



ARMY STRONG.®

ASB BRANDING SUPPORT CATALOG



U.S. ARMY

ARMY STRONG.®

ASB BRANDING SUPPORT CATALOG

- Requests from USAREC Battalions need to be routed through Brigade A&PA.
- Requests from USACC Battalions need to be routed through Brigade POC.
- Brigades send to SFC Villeneuve, ASBBSC Manager, (502) 626-1113, Cell (502) 994-5990, or DSN 536-1113. E-mail: Richard.villeneuve@usaac.army.mil or E-mail: jerry.merideth@usaac.army.mil
- ASBBSC is not a mass production agency. The program has been developed to support the Accessions mission with custom products. 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, etc.
- 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.
 - Brigade POCs are responsible for checking content (quantity, text, & images) and obtaining appropriate approval when necessary.

Note: Date of Delivery at Least 30 to 45 Days from Date of Request



U.S. ARMY

ARMY STRONG.

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, cloth, mesh
- Various sizes (most common: 2'x8' & 3'x6'; maximum width 70")
- Specify if displayed outdoor (may need wind cuts, reinforced edges, and reinforced grommets)
- Specify how itme 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
- Specify how item will be displayed (hanging, tacked on wall, etc) to determine if grommets or Velcro will be needed (grommets placed every 2' unless requested otherwise)



U.S. ARMY

ARMY STRONG.

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"



U.S. ARMY

ARMY STRONG.®

Product Information Continued

18x11



Clings

- Solid or perforated sticker
- Various sizes (most common: 11"X18")
- Typically used on doors or windows at main entrance of high schools, colleges, COI business, local supportive businesses, chamber of commerce, vehicle window, or in areas for easy removal.

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.



U.S. ARMY

ARMY STRONG.

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.

33x88



Cut Outs

- Size: Max height 5'6"
- Printed on Calendar Vinyl.
- 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.



U.S. ARMY

ARMY STRONG.

AVAILABLE LOGOS



ARMY STRONG.®
100%



ARMY ROTC
90%



70%



SCHOOL AND BN LOGOS

60%



60%

NOTE: 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 brand's 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 its visual information the larger it becomes.

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/officer; (AMEDD) healthcare.goarmy.com.



U.S. ARMY

ARMY STRONG.®

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

ARMY STRONG.®

CUSTOM IMAGES



200K



1.4MB



6.2MB



37.2MB

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 emailed will not work for anything bigger than a 16x24 poster.

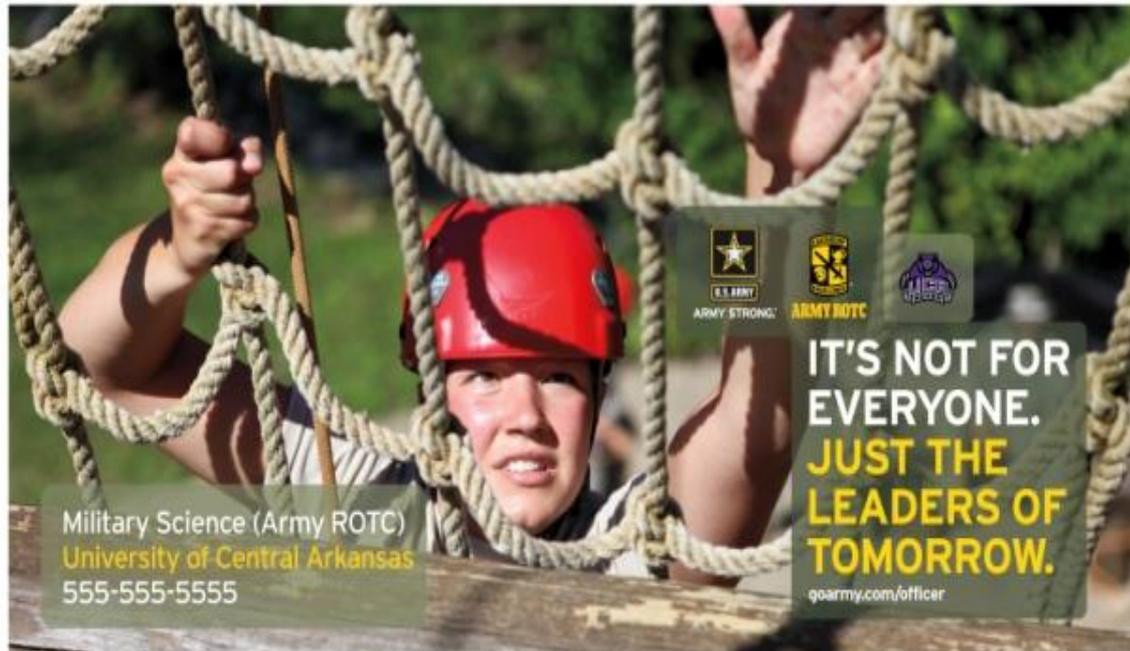


U.S. ARMY

FY12 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



U.S. ARMY

ARMY STRONG.®

WORK EXAMPLES



CUSTOMIZED POSTER

BEFORE



AFTER



BEFORE



AFTER



U.S. ARMY

ARMY STRONG.®

WORK EXAMPLES

BEFORE



AFTER



BEFORE



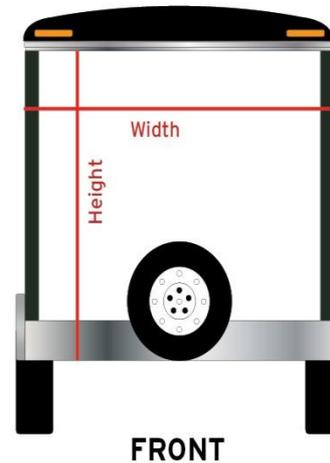
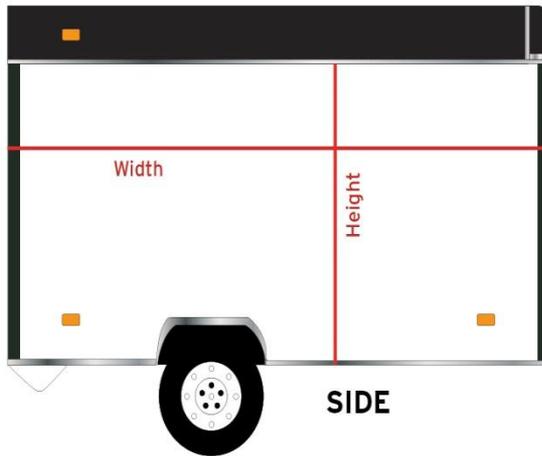
AFTER



U.S. ARMY

ARMY STRONG.

TRAILER WRAP MEASUREMENTS



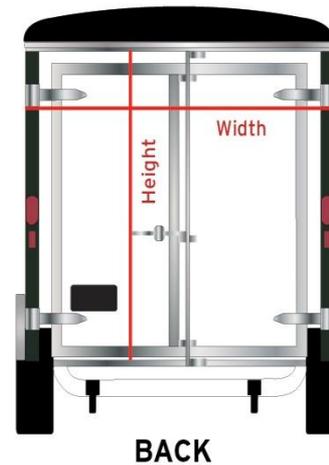
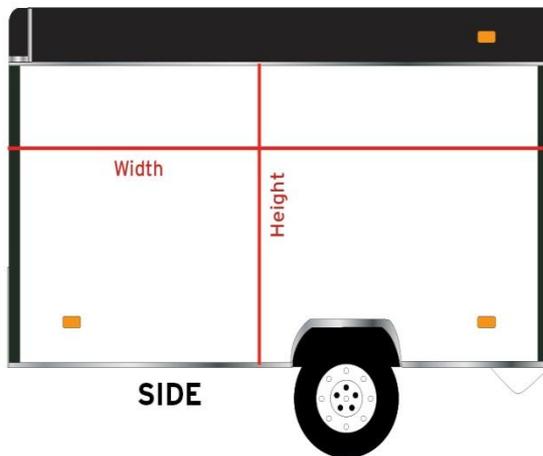
WHAT NEEDS TO BE MEASURED:

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 frames
- location of the reflectors & license plate
- location of the hinges with its width and height
- location of door handle



ARMY STRONG:

BANNER SECTION: 2'X8' LANDSCAPE IMAGES

ITEM #1

A



B



ARMY STRONG.™

BANNER SECTION: 2'X8' LANDSCAPE IMAGES

ITEM #1

C



D



ARMY STRONG.

BANNER SECTION: 2'X8' LANDSCAPE IMAGES

ITEM #1

E



F



ARMY STRONG.

BANNER SECTION: 2'X8' LANDSCAPE IMAGES

ITEM #1

G



H



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 2'X8' PORTRAIT IMAGES

ITEM #2

A



B



C



D



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 2'X8' PORTRAIT IMAGES

ITEM #2

E



F



G



H



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 3'X6' LANDSCAPE IMAGES

A



ITEM #3

B



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 3'X6' LANDSCAPE IMAGES

C



ITEM #3

D



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 3'X6' LANDSCAPE IMAGES

E



ITEM #3

F



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 3'X6' LANDSCAPE IMAGES

G



ITEM #3

H



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 3'X6' LANDSCAPE IMAGES

I



ITEM #3

J



U.S. ARMY

ARMY STRONG.™

BANNER SECTION: 3'X6' LANDSCAPE IMAGES

ITEM #3

K



L



ARMY STRONG.®

BANNER SECTION: 3'X6' LANDSCAPE IMAGES

M



ITEM #3

N



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 3'X6' LANDSCAPE IMAGES

ITEM #3

O



P



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 3'X6' PORTRAIT IMAGES

ITEM # 4

A



B



U.S. ARMY

ARMY STRONG.™

BANNER SECTION: 3'X6' PORTRAIT IMAGES

ITEM # 4

C



D



U.S. ARMY

ARMY STRONG.®

BANNER SECTION: 3'X6' PORTRAIT IMAGES

ITEM # 4

E



F



U.S. ARMY

ARMY STRONG.™

BANNER SECTION: 3'X6' PORTRAIT IMAGES

ITEM # 4

G



H



U.S. ARMY

ARMY STRONG.®

ARMY VALUES: 3'x8' BANNERS

ITEM #5

A



B



C



D



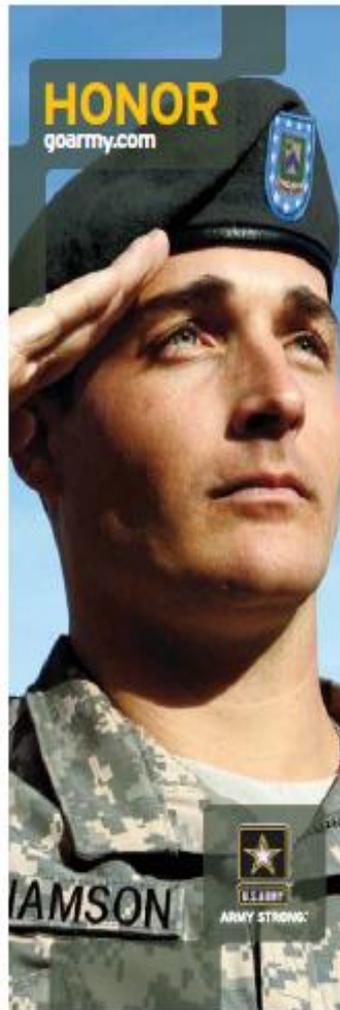
U.S. ARMY

ARMY STRONG.®

ARMY VALUES: 3'x8' BANNERS

ITEM #5

E



F



G



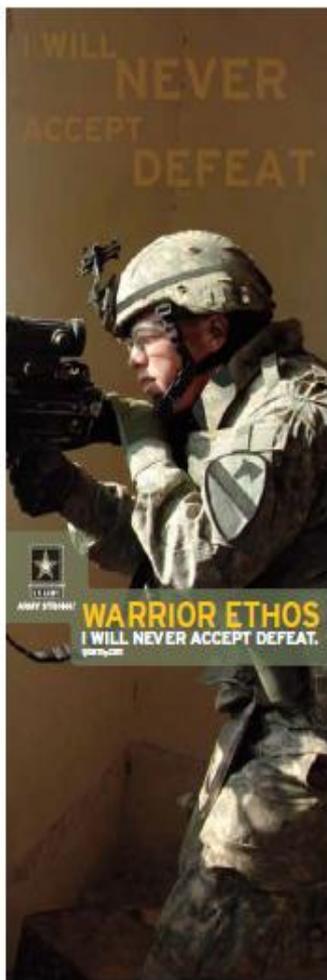
U.S. ARMY

ARMY STRONG.™

WARRIOR ETHOS: PULL UP BANNERS

ITEM #6

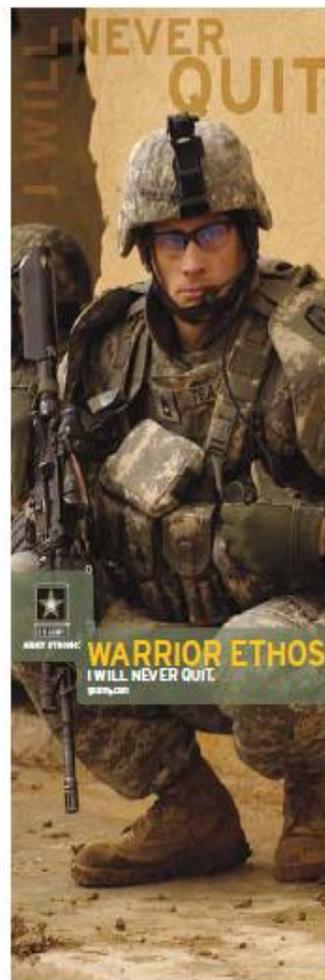
A



B



C



D



U.S. ARMY

ARMY STRONG:

BANNER SECTION: 33"X88" PULL UP

ITEM #7

A



B



U.S. ARMY

ARMY STRONG:

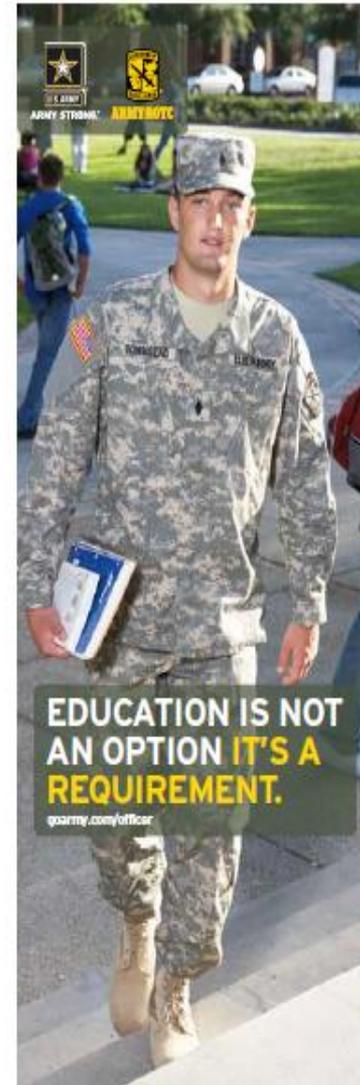
BANNER SECTION: 33"X88" PULL UP

ITEM #7

C



D



U.S. ARMY

ARMY STRONG:

BANNER SECTION: 33"X88" PULL UP

ITEM #7

E



F



U.S. ARMY

ARMY STRONG:

BANNER SECTION: 33"X88" PULL UP

ITEM #7

G



H

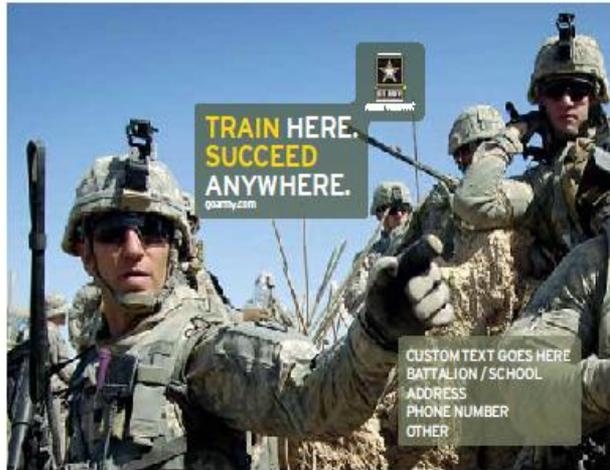


ARMY STRONG.

MURAL SECTION: 4'X6'

ITEM #8

A



C



B



D



ARMY STRONG.™

MURAL SECTION: 4'X6'

ITEM #8

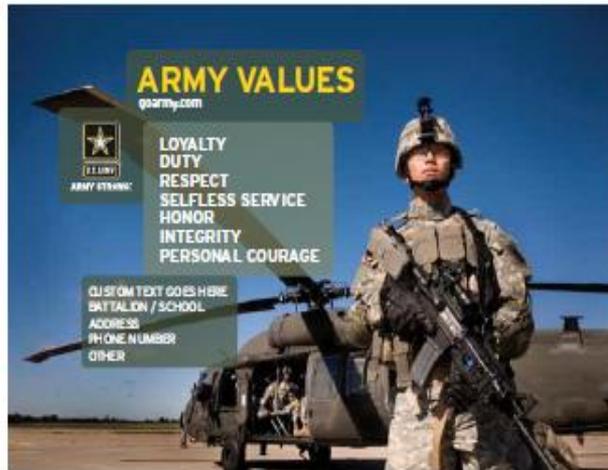
E



G



F



H



ARMY STRONG.™

MURAL SECTION: 4'X6'

ITEM #8

I



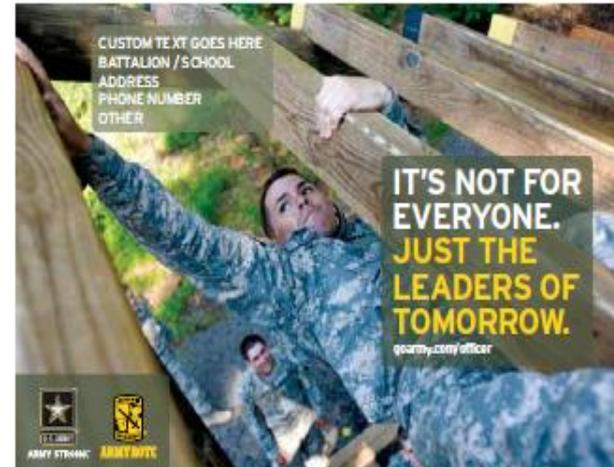
K



J



L



U.S. ARMY

ARMY STRONG.

MURAL SECTION: 4'X6'

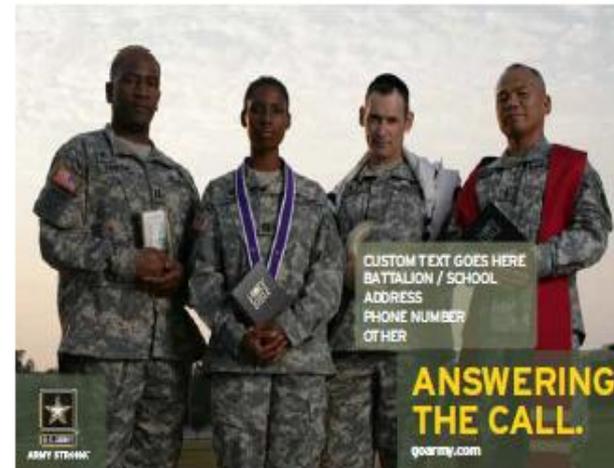
ITEM #8

M



O

N



P



ARMY STRONG.

MURAL SECTION: 4'X6'

ITEM #8

Q



S



R



T



ARMY STRONG.™

ARMY VALUES: 24 x 36 PRINTS

ITEM #9



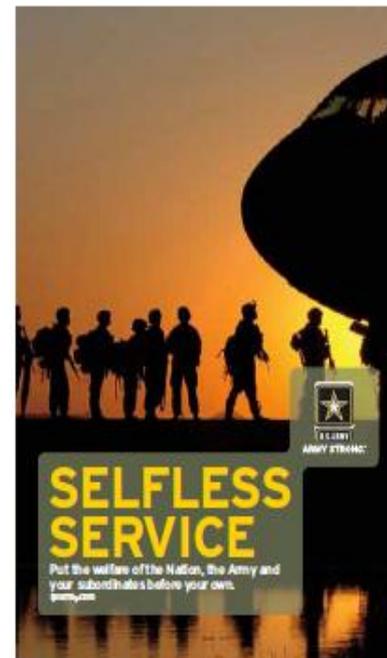
A



B



C



D

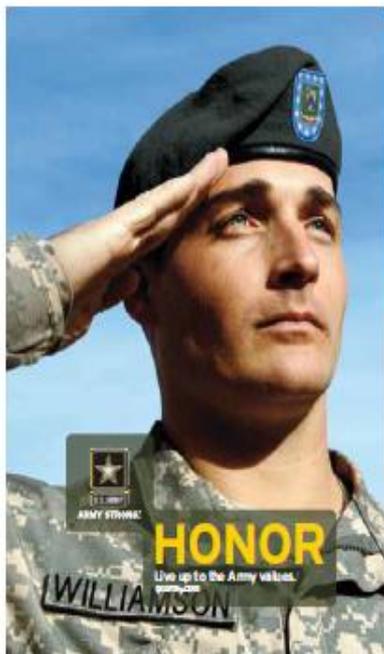


U.S. ARMY

ARMY STRONG:

ARMY VALUES: 24 x 36 PRINTS

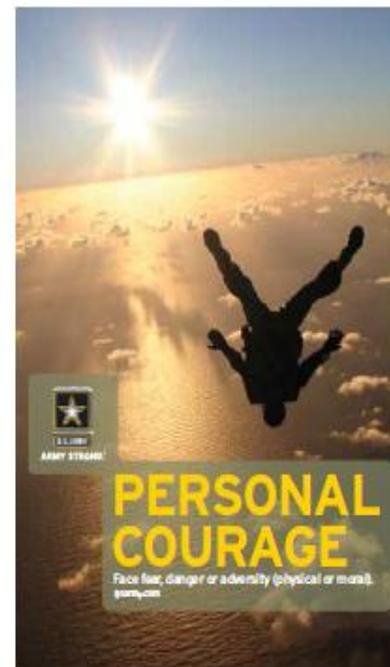
ITEM #9



E



F



G



U.S. ARMY

ARMY STRONG:

POSTER SECTION: 24"x36" & 16"x24"

ITEM #10



A - LANDSCAPE



A - PORTRAIT



U.S. ARMY

ARMY STRONG.™

POSTER SECTION: 24"x36" & 16"X24"

ITEM #10



A - LANDSCAPE



A - PORTRAIT



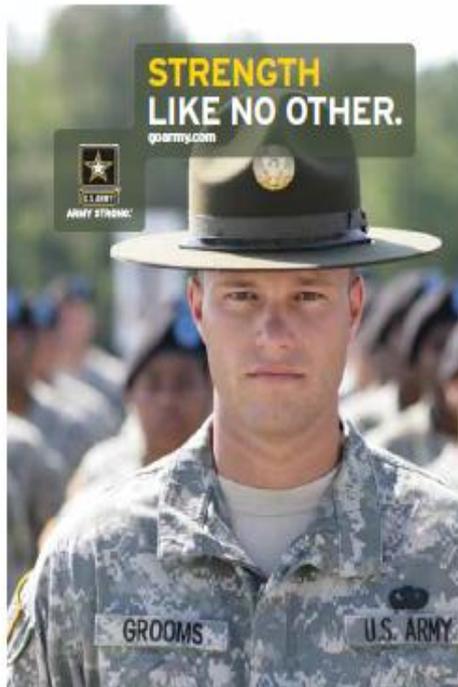
U.S. ARMY

ARMY STRONG:

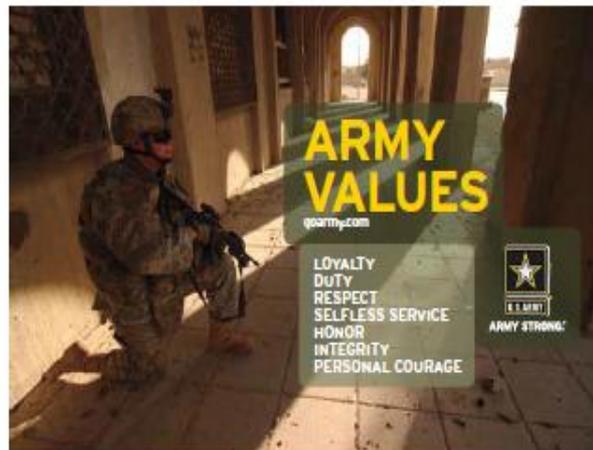
POSTER SECTION: 24"x36" & 16"X24"

ITEM #10

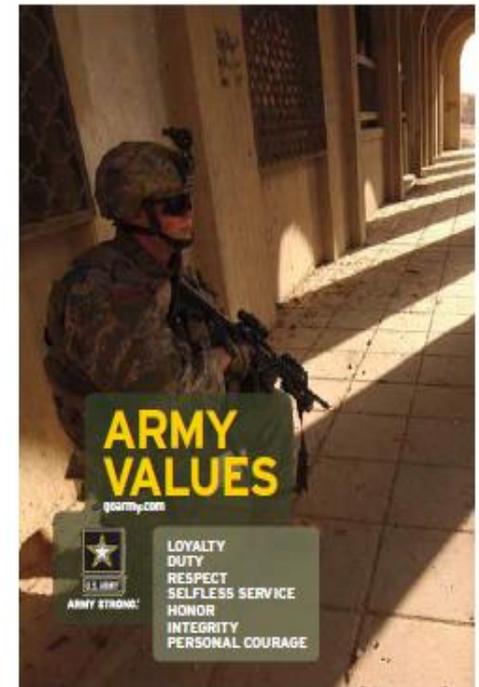
B - LANDSCAPE



B - PORTRAIT



C - LANDSCAPE



C - PORTRAIT



U.S. ARMY

ARMY STRONG:

POSTER SECTION: 24"x36" & 16"X24"

ITEM #10

D - LANDSCAPE



THE TOUGHEST MISSIONS.
BEST TRAINED SOLDIERS.

goarmy.com



D - PORTRAIT



THE TOUGHEST MISSIONS.
BEST TRAINED SOLDIERS.

goarmy.com

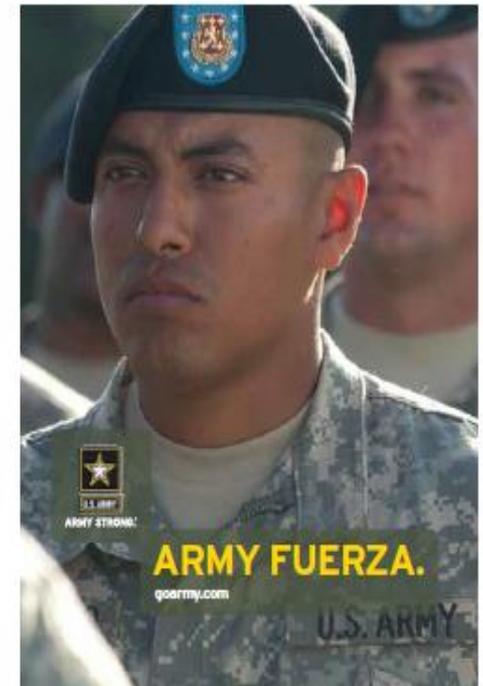


ARMY FUERZA.

goarmy.com



E - LANDSCAPE



ARMY STRONG!

ARMY FUERZA.

goarmy.com

U.S. ARMY

E - PORTRAIT



U.S. ARMY

ARMY STRONG:

POSTER SECTION: 24"x36" & 16"X24"

ITEM #10



F - PORTRAIT



F - LANDSCAPE



G - LANDSCAPE



G - PORTRAIT



U.S. ARMY

ARMY STRONG:

POSTER SECTION: 24"x36" & 16"X24"

ITEM #10

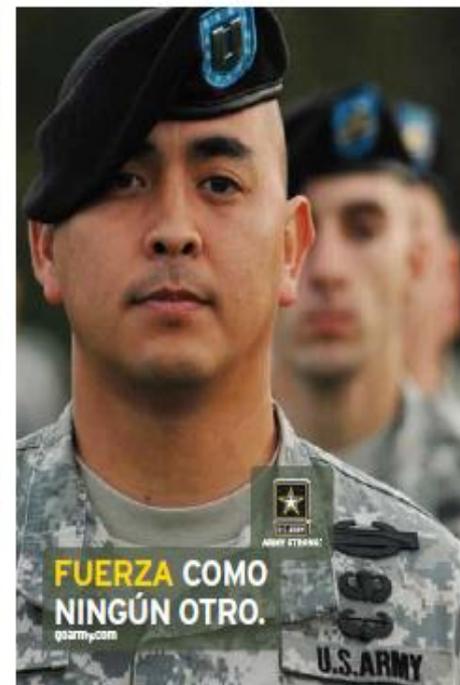
H - LANDSCAPE



H - PORTRAIT



I - LANDSCAPE



I - PORTRAIT



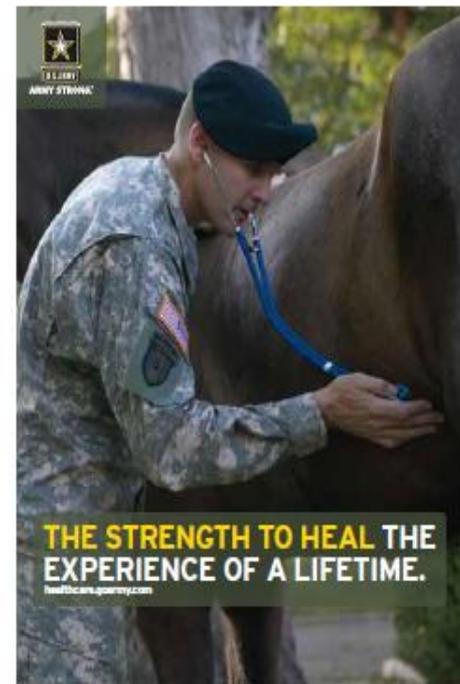
U.S. ARMY

ARMY STRONG:

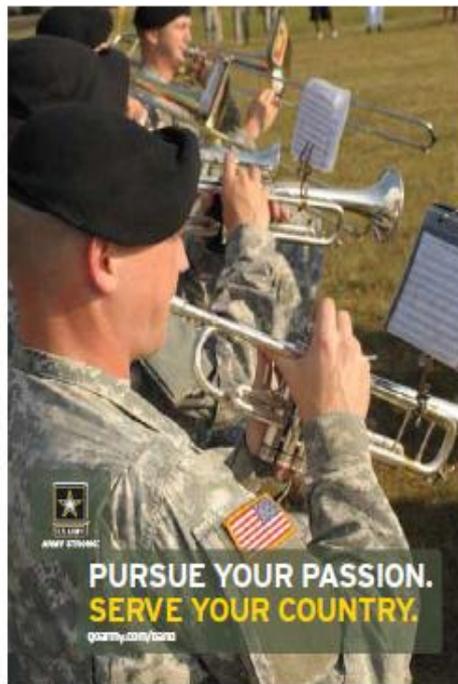
POSTER SECTION: 24"x36" & 16"X24"

ITEM #10

K - LANDSCAPE



K - PORTRAIT



J - PORTRAIT



J - LANDSCAPE



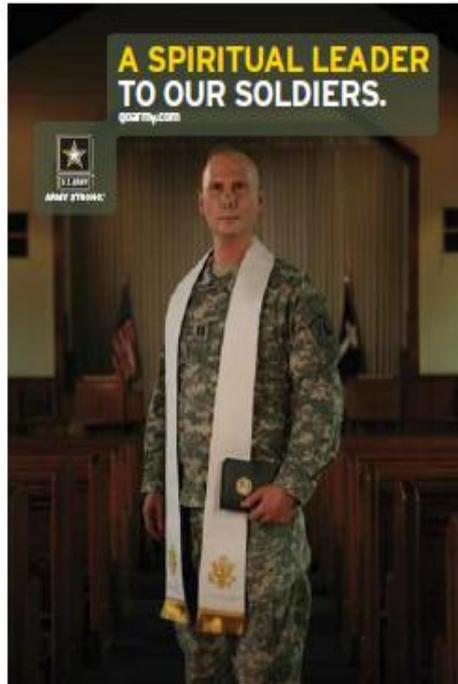
U.S. ARMY

ARMY STRONG:

POSTER SECTION: 24"x36" & 16"X24"

ITEM #10

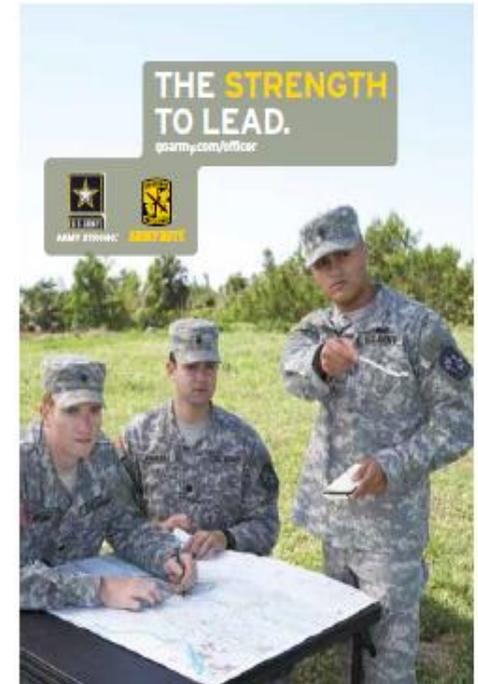
L - LANDSCAPE



L - PORTRAIT



M - LANDSCAPE



M - PORTRAIT



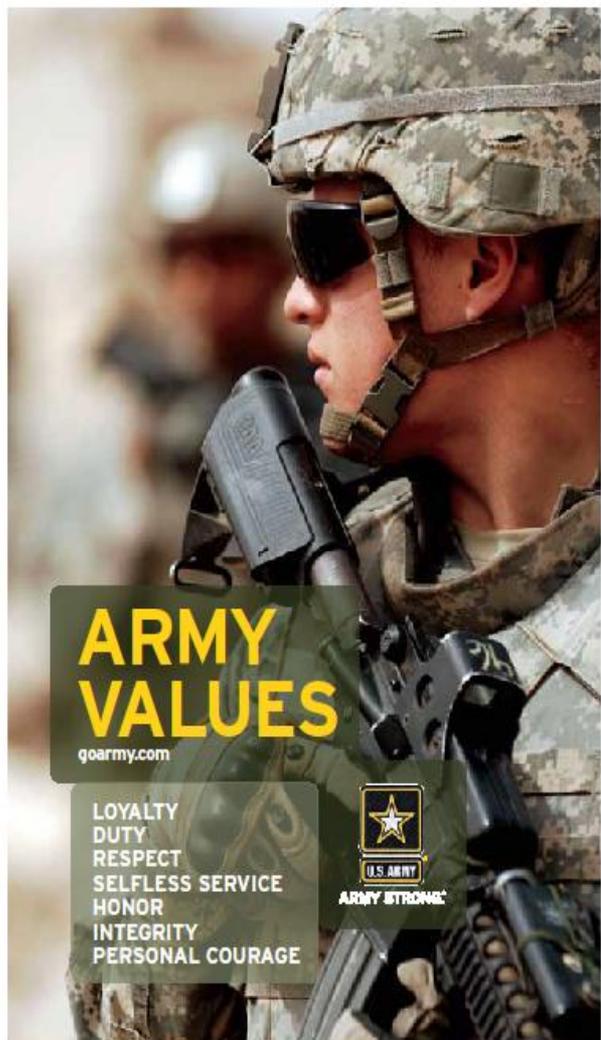
U.S. ARMY

ARMY STRONG:

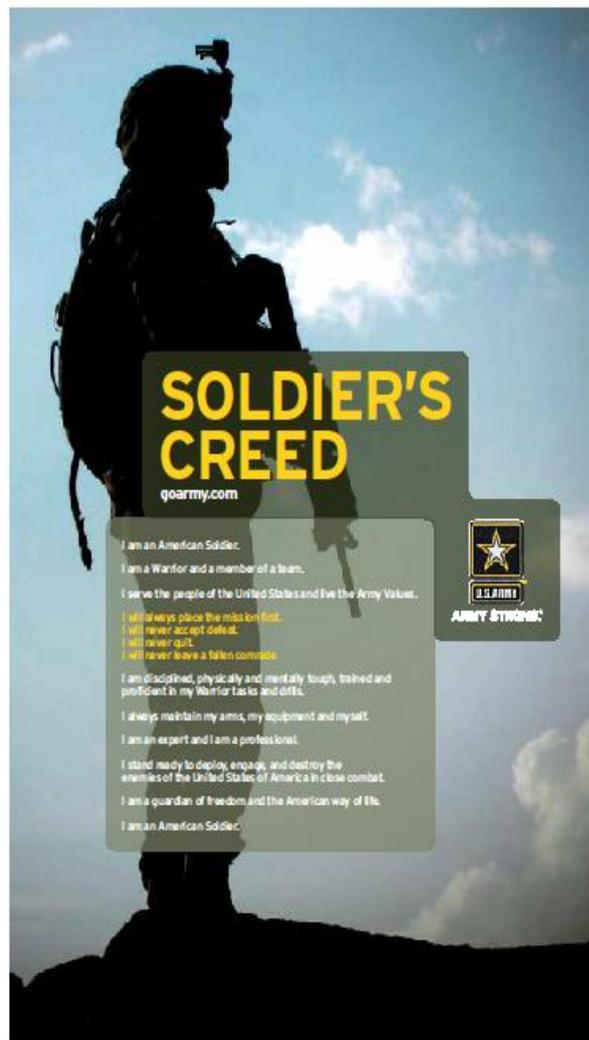
SANDWICH SIGN SECTION: IMAGE CHOICES

ITEM #11

A



B



ARMY STRONG.

SANDWICH SIGN SECTION: IMAGE CHOICES

ITEM #11

C



U.S. ARMY
ARMY STRONG: ARMY ROTC

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

goarmy.com/officer

D



U.S. ARMY
ARMY STRONG: ARMY ROTC

**THE STRENGTH
TO LEAD.**

goarmy.com/officer



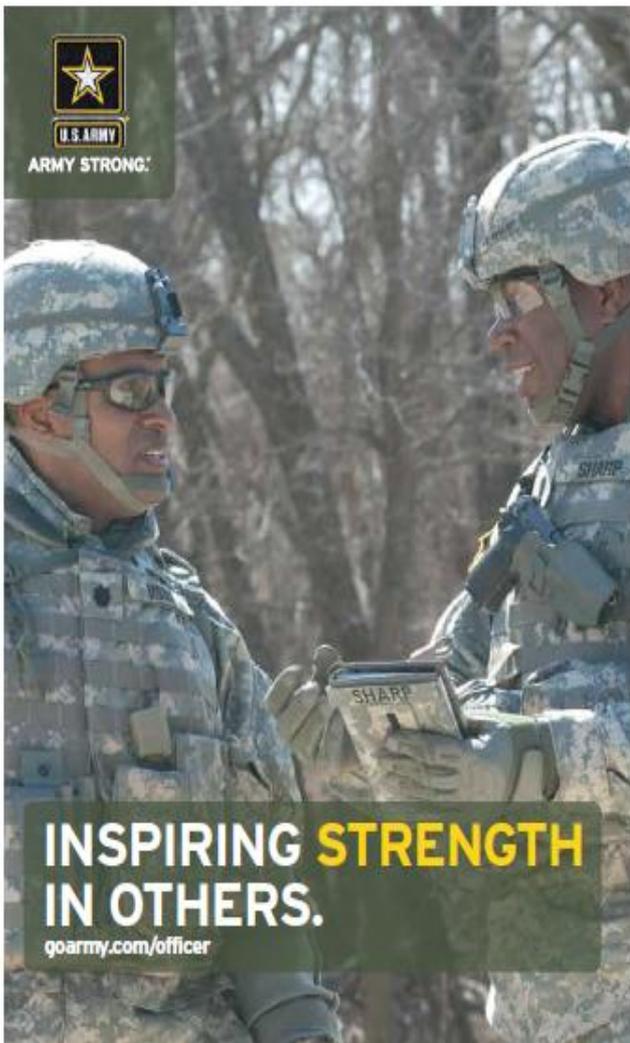
U.S. ARMY

ARMY STRONG:

SANDWICH SIGN SECTION: IMAGE CHOICES

ITEM #11

E



F



U.S. ARMY

ARMY STRONG:

SANDWICH SIGN SECTION: IMAGE CHOICES

ITEM #11

G



H



U.S. ARMY

ARMY STRONG:

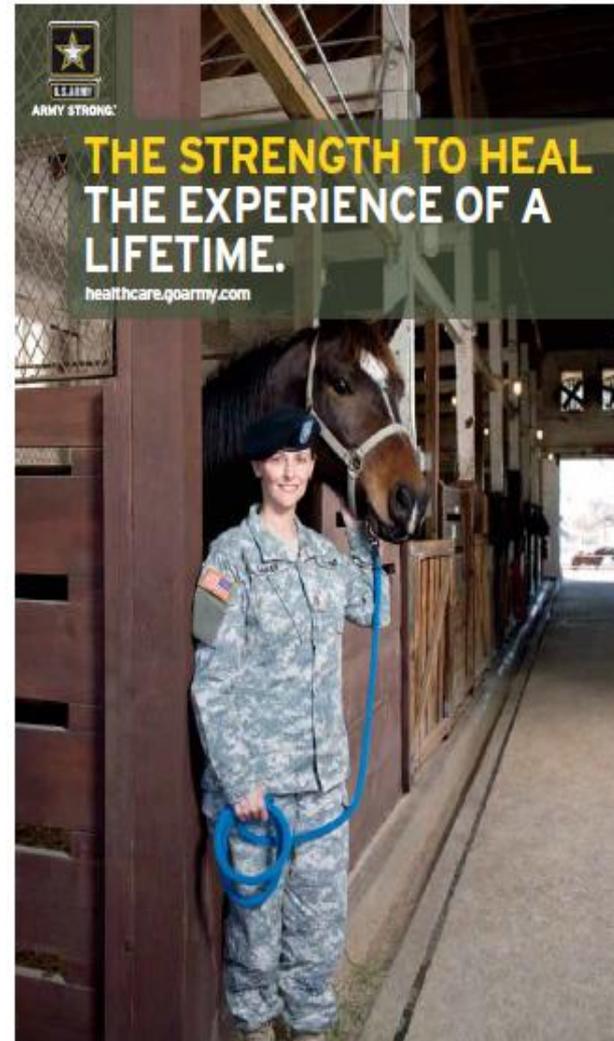
SANDWICH SIGN SECTION: IMAGE CHOICES

ITEM #11

I



J



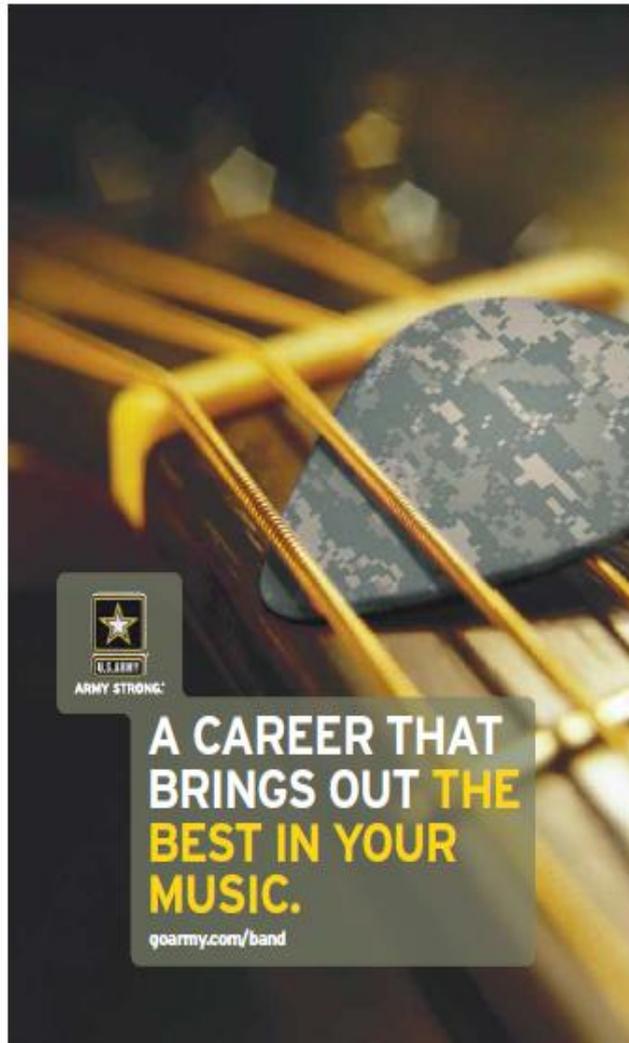
U.S. ARMY

ARMY STRONG:

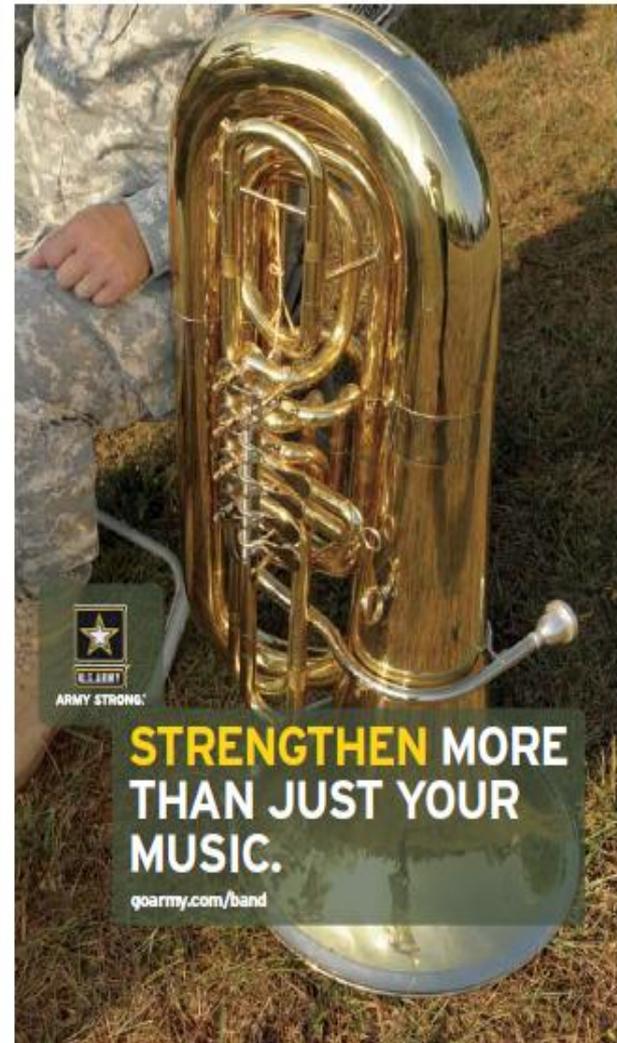
SANDWICH SIGN SECTION: IMAGE CHOICES

ITEM #11

K



L



U.S. ARMY

ARMY STRONG:

SANDWICH SIGN SECTION: IMAGE CHOICES

ITEM #11

M



N



U.S. ARMY

ARMY STRONG:

SANDWICH SIGN SECTION: IMAGE CHOICES

ITEM #11

O



P



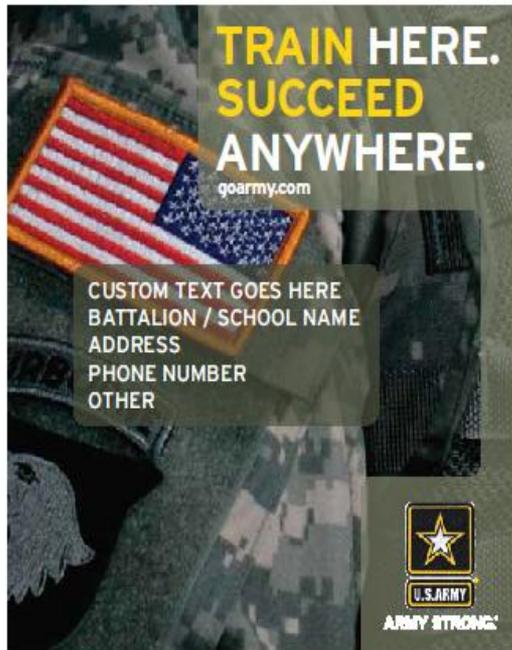
U.S. ARMY

ARMY STRONG[®]

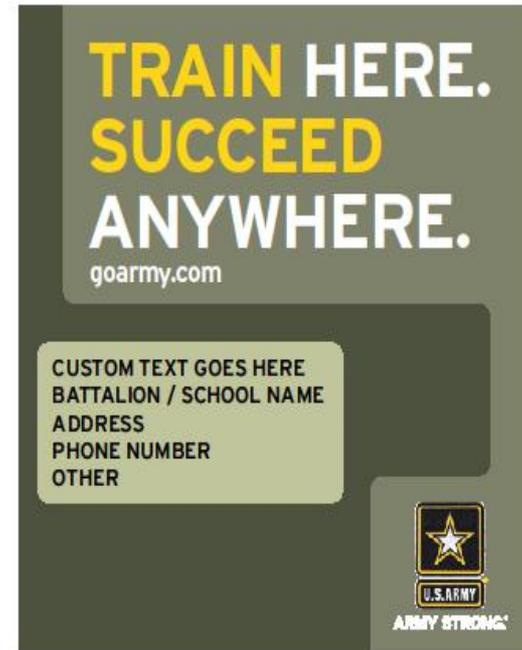
FENCE POST SIGN: 18"X20"

ITEM #12

A



B



ARMY STRONG.™

YARD SIGN SECTION: 19"X24"

ITEM #13

A

NOW HIRING

910-764-2113

- Cash Bonus \$40,000
- 30 Days Paid Vacation
- College



ARMY STRONG.™

B



Custom Text Goes Here

ARE YOU ARMY STRONG?
goarmy.com



C



ARMY STRONG.
goarmy.com

Custom Text Goes Here



ARMY STRONG.™

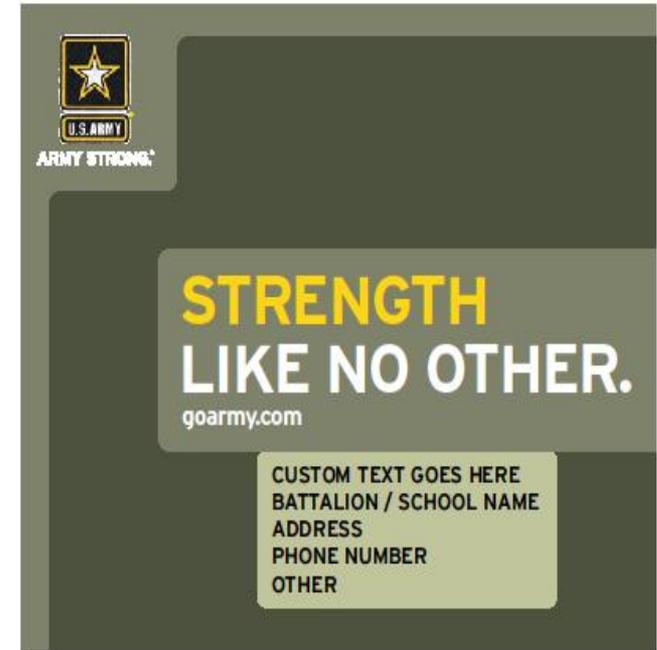
HAY BALE COVERS: 32"X36"

ITEM #14

A



B



ARMY STRONG.®

STATIC CLING/MAG SIGN SECTION: IMAGES

ITEM #15

A



B



C



D



U.S. ARMY

ARMY STRONG:

STATIC CLING/MAG SIGN SECTION: IMAGES

ITEM #15

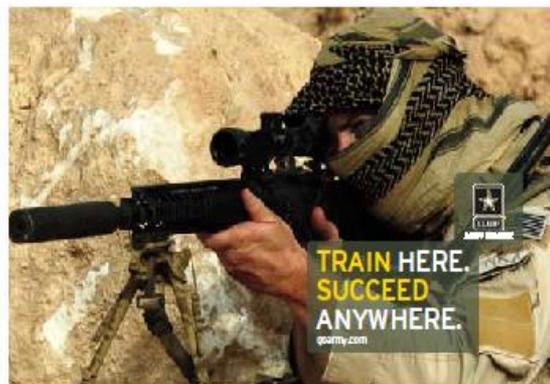
E



F



G



H



U.S. ARMY

ARMY STRONG.

CUT OUTS

ITEM #16



ARMY STRONG.

CUT OUTS

ITEM #16



U.S. ARMY

ARMY STRONG.™

CUT OUTS

ITEM #16



ARMY STRONG.®