



UNITED STATES ARMY PUBLIC HEALTH COMMAND

Public Affairs Office

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The USAPHC Branding Logo

With the integration of the U.S. Army Center for Health Promotion and Preventive Medicine and the U.S. Army Veterinary Command to form the U.S. Army Public Health Command, a new branding program is being created. Branding differentiates the command, reinforcing that it is unique, with a mission and goals unlike any other Army or DOD organization. With exposure to our stakeholders, the brand will come to stand for what we stand for in the minds of our customers and partners. The branding logo is a foundational piece in our corporate communications.

The logo is not our distinctive unit insignia, the official organizational symbol which will be certified by the Army Institute of Heraldry after the USAPHC becomes fully operational.

The basic element of the branding logo is the equilateral triangle, one of the simplest geometric shapes, representative of strength and stability. With the strong, dynamic shape we have chosen, we are conveying reliability and dependability to our audiences. The triangle also represents the “one health” concept, with people, animals and environment: each represented by one of the three sides of the triangle.

The triangle also alludes to the USAPHC’s legacy organizations. Two individual, smaller triangles come together to make this single, larger, more solid triangle; this represents the two commands, USACHPPM and VETCOM, coming together as one, new command.

In an upward rise, wings break through the triangle. These echo the wings of the caduceus, long symbolic of medicine and humanitarianism. The wings also represent the new command taking flight; as the command matures, the wings still will represent caring and protection, as in the idiom, “to take someone under your wing.”

This mirrors our mission of protecting and preserving the health of Soldiers and retirees, their family members, and Army civilians.

The stylized wings also make the logo more “approachable.” With the custom, “winged” letters and the triangle firmly communicating strength and stability, the



flowing wings help to balance the logo away from too much rigidity. This balance makes our command’s logo more welcoming, and prevents it from becoming too “industrialized.”

The distinctive letters, or “font,” have been customized to make the Army Public Health Command’s name unique. After prolonged exposure to our new logo, viewers will immediately be able to associate the Army Public Health Command with this font. The letterforms have been condensed a bit, and “little wings” (what’s known in the design world as “serifs”) have been added to a few of the letters. The serifs emphasize a sense of “moving forward,” and help to show progressiveness while maintaining the font’s stability, which echoes the triangle.

The primary color palette chosen to support the corporate branding effort includes a specific shade of burgundy. Burgundy references the heritage of the new command, both legacy organizations and the parent organization, U.S. Army Medical Command. Burgundy, which is considered a version of red, conveys vitality and power or strength, qualities we hope to bring to our mission execution. A burgundy version of the logo is shown above.

The color palette also includes green, beige, and black. These colors are only to be used by command Visual Information Specialists in specific applications. Their meaning and usage will be covered in the USAPHC branding guide.