ARMY NATIONAL GUARD
STATE LOGO STYLE GUIDE

In order to maintain brand consistency, state versions of the Army National Guard (ARNG) logo were developed for all 54 states and territories. Please use this guide when implementing any National Guard state logo. By adhering to this guide, each state can leverage the ARNG national logo as seen in NGB's national advertising, thus increasing the effectiveness of local marketing programs. Unauthorized use or alteration of any Army National Guard logo or other branding element is strictly prohibited.

STATE LOGO VERSIONS:
Four state logo executions are provided in Stacked and Linear versions and in Color and Black and White (BW):
  • Logo only
  • Logo with URL
  • Logo with phone number
  • Logo with both URL & phone number

FILE FORMATS:
All logos are provided in multiple file formats in order to meet your needs: EPS, TIFF, PNG, and JPG.
EPS is preferred file format because it is scalable to any size.

COLOR USAGE:
Logos are built using Pantone colors.

The BLUE Pantone color is PMS 295c.

The RED Pantone color is PMS 485c.

For questions, contact Tim Casula at LM&O Advertising: 703-797-7155 or timcasula@lmo.com

Blue Bar Background Logo (primary logo)

The Blue Bar Background logo is the primary logo. The blue bar is a piece of art and a primary component of the National Guard's brand identity. It was developed to showcase the National Guard name and create contemporary and youthful marketing materials.

LINEAR   STACKED

The Blue Bar Background logos available on NATIONALGUARD.com are pre-formatted. The linear version measures 10.6157" wide x 2" high. The stacked version measures 3.6167" wide x 3.6167" high. The blue background art is a raster image (a bitmapped image which cannot be enlarged without losing quality). Scaling the pre-formatted logos larger than the linear and stacked measurements will cause pixelation on the final output and is not recommended.

If you need the Blue Bar Background logo at a larger size please see the directions below on how to build a larger Blue Bar logo.

Building a Larger Blue Bar Logo

To build a larger Blue Bar Background logo, use the large high-resolution (300 dpi) empty blue background sized at 25" wide x 16.6" high.

1) Resize and/or crop the larger blue background art to fit your needs.

2) Using Adobe Illustrator, open the pre-formatted Blue Bar Background logo (in EPS format) you wish to use and turn OFF or DELETE the blue background layer. Once you have done this, the vector logo is left behind. Copy and paste the remaining vector logo on top of your newly sized blue background. If pasting into Photoshop, paste as a "Smart Object."

IMPORTANT - Use the EPS formatted Blue Bar Background logos, as these logos contain a built-in drop shadow.

25" wide x 16.6" high

drop shadow

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For White and Light Background Logos

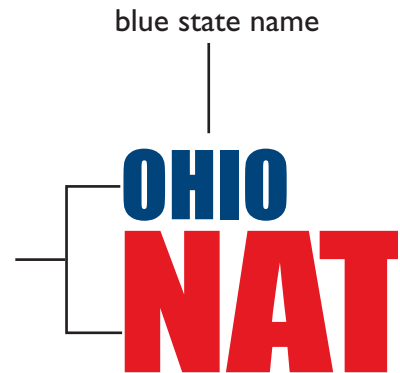When reproducing the logo on a light or white background, use the logos provided in this category.

LINEAR

STACKED

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The White and Light Background logo carries blue text for each state name and black text for the call-to-action.

IMPORTANT - The JPG, PNG, and TIFF logo formats are only to be used on a white background. The backdrop can be removed on the EPS logo format by opening the file in Adobe Illustrator and turning OFF or DELETING the white backdrop layer. The logo spacing was adjusted to accommodate the omission of the white outline surrounding "National Guard," which is not visible against a white backdrop.

blue state name

Adjusted to accommodate the omission of the white outline

OHIO
NAT

For questions, contact Tim Casula at LM&O Advertising: 703-797-7155 or timcasula@lmo.com

For Black and Dark Background Logos

When reproducing the logo on a dark or black background, use the logos provided in this category.

LINEAR

STACKED

The Black and Dark Background logo carries white text for each state name and call-to-action for maximum readability.

IMPORTANT - The JPG, PNG, and TIFF logo formats are only to be used on a black background. The backdrop can be removed on the EPS logo format by opening the file in Adobe Illustrator and turning OFF or DELETING the black backdrop layer.

white state name

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For All Other Color Background Logos

Situations will arise where the blue bar art is not appropriate or applicable for your marketing needs (e.g. embroidery or RPIs utilizing limited colors). In these situations, use the logos provided in this category. Use these logos on all backgrounds other than the blue bar, black or white backgrounds. Please note, the gray background is for preview purposes and does not appear in the final output.

LINEAR

STACKED

All Other Color Background logos carry blue text for each state name, and white text for the call-to-action.

There is no BW version of this logo. To use a BW logo, refer to the "For Black and Dark Background Logos" category.

blue state name

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