| CEIM-SV Regulation No. 360-1-2 | Department of the Army  
U.S. Army Corps of Engineers  
Washington, DC 20314-1000 | ER 360-1-2  
2 Apr 82 |
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| Army Information  
UNIFIED VISUAL COMMUNICATION SYSTEM | | |
| **Distribution Restriction Statement**  
Approved for public release; distribution is unlimited. | | |
Limited supplementation of this regulation is permitted, but is not required. If supplements are issued CDR, FOA will furnish one copy of each to HQUSACE (DAEN-PAV) and (DAEN-ASP-R) WASH DC 20314; DISTCDR will furnish required copies to appropriate DIVCDR.

1. **Purpose**. This regulation establishes the Corps' Unified Visual Communication System and prescribes policy, responsibilities and guidelines for implementation.

2. **Applicability**. This regulation applies to all HQUSACE elements and all field operating activities.

3. **References**.
   a. AR 310-1
   b. AR 310-2
   c. ER 360-1-1
   d. EP 310-1-6

4. **General**. The Corps' Visual Communication System will project a contemporary business-like image by promoting continuity in visual design. It is a tool to help visual communication mediums achieve a more effective and cohesive result. The castle Communication Mark (Appendix A) is the central element in the Corps' Unified Visual Communication System. Through consistent and repetitive use as a signature device and design element in all Visual Communications, the mark becomes a visual shorthand which identifies the Corps of Engineers and symbolically projects its achievements and goals.

5. **Policy**.
   a. The Corps' Graphic Standards Manual, EP 310-1-6, provides specifications for the design, production and application of Visual Communications mediums. Administrative media covered by the requirements of AR 310-1 and AR 310-2 are exempt from this regulation.

   b. The Corps Communications Mark is the predominant design identification element in all Visual Communication mediums. Use will conform to the design standards prescribed in EP 310-1-6.

      (1) The mark must be used as specified in EP 310-1-6.

      (2) The mark must never be altered in any way.
6. **Responsibility.**

   a. The HQUSACE Chief of Public Affairs is assigned staff management control over the Corps Unified Visual Communication System.


   c. All commanders will designate a Graphics Coordinator for their activity. The name, telephone number and address of FOA Graphic Coordinators will be forwarded to HQUSACE (DAEN-PA) WASH DC 20314, not later than 30 days after receipt of this regulation. Changes in these assignments will be provided to DAEN-PA as they occur.

   d. Graphics Coordinators are responsible for insuring compliance with EP 310-1-6.

   e. Inquiries concerning interpretation or application of the Communication Mark or the overall Unified Visual Communications System will be referred to the activity Graphics Coordinator.

7. **Transition to the New Visual System.**

   a. There will be a gradual transition period for completely phasing in the use of the Corps' Communication Mark, particularly on signs and vehicles or floating plants. Transition should occur when these and similar items are replaced. Any such items being repainted or identified for the first time must conform to the established standards contained in EP 310-1-6.


FOR THE COMMANDER:

[Signature]

JAMES W. RAY
Colonel, Corps of Engineers
Chief of Staff

1 Appendix
APP A - Communication Mark
APPENDIX A
COMMUNICATION MARK

The U.S. Army Corps of Engineers
Communication Mark is the key graphic
element in the Corps’ uniform graphic
identification system. Its form is derived
from the traditional castle symbol used
by the Corps since its inception.

The mark has been redesigned to have
greater strength and adaptability, both
visually and for reproduction purposes. In
its new form, the mark is a simplified con-
temporary rendering of a traditional sym-
bol.

The mark is primarily used as the com-
mon graphic element placed above the
names of Field Operating Activities within
the Corps as a part of their signatures.

The primary purpose of the signature is
to graphically identify the Corps and its
Field Operating Activities in a uniform and
communicative way.

All signatures are a combination of the
Corps Mark and the name which describes
a specific Field Operating Activity. No addi-
tional elements, typography or graphic
devices should ever be added to the basic
signature configuration.

Reverse Version
Because of the nature of the drawing of the
positive version of the mark (as shown
above), a normal conversion to negative
will result in a black rather than a white
castle. To avoid this situation, a special
drawing of the mark has been developed
which includes an additional white outline.

Only the reproduction artwork provided
in Chapter 7 of the manual shall be used to
show the mark in reverse.

Color considerations are similar to those
described for the One-Color Version. In
certain situations, shown throughout this
manual, the reverse treatment may be
used showing the Communication Mark in
Communication Red.