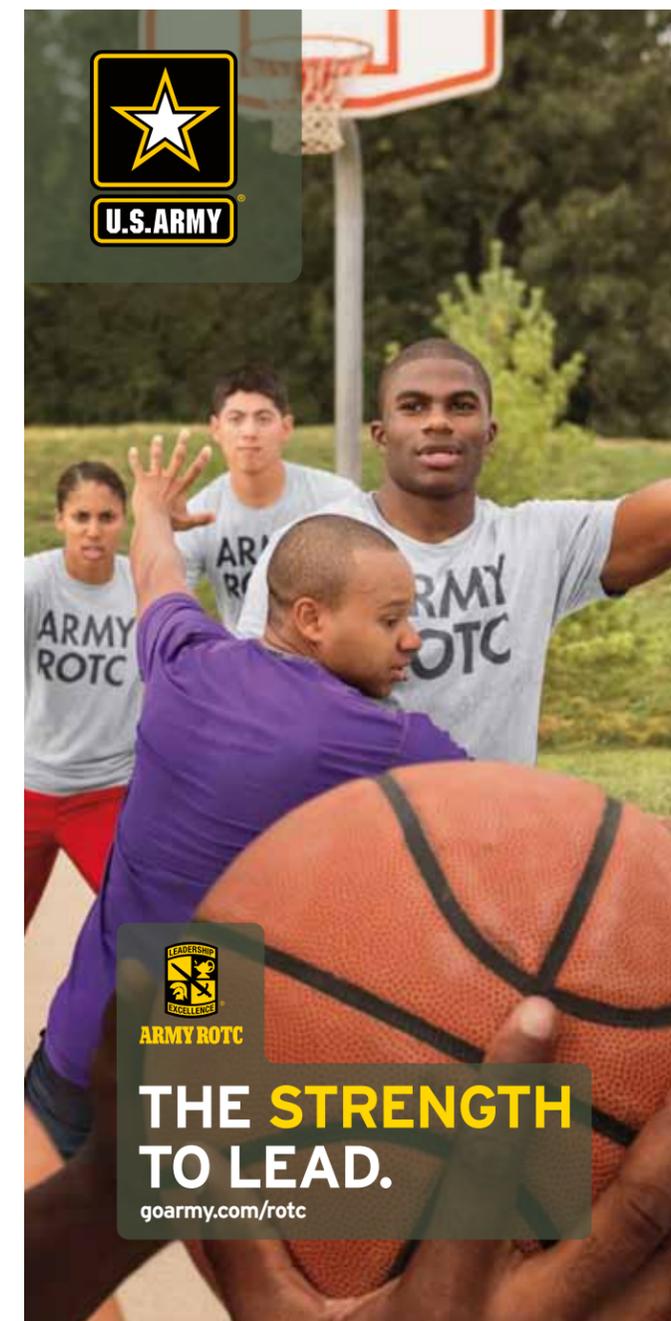


# ITEM F: 3'X6' PORTRAIT IMAGES

15



16

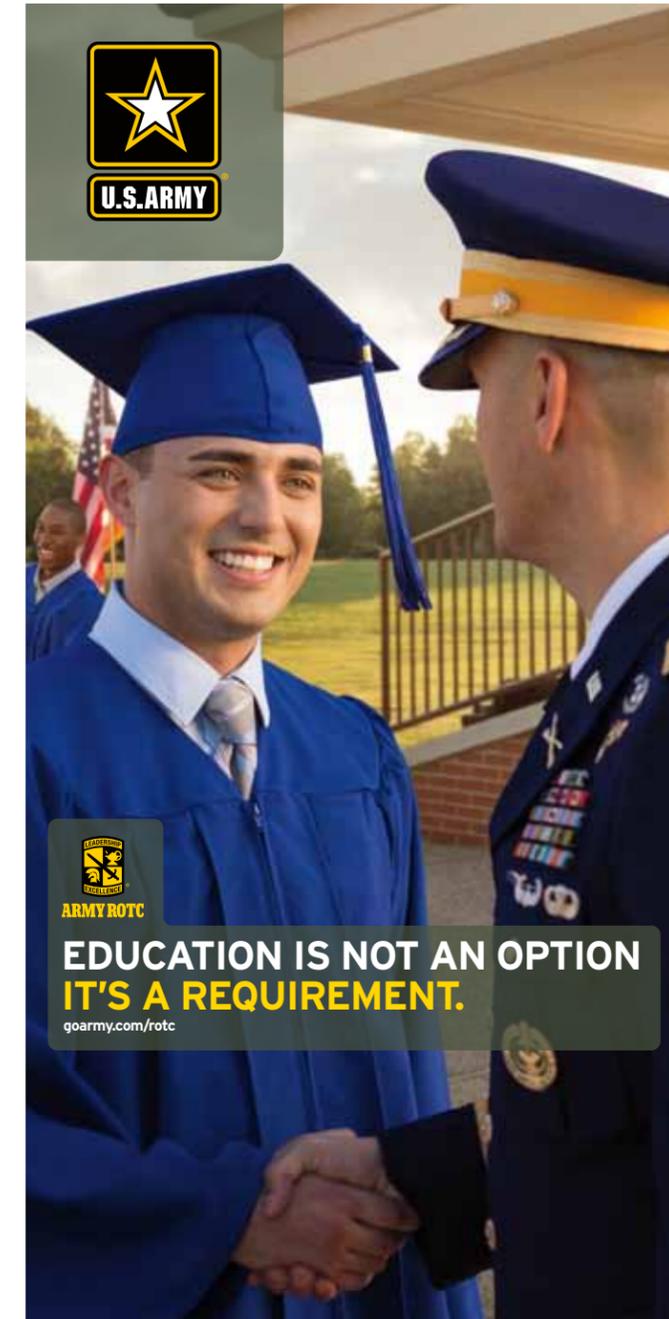


# ITEM F: 3'X6' PORTRAIT IMAGES

17

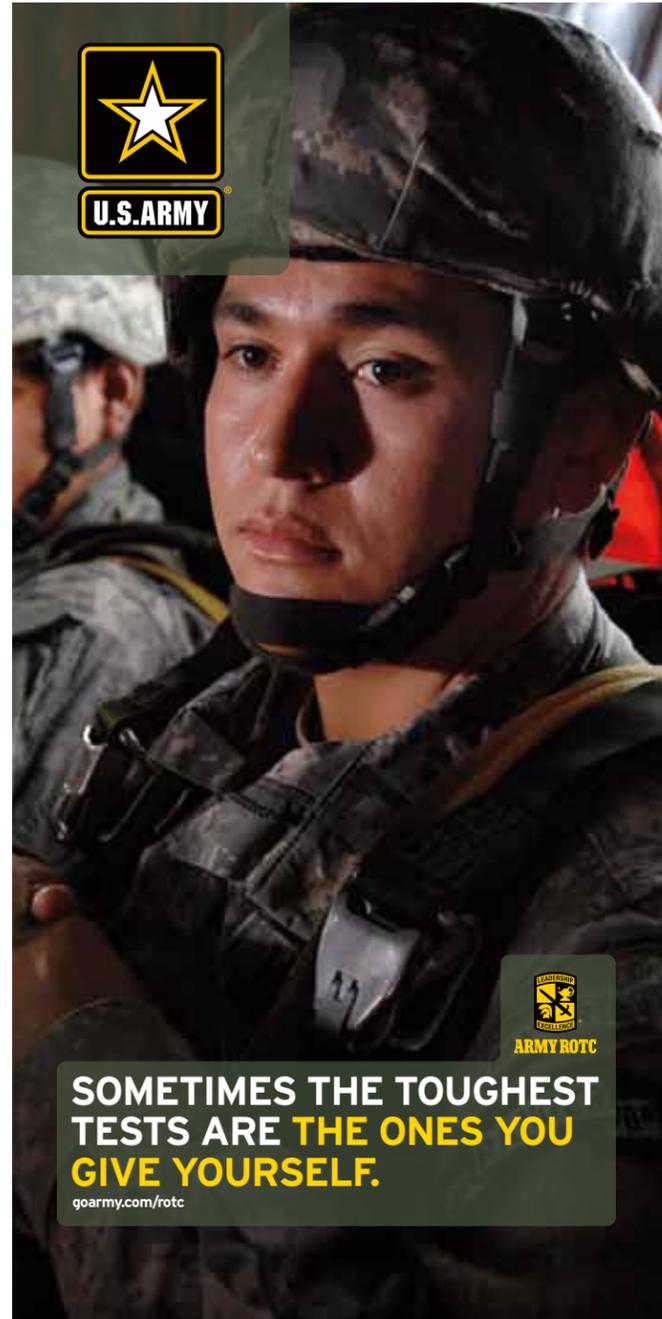


18



# ITEM F: 3'X6' PORTRAIT IMAGES

19



# ITEM G: 4'X6' IMAGES

1



3

2



4



# ITEM G: 4'X6' IMAGES

5



7



6



8



# ITEM G: 4'X6' IMAGES

9



11

10



12



# ITEM G: 4'X6' IMAGES

13



**WANTING TO LEAD  
IS STRONG. TAKING  
CHARGE IS **ARMY  
STRONG.****  
goarmy.com/officer



15

14



16



# ITEM G: 4'X6' IMAGES

17



19



18



20



# ITEM G: 4'X6' IMAGES

21



23



22



24



# ITEM G: 4'X6' IMAGES

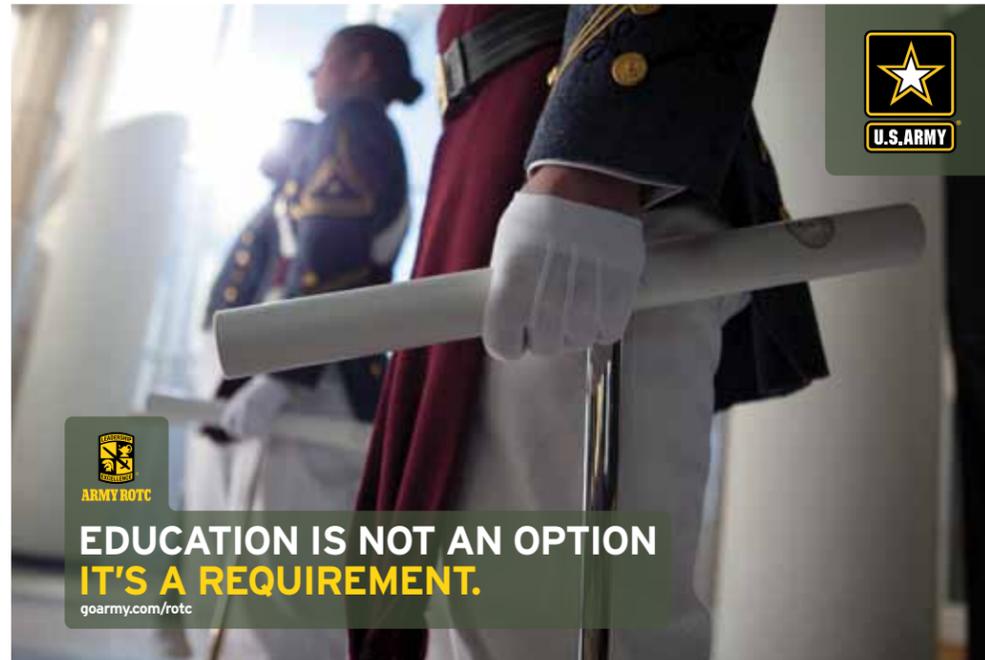
25



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26



28



# ITEM G: 4'X6' IMAGES

29



31



30



32



# ITEM G: 4'X6' IMAGES

33



35

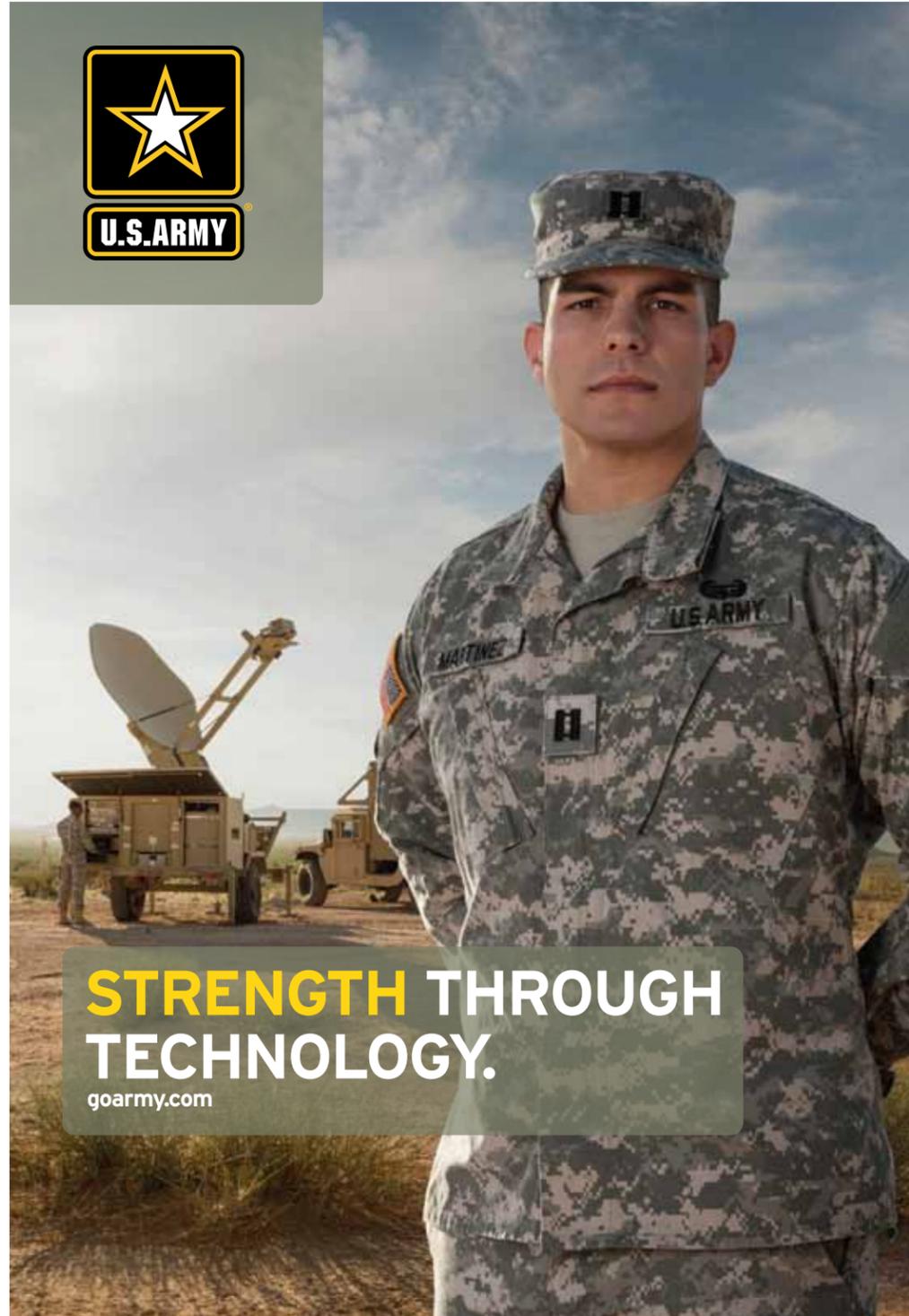


34



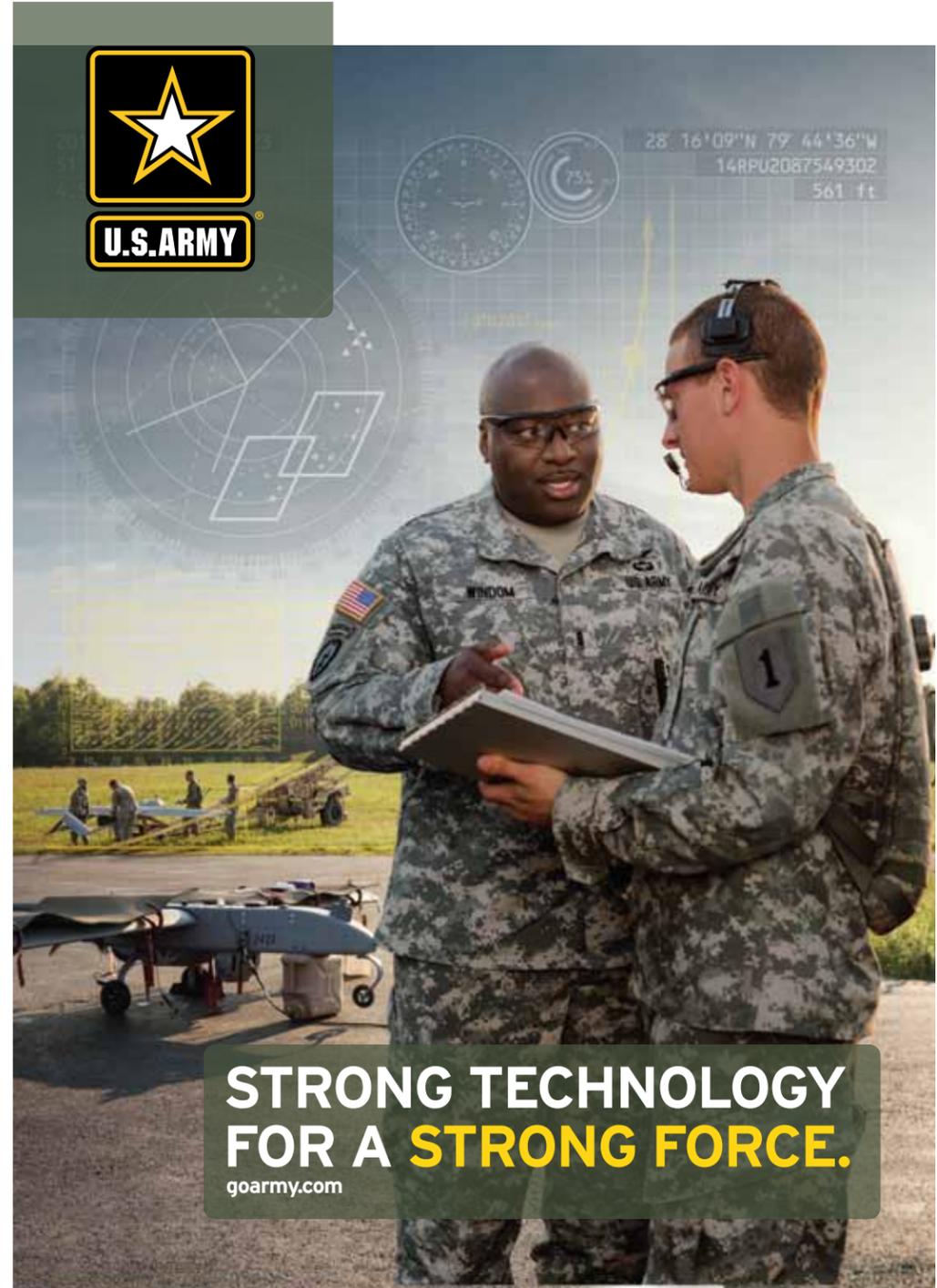
# ITEM H: SANDWICH SIGN IMAGES

1



**STRENGTH THROUGH TECHNOLOGY.**  
goarmy.com

2

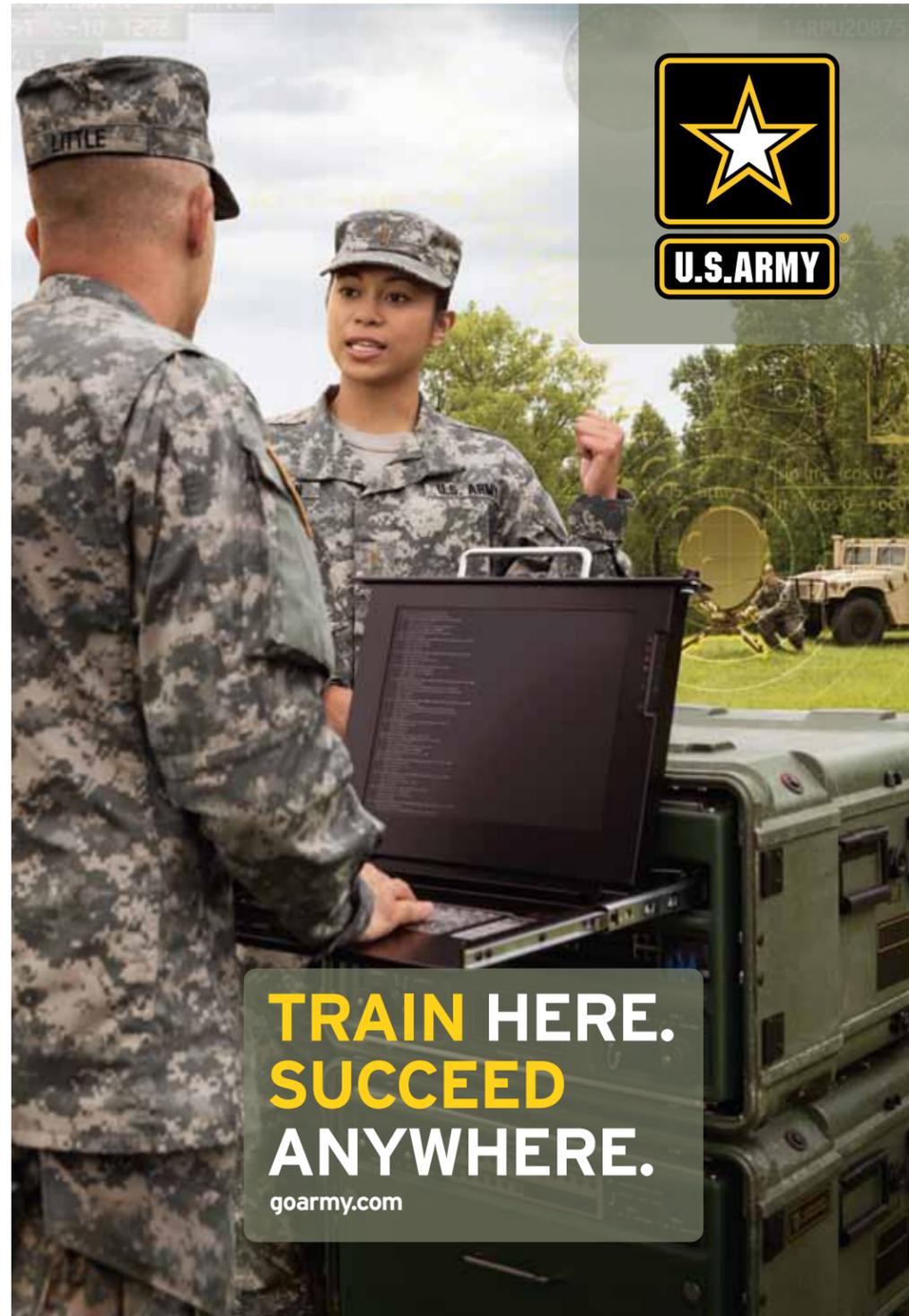


**STRONG TECHNOLOGY FOR A STRONG FORCE.**  
goarmy.com



# ITEM H: SANDWICH SIGN IMAGES

3



4



# ITEM H: SANDWICH SIGN IMAGES

5



**THE STRENGTH TO HEAL  
AND FOCUS ON WHAT  
MATTERS THE MOST.**

[healthcare.goarmy.com](http://healthcare.goarmy.com)



6



**STRENGTH TO HEAL**

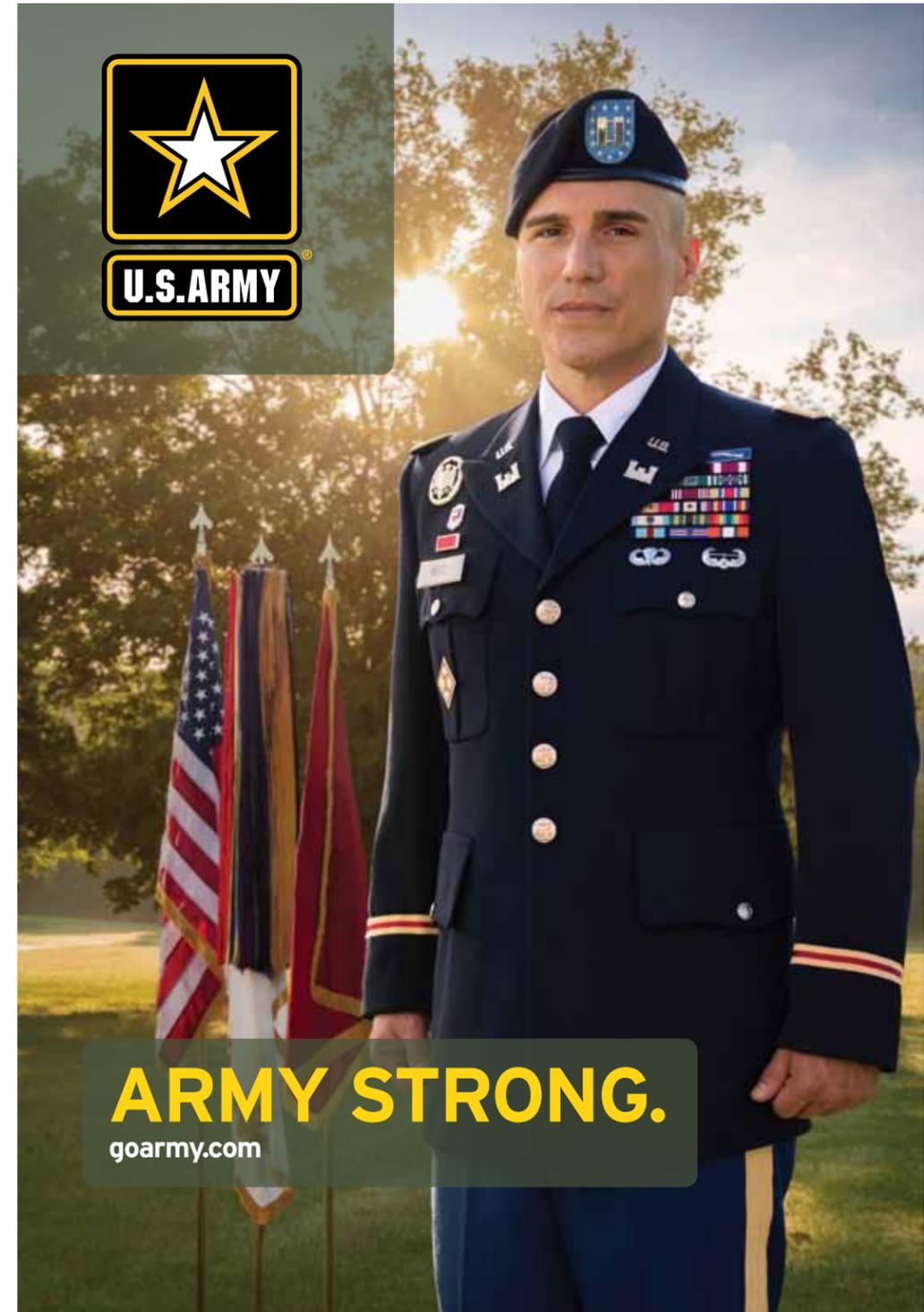
[healthcare.goarmy.com](http://healthcare.goarmy.com)

# ITEM H: SANDWICH SIGN IMAGES

7



8



# ITEM H: SANDWICH SIGN IMAGES

9



  
**U.S.ARMY**

  
**ARMY ROTC**

**A STRONG OPTION  
FOR A **STRONG START.****  
[goarmy.com/rotc](http://goarmy.com/rotc)



10

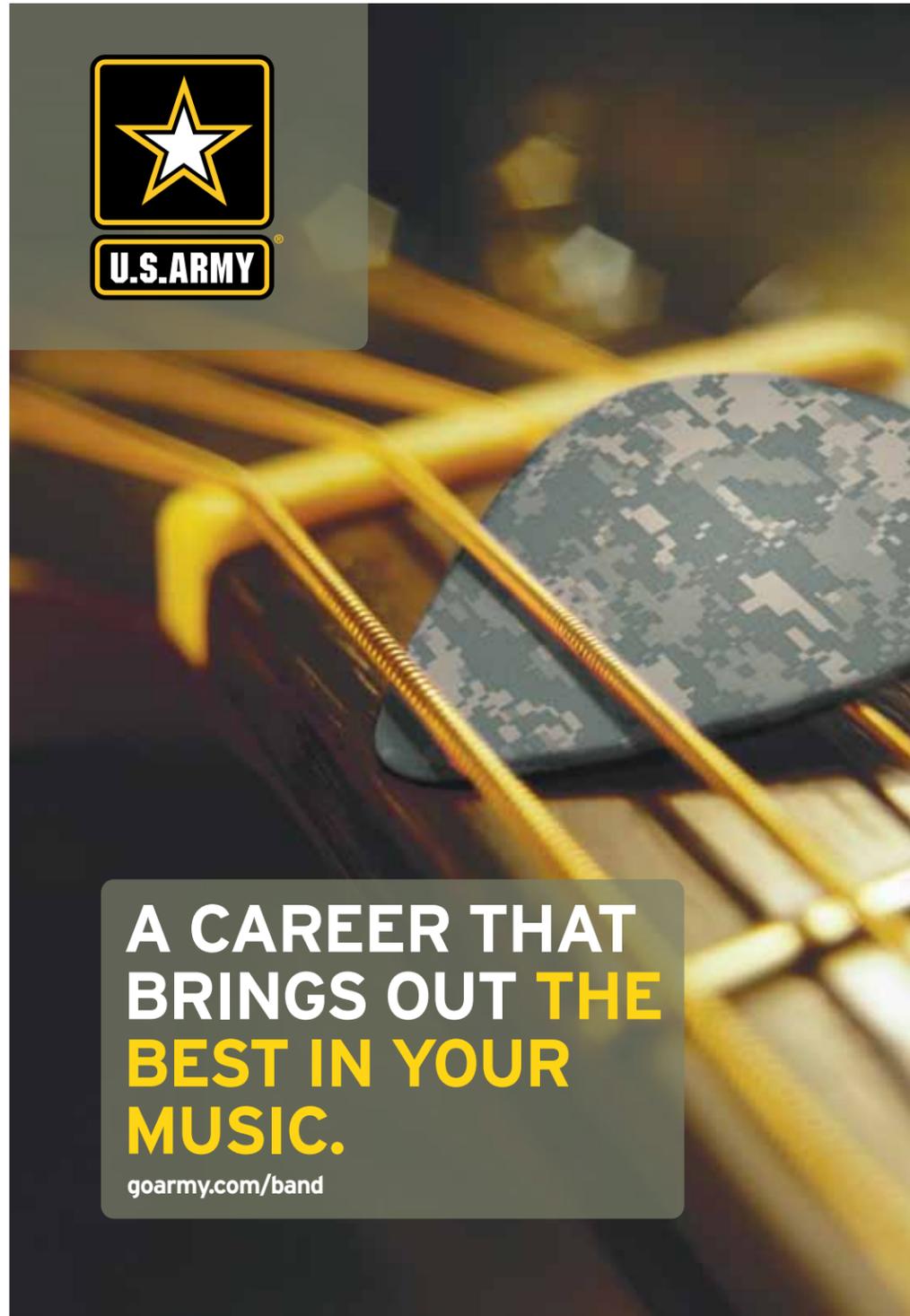


  
**U.S.ARMY**

**THE **STRENGTH**  
TO SOAR.**  
[goarmy.com](http://goarmy.com)

# ITEM H: SANDWICH SIGN IMAGES

11



A CAREER THAT  
BRINGS OUT **THE  
BEST IN YOUR  
MUSIC.**

[goarmy.com/band](http://goarmy.com/band)



12



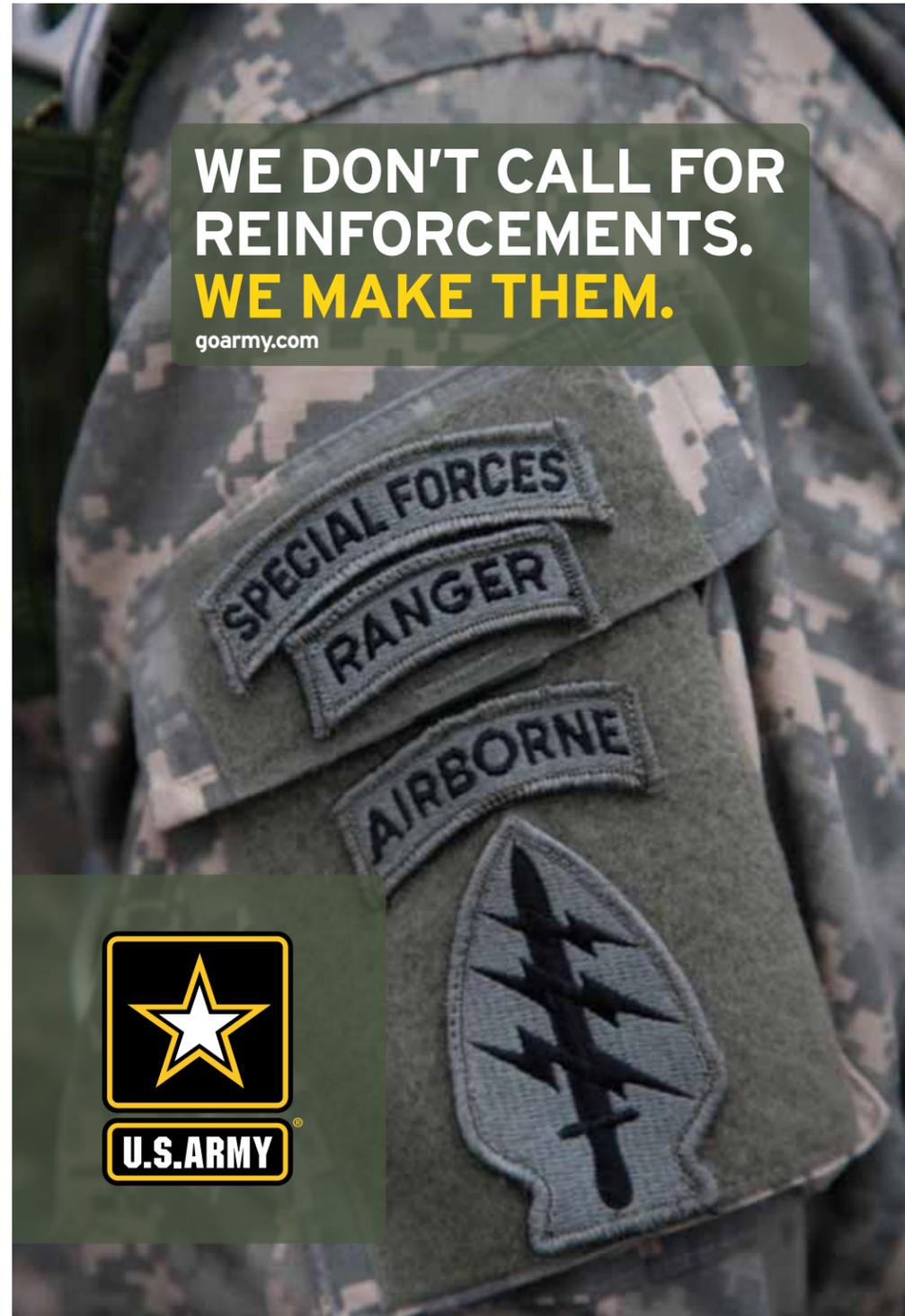
**STRENGTHEN MORE  
THAN JUST YOUR  
MUSIC.**

[goarmy.com/band](http://goarmy.com/band)



# ITEM H: SANDWICH SIGN IMAGES

13

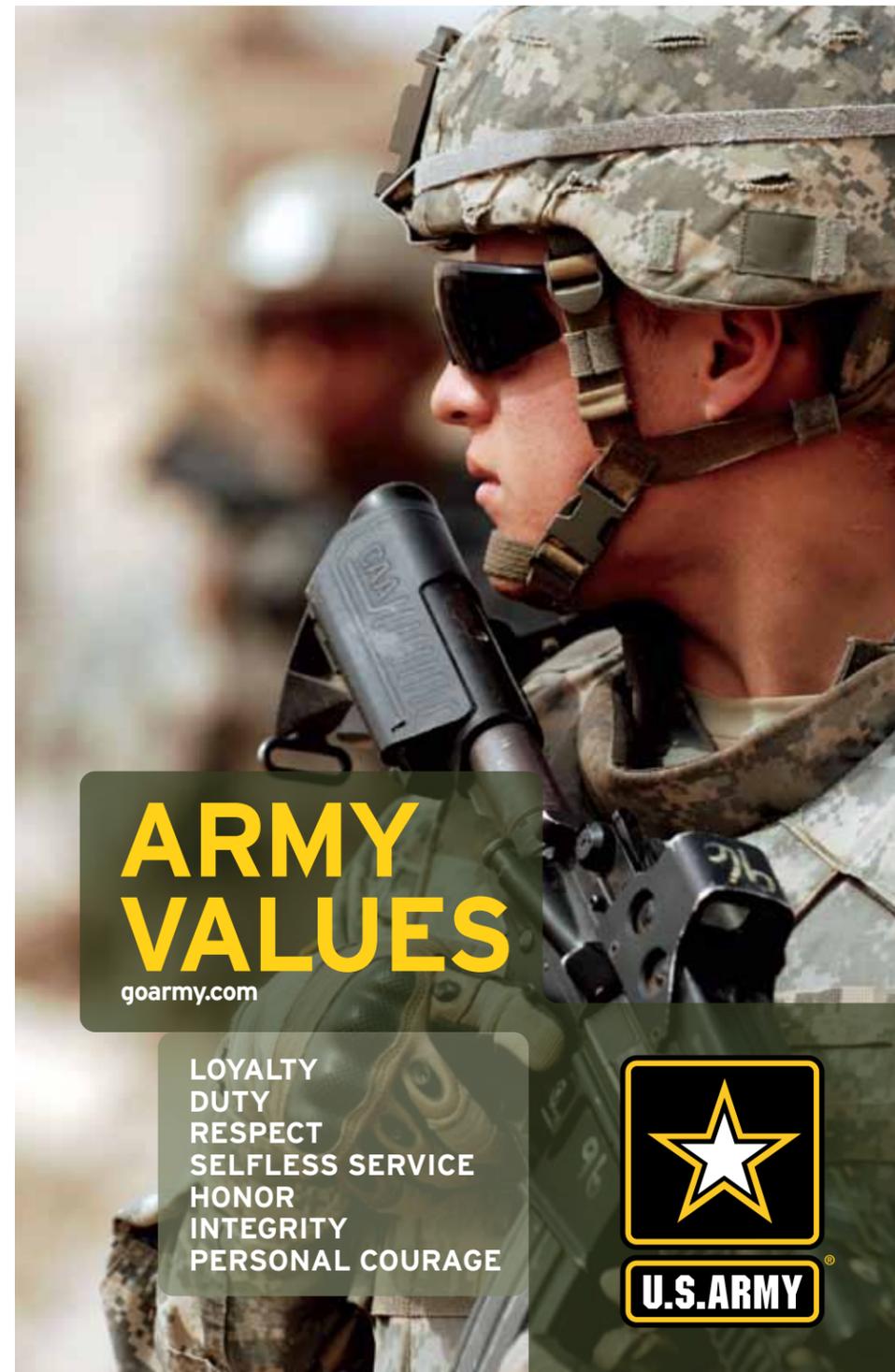


14



# ITEM H: SANDWICH SIGN IMAGES

15



## ARMY VALUES

goarmy.com

LOYALTY  
DUTY  
RESPECT  
SELFLESS SERVICE  
HONOR  
INTEGRITY  
PERSONAL COURAGE

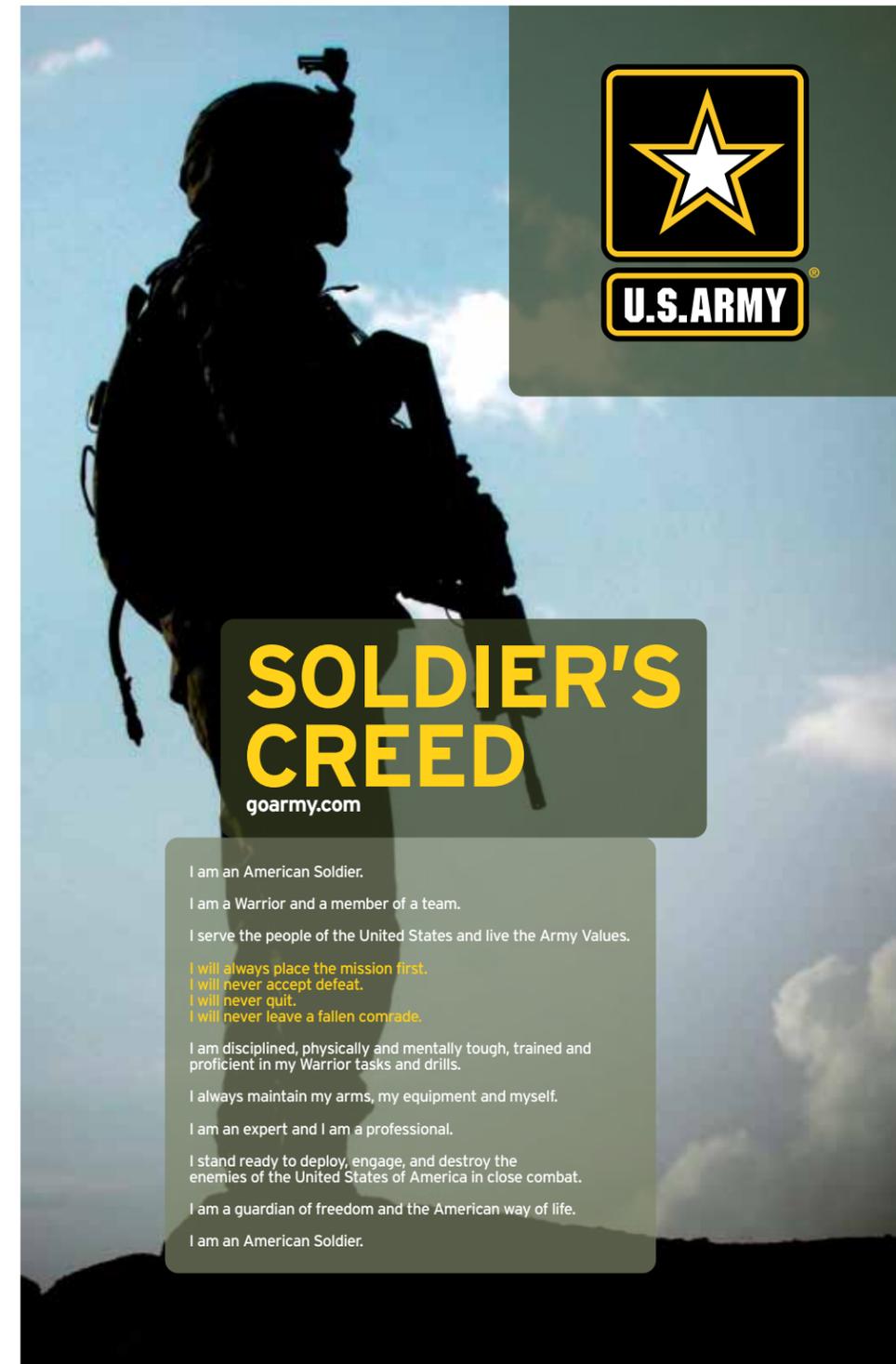


U.S.ARMY



U.S.ARMY

16



U.S.ARMY

## SOLDIER'S CREED

goarmy.com

I am an American Soldier.  
I am a Warrior and a member of a team.  
I serve the people of the United States and live the Army Values.

**I will always place the mission first.**  
**I will never accept defeat.**  
**I will never quit.**  
**I will never leave a fallen comrade.**

I am disciplined, physically and mentally tough, trained and proficient in my Warrior tasks and drills.

I always maintain my arms, my equipment and myself.

I am an expert and I am a professional.

I stand ready to deploy, engage, and destroy the enemies of the United States of America in close combat.

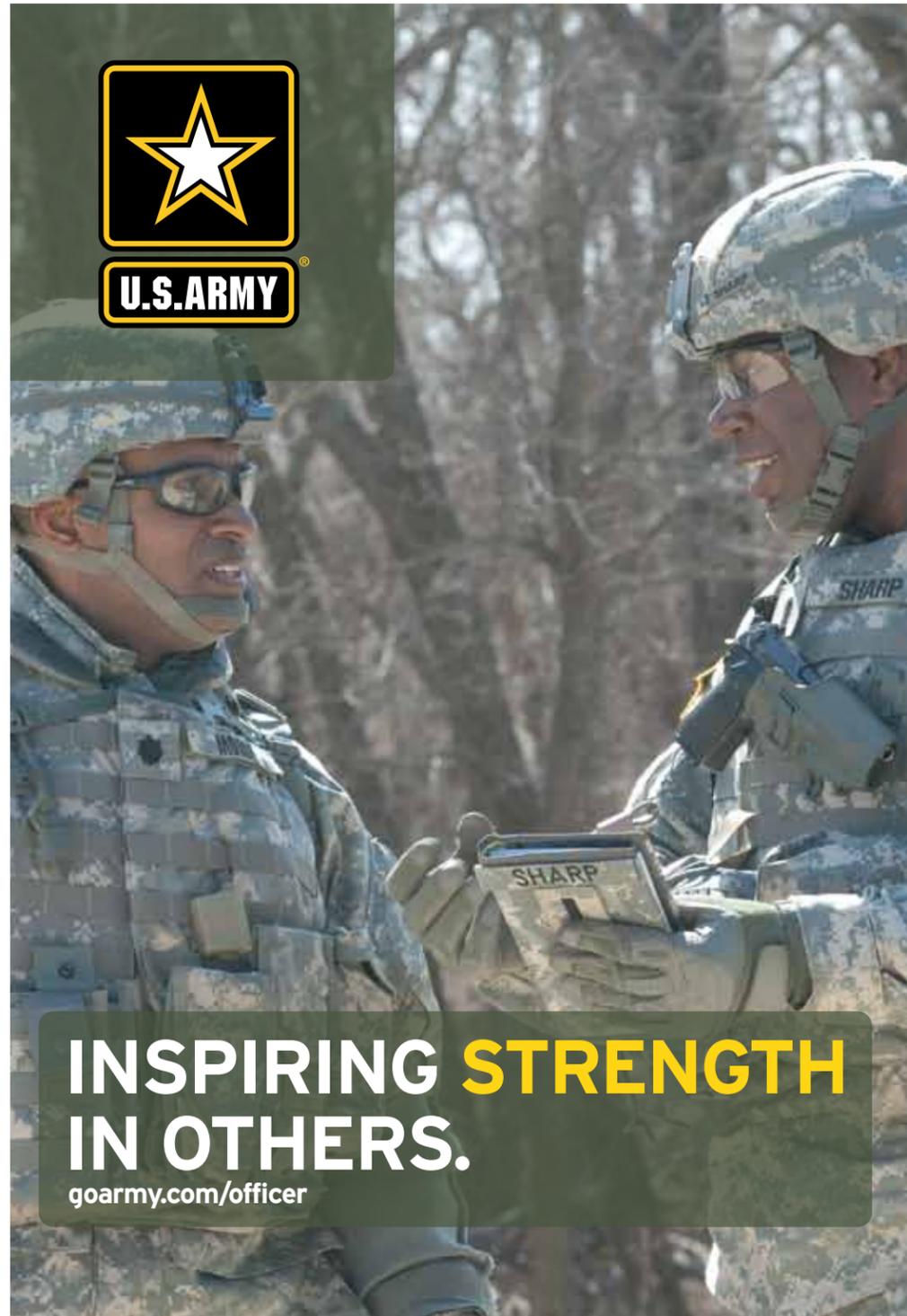
I am a guardian of freedom and the American way of life.

I am an American Soldier.



# ITEM H: SANDWICH SIGN IMAGES

17



18



# ITEM H: SANDWICH SIGN IMAGES

19



20



# ITEM H: SANDWICH SIGN IMAGES

21



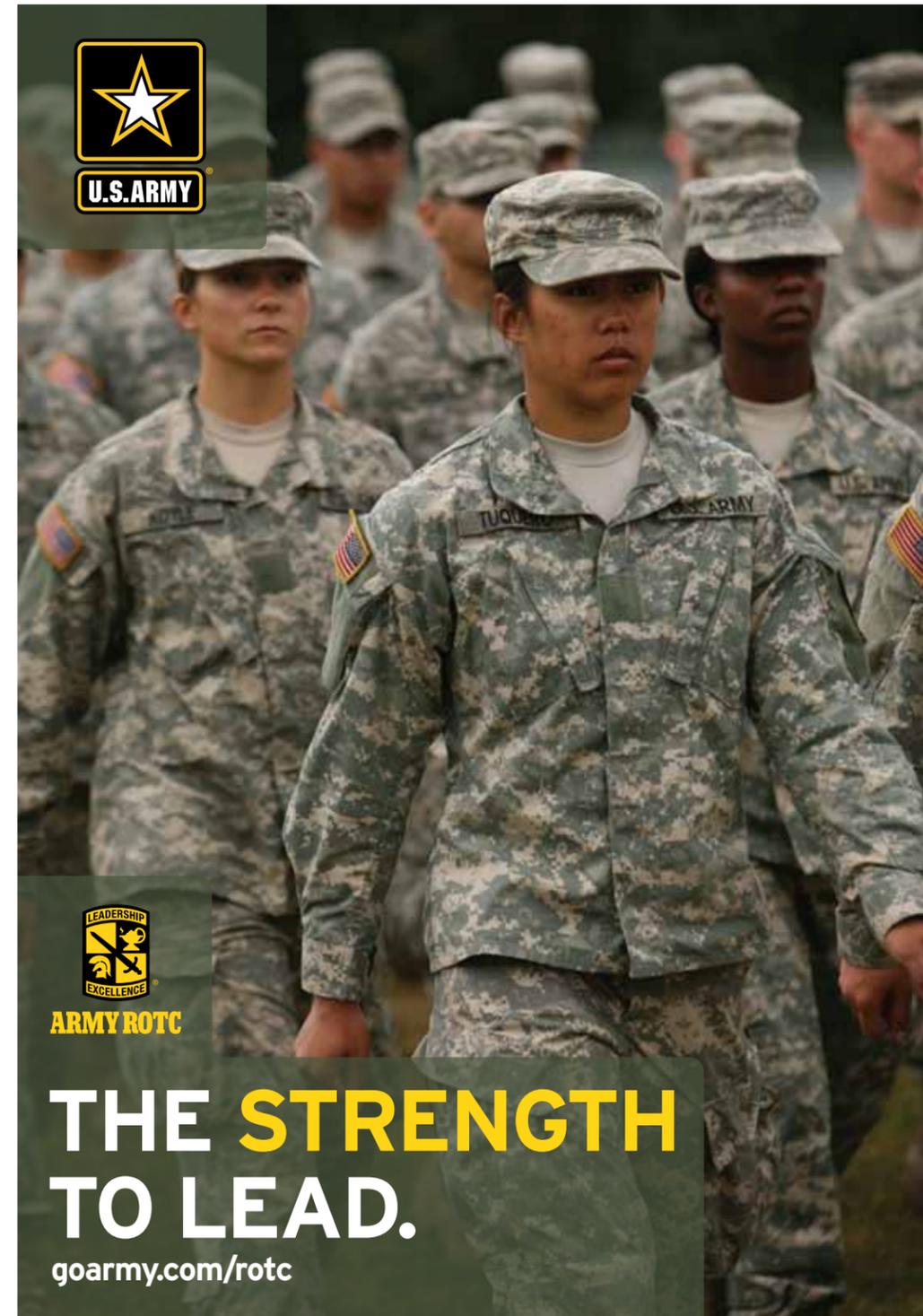


  
ARMY ROTC

**A STRONG OPTION  
FOR A STRONG START.**

[goarmy.com/rotc](http://goarmy.com/rotc)

22





  
ARMY ROTC

**THE STRENGTH  
TO LEAD.**

[goarmy.com/rotc](http://goarmy.com/rotc)

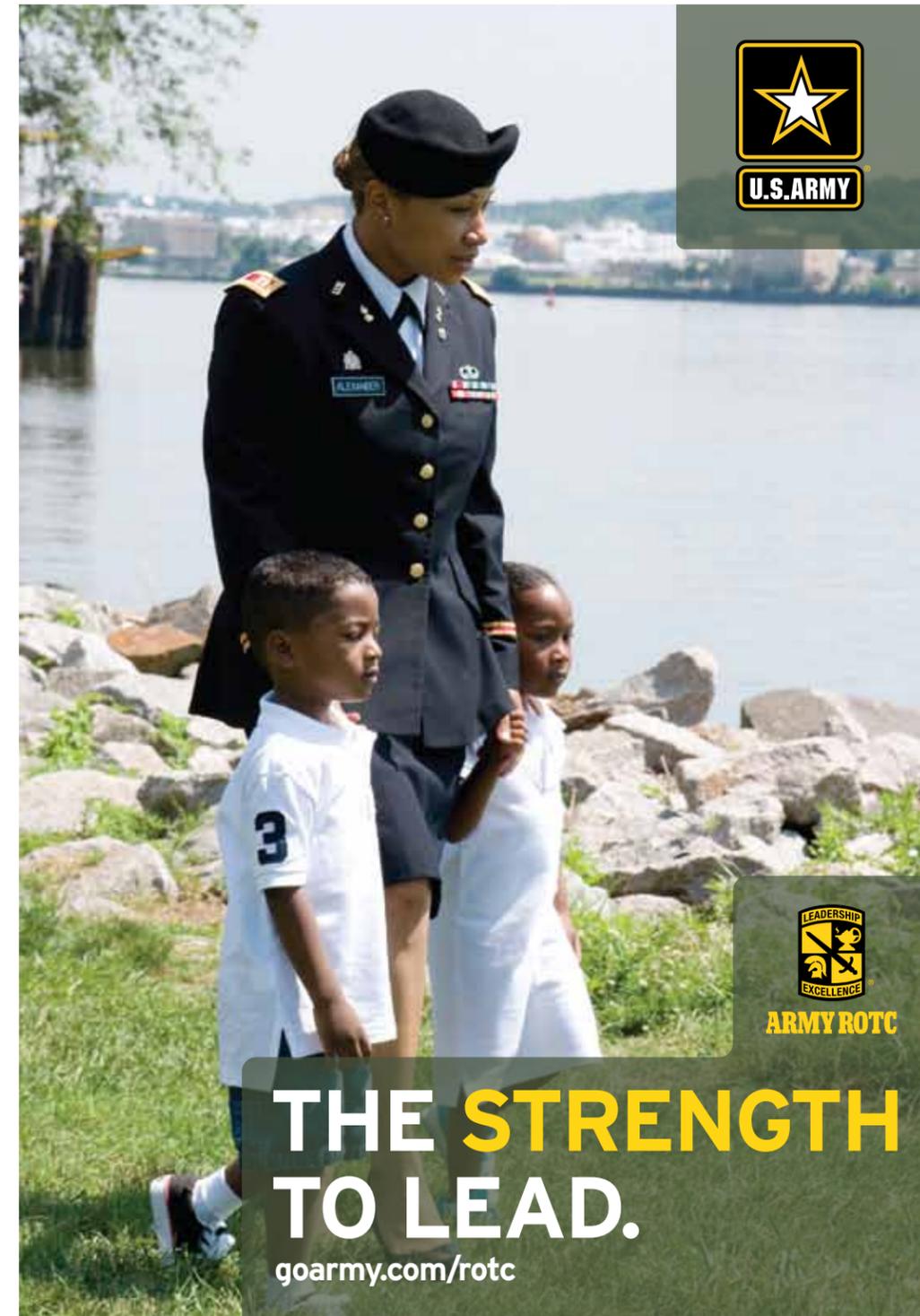


# ITEM H: SANDWICH SIGN IMAGES

23



24



# ITEM H: SANDWICH SIGN IMAGES

25



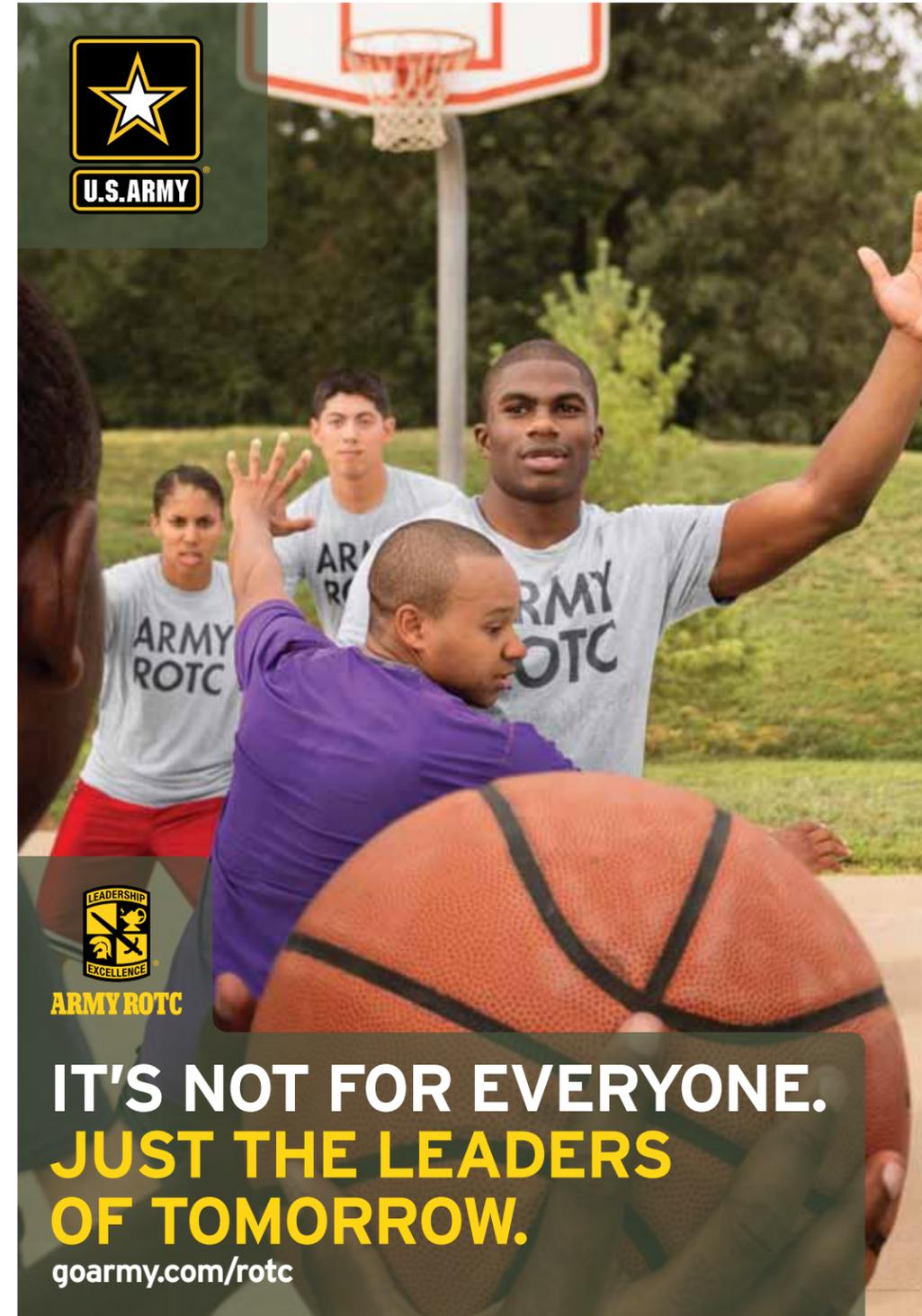


  
**ARMY ROTC**

**IT'S NOT FOR EVERYONE.  
JUST THE LEADERS  
OF TOMORROW.**

[goarmy.com/rotc](http://goarmy.com/rotc)

26





  
**ARMY ROTC**

**IT'S NOT FOR EVERYONE.  
JUST THE LEADERS  
OF TOMORROW.**

[goarmy.com/rotc](http://goarmy.com/rotc)

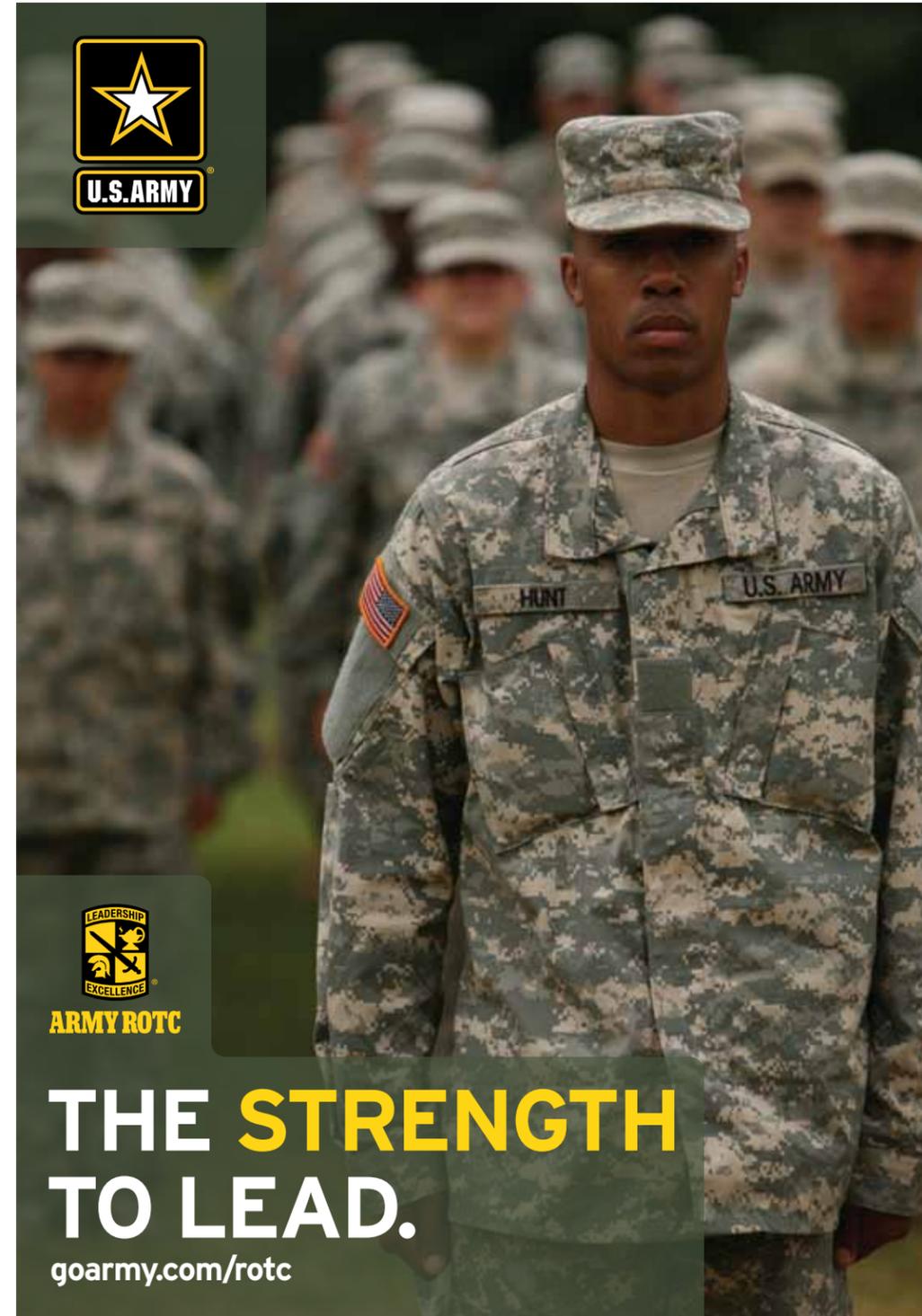


# ITEM H: SANDWICH SIGN IMAGES

27

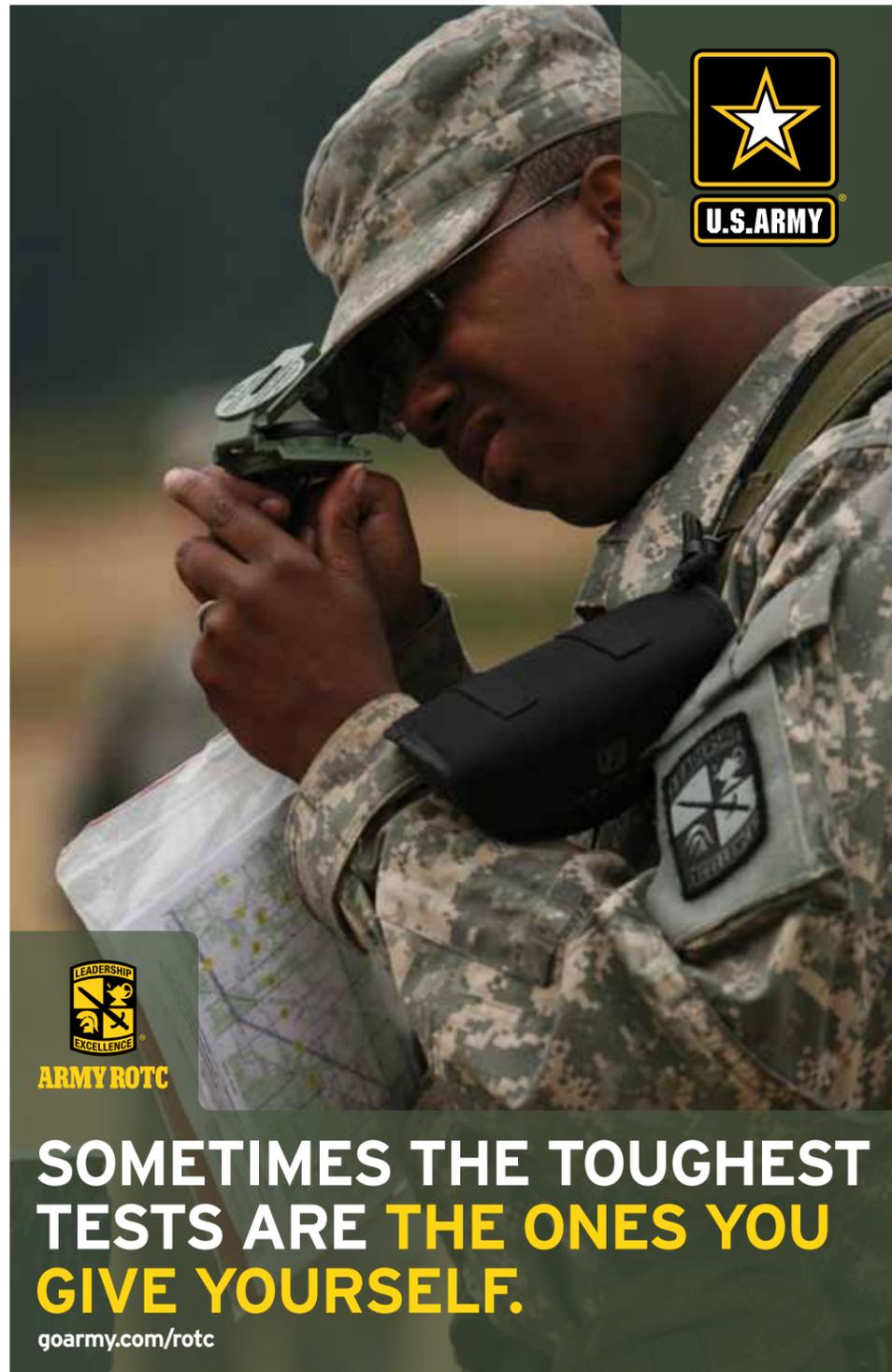


28



# ITEM H: SANDWICH SIGN IMAGES

29

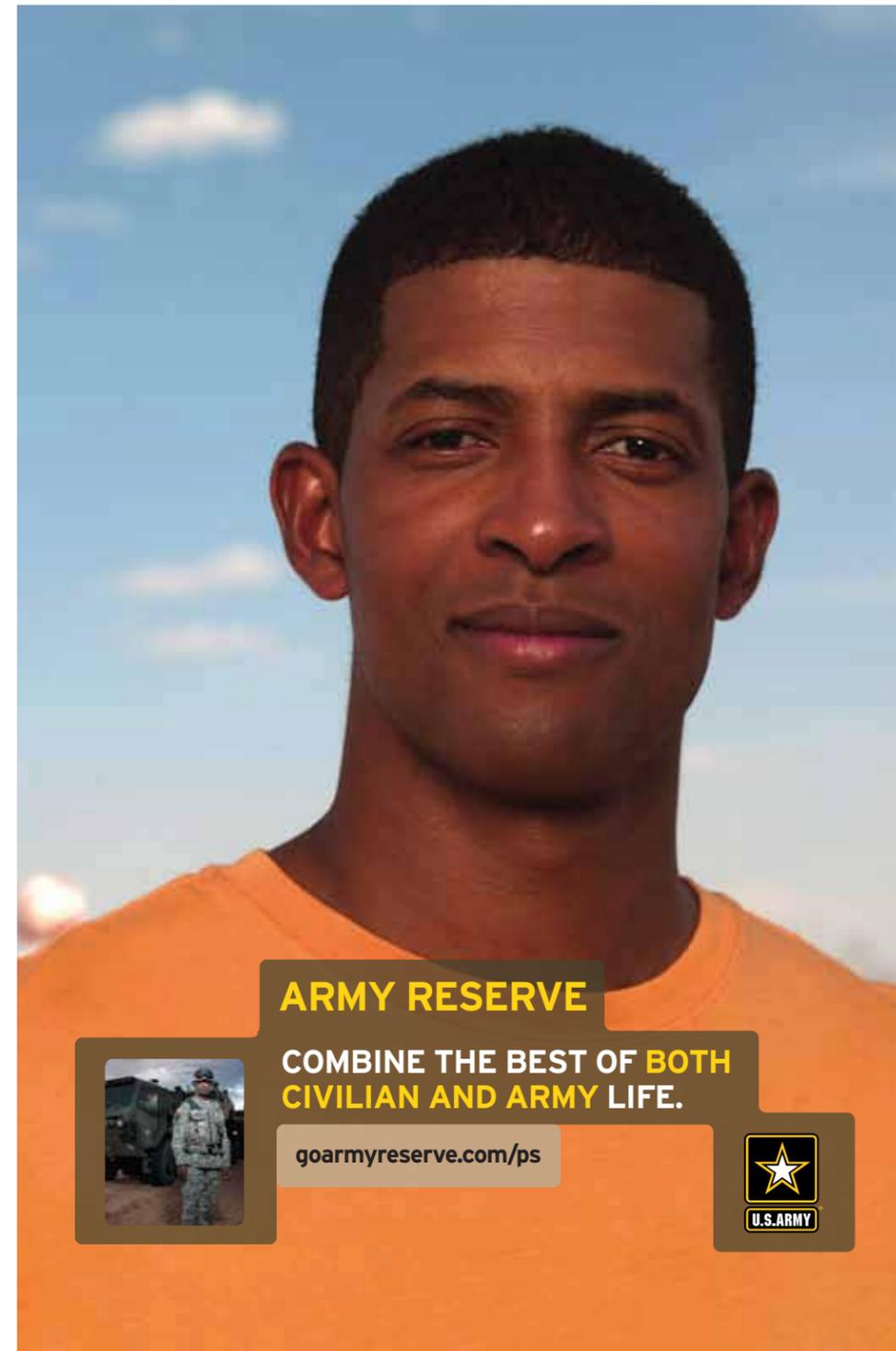


  
  
**ARMY ROTC**

**SOMETIMES THE TOUGHEST TESTS ARE THE ONES YOU GIVE YOURSELF.**

[goarmy.com/rotc](http://goarmy.com/rotc)

30



**ARMY RESERVE**

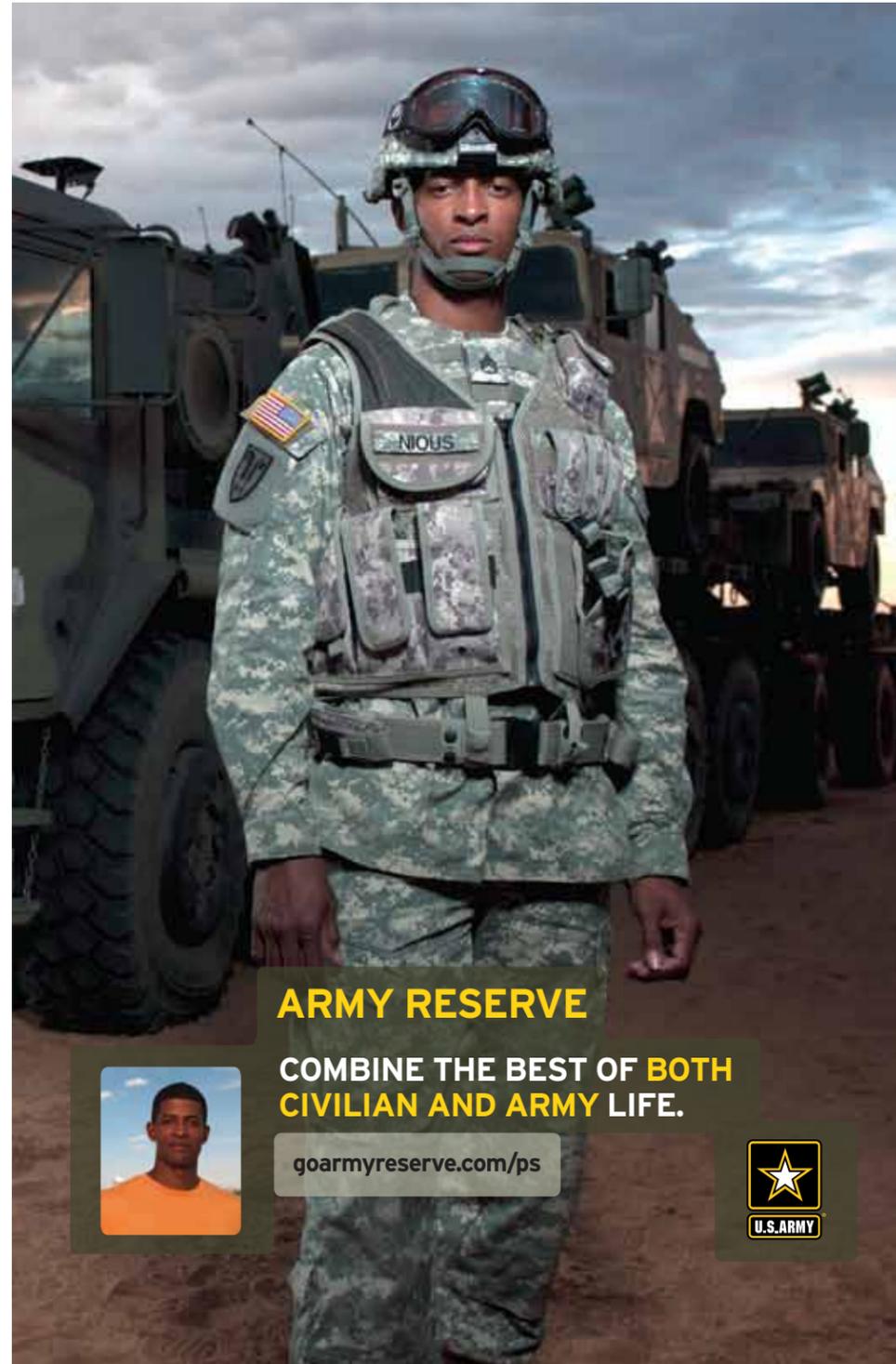
COMBINE THE BEST OF BOTH CIVILIAN AND ARMY LIFE.

[goarmyreserve.com/ps](http://goarmyreserve.com/ps)

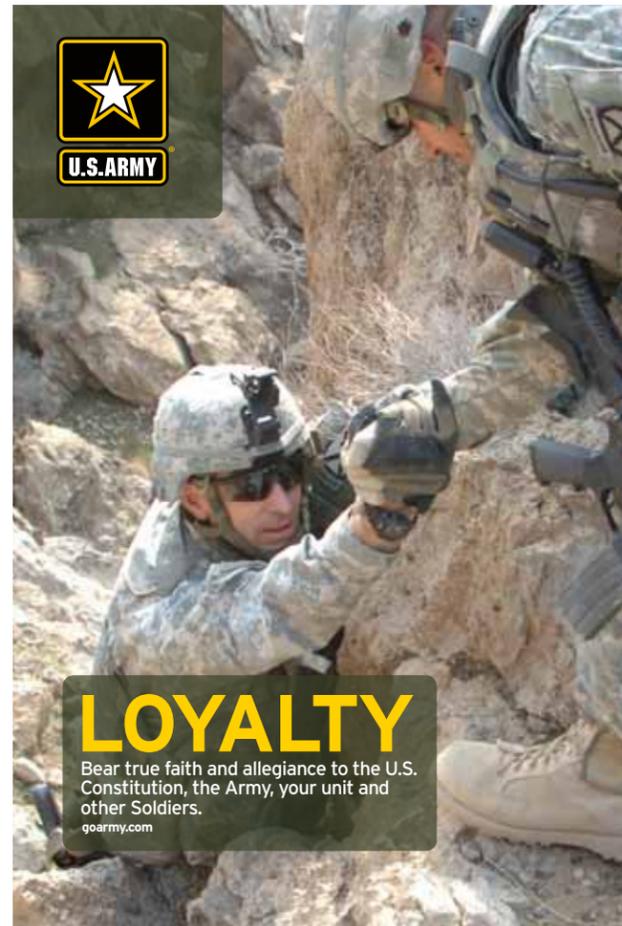


# ITEM H: SANDWICH SIGN IMAGES

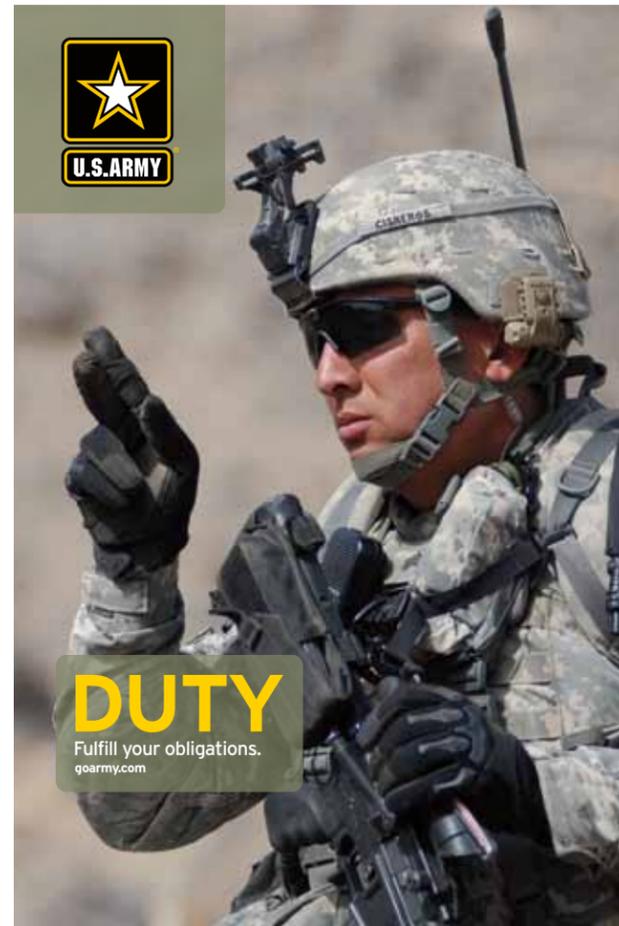
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# ITEM I: VALUES 24" X 36" OR 16" X 24"



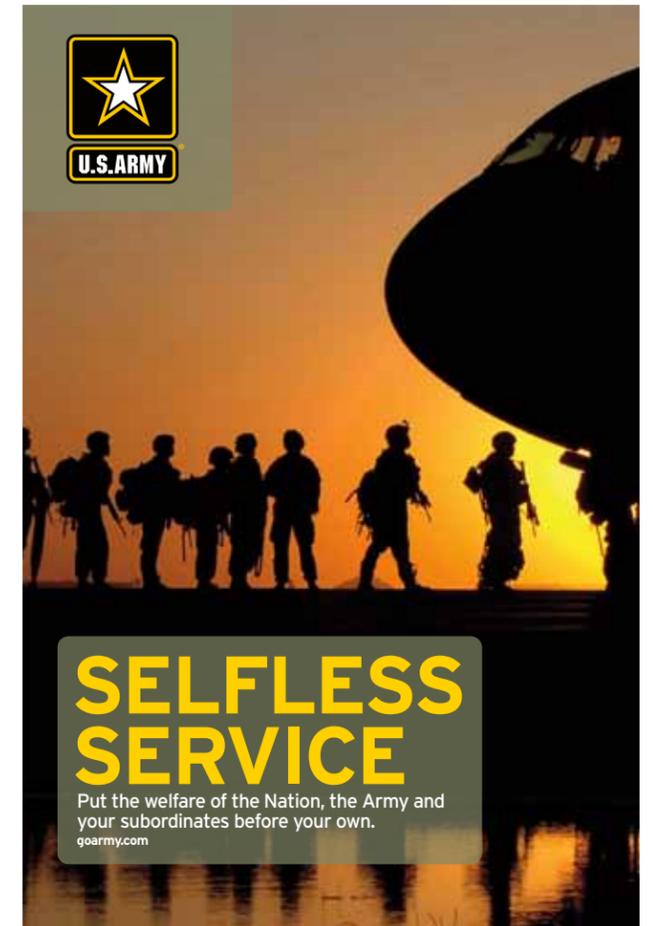
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2



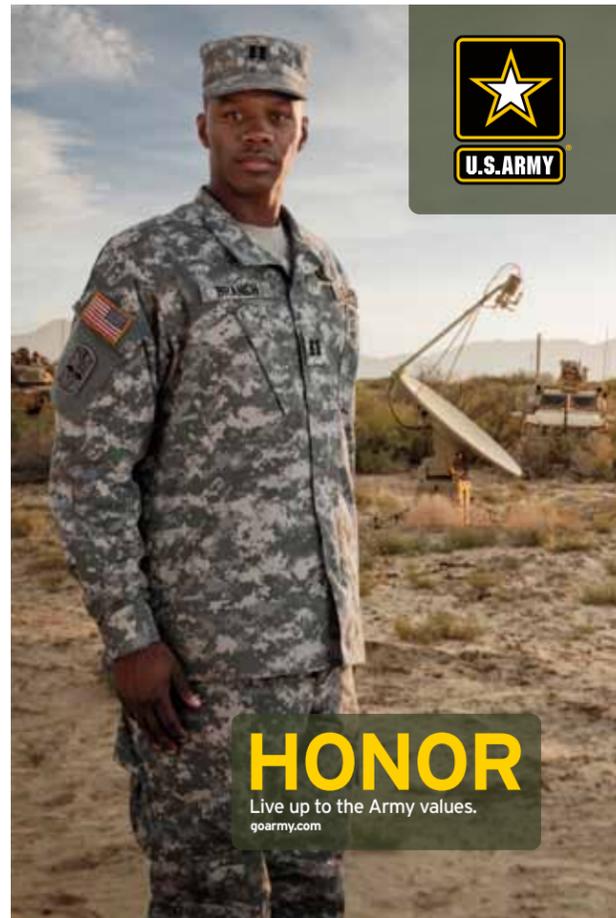
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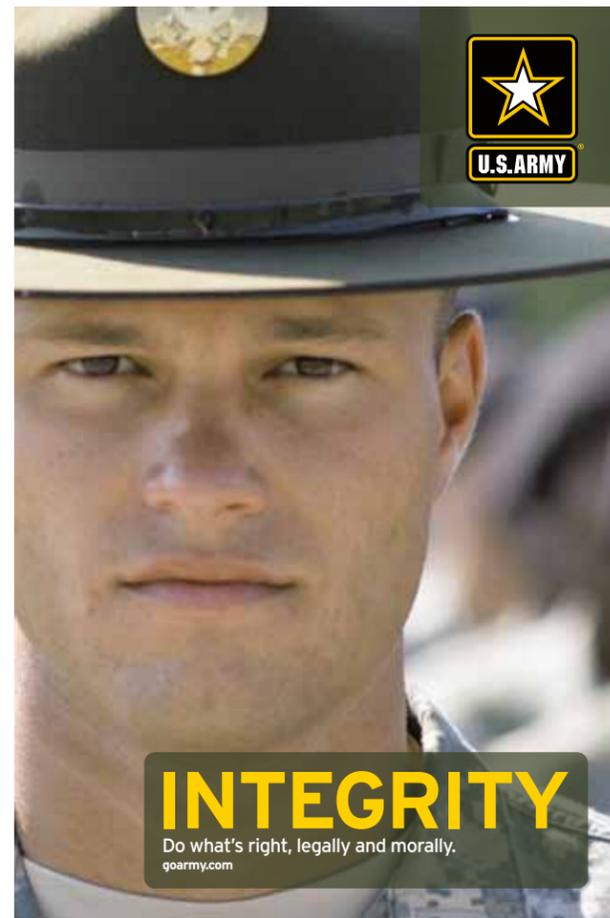
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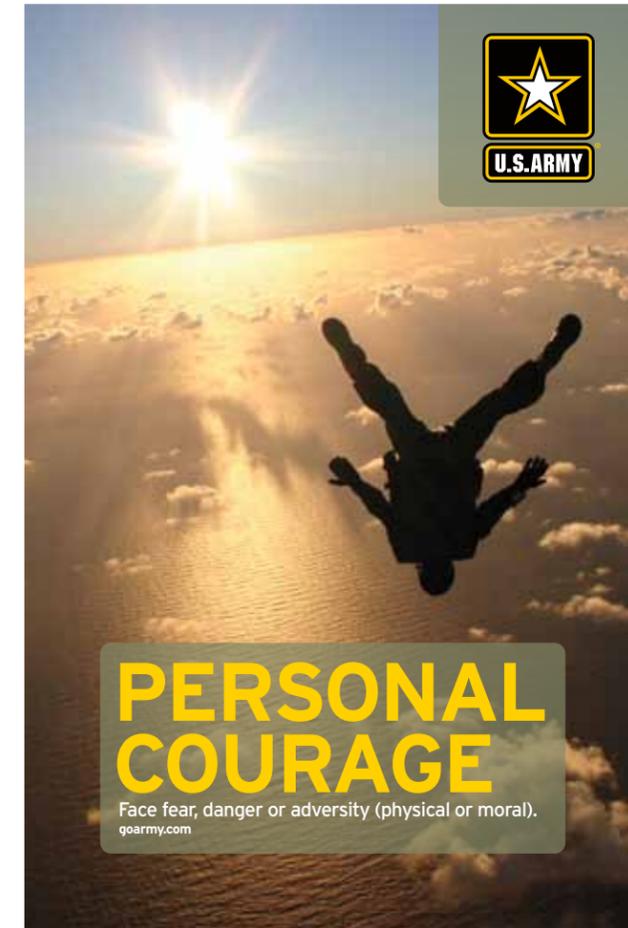
# ITEM I: VALUES 24" X 36" OR 16" X 24"



5



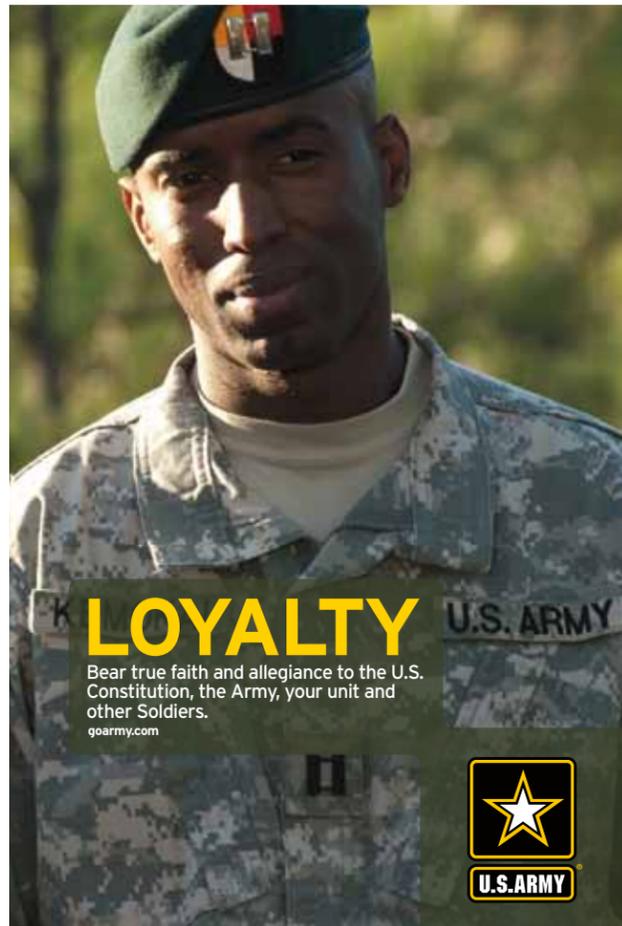
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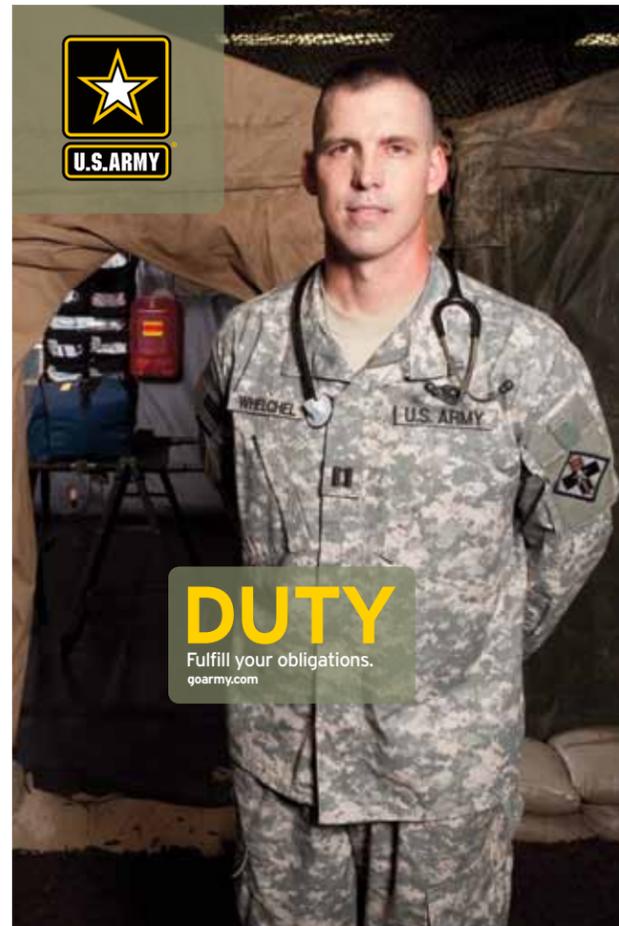
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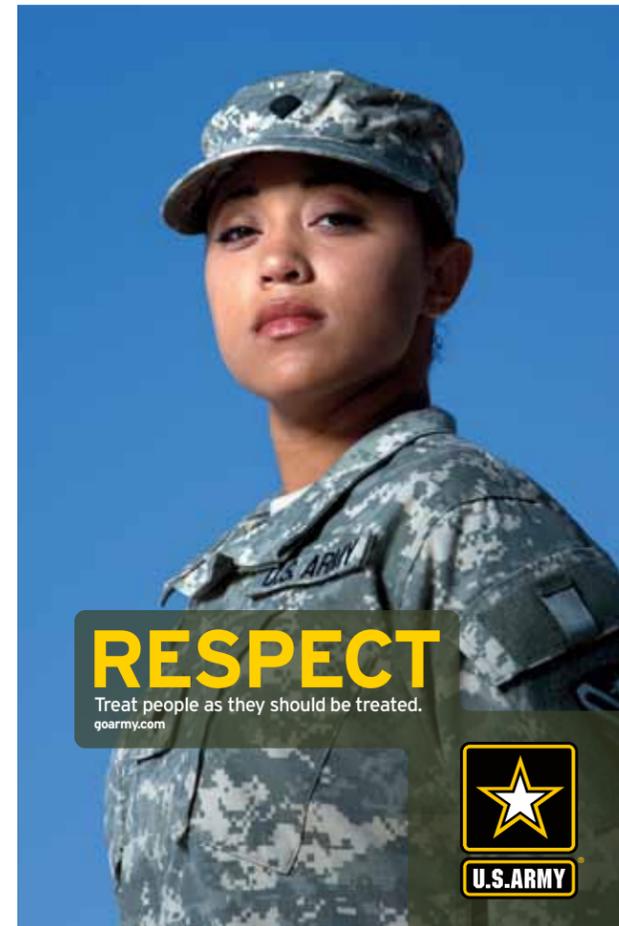
# ITEM I: VALUES 24" X 36" OR 16" X 24"



8



9



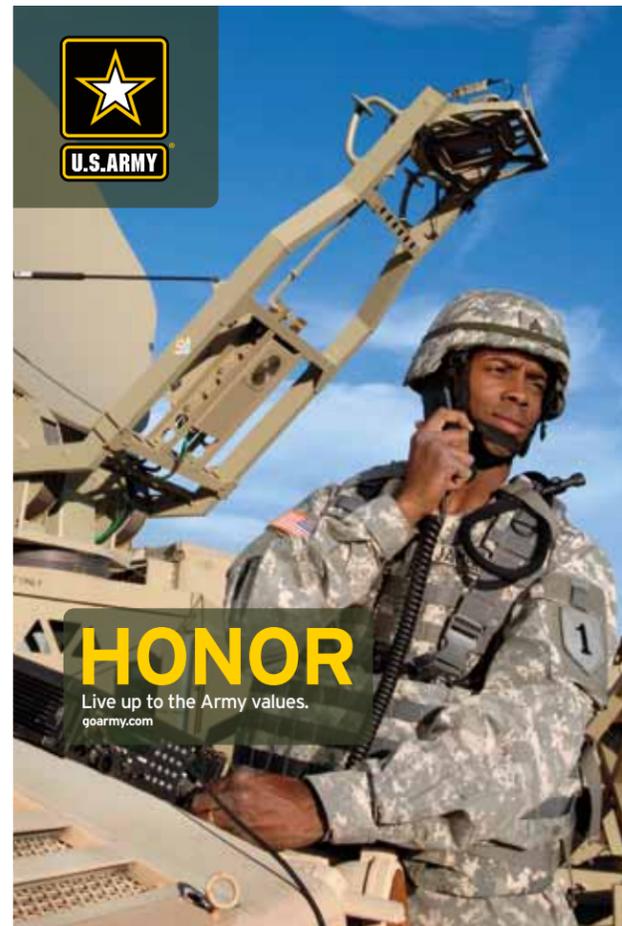
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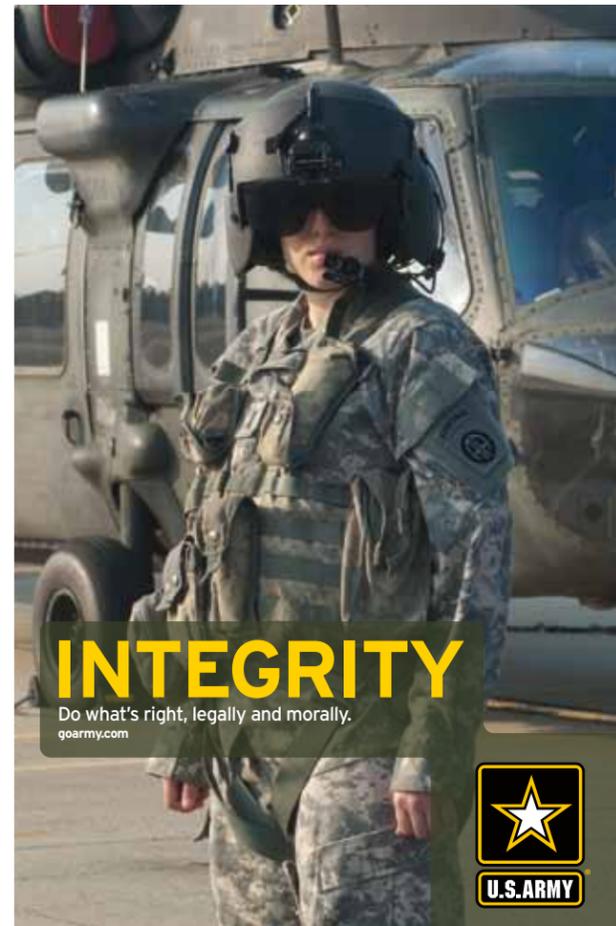
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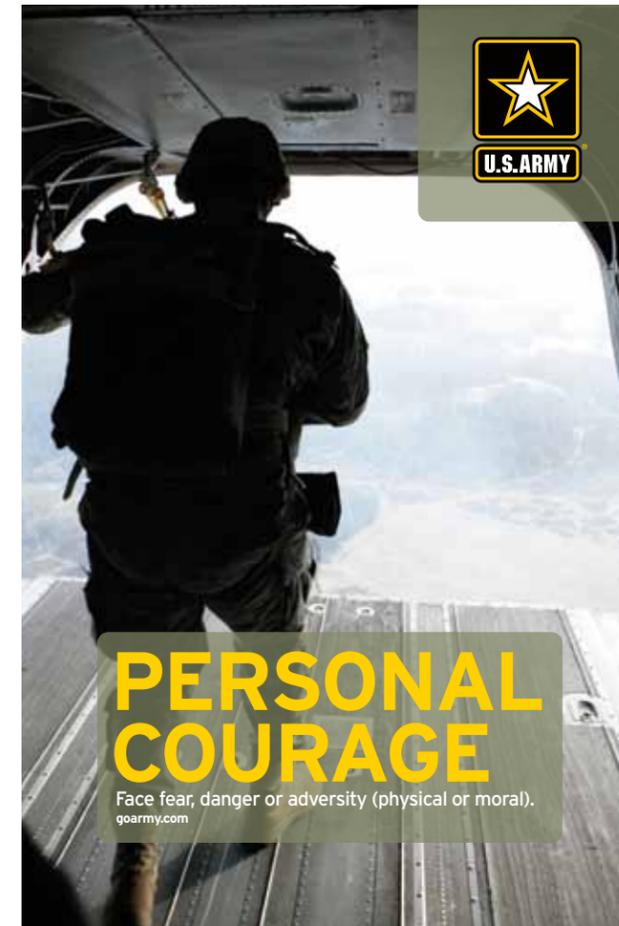
# ITEM I: VALUES 24" X 36" OR 16" X 24"



12



13

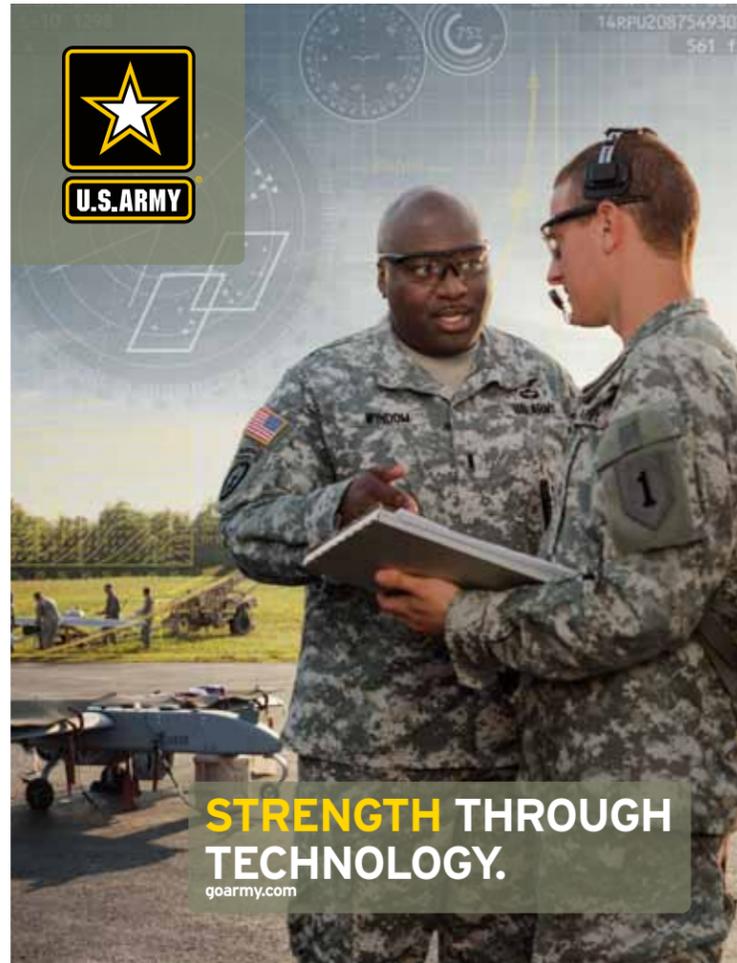


14



# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

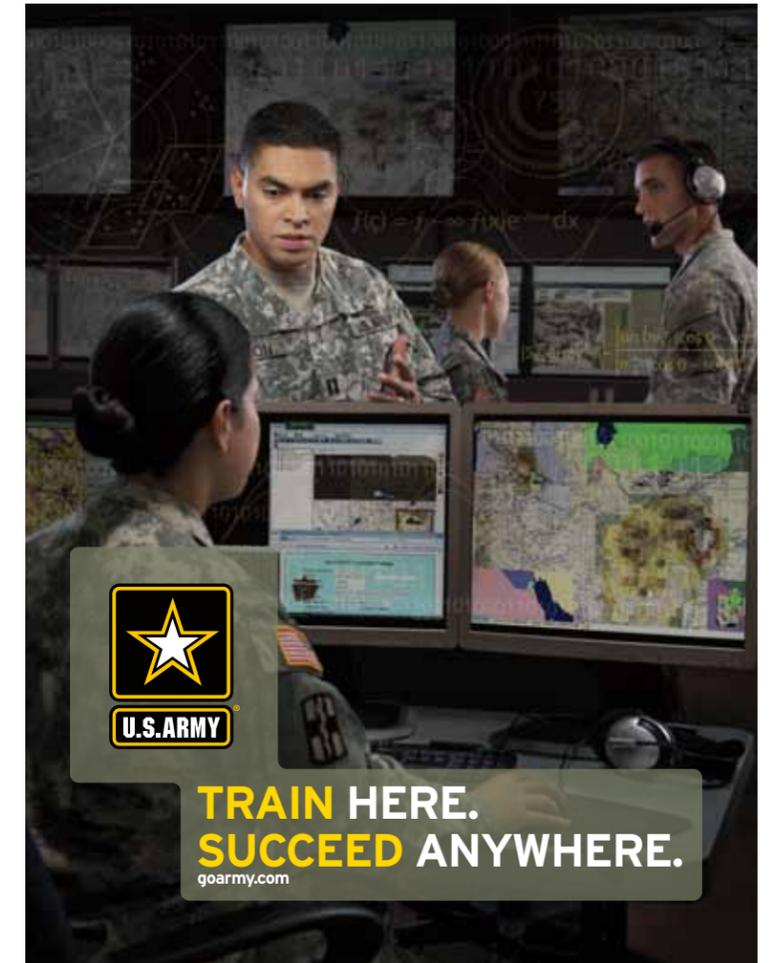
1



2



3



# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

4



5

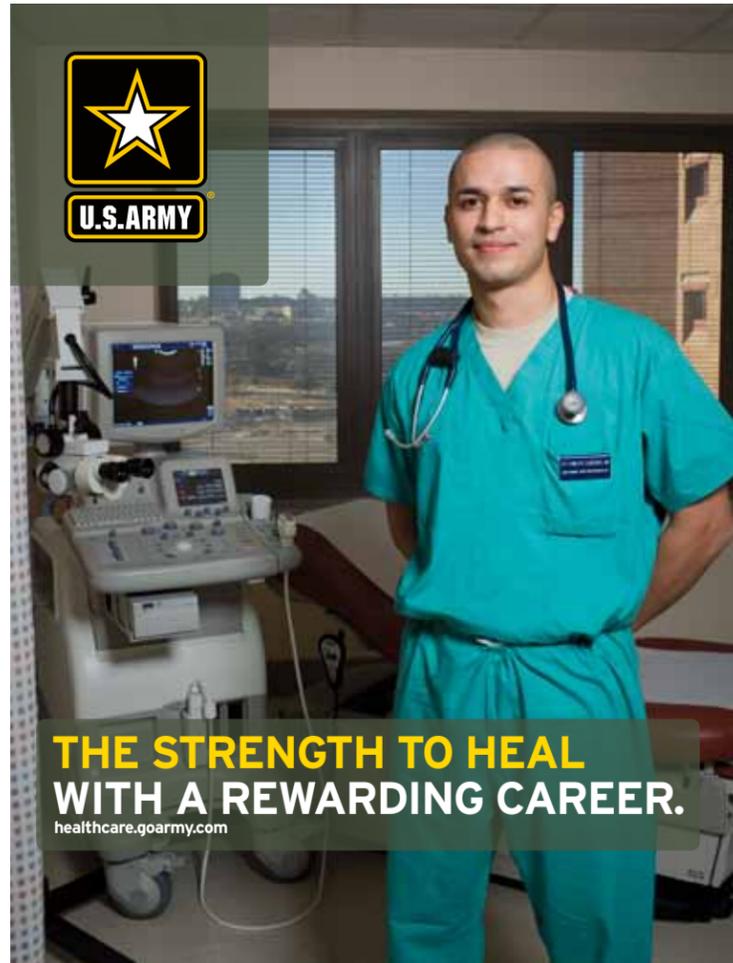


6



# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

7



8

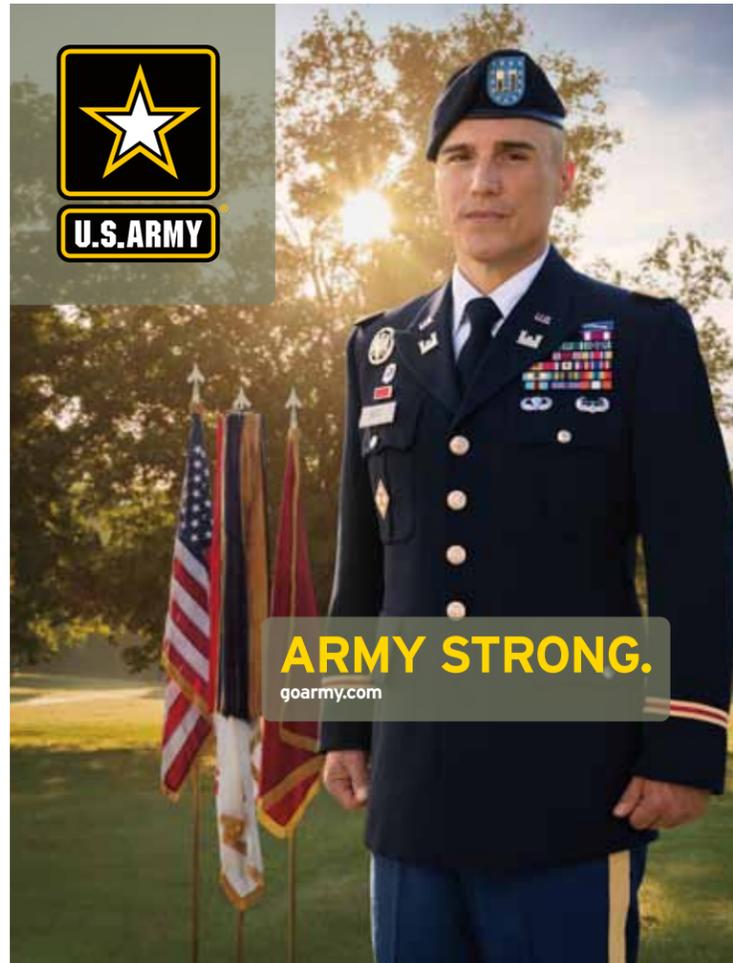


9



# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

10



11



12



# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

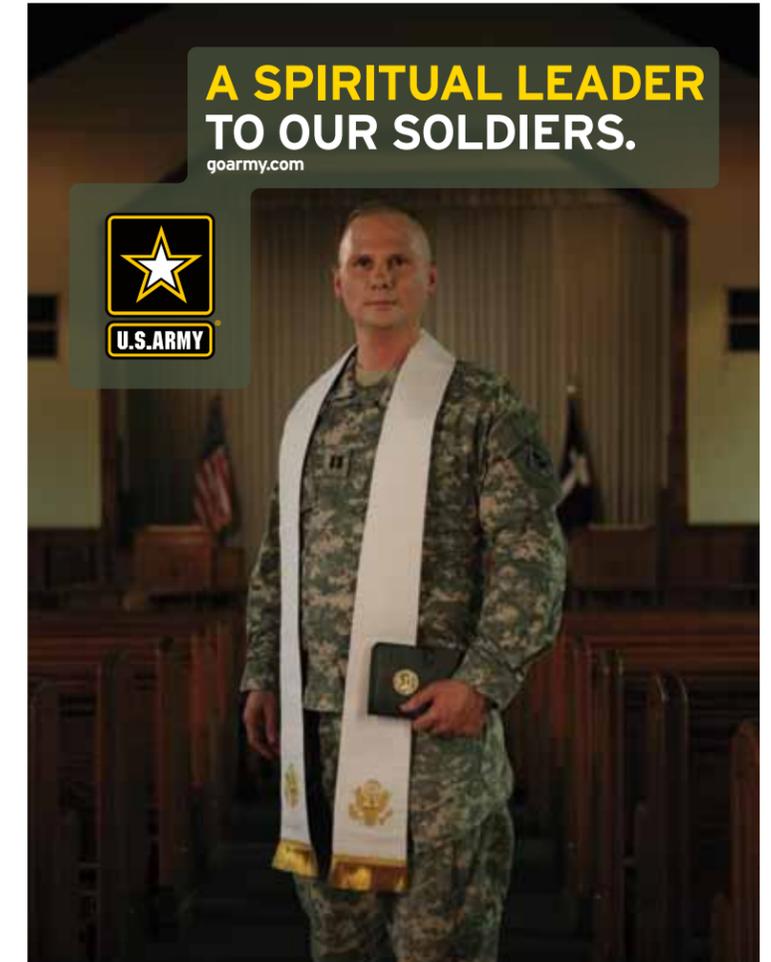
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14



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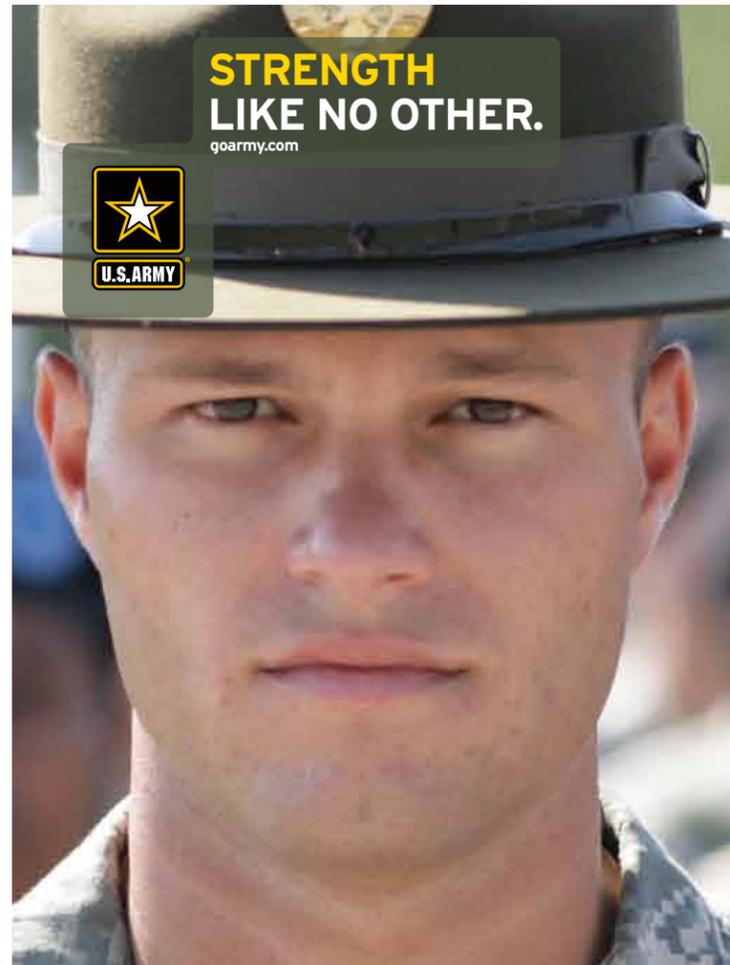


# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

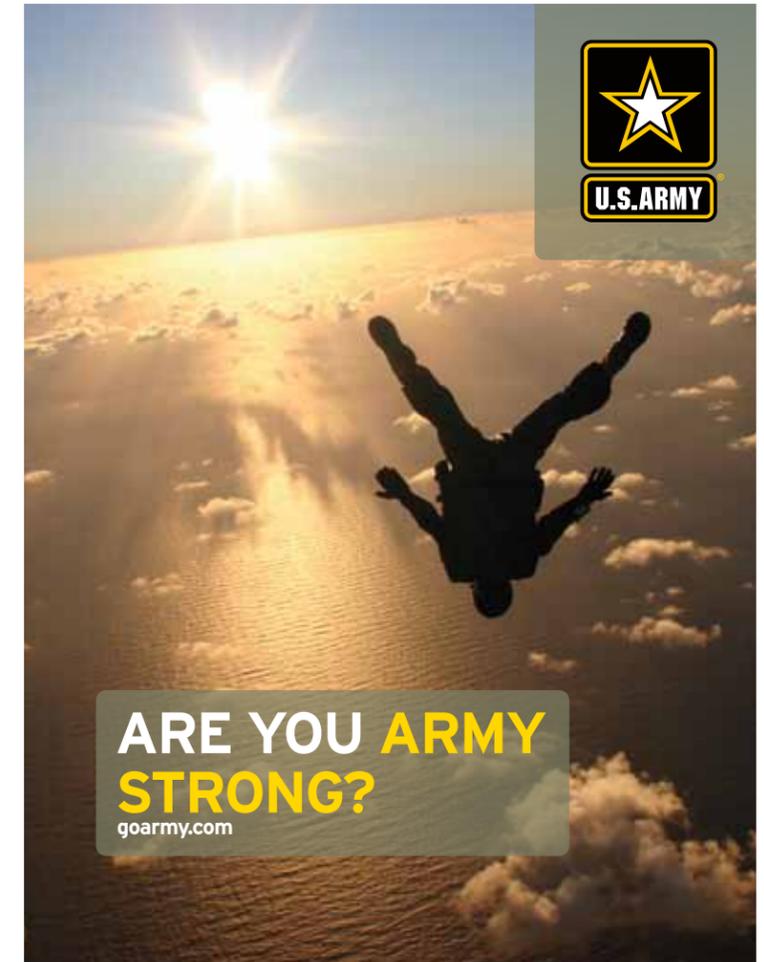
16



17



18



# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

19



20

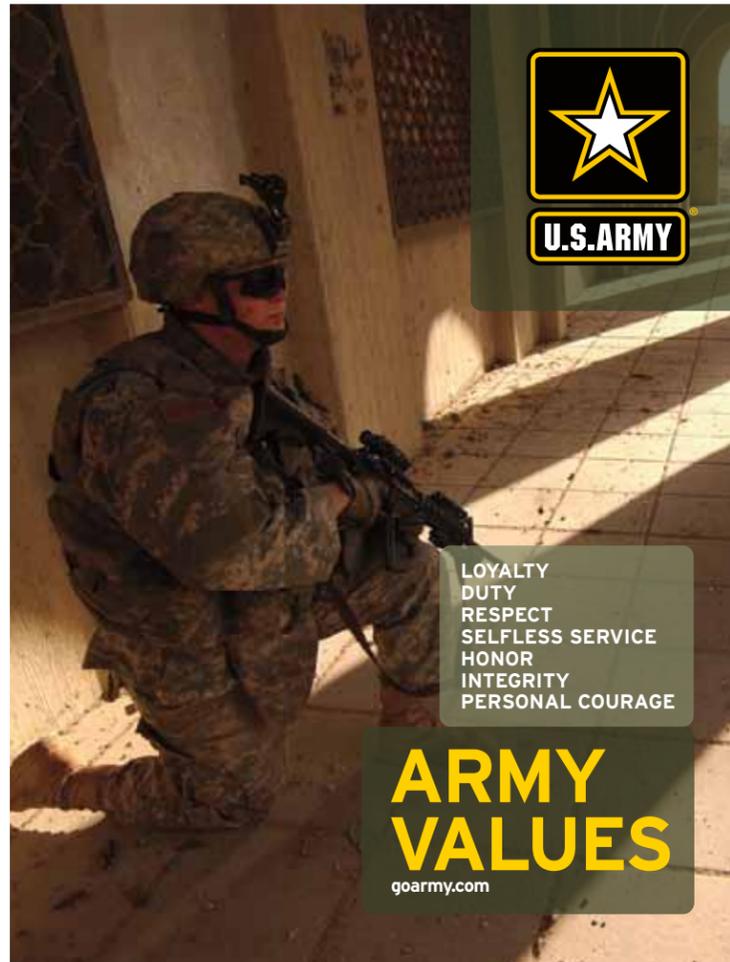


21



# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

22



23



24

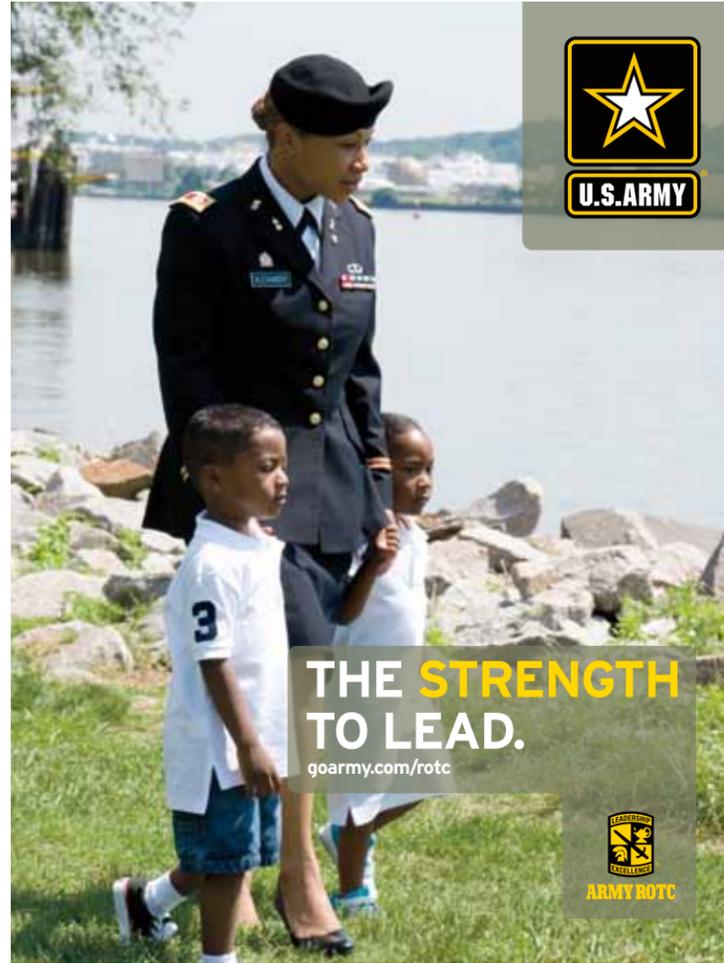


# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

25



26

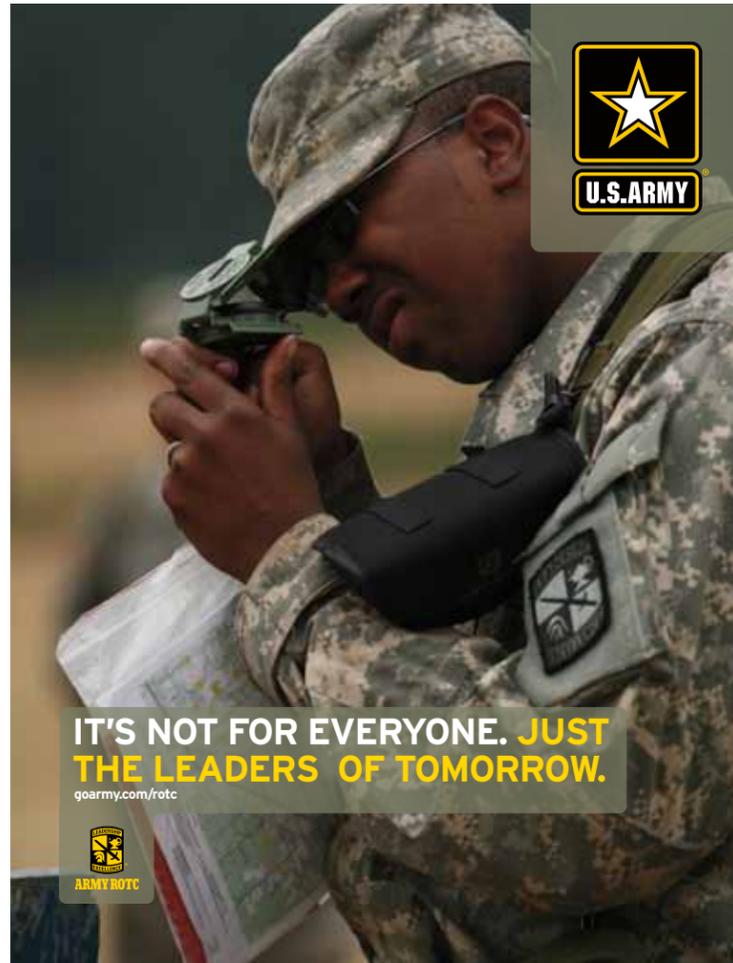


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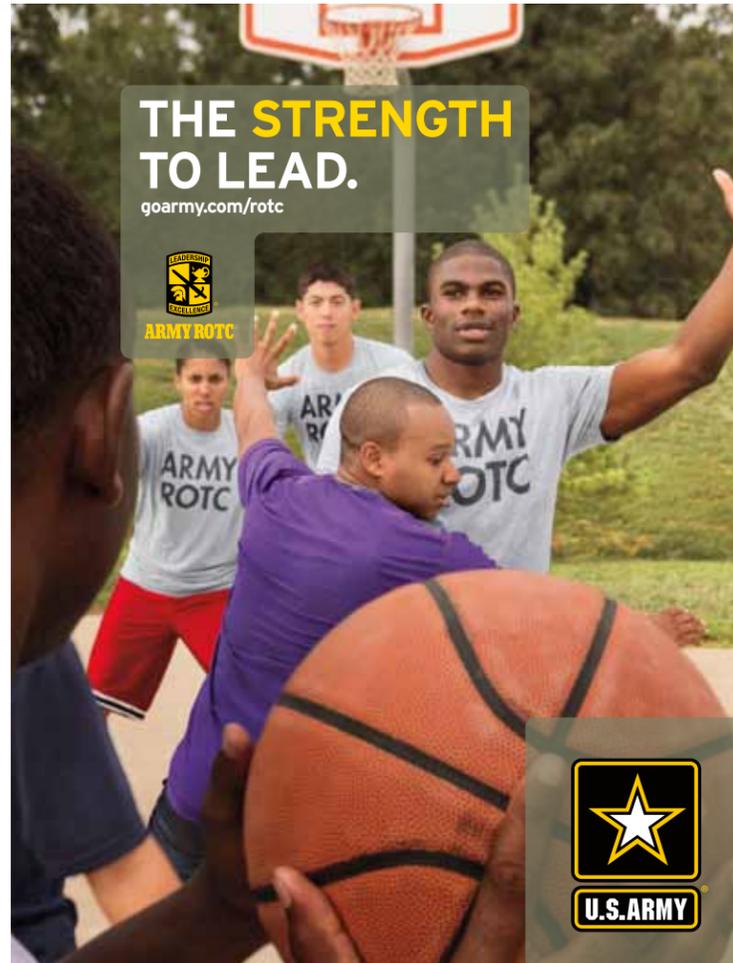


# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

28



29



30

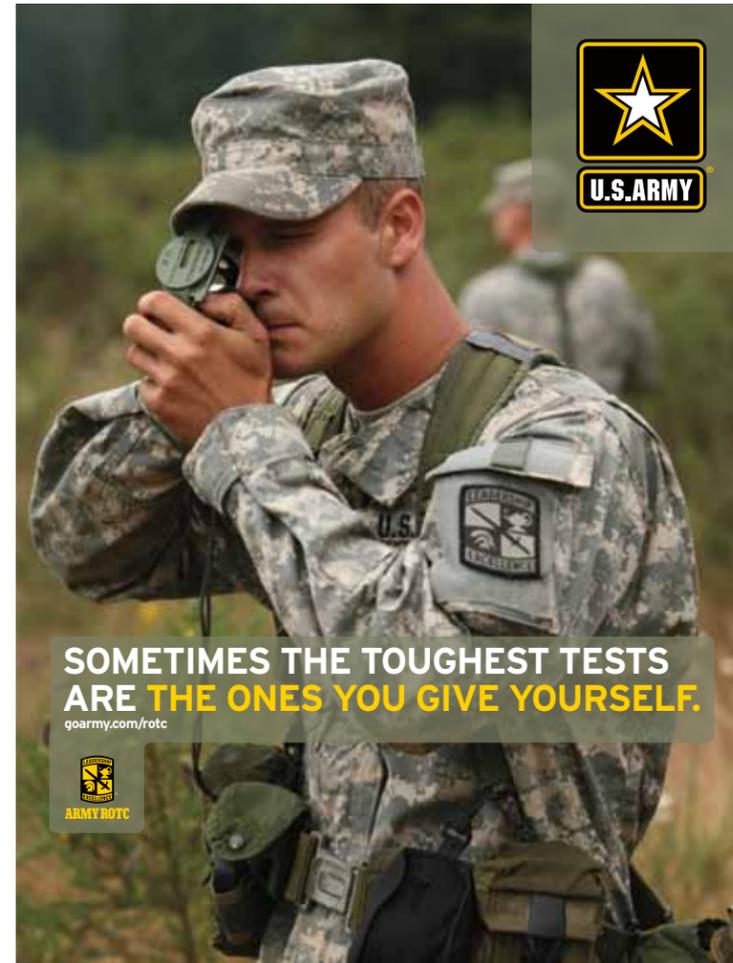


# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

31



32



33

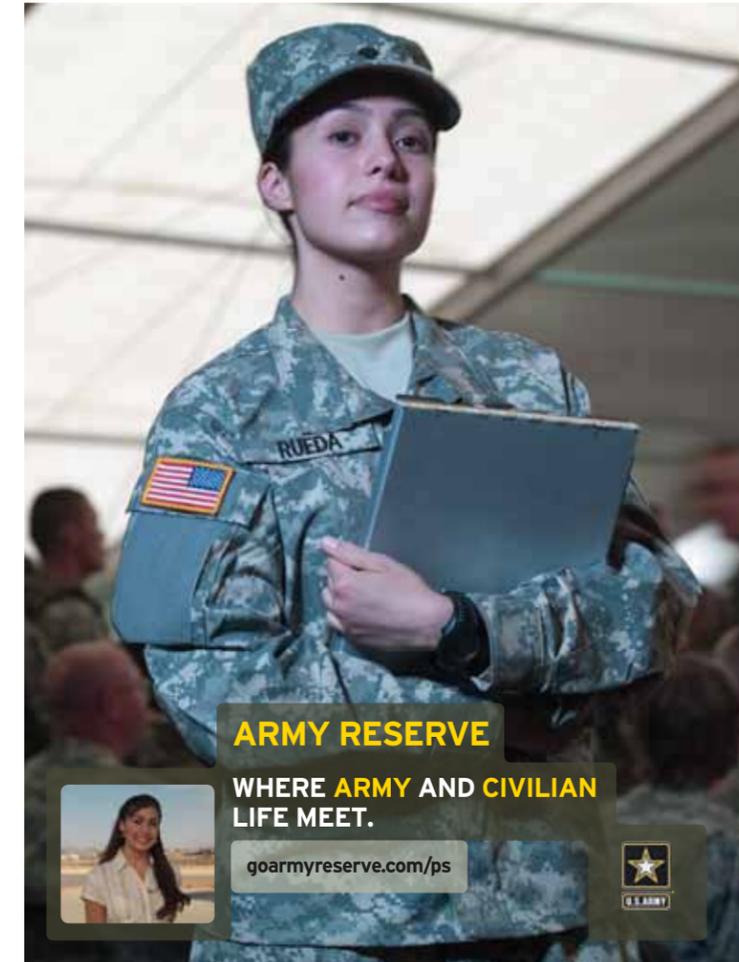


# ITEM J: 24"x36" & 16"x24" PORTRAIT IMAGES

34



35



# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

1



3



2



4



# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

5



7



6



8

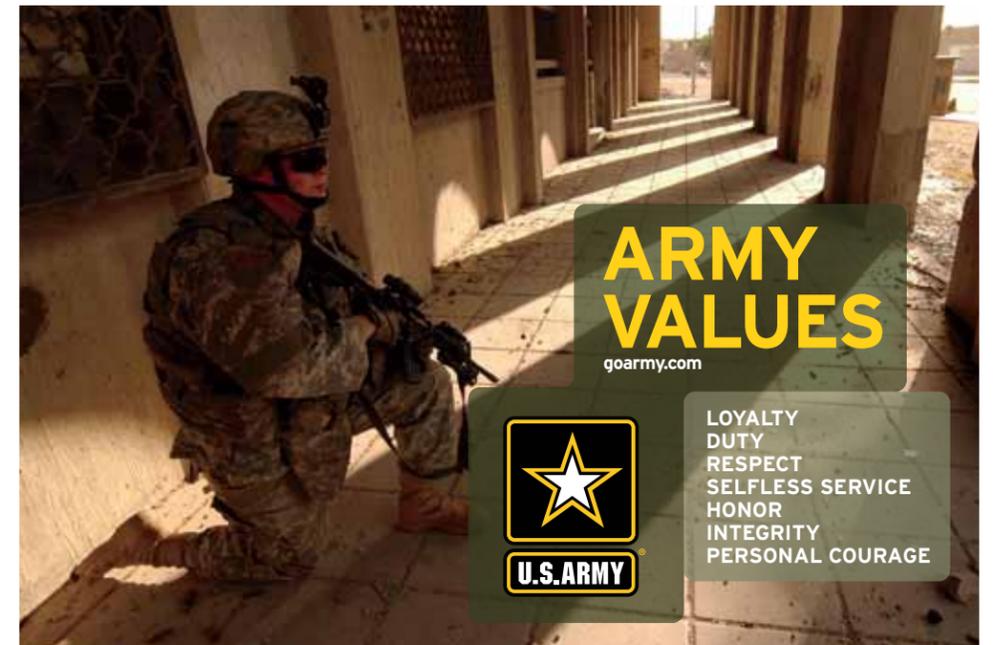


# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

9



11



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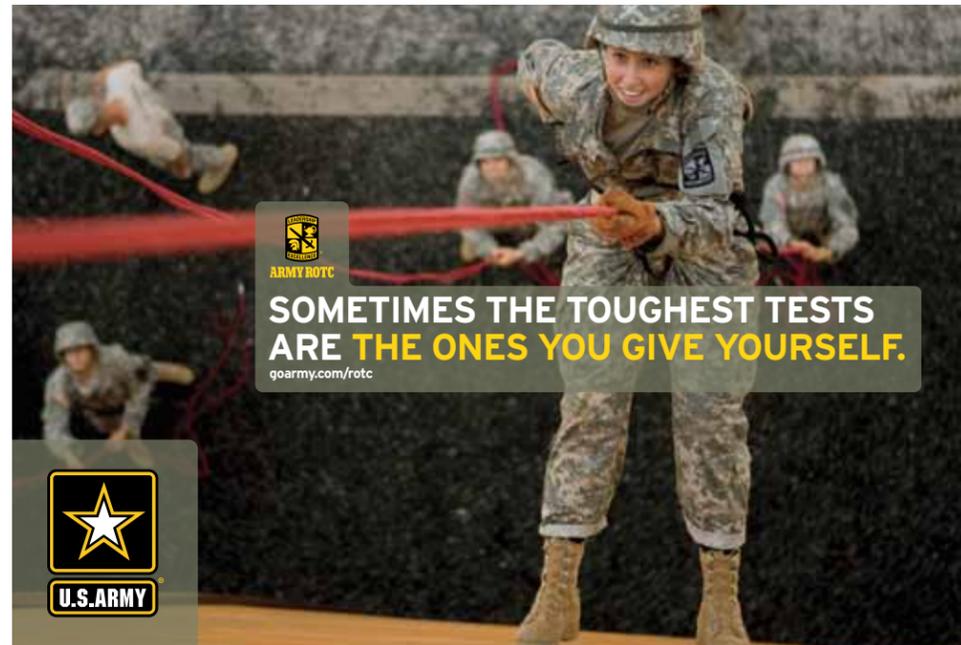


12



# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

13



15



14



16



# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

17



19



18



20



# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

21



23



22



24



# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

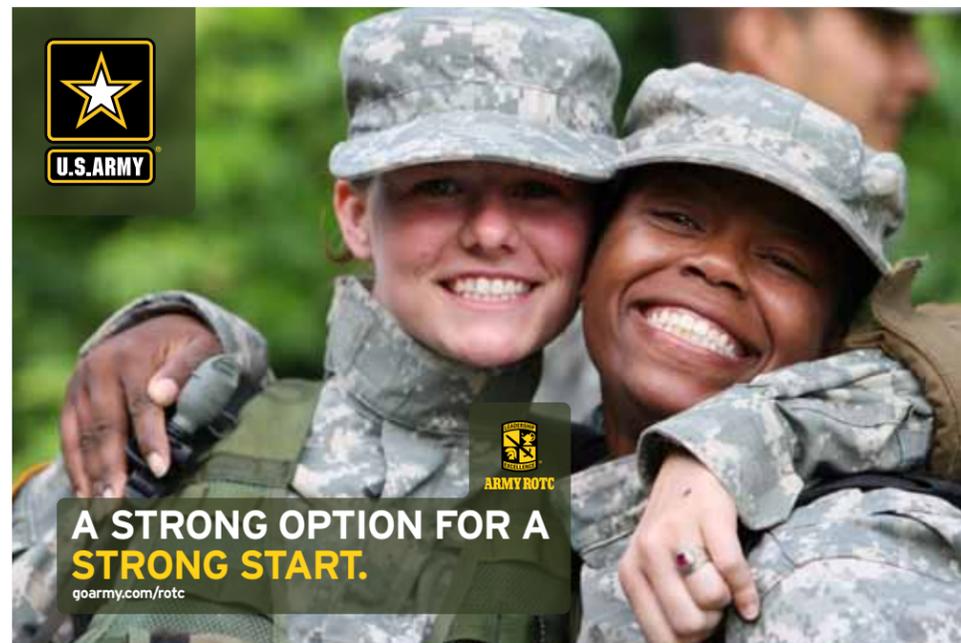
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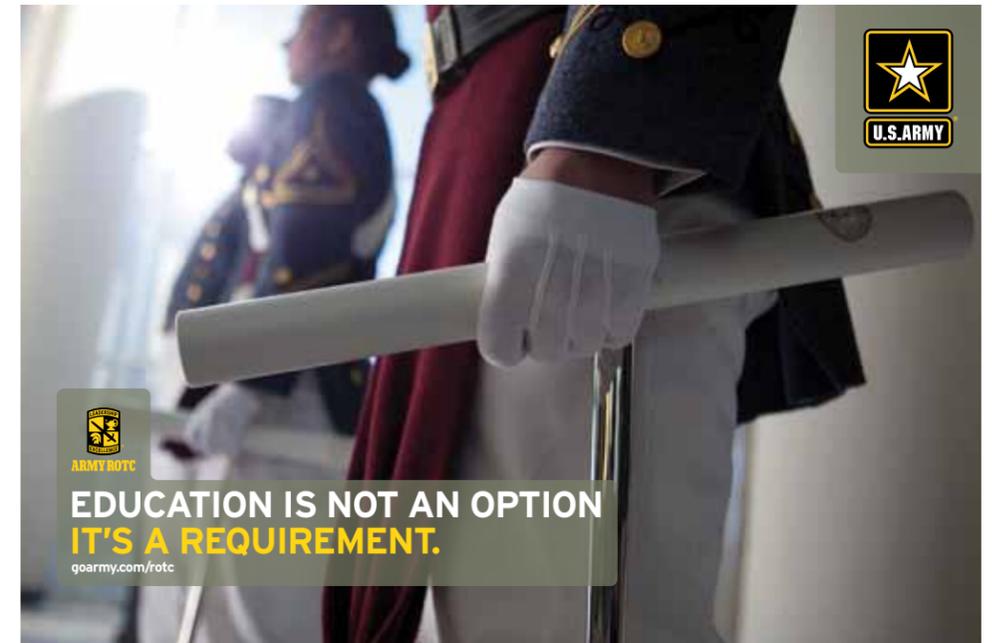


# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

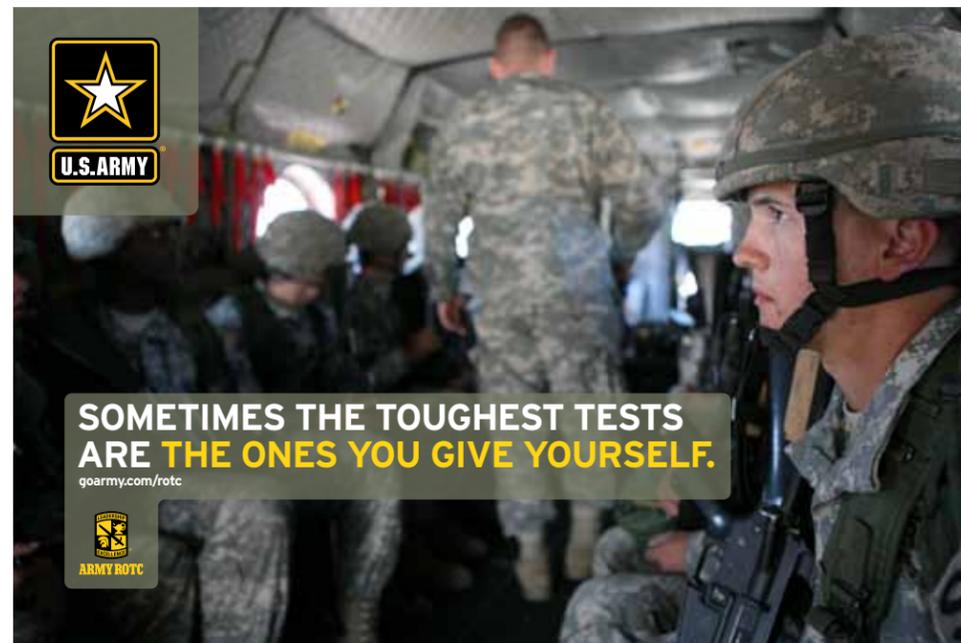
29



31



30



32



# ITEM K: 24"x36" & 16"x24" LANDSCAPE IMAGES

33



34



# ITEM L: 11" X 18" IMAGES

1



2



3



4



# ITEM L: 11" X 18" IMAGES

5



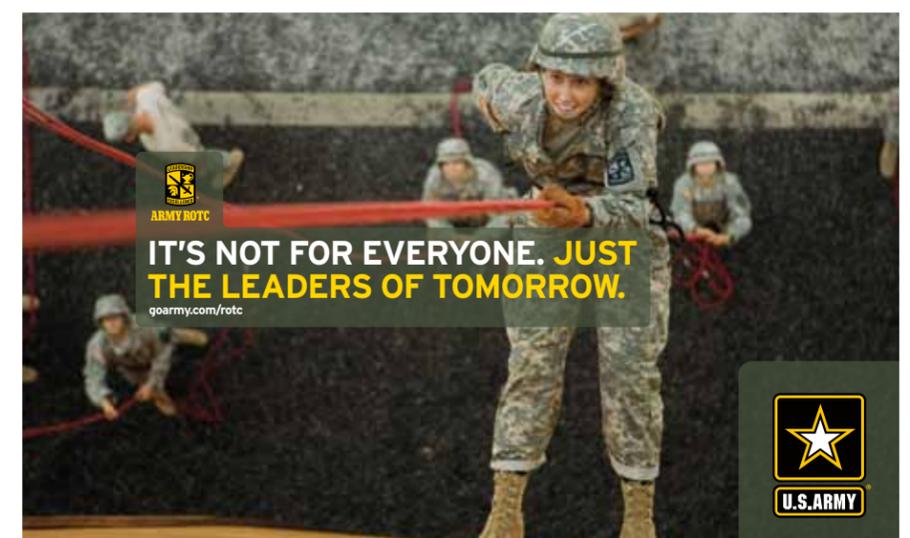
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8



# ITEM L: 11" X 18" IMAGES

9



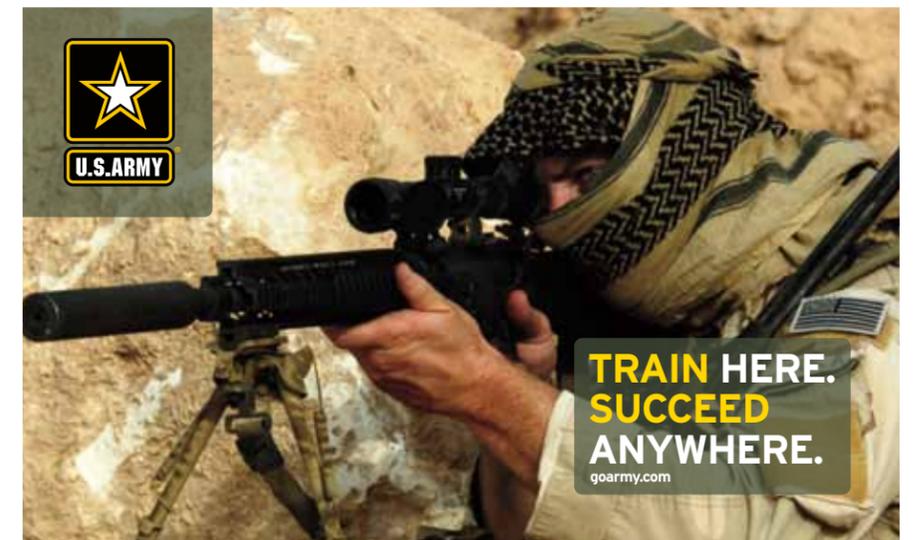
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11



12



# ITEM L: 11" X 18" IMAGES

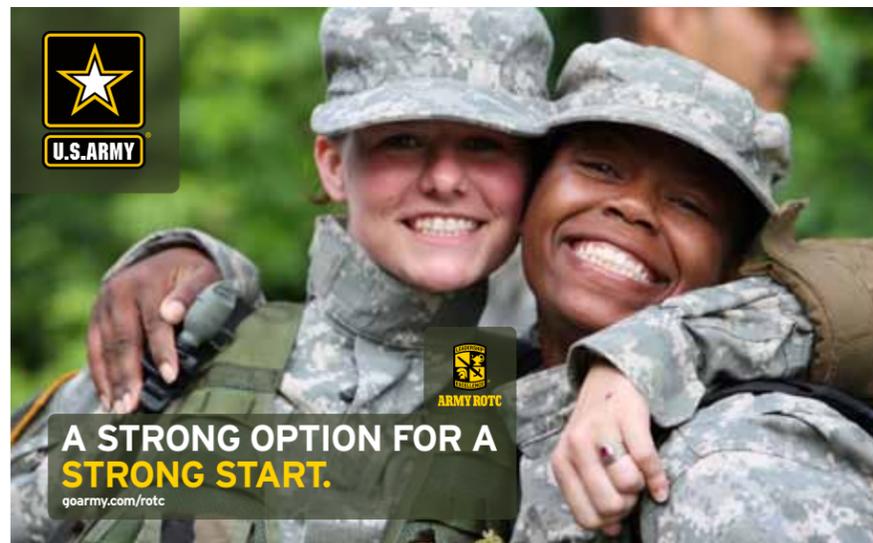
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15



16

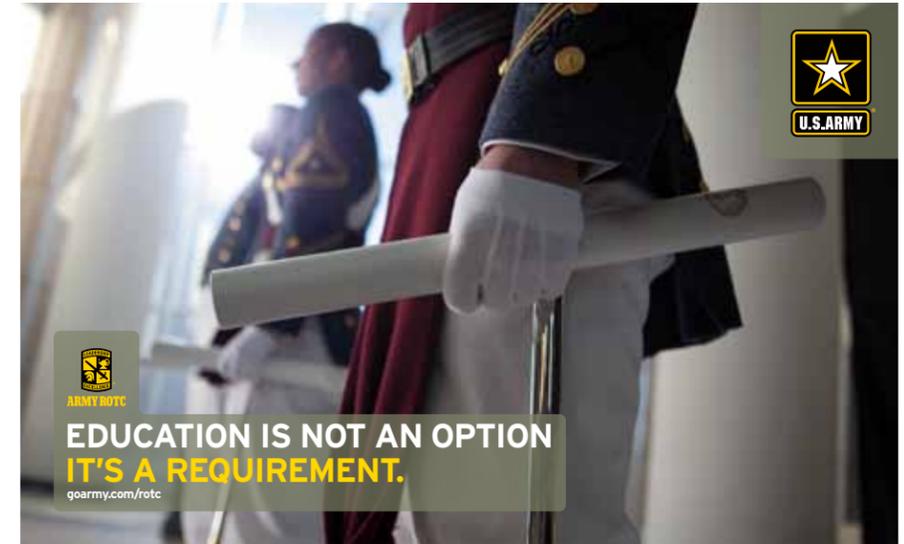


# ITEM L: 11" X 18" IMAGES

17



18



19



20

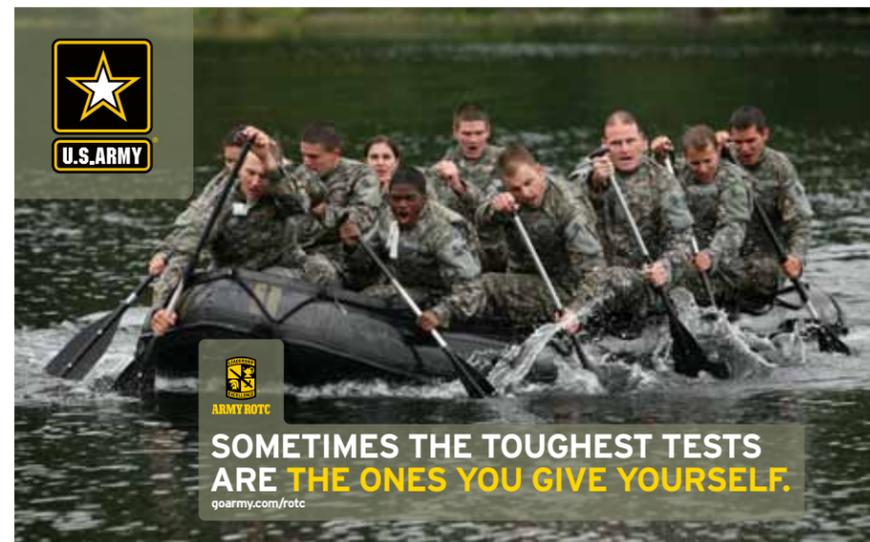


# ITEM L: 11" X 18" IMAGES

21



23



# ITEM M: 19"X24" YARD SIGN IMAGES

1



2



3



4



# ITEM N: 18"X20" FENCE POST IMAGES

1



2



# ITEM 0: CUT OUTS



# ITEM 0: CUT OUTS

4



5



6



U.S. ARMY

# ITEM 0: CUT OUTS

7



**ARMY STRONG.**  
goarmy.com



8



**ARMY STRONG.**  
goarmy.com



# ITEM P: WINDOW DISPLAY IMAGES



1

FULL WINDOW DISPLAYS FOR USAREC MUST BE APPROVED BY G-7/9 (PRIOR TO COMING TO USAASB).



# ITEM P: WINDOW DISPLAY IMAGES



2

FULL WINDOW DISPLAYS FOR USAREC MUST BE APPROVED BY G-7/9 (PRIOR TO COMING TO USAASB).



# ITEM P: WINDOW DISPLAY IMAGES



3

FULL WINDOW DISPLAYS FOR USAREC MUST BE APPROVED BY G-7/9 (PRIOR TO COMING TO USAASB).



# ITEM P: WINDOW DISPLAY IMAGES



4

FULL WINDOW DISPLAYS FOR USAREC MUST BE APPROVED BY G-7/9 (PRIOR TO COMING TO USAASB).



## ITEM P: WINDOW DISPLAY IMAGES



**5**

FULL WINDOW DISPLAYS FOR USAREC MUST BE APPROVED BY G-7/9 (PRIOR TO COMING TO USAASB).



# ITEM P: WINDOW DISPLAY IMAGES



6

FULL WINDOW DISPLAYS FOR USAREC MUST BE APPROVED BY G-7/9 (PRIOR TO COMING TO USAASB).



# ITEM P: WINDOW DISPLAY IMAGES



7

FULL WINDOW DISPLAYS FOR USAREC MUST BE APPROVED BY G-7/9 (PRIOR TO COMING TO USAASB).



# ITEM P: WINDOW DISPLAY IMAGES



8

FULL WINDOW DISPLAYS FOR USAREC MUST BE APPROVED BY G-7/9 (PRIOR TO COMING TO USAASB).



# PaYS ITEMS: 2x8 BANNERS

## 2 x 8 Landscape Banners

1



2



## 2 x 8 Portrait Banners

1



2

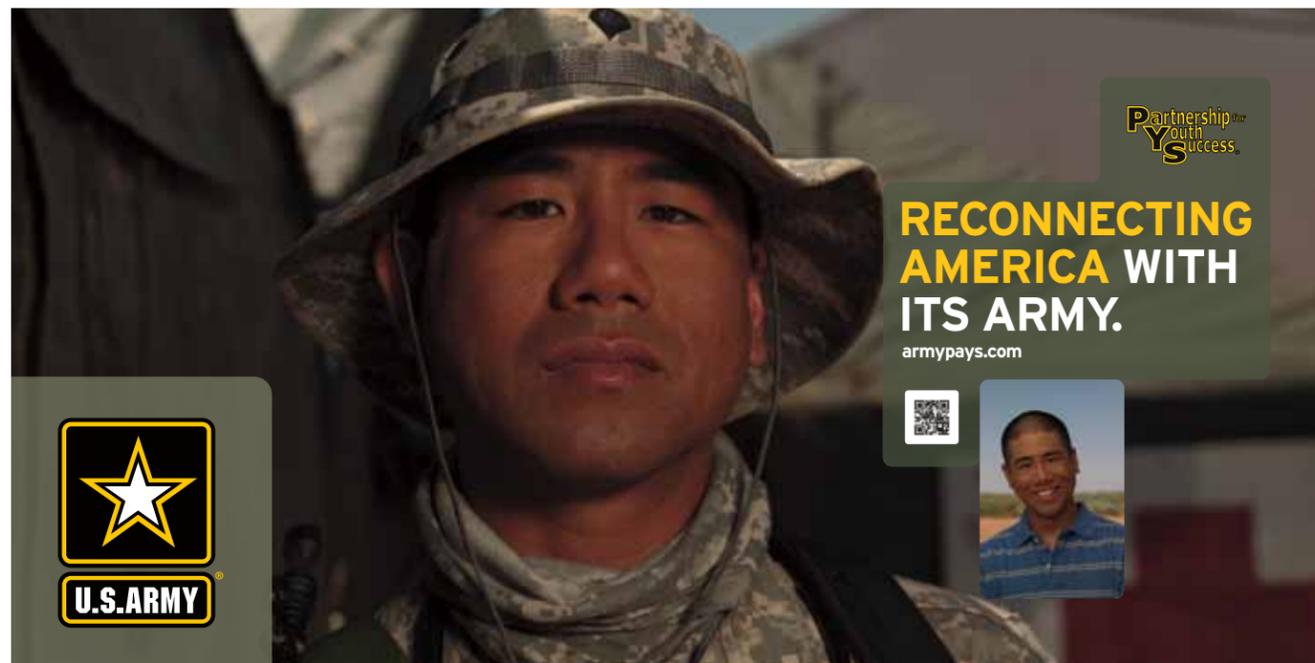


# PaYS ITEMS: 3X6 BANNERS

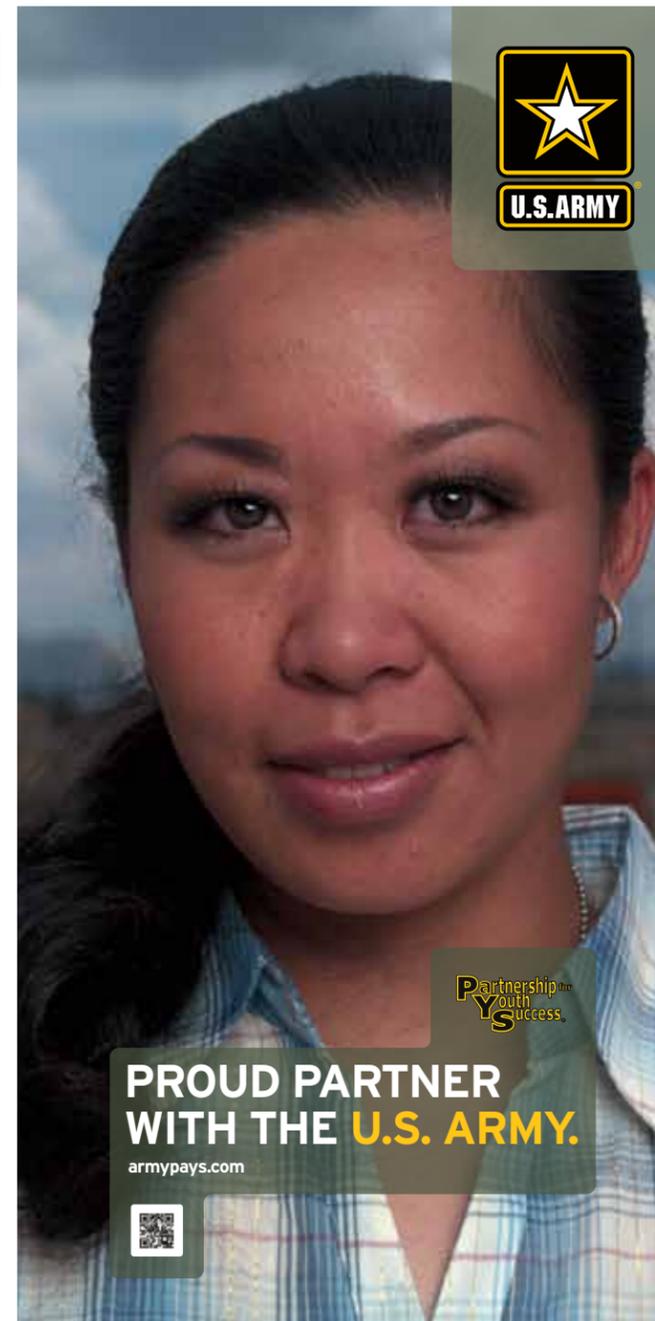
## 3 x 6 Portrait Banners

### 3 x 6 Landscape Banners

1



1

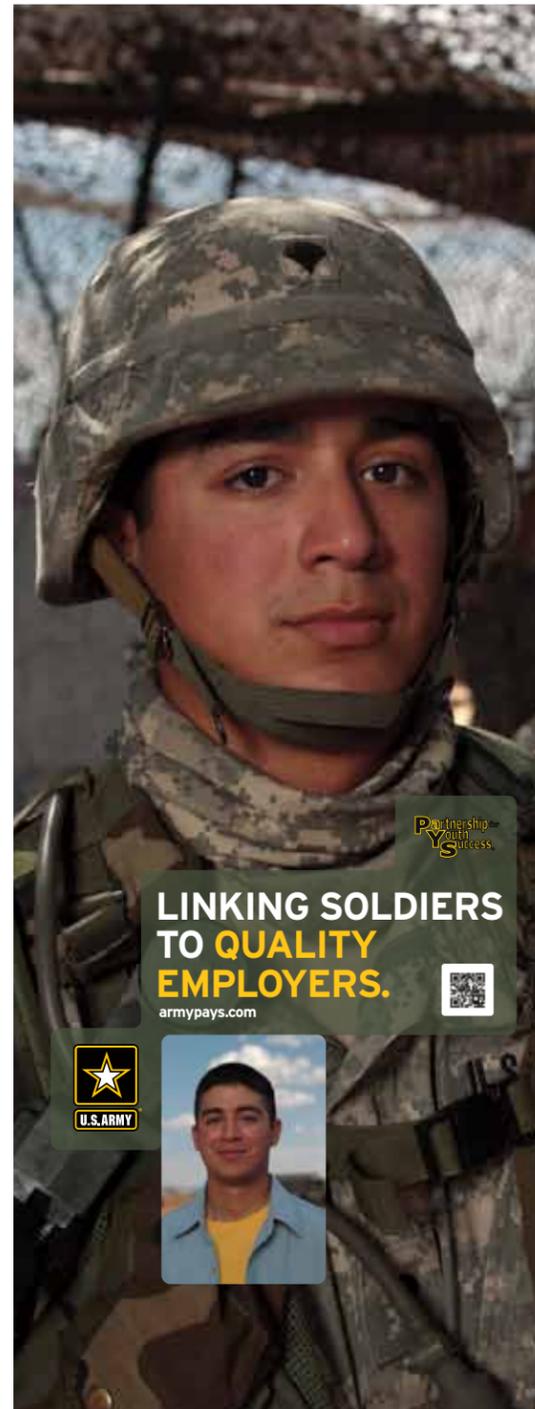


2



# PaYS ITEMS: PULL UP BANNERS

1



2



# PaYS ITEMS: PRINTS

## 2 x 3 Landscape Prints

1



2

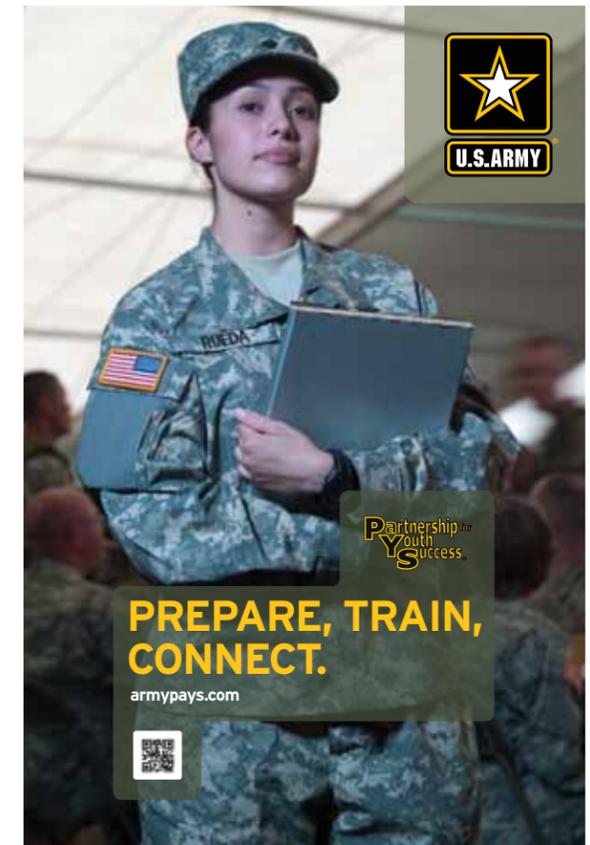


## 2 x 3 Portrait Prints

1



2



## **TAGLINES:** USED THROUGHOUT CATALOG

**TAG 1: ARE YOU ARMY STRONG?**

**TAG 2: THERE'S STRONG. THEN THERE'S ARMY STRONG.**

**TAG 3: ARMY STRONG.**

**TAG 4: STRENGTH LIKE NO OTHER.**

**TAG 5: TRAIN HERE. SUCCEED ANYWHERE.**

**TAG 6: SOLDIER'S CREED**

**TAG 7: ARMY VALUES**

**TAG 8: WARRIOR ETHOS**

**TAG 9: ARMY RESERVE**

**TAG 10: STAND ARMY STRONG.**

**TAG 11: A STRONG OPTION FOR A STRONG START.**

**TAG 12: IT'S NOT FOR EVERYONE. JUST THE LEADERS OF  
TOMORROW.**



**U.S.ARMY**

## **TAGLINES:** USED THROUGHOUT CATALOG

- TAG 13: STRENGTH THROUGH TECHNOLOGY.**
- TAG 14: STRONG TECHNOLOGY FOR A STRONG FORCE.**
- TAG 15: SOMETIMES THE TOUGHEST TESTS ARE THE ONES YOU GIVE YOURSELF.**
- TAG 16: THE STRENGTH TO LEAD.**
- TAG 17: EDUCATION IS NOT AN OPTION IT'S A REQUIREMENT.**
- TAG 18: INSPIRING STRENGTH IN OTHERS.**
- TAG 19: LEAD ARMY STRONG.**
- TAG 20: WANTING TO LEAD IS STRONG. TAKING CHARGE IS ARMY STRONG.**
- TAG 21: THE STRENGTH TO HEAL WITH A REWARDING CAREER.**



## **TAGLINES:** USED THROUGHOUT CATALOG

**TAG 22: THE STRENGTH TO HEAL AND FOCUS ON WHAT MATTERS THE MOST.**

**TAG 23: THE STRENGTH TO HEAL: THE EXPERIENCE OF A LIFETIME.**

**TAG 24: THE STRENGTH TO HEAL THOSE WHO PROTECT OUR FREEDOM.**

**TAG 25: THE STRENGTH TO HEAL.**

**TAG 26: PURSUE YOUR PASSION. SERVE YOUR COUNTRY.**

**TAG 27: A CAREER THAT BRINGS OUT THE BEST IN YOUR MUSIC.**

**TAG 28: STRENGTHEN MORE THAN JUST YOUR MUSIC.**



## **TAGLINES:** USED THROUGHOUT CATALOG

**TAG 29: A SPIRITUAL LEADER TO OUR SOLDIERS.**

**TAG 30: SERVING THOSE WHO SERVE.**

**TAG 31: ANSWERING THE CALL.**

**TAG 32: THE TOUGHEST MISSIONS. BEST TRAINED SOLDIERS.**

**TAG 33: YOUR MOST POWERFUL WEAPON IS YOUR MIND.**

**TAG 34: STRENGTH OF A NATION.**

**TAG 35: WE DON'T CALL FOR REINFORCEMENTS. WE MAKE THEM.**

**TAG 36: HAVE THE STRENGTH TO RISE TO THE CHALLENGE.**



## **TAGLINES:** USED THROUGHOUT CATALOG

**TAG 37: THE STRENGTH TO SOAR.**

**TAG 38: ? ERES ARMY FUERZA? - ARE YOU ARMY STRONG.**

**TAG 39: ESTA FUERZA Y ESTA LA FUERZA DEL ARMY.**

**THERE'S STRONG AND THERE'S ARMY STRONG.**

**TAG 40: ARMY FUERZA. - ARMY STRONG.**

**TAG 41: FUERZA COMO NINGÚN ÓTRO. - STRENGTH  
LIKE NO OTHER.**

**TAG 42: ENTRENE AQUÍ. TENER EXITO EN CUALQUIER  
LUGAR. -TRAIN HERE. SUCCESS IN ANY PLACE.**

**TAG 43: PODRAS DECIR CON ORGULLO, YO SOY LA  
FUERZA DEL ARMY. - YOU CAN SAY PROUDLY I  
AM THE STRENGTH OF THE ARMY.**



**U.S.ARMY**

## **PaYS TAGLINES: USED ONLY ON PaYS ITEMS**

- PaYS TAG 1: RECONNECTING AMERICA WITH ITS ARMY.**
- PaYS TAG 2: LINKING SOLDIERS TO QUALITY EMPLOYERS.**
- PaYS TAG 3: PROUD PARTNER WITH THE U.S. ARMY.**
- PaYS TAG 4: PREPARE, TRAIN, CONNECT.**

